



# EcoMobility

**PRIORITY FOR ECOMOBILITY IN OUR CITIES. A SERIES OF LOCAL STORIES**

## Bremen, Germany Rapidly growing intermodal transportation

**Summary:** Bremen is a leading EcoMobile city, with only 40% of commuters using cars or motorcycles. This can be attributed to Bremen's intermodal transportation developments. Bremen has a large car sharing system, improved biking infrastructure, and a public transportation system with a new S-bahn system as of 2010.

### Bremen sets goals high, on track to exceed

In Bremen, 60% of trips are already made by sustainable means. In 2008, this 60% comprise 14% trips by public transportation, 20% walking, and 25% biking. An increase in this percentage is promising through expansion of existing public transportation and creation of new systems. The 2020 target strives to increase the biking percentage to 30% since a bike is ultimately the most plausible sustainable form of transportation. Focusing on intermodal passenger transportation systems sets a goal to reduce the dependence on the automobile as the main mode of transportation and increase use of public transport in order to decrease greenhouse gas emissions and fossil fuel consumption.



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Carsharing card allows for quick and efficient 24/7 rental

### Restructuring busy roads

In the past few years, Bremen has improved conditions for walking and biking by restructuring wide roads that were formerly dominated by car traffic to have a wider sidewalk and a smaller road. With wider sidewalks, there is more room for walkers and safe, clearly-marked bike paths that do not interfere with pedestrian or automobile traffic. The housing areas have speed-limits of 30 km/h and almost all one-way streets here are opened for cyclists in contraflow direction.

### A growing car sharing system

A car sharing system, where people can rent cars for short or longer periods of time, allows customers to access cars without having to own one. These rentals are often by the hour and are attractive to customers occasionally needing a vehicle or those who need a different type of vehicle than the one they own. Thirty-three new vehicles were added amongst nine new car sharing locations in the past year, making a total of 43 car sharing locations with 160 vehicles. As a result, the number of clients increased by 39%. As of 2010, of the 547,000 inhabitants of Bremen, 5,700 were car sharing customers. But Bremen is ambitious and intends to reach 20,000 customers by 2020. Car sharing has shown many positive impacts. People now can use the appropriate size cars for each trip, which has led to a downsizing of owned cars. In addition, customers are now able to use cars with higher emissions standards as they become available instead of keeping the same lower emission standards car for the life of the car. Another achieved benefit was that 1,500 fewer parking spaces were needed throughout the city, causing savings of €20-40 million for parking infrastructure.

## Expansion and growth of public transportation

In 2010, a new regional S-bahn system began operation. Four lines were created with a total of 35 stations. Trams are the backbone of public transport on the local level and contribute significantly to the annual ridership of more 100 million passengers (2010) in the city of Bremen. The tram network is under extension – also into neighbouring communities and also using freight train tracks in mixed use. Public Transport uses low-floor-level and low-emission vehicles. Clean vehicles such as taxis, trucks, and buses have also been introduced. In January 2011, there were approximately 350 CNG (compressed natural gas) vehicles in Bremen that resulted in a 60% decrease in NOx emissions. There is a lower car mileage (around 500,000 km avoided per year) travelled due to higher use of public transportation and bikes. This decrease in car mileage has resulted in a reduction of 85,000 kg of CO2 emissions.



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Mobil.punkt stations around the city give residents access to a car on call – easy to reach by public transport and bicycle

## Knowledge – the crucial element

Although travel behaviour in Bremen is highly EcoMobile, the percentage of car commutes is considered too high. In 1995, there was an average of 176 public transport trips per capita. This increased to 187 trips in 2010. Every year, Bremen invests in providing better access to information about schedules, routes, and fares in order to further increase the number of public transport users. Improved intermodal information systems are available on pre-travel (esp. Internet-based information for Public Transport, for cycling but also for taxi use etc.) and on-travel (Real-Time Passenger Information at stops and information in the PT vehicles). The website of BSAG is visited more than 500,000 times per month. Also, a prepaid 'BOB' card was introduced to attract non-frequent travellers – whereas the season tickets have anyway their frequent users. The BOB-Card is a post-payment system that keeps track of a passenger's destination and stores this information in a database that automatically charges the customer's bank account upon zero balance. Up to now, the number of BOB Card users increased to more than 65,000 citizens.

**“The mobil.punkt stations in the inner city neighbourhoods provide citizens with the supplement to public transport and the bicycle: the car on call. This type of integrated traveller service is an important element of our entire mobility strategy.”**

**Michael Glotz-Richter, City of Bremen**



Bremen, Germany

**The City of Bremen** is a commercial port and trade city on the Weser River in northern Germany. Bremen is the tenth largest city in Germany. The city has a population of 547,000 and an area of 400 km<sup>2</sup>. The economy of Bremen has been dominated by trade and shipping. The city is also strong industrially with its shipbuilding and automobile industries. Bremen has been an ICLEI member since June 1992. Bremen has been a pioneer city in EcoMobility for many years and developed the concept of car - free neighborhoods.

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