

Welcome to Bremen



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Transport – Health – Environment
Institutional Arrangements for Policy Integration

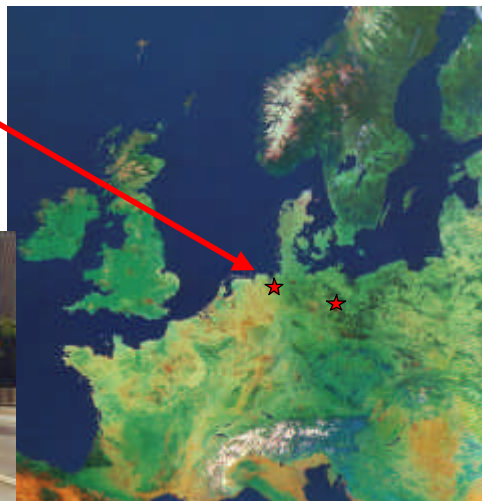


Welcome to Bremen

Where is Bremen?

City State (Land / City)

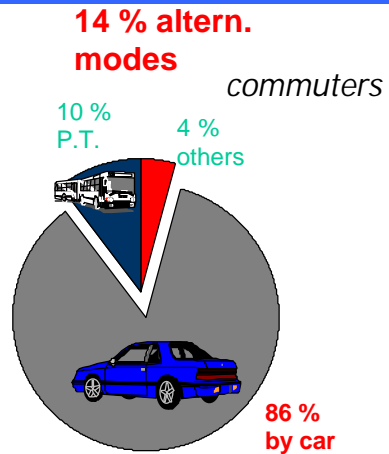
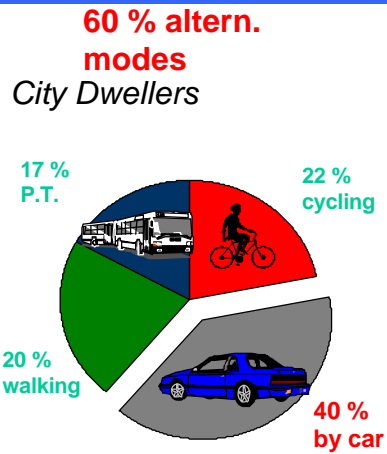
540.000 inhabitants
(City of Bremen)



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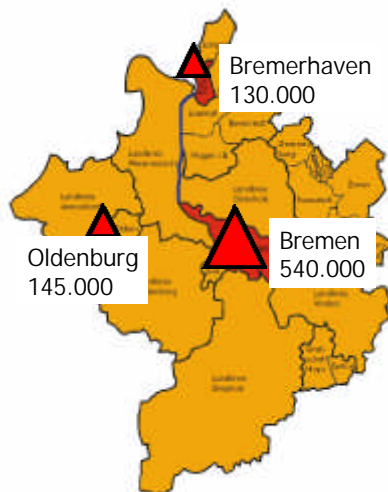
Modal Split



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Organisational Integration



- 34 PT-operators under umbrella of the **Verkehrsgemeinschaft Bremen-Niedersachsen VBN**
- area of 8.500 km²
- serving mobility needs of 1.8 mio people



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Co-ordinated schedules

easy interchange
between
different PT modes



+ Seamless ticketing



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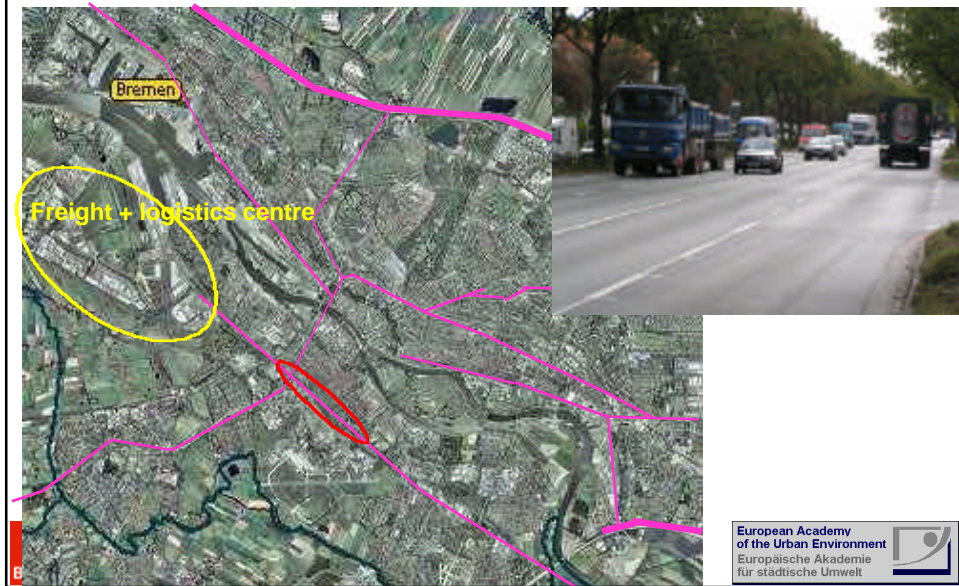
Air Quality



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Air Quality



Air Quality



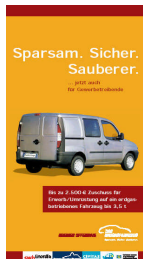
Air Quality



Clean Vehicles



- Incentive programme for CNG vehicles
- Partnership with energy provider and local energy agency



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Clean Vehicles



- Clean Delivery Vehicles
- Push-and-pull



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Clean Vehicles

If other measures do not have sufficient impacts, Certain polluting vehicles will be banned from certain roads and areas



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More than air quality



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More than air quality



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Car-Sharing



- > 3.600 Car-Sharing users
- Private operator
- Eco-label certified
- Part of Transport Strategies and Clean Air Management

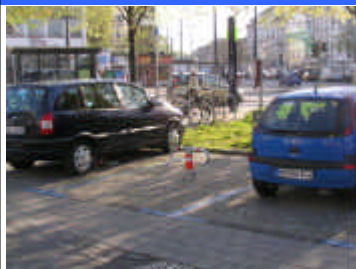


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Car-Sharing



- Intermodal Offers with Public Transport (+Bike)
- 700 private cars replaced



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Political Framework Setting



- bus lanes
- priority at (intelligent) traffic lights



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Political Framework Setting



The bicycle is the ultimate zero-emission-vehicle



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Political Framework Setting

Bike-Station at the Central Station

- bike-storage
- bike-repair
- bike-rental, maps,...



Bike-Station at Central Station



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Mobility Culture

- What about the 'Mobility Culture' ?
- How much is spend to promote the car ?
- What can we learn from "how to promote the car" ?



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Mobility Culture



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Mobility Culture



Rarely seen in TV and
cinema:

TV heroes using PT or
bike...



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Mobility Culture

...some until now (almost)
unreleased scenes
from the latest James Bond...



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