

Moving the City: A Guided Tour of the Transport Integration Strategy in Bremen, Germany



Led by:

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at Bremen's Department for Building and Environment**

A note about how this presentation was developed: In 2003 Michael Glotz-Richter, Senior Project Manager for sustainable mobility at Bremen's Department for Building and Environment prepared a video tour demonstrating Bremen's strategy for the integration of transportation. On that video Mr. Glotz-Richter leads viewers on a tour around his city and demonstrates how Bremen has been developing a transportation system that is integrated, clean, smart, and customer-oriented. Elements of the system he presents include:

- Multimodal hubs linking transit, cycling, carsharing, and taxis
- Carsharing services and residential developments with built-in carsharing
- Traffic calming to favour bicycles
- Bike and ride facilities
- Intelligent tramways
- An integrated smart card for transit, carsharing, and banking
- An integrated central station for all modes
- One umbrella organization for all 35 transit operators in the region

The video was prepared as a presentation for Moving the Economy's New Mobility Industry Forum and was a very popular part of the program for that conference. In response to popular demand, copies of the eighteen minute video are available from Moving the Economy. For information on how to order one contact Indra Nathani at inathani@toronto.ca.

This illustrated document summarizes that video in print form.

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Hello, my name is Michael Glotz-Richter, and I work for the City of Bremen in the Department of Building and the Environment. I am here to show you some examples of our integration strategy for mobility and urban development.



But first, some facts and figures about Bremen. Bremen is located in the north of Germany near the North Sea on the river Weser. The city has more than 500,000 inhabitants, and is famous for two things: the first is our Becks Beer; the second is our transportation system, for example, our low-floor trams and buses. More than 60% of trips in Bremen are made by environmentally-friendly modes including cycling (23%), public transport (17%), and walking (20%).

Bahnhofplatz
Bahnhofsvorstadt

Bahnhofplatz, our central station, is one example of intermodal integration in Bremen. It is the major interchange between most of the various modes of transport in the city. Also, an umbrella organization oversees the 35 different public transportation operators in the region. For the user this means one ticket, one tariff, and one information system for various modes of transport including rail, tram, buses, and more.

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Twenty three percent of all trips in Bremen are by bicycle. Radstation, the central bike station located within Bahnhofspatz, is the major interchange between public transport and the bike. Commuters can leave their bike on their way to work or on the way home. The Radstation houses 1,500 guarded storage units and services such as bike repair, bike rental, and bike wash.



The bike plays an important role in soft tourism in Bremen. So in addition to spare parts, Radstation has bike-related information for tourists.

Another example of integration that we have created in the city are so called "traffic cells". To avoid through traffic in our housing neighborhoods we have created a system of one way streets which dis-attract cars from the area. As an incentive for cyclists these one way streets are open for bikes in the other direction so we have an open system for cyclists, and a closed system for cars.



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The tram is the backbone of our public transport system. Low floor level vehicles make access easy for physically challenged persons, prams, and bulky luggage. Boarding and disembarking are much faster as well. We also plan to extend the tram system to reach regions traditionally serviced by heavy rail only, which means that in some cases passengers will be able to reach the inner city without transfer.



The tram runs mainly on separate tracks, even in mixed areas with car traffic, making this type of public transportation very fast and efficient. Traffic lights are “intelligent” which is to say they recognize that the tram is there, calculate the usual time for boarding and disembarkment, and then change to allow the tram to run.

We also have real time information for passengers. Here you can see that the next #27 bus will come in two minutes and the next #1 tram will be in ten minutes. Waiting time for the passenger becomes much more convenient and our public transport travellers seem to appreciate this system.

Linie	Ziel	Abfahrt in Minuten
27	Huckelriede	2
1	Huchting	10
62	Hasenbüren	11
26	Huckelriede	14

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On the tram, using our electronic ticketing system is simple – this machine stores the ticket purchase directly on an electronic card.



Last December we introduced a new card that combines a bank card, electronic transit ticket, and access key to car sharing. The card is known as “eierlegendewollmilchsau” a German term with positive connotations that means “egg-laying-wool-milk-sow”, in other words something that brings things together in an unexpected way, or one card fits all.



The next element of intermodal integrated transportation is carsharing. There is not enough space in the city for everyone to own a car yet there are cases where the car seems to be the best alternative. Carsharing is a modern innovative service. To use it in Bremen requires only two things, your card (egg-laying-wool-milk-sow) and a telephone. With my cell phone I can book a car directly and in real time since the booking office is available 24 hours a day.

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The car sharing operator Cambio has approximately forty stations around the city. Due to German traffic regulations stations cannot be in a public street, so in this case a church has provided the parking spaces. Over one hundred vehicles are in the fleet, with over 2,750 customers using the service. Each carshare automobile replaces four to eight private cars, so Cambio has replaced approximately 700 privately owned cars, and eliminated the need for close to 700 parking spaces, which means we more space for parks, for playing, for pedestrians and more. This is important for the sustainable city of the future.



After I book it, the electronic car key gives me access to the car. When I pass it over the transponder in the windshield a green light means the door locks are released. I enter my personal code into the computer located on the dashboard to obtain the key to start the car, then I can drive away as any normal car.



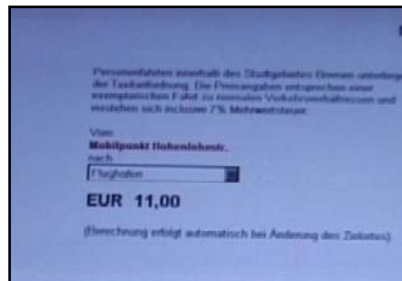
In new developments one of our integrated mobility strategies is to combine carsharing with housing developments. For example, by providing carsharing in this new development we have been able to reduce resident parking space by one third, regaining street space for other purposes, and reducing the expense of building underground parking for the developer.

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As part of our integrated mobility strategy in already existing neighborhoods, our new “Mobil.punkt” stations bring together carsharing, taxis, cycling, and public transit at integrated hubs.



A terminal located at each Mobil.punkt also provides traveller information such as taxi price calculations to various points of interest. For example, you can find out that it costs eleven Euro to get to the airport from here. This type of integrated traveller information is an important element of our entire mobility strategy.



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Car sharing makes the use of our existing infrastructure more efficient, and promotes a more sustainable urban development. As part of the European MOSES project, Cambio (a carsharing operator in Bremen) started a joint venture with Belgium to implement a carsharing service in the capital of Brussels. Car sharing will also be launched in the Romanian capital of Bucharest where, based on Cambio's experience in Bremen, the public transport operator will be the main actor.

To conclude, in order to make our city a good place for our inhabitants to live, and an attractive place for business, integration of our transportation systems is key. No single element plays the main role, rather the interaction between the various agents form an integrated transport policy and integrated urban development policy.



I have not had time to tell you about other elements of our strategy such as city logistics, telematics, information policy, company-oriented mobility management, and the promotion of clean vehicles. To continue building on these strategies actors from a variety of fields including transport, developers, services, information, business, and so on need to be brought together and that is part of my job. While the picture I have shown is not complete I

hope that I have provided you with some inspiring examples and I hope to see you sometime, somewhere in real life to discuss further the issue of sustainable transportation. Thank you very much.

THE BREMEN VIDEO IS AVAILABLE FROM MOVING THE ECONOMY. FOR INFORMATION ON HOW TO ORDER ONE PLEASE EMAIL INATHANI@TORONTO.CA