CARSHARING
Warsztaty sieci CiViNET Polska

Warszawa
Sala konferencyjna w Pałacu Ślubów
Plac Zamkowy 6

# *Bremen – how a city promotes Car-Sharing to reclaim street space from parking*

Michael Glotz-Richter
Senior Project Manager „Sustainable Mobility“
Free Hanseatic City of Bremen

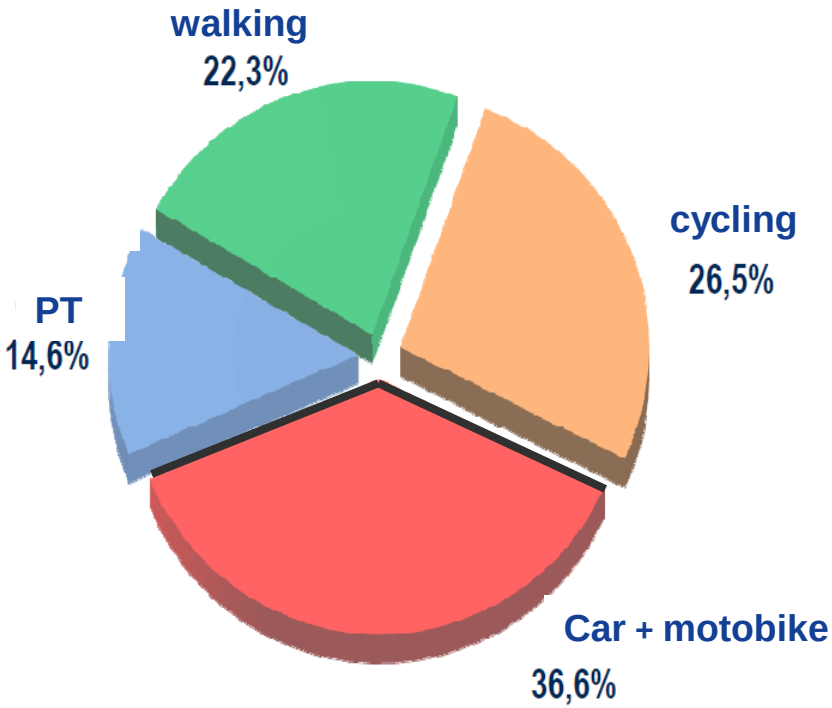
Der Senator für Umwelt, Bau und Verkehr

Freie Hansestadt Bremen

# Welcome to Bremen

# Modal Split Bremen

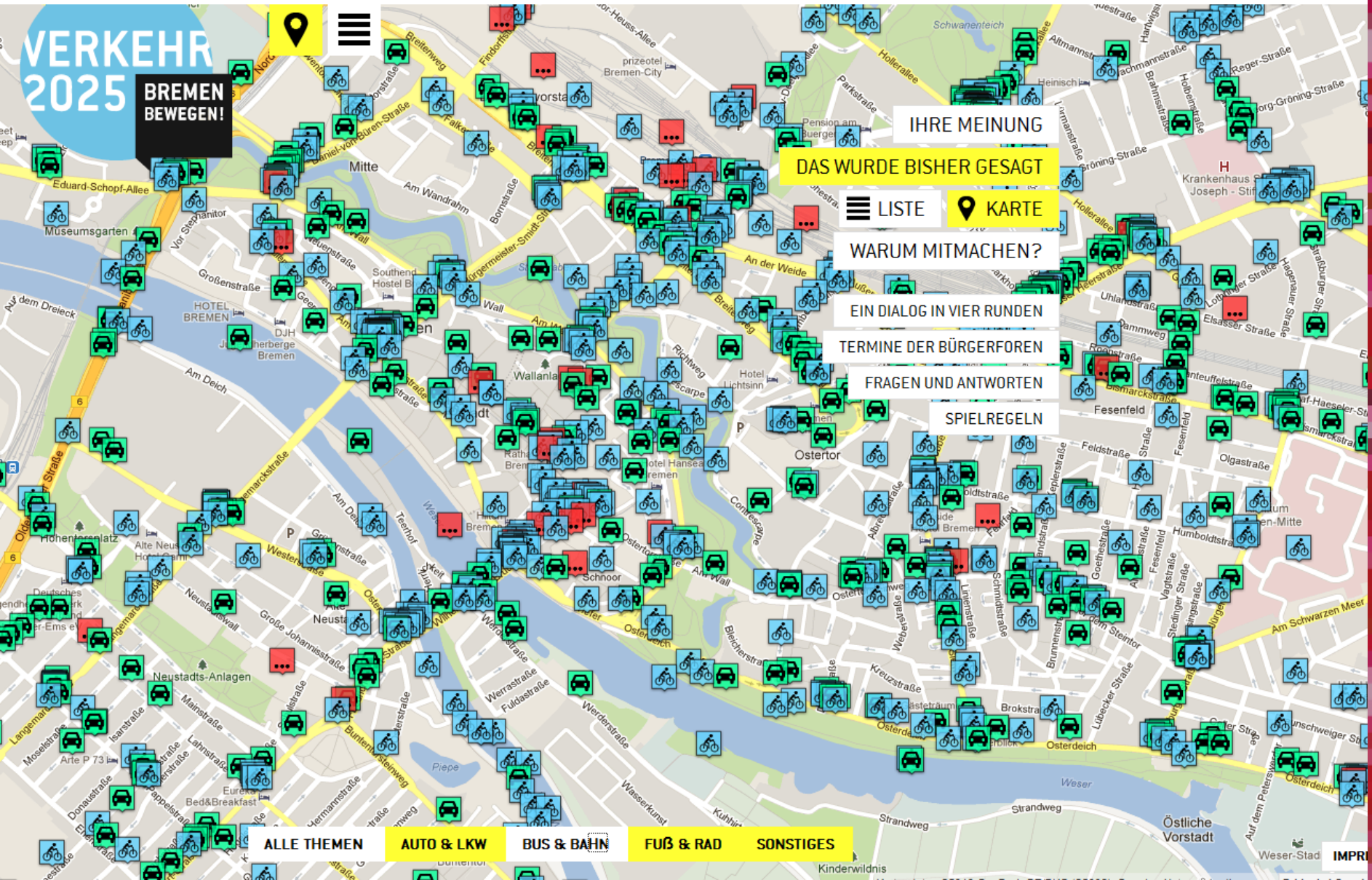
**All trips**
**of all Bremen citizens**




Source: SrV 2008

# Sustainable Urban Mobility Plan

www.bremen-bewegen.de



# Too many cars in our cities

# Saturation Point

Palermo (Italy)

# Saturation Point

Madrid (Spain)

# Saturation Point

Bologna (Italy)

# Saturation Point

Krakow (Poland)

# Saturation Point

Bremen (Germany)

# Strategies

# Walking & Cycling

The bicycle is the ultimate zero-emission-vehicle

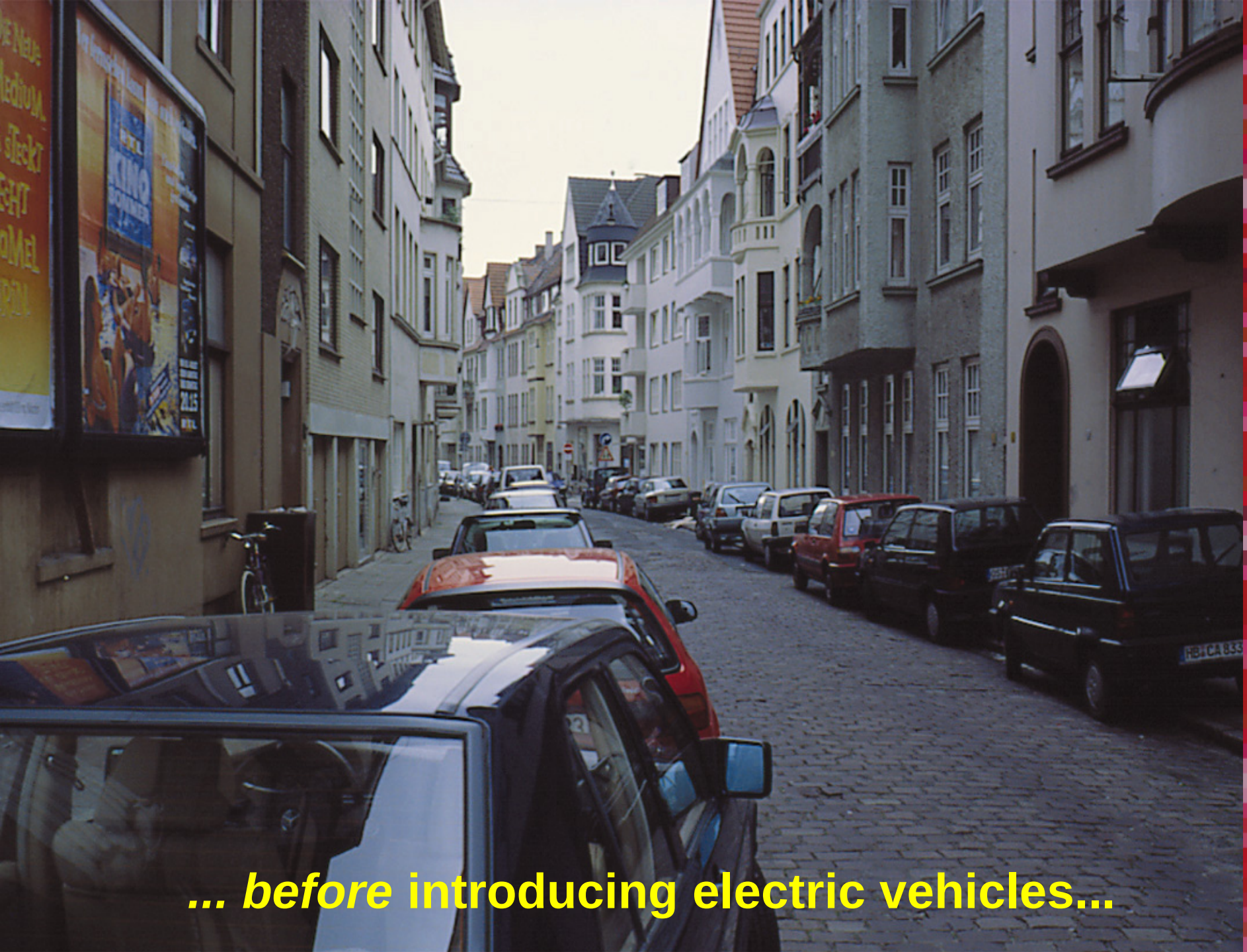
# Public Transport

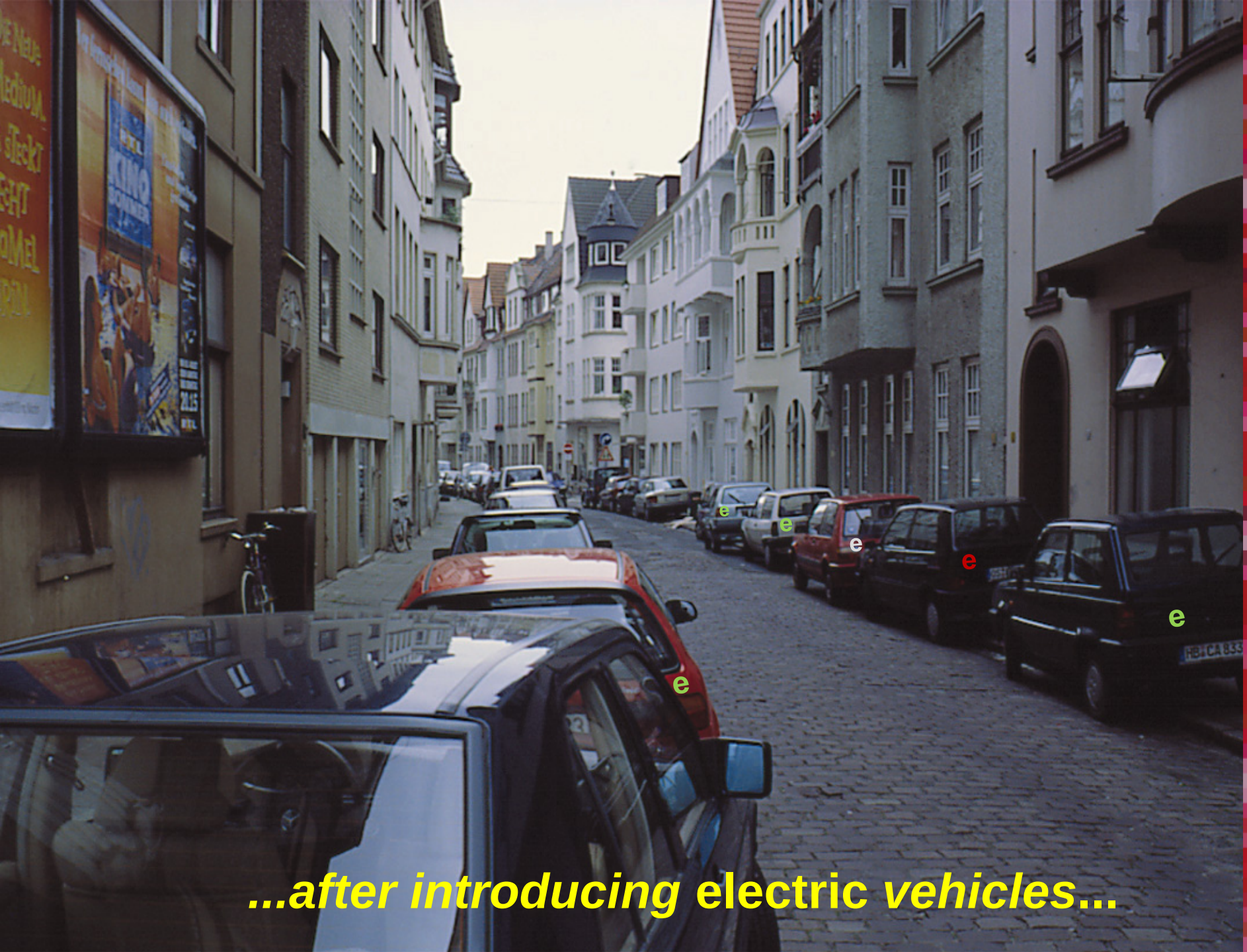
priority for public transport

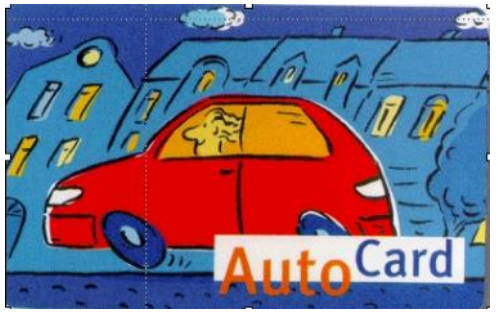
extension of network

# clean vehicles

- Environmental Zone
- Promotion of clean vehicles
- Electricification of public transport


... *before* introducing electric vehicles...


...after introducing electric vehicles...




# The role of Car-Sharing

短途旅行
short trip

mobil.punkt

mobil.punkt
30
ZONE

mobil.punkt
www.cambio-CarSharing.de
cambio
SWISS.COM
BSAG
Via Zürich zu
76 Destinationen
weltweit.
SWISS
3120
cambio
cambio

P
mit Parkschein
TAXI
3 Taxen
17

CarSharing-Station
DUTSCHKE
METALLBAU

# Impacts of Car-Sharing Bremen (operated by ‘cambio’)

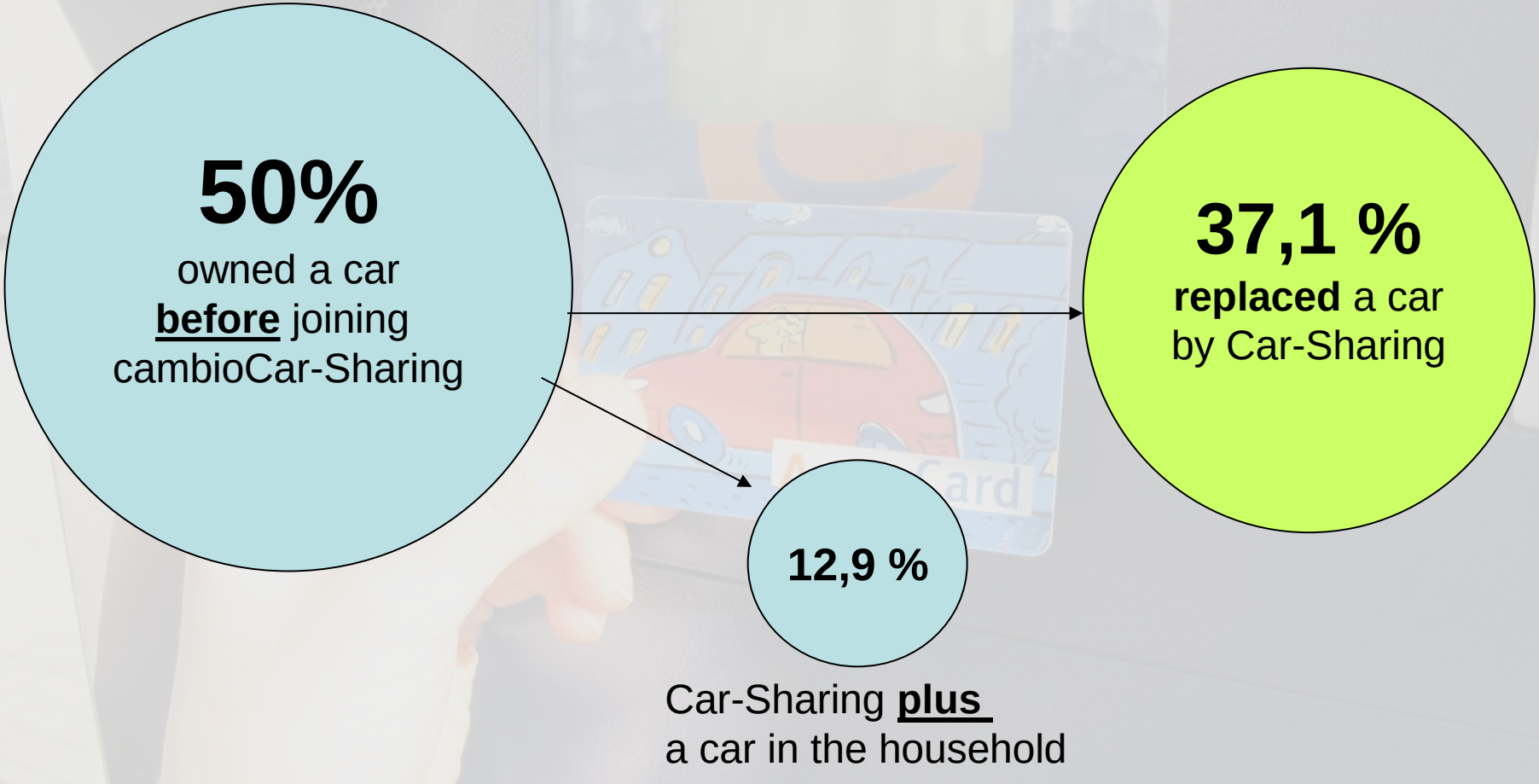
more use of collective modes and bicycle

more choice

better cars

# Impacts of Car-Sharing Bremen (operated by ‘cambio’)

## Replacing private cars:




source: cambio Nutzerbefragung: NeukundInnen in Bremen 2012

# Impacts of Car-Sharing Bremen (operated by ‘cambio’)

Every Car-Sharing car replaces **11** private cars!

> 9,000 users (2014):

**> 2,000** private cars replaced

# Impacts of Car-Sharing / comparison

- cambio Bremen

  ~200 cars

  ~9.000 users

  > 2.000 cars replaced

- Car2go Amsterdam

  300 cars (el. Smart)

  ~11.300 users

  320 cars  replaced

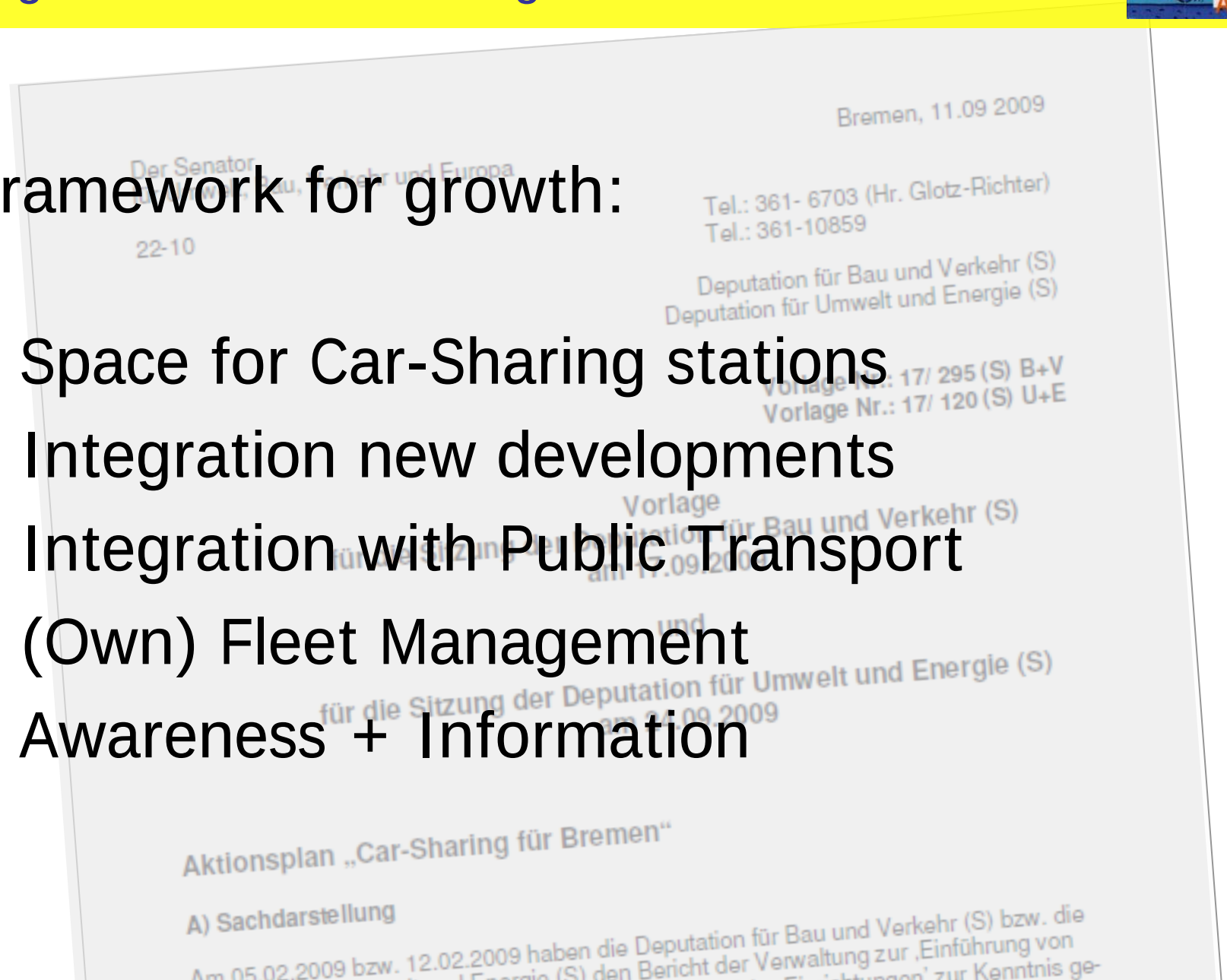
Bild:commons.wikimedia.org

source: „Effectmeting introductie Car2Go in Amsterdam“ von Stephan Suiker und  Jos van den Elshout (Stadt Amsterdam), Nov 2013

# Targets 2020 Car-Sharing Action-Plan Bremen

- at least 20,000 users
- replacing > 6,000 cars

# Targets 2020 Car-Sharing Action-Plan Bremen


Bremen, 11.09 2009

Tel.: 361- 6703 (Hr. Glotz-Richter)
Tel.: 361-10859

Deputation für Bau und Verkehr (S)
Deputation für Umwelt und Energie (S)

Vorlage Nr.: 17/ 295 (S) B+V
Vorlage Nr.: 17/ 120 (S) U+E

Vorlage
für die Sitzung der Deputation für Bau und Verkehr (S)
am 17.09.2009
und
für die Sitzung der Deputation für Umwelt und Energie (S)
am 24.09.2009

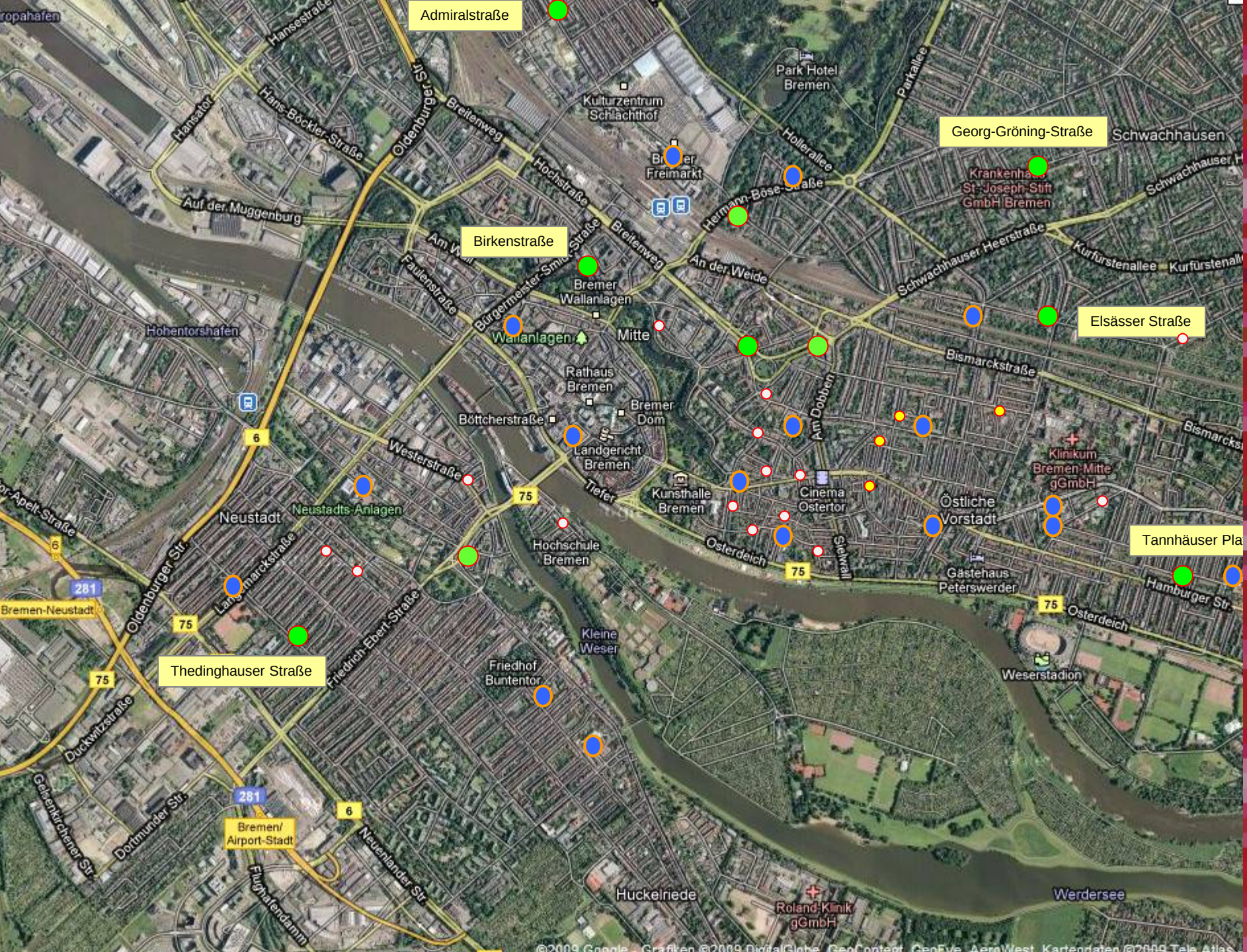
Aktionsplan „Car-Sharing für Bremen“

A) Sachdarstellung

Am 05.02.2009 bzw. 12.02.2009 haben die Deputation für Bau und Verkehr (S) bzw. die

## Framework for growth:

- Space for Car-Sharing stations
- Integration new developments
- Integration with Public Transport
- (Own) Fleet Management
- Awareness + Information



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FEUERWEHR
HB 2139

Fesenfeld
Hpt. Gesund-heitsamt
Ortsamt
Post
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Schönhausenstr.
Fresenhofstr.
Olgastr.
Pastorenstr.
Wendelstr.
Hornerstr.
Marienstr.
Friedens-K
Landes-
Schulprax
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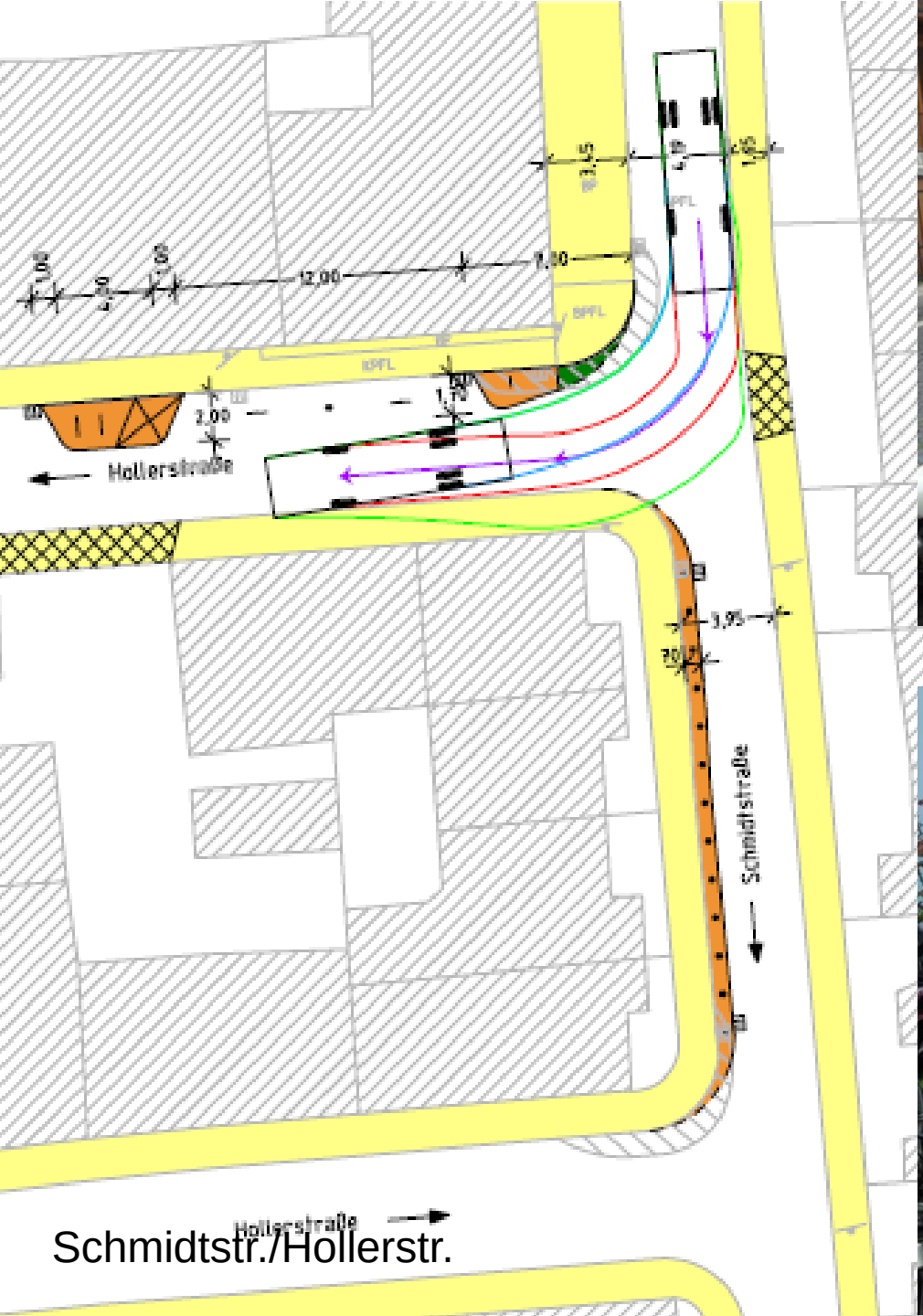

Schmidtstr./Hollerstr.

CROK!
FUCK NAZIS

BROT-GENUSS ohne Chemie
CAFE BERGER
CRON

mobil.punkt
CAR-SHARING BREMEN
ENO
AXOR
A
HB NE 126

ab 10.09.13
6h
TOI TOI
0421 - 380 10 60
3,25
ab 10.09.13
6h

Hollerstraße
Einbahnstraße

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CAR-SHARING
BREMEN

共享远景
SHARING A VISION
城市,让生活更美好
Better City, Better Life
Bremen
EXPO 2010
SHANGHAI CHINA

A140
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