



Geofencing – City perspective – challenges and possibilities

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Free Hanseatic City of Bremen

Der Senator für Umwelt,
Bau und Verkehr



Freie
Hansestadt
Bremen



<http://johnrodandco.com/wp-content/uploads/2017/07/geofence123.png>

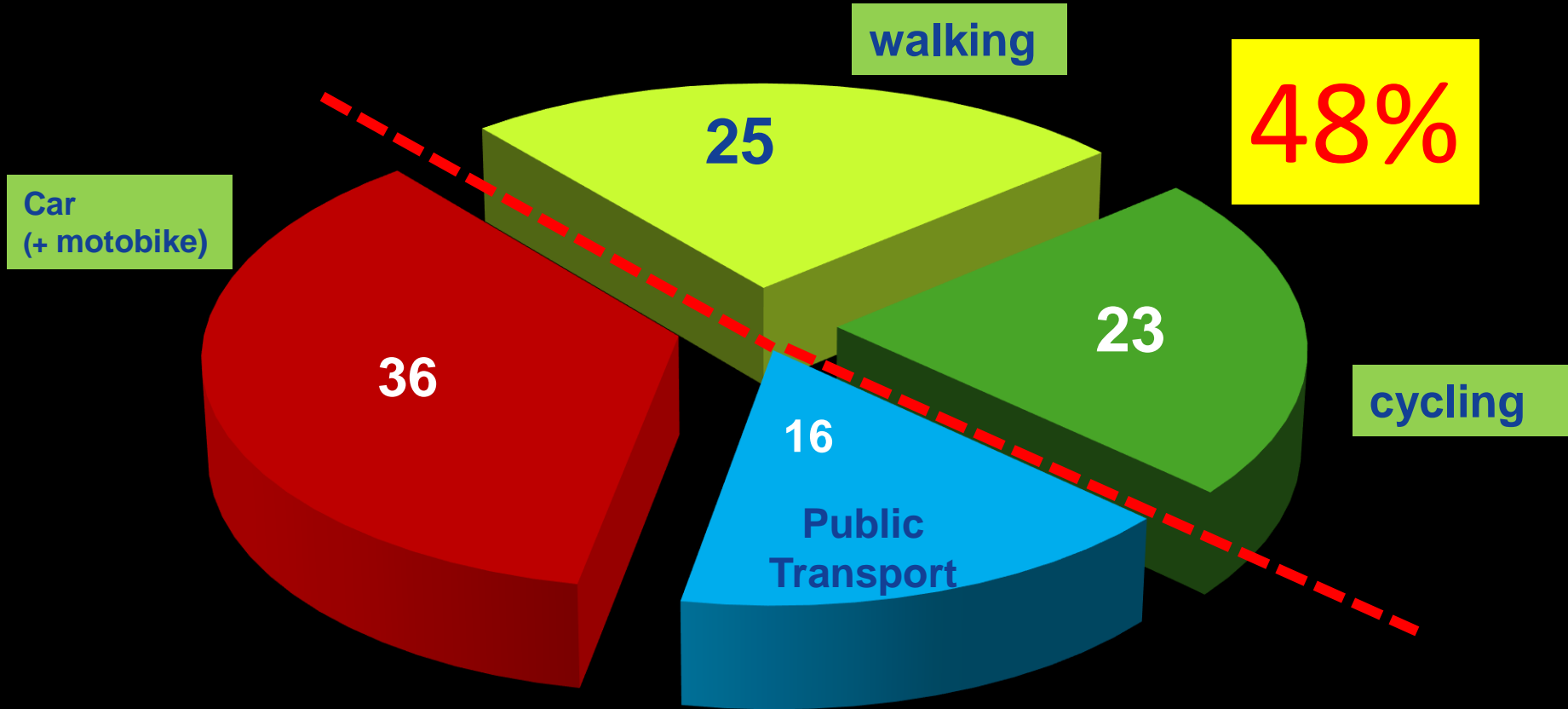


GEOFENCE

<https://besttrackingapps.com/wp-content/uploads/geofencingblog.png>

Role of active (non-motorised) modes

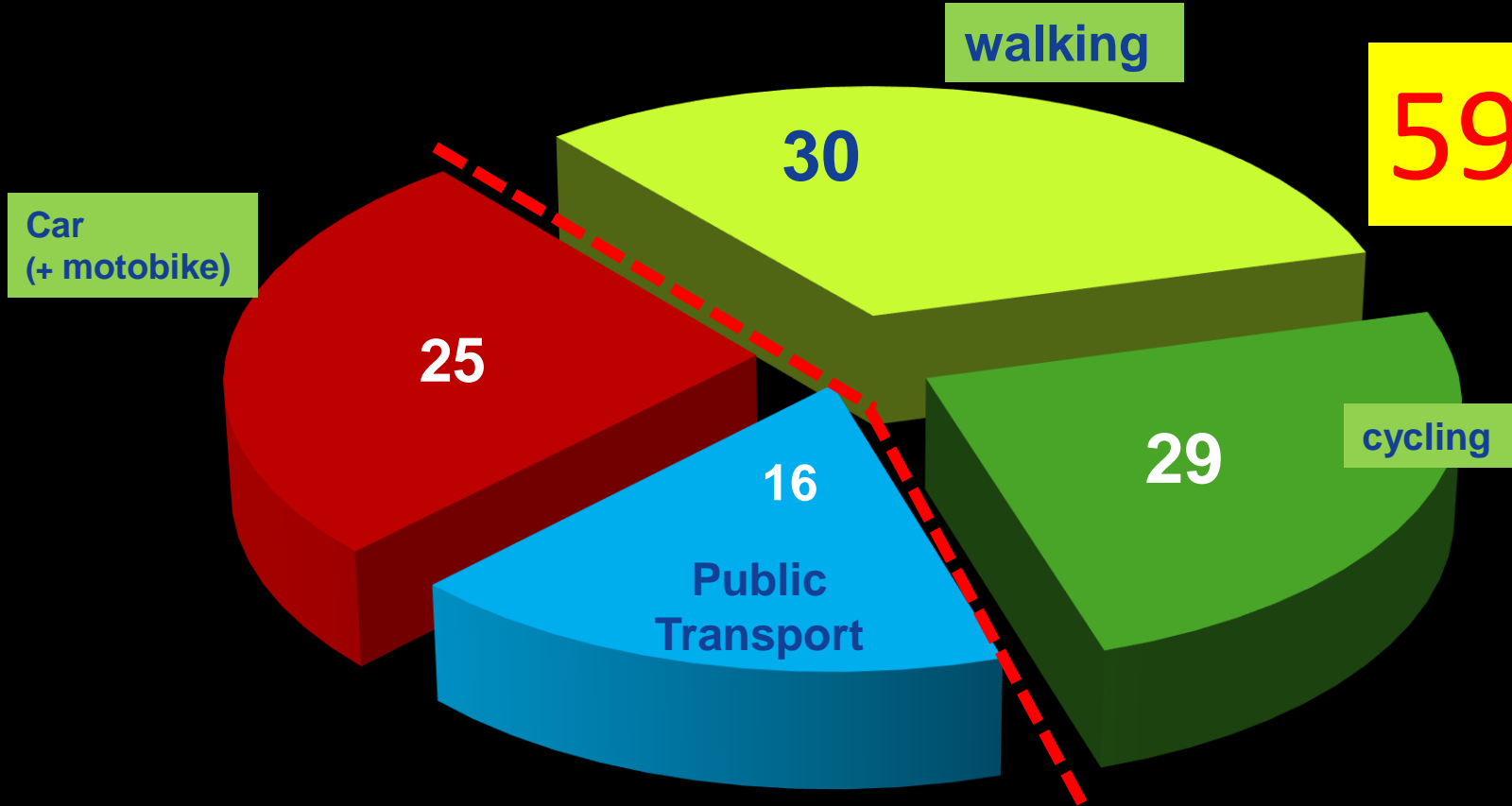
Bremen



Role of active (non-motorised) modes

Bremen
Central boroughs

59%



Of all large German cities

(500,000+ inhabitants)

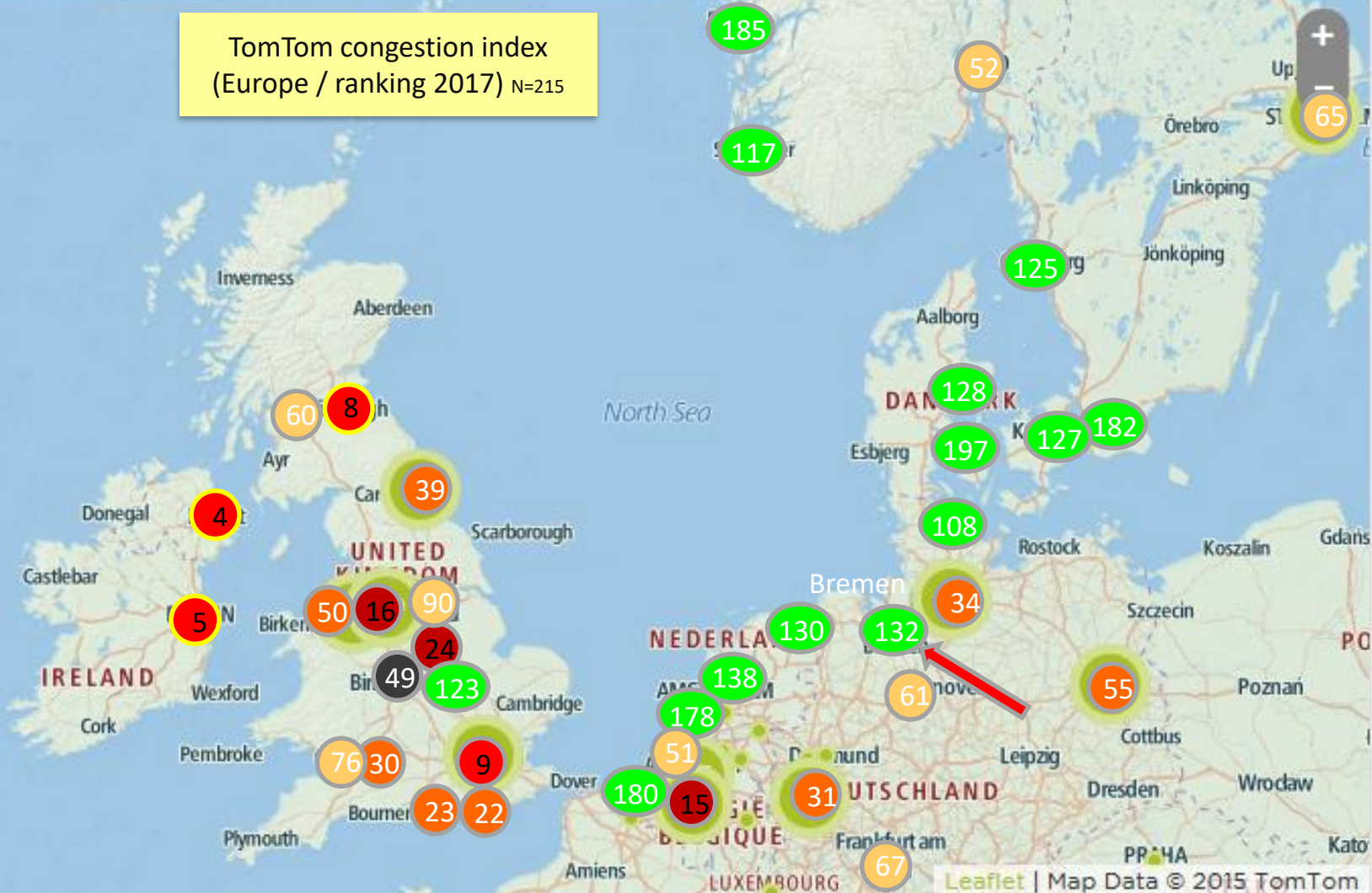
Bremen has the

highest share of cycling

...and the

lowest NO₂-concentration

TomTom congestion index
(Europe / ranking 2017) N=215



How can **geofencing** help cities to
,live' sustainable urban mobility ?

Air quality

management

Environmental Zone (2010)

Diesel only with Euro IV or better





SUZUKI

Elektromobilität: Warum mir das Elektroauto so viel Spass macht

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Electric Mobility: Why I have so much fun with the electric car



Making roads

safer ...

...and less noisy

Benefits in road safety...

...when cars become
more careful...

(than today's drivers)

54

P

30



Benefits in road safety...

...when speedlimits
are kept automatically...
(,adaptive speed-limitation')

Benefits in road safety... (?)



CARS

Image Source: Tesla

Tesla removes Autopilot speed limit after users whine on Twitter

Political priorities ?

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Debatte über Tempolimit

Scheuer beklagt "ständige Gängelung"

Verkehrsminister Andreas Scheuer zeigt sich genervt von der Debatte über ein Autobahn-Tempolimit. In der Diskussion über Feinstaub- und Stickoxidgrenzwerte wird er von Umweltministerin Schulze kritisiert.



Speed limits:
,permanent patronizing‘

(A. Scheuer,
Minister for Transport, Germany)

Political priorities ?

„Speed limits are preposterous to common sense“
(A. Scheuer,
Minister for Transport, Germany)

Dienstag, 28. Mai 2019

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Für Verkehrsminister Scheuer sind Tempolimits „gegen jeden Menschenverstand“

Tempolimit und Dieselsteuer? Verkehrsminister Andreas Scheuer hat zu den Überlegungen einer Regierungskommission eine klare Meinung.



The **human**
is the **disruptive** element

Acceptance by „human drivers“ ?

Consumers Don't Really Want Self-Driving Cars, MIT Study Finds

May 25, 2017

By [Zeninjor Enwemeka](#)

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Self-driving cars: The solution people don't want

[Bob Collins](#) May 26, 2017, 1:52 PM

There is a ton of people who still don't want to ride in self-driving cars, says survey

- Survey indicates more than half of consumers don't want to ride in fully autonomous cars
- Significantly more would accept a partially autonomous car
- Mobility service users more likely to accept autonomous tech

Robert Ferris | [@RobertoFerris](#)

Published 3:45 PM ET Thu, 24 Aug 2017 | Updated 7:38 PM ET Thu, 24 Aug 2017



Reclaiming space

...by making

illegal parking impossible







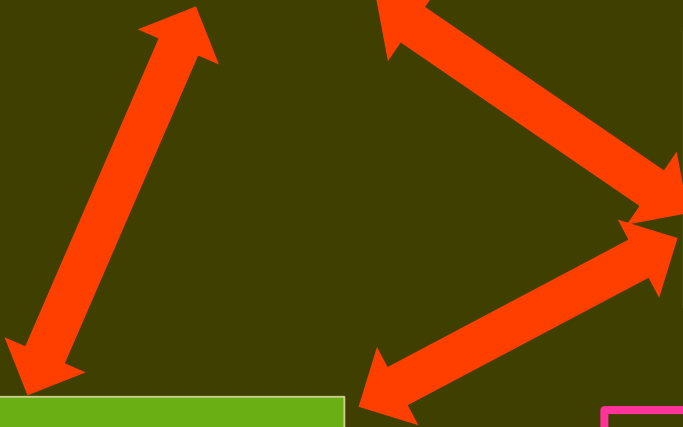
technology

Individual
acceptance

Societal
benefits

Image

Regulatory
framework





Thank you for your attention

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North Sea Region
ART-Forum
European Regional Development Fund

