Public Transport: Key Player and Backbone of Modern Multimodal Mobility

Berlin High-level Dialogue
on Implementing Rio+20 Decisions
on Sustainable Cities and Transport

Martin Röhrleef
Chairman of VDV Working Group on Multimodal Mobility
Mobility Alliance Manager
üstra Hannoversche Verkehrsbetriebe AG
martin.roehrleef@uestra.de
Public transport (PT):
The right choice for the customer and the environment

Source: üstra Hannoversche Verkehrsbetriebe AG
But: If something has to be transported ...
But: If the destination is here:
Only one bus a day ...
Interim conclusion

1. PT is not an “all-rounder”. It has to be supplemented by other transport modes.
Problem: The current concepts of “have a car, but please use PT” are up against narrow limits

Nobody buys a car to drive it as little as possible! (cognitive dissonance)

Source: fotolia.de | left picture ©algre; right picture: ©Andres Rodriguez
Problem: The current concepts of “have a car, but please use PT” are up against narrow limits

Nobody buys a car to drive it as little as possible! (cognitive dissonance)

Source: fotolia.de | Auto: ©algre; Frau im Auto: ©Andres Rodriguez
<table>
<thead>
<tr>
<th>Interim conclusion</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. PT is not an “all-rounder”. It has to be supplemented by other transport modes.</td>
</tr>
<tr>
<td>2. For a sustainable transport system, we need an offer making mobility by car possible without simultaneously stimulating going by car!</td>
</tr>
</tbody>
</table>
CarSharing!

Drive it. Don’t own it.
CarSharing – Car-mobility as a service: The ideal supplement to PT!

- Vehicles positioned all over the city
- Electronic access (24/7)
- Vehicles can be used for any period desired
- Several types of vehicles available
- User costs based on km and time

Source from the left to the right: Stadtmobil, Martin Röhrleef, Großraum-Verkehr Hannover (GVH) 2x | Stadtmobil, Google Maps
CarSharing instead of a private car: Equal mobility – totally different mode split!

Source: Muheim Study, mobility carsharing, Switzerland
The adequate mode for any purpose: The “mobility alliance” of PT, CarSharing, Bike Sharing, ...

Objectives

1. To offer complete mobility to the customer
2. To foster multimodal behaviour
3. To create a user-friendly, sustainable transport system

Source: KVV (Karlsruher Verkehrsverbund)
Far ahead: Already in 2004 üstra launched „HANNOVERmobil“, Germany’s first multimodal package

- Public Transport (annual pass)
- CarSharing (Access/Membership Stadtmobil)
- CarRental (Discounts Hertz)
- Long-distance rail (BahnCard 25 for free)
- Taxi (20% discounted tariff, cashless payment)
- Bicycle und delivery (Various services, discontinued in 2007)
- Integrated monthly “Mobility Bill“, prepared by public transport (üstra/GVH)

Source: Großraum-Verkehr Hannover (GVH)
Relaunch: HANNOVERmobil 2.0
üstra (lead) in partnership with VW and Stadtmobil/Cantamen

Source: üstra Hannoversche Verkehrsbetriebe AG | VW-Logo | cantamen stadtmobil
Within the next 3 years, a new “Mobility Platform” will be developed, based on the HANNOVERmobil pilot scheme.

- Smartphone app
- More flexible
- Better information
- More services
- Larger business area
- Easier access

Source: üstra Hannoversche Verkehrsbetriebe AG
Examples of PT-based multimodal offers in Germany:

BahnCard 25 mobil plus Berlin

— Deutsche Bahn in cooperation with BVG
— Offers: BahnCard, Berlin AB-Abo, Flinkster, Call-a-bike
— The BahnCard becomes a mobility card
— Pilot project: 1 year from 12/2012
Examples of PT-based multimodal offers in Germany:

PlusCard Münster

— Stadtwerke Münster

— Offers: electronic PT ticket (also single trips), cars parks, loyalty card for the Stadtwerke being planned: Car sharing, taxi, bicycle, ...

— Start 03/2013

Source: Stadtwerke Münster
Examples of PT-based multimodal offers in Germany: “switchh” – complementary mobility in Hamburg

- Hamburger Hochbahn in cooperation with HVV
- Start 31.05.2013
- Partner: Car2Go, Europcar
- Switchh card in addition to season ticket
- Mobility portal / routing
- Integration into the area ("mobility service points")
Examples of PT-based multimodal offers in Germany: One card for everything – Stuttgart ServiceCard

— Stuttgarter Straßenbahnen (SSB) with VVS, Stuttgart city and several other partners

— Offers: Car2Go, Flinkster, Call-a-bike, ...

— Service Card as access to PT, complementary mobility, municipal services (library,...)
Who takes over the “integrator” function?

- Taxi
- Long distance rail
- Bike-rental
- Delivery service
- PT
- Car sharing
Who takes over the “integrator” function? 

- Taxi 
- Long distance rail 
- Bike-rental 
- Delivery service 
- PT 
- Car sharing 

üstra
Who takes over the “integrator” function? 

- Taxi
- Long distance rail
- Bike-rental
- Delivery service
- PT
- Car sharing
Who takes over the “integrator” function?

- Taxi
- Long distance rail
- Bike-rental
- Delivery service
- PT
- Car sharing
The race is running now: Who will be the “amazon of mobility”?

Source: amazon.com
PT as the “backbone” of multimodal mobility concepts
1: PT = primary system on the supply side

Source: Kircher&Burkhard 2010
PT as the “backbone” of multimodal mobility concepts

2.: PT = technical system integrator (mobility platform)

Information – booking – use – billing

Source: Illustration: momik – Visuelle Kommunikation, Gabriele Schlipf, Berlin
All the new services can only work “in the slipstream” of good public transport!
Position paper of the sector

Download under www.vdv.de

Public Transport: Key Element and Motor of a Forward-Looking Mobility Alliance

Working Group “Multimodal Mobility Offers” of the VDV Committee on Strategy
PT – the backbone of modern multimodal mobility

1. PT is the backbone.
2. PT should become the “system integrator”.
3. To achieve sustainable mobility, CarSharing-offers and the integration of modes under the umbrella of PT has to be promoted at all levels.

Source: üstra Hannover
Thank you for your attention!

Martin Röhrleef  
Chairman of VDV Working Group on Multimodal Mobility  
Head of Department Mobility Integration  
üstra Hannoversche Verkehrsbetriebe AG  
martin.roehrleef@uestra.de