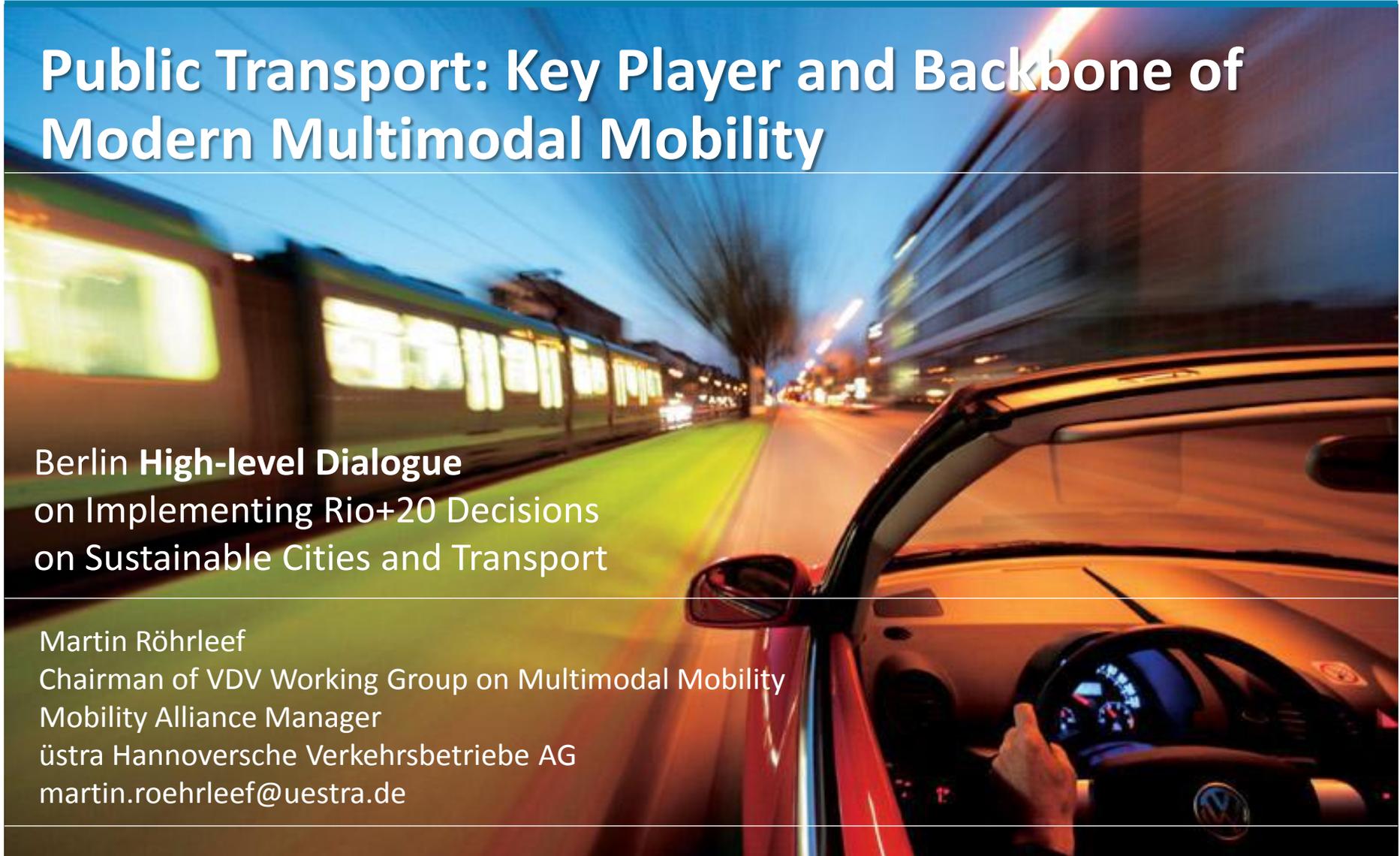


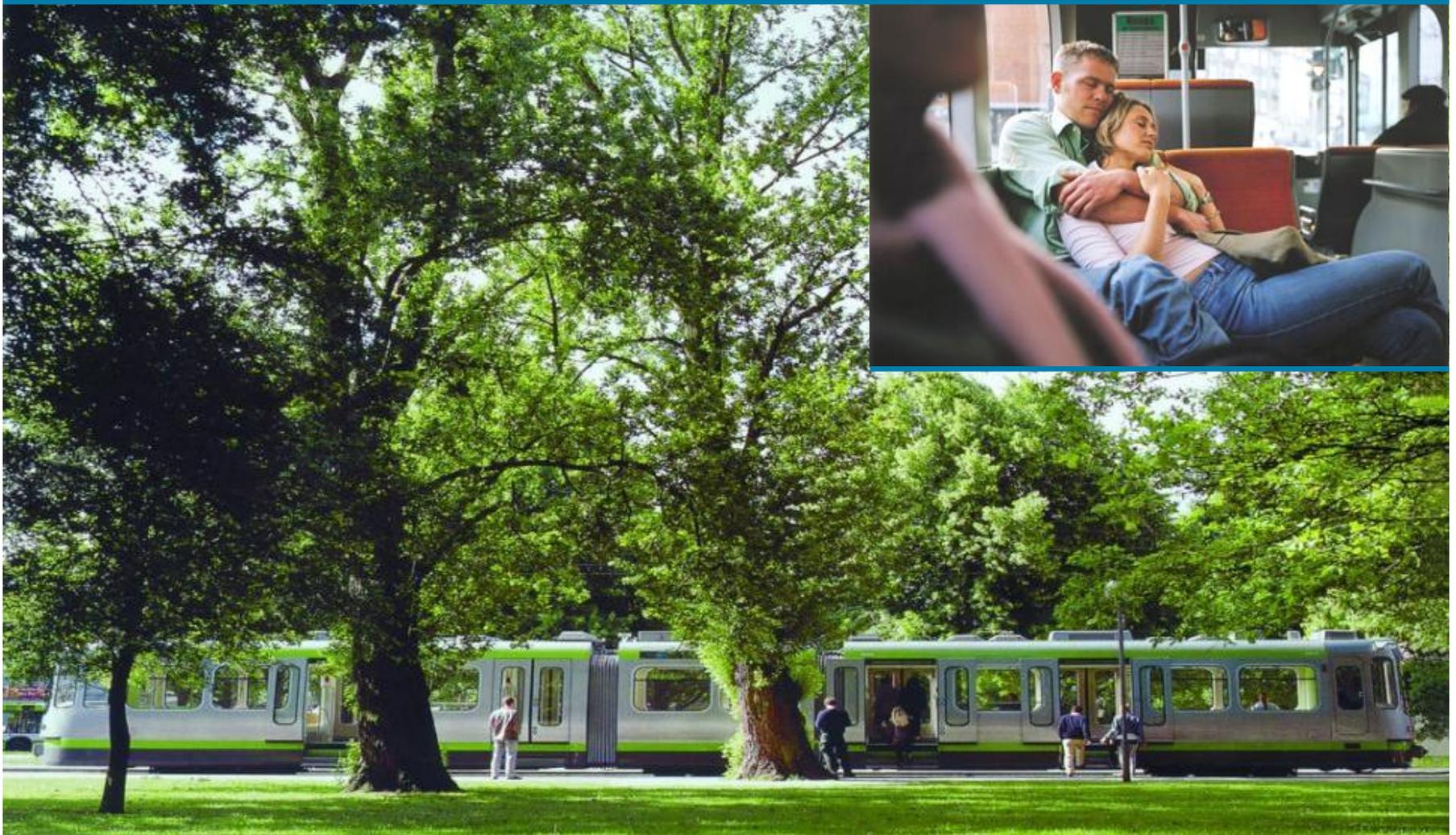
# Public Transport: Key Player and Backbone of Modern Multimodal Mobility

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

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# Public transport (PT): The right choice for the customer and the environment



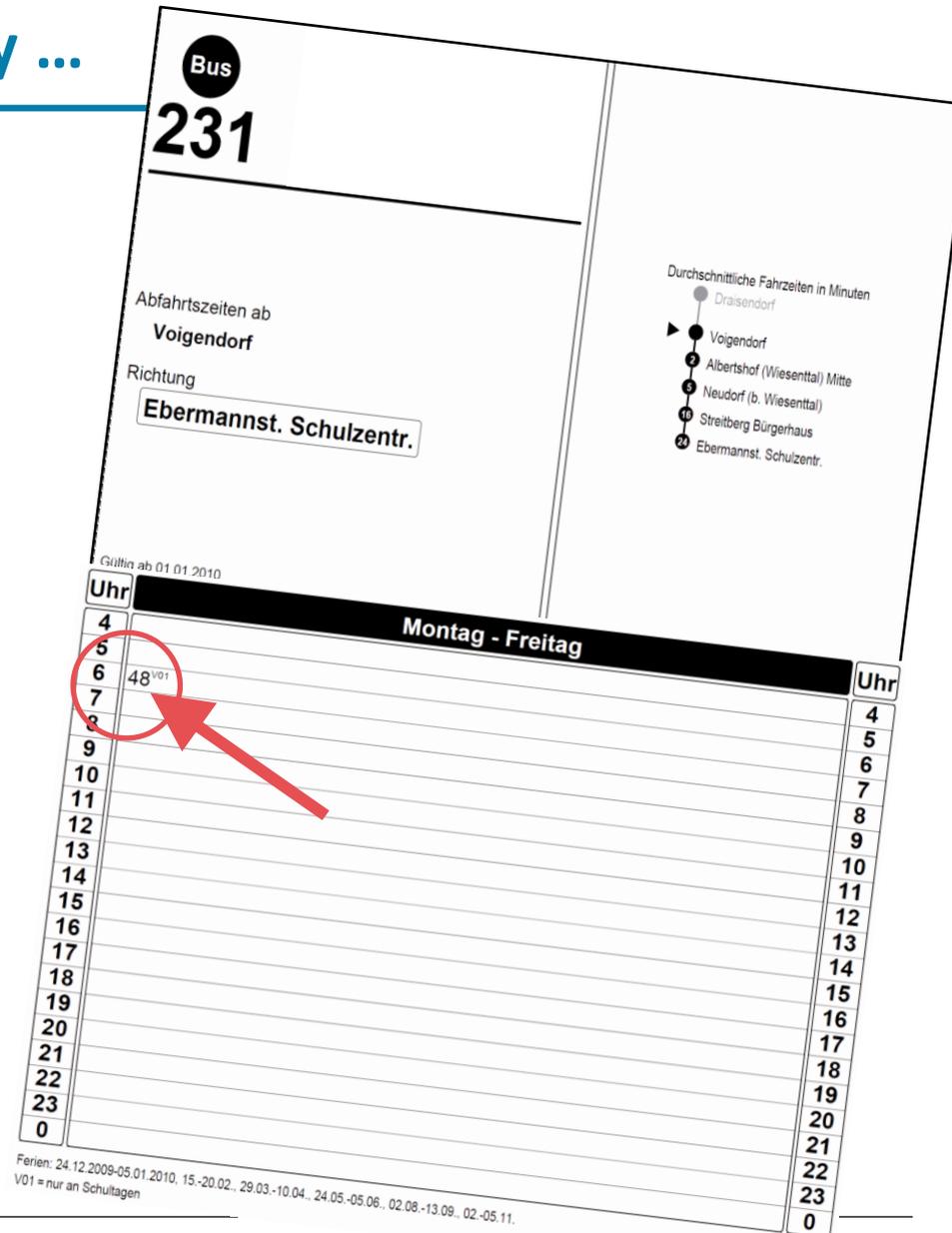
Source: üstra Hannoversche Verkehrsbetriebe AG

## But: If something has to be transported ...



Source: Martin Röhrleef

# But: If the destination is here: Only one bus a day ...



Source: vgn

## 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

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



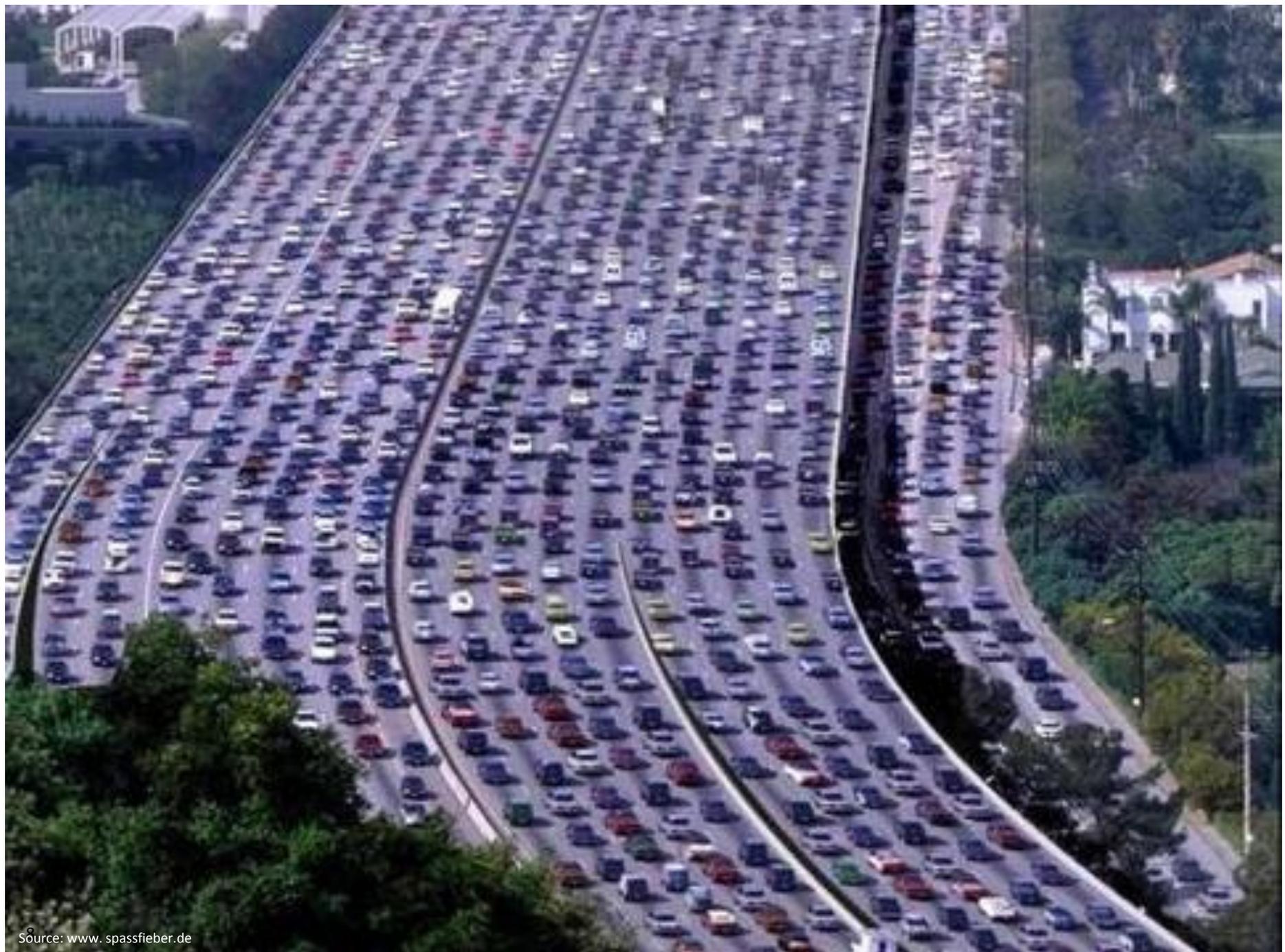
Source: fotolia.de | left picture ©algre; right picture: ©Andres Rodriguez

# Problem: The current concepts of “have a car, but please use PT” are up against narrow limits

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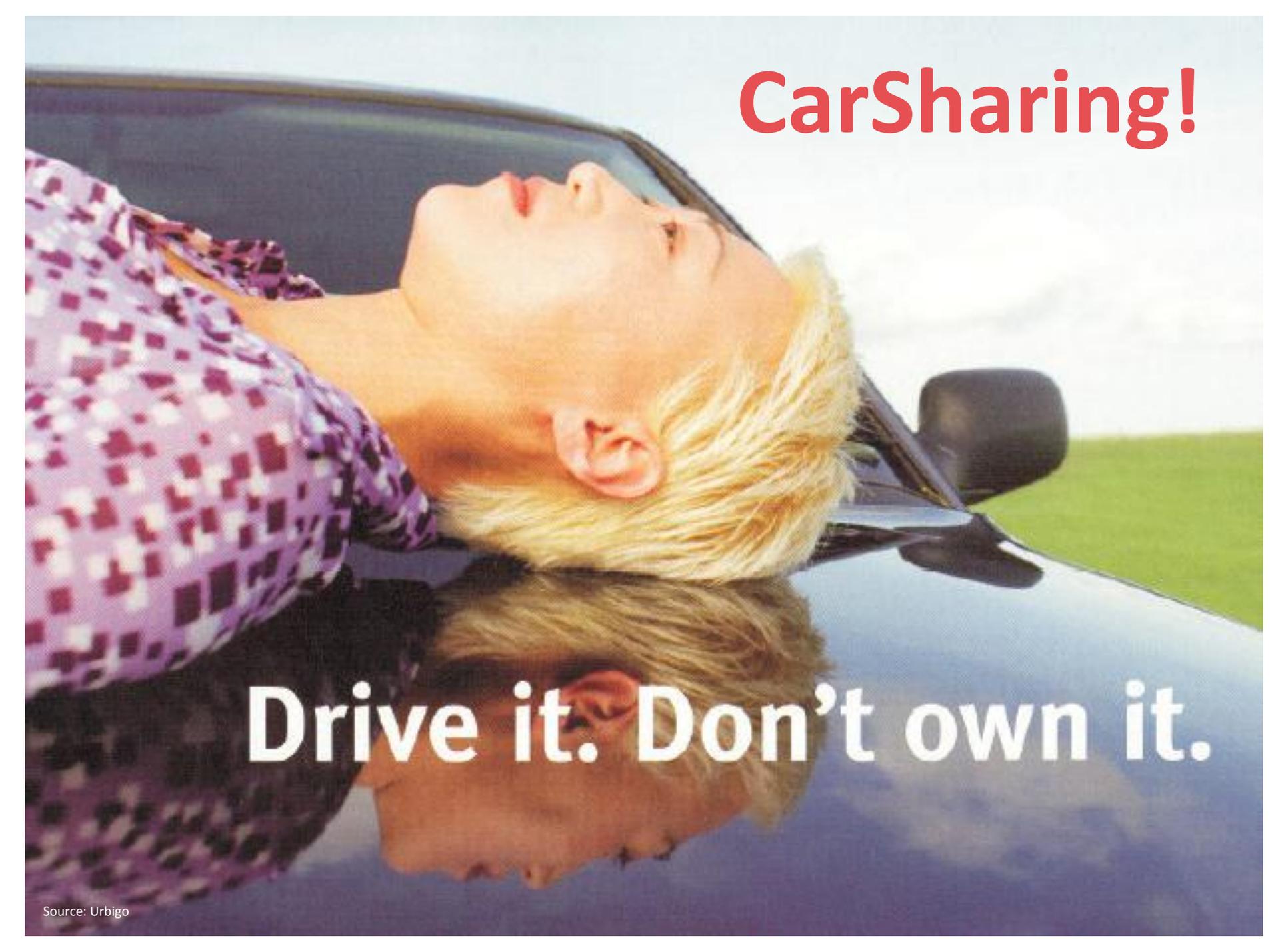


Source: fotolia.de | Auto: ©algre; Frau im Auto: ©Andres Rodriguez



## Interim conclusion

1. PT is not an “all-rounder”. It has to be supplemented by other transport modes.
2. For a sustainable transport system, we need an offer making mobility by car possible without simultaneously stimulating going by car!



**CarSharing!**

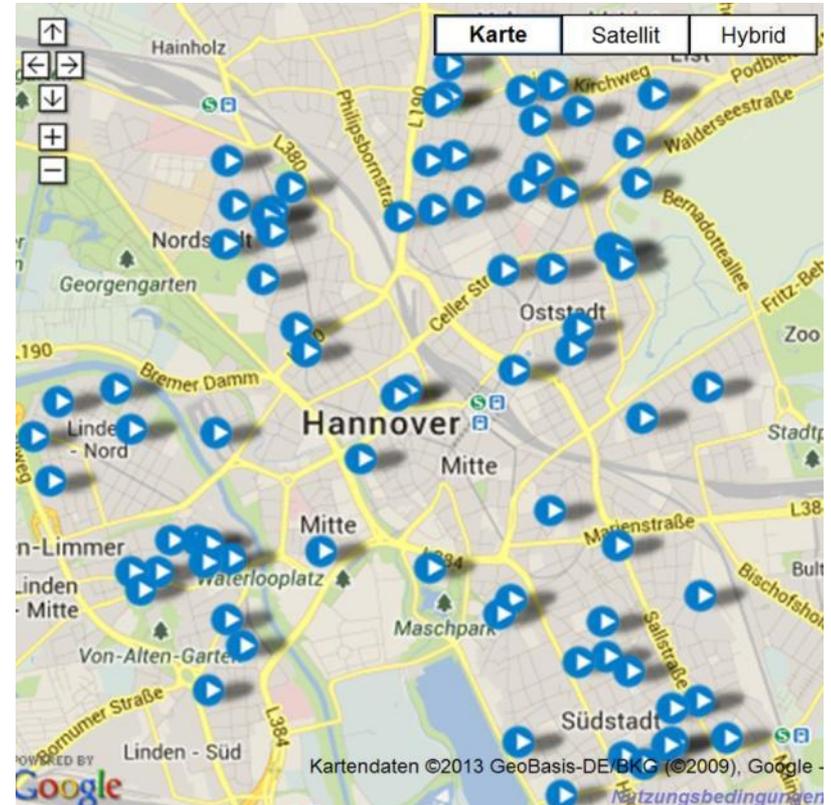
**Drive it. Don't own it.**

# 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

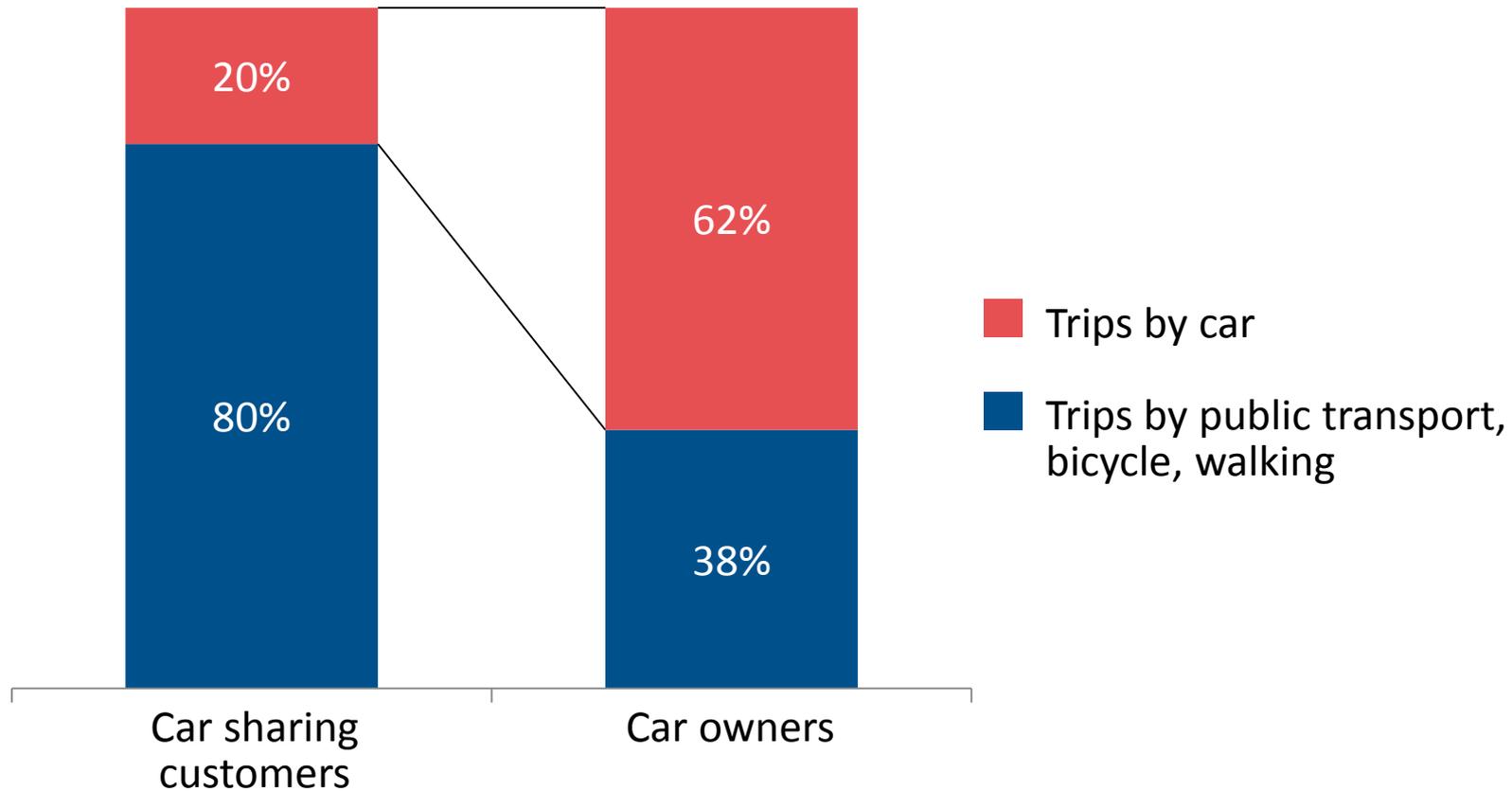


Source from the left to the right: Stadtmobil, Martin Röhrleef, Großraum-Verkehr Hannover (GVH) 2x | Stadtmobil, Google Maps



# CarSharing instead of a private car: Equal mobility – totally different mode split!

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Source: Muheim Study, mobility carsharing, Switzerland

# The adequate mode for any purpose: The “mobility alliance” of PT, CarSharing, BikeSharing,...

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## Objectives

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



Source: KVV (Karlsruher Verkehrsverbund)

# Far ahead: Already in 2004 üstra launched „HANNOVERmobil“, Germany’s first multimodal package

The advertisement features a top section with a photograph of a garage containing a car, a bicycle, and a train. Below the photo is a blue banner with the text 'Erweitern Sie Ihren Fuhrpark' and 'Die ganze Welt der Mobilität auf einer Karte'. A central graphic shows a woman holding a 'HANNOVERmobil' card with the number 1234567 and the name Maximilian Mustermann. The bottom section shows a garage with a taxi, a car, and a train. A red sticker on the top left of the advertisement reads 'Neu ab 01.11.2004'. A red sticker on the bottom left of the advertisement reads 'Nur 6,50 EUR'.

Neu ab 01.11.2004

**Erweitern Sie Ihren Fuhrpark**  
Die ganze Welt der Mobilität auf einer Karte

Hannover Mobil bietet Ihnen für jeden Zweck das passende Angebot:

- ▶ Busse und Bahnen im GVH
- ▶ BahnCard
- ▶ teilAuto
- ▶ jede Menge Rabatte und Sonderkonditionen bei Taxi, Fahrrad und Lieferdiensten

Mehr Infos beim GVH im üstra Service Center City oder unter [www.gvh.de](http://www.gvh.de)

Nur 6,50 EUR  
Nur für den regulären  
GVH-Abnehmer

**HANNOVERmobil**  
Das kombinierte Mobilitätsangebot  
GVH

1234567  
Maximilian Mustermann

GVH-Hotline: 0510 439 449 | [hannovermobil.gvh.de](http://hannovermobil.gvh.de) | [www.gvh.de](http://www.gvh.de)  
CarSharing-Buchungszentrale: 0511/70 10 344

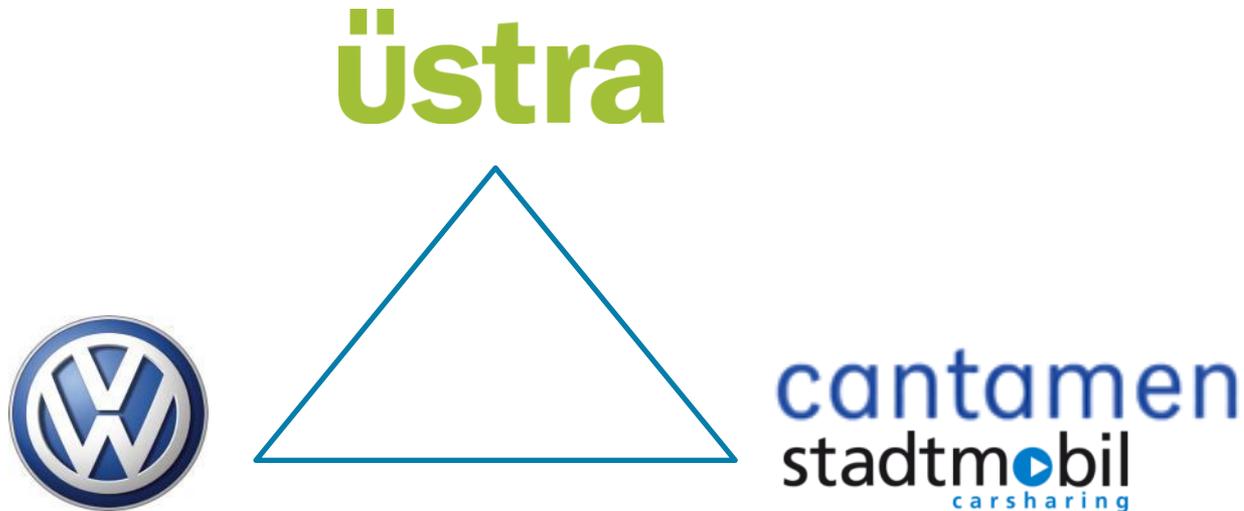
Source: Großraum-Verkehr Hannover (GVH)

- 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)

# Relaunch: HANNOVERmobil 2.0

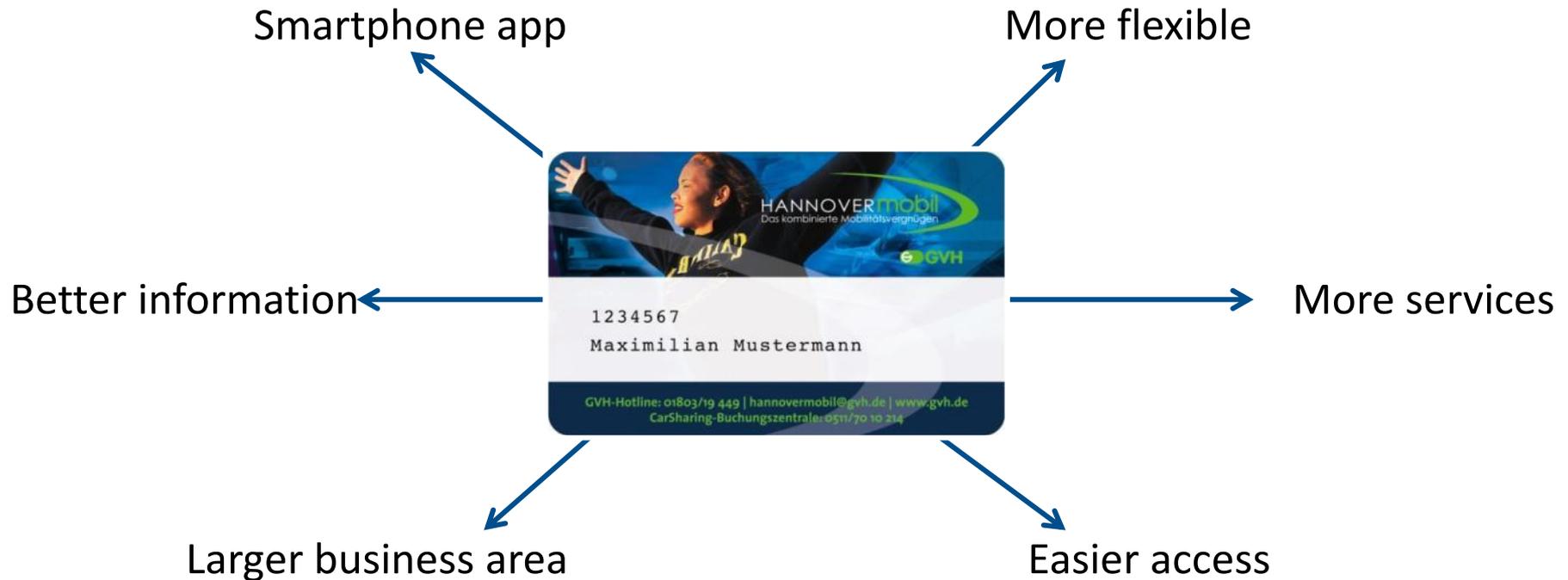
üstra (lead) in partnership with VW and Stadtmobil/Cantamen

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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



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



Source: google | Montage Max Mustermann VDV

## Examples of PT-based multimodal offers in Germany:

# PlusCard Münster

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- 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”)



Source: Hamburger Hochbahn | switchh

# 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,...)

In future, the Stuttgart Service Card is your key to all mobility platforms, shopping, municipal services and further offers in Stuttgart!

The city of Stuttgart virtually

Tickets for events can be booked and paid via the SCC Stuttgart

The citizens of Stuttgart have access to the sporting venues (e.g. VfB) with the SCC Stuttgart can pay with SCC Stuttgart

You can pay with the SCC Stuttgart in restaurants

Tourists use the SCC Stuttgart as access to the museums

Bank customers can draw money with the SCC Stuttgart

The citizens of Stuttgart use the SCC Stuttgart for shopping, to collect bonus points and to pay little things (e.g. bakery)

Bike-sharing offers can be used and paid via the SCC Stuttgart

In future, special rates of the BonusCard can also be considered with the SCC Stuttgart, e.g. reduced ticket price for the outdoor swimming pool

Railway and rapid transit customers use the SCC Stuttgart within the VVS zone

Thanks to the integration of the FamilienCard into the SCC Stuttgart it is possible to realise reduced prices e.g. for music schools or kindergarten

In future, SCC Stuttgart holders can pay at self-service vending machines

The SCC Stuttgart is also your authorisation and access to car sharing offers

Car drivers can pay parking places with the SCC Stuttgart

SSB SCHEDTBACHMANN

VVS

Verband Region Stuttgart

BW|Bank Baden-Württembergische Bank

MIRIK

STU|GART

Fraunhofer IAO

u|lm

EOS UPTRADE KOMPLEXES EINFACH MACHEN.

BOSCH Technik fürs Leben

highQ

EnBW

mdv

Source: Stuttgarter Straßenbahnen SSB with VVS

# Who takes over the “integrator” function?

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**Taxi**

**Long distance rail**

**Bike-rental**

**?**

**Delivery service**

**PT**

**Car sharing**

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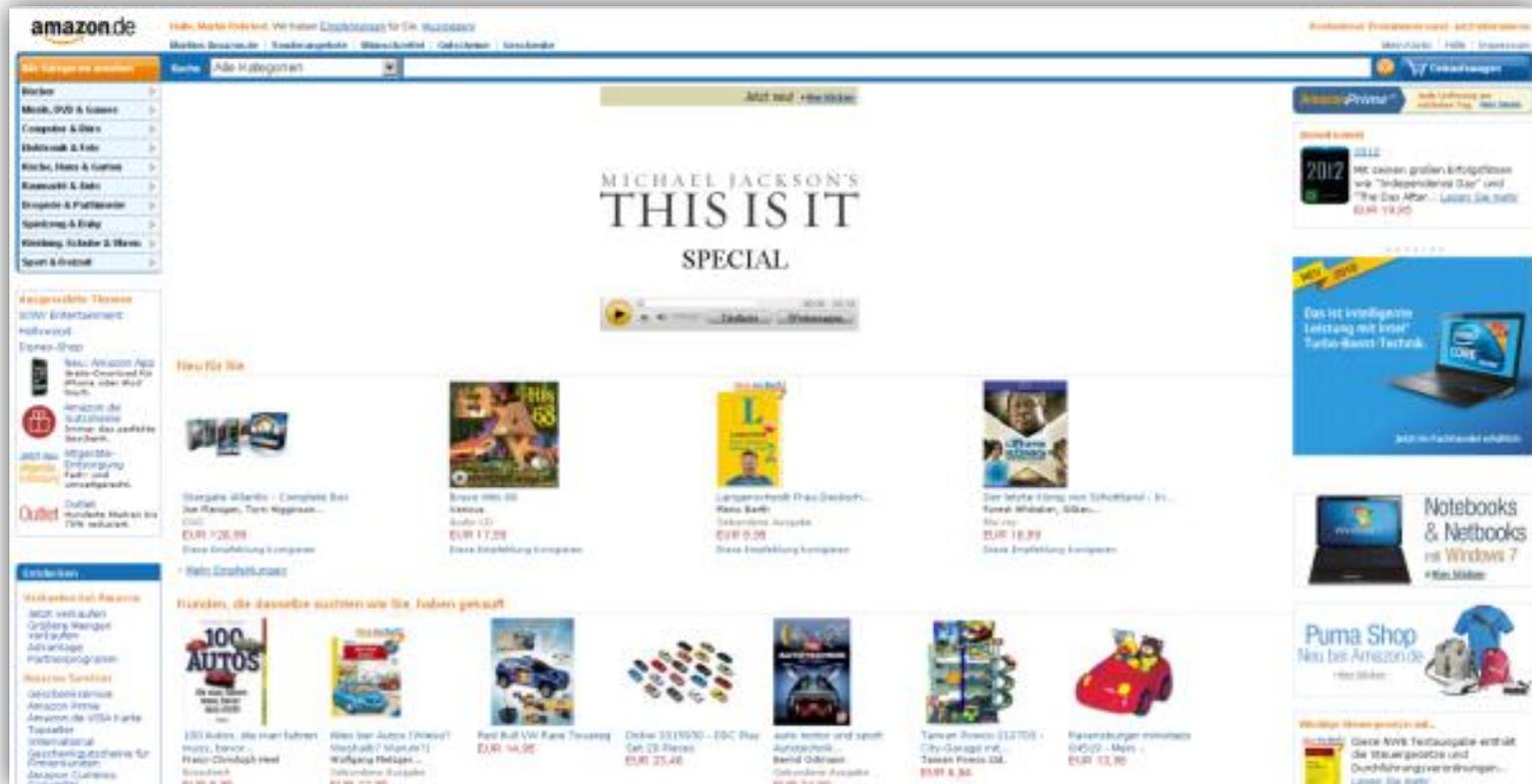
**Delivery service**

**PT**

**Car sharing**

# The race is running now: Who will be the “amazon of mobility”?

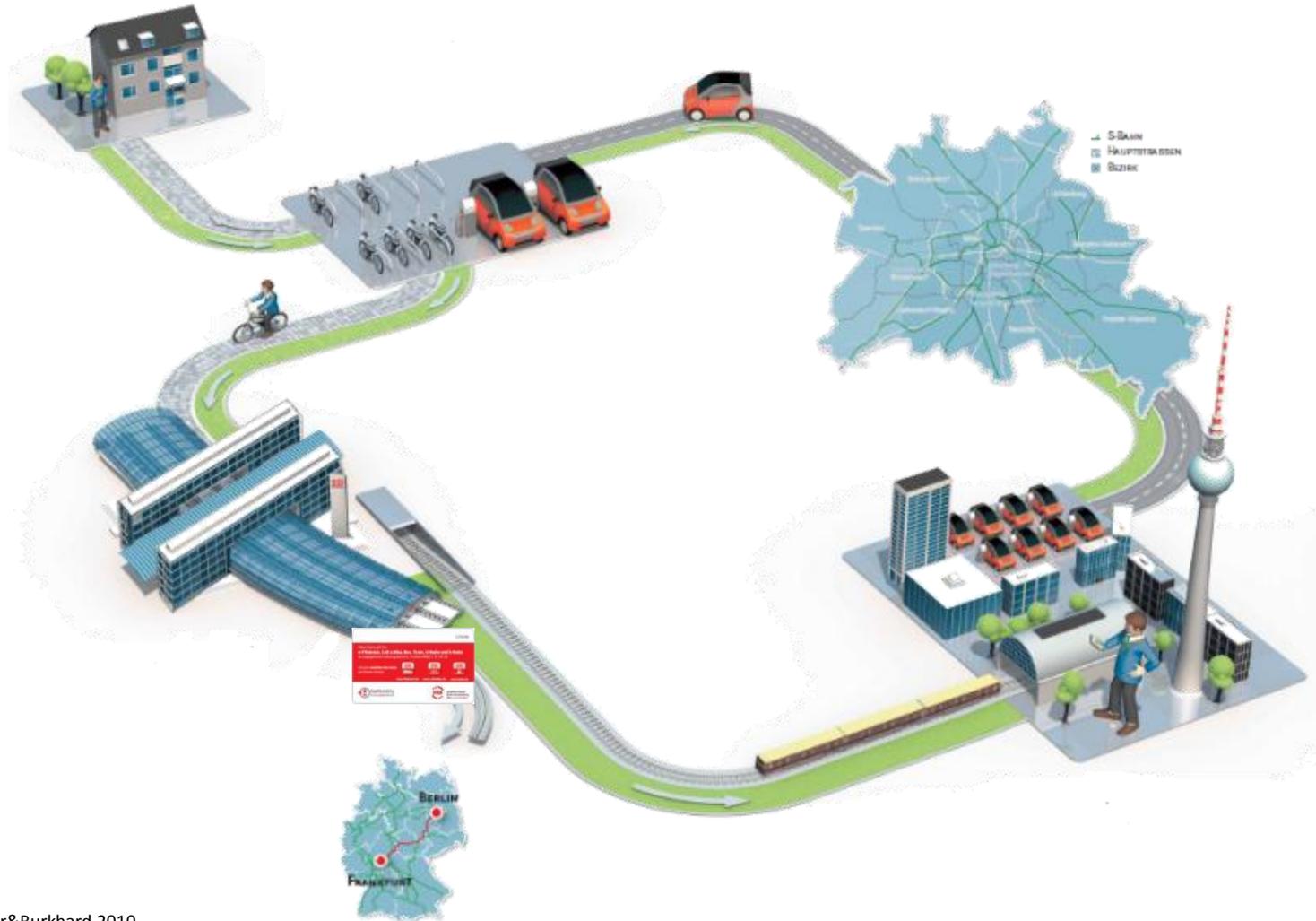
amazon.com®



Source : amazon.com

# PT as the “backbone” of multimodal mobility concepts

## 1: PT = primary system on the supply side

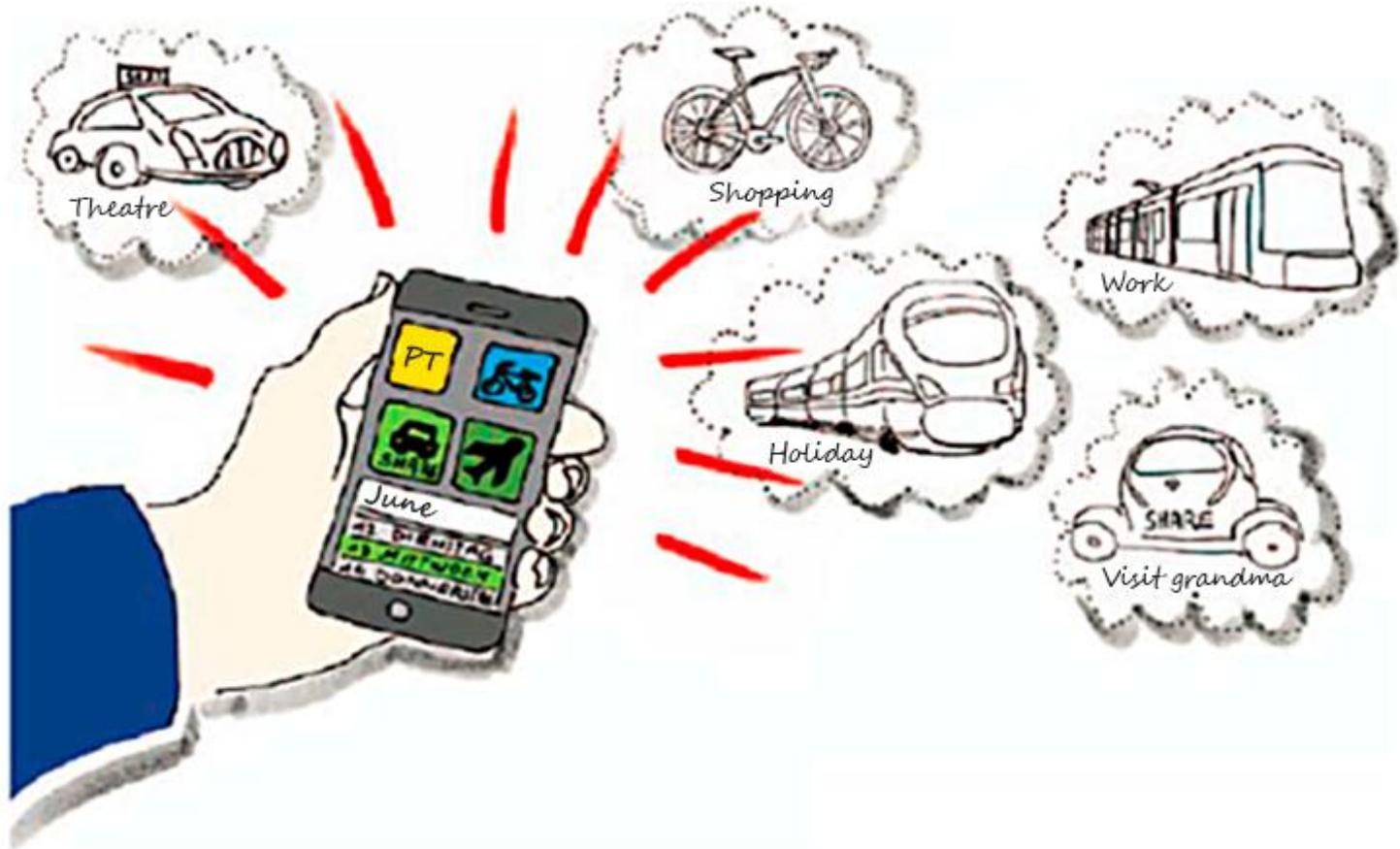


Source: Kircher&Burkhard 2010

# PT as the “backbone” of multimodal mobility concepts

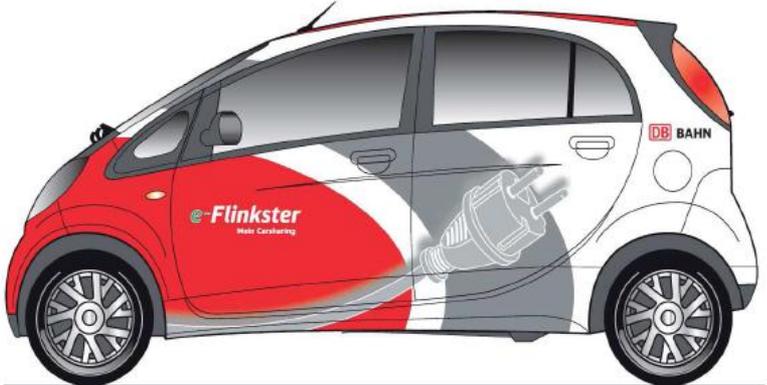
## 2.: PT = technical system integrator (mobility platform)

Information – booking – use – billing



Source: Illustration: momik – Visuelle Kommunikation, Gabriele Schlipf, Berlin

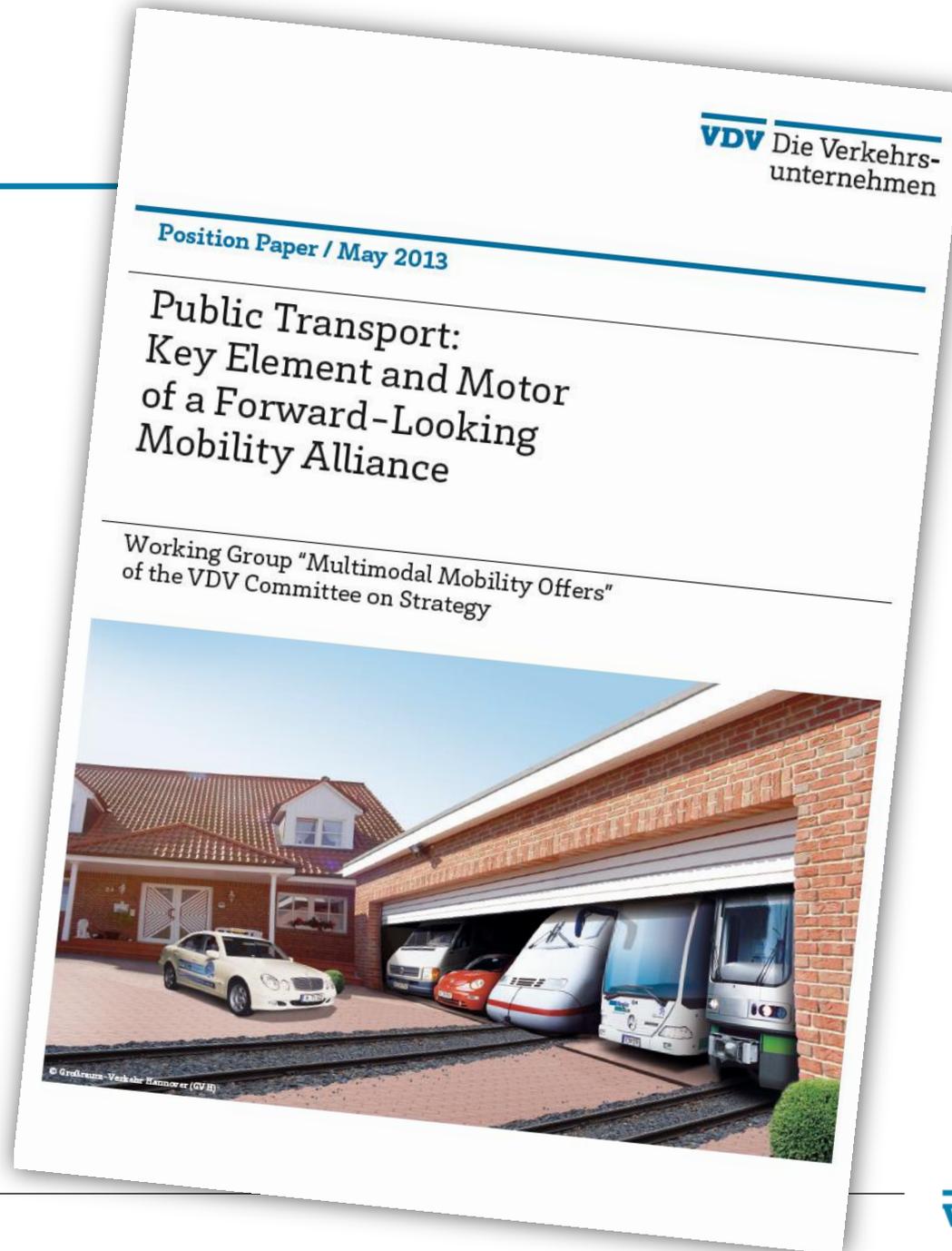
# All the new services can only work “in the slipstream” of good public transport!



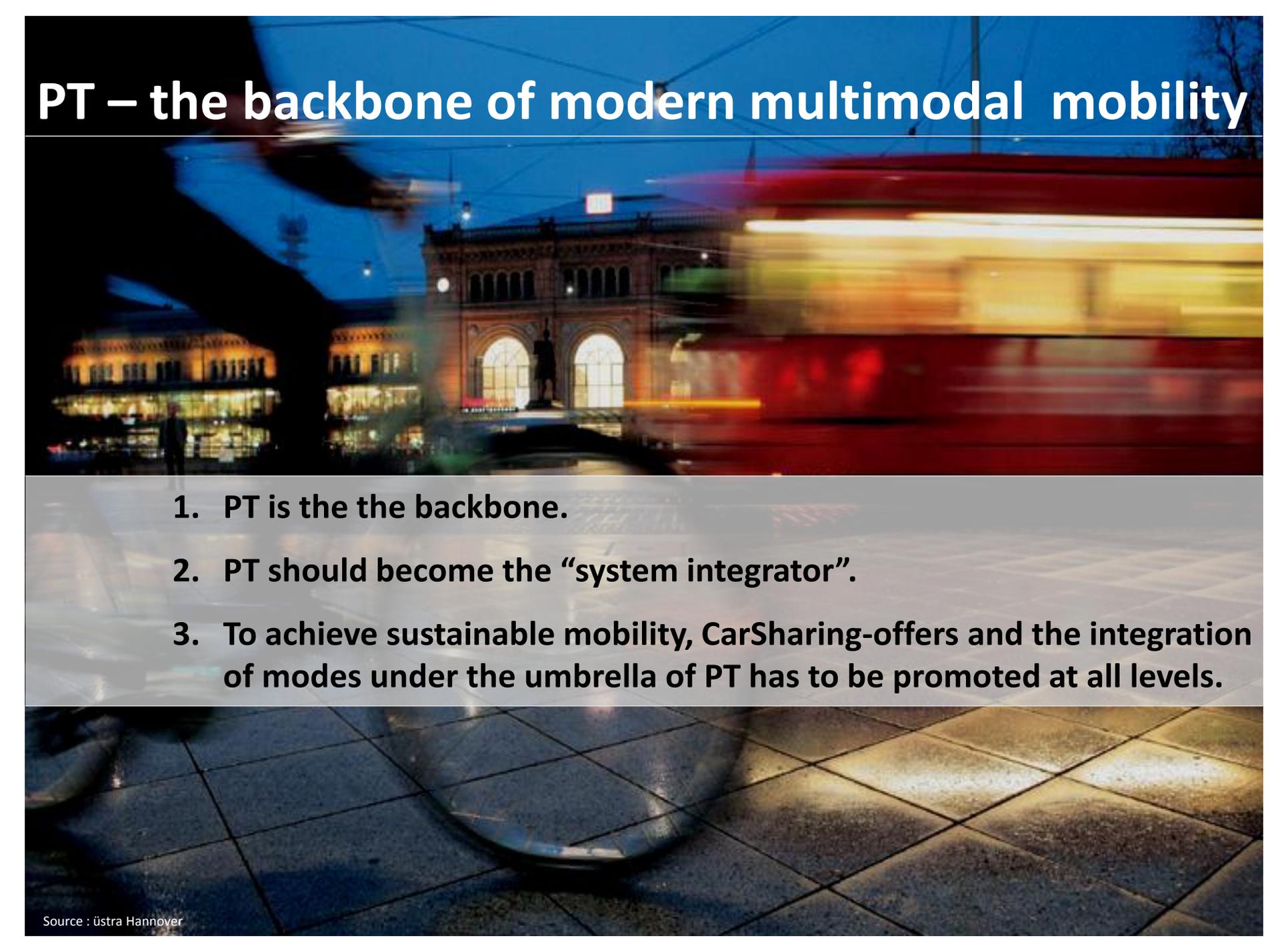
Source from the left to the right at the bottom: DB AG, Stefan Warter | smart-car2go | Stadtmobil: Alexander Quaet-Faslem | DB-Flinkster|

# Position paper of the sector

Download under  
[www.vdv.de](http://www.vdv.de)



# PT – the backbone of modern multimodal mobility



1. PT is the 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.

**Thank you for your attention!**

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Martin Röhrleef  
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Head of Department Mobility Integration  
üstra Hannoversche Verkehrsbetriebe AG  
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