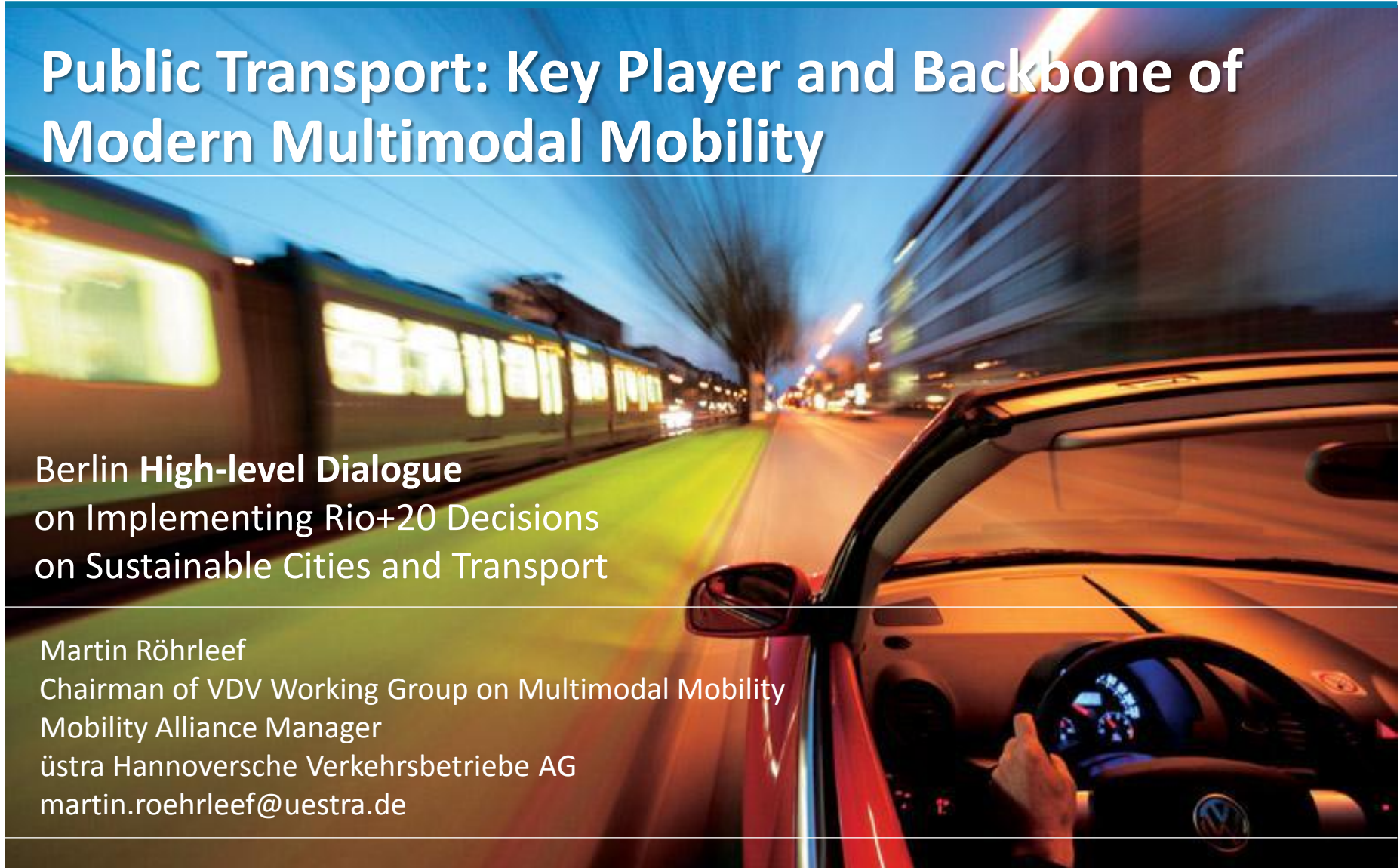


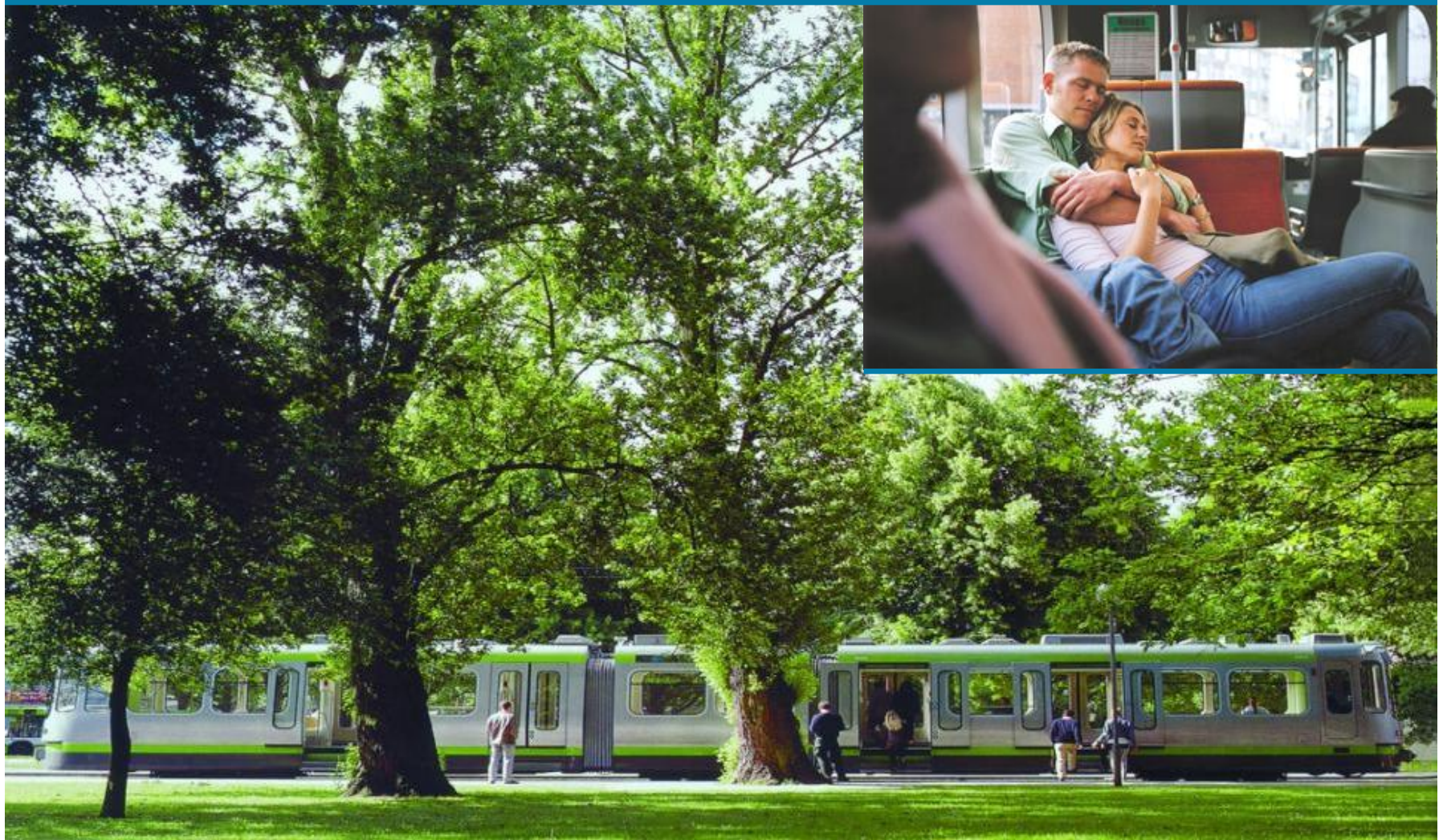
Public Transport: Key Player and Backbone of Modern Multimodal Mobility

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



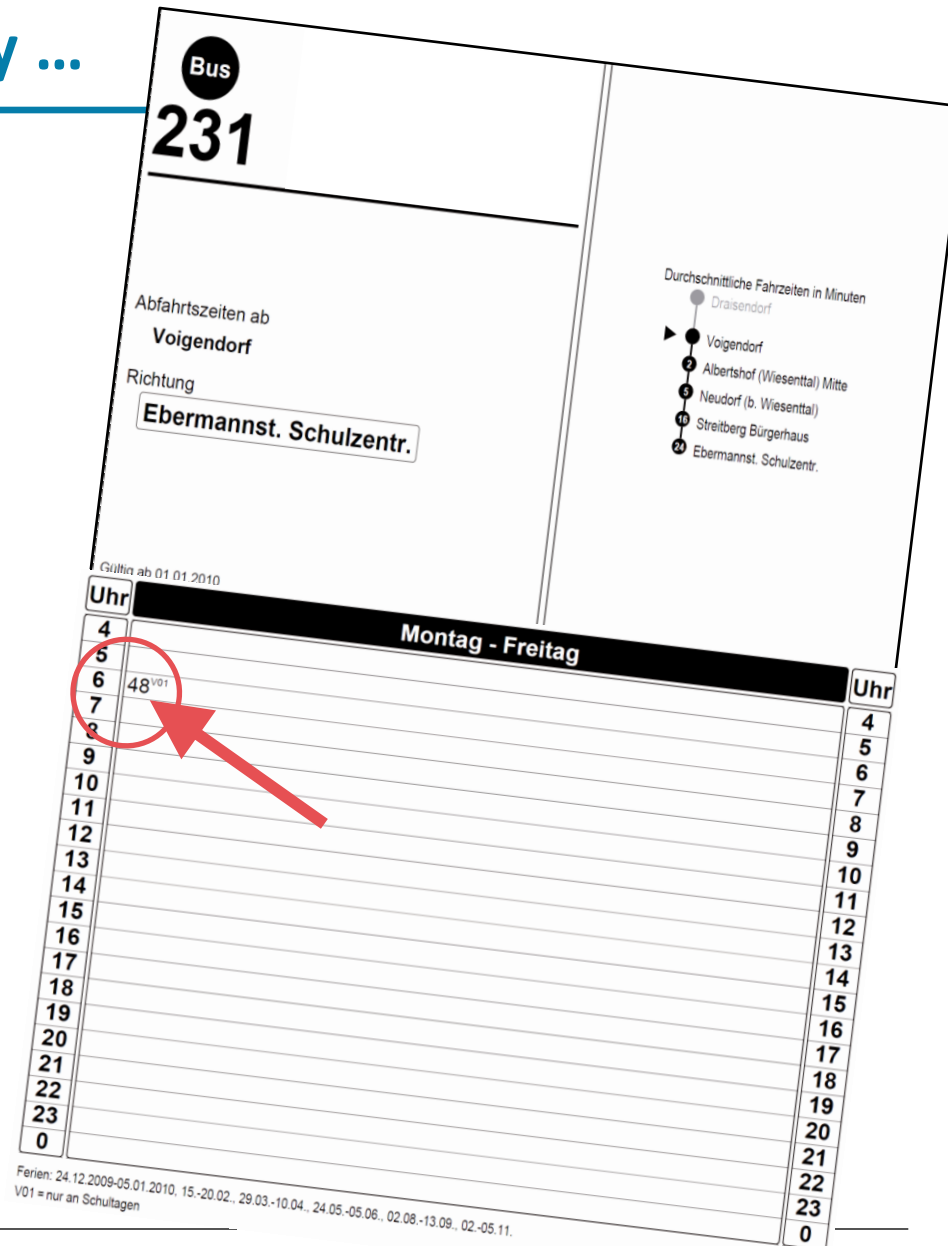
Source: üstra Hannoversche Verkehrsbetriebe AG

But: If something has to be transported ...



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

**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)



Cockoo's effect!

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!

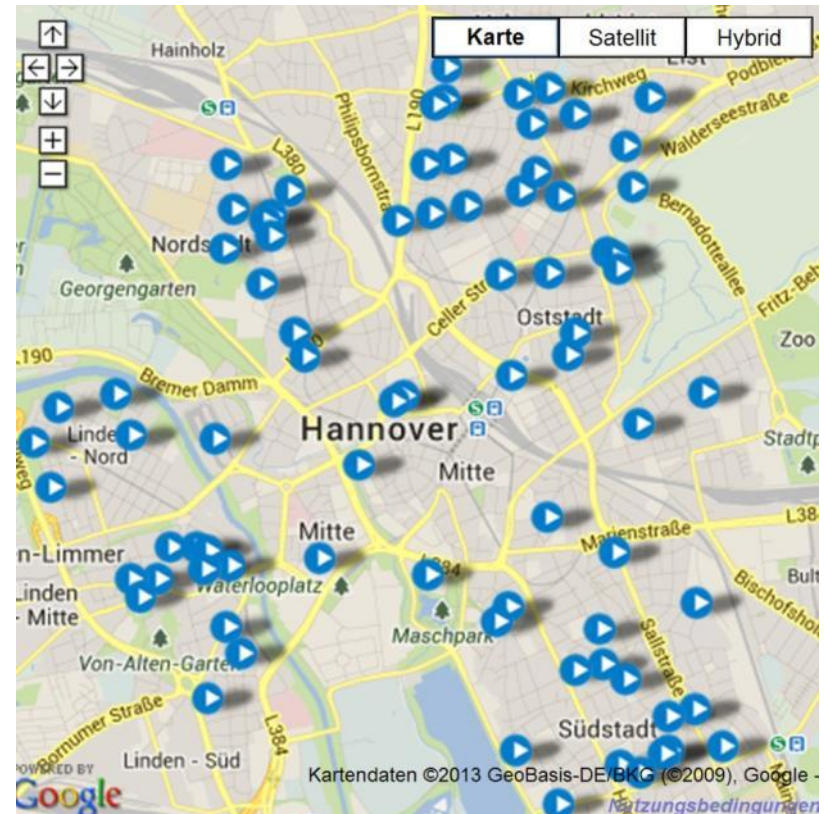
Drive it. Don't own it.

CarSharing – Car-mobility as a service: The ideal supplement to PT!

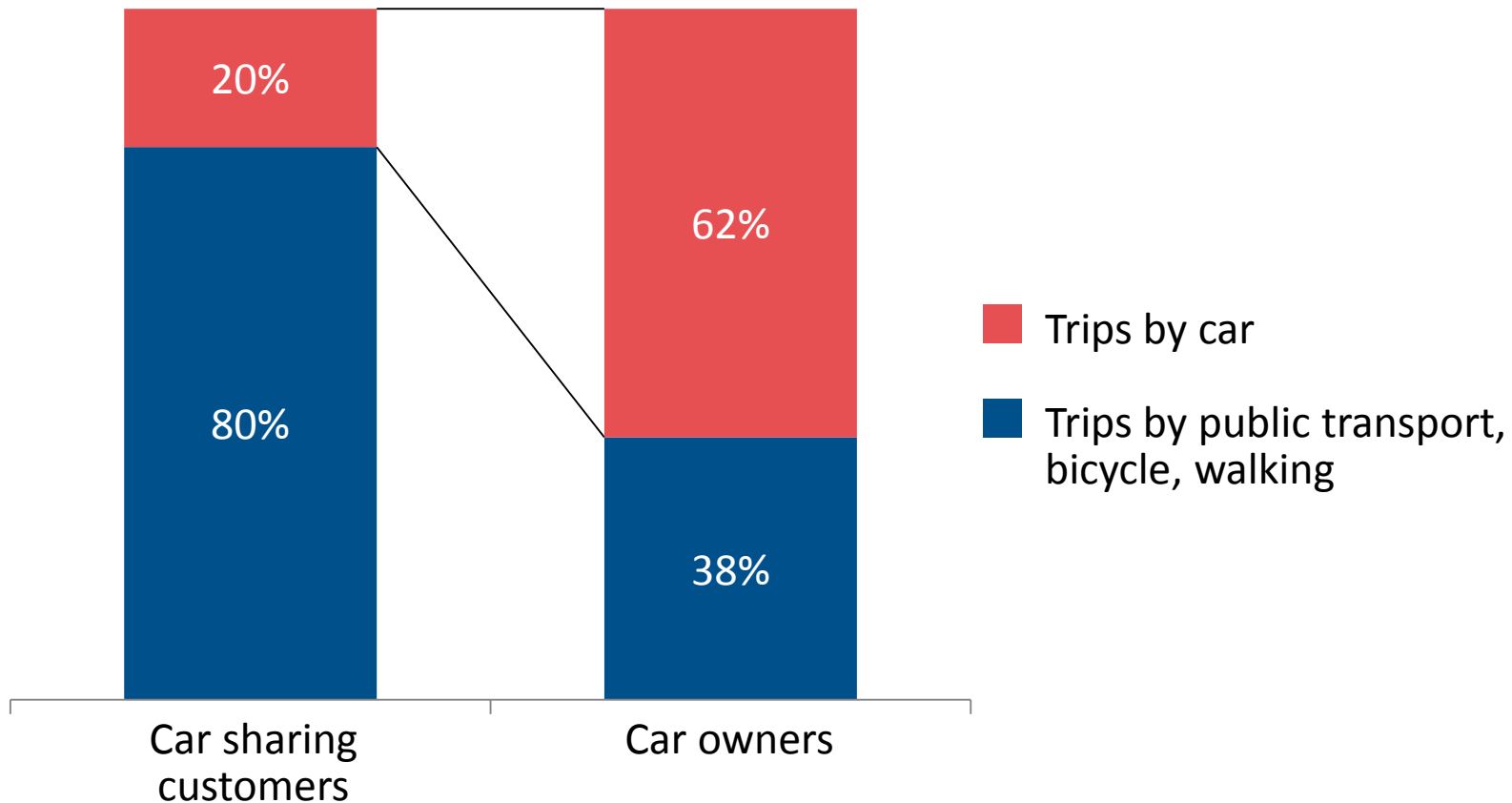
- Vehicles positioned all over the city
- Electronic access (24/7)
- Vehicles can be used for any period desired
- Several types of vehicles available
- User costs based on km and time



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!



Source: Muheim Study, mobility carsharing, Switzerland

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

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

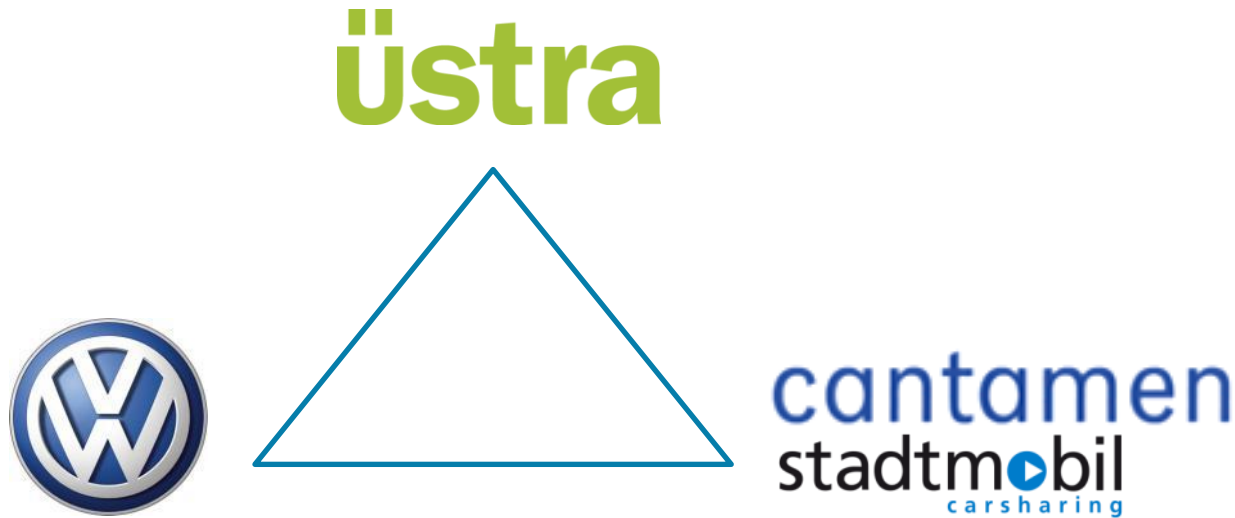
The advertisement features two images. The top image shows a suburban house with a garage containing a car, a red car, and a train. Text on the left reads: 'Neu ab 01.11.2004', 'Erweitern Sie Ihren Fuhrpark', 'Die ganze Welt der Mobilität auf einer Karte'. Below this, it lists services: 'Busse und Bahnen im GVH', 'BahnCard', 'TeilAuto', and 'jede Menge Rabatte und Sonderkonditionen bei Taxi, Fahrrad und Lieferdiensten'. A red stamp says 'Nur 6,50 EUR'. The bottom image shows a garage with a car, a red car, and a train. A 'HANNOVERmobil' card is overlaid, showing the number '1234567', the name 'Maximilian Mustermann', and contact information: 'GVH-Hotline: 0511/391449 | hannovermobil@gvh.de | www.gvh.de', 'CarSharing-Buchungszentrale: 0511/70 10 844'.

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)

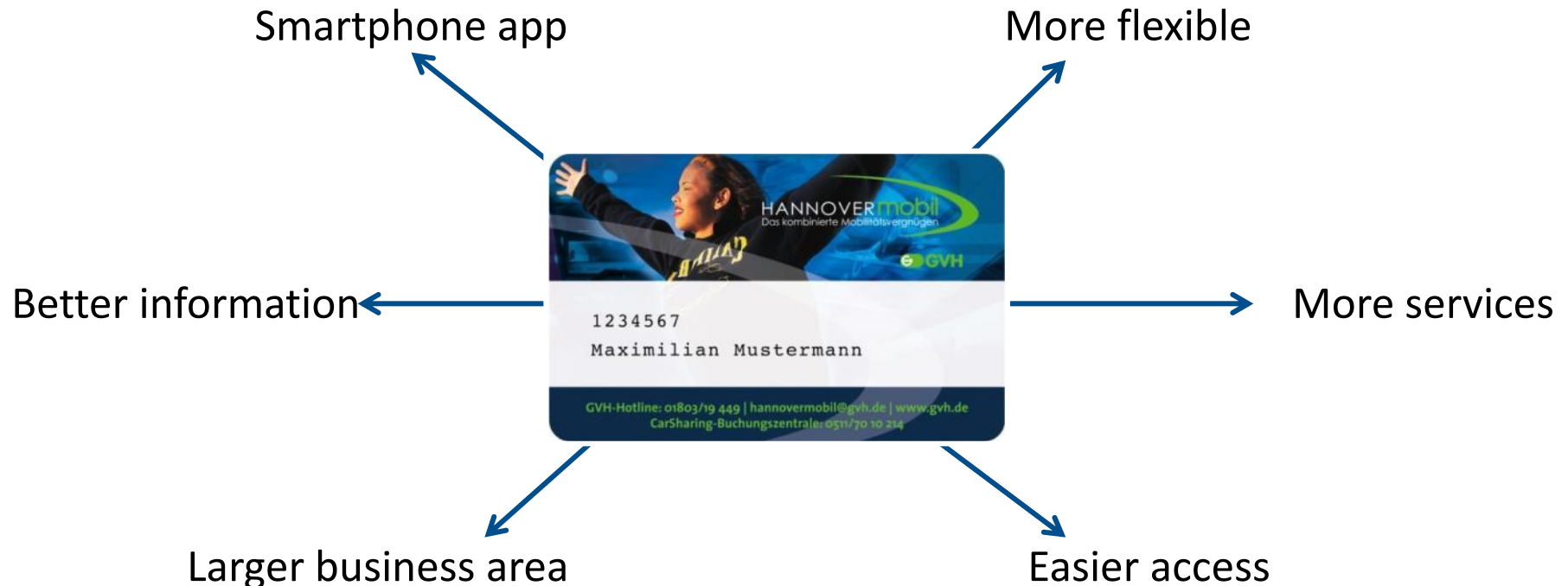
Relaunch: HANNOVERmobil 2.0

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



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

- 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,...)



Source: Stuttgarter Straßenbahnen SSB with VVS

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

üsttra

Delivery service

PT

Car sharing

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



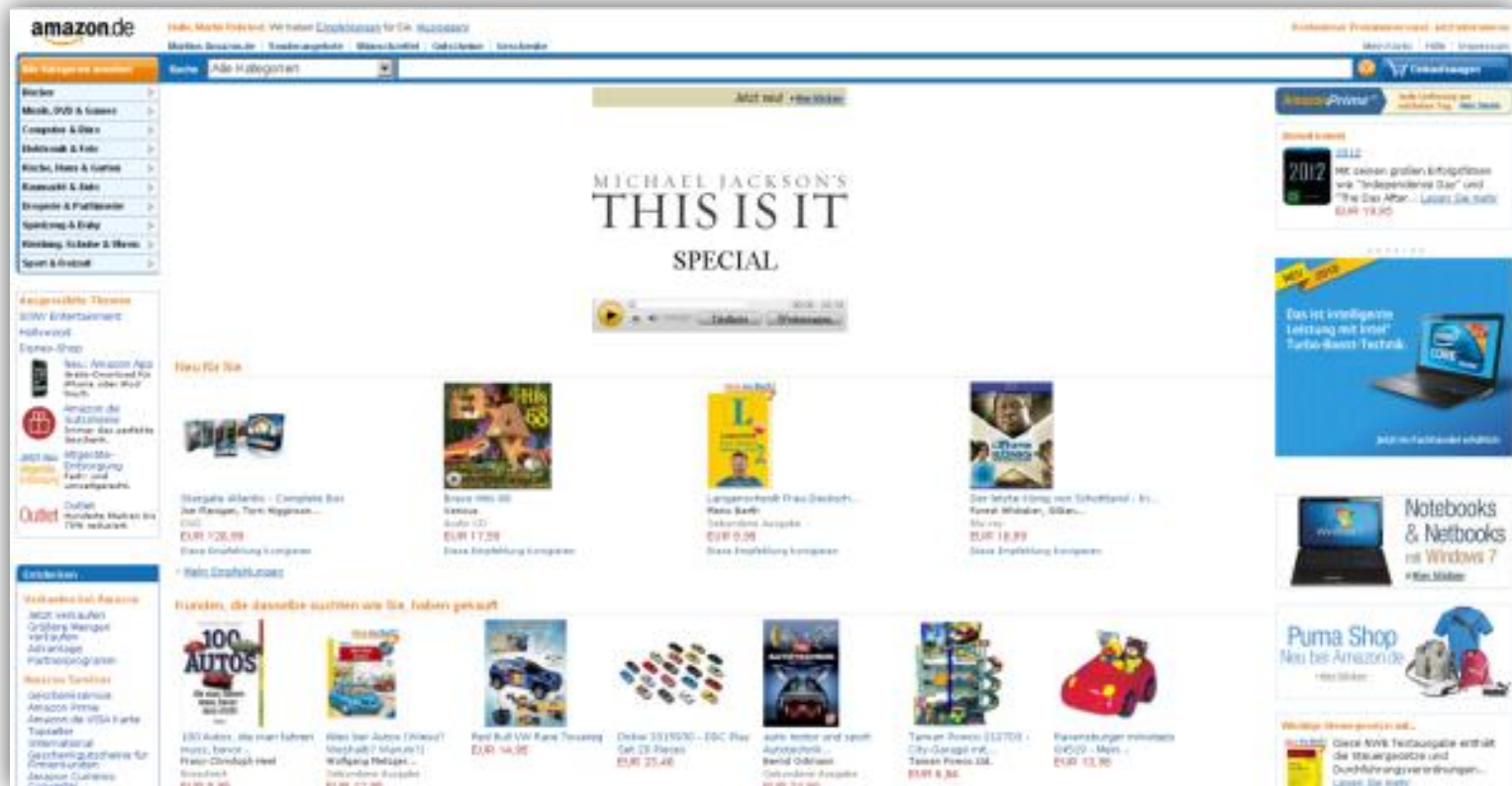
Delivery service

PT

Car sharing

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

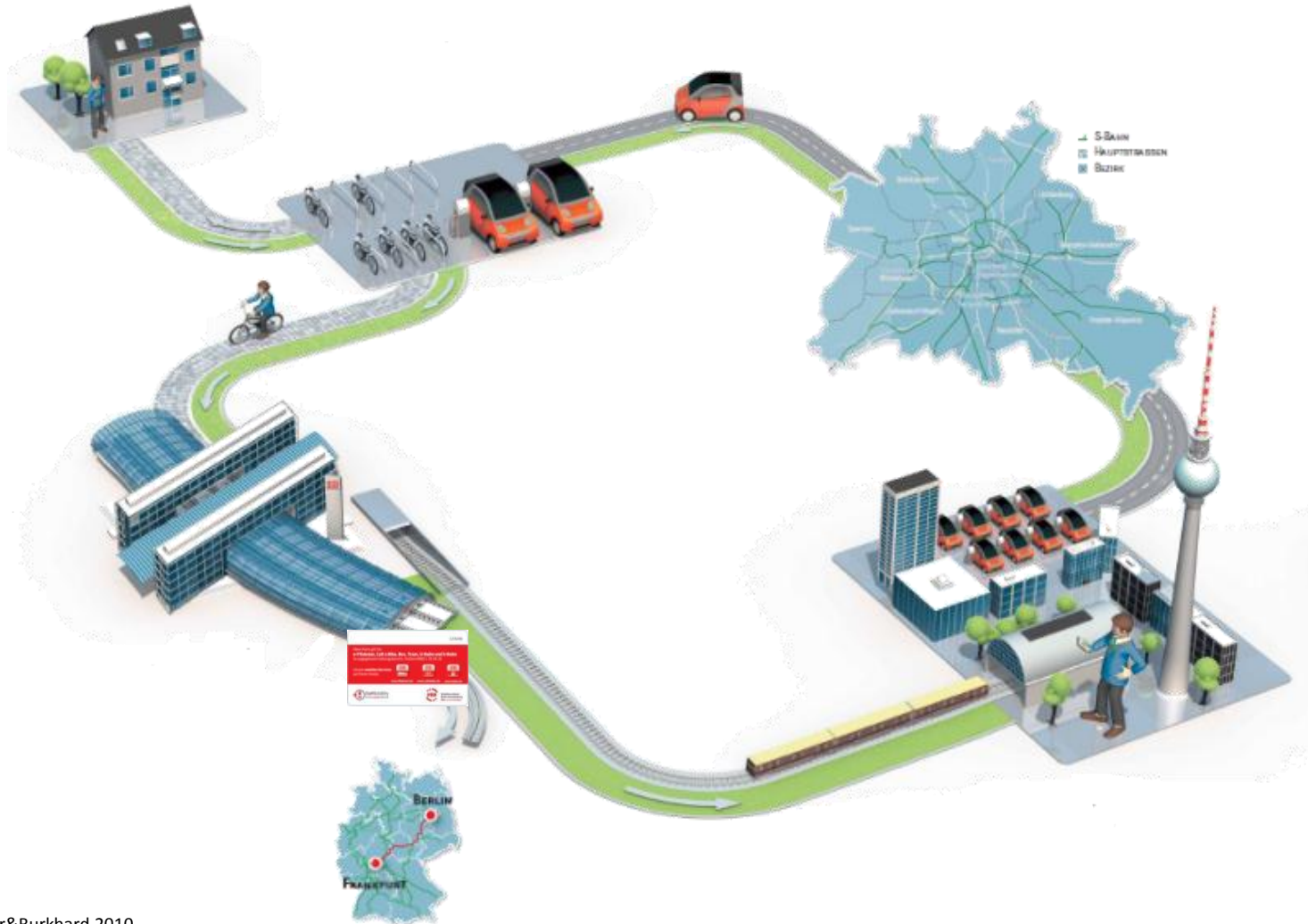
amazon.com®



Source : amazon.com

PT as the “backbone” of multimodal mobility concepts

1: PT = primary system on the supply side

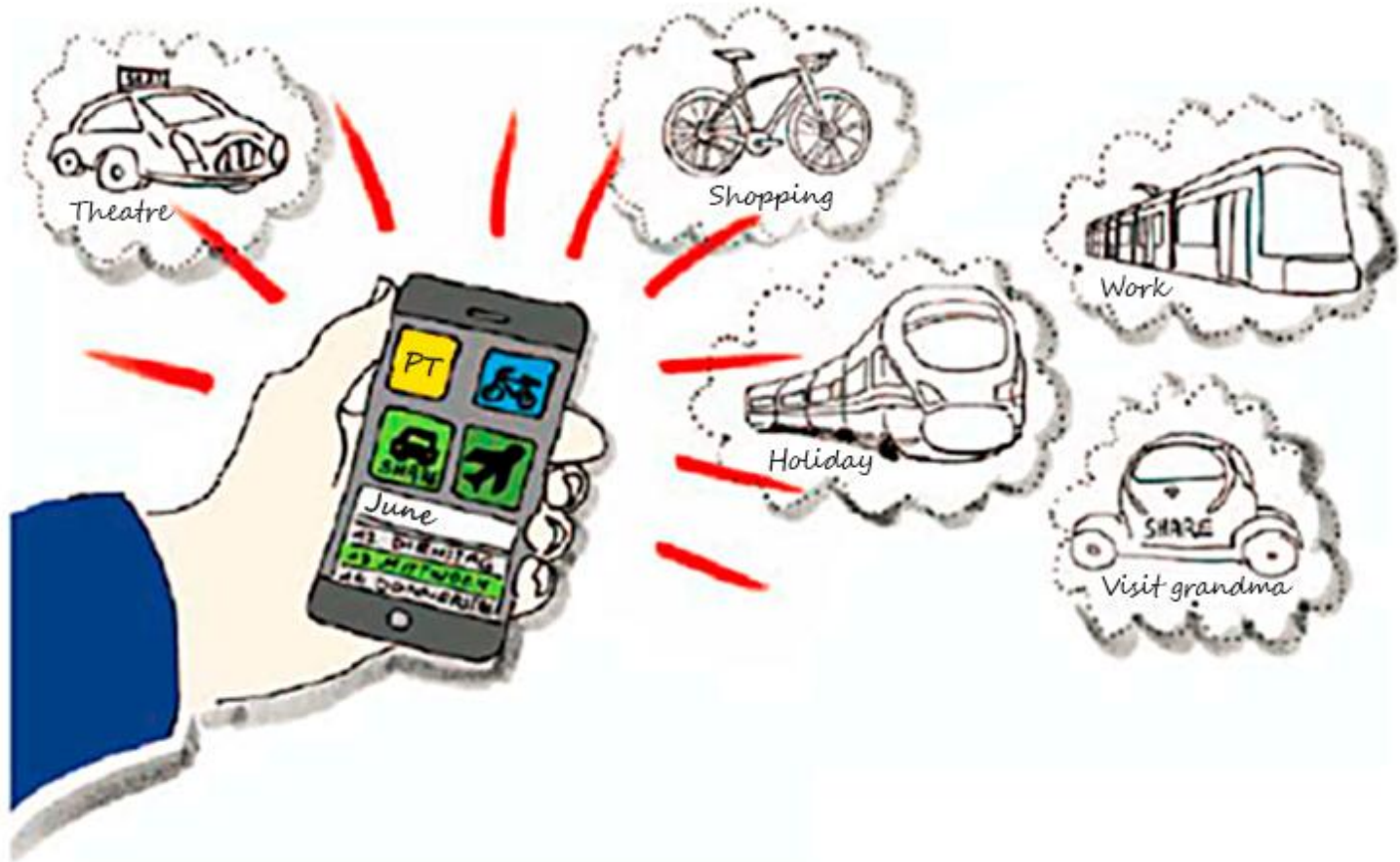


Source: Kircher&Burkhard 2010

PT as the “backbone” of multimodal mobility concepts

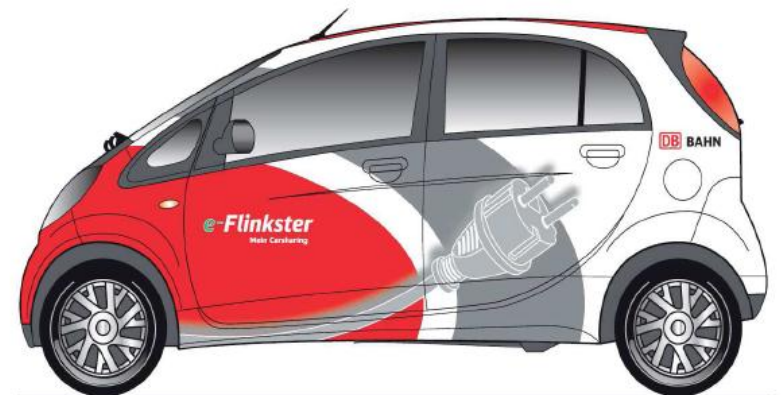
2.: PT = technical system integrator (mobility platform)

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!



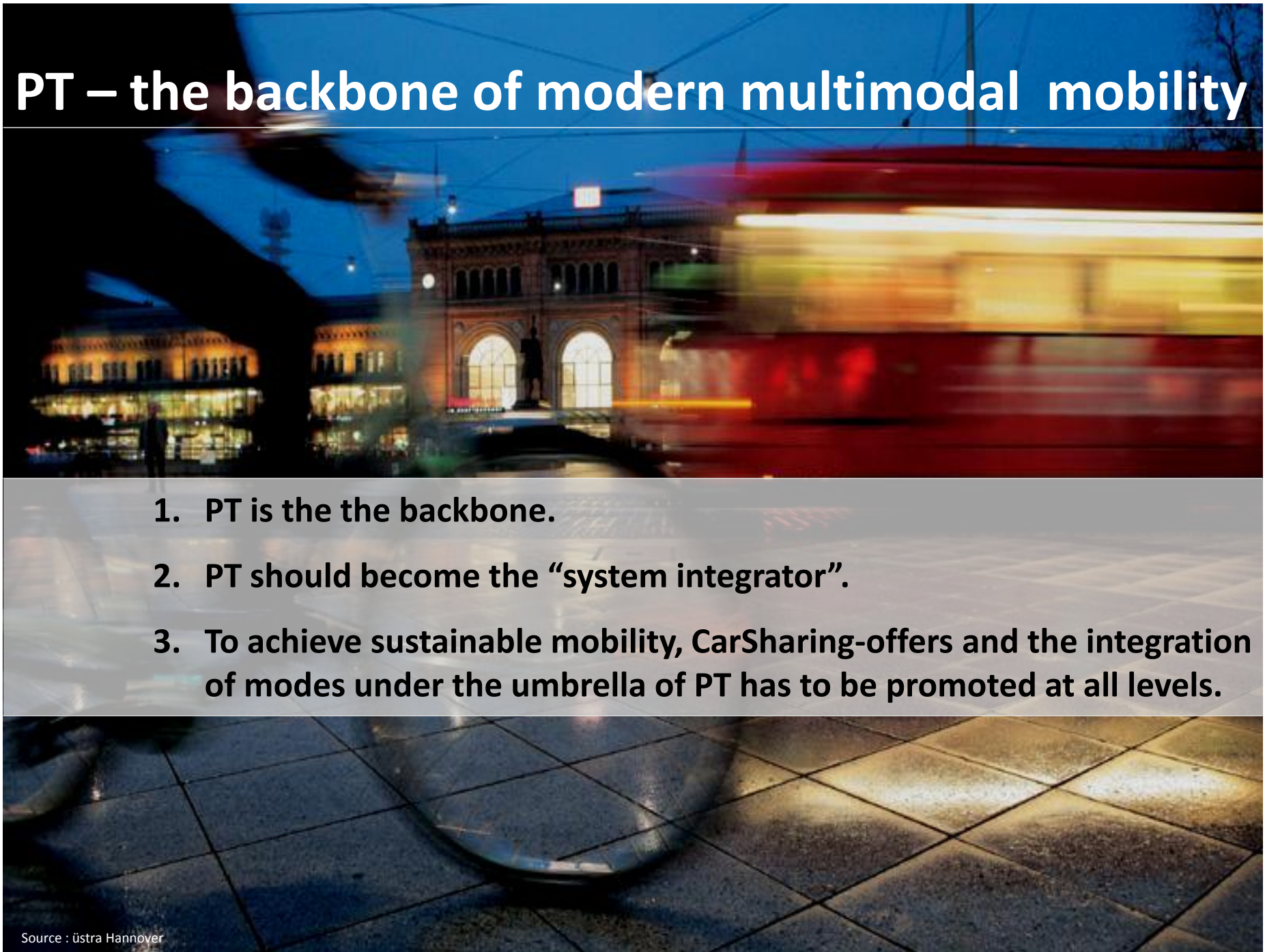
Source from the left to the right at the bottom: DB AG, Stefan Warter | smart-car2go | Stadtmobil: Alexander Quaet-Faslem | DB-Flinkster|

Position paper of the sector

Download under
www.vdv.de



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!

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