



Combined Mobility in Hanover

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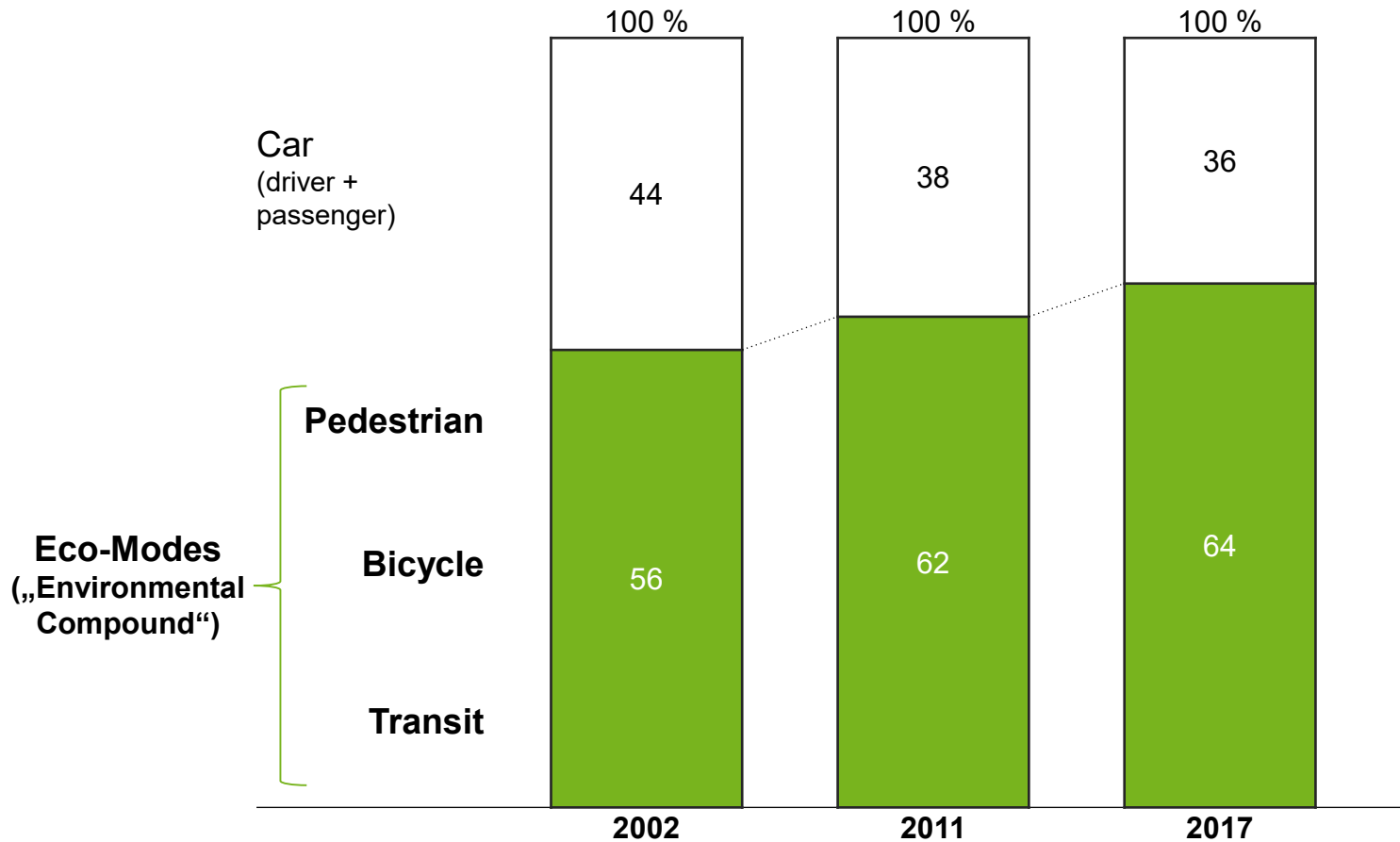
ÜSTRA – Hanover's Transit Company



- Light Rail (300 vehicles, 80 miles network)
- Buses (150 vehicles)
- Part of the Greater Hanover integrated transit network
- Controlled by regional government („**Region** Hanover“)

Eco-Modes are growing!

They account for 64 % of all trips within the City of Hanover



Quelle: MiD Landeshauptstadt Hannover

Timeline Combined Mobility in Hanover



1992

First CarSharing (teilAuto)

Timeline Combined Mobility in Hanover



First CarSharing-Cooperation
„üstra – teilAuto“

Timeline Combined Mobility in Hanover



2000

First CarRental-cooperation
üstra - Hertz

1992

1999



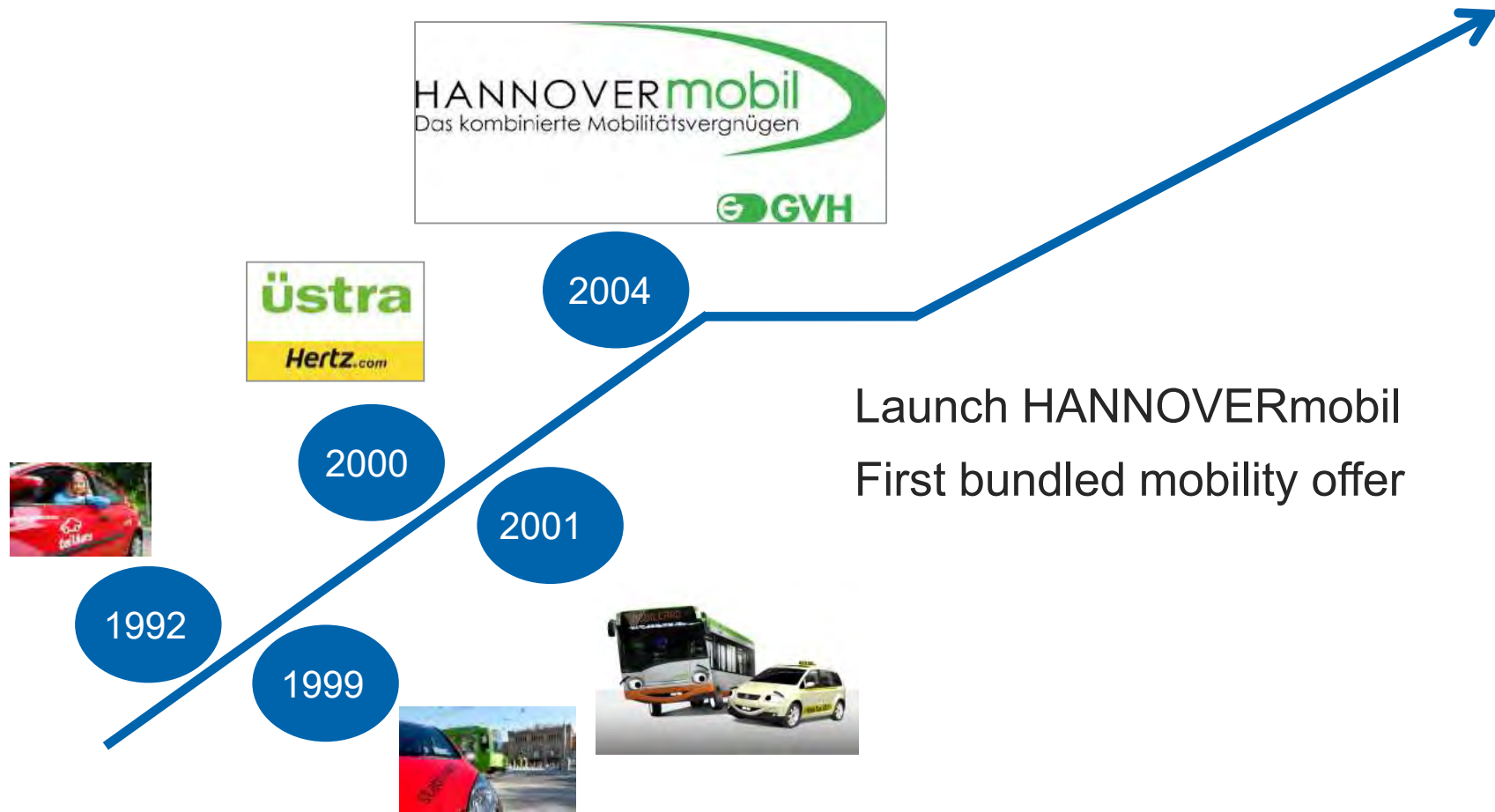
Timeline Combined Mobility in Hanover



Founding of TaxiBus

Joint Venture üstra – Hallo Taxi 3811

Timeline Combined Mobility in Hanover



Timeline Combined Mobility in Hanover

Only 1300
customers...have we
been too early ?



2004

2000

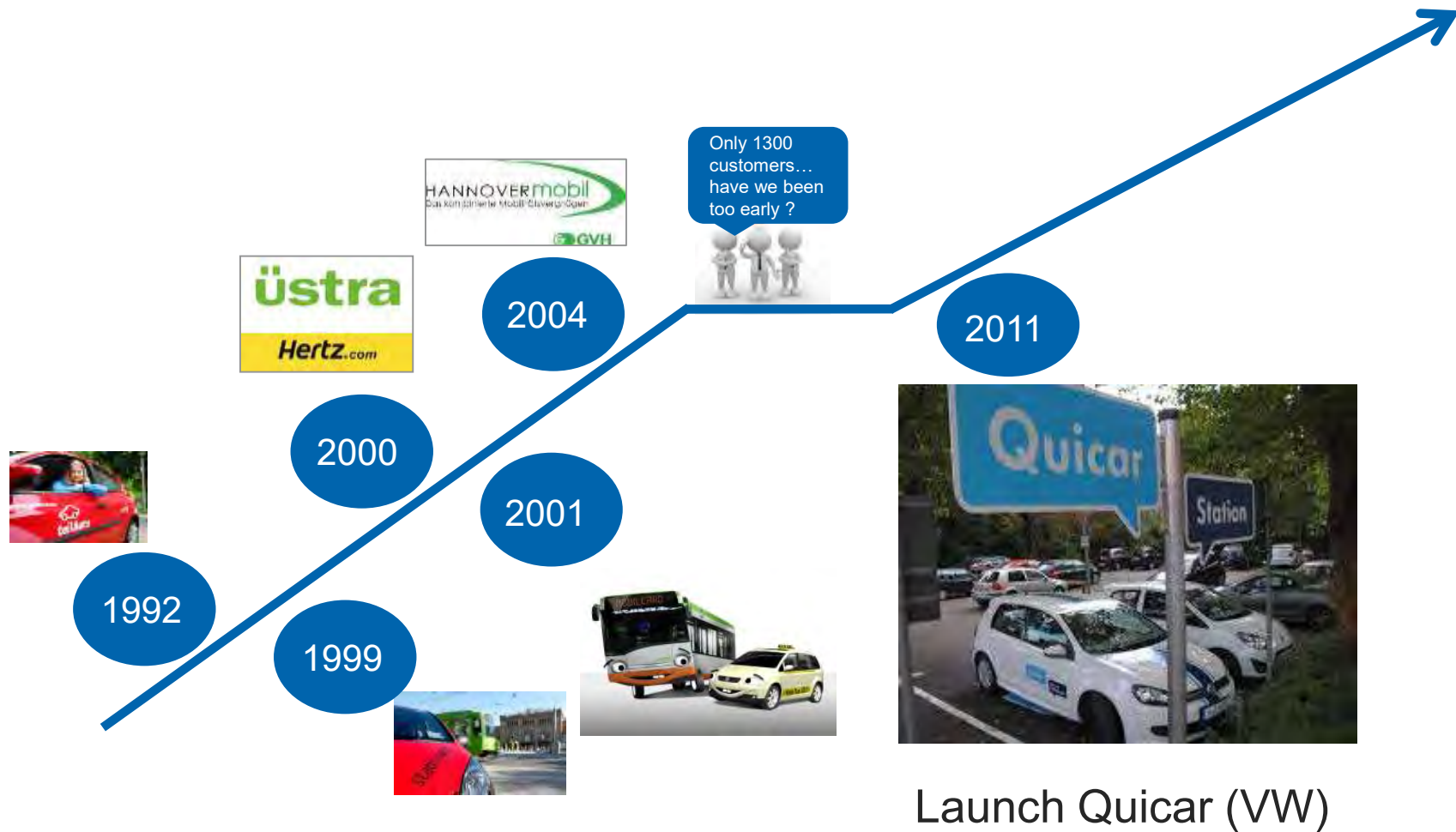
2001

1992

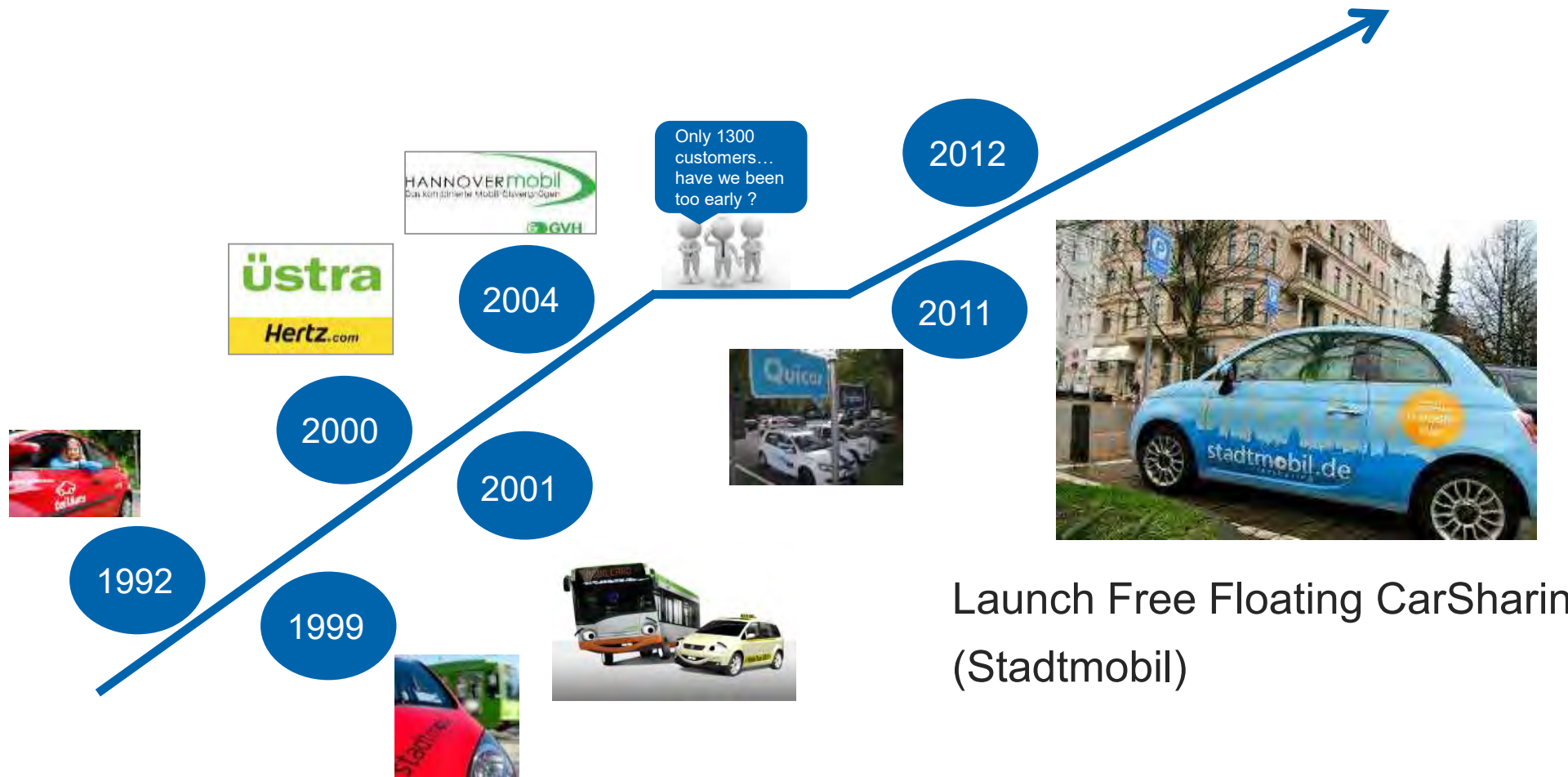
1999



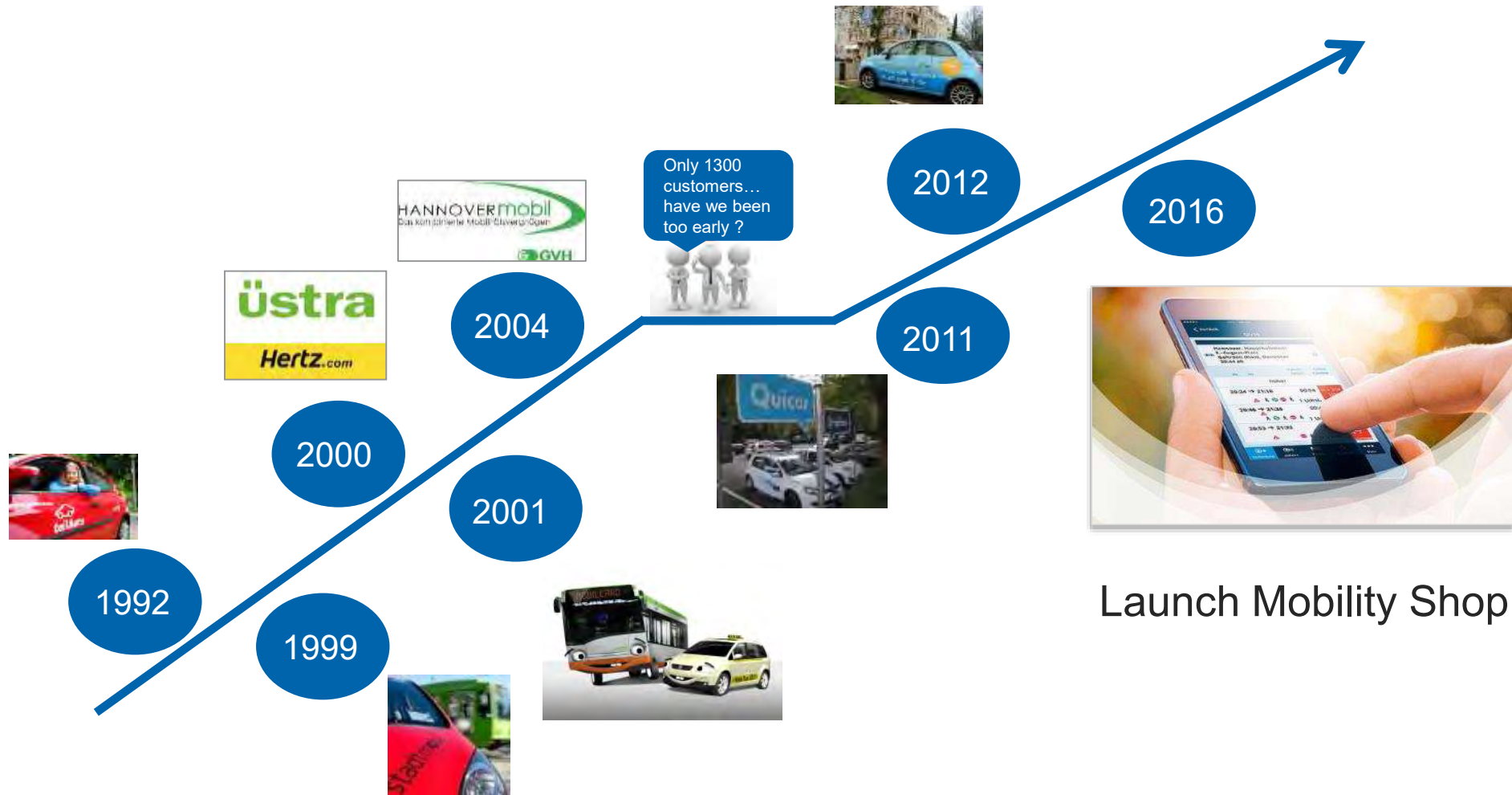
Timeline Combined Mobility in Hanover



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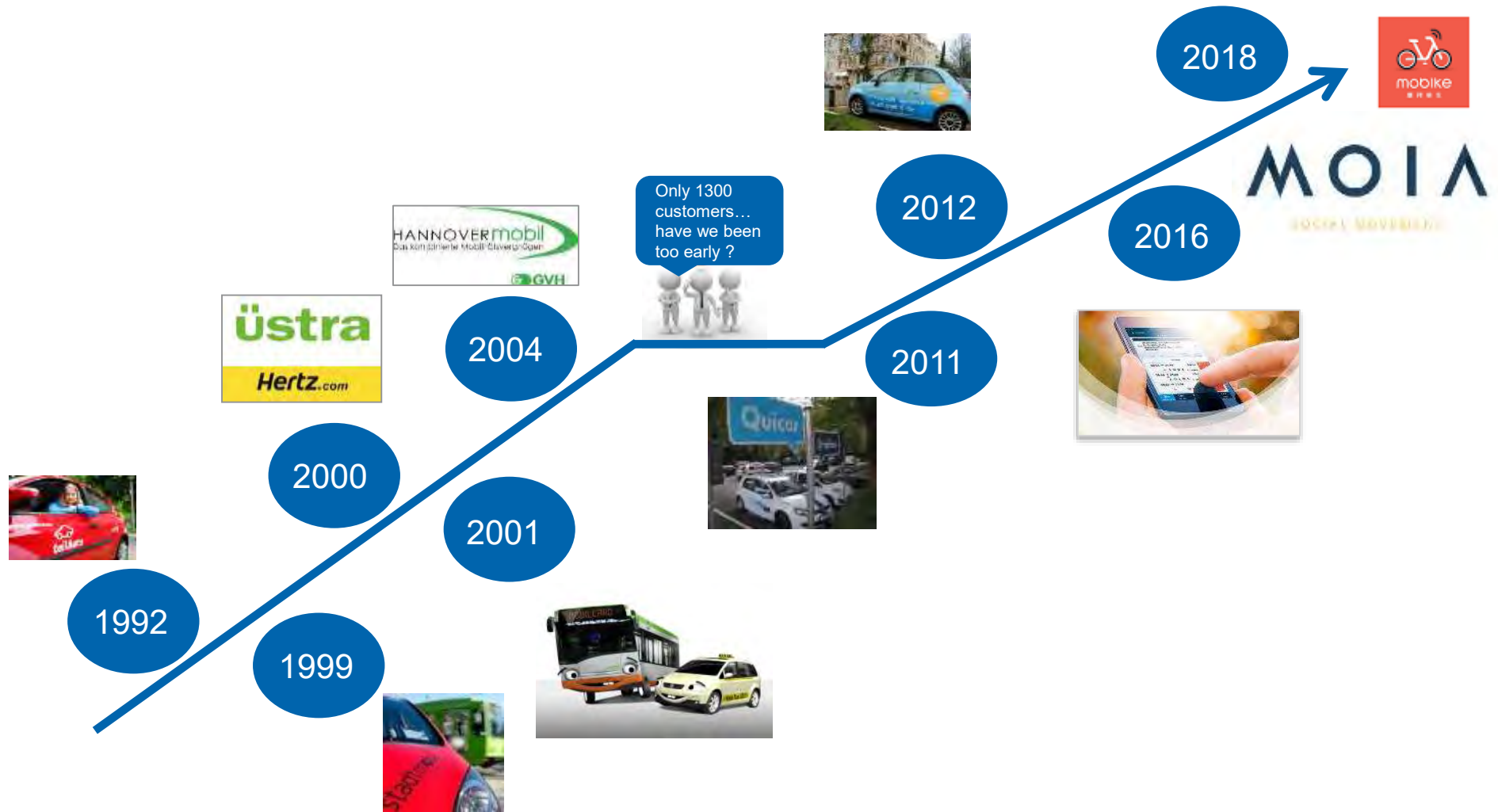


Timeline Combined Mobility in Hanover



Launch On Demand Shuttle MOIA (Volkswagen), mobike

Timeline Combined Mobility in Hanover



New Services are emerging inbetween Transit and the private Car.

Cars will become more public, Transit more individual



Mobility Services will melt together as a „continuum“.



Price

Individuality, Comfort, Flexibility

(Photo/Mark Chadwick/Detail of Fluid Painting 90)

PT should become a provider of complete and flexible mobility



2004: ÜSTRA – a multimodal pioneer

Launching of Germany's first multimodal bundle

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 Lieferservice

Mehr Infos beim GVH im üstra Service Center City oder unter www.gvh.de

Nur 6,50 EUR
mehr als das reguläre
GVH-Abo pro Monat!

HANNOVERmobil
Das kombinierte Mobilitätsvergnügen

GVH



HANNOVERmobil
Das kombinierte Mobilitätsvergnügen

GVH

1234567
Maximilian Mustermann

GVH-Hotline: 01803/19 449 | hannovermobil@gvh.de | www.gvh.de
CarSharing-Buchungszentrale: 0511/70 10 214



HANNOVERmobil
Das kombinierte Mobilitätsvergnügen

„Broaden your vehicle fleet“

The „Mobility Pack“: One card has it all!

HANNOVERmobil
Das kombinierte Mobilitätsvergnügen



HANNOVERmobile	
<ul style="list-style-type: none"> • <u>Public Transit</u> <p>GVH Annual Pass included</p>	<ul style="list-style-type: none"> • <u>Public Car</u> <p>CarSharing-Access included CarRental discount rates</p>
<ul style="list-style-type: none"> • <u>Long Distance Rail</u> <p>BahnCard 25 (German Rail discount card) included</p>	<ul style="list-style-type: none"> • <u>Taxi</u> <p>discounted tariff cashless-payment</p>
<ul style="list-style-type: none"> • <u>Bicycle Services</u> <p>various discounts and special services</p>	<ul style="list-style-type: none"> • <u>Delivery Services</u> <p>groceries and beverages downtown shopping goods</p>
<p>• Integrated „mobility bill“ for all basic costs, carsharing- and taxi-trips</p>	



Hannovermobil: Very positive effects per capita – but too few customers (1.300)!

- Every second customer hasn't held an GVH annual pass before.
- Roughly every second customer ditched his car or refrained from buying a new one.
- Customers are taking more trips by Public Transport and Bicycles than before.

Quelle: Kundenbefragung 2013



User behavior

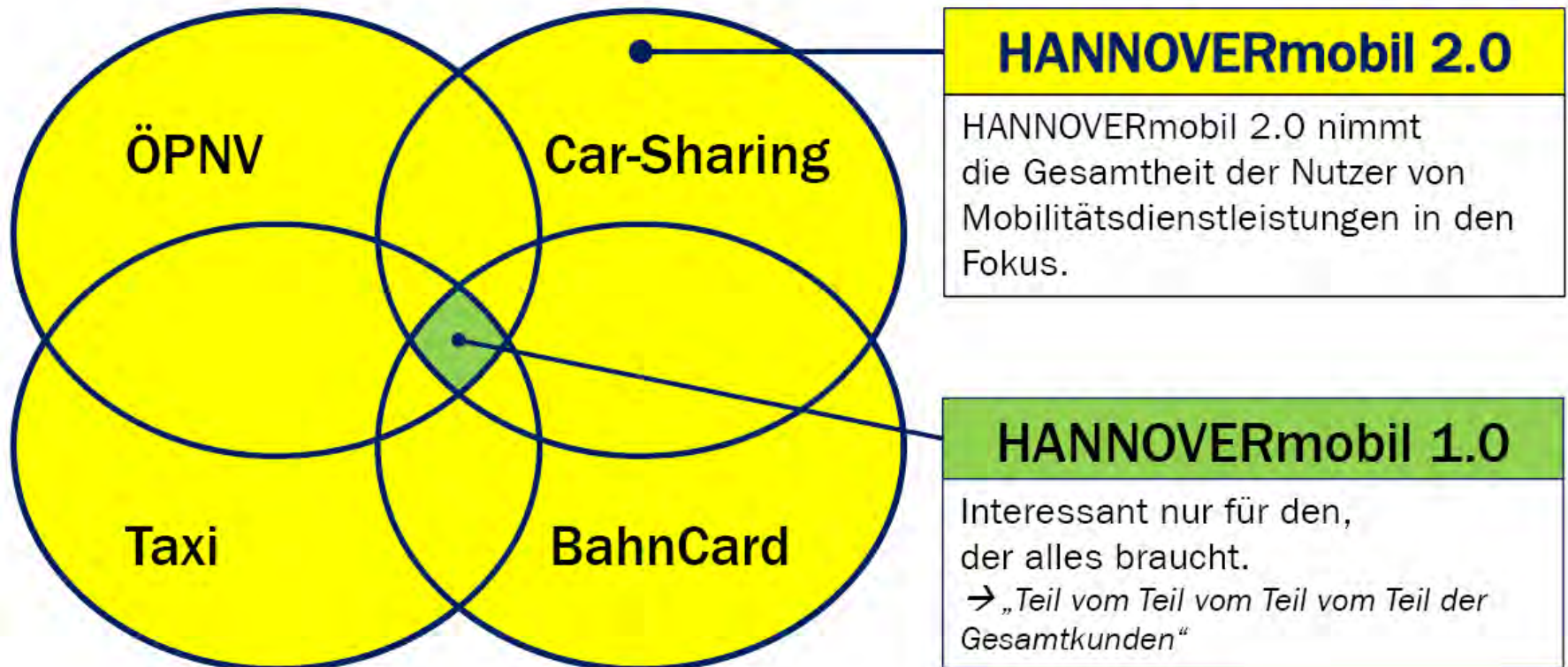
İzmirli Tesisler (2004-2010)

Tesis No	Tesis Adı	2004	2005	2006	2007	2008	2009	2010
1	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
2	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
3	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
4	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
5	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
6	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
7	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
8	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
9	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
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12	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
13	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
14	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
15	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
16	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
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24	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250
25	İzmir Atatürk Havalimanı	100	120	150	180	200	220	250

[illegible]

Need for a broader approach:

Adressing the whole mobility market instead of a niche only





2016: App-based mobility shop

Covering the whole customer journey in one App



- Public Transit
- CarSharing
- Taxi
- Bicycle
- German Rail
- ...

Registration

Routing

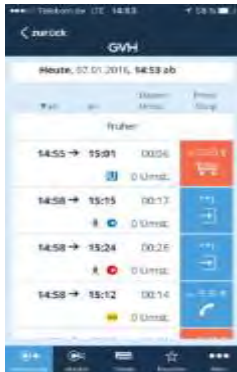
Booking

Billing

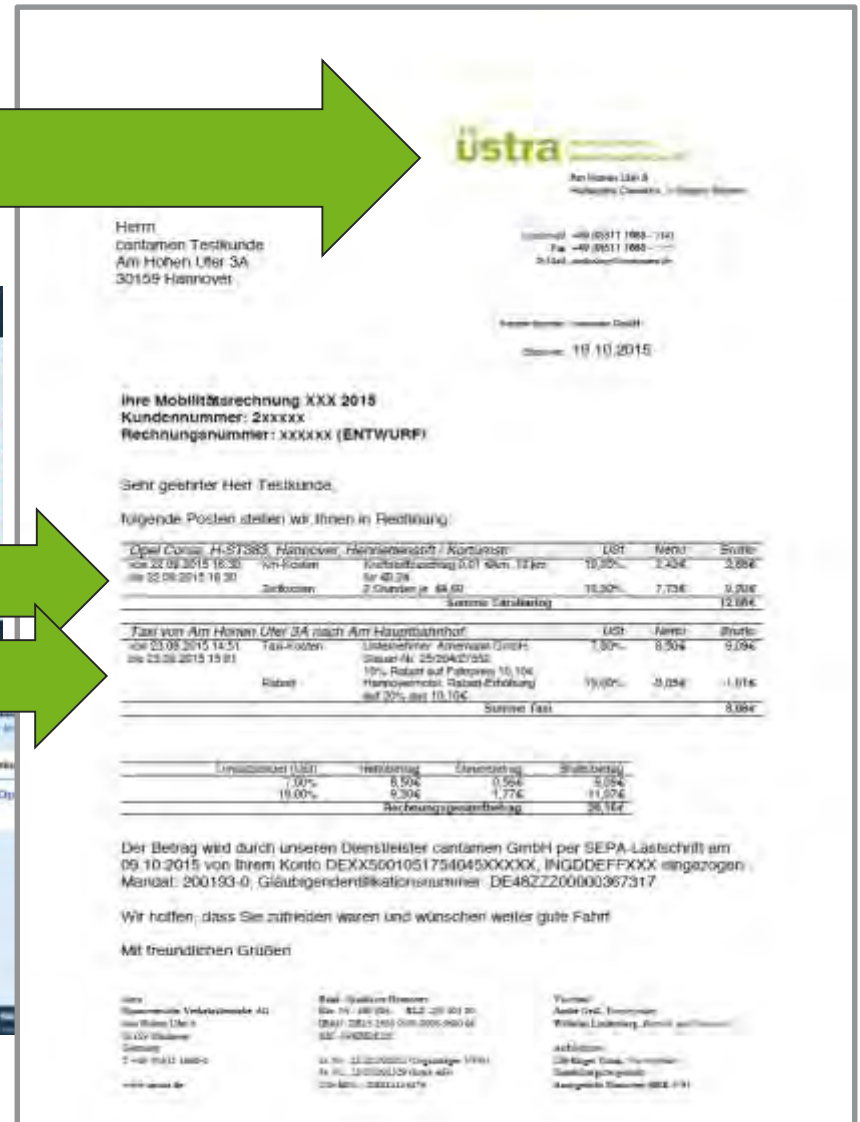


Multimodal Routing

Multimodal Booking



Invoicing for Taxi-Trips



Self Customizing of the contract

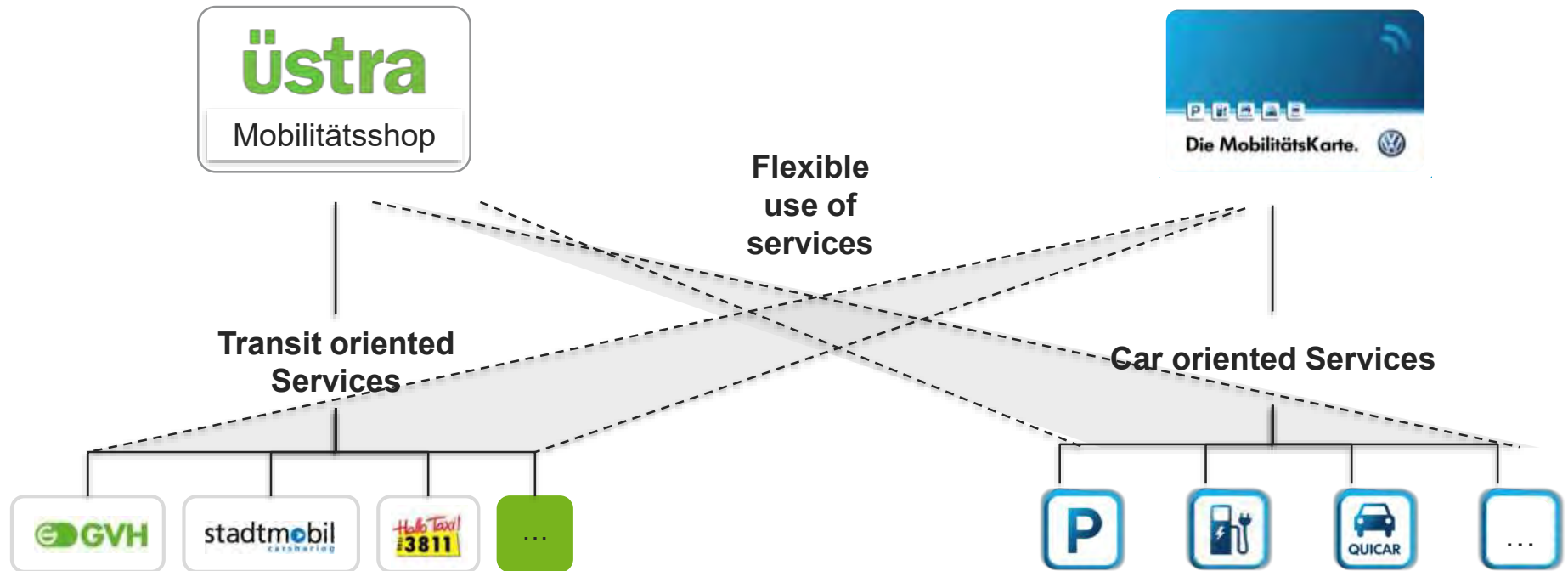
Multimodal Registration, „McDonald's Approach“



- ÜSTRA holds „Umbrella Contract“
- Special discounts for all third party services
- Flexible registration for all services
 - Small, medium or large?
 - Single item or menu?

Roaming Concept Volkswagen and üstra

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Public Transit should be the backbone of sustainable, multimodal mobility!

.... **and a** means to fulfill political/public goals

- Bus and Rail Services
- = backbone for urban life and urban development



- Service Integrator
- = backbone for multimodal mobility



**“UBER yourself
before you get Kodaked”**

NOKIA





≠

NETFLIX

amazon.de

Takeaways for the transit community

- 1. MaaS is the future – thus take the lead in MaaS.**
Transform yourself from a Transit operator into a mobility managing company
- 2. Aim to be the backbone of multimodal mobility.**
- 3. Give a special focus on local partnerships and local content. Maybe partner with national or global MaaS-providers.**
- 4. Don't get fooled: It's still about excellent PT, TOD, walkable cities,...!**

