



Combined Mobility in Hanover

Martin Röhrleef | ÜSTRA Hannoversche Verkehrsbetriebe AG,
Head of Mobility Innovation, Vice Chair UITP Combined Mobility Commission
martin.roehrleef@uestra.de

HANNOVER



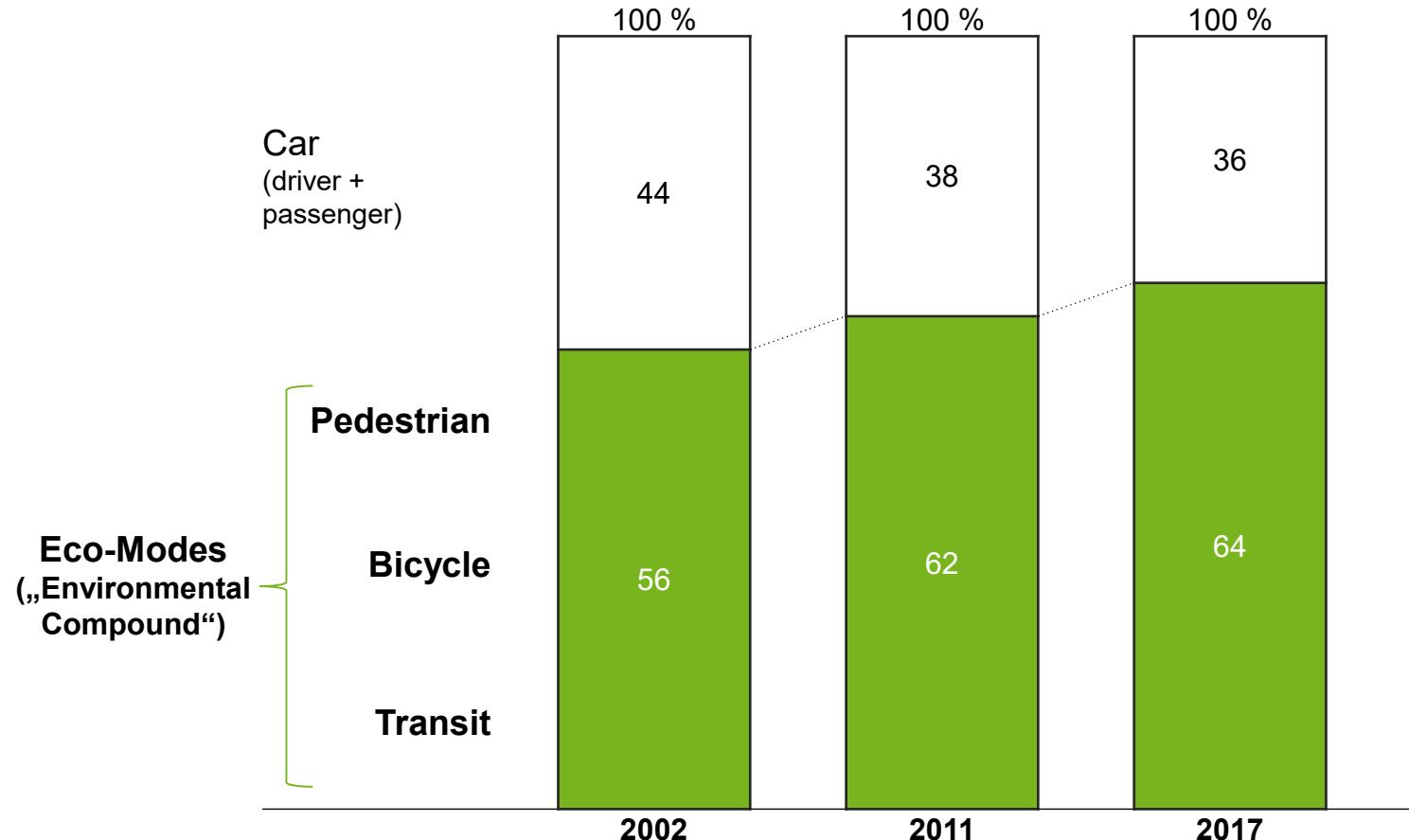
ÜSTRA – Hanover's Transit Company



- 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

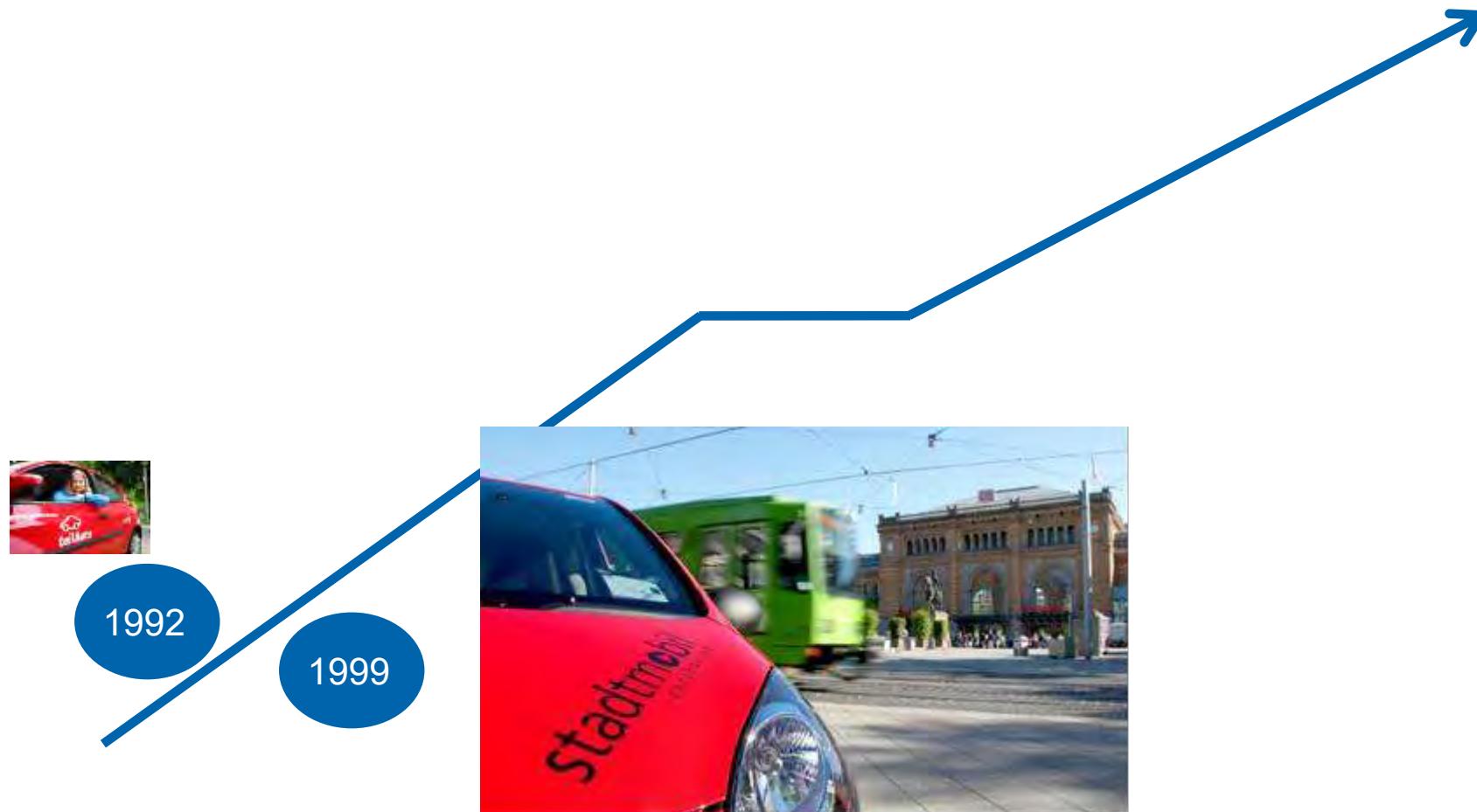


1992

First CarSharing (teilAuto)



Timeline Combined Mobility in Hanover



First CarSharing-Cooperation
„üstra – teilAuto“

Timeline Combined Mobility in Hanover

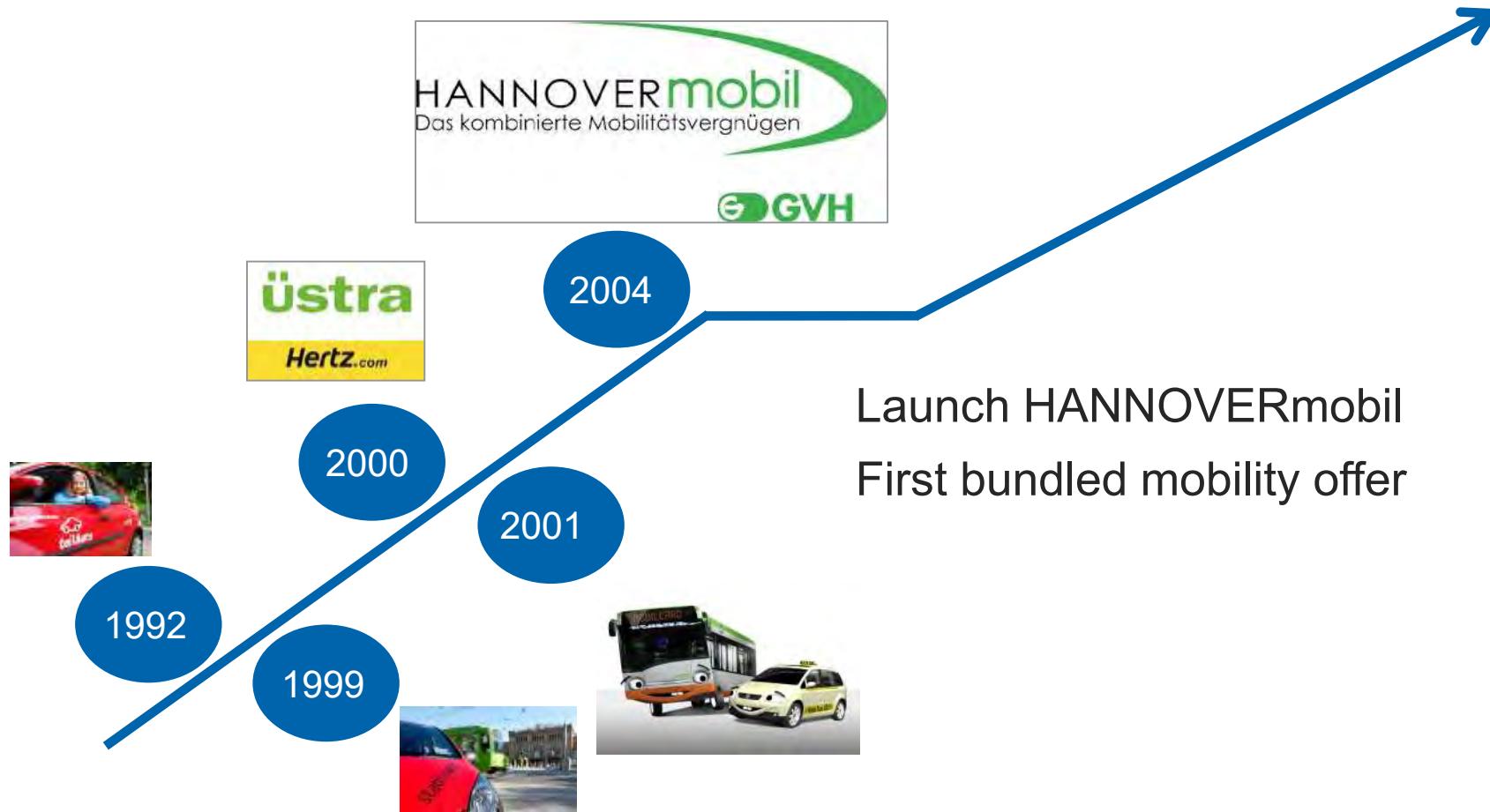


Timeline Combined Mobility in Hanover



Founding of Taxibus
Joint Venture üstra – Hallo Taxi 3811

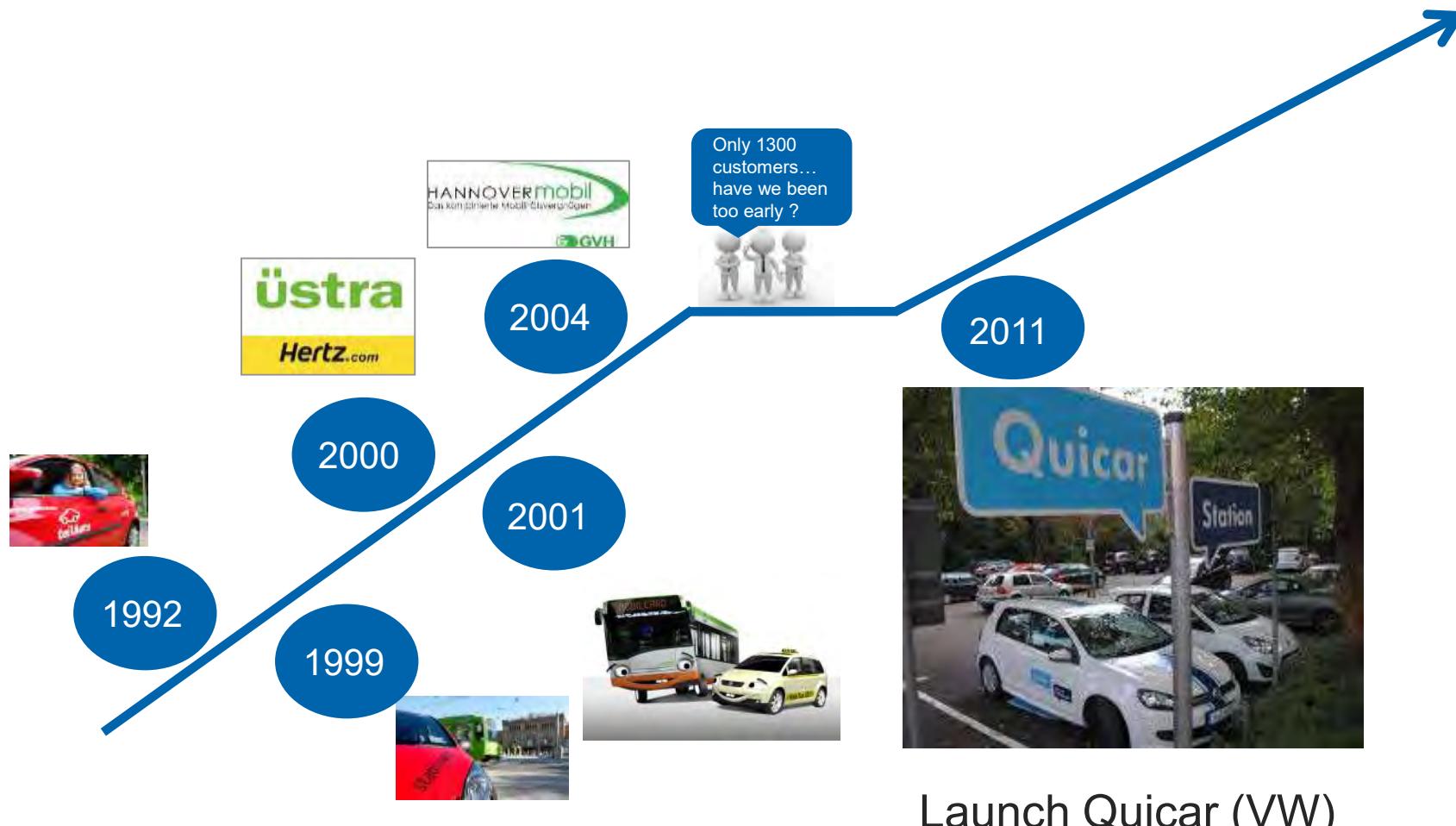
Timeline Combined Mobility in Hanover



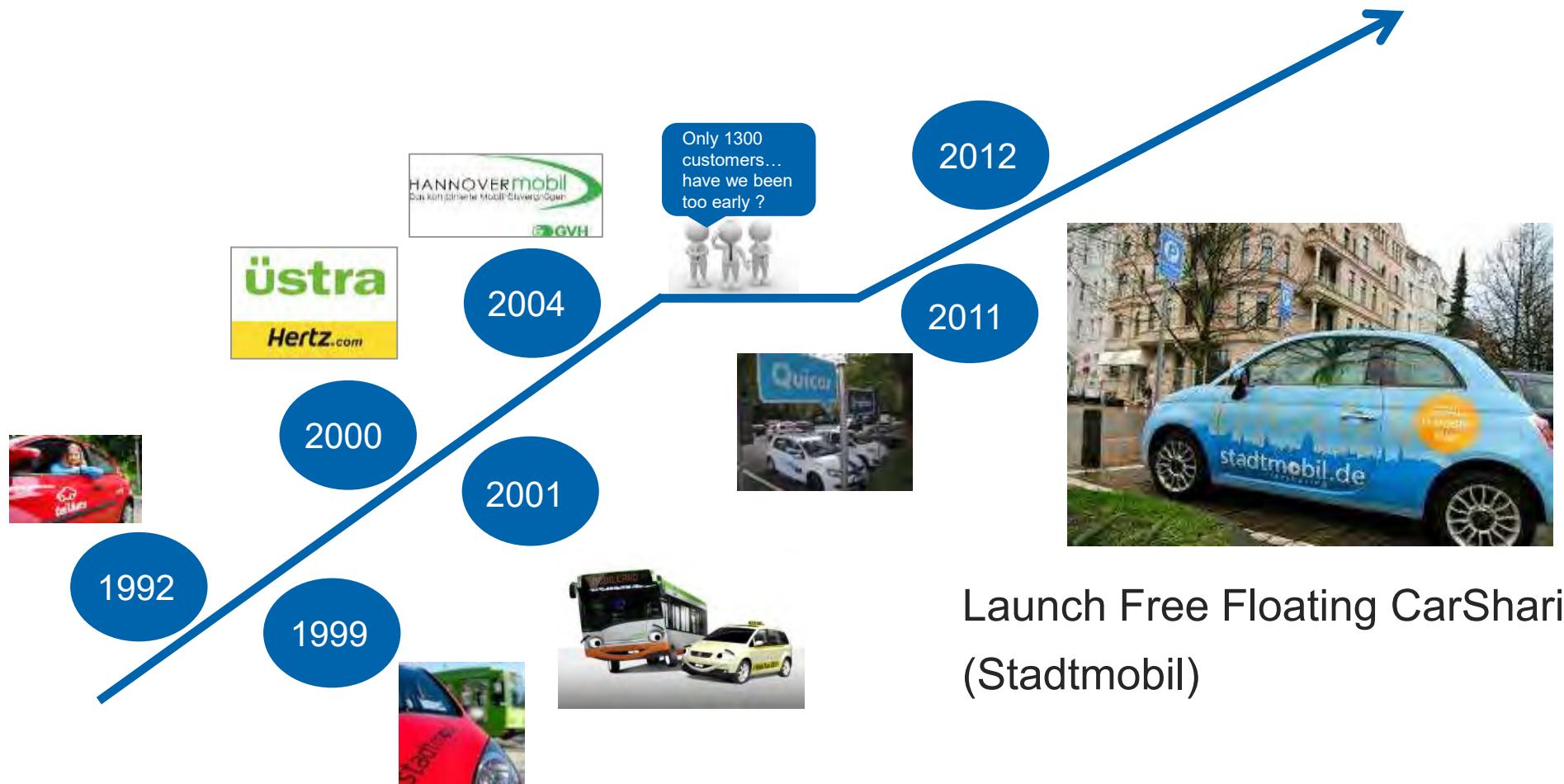
Timeline Combined Mobility in Hanover



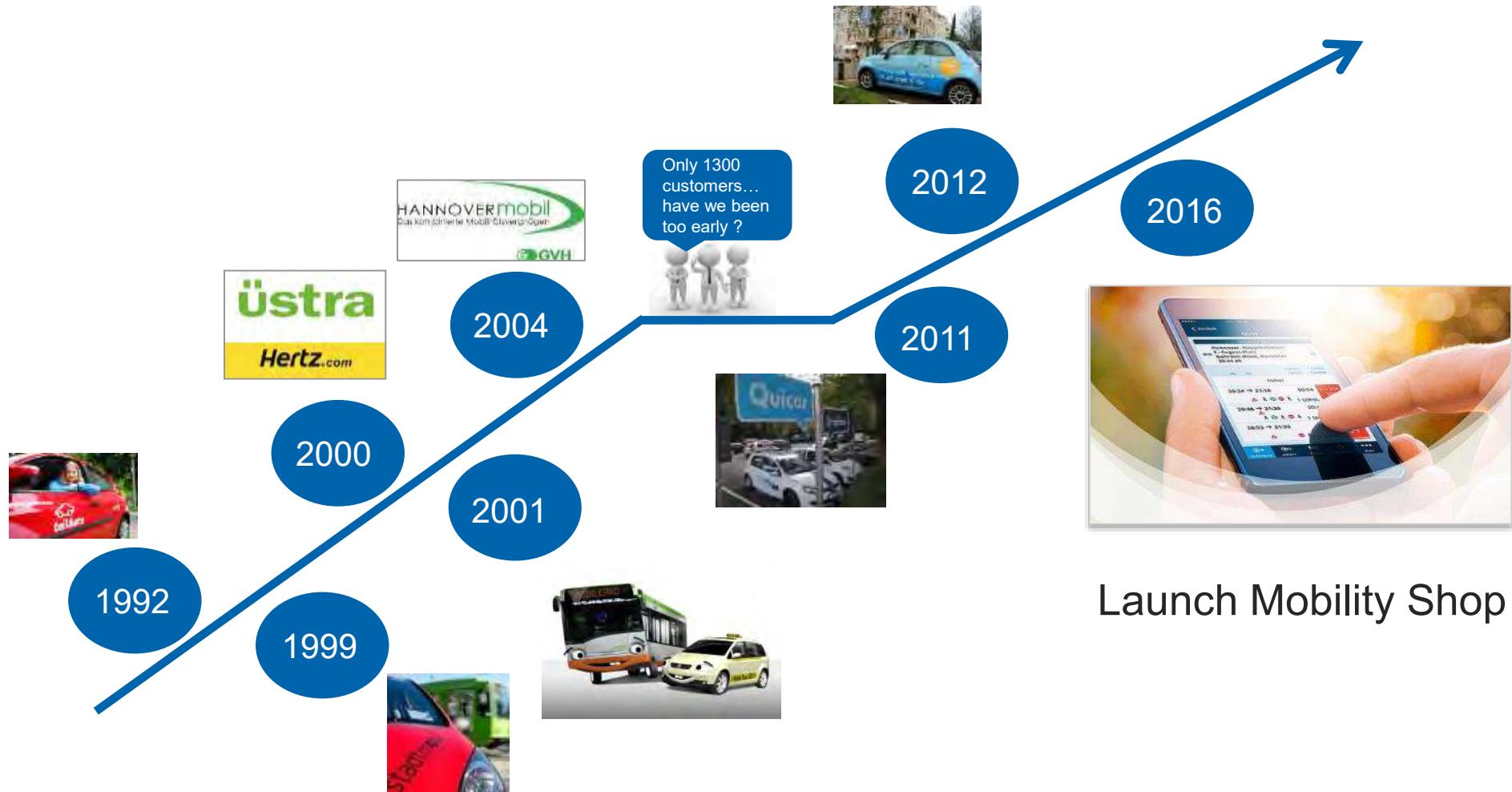
Timeline Combined Mobility in Hanover



Timeline Combined Mobility in Hanover

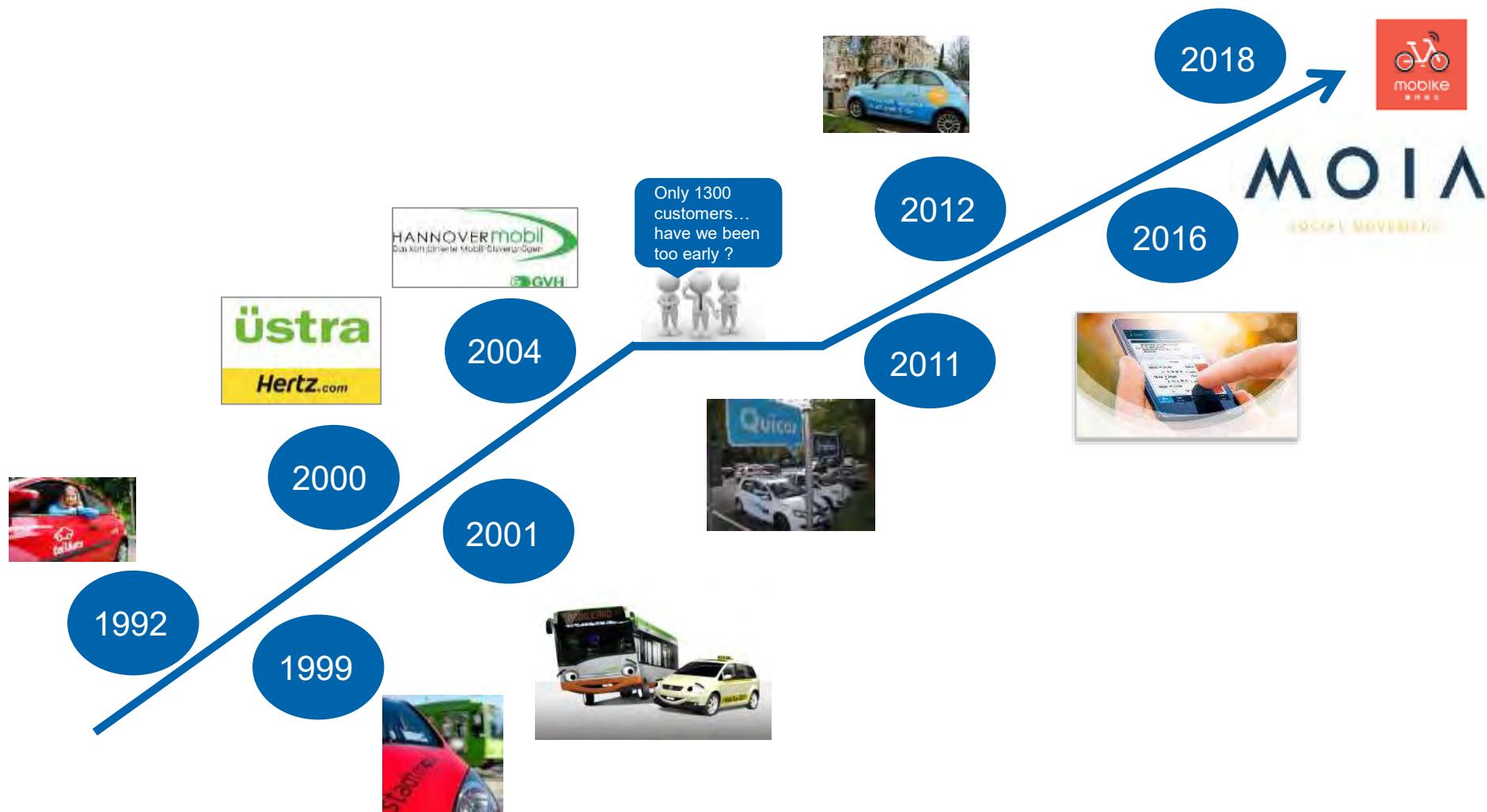


Timeline Combined Mobility in Hanover



Launch On Demand Shuttle MOIA (Volkswagen), mobike

Timeline Combined Mobility in Hanover



Timeline Combined Mobility in Hanover



1992

1999



2000

2001



2004



2011



2012



2016

2018

2019

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“.



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
- teilAuto
- BahnCard
- 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
e-GVH



1234567
Maximilian Mustermann

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



„Broaden your vehicle fleet“

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

HANNOVERmobil
Das kombinierte Mobilitätsvergnügen



HANNOVERmobile	
• Public Transit GVH Annual Pass included	• Public Car CarSharing-Access included CarRental discount rates
• Long Distance Rail BahnCard 25 (German Rail discount card) included	• Taxi discounted tariff cashless-payment
• Bicycle Services various discounts and special services	• Delivery Services groceries and beverages downtown shopping goods
• Integrated „mobility bill“ for all basic costs, carsharing- and taxi-trips	



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

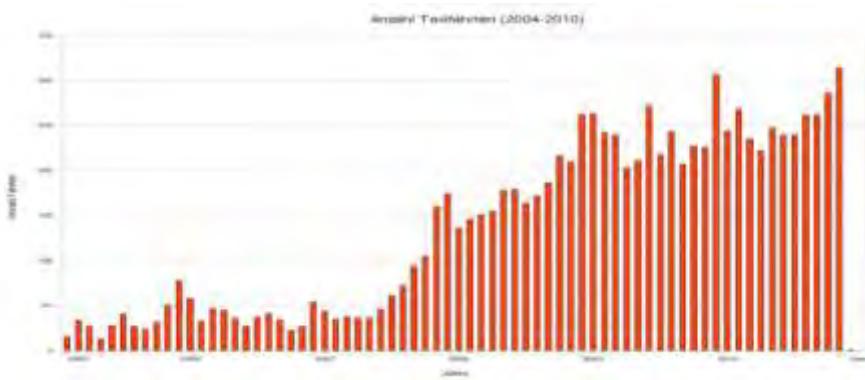
- Every second customer hasn't held an GVH annual pass before.
- Roughly every second customer ditched his car or refrained from buying a new one.
- Customers are taking more trips by Public Transport and Bicycles than before.

Quelle: Kundenbefragung 2013



HANNOVERmobil helped to gain experiences and know how

User behavior



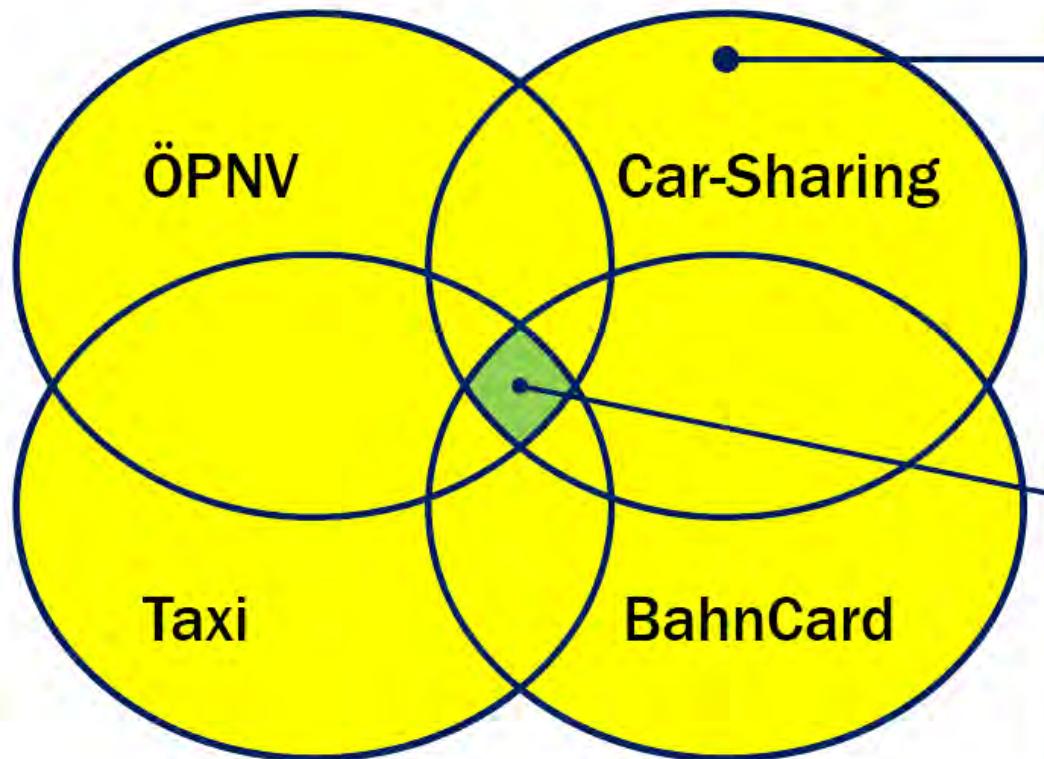
Taxi use after introducing a new discount mechanism

Organisation und Billing

Großraum-Verkehr Hannover

Need for a broader approach:

Adressing the whole mobility market instead of a niche only



HANNOVERmobil 2.0

HANNOVERmobil 2.0 nimmt die Gesamtheit der Nutzer von Mobilitätsdienstleistungen in den Fokus.

HANNOVERmobil 1.0

Interessant nur für den, der alles braucht.

→ „Teil vom Teil vom Teil vom Teil der Gesamtkunden“



2016: App-based mobility shop

Covering the whole customer journey in one App



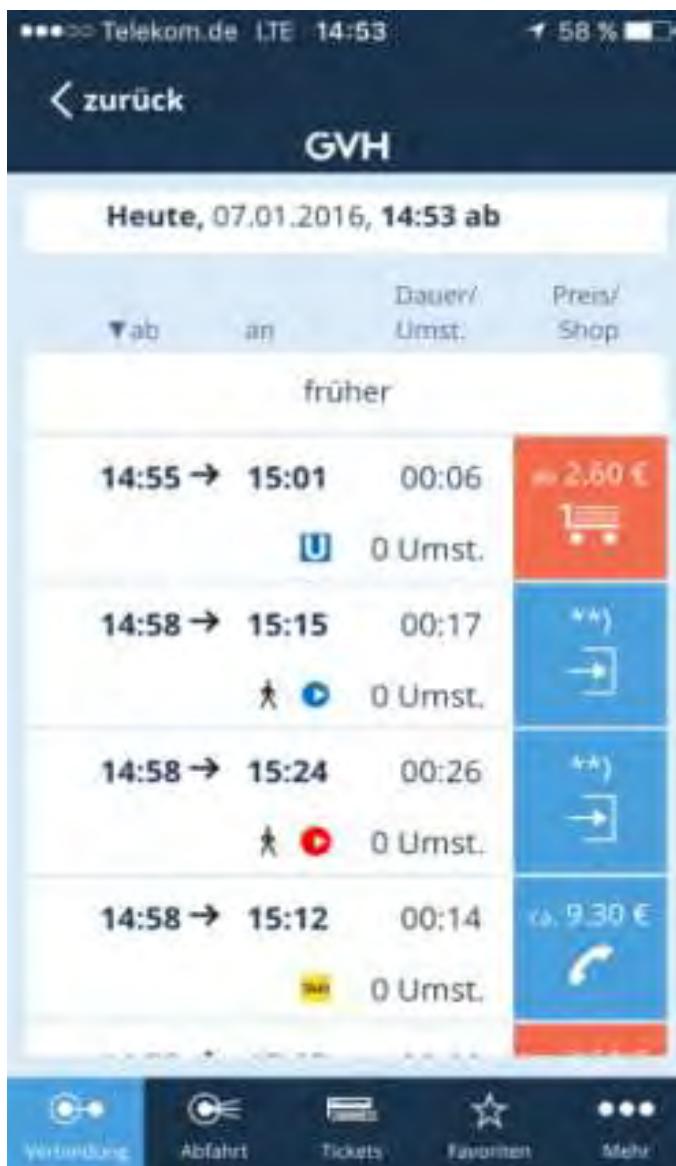
- Public Transit
- CarSharing
- Taxi
- Bicycle
- German Rail
- ...

Registration

Routing

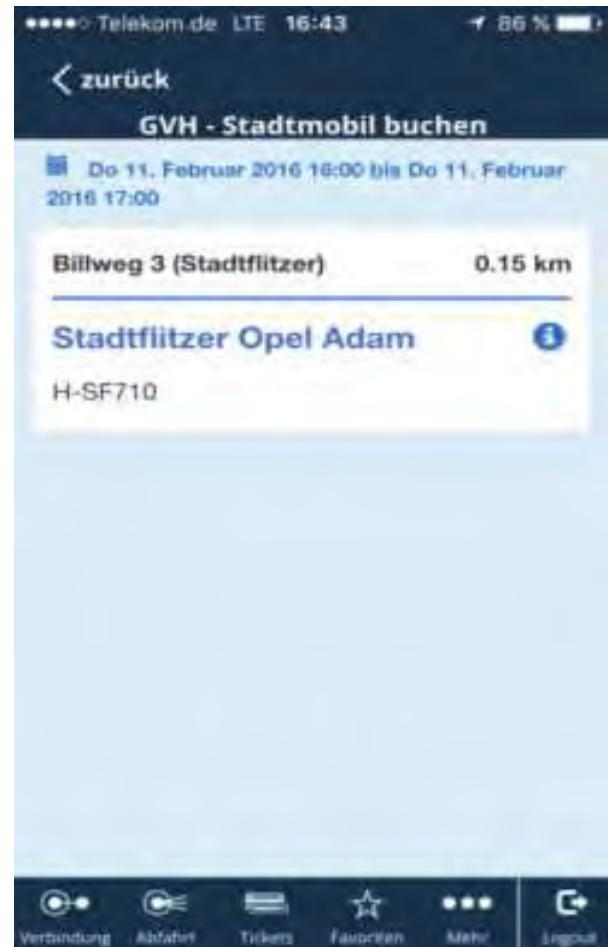
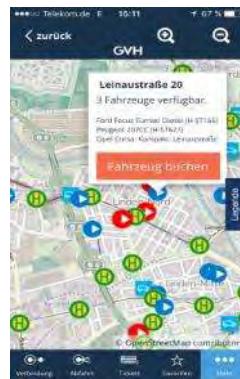
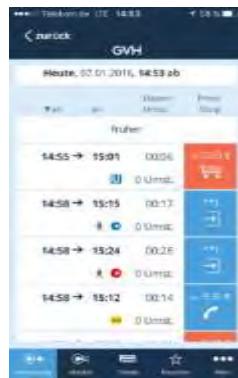
Booking

Billing



Multimodal Routing

Multimodal Booking

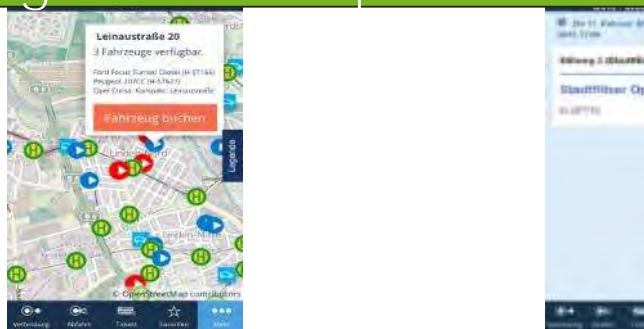


Joint Invoice by ÜSTRA



Invoicing for CarSharing-Trips

Invoicing for Taxi-Trips



Self Customizing of the contract

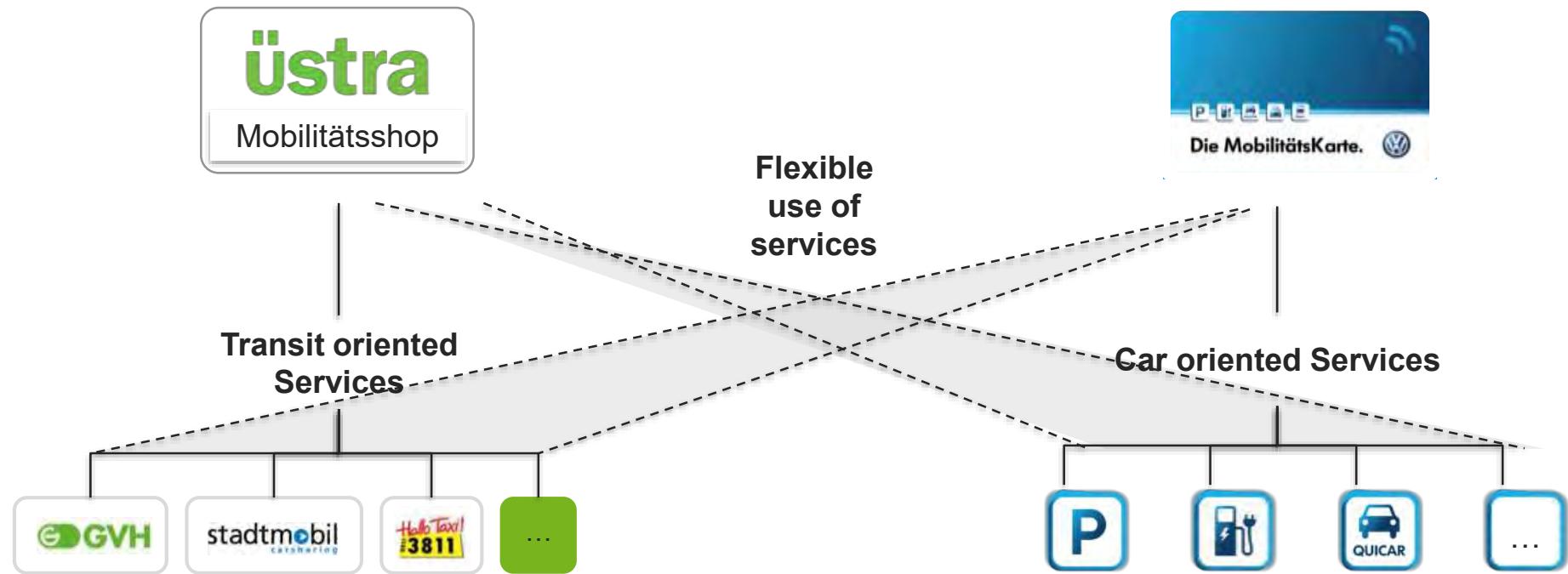
Multimodal Registration, „McDonald´s Approach“



- 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

31



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

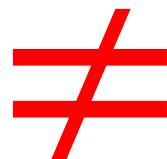


**“UBER yourself
before you get Kodaked”**

NOKIA



Quelle



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,...!**

**MAKE
NO LITTLE
PLANS**

