

More than 50 years of integrated public transport in Hamburg Metropolitan Region

One Timetable – One ticket –
One fare system for all modes of public transport

Hagen Seifert

HVV SERVICE AREA



- ▶ 3 federal states
- ▶ 7 administrative districts
- ▶ 3,424,000 inhabitants

- ▶ 2.5 m Passengers/day
- ▶ 770.5m Passengers/a
- ▶ 825.5m € revenue
- ▶ 30 transport operators



- ▶ 2 metro systems
- ▶ Regional railways
- ▶ City buses
- ▶ Regional buses
- ▶ Ferries

CHALLENGES AND STARTING POINTS

1965

- Different modes of transport, various operators (public/private) with several fare systems
- Use of public transport is complicated
- Changing between modes and operators causes additional cost, therefore it is avoided by passengers, leading to costly parallel operations
- Car traffic is increasing rapidly, public transport is losing its market share

1996

- Fundamentally revised legal framework (EU legislation)

2002-04

- The urbanized area has grown and commuters come from far beyond the boundaries of HVV joint service area

APPROACHES FACING THE CHALLENGES

1965

- **Cooperation of transport operators in a joint venture**
- **Initiated and pressured by politics**
- **Gradual introduction of integrated transport system**

1996

- **Reorganization towards three tier model**
- **New contractual framework underlying cooperation amongst PTA's, cooperation of operators and HVV as managing body**

2002-04

- **Extension of HVV Service area to the north (2002) and south (2004)**
- **Further extension currently under evaluation**

THREE LEVELS OF ORGANIZATION



political level

Public
Transport
Authorities

- ensure the provision of adequate public transport services for the population
- financial responsibility for services provided in their territories

guidance level

Hamburger
Verkehrsverbund
GmbH

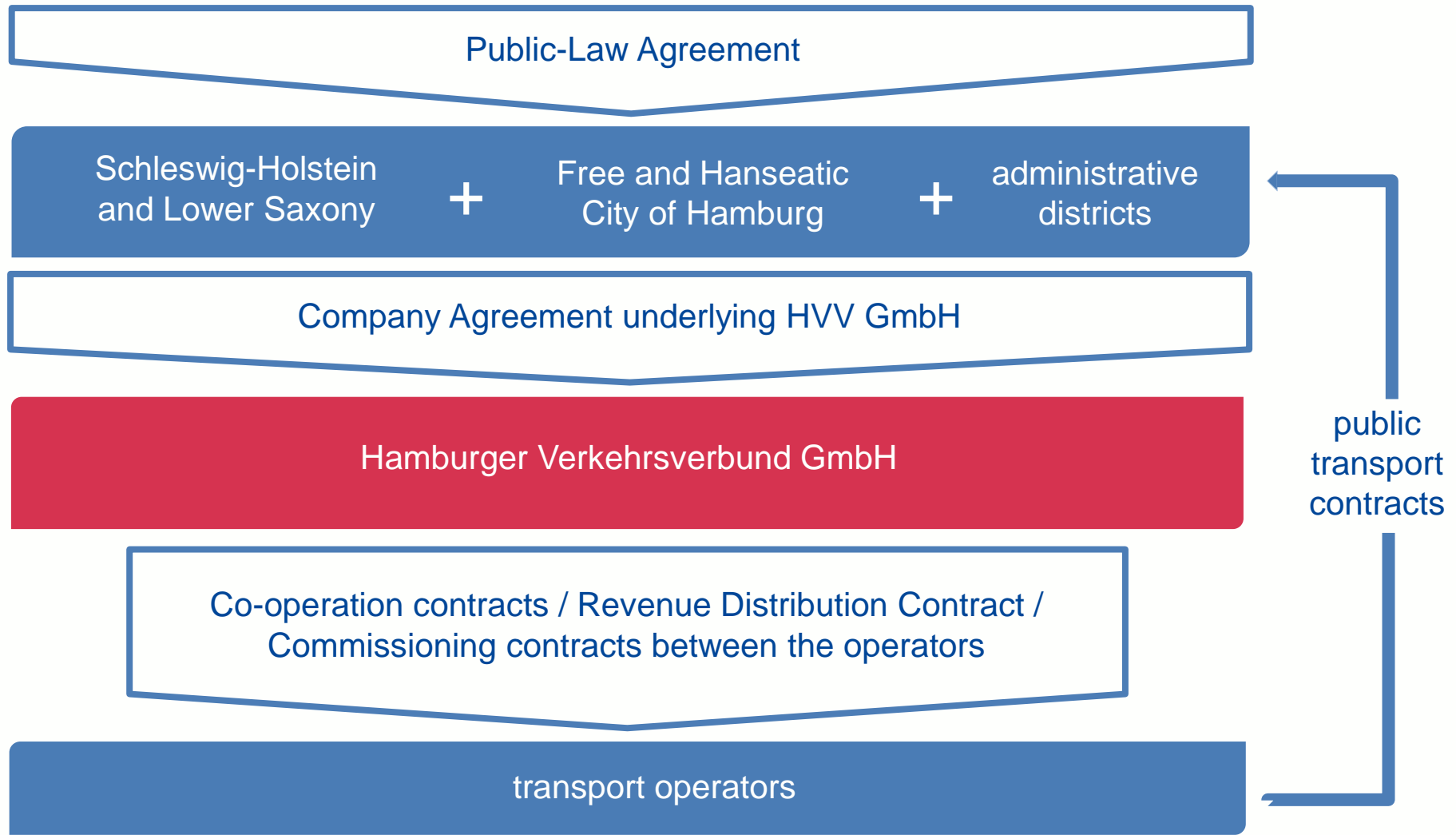
- management of local public transport for PTAs
- coordination of transport operators in the HVV partnership
- revenue distribution

operational level

transport
operators

- provide transport operations and customer service (operational tasks)

CONTRACTUAL FRAMEWORK



LESSONS LEARNED AND TRANSFERABILITY



- **Public transport associations and integrated fare systems have gained popularity in Europe and beyond**
 - **The decline of ridership could be stopped; the 2002 and 2004 extensions lead to significant increase of patronage, especially on regional rail lines**
 - **“HVV” has become a strong brand and is considered an advantage in competition for new citizens and companies in the Metropolitan Region**
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- **Start building a mindset:**
 - **public transport customers should change modes, operators and pass administrative boundaries as easily as using your car in another town**
 - **Customers refer to the worst operator when deciding in favor of the car, therefor operators should concentrate on intermodal competition**
 - **Impossible without (additional) public funding as change will always bring disadvantages for some customers (public acceptance)**
 - **It needs intense negotiations, neutral parties' support has proven helpful**
 - **Every region is different and needs a different solution**