Mobility as a Service:

Creating a
"One Stop Mobility Shop"
for Hanover (Germany)

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1. Starting point

Car-ownership has a strong (negative) effect on the mode choice

Different modes of PT are often not very well connected

Public Transport is not an allrounder. PT passengers also use other modes.

CarSharing and other new mobility services (BikeSharing, RideSharing,…) enter the market

Objectives

Create offers that supersede the need for a private car

Make PT an integrated system (joint ticketing, joint planning)

Connect PT with other modes and make it an integrated system.
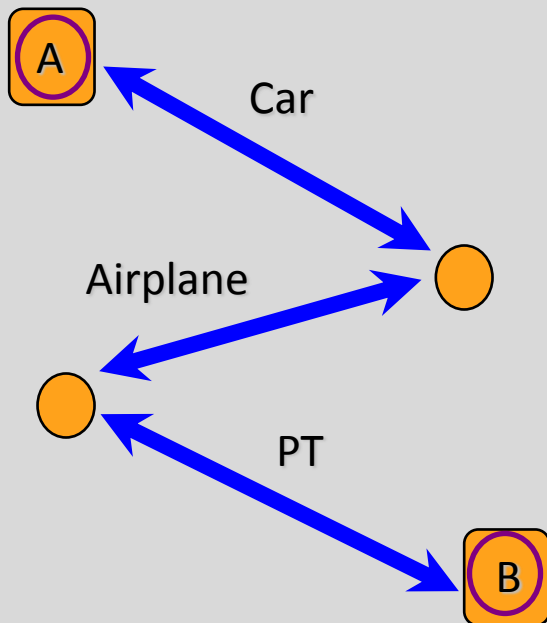
Help to establish these new services and make them a perfect supplement to PT
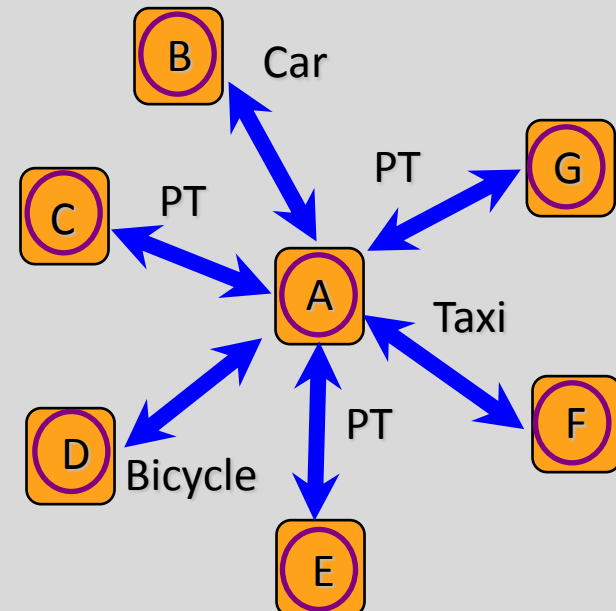
Intermodal and multimodal combination

Intermodal:
Trip chain of different modes

(„this <u>and</u> that")

Multimodal:
Different modes within a period of time

(„once this, once that")

2. Institutional setting

Public Transport companies

- üstra (Light Rail, Bus)

- RegioBus (Bus)

- German Rail (Rail)

- Erixx (Rail)

- .....

Fully integrated PT system

Transport association (GVH):
joint ticketing, planning, marketing
for the Greater Hanover Area

Other Mobility Providers

- Stadtmobil (CarSharing)

- Quicar (CarSharing)

- Taxi-Operators
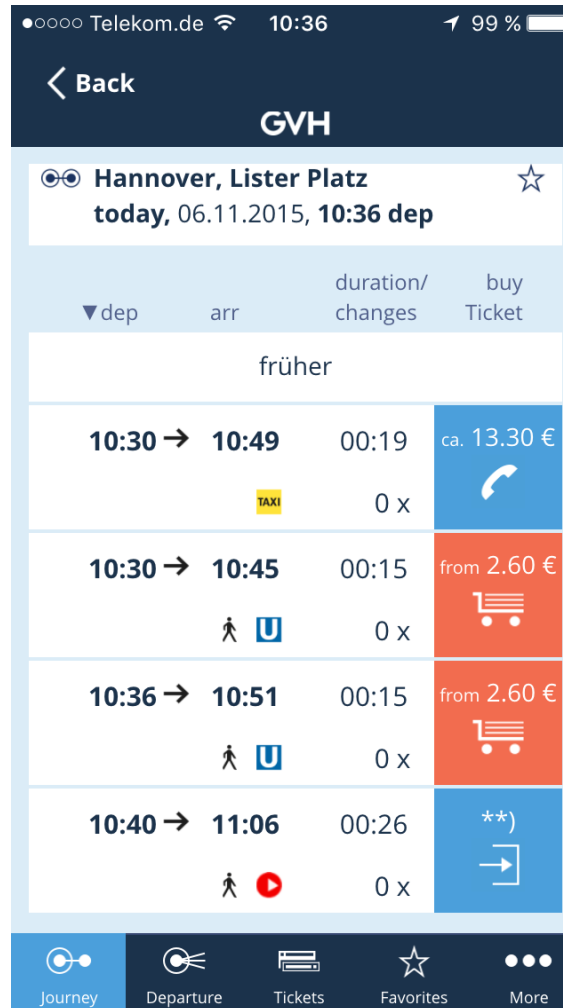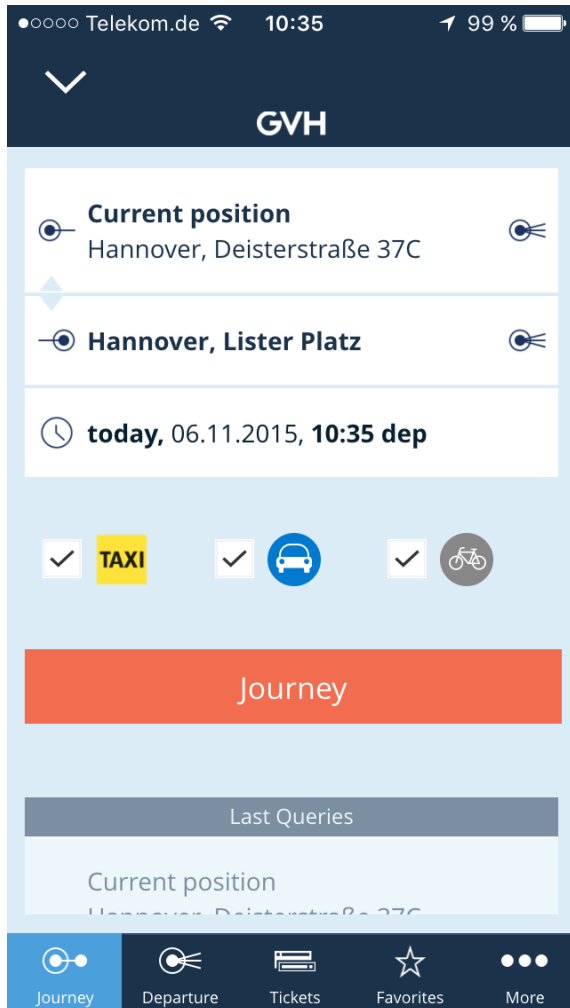
- Parking Provides

- .....

Not integrated

3. Approach: Online Mobility Shop and App

- Information

- Registration (Contract)

- Multimodal Routing

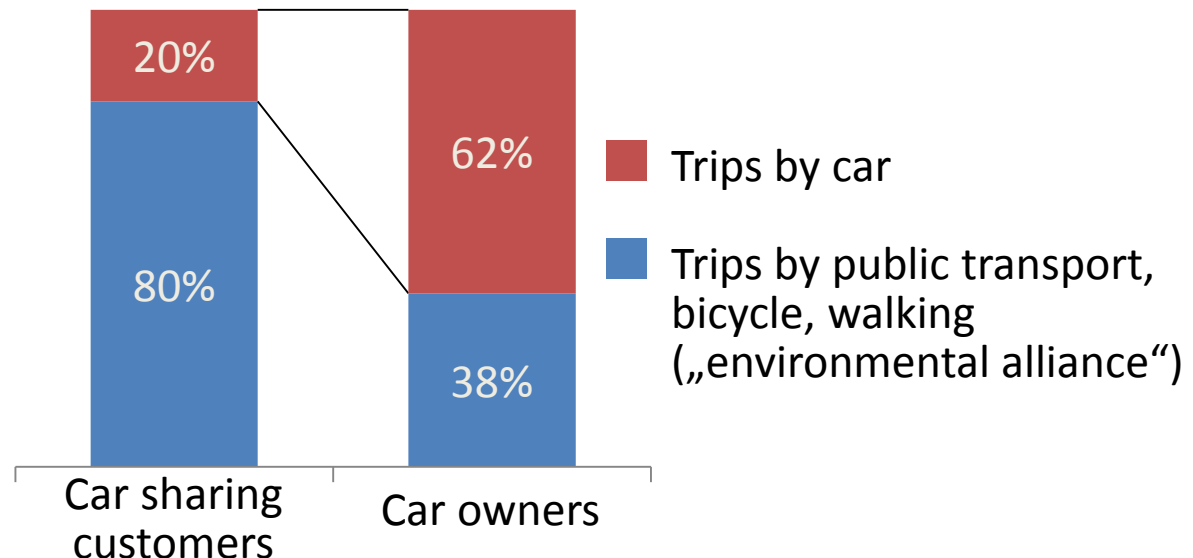- Booking/Ticketing, Access

- Billing

… for all different modes and services!

Mobility Shop Hanover: Multimodal Routing and Booking

4. Outputs/Effects

- Car-ownership is the decisive factor for the mode split

- Every second Hannovermobil user got rid of his car or stopped his intention to buy a new one

- Hannovermobil customers are using more PT and bike more

- One carsharing-cars substitutes 7-10 private cars,
  thus freeing up street space for green, cyclists and pedestrians

Car sharing customers: 20% Trips by car, 80% Trips by public transport, bicycle, walking ("environmental alliance")

Car owners: 62% Trips by car, 38% Trips by public transport, bicycle, walking ("environmental alliance")

5. Lessons:

- Need for actors (persons and institutions)

- Long term development

- Availability of mobility services / service providers

- Open mindedness of people (planners and users)

„A developed country is not a place where the poor have cars. It´s where the rich use public transportation.“

Mayor of Bogota

6. Transfer

- Megatrend: Mobility as a Service

- Concept has to be / can be adapted to different situations/needs
  PT (Bus, Tram, Train), BikeSharing, CarSharing, RideSharing, Collective Taxi, ….

- Development in stages

- Will the internet transform the transportation sector?

- Autonomous Car / Robot-Taxi…

- Who will be the integrator?