

Hamburg public transport association

(HVV - Hamburger Verkehrsverbund GmbH)

Hagen Seifert



HVV Service Area inner Hamburg Metropolitan Region



Population

entire Metropolitan Region	5.3 million inhabitants
HVV Service area	3.4 million inhabitants
City of Hamburg	1.8 million inhabitants

Administrative background

3	Federal States (Länder)
7	Counties (Kreise)
560	Communities

**>750 million
public transport
passengers per year**

Three levels of Organization



Political Level



Public Transport Authorities/Tendering Organizations

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

Guidance Level



Hamburger Verkehrsverbund GmbH

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

Operational Level

Transport Operators

- provide transport operations and customer service (operational tasks)

The passengers Vision ...

- seamless travel across boundaries
- only one ticket, one fare system for all modes of transport
- easy interchange between regional rail, metro trains, busses and ferries
- one timetable, one-stop information
- including taxi, car sharing, bike sharing, park&ride, bike&ride etc.

... is our mission:

- bringing authorities together for common standards
- developing an integrated transport network
- tendering and contracting on behalf of transport authorities
- coordinating timetables for 30+ operators
- implementing the common fare system
- revenue distribution
- joint marketing and more

Preconditions to an integration process: authorities

- traffic problems cannot be solved alone – common approach is needed
- public transport is part of the solution to traffic problems
- efficient public transport needs different products / modes / vehicle sizes - that involves changing between those
- **legal background: influence on routes/concessions needed**

Preconditions to an integration process: operators

- my competitor is the private car, not the other operator
- public transport use should be as easy as possible to be competitive – focus on the customer
- Together we can reach more customers: it's a win-win
- customer's choice depends more on the worst element/experience
- Together we have more power against the (road) authorities
- No cooperation without compromise

Steps towards integration

Step 1: joint information / sales / marketing

Step 2: timetable coordination, interchange points

Step 3: common fare system and revenue distribution scheme

Step 4: integrated route system, joint planning, common standards

**Step 5: integrating and adding individual transport means
(Taxi, Park&Ride, Bike&Ride, drop-off-zones, car sharing,
public bike-hire, comparing alternatives by homepage/app)**



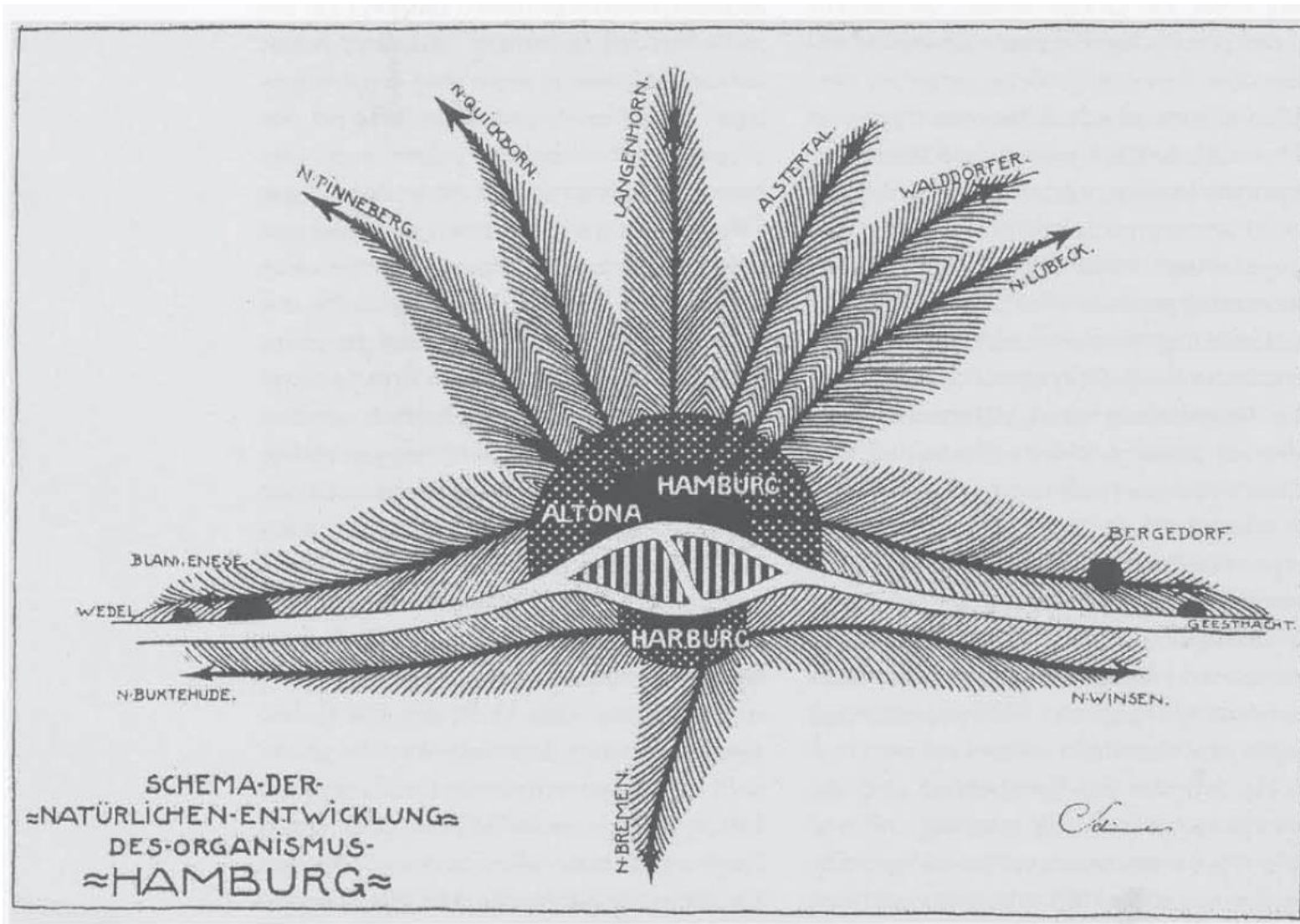
The Integration process is never finished – it grows with the peoples mobility needs

Transport oriented development since 1919



Fritz Schumacher
Chief construction
director (1909 –
1933)

proposed the
„natural“
development of the
„organism“ of
Hamburg along the
main axes of (rail)
transport leading
into the city centre
in 1919



Transport oriented development since 1919



The “axial model” of development has been pursued in every regional development plan ever since.

But: Development between the transport axes was almost as intense as along the axes!

Some of the reasons why:

- Existing high density/intensity of “rural” settlement
- Additional tramway lines provided good transport in certain areas not linked to “heavy” rail until gradually closed down (1978)
- Large Estates were built 1955-1975 along proposed metro Lines that never materialized due to lack of finance and political determination
- Cars made unconnected spaces easy to reach
- Communities insisted on their rightful share of development
- Lower prices for house & lot attract buyers

What do we as transport providers encounter with developments?

Good public transport is always featured as necessity in general plans and development instructions. Therefore we have a strong position as “institution of public interest”.

But: Our requests for space, suitable roads and stops for buses are often turned down.

Instead of building along existing transport routes new places are developed and we are expected to provide good connections (on the expense of third parties)



To fulfill our task to provide good public transport we cannot rely on the responsible planning authorities alone. We have to get involved more.

Study on mobility behavior I

HVV conducted a study in 14 newly developed properties outside the City of Hamburg to find out about mobility behavior and awareness of mobility costs of their new residents



The selected properties were paired:

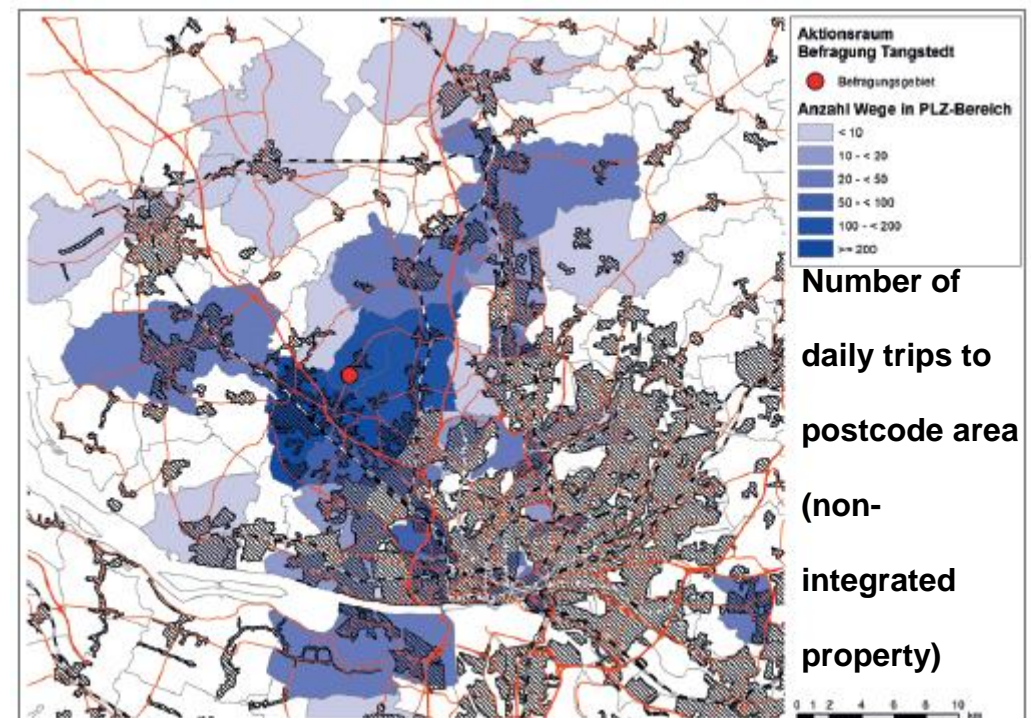
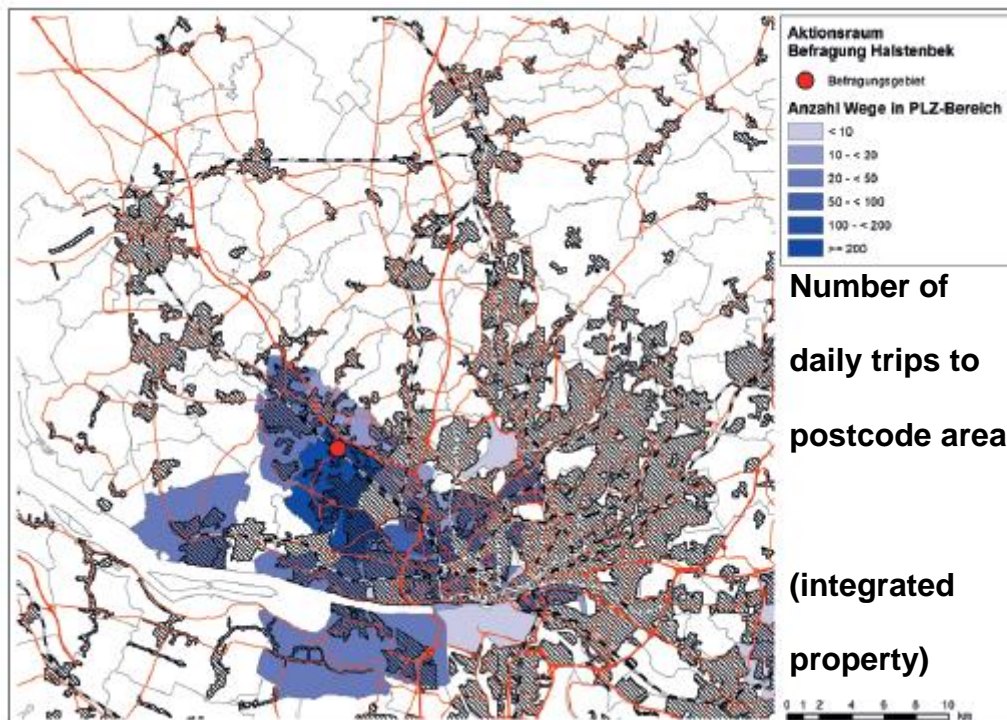
- one in an transport integrated location and
- another one nearby but further away from existing transport routes and infrastructure

Significantly different mobility behavior could be documented in each pair.

Study on mobility behavior II

Findings:

- 20 % less car use in transport-oriented, integrated properties
- 50 % of errands and shopping are done by foot or bike in integrated developments, while 70% are done by car in the others
- daily trips to/from less integrated properties are longer
- Origins/Destinations of daily trips to/from integrated properties more compact and therefore more suitable for shared transport



What we do I



Approaching and informing people involved in developing:

- Real-Estate Companies, Developers
- Mayors, Politicians, Advisors
- Local building authorities which approve developments and implement general plans



More awareness on traffic and transport implications is needed

Good and affordable public transport comes from wisely chosen properties

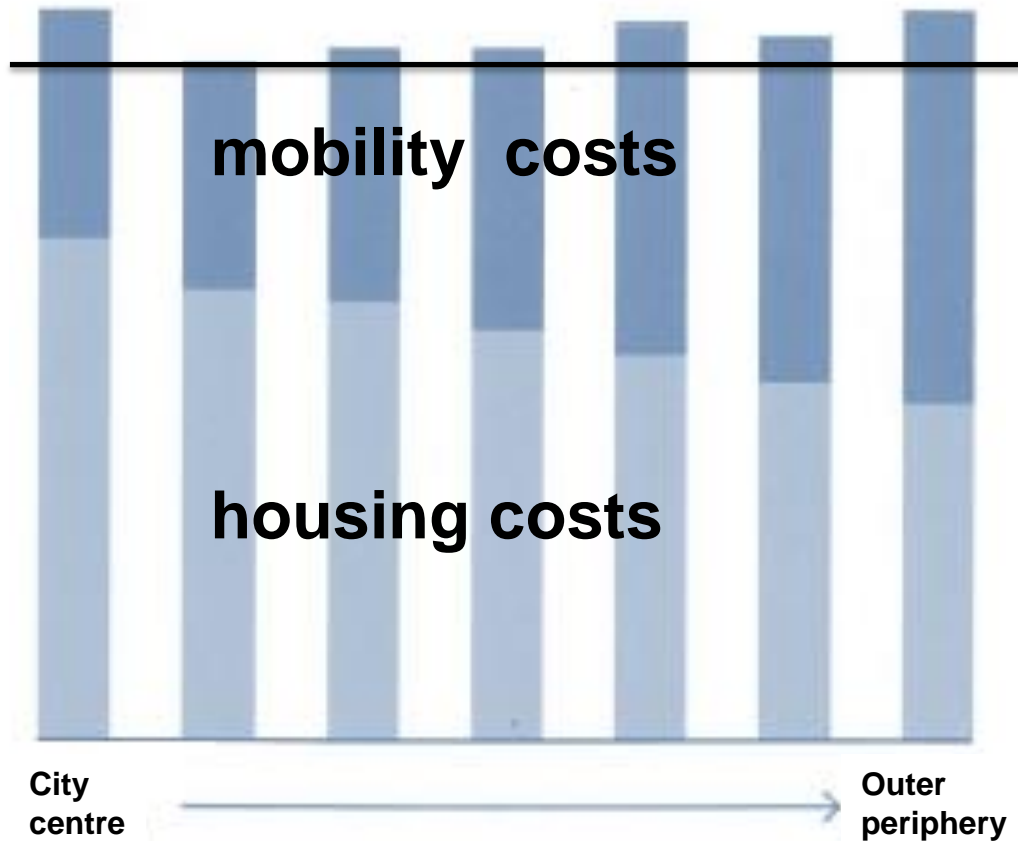
What we do II



metropolregion hamburg



Online Housing & Mobility cost-Calculator as individual courtesy to everybody looking for a house or apartment to buy or rent:



Is this property affordable ?

Too many people are unaware of their individual mobility costs.

Especially buyers get seduced by low property prices – and find themselves trapped with high mobility costs!

Available soon on our homepage: www.hvv.com