



ADVANCING
PUBLIC
TRANSPORT

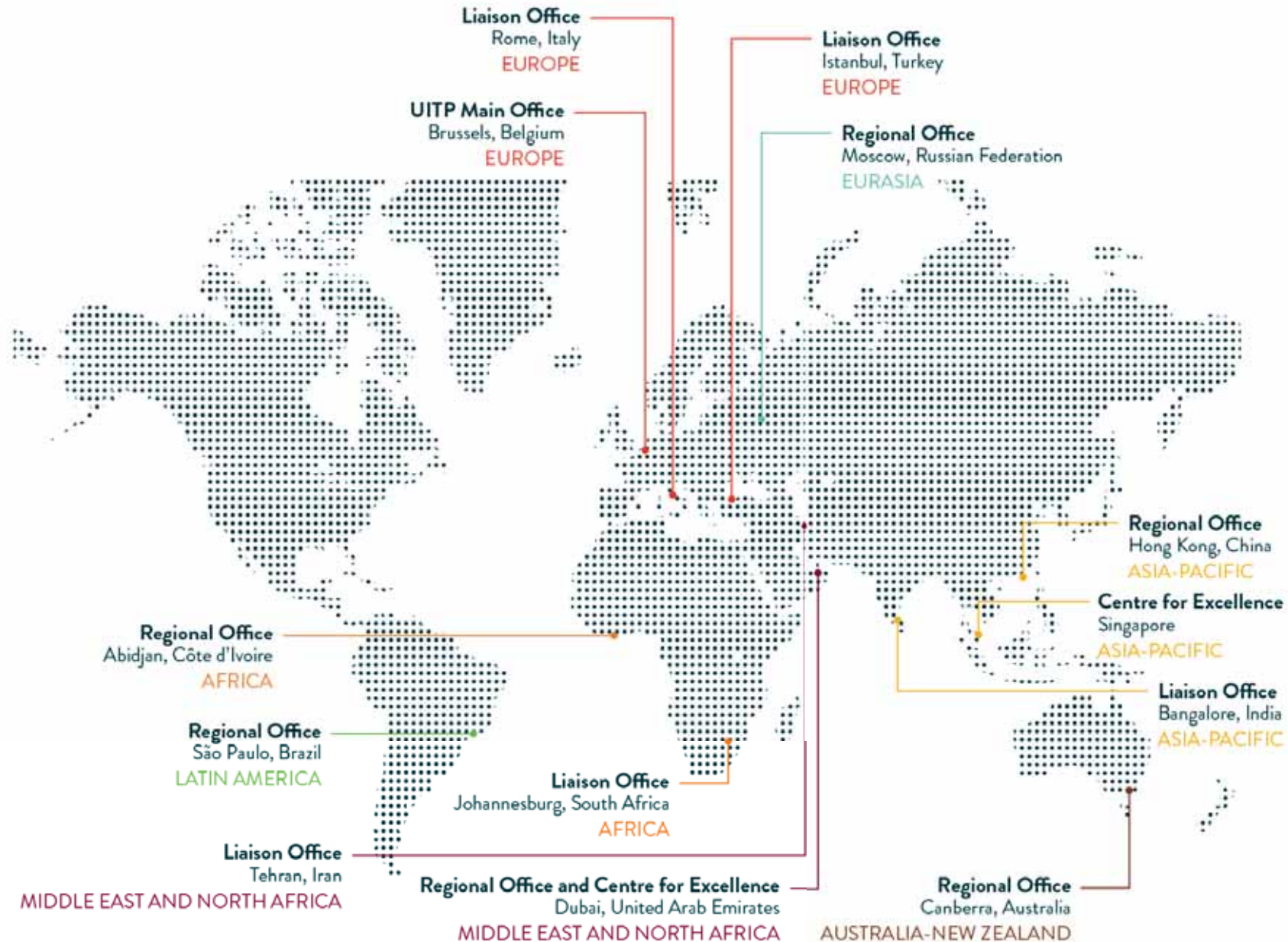
COMBINED MOBILITY :

Public transport in synergy with car-sharing,
cycling, taxis, etc. : A SMART WAY FORWARD!

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A WORLDWIDE ASSOCIATION

Head office in Brussels and 12 regional offices



A DIVERSE MEMBERSHIP

1300 member companies

- Operators (all modes)
- Authorities
- Policy decision-makers
- Research institutes
- The sustainable mobility supply and service industry
- Associations

14,000 contacts

92 countries



UITP unites the sustainable mobility community

UITP COMBINED MOBILITY PLATFORM

Public transport in synergy with other modes like car-sharing, taxi, and cycling...

Some of our members:



KØBENHAVNS KOMMUNE



UITP COMBINED MOBILITY PLATFORM

Mission:

- **Convince** organizing authorities and operators of the benefits of combined mobility
- **Stimulate interaction** among all combined mobility actors, including public transport operators and organising authorities.
- **Promote collaboration between all stakeholders** to develop a comprehensive mobility offer responding to all the needs of the users and facilitating door-to-door mobility.



How:

- Meetings, Workshops, Publications (Articles, online toolbox, position papers), Advocacy,

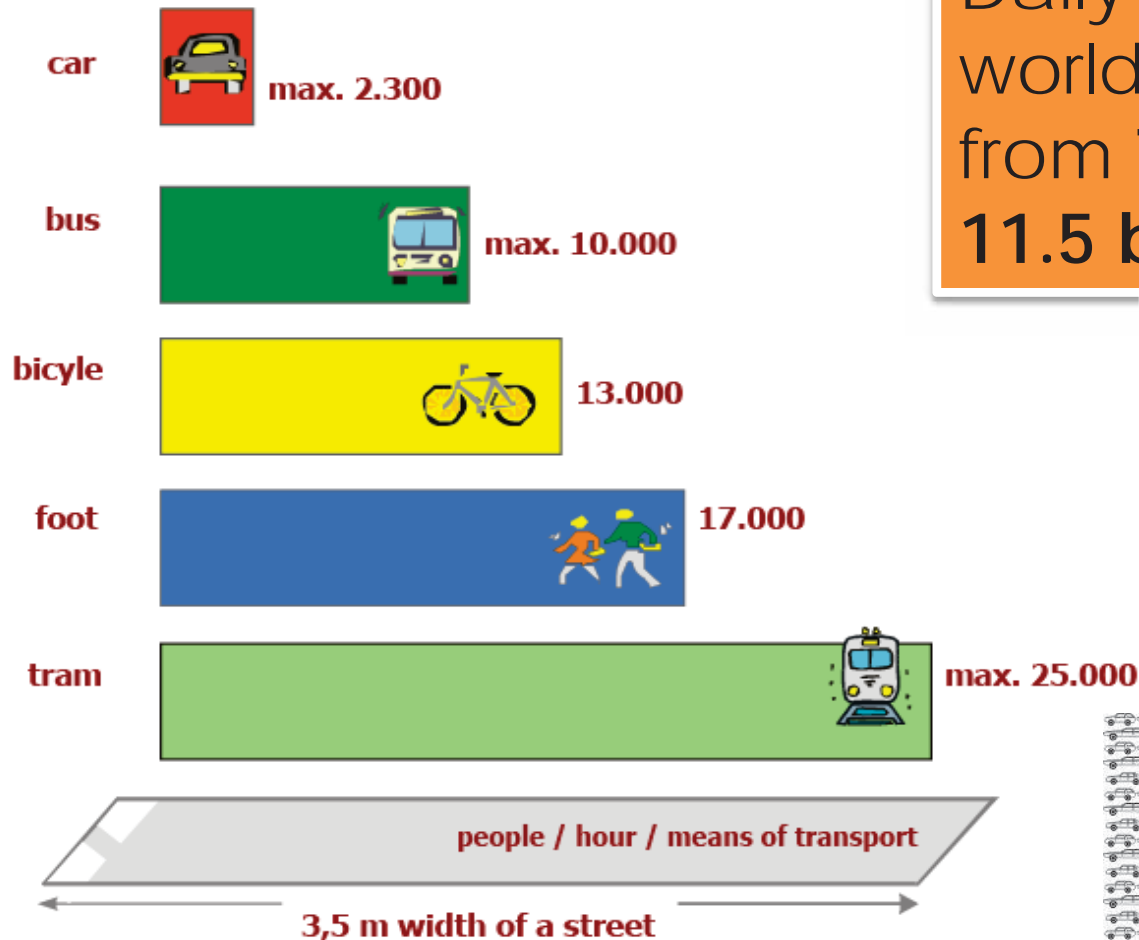
WHY COMBINED MOBILITY?



Successful cities rely on efficient public transport in combination with shared mobility services

CITY PERSPECTIVE : PUBLIC TRANSPORT IS THE MOST EFFICIENT IN TERMS OF SPACE AND CAPACITY

STREET CAPACITY

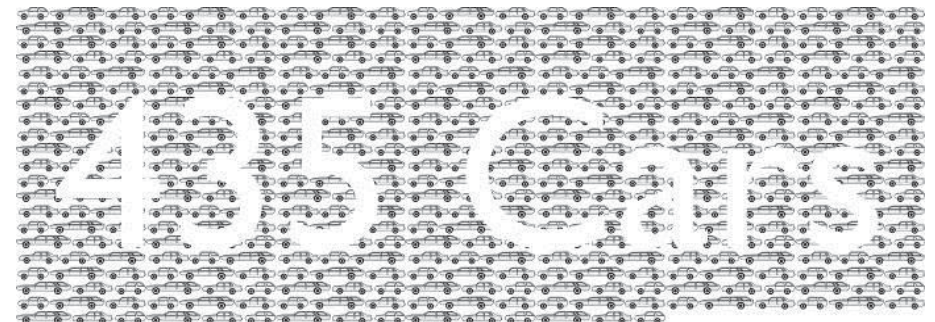


Daily trips in urban areas worldwide are going to rise from **7.5 billion** in 2005 to **11.5 billion** in 2025



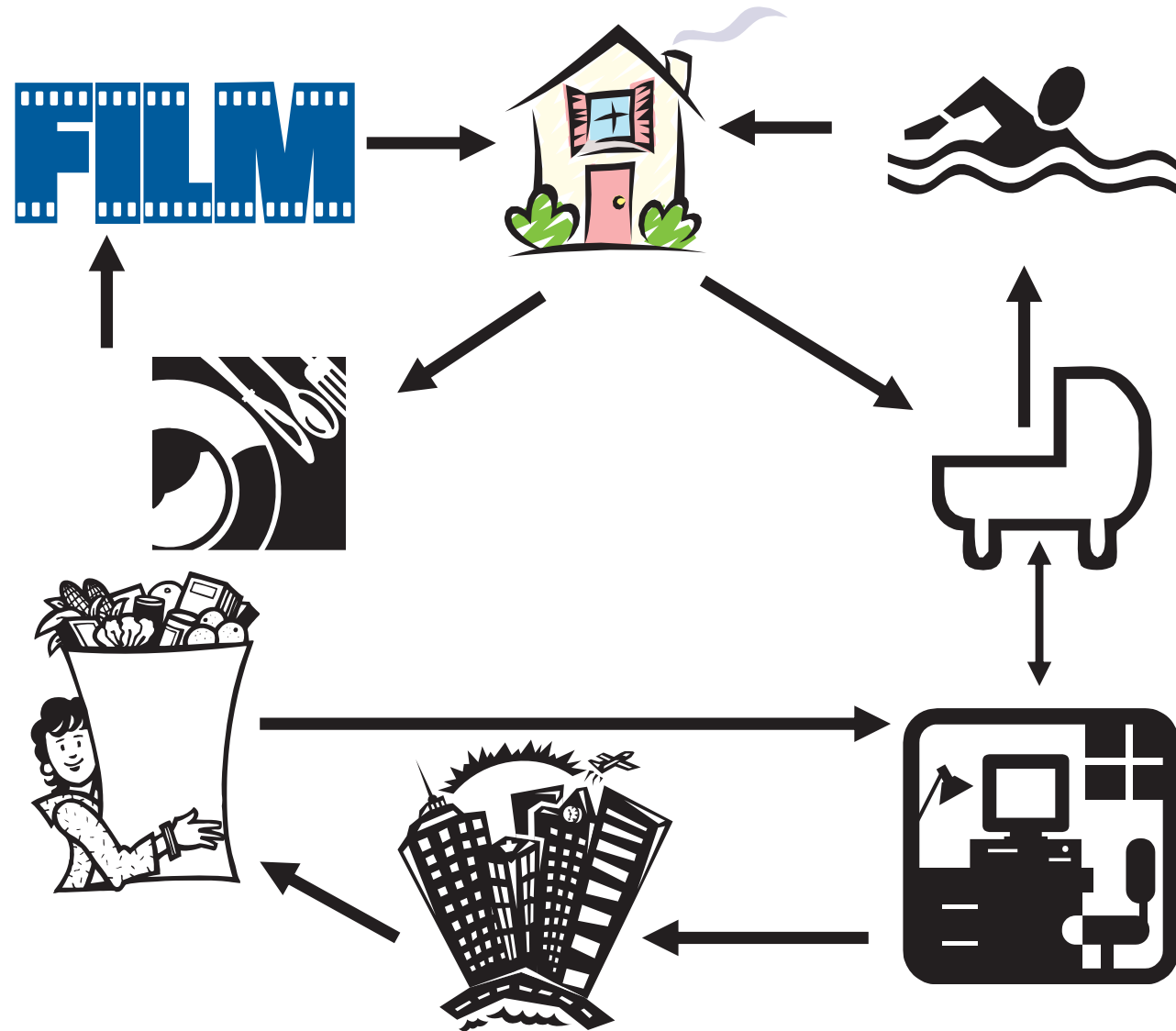
in a double traction light rail vehicle

518 Persons
or in

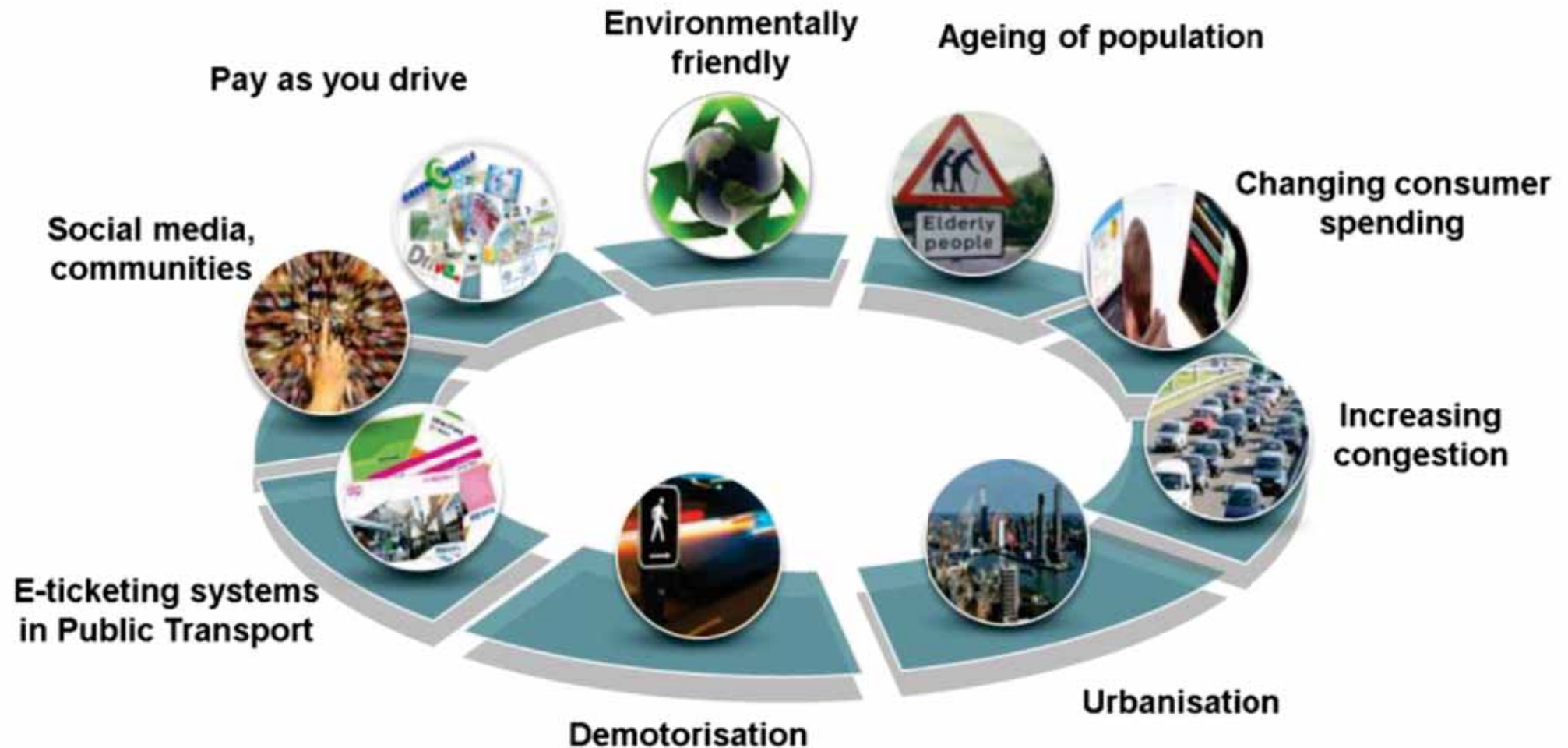


CUSTOMER ORIENTATION : LIFESTYLE

Ever more
complex
mobility
needs..



Customer perspective: Trends driving change in relationship with the car



Combined Mobility

Combined Mobility is the answer!

Modern mobility = flexibility + convenience = Door-to-door solution

Public transport +

Car-sharing

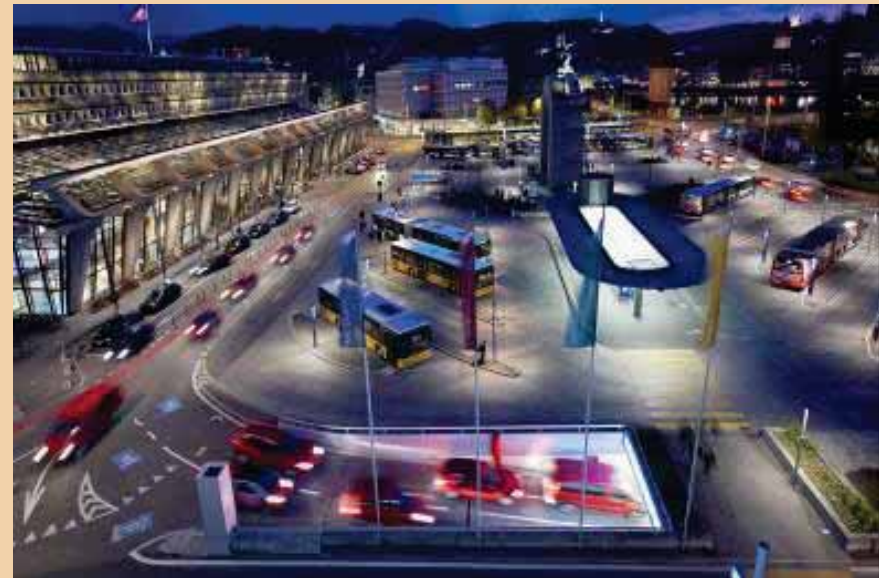
Taxis and shared taxis

Bicycle and bike-sharing

Car-pooling

Park & ride

Etc.



Combined Mobility



Efficient **public transport** complemented by **combined mobility** =

- ➔ **A real alternative to the private car**
- ➔ **A key to change citizens travel behaviour**

Successful cooperation examples



La STIB et les voitures cambio
Je vais où je veux, quand je veux!

www.cambio.be

cambio
CARSHARING

STIB
Boulevard de la Woluwe 62
1200 Brussels
+32 (0)2 737 26 26



Let's Carpool!



SHARE A CAR



communauto
LES ANS DÉJÀ

Automobile of the future!

Win one year of public transportation with Communauto
www.communauto.com/avenir

* SPECIAL ONE YEAR OFFER



MOBILCARD

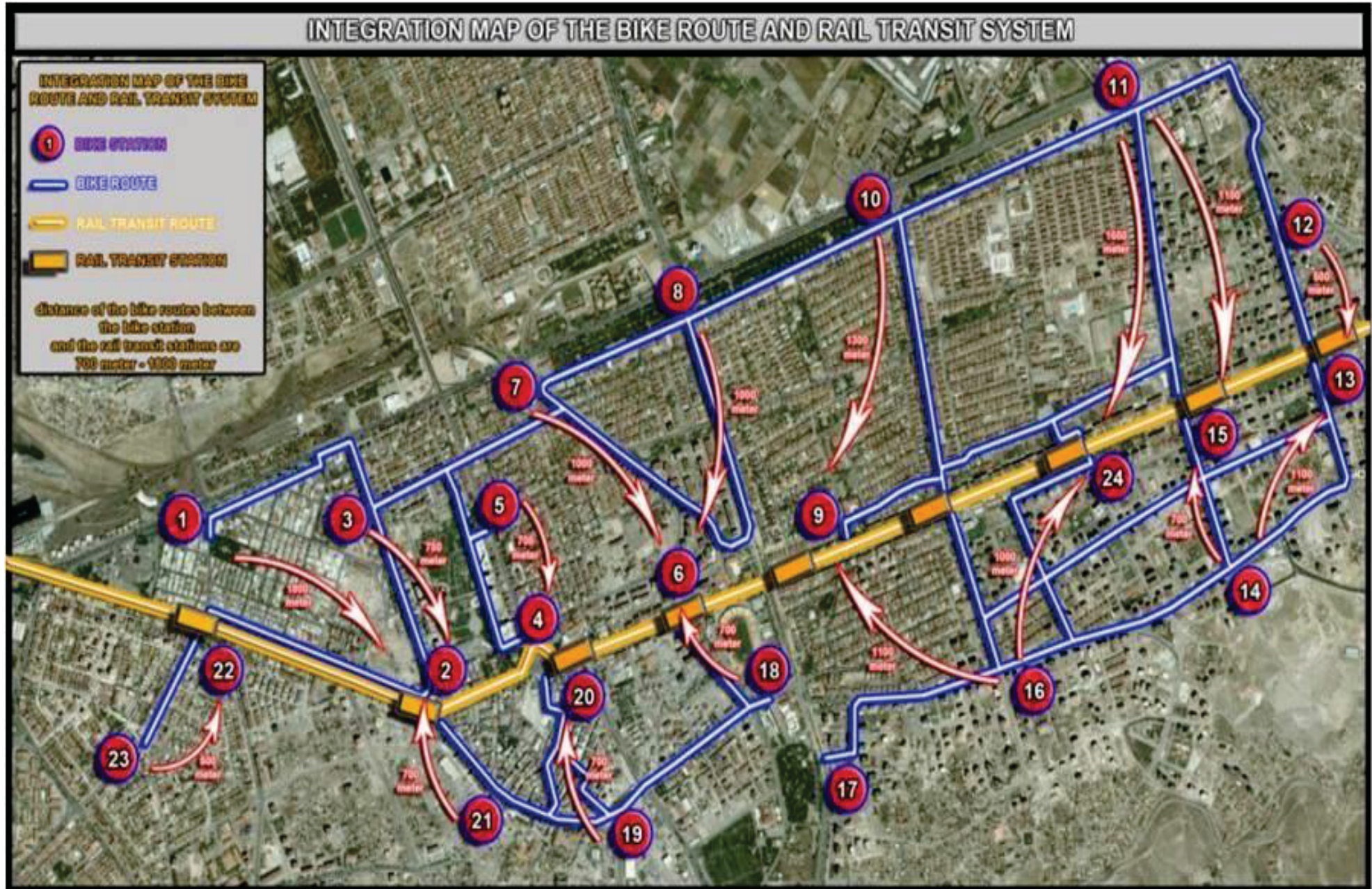
ustra

MobilTaxi 3671

www.hannovermobil.de



Cycling: Bike-sharing in Kayseri (Turkey)



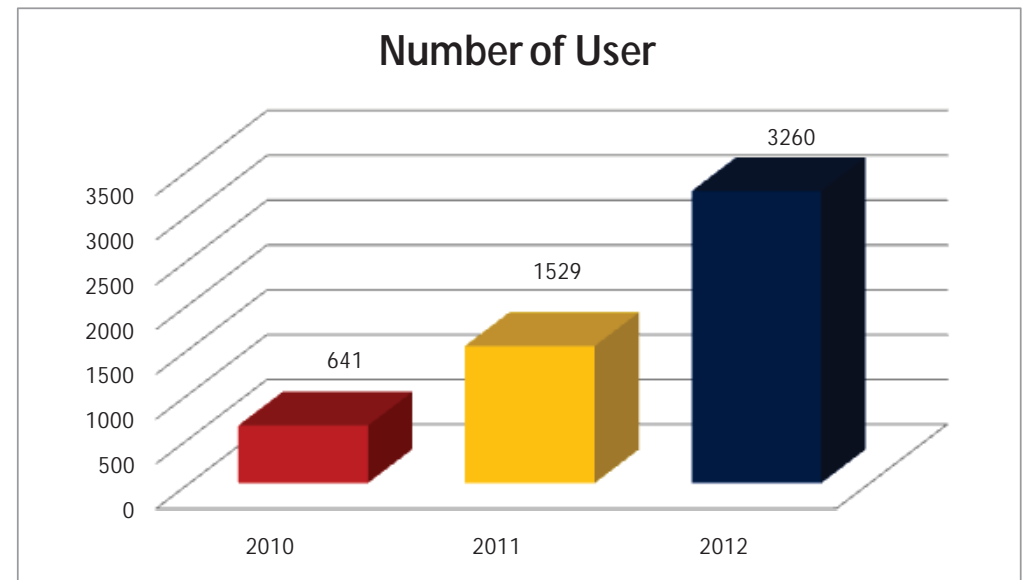
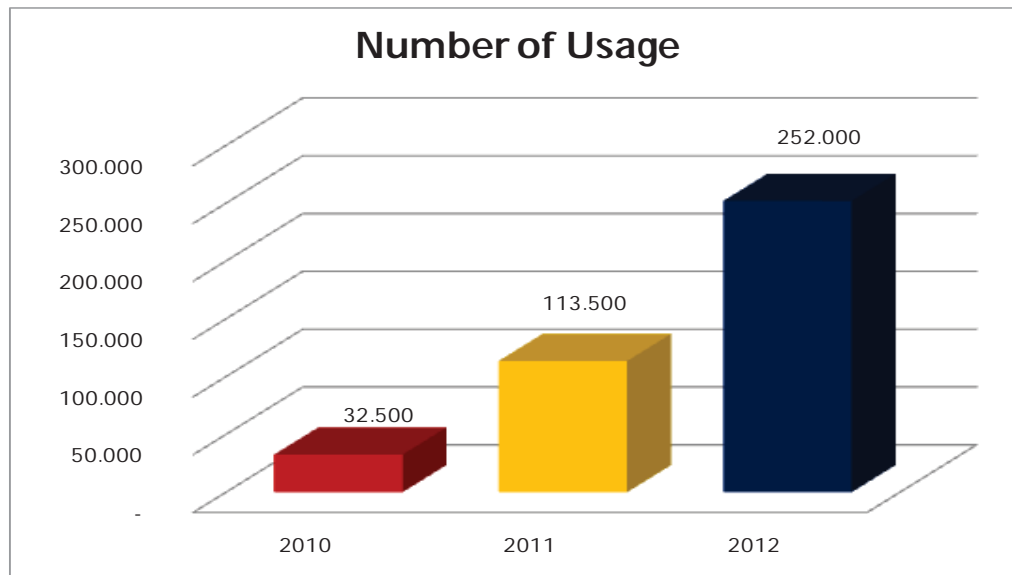
Cycling : Kaybis



Cycling : Kaybis

Results : Win-Win

- Survey 2011 : 61% of bike users use bike to reach the nearest light rail stations
- Impressive growth rate of bike usage/users



Car-sharing : Switzerland: SBB & Mobility



Car-sharing : Switzerland:

SBB & Mobility

What does SBB contribute

Promotion of combined mobility

Mobility stations at train stations

Sales and distribution platform

Access to 3 Mio customers

Marketing and brand power

Marketing support and Partnerships

What does Mobility contribute

Solution for combined mobility

Infrastructure and human resources

Value creation in SBB core business

Access to 106'000 customers

Cooperative partners

Process and system know-how

Evident win-win for both partners

Taxi : Taxibus, Hannover

TaxiBus:
Entrepreneurial
partnership between
PT and Taxi enables
new and better
services !



Three business areas

TaxiBus
Vertriebs- und Vermittlungsgesellschaft mbH

üstra

50 %

Hallo Taxi!
3811

50 %

TaxiBus

Vertriebs- und Vermittlungsgesellschaft mbH

PT

**Bus-replacement,
dial-a-ride services**



**School-
children**

**Transport of school-children
who can't use regular PT**



**Shuttle,
Collective
taxi**

**Shuttle for hotels, events,
airport,...**



+ dealing with all topics concerning the interfaces of
üstra and Taxi

Taxi : Shared Taxi : Brussels & Linz



Thanks to the shared Taxi service Collecto in Brussels, the public transport operator STIB was able to optimize & redesign the night bus service offer

AST
LINZ AG
L I N I E N

Areas of cooperation

- Ticket integration
- Spatial integration
- Communication, Marketing & Information integration
- Common use of services/infrastructure : cross selling, hotlines etc
- Institutional integration



ONE STOP MOBILITY SHOP

Vienna : Smile project in Austria

Main goal of project „**SMILE**“ is developing and evaluating a prototype of a **multimodal, integrated information-, booking and payment-system** („Integrated Mobility Platform“) which connects **private and public transport** in a smart and efficient way.

Personal Mobility Assistant

+ info

+ key

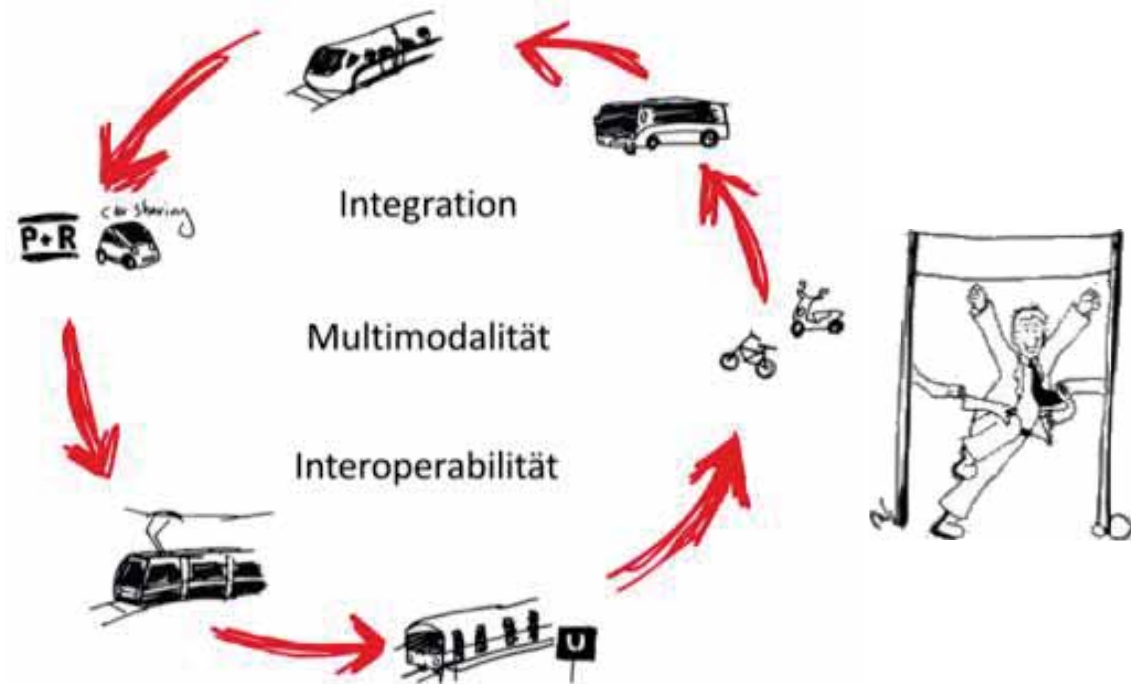
+ entry

+ ticket

+ assistance

+ clearing

+ bill



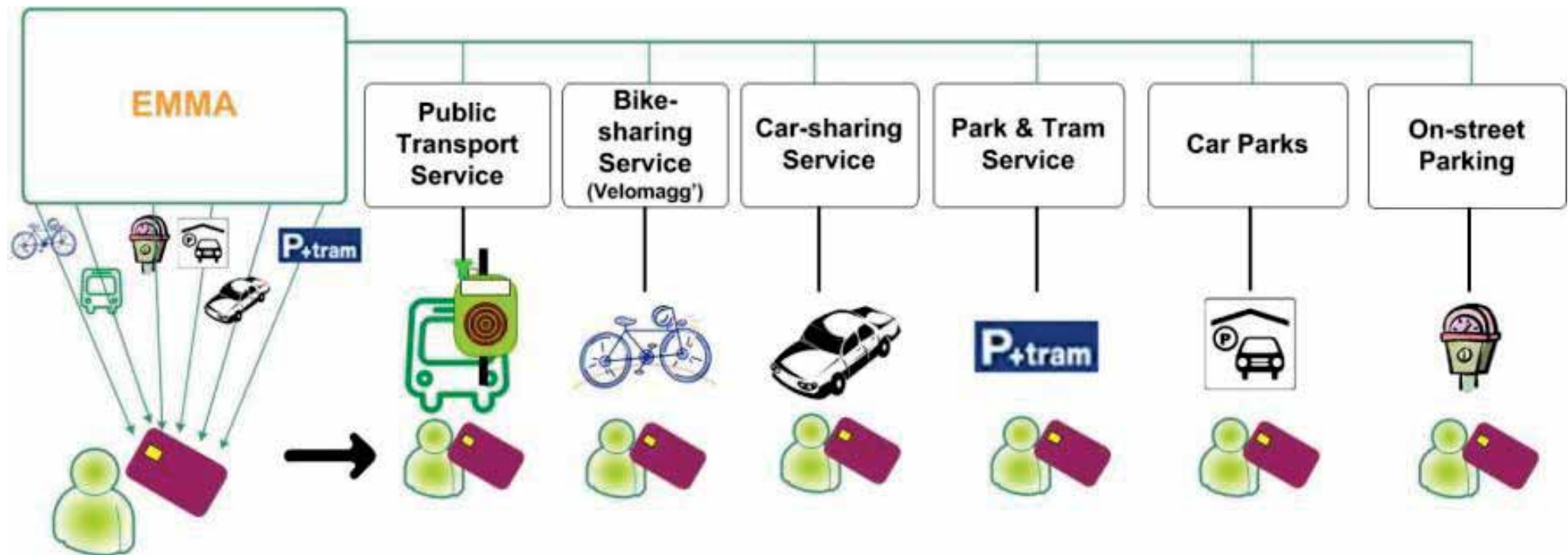
Vienna : SMILE USABILITY



Montpellier : PROJECT EMMA

THE OBJECTIVES , SCOPE

EMMA : A centralised access to all transport services



- ◆ Multimodal integration
- ◆◆ Multimodal information and sales delivered online or offline

Germany : Daimler's Moovel



Get to your destination in just a few clicks.

You decide when and where you want to go – moovel shows you the best way to get there; the quickest, cheapest and most convenient. You can decide spontaneously which way you prefer to get from A to B.

Use all options.

Special feature: moovel brings together various modes of transport and routes in one app and shows you the best way from A to B – on an equal footing and without ideology. An attractive set of mobility options has already been integrated in Stuttgart, Berlin and in the Rhine-Ruhr region. Additional options will be added in stages.



Hannover : Hannovermobil

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



The image shows a physical Hannovermobil card. At the top, it features a photo of a person in a blue jacket with 'HANNOVER 2000' and 'GVH' logos. Below the photo, the card number '1234567' and the name 'Maximilian Mustermann' are printed. At the bottom, there is a small line of text: 'GVH-Hotline: 0511 9379 466 | hannovermobil@gvh.de | www.gvh.de | CarSharing: Buchungszentrum | 0511 72 11 24'.

Gothenburg : Ubigo

UbiGo

- 70 households in Gothenburg subscribing to a fully integrated mobility service called UbiGo.
- The service combines Public Transport, car-sharing, rental car service, taxi and a bicycle system, all in one app and all usage on one invoice every month.



Gothenburg: Project Ubigo

UbiGo



CHALMERS



The partners



The suppliers



Västtrafik (public transport), Sunfleet (car sharing service), Hertz (Rental cars), TaxiKurir (taxi) and JCDecaux (citybikes).

CONCLUSION



Let's partner up to build liveable cities that provide access for all and respond to today's and tomorrow's lifestyle

Let's offer our citizens the possibility to live and work without owning a car!

**Thank you for your attention &
see you at the
5th UITP Combined Mobility Workshop,
Hannover, 20 Oct 2014!**

Caroline.Cerfontaine@uitp.org



üstra