

# Public Transport as Key Accelerator for Customer-oriented Intermodal Mobility

# Hamburger Hochbahn AG

- public transport operator (100% in possession of Hamburg)
- 1.2 m passengers a day
- 4 metro lines
- 111 bus lines
- 7 ferry lines



## HOCHBAHN#2030

Vision:  
Intelligent mobility for a future worth living

Mission:  
We organize the sustainable mobility of the smart city Hamburg

Objective:  
Increase our customer numbers

## Classic Mobility (PT)

U S A R



BUS

## Cars (IT)



## Classic Mobility (PT)



## New Mobility



## Cars (IT)



## Shared Mobility (integrated PT)

### Classic Mobility (PT)



### New Mobility



### Cars (IT)



## Customer-centric service and product extension

- change the level of expectation and trigger sustainable behavioral changes
- promote the abandonment of private cars without a sense of loss
- advance the quality of life

→ optimized, interconnected and shared mobility

## Integrated mobility

- all modes
- all users
- smart & seamless

## Hochbahn as mobility provider

- experiences
- infrastructure
- partnership
- customers

## Switchh

Integrated platform where our customers can easily switch from our standard services with buses, subways and ferries to other mobility options in the city like bike- and carsharing.

## Partners



## Offers

- switchh points
- switchh app
- switchh card





Switch points

Switch points

Switch points

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# Location planning

## 1. location preselection

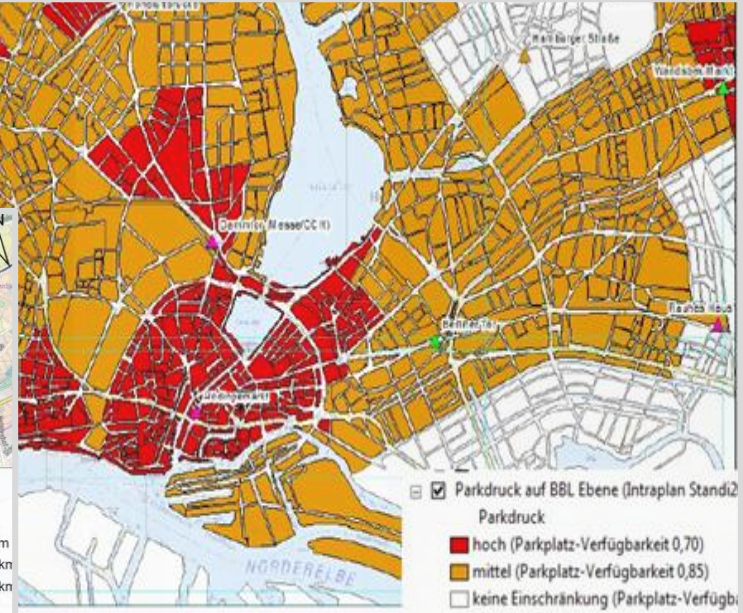
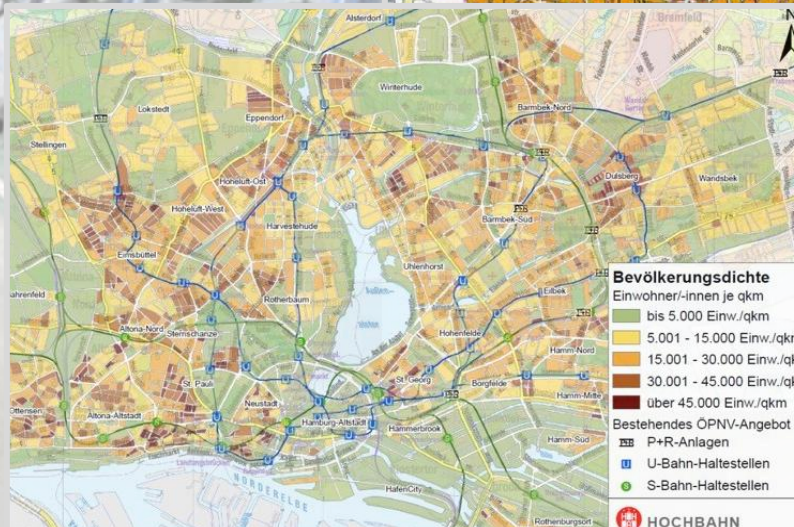
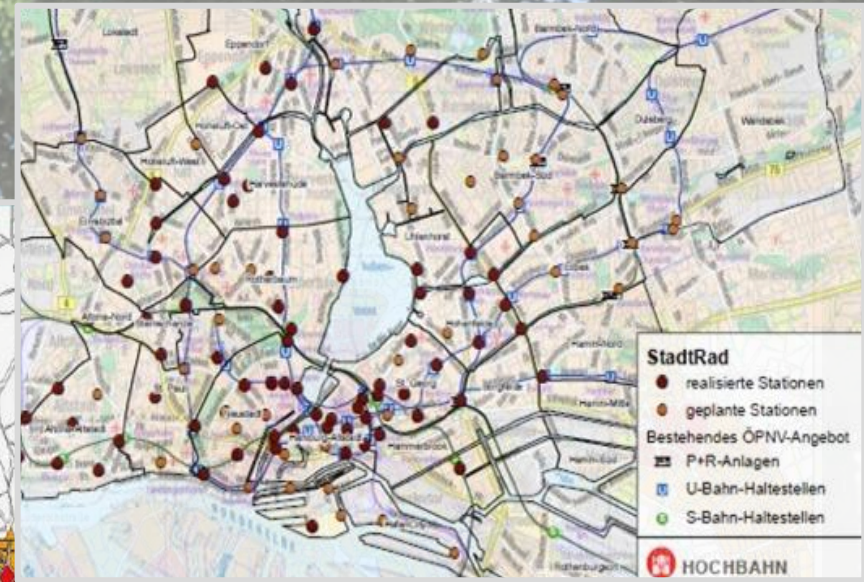
- target group
- mobility offer/ usage
- parking space pressure
- land availability

## 2. location realisation

- site inspection
- district administration
- traffic committee

## 3. location implementation

- financing & construction
- operation & maintenance



## First Mover Hamburg

Pilot project for more living space and less traffic area through innovative mobility offers in living quarters.

### Project Framework

- initiators: BMW, Traffic Authority Hamburg and Hochbahn
- participants: about 600 residents in Ottensen/ Eimsbüttel
- question: what you need to abandon your private car?
- goal: the abandonment of private cars without a sense of loss through shared mobility

### Mobility Offer



## Outlook: One City – One Service

- service
- registration
- account
- charge
- payment model
- contact
- app



