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

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

**STREET CAPACITY**

- **car:** max. 2,300
- **bus:** max. 10,000
- **bicycle:** 13,000
- **foot:** 17,000
- **tram:** max. 25,000

518 Persons in a double traction light rail vehicle or in...
CUSTOMER ORIENTATION: LIFESTYLE

Ever more complex mobility needs..
Customer perspective: Trends driving change in relationship with the car

- Pay as you drive
- Environmentally friendly
- Ageing of population
- Changing consumer spending
- Increasing congestion
- Social media, communities
- E-ticketing systems in Public Transport
- Demotorisation
- Urbanisation
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
Cycling: Bike-sharing in Kayseri (Turkey)
Cycling: Kaybis

[Images of buses and bicycles]
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

<table>
<thead>
<tr>
<th>What does SBB contribute</th>
<th>What does Mobility contribute</th>
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<tr>
<td>Promotion of combined mobility</td>
<td>Solution for combined mobility</td>
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<tr>
<td>Mobility stations at train stations</td>
<td>Infrastructure and human resources</td>
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<tr>
<td>Sales and distribution platform</td>
<td>Value creation in SBB core business</td>
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<td>Access to 3 Mio customers</td>
<td>Access to 106’000 customers</td>
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<td>Marketing and brand power</td>
<td>Cooperative partners</td>
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<td>Marketing support and Partnerships</td>
<td>Process and system know-how</td>
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Evident win-win for both partners
Taxi : Taxibus, Hannover

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

Three business areas

- **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
Thanks to the shared Taxi service Collecto in Brussels, the public transport operator STIB was able to optimize & redesign the night bus service offer.
Areas of cooperation

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

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<th>HANOVERmobile</th>
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<tr>
<td><strong>Public Transit</strong></td>
<td><strong>Public Car</strong></td>
<td><strong>Long Distance Rail</strong></td>
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<tr>
<td>GVH Annual Pass included</td>
<td>CarSharing-Access included</td>
<td>BahnCard 25 (German Rail discount card) included</td>
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<td><strong>Bicycle Services</strong></td>
<td><strong>Delivery Services</strong></td>
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<td>various discounts and special services</td>
<td>groceries and beverages</td>
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- Integrated „mobility bill“ for all basic costs, carsharing- and taxi-trips
Gothenburg : 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

The partners

The suppliers

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

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

Let’s partner up to build liveable cities that provide access for all and respond to today’s and tomorrow’s lifestyle.
Thank you for your attention & see you at the 5th UITP Combined Mobility Workshop, Hannover, 20 Oct 2014!

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