

Study for Hamburg: Saving a thousand tons of carbon dioxide per day via integrated on-demand mobility

Hamburger Hochbahn AG and Deutsche Bahn subsidiary ioki present concept for climate-friendly mobility in Hamburg 2030 • Experts: Demand-responsive transport (DRT) offers significantly reduce the use of private cars

(Hamburg, March 11 2020) Private cars cover around 25 million kilometres a day within Hamburg. DRT shuttles can save 6.5 million kilometers of this and thus a thousand tons of carbon dioxide. This is the result of a study by ioki, Deutsche Bahn's business unit for intelligent on-demand mobility, commissioned by HOCHBAHN. For the study, ioki first conducted a comprehensive traffic analysis. On this basis, a concept was developed in which conventional public transport is combined with new sharing offers to form an integrated public transport system. The offers are easily accessible and integrated into the local tariff system of the Hamburg Transport Association (Hamburger Verkehrsverbund, HVV).

The analysis shows that around 150,000 Hamburg residents – just under 10 percent of the total population – would benefit from a shuttle-based service because they currently have no comparable public transport offer on their doorstep. Especially the districts in the north-east of Hamburg, such as Wandsbek, would be significantly enhanced by mobility solutions that follow the individual needs of passengers rather than fixed timetables. In addition, each route covered by the shuttle would be on average 60 percent shorter than the corresponding route in a private car due to the direct connection to public transport stops.

The Mobility Analytics study examines what an integrated, emission-free and accessible public transport system must look like in the year 2030, taking into consideration a maximum waiting time of five minutes - the so-called "Hamburg Takt". The conclusion: On-demand shuttles, that are ordered via apps and bring passengers to their destination on flexible routes at the local public transport tariff, offer far-reaching potential for a turnaround in mobility in Hamburg that is oriented towards climate protection.

Berthold Huber, Deutsche Bahn Board Member for Passenger Transport: "With our analysis, we provide answers to the urgent questions of the future in mobility. The study is supposed to provide impulses for further on-demand services in Hamburg, but also throughout Germany. It shows that this individual form of public transport has a great chance of success if it is integrated into the local transport tariff system. Direct interconnection with stops and stations will also strengthen the climate-friendly railways. This is why we want to offer such analyses to many cities."



"Hamburg is already playing a pioneering role in sustainable and new mobility concepts. The study shows once again that public transport still has enormous potential in combination with new mobility solutions. Demand-responsive transport services are attractive above all because they make access to bus and train more convenient. The intelligent interconnectedness of mobility needs points the way to future-oriented urban mobility in Hamburg in 2030," says Henrik Falk, Chairman of the Board of Management of Hamburger Hochbahn AG.

The "ioki Hamburg" service, already established in the districts of Lurup and Osdorf in 2018, already shows that local transport can be strengthened by the deep integration of an on-demand service in the existing public transport system. Here 72 percent of all passengers make use of the service to drive to or be picked up from the nearest public transport stop or station. A study by the Institute for Transport Planning and Logistics at the Hamburg University of Technology (TUHH) shows that every fourth passenger replaces a trip by car with the individual shuttle service.

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About ioki

ioki develops smart mobility solutions for the future. Whether for transport companies, local authorities or businesses, whether in rural areas or in the city: as an expert for mobility analyses, the Deutsche Bahn subsidiary identifies needs and provides data-based advice for the planning of new services. With the help of its intelligent platform, the DB business unit, as a technology partner, also enables flexible on-demand mobility that is integrated into public transport, thus strengthening public transport in the long term. ioki supports its customers from A to Z: from identifying meaningful areas of use to the development of a user-friendly app to the actual implementation on the road. In this way, mobility becomes accessible for everyone, anytime and anywhere - sustainable, accessible and demand-responsive.

In Hamburg, ioki has been offering an on-demand service in cooperation with Verkehrsbetriebe Hamburg-Holstein GmbH (VHH) since July 2018, taking passengers in the districts of Osdorf, Lurup and Billbrook to their destination without a fixed timetable or route. The service is deeply integrated into the local public transport tariff system and is a useful addition to the existing public transport.

About HOCHBAHN

Founded in 1911, Hamburger Hochbahn AG (HOCHBAHN) transports more than 1.2 million passengers daily with its own fleet of more than 250 underground vehicles and around 1,000 buses. HOCHBAHN is one of 34 partners in the Hamburger Verkehrsverbund (HVV), serving over 1,400 stops and is the largest transport company in the HVV region. Around 6,000 employees work at HOCHBAHN around the clock to provide attractive local public transport and comfortable, future-oriented mobility in Hamburg.



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