

# DB subsidiary ioki brings on-demand shuttles to rural areas: Three new test regions in Hamburg's real digital mobility lab

**Mobility analyses show new potentials of public transport • Winsen: 30 percent of journeys could be shifted from the road to climate-friendly public transport in the short term • Shuttles in Winsen, Ahrensburg and Stormarn about to start this year**

*(Hamburg, August 21, 2020)* By December 2020, public transport will be almost to the doorstep in three more districts in the greater Hamburg area. In Hamburg's real digital mobility lab ("Reallabor Hamburg"), the Deutsche Bahn subsidiary ioki initially conducts mobility analyses for the three test regions Ahrensburg, Stormarn and Süderelbe. The most recent investigation of commuter flows and mobility behaviour in the Süderelbe region (south of the Elbe river), shows: the greatest potential for a flexible demand-responsive transport service – without fixed timetables and stops – is found in the city of Winsen in the district of Harburg. In a second step, ioki is developing the platform for the operation of the on-demand shuttles, which will start in Ahrensburg and Stormarn as well as in Winsen this year.

"Our analyses provide answers to the urgent future questions in mobility. How can we make public transport even more attractive and thus promote climate protection? With mobility analyses, we can calculate in advance where on-demand services will bring the greatest benefits. In Hamburg itself, we have already carried out several analyses and gained extensive practical experience. Now it is important that rural areas outside the Hanseatic city also benefit from new forms of mobility," says ioki CEO Dr. Michael Barillère-Scholz.

For the selection in the southern metropolitan region of Hamburg, ioki analysed about one million journeys in the districts of Harburg, Stade and Lüneburg. The focus was on private car journeys. The result: Around 70 percent of all journeys in Winsen run directly from the front door to the final destination. The remaining 30 percent are so-called feeder rides, for example to the train station and from there on by train. These individual commuter car journeys could be intelligently bundled and quickly integrated into the climate-friendly local public transport system by means of a demand-responsive transport service. The more convenient and individual connection to the existing rail and bus network will make the public mobility offer more attractive, even for the first group of people who have so far only chosen the car.

"For Winsen and parts of the Winsener Elbmarsch, the new offer is a double benefit: Thanks to the sustainable transport concept, we are relieving the roads in the region, offering people a mobility alternative and thus making their lives easier. In this way, we are increasing the attractiveness of the Süderelbe region and strengthening economic power and the quality of living," says Rainer Rempe, District Administrator of the District of Harburg.

First and foremost, the Elbmarsches and the surrounding communities will have a much better connection to the Winsen city area and thus also to the rail link to Hamburg. According to the calculations, a large added value can be generated with only five vehicles. This is because the on-demand shuttles will be integrated into the existing local public transport system. From the end of 2020, passengers will use the smartphone app developed by ioki to enter their starting point and destination and receive the shuttle's departure and arrival times. On the way, passengers with similar destinations will be able to board the shuttle. The so-called ridepooling enables an optimal utilization of the vehicles and relieves the roads and environment.

The analysis for the city of Ahrensburg with mobility and operation simulations, environmental evaluation and a system comparison of the area and line traffic is currently still ongoing. The results will be presented in autumn. A comparable evaluation was carried out for the Stormarn district. Since July 2018, ioki has been testing the use of on-demand transport as part of the public transport system in the Hamburg districts of Lurup, Osdorf and Billbrook.

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### **About RealLabHH**

In Hamburg's real digital mobility lab ("Reallabor Hamburg" or "RelLabHH"), the mobility of tomorrow is to be tested in the here and now of a metropolis and, based on this, a blueprint for the digital mobility of the future is to be created. The social debate on digital mobility services will be at the centre of the project, in order to provide important insights into which approaches will prove themselves in practice. The planned eleven sub-projects of the RealLabHH range from a mobility budget instead of a company car to the creation of a provider-independent mobility platform and solutions for particularly vulnerable road users. Under the consortium leadership of Hamburger Hochbahn AG (HOCHBAHN), the continuous and comprehensive involvement of citizens is planned. The results of the Real-LabHH will be presented at the ITS World Congress 2021. Supported by the Federal Ministry of Transport and Digital Infrastructure (BMVI), the Free and Hanseatic City of Hamburg is hosting the world's largest congress for intelligent transport systems and services (ITS), which will take place from 11 to 15 October 2021. The RealLabHH project is an initiative of the National Platform Future of Mobility (NPM), runs until the end of 2021 and is funded by the BMVI with around 20.5 million euros.

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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.

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