

## Mobility Packages – package offers of integrated sustainable urban mobility

Many Car-Sharing operators have put shared products on the market in collaboration with their local public transport operators. These are presented in the info sheet “Co-operation with Public Transport” (fact sheet No. 1).

As a further level of collaboration, package offers of sustainable urban mobility in a city or region are brought together on a single card and jointly marketed. While, in many cases, the private car is not employed efficiently, it is nonetheless able to meet a wide range of mobility needs, and any single one of the eco-mobility modes (public transport, cycling, walking) is only able to meet some of the daily transport needs. But by combining the various transport modes, the specific strengths of eco-mobility can be optimised. Mobility packages are the concrete result of an optimised cooperation between the various modes of transport; they relieve the user of the need to organise their transport and they bundle customer needs into a single card. A welcome side effect is a strengthening of the collaboration between local stakeholders (mobility providers).

To date, there are two such mobility packages in Germany: in Hanover and in Freiburg. The basic structure of the mobility package is the cooperation of the local public transport authority with the local Car-Sharing provider as the complementary car component. Further partners can also be integrated as available and appropriate in each region.

### **HANNOVERmobil, the combo package offered by the Regional Association of Public Transport Operators of Hanover**

The combo package HANNOVERmobil has been available since 2004 – as a pilot project until 2007 and as a regular service since 2007. It integrates an annual public transport ticket in the shared-tariff zone of the Transport Association of Greater Hanover (GVH) with access to Car-Sharing as well as discounts from a taxi company, a car rental agency, and a bicycle parking garage in the city centre. A “BahnCard 25” (25% annual discount card for the German rail system) is also included.

### **Benefits from the Customer Perspective**

The cornerstone of the integrated combo package is an annual transport ticket within Greater Hanover – available for individual adults and for business customers as well as for people aged 60+ and students. For an additional € 6.95 a month, this annual ticket can be upgraded to a complete mobility package.

From spring 2009 users of the HANNOVERmobil card have access to 112 Car-Sharing vehicles at 68 stations in seven cities in the region. They

save the € 79 sign-up fee and the € 5 monthly fee, and aren’t required to pay the usual deposit.

HANNOVERmobil customers get a 20% discount on taxi journeys with the largest taxi company in Hanover. If the customer wants to take a



Fig. 1: Media Presentation of the new HANNOVERmobil Card with the Federal Transport Minister of Germany, Manfred Stolpe, Wolfgang Meyer, the President of the International Association of Public Transport (UITP) and the Representatives of Hanover's transport providers (Source: üstra Hannoversche Verkehrsbetriebe AG)

# Mobility Packages

longer holiday journey, rent a small van, or use a car for a one-way journey (within Germany), s/he gets a special rate at a car rental agency. Luggage storage in the customer centre of the transport provider in the centre of Hanover is free. In addition, a free BahnCard 25 for the German Railway system (valued at € 55) is included. The value of this card is also taken into account if a customer upgrades to a BahnCard 50 or 100.

All combo card transactions are cashless and are combined into a single monthly "mobility bill."

## Results after Five Years of Operation

After three years in the pilot phase and a further two years in standard operation, the following results have been recorded:

- Approximately 1,000 customers have taken advantage of the combo package HANNOVERmobil. This is nonetheless below the initial expectations of the provider.
- Customer gain for public transport: more than one in three customers has obtained a new annual public transport ticket in conjunction with HANNOVERmobil.
- Customer loyalty to public transport: Approximately one third of the 1,000 combo package customers have got rid of a car or decided against a planned car purchase.
- The image of the local public transport operator has improved through the combo package.

- Customer gain for the Car-Sharing provider: over 4/5 of customers were not previously Car-Sharing users.
- Customer gain for the train: approximately 3/4 of the customers previously had no BahnCard (annual discount card).

Taxi use of the combo package customers sits at about € 2 to € 3 in sales volume per customer per month – low in total but still far above the average of the general population.



Fig. 3: Car-Sharing Access with the HANNOVERmobil Card (Source: Martin Röhrleef)

## Economic Benefit for the Public Transport Company

The chair of the Hanover transport company Üstra, André Neiß, makes the following statement on the economic value of the combo package from the perspective of the public transport operator:

- The customer loyalty effect in public transport per customer per year is valued at € 60. That is the amount resulting from annual ticket holders deciding against a previously planned car purchase and instead renewing an annual public transport ticket.
- The customer attraction effect adds € 35 per customer per year. That is the profit gained by the transport company because public transport users now get an annual ticket in order to take advantage of the discounts offered by the package purchase.
- Of that, € 30 per customer per year must be



Fig. 2: All Modes of Transport with one HANNOVERmobil Card (Source: Großraum-Verkehr Hannover (GVH))

deducted because of the rebate offered on the public transport ticket.

- There remains a profit margin for the public transport association in Hanover of € 65 per participating customer per year (currently approximately € 65,000 a year).

The conclusion from the perspective of the most important providers of the integrated mobility package: although customer demand hasn't fully met early expectations, both the public transport authority and the Hanover Car-Sharing provider Stadtmobil Hannover are satisfied with the package and its impacts. The name HANNOVERmobil has become synonymous with sustainable urban transport in the region.

### RegioMobilCard – the combo package in Greater Freiburg

The combo card for Freiburg is called RegioMobilCard. Together with the transferable annual public transport ticket offered by the regional public transport association of Freiburg, the main component is Car-Sharing. The cost of Car-Sharing is 20% less than the regular price. With the RegioMobilCard, the investment amounts to € 200 (plus an additional € 40 registration fee) rather than the standard € 350. The combo ticket also offers discounts at the bike station at the Freiburg train station, for bicycle rental, for taxi journeys with one of Freiburg's taxi companies, and for rentals with a local car rental agency and a camper rental agency.

What makes the Freiburg combo ticket (also established in 2004) unusual is that it wasn't set up by any of Freiburg's transport operators or by the regional public transport association, but rather by the city's Car-Sharing provider, Car-Sharing Südbaden – Freiburg e.V. Sales of the combo ticket take place through the Car-Sharing provider, which also accepts the financial risk. The Freiburg public transport provider and the regional public transport association participated in the introductory phase of advertising for the combo ticket.

As of spring 2009, approximately 450 users are in possession of a RegioMobilCard in Freiburg. A further combo ticket with an albeit smaller range of services has been established by the Car-Sharing provider for the adjacent region of Lörrach to the south.



Fig. 4: Freiburg RegioMobilCard (Source: Car-Sharing Südbaden - Freiburg e.V.)

### Further information:

Mobility package HANNOVERmobil: <http://www.gvh.de/hannovermobil.html>

Neiß, André: Die Integration von ÖPNV und CarSharing (The Integration of Public Transport and Car-Sharing). Presentation by the Bundesverband CarSharing e.V. (bcs – the German national Car-Sharing umbrella organisation) and the city-state of Bremen at the Parliamentary Evening on 5 May 2008. Berlin 2008 (available from bcs) (in German)

RegioMobilCard Freiburg: <https://www.car-sharing-freiburg.org/regiomobilcard/goto/home> (in German)

Röhrleef, Martin; Zielstorff, Harald: Mobilpakete und Mobilitätsverbund von ÖV und IV aus praktischer und konzeptioneller Sicht. (Mobility Packages and Mobility Combinations of Public Transport and Personal Transport from a Practical and Conceptual Perspective). In: Bracher, Tilman et al. (Ed.): Handbuch der kommunalen Verkehrsplanung (Handbook of Community Transport Planning). Heidelberg, in press (in German)

# Mobility Packages

## Author

Willi Loose  
Bundesverband CarSharing e.V.  
Hausmannstr. 9-10  
30159 Hannover  
Germany  
willi.loose@carsharing.de  
www.carsharing.de



## momo project co-ordination

Der Senator für Umwelt,  
Bau, Verkehr und Europa

### City of Bremen The Senator for Environment, Construction, Transport and European Affairs

Michael Glotz-Richter & Michael Frömming  
Ansgaritorstr. 2  
28195 Bremen, Germany  
Tel.: +49 (0) 421 361 174 85,  
Fax: +49 (0) 421 496 174 85  
momo@umwelt.bremen.de  
www.momo-cs.eu

## Belgium

**Bond Beter Leefmilieu**  
www.bondbeterleefmilieu.be

**Taxistop**  
www.taxistop.be

**International Association  
for Public Transport**  
www.uitp.org

## Greece

**Center for Renewable Energy Sources**  
www.cres.gr

## Czech Republic

**Institute for Environmental Policy**  
http://ekopolitika.cz

## Ireland

**Mendes GoCar Ltd. & GoCar CarSharing**  
www.mendes.ie, www.gocar.ie

## Finland

**Motiva**  
www.motiva.fi

## Italy

**Italian Ministry of Environment,  
Land and Sea (IME)**  
www.minambiente.it

**Italian Board for New Technologies  
Energy and Environment (ENEA)**  
www.enea.it

## Germany

Der Senator für Umwelt,  
Bau, Verkehr und Europa **The Senator for Environ-  
ment, Construction, Trans-  
port and European Affairs**  
http://bauumwelt.bremen.de

**Cambio Mobilitäts-  
service GmbH**  
www.cambio-carsharing.de

**Bundesverband CarSharing e.V.**  
www.carsharing.de

## Spain

**Fundación Sustainable  
and Safety Mobility**  
www.fundacionmobilitatsostenible.org

### IEE disclaimer:

The sole responsibility for the content of this fact sheet lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

### Supported by

Intelligent Energy Europe