



3H. Sharing in Suburbia

04:45 PM - 06:15 PM



Governance & Integration

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE
2024

27-28 NOVEMBER 2024

KARLSRUHE (DE)



Baden-Württemberg
Ministry of Transport



Karlsruhe



From pilot projects to firmly anchored public transport offers:

showcasing challenges and opportunities in successfully introducing and operating modern mobility solutions in rural areas using practical examples

16:45 to 18:15

27 November 2024

Clemens Deyerling
Co-founder & CMO omobi GmbH

Who we are and what we do



Clemens Deyerling & Robert Schotten

founders omobi GmbH



- **Operation**

operating on-demand public transport systems

- **Consulting**

we support companies, municipalities and districts and help them to use digitization in order to improve mobility in rural areas



Challenges in Public Transport

- low utilization, empty busses, high costs
- rare connections, rigid timetables
- bad direct connections, too long journeys



Challenges in Public Transport

- No public transport connections between individual districts
- fixed, widely spaced bus stops, eg. difficult to access for citizens with disabilities

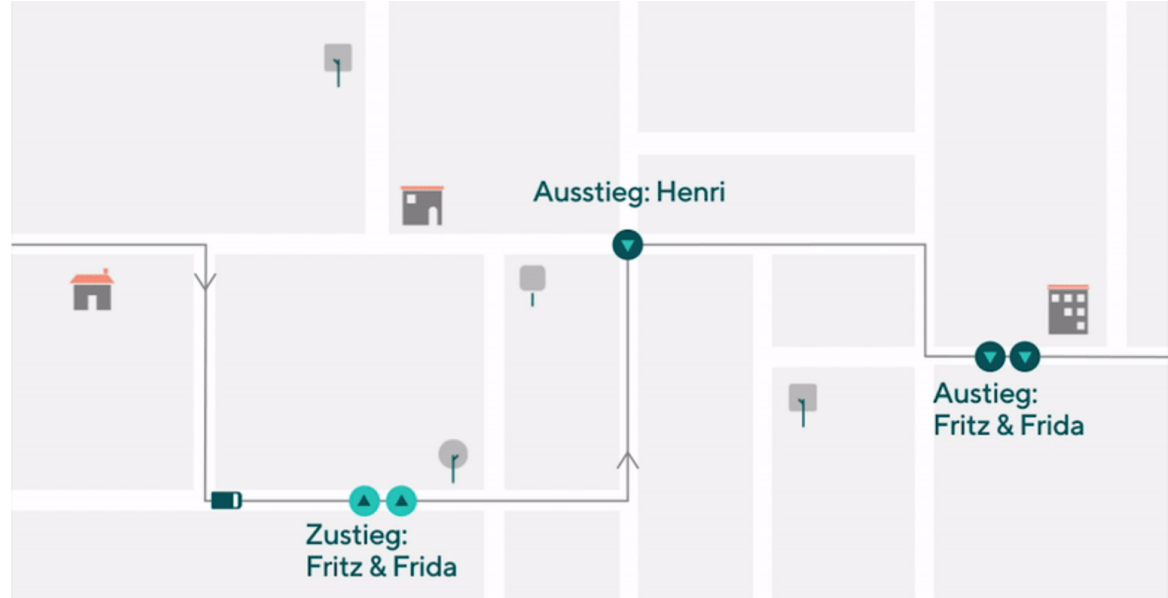


Demand-Oriented Digital Local Transport



- The vehicles (mini busses, max. 7-9 seats) operate on demand and when needed in a pre-defined area using an intelligent algorithm.

What is Ridepooling?



✓ Demand-based mobility
in real time

✓ Shared rides

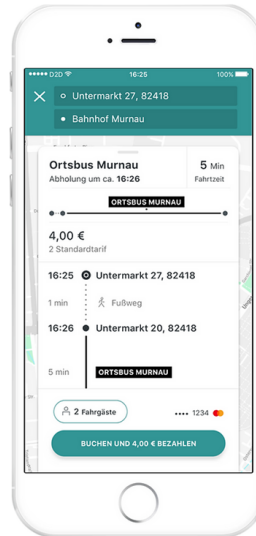
✓ Intelligent algorithms

Booking Process (App & Phone)

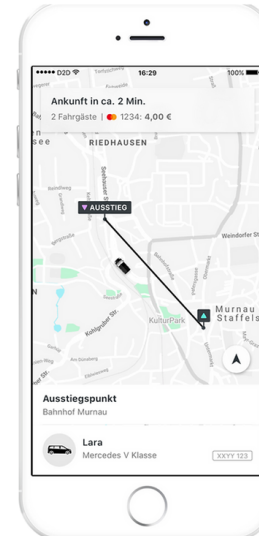
Wie funktioniert's?



Öffnen Sie die App und tippen Sie auf "Registrieren"

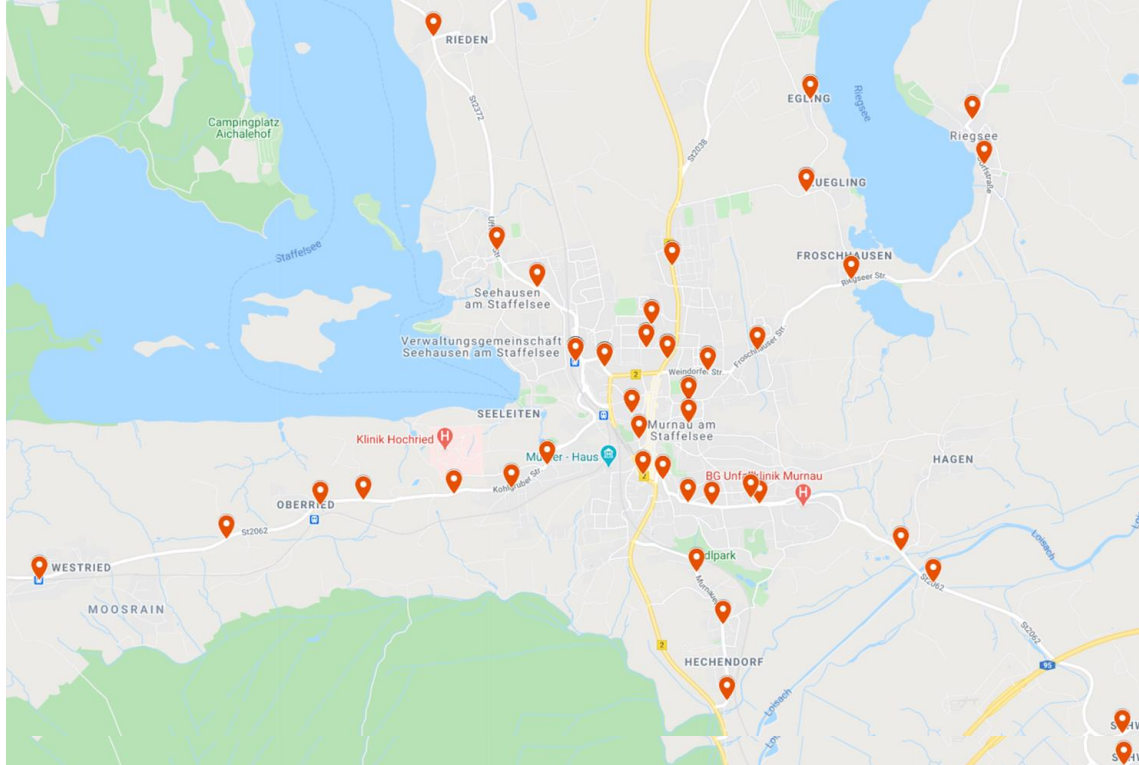


Buchen Sie eine Fahrt und bezahlen Sie per hinterlegter Kreditkarte oder Paypal

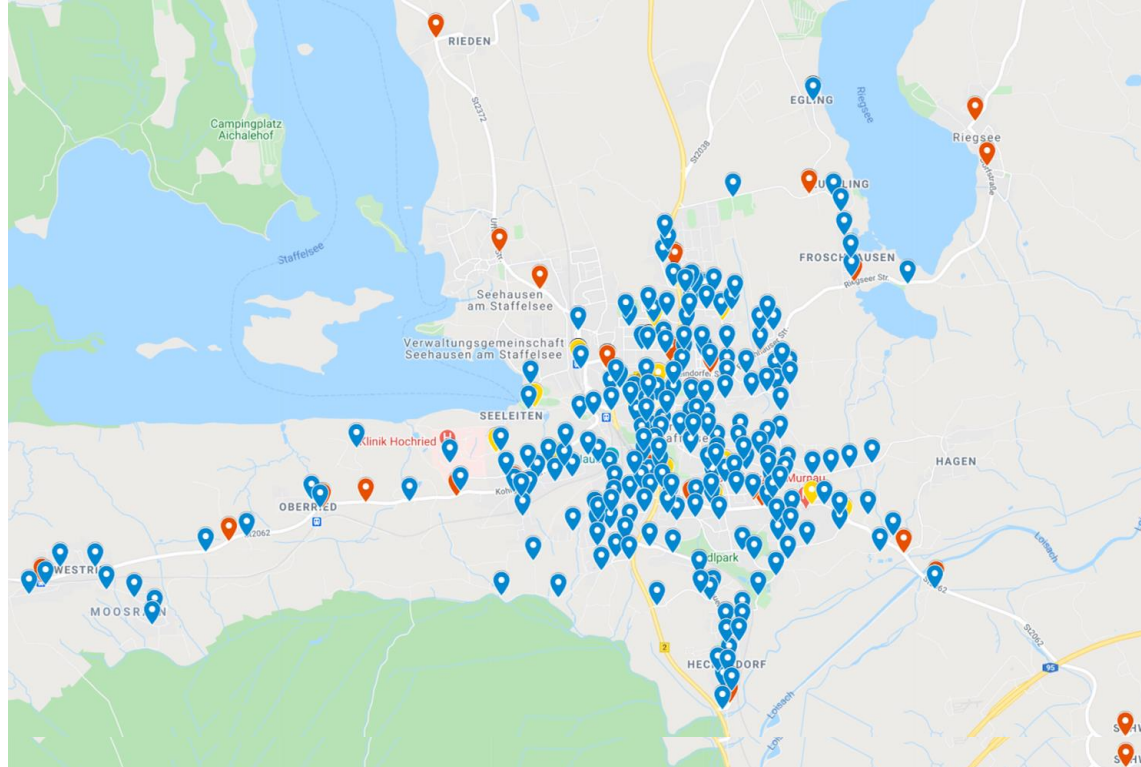


Verfolgen Sie die Anfahrt Ihres Fahrzeugs in Echtzeit und steigen Sie ohne Stress ein

Stops



Virtual Stops



Stops DRT "Murnauer Ortsbus"

The chart displays the cumulative number of COVID-19 cases in Austria. The x-axis is labeled with months and years: Oktober 2018, Mai 2019, Dezember 2019, Juni 2020, Januar 2021, Juli 2021, Februar 2022, August 2022, and März 2023. The y-axis is labeled from 0 to 90 in increments of 10. A red vertical line is positioned at the date 16. April 2021, with the text '16. April 2021 PBefG-Novelle' in red. The blue line representing the data shows a gradual increase from approximately 10 cases in late 2018 to about 40 cases in early 2021. After the red line, the increase becomes much steeper, reaching approximately 80 cases by March 2023.

Month	Year	Approximate Number of Cases
Oktober	2018	10
Mai	2019	12
Dezember	2019	18
Juni	2020	22
Januar	2021	30
Juli	2021	40
Februar	2022	60
August	2022	75
März	2023	80

Kleinstädte und ländlicher Raum	47%
Mittel- und Oberzentren	26%
Suburbaner Raum/Metro- und Regiopolregionen	14%
Urbaner Raum/Metropolregionen	13%

Thiemo Heeg
Redakteur in der Redaktion

Example 1: Ortsbus Murnau



Project duration:
July 20 - Oct. 24



Area (74 km², ca. 16.000
Inhabitants)
Murnau, Seehausen, Riegsee



Users:
ca. 3.000 per month



Operating Hours:
Mo - Fr, 6:00 am - 8:00 pm



Germany
one of the most successful DRT
projects in rural areas



Fleet:
2 Vehicles, over 300 stops



2021: Award Bundesministerium des Innern, für Bau und Heimat (BMI) und
Bundesinstitut für Bau-, Stadt- und Raumforschung (BBSR)

2023: Citizens' decision, nomination German mobility award

2024: Expansion Blaue-Land-Bus



Example 2: Ortsbus hoki+



Project duration:
since Sept 22



Users:
ca. 6.000 per month



4,9 von 5 Sternen
App Store-Bewertung



Area (29.000 Inhabitants)
Holzkirchen, Otterfing, Valley,
Nord-Warngau



Operating Hours:
Mon - Thu, 6 am - 8 pm
Fri, 6 am - 1 am (Sat)
Sat, 10 am - 1 am (Sun)



Fleet:
3 Vehicles, over 300 stops

2023: Expansion hoki -> hoki+
2023: ioki best-performing on-demand system





**Thank you for
your attention!**



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For more information:

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<https://www.omobi.de/>



Baden-Württemberg
Ministry of Transport



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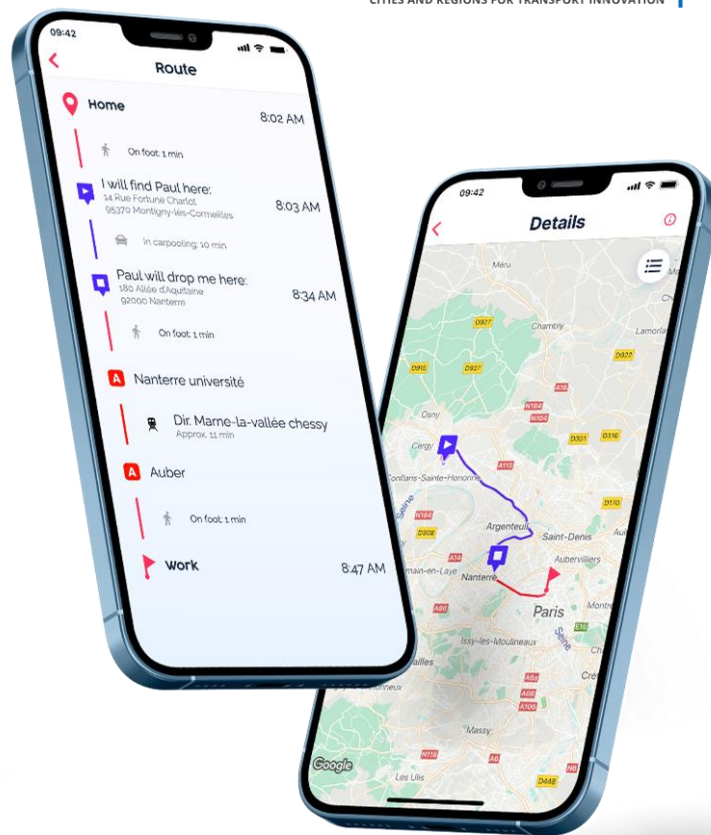
karos
mobility

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Beyond boundaries

Synergies between public
transport and carpooling

POLIS Conference - 27.11.2024



Karos mobility at a glance

Active in 7 countries



France Germany Spain Switzerland Italy Netherlands Denmark



Support of the **European Commission** as a direct investor via the EIC fund



+9 M
carpools



+1.3M
users



120+
Global Staff

+600 corporate and transportation authority clients



Our starting point

City centers...



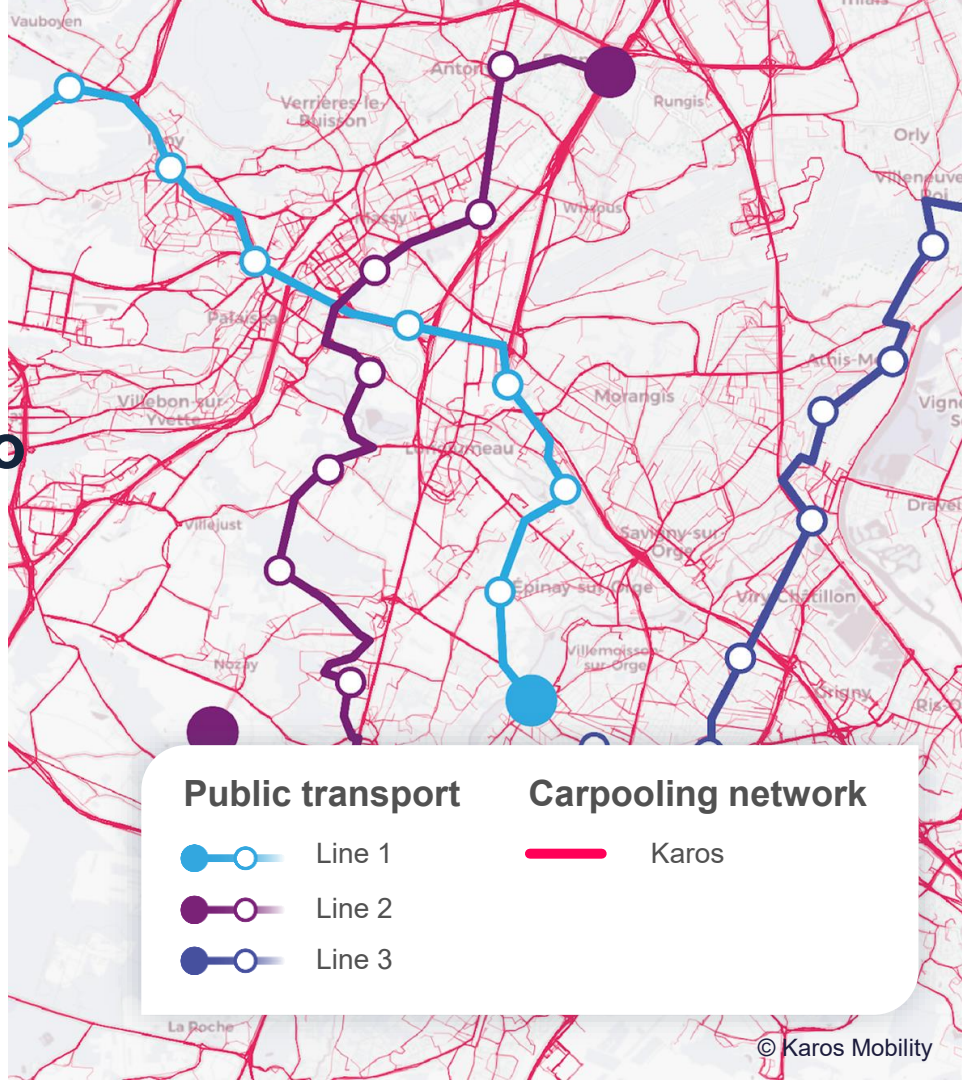
... vs suburban and rural areas!



What do we do?

We turn empty car seats into
a new public transportation
mode...

... and make daily mobility
habits **greener!**





Carpooling has both **social** & **environmental** benefits



Reduce the **carbon footprint** of daily trips



Increase **accessibility** to **employment** areas



Mitigate **traffic jam** in dense areas



Increase carpoolers' **purchasing power**



Make **new friends!**



Our model relies on partnerships with **Enterprises & Territories**



Our **clients**



Carpoolers

Our **users**



We create carpooling networks integrated with **local public transport...**



Pricing & ticketing integration

Zonal pricing, co-funding of passengers' trips



Intermodality

Carpool trips combined with the main transit lines



MaaS integration

Carpooling options displayed in MaaS apps

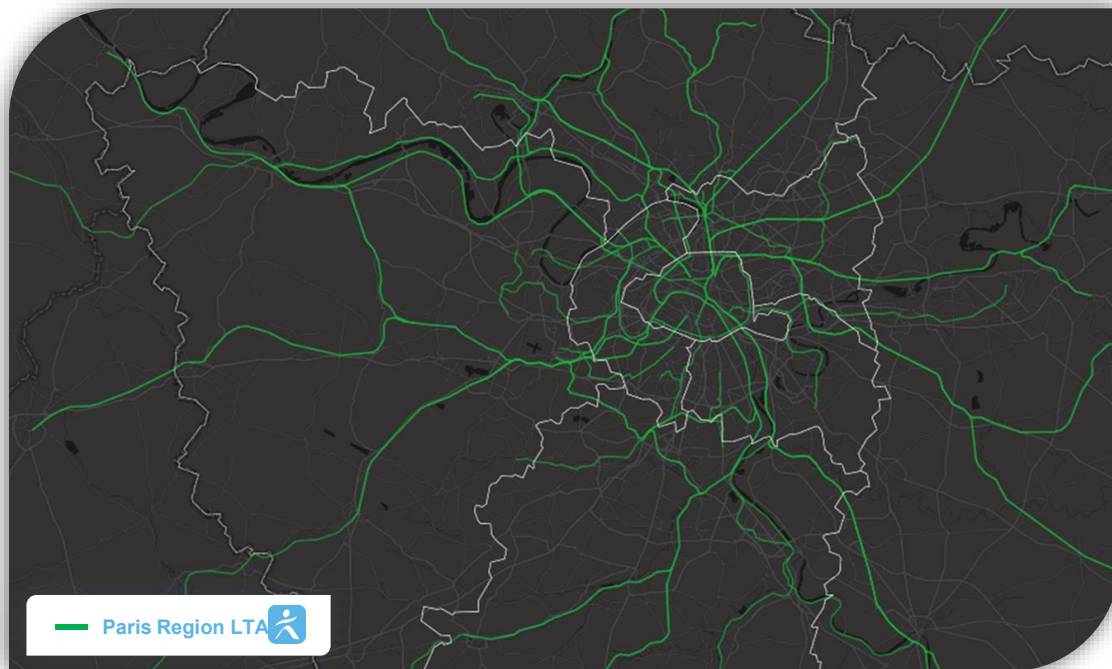
**Complementary & never in competition
with public transport**

...in order to **fill the gaps** of public transport network in suburban and rural areas

Coverage of the mass transit backbone:

36% of Paris region inhabitants

(excluding Paris city)

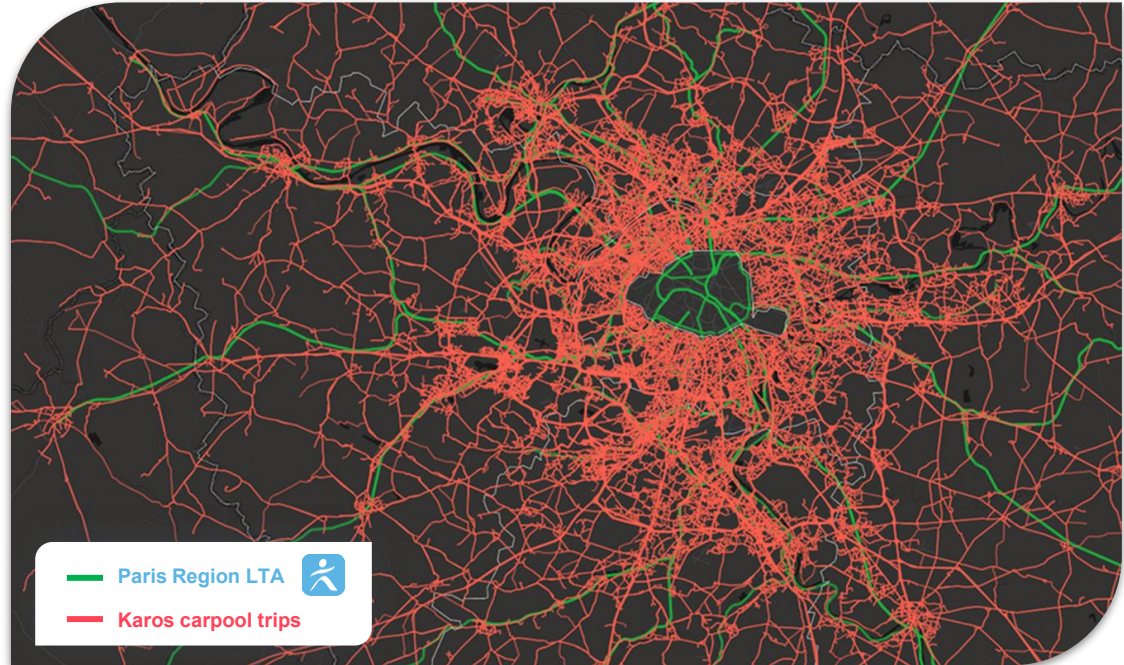


...in order to **fill the gaps** of public transport
network in suburban and rural areas

Coverage of the
mass transit
backbone + **Karos**:

96% of Paris
region inhabitants

(excluding Paris city)



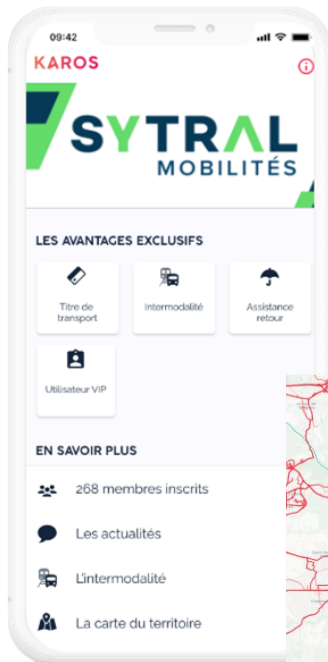
Case study #1


Grand Lyon Métropole





Project launched in March 2023

- Integration with “TCL”
Transit pass = **free trips**
for **transit pass holders**
- **0,50€ ticket** for non-transit
pass holders
- **Intermodality**
- **Co-branding**



 **185,300** carpools

 **25,800** users

 **500T** CO2 saved



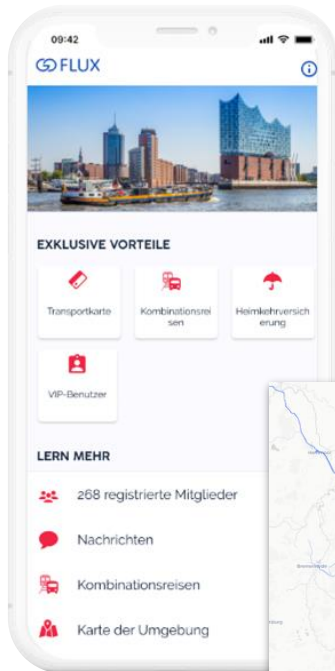


Case study #2

Hamburg hvv & S-Bahn

Project launched in February 2024

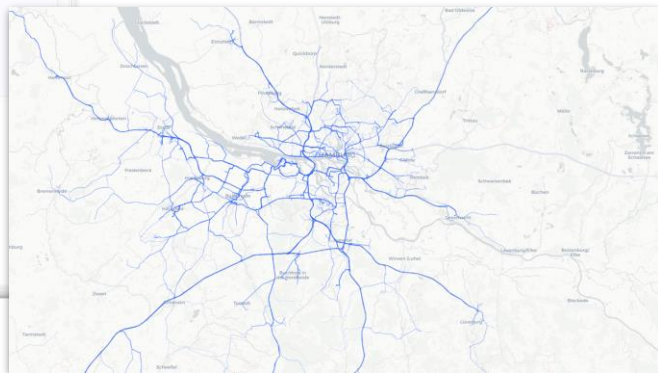
- **Jobticket integration** into the “Klimaticket”
- Communicated as joint offer for Airbus employees
- Rides focus on **long commutes** + 25km



 **9,500** carpools

 **2,700** users

 **39T** CO2 saved








Case study #3

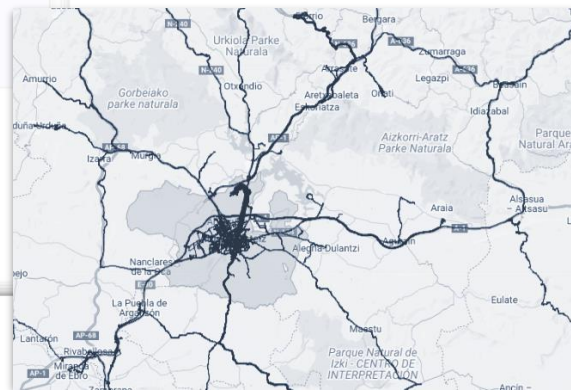
Vitoria-Gasteiz

Project launched in September 2023

- Project focusing on **industrial parks** located in **suburban areas** where there is a lack of public transport options
- **0,50€ ticket** for passengers (gap of 1€ paid by the city)



 **26,300** carpools
 **1,600** users
 **105T** CO2 saved





**Thank you for
your attention!**



Anaïs Timon

VP International Expansion

anais@karos-mobility.com

**Join us
to revolutionize
daily mobility habits!**

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Ministry of Transport**



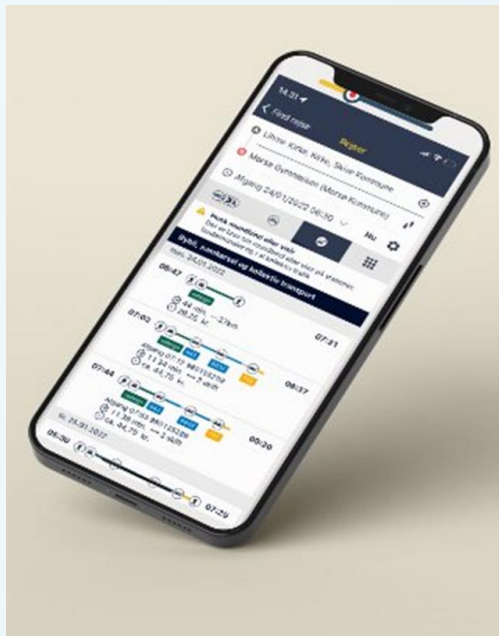
A group of five young people are inside a car. On the left, a young woman with blonde hair in a braid and blue eyes is smiling. In the center, three young men are looking towards the camera. On the right, a young woman with dark hair is smiling. The car's interior and windows are visible in the background.

Ida Blinkenberg Lidell
Head of Brand

**Nabogo: concept - and too much
success in Aarhus?**

**Business model:
customers are the
public sector**

Winner of the category
Shared & Public Transport



**Nabogo is
integrated with
public transport**

**Local campaigns in
Public-private partnerships**





REGION NORDJYLLAND

Denmark

since 2018

midt
regionmidtjylland

Region Syddanmark



GLADSAXE



Horsens Kommune



Norway

since 2023



skyss



The Netherlands

since 2022



provincie Zuid-Holland

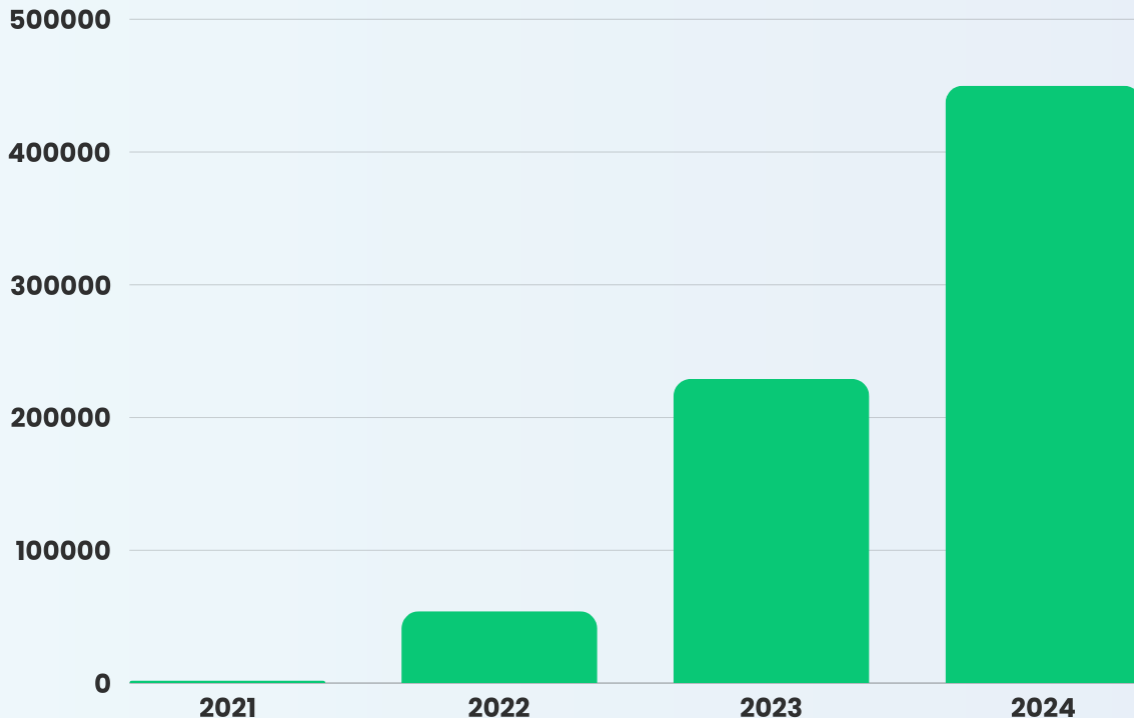


PROVINCIE UTRECHT



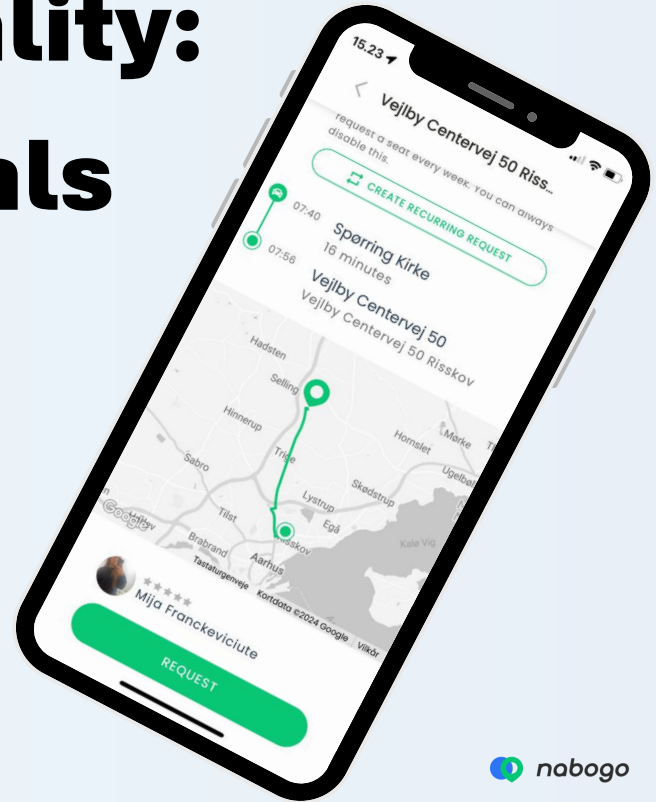
What have we achieved?

Total:
735.240
carpools



The case of Aarhus Municipality: two goals

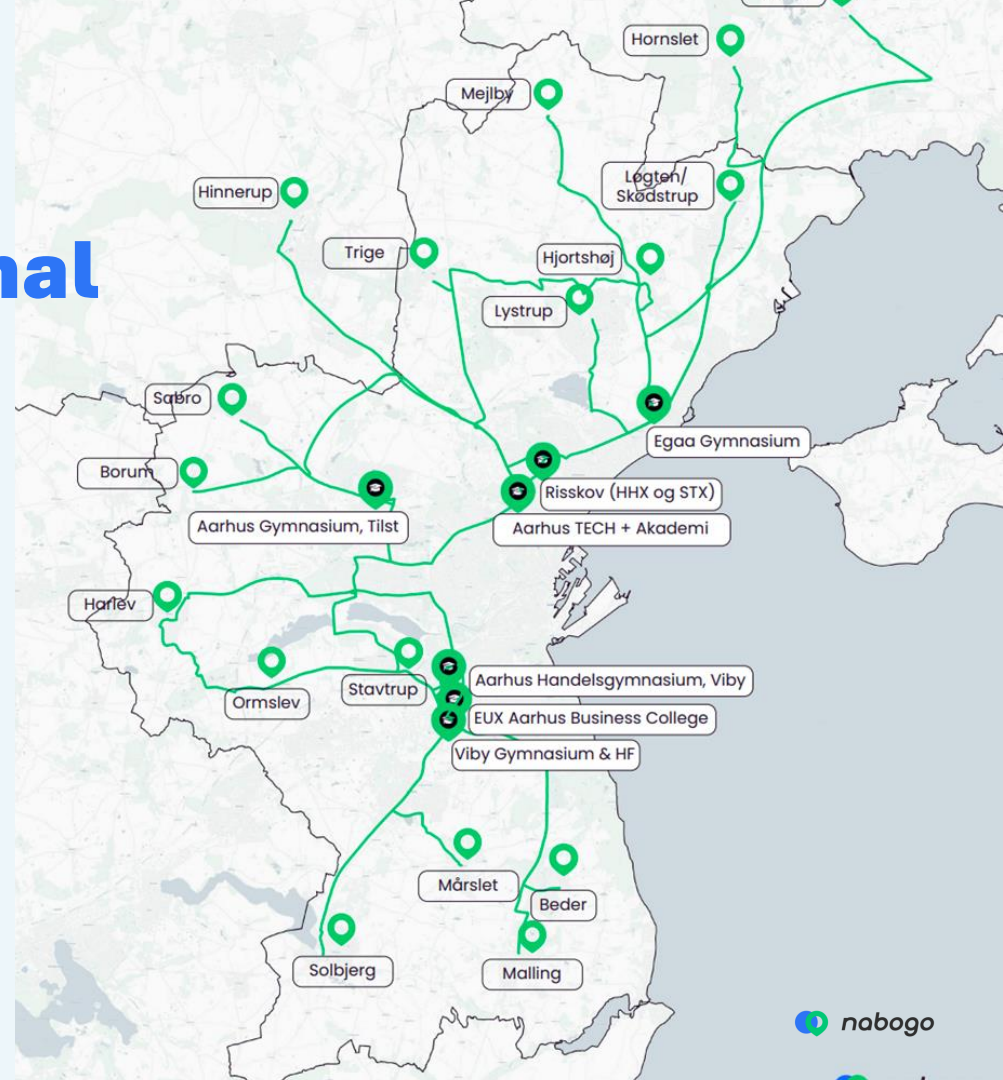
Aarhus



1. Mobility for young citizens to educational institutions

Campaigns at the educational institutions outside the city center

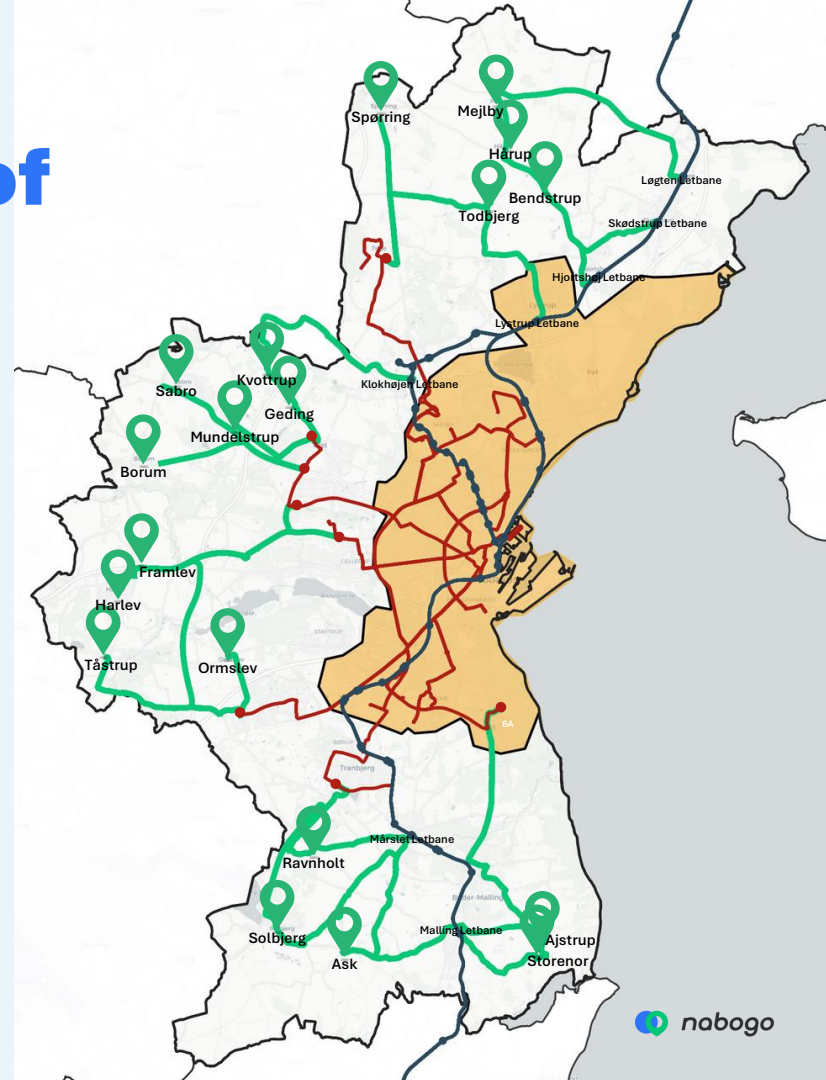
Subsidy: 10 DKK (1,34 €)



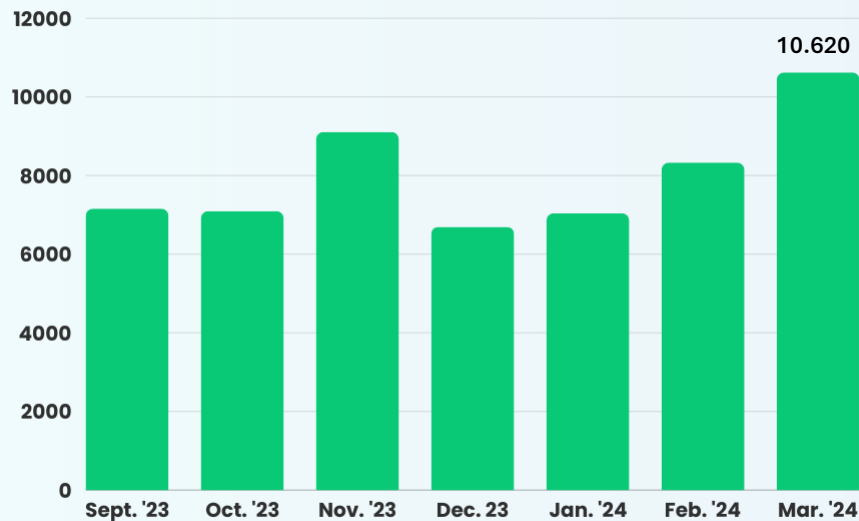
2. Extending the reach of public transport

From a lot of missing links from suburbia and villages to Aarhus City...

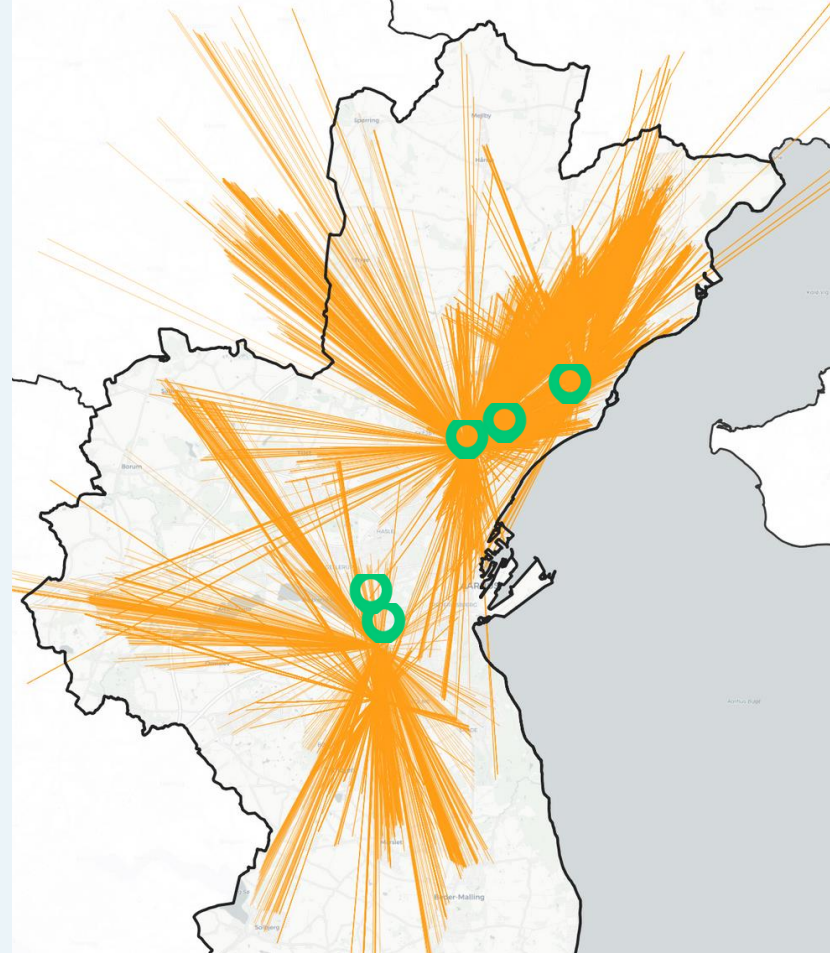
...To carpool corridors which connect to mobility hubs



Outcome: big success



Monthly number of carpools on Aarhus-contract



Top 5 educational institutions

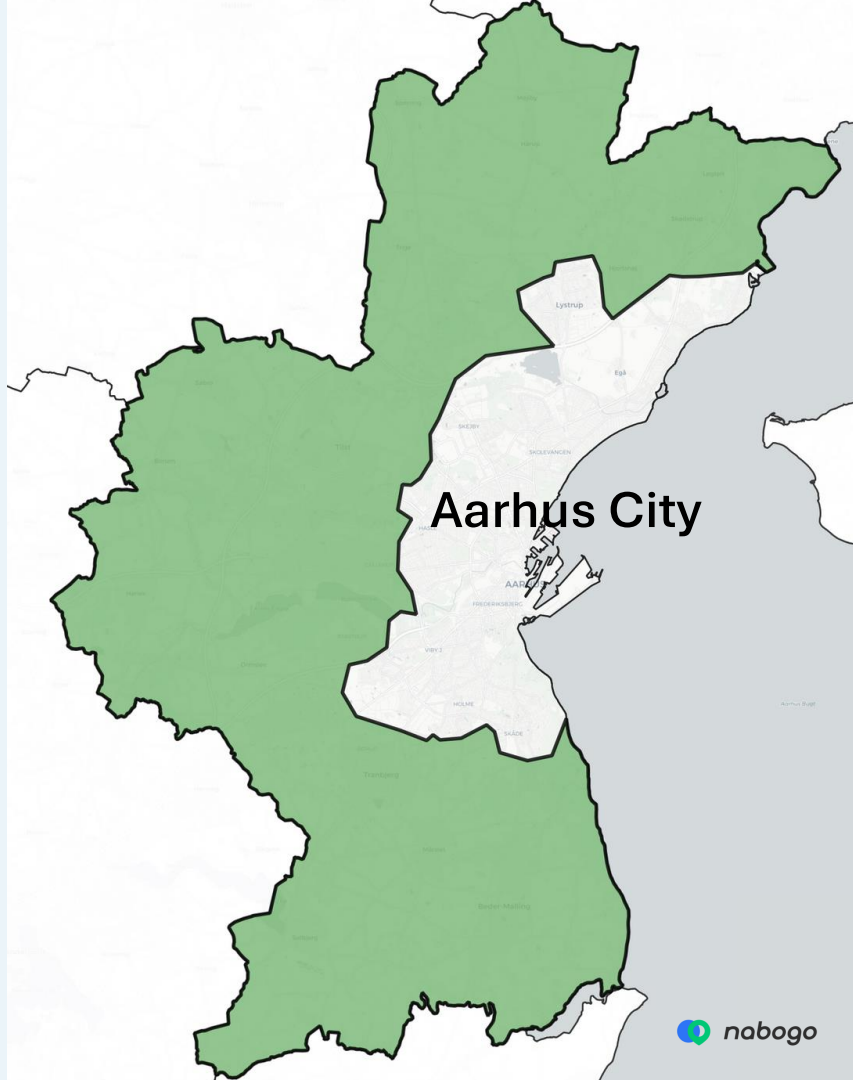
Too big?

Two measures:

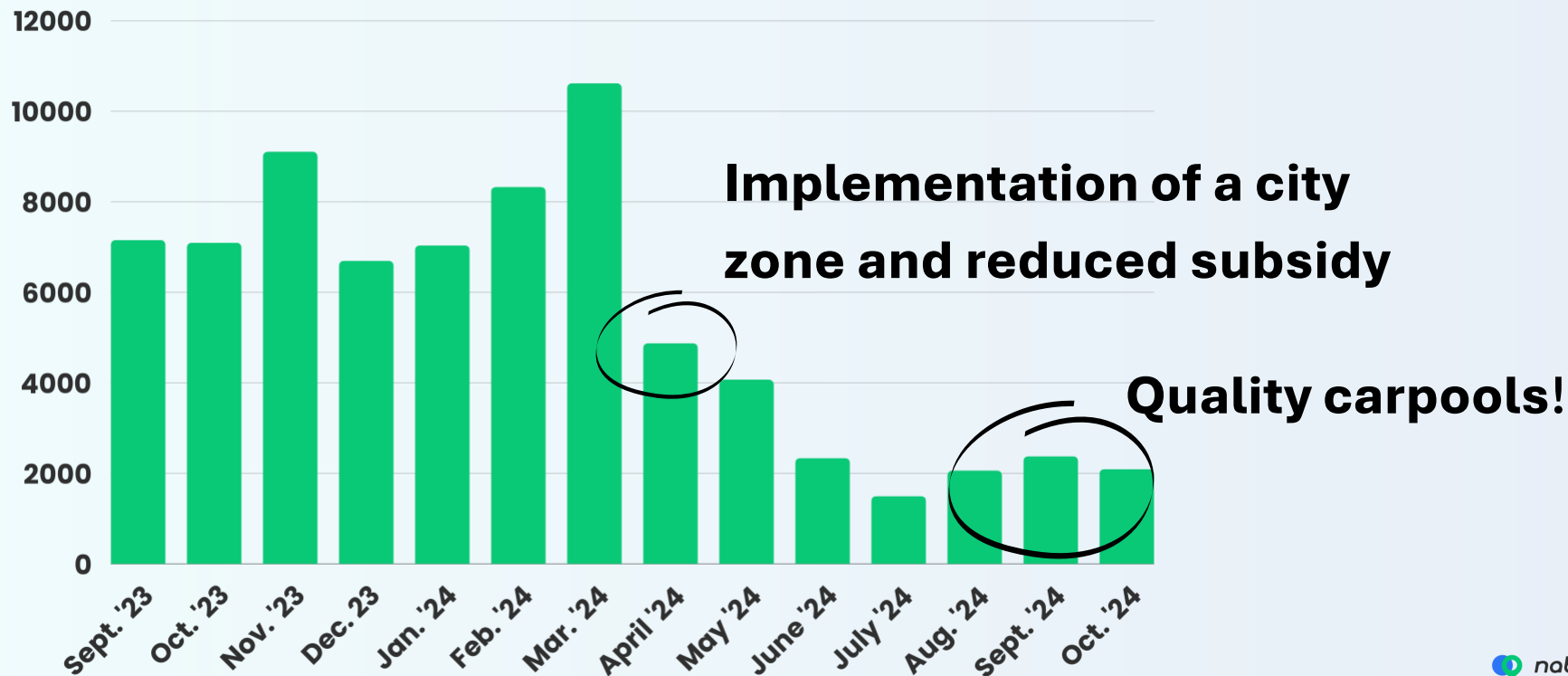
1. Subsidy free **city zone**

2. Halving subsidy from 10 to 5

DKK (1,34 € to **0,67 €**)



A curve showing success (!?)



What we learned

Carpooling is a popular addition to the mobility mix in suburbia.

With volume, we can:

- **target citizens most in need**
- **build carpool corridors to extend the reach of public transport**

Thank you for listening!



**Connections and questions are
welcome**

ida@nabogo.com



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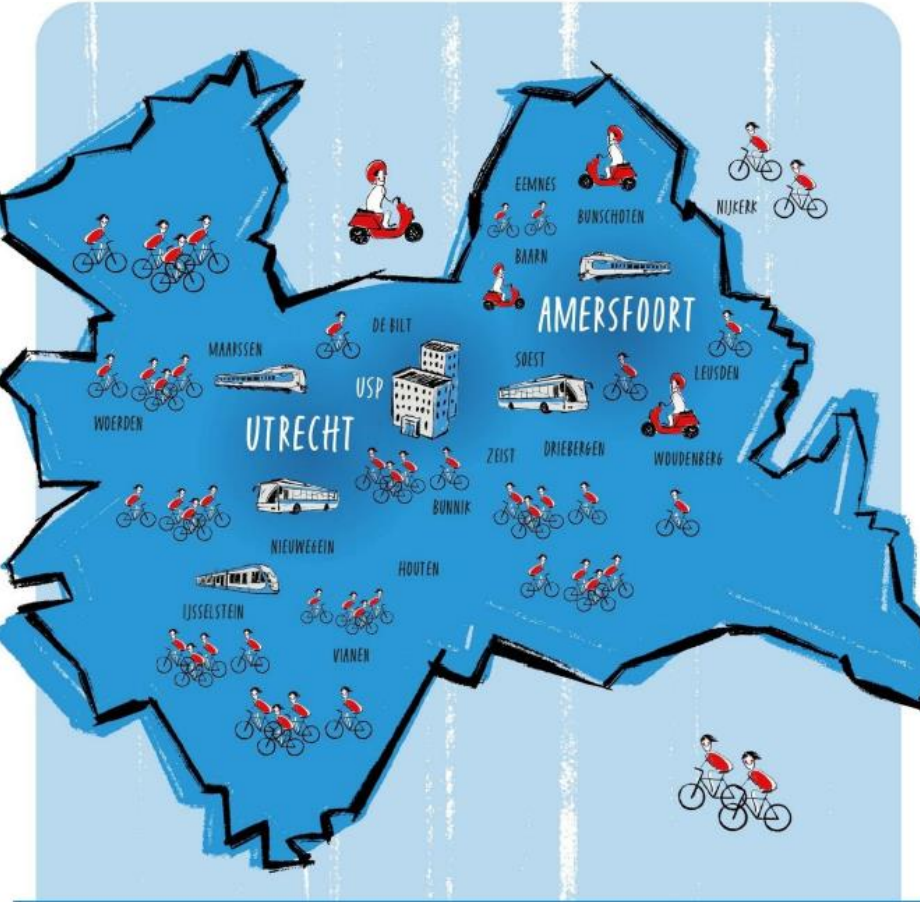
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Ministry of Transport



Karlsruhe



Integrating shared mobility

Utrecht's journey towards a unified transport system

Eric van Dijk & Wouter Slob

Karlsruhe 27/11/2024

In the heart of the Netherlands lies the Metropolitan Region Utrecht (MRU).

It is a diverse region with a high quality of life, a sustainable living environment and a strong and innovative economy. The cities, villages and landscapes are among the most attractive in the Netherlands.

In March 2023, the European Commission designated the Utrecht region as the most competitive region in Europe. This means that Utrecht is the region with the greatest competitiveness.

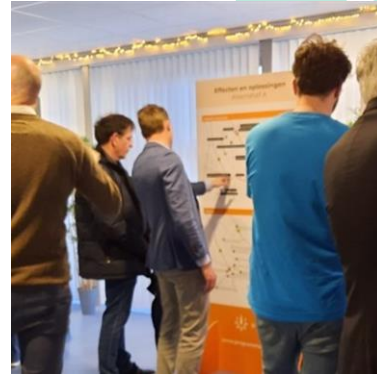
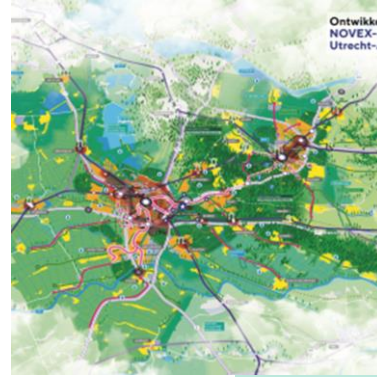


The challenges in Utrecht

- **Metropolitan Region of Utrecht (MRU)**
- Highest economic growth and population growth

There is no space for a traditional mobility mix

- **Create space for:**
 - Living
 - Working
 - Mobility



'Shared and Digital Mobility Hubs'

- **What do we want to learn?**
 - What are good locations for hubs?
 - How can we use MaaS-applications for integrating shared mobility with public transport?
 - How can we scale-up regional shared (micro)mobility?



Legal framework (fragmented government)

Het openbaar vervoer in de hele provincie Utrecht kleurt U-OV geel

2 oktober 2024 - in Mobiliteit, Openbaar vervoer

De winnaars van de Utrechtse aanbesteding van het openbaar vervoer, Transdev en Keolis, zijn gestart met de voorbereiding van de nieuwe openbaar vervoer-concessies vanaf december 2025. Een concessie is een soort contract, waarmee een vervoerder het recht krijgt om in een gebied openbaar vervoer te verzorgen. Met de inwerkingtreding van de concessies in december 2025 gaan beide vervoerders een uitgebreid en toekomstgericht openbaar vervoersnetwerk aanbieden. Hiermee spelen zij in op de veranderende vervoersbehoeften in de regio. In de nieuwe concessies ligt de nadruk op flexibiliteit, duurzaamheid, excellente uitvoering en sociale toegankelijkheid.



Deelfietsen moeten makkelijker en goedkoper worden in Utrecht: 'Levert veel ruimte op in de stad'

20 december 2023, 13:57 • 4 minuten leestijd



© ANP

Utrecht - De gemeente Utrecht wil meer deelfietsen in de stad en die moeten voor de gebruiker aantrekkelijker en goedkoper worden om te gebruiken. Om dat voor elkaar te krijgen, wil Utrecht het aantal deelfietsen dat in de stad is toegestaan behoorlijk verhogen. Ook wordt er onderzocht wat de gebruiker een reële prijs vindt voor een ritje.

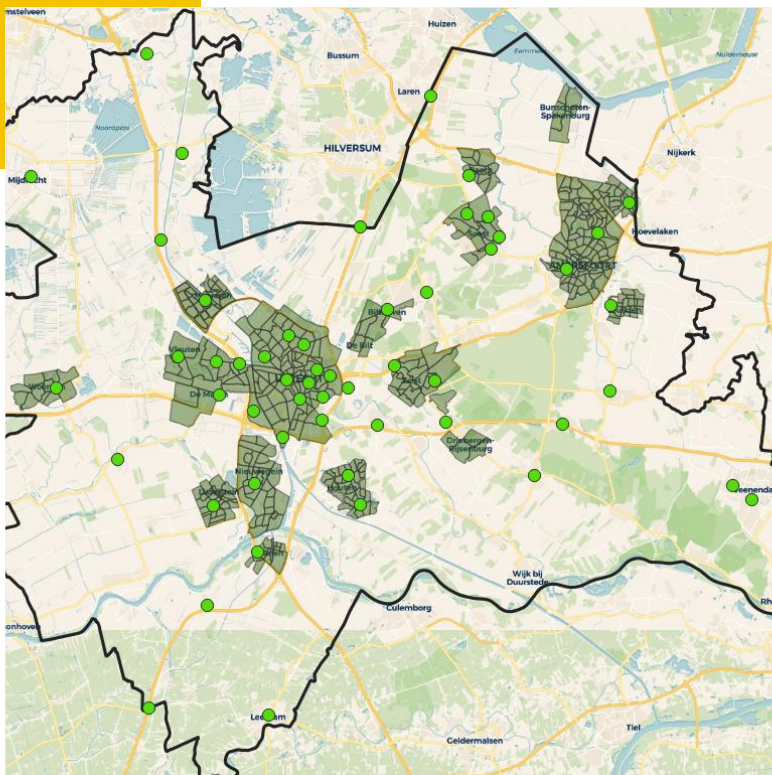
Al jarenlang zet de gemeente vol in op deelmobiliteit. Doel is dat autobezit in 2030 "minder vanzelfsprekend" is. Daarom worden de vergunningen voor deelvoertuigen verlengd aan deelfietsverhuurders Tier en Cargoroo. De nieuwe vergunningsperiode loopt van 2024 tot en met 2026.



▲ Reizigers op het drukke treinstation Schiphol. © ANP

Rijk remt investeringen in openbaar vervoer af: 'Vroemvroebeleid bijna een godsdienst'

Cruciale investeringen in het openbaar vervoer worden door rijksbeleid afgeremd. Nederland dreigt vast te lopen als er niet snel aan een ambitieus meerjarenplan wordt gewerkt. Dat stellen FNV Spoor en reizigersorganisatie Rover.



Working together in Utrecht Region



Goedopweg

- Regional Shared Bike system
 - Expand around the already existing shared bike schemes.
 - Step-by-step upscaling (learning by doing approach)
 - We need each other!
- MaaS joint agreement
 - Learn from each other

Lessons from Utrecht

- Share experiences and facilitate collaboration
 - Workshops
 - Excursions

Try to inspire each other by sharing excitement and keep telling the story!



Shared and Digital Mobility Hubs

ShareDiMobiHub

<https://www.interregnorthsea.eu/sharedimobihub>

<https://www.linkedin.com/company/sharedimobihub/>

Interreg
North Sea



Co-funded by
the European Union

ShareDiMobiHub





Our Digital Participatory Platform (DPP): Sneak Peak





Interested in joining?

- **A beta version** will be released in **spring 2025**
- Join our stakeholder list if you want to get access to the free platform when it's released.



<https://de.surveymonkey.com/r/C92ZSF>
C

More information

Eric van Dijk

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<https://www.linkedin.com/in/edijk/>

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Provincie Utrecht / Domein Mobiliteit

Archimedeslaan 6 | p.o. box 80300 | NL 3508 TH | Utrecht

<https://www.provincie-utrecht.nl/>



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**Thank you for
your attention!**

Bike Sharing works!
- but what about rural areas?

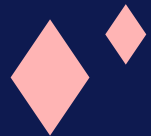
- Provider, operator, partner
- 25 countries
- 400 cities
- 115.000 bikes
- 20 years experience
- European Market Leader
- Expertise in public transport integration
- Multimodal Bike Sharing
- 40% of our cities under 500.000 inhabitants

About us



Our vision

Mobility is available to **all people** and in a way that conserves space and resources.





As integrated component Public Bike Sharing
makes Public Transport more flexible, available
and sustainable - at comparatively low
cost

Why in suburban areas?

- Last mile/First mile
 - Commuting (cause mainly traffic jam)
 - Leisure Traffic (Day Trips)
 - Filling gaps of other public transport modes
 - No waiting time (on-demand)
 - Covering off-peak-times
 - Relief peak times
 - Supplement rout courses
 - Avoid bikes in busses and trams
- **The most sustainable and low-cost measure to meet the needs of public transport services**



Best practice: Karlsruhe

From Fächerrad to KVV.nextbike

The transformation of
a city bike sharing into
a regional public bike sharing



Best practice: Karlsruhe

Fächerrad

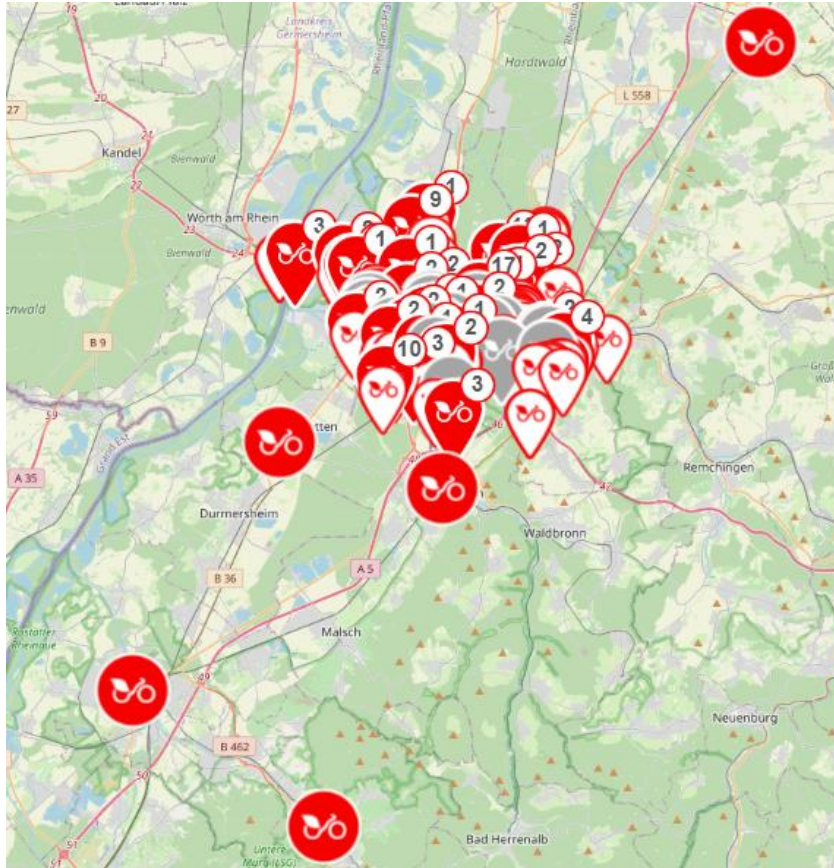
- Bike Sharing System Karlsruhe
- Launched in 2013
- On behalf of the City of Karlsruhe
- Hybrid: Station based+Flexzone
- 350 bikes
- Only available in city area of Karlsruhe
- Discount for KIT students and KVV subscribers
- Solid acceptance but not flying



Best practice: Karlsruhe

KVV.nextbike

- New tender in 2018
- Regional Public Bike Sharing
- Karlsruhe + 6 smaller cities
- Launched in 2019 with 450 bikes
- On behalf of KVV public transport network
- Hybrid: Flexzone + physical and virtual stations on main roads, residential areas and working districts
- MaaS integration: Brand, tariff, physical, digital
- KVV subscribers ride 30 min free



Best practice: Karlsruhe

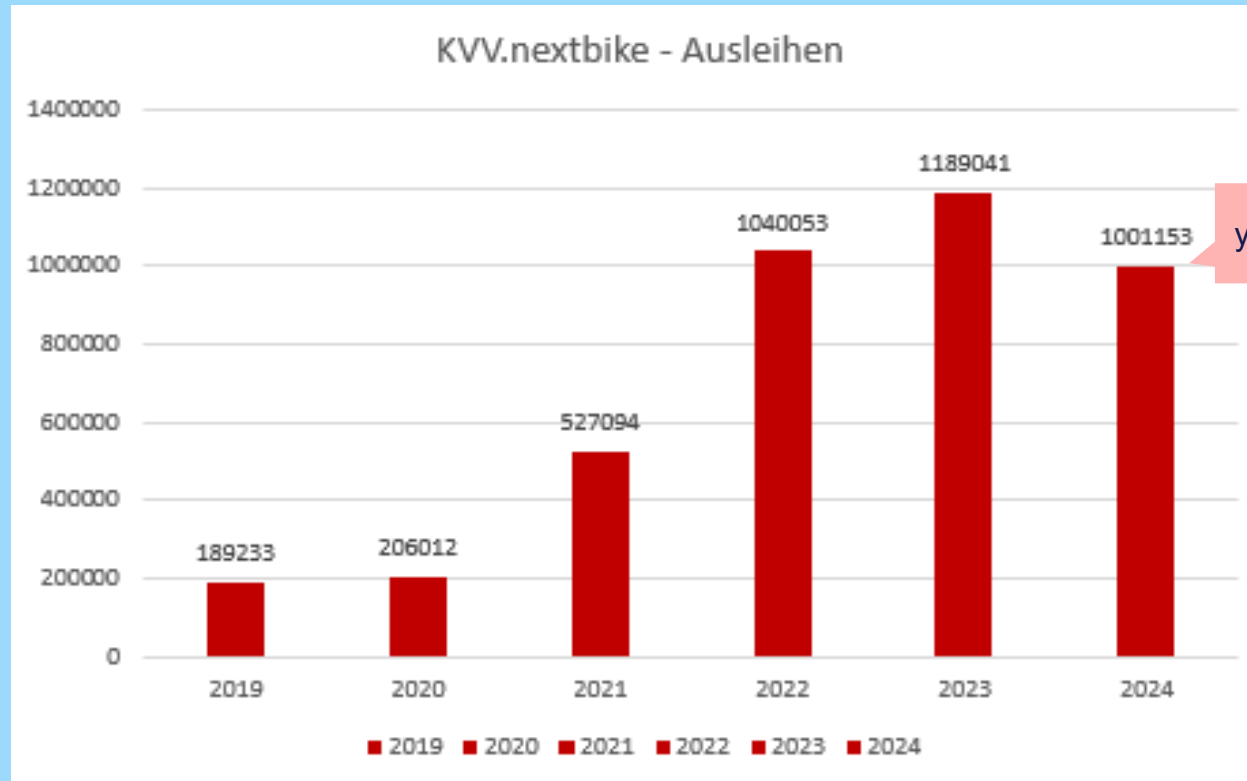
KVV.nextbike - today

- 950 bikes
- One account → 7 cities:
 - Karlsruhe
 - Baden-Baden
 - Bruchsal
 - Rheinstetten
 - Ettlingen
 - Gaggenau
 - Rastatt
- Multimodal: Pedal, E-Bikes, Cargo Bikes

Best practice: Karlsruhe

KVV - a success story!

Over 1 Mio
rentals each
year





It works also in rural areas!

Must haves:

- Under the umbrella of public transport network
- Minimum of cycling infrastructure
- Financing: Subsidies (3-4 less rentals than inner city), PPP
- PT Integration: One account, stations, tariff
- Service Workshop Hubs

You get:

- Low invest and sustainable PT Supplement
- Active, individual and accessible mobility on demand
- Positive impact also for inner city → commuters
- Effective lever to meet the city's climate strategy

Our new bikes are now available!

See you later at the dinner
or at our booth!

Mareike Rauchhaus

Director of Comms/
Public Policy

