

In brief

With the establishment of a Mobility Alliance in Aachen, local mobility providers of buses, trains, car sharing and pedelec sharing worked together in order to develop a mobility platform for the regional transport market and to offer multimodal and intermodal mobility options for citizens. A pilot with 100 test users was carried out from April to July 2016, including joint registration and chip card access to the shared vehicles. The newly introduced multimodal routing system includes not only event and real-time data, but also real-time routing for bus and train passengers.

Context

In the city of Aachen, with about 250,000 residents, 51% of the travel routes are done by car, since 1990. Since then, the bus and railway percentage increased by 5 %-points to 15%, which however was completely due to a relocation of footpaths. Foremost in view of improving air quality, there is a clear need for action for shifting car traffic to the other means of transport.

For some time, a significant improvement of flexibility in the choice of the means of transport could be noted in the region of Aachen. In addition, various new technological developments and trends are also currently characterising the mobility market. Therefore, the basic conditions, the already harmonised public transport offers (buses and railways) with different additional mobility services (such as car and bike sharing) are provided for networking these offers in an innovative way within the scope of a comprehensive, integrated mobility concept.

In action

With the establishment of a Mobility Alliance in Aachen, local mobility providers of buses, trains, car sharing and pedelec sharing worked together in order to develop a mobility platform for the regional transport market and to offer multimodal and intermodal mobility options for citizens, built on interactive Mobility 2.0 applications. A market analysis was conducted as a first step. Based on this, an initial concept for the Mobility Alliance was elaborated, including various organisational, financial, technical and legal issues. A pilot with 100 test users was carried out from April to July 2016. The test users were able to appraise the simplified integrated access to buses and trains as well as try out the city's car sharing and pedelec sharing schemes. This included a joint chip card access to the shared vehicles and one joint registration form. The data recorded in the form is adopted by an automated procedure in the corresponding car sharing and pedelec sharing contracts. In addition, test users got discounts on car sharing and pedelec sharing use, discount and a daily price cap on mobile single-ride tickets for public transport. To get the required information to plan a trip, a new multimodal information and routing platform was introduced by the region's public transport association AVV, available from www.avvmulticonnect.de. The system includes multimodal and

intermodal routing for public transport, park and ride, bike and ride, car, car sharing, bike and walking. Moreover the system offers event and real-time data, and also real-time routing (alternative routing in case of delays) for bus and train passengers. Test users with a Twitter account shared tweets and retweets about their trips.

Results

The cooperation among the mobility service providers and other mobility stakeholders in the region was strengthened by the intense work undertaken together in the project. As a first step a detailed market analysis and a concept for a Mobility Alliance were prepared, including a short-term, practicable solution for the pilot phase and long-term concept that goes beyond the DYN@MO project. In the pilot phase 100 users tested an integrated combination of mobility services and a multimodal route planning system. The regions' mobility stakeholders had the opportunity to gain experience with the provided services, a joint access chip card and a multimodal routing system. With this system a more attractive Mobility Alliance with multimodal and intermodal routing and improved passenger information (real-time data and routing, event data) is provided. The results from a survey with the test users reveals the user's opinion on the matter and provide the basis to improve the Mobility Alliance. The test users stated in the survey:

- The multimodal trip planner is satisfying (80%)
- Using different modes of transport in the Mobility Alliance is (very) good (76%)
- The idea of one multimodal booking platform is (very) good (90%)
- Joint access via chip card is key to behaviour change (78%)

The experiences and evaluation results in the project have shown that user have great interest in an offer of information, booking, access and paying through a platform of a joint Mobility Alliance in the region.

Challenges, opportunities and transferability

During the project success factors for a valuable implementation were identified:

- Good cooperation between committed partners working towards a common goal
- Benefits and synergies of cooperative work, and therefore the will to invest
- Political support, both financially and towards the public
- Public awareness and increased popularity of multimodality
- Fast developments in multimodal electronic offers
- Successful gathering of required data

- Building the needed interfaces for exchanging data and maintaining the interfaces

During the pilot phase, the Velocity pedelec sharing system was still in the build-up phase. Thus, a test-in-test situation was given: The Velocity test offer was tested in the Mobility Alliance test. In the future, only mobility services, which already have marketability, should be integrated in the Mobility Alliance.

The experiences and evaluation results in the project have shown that users have great interest in multimodal services and in an offer of information, booking, access and paying through one platform. It is planned that the multimodal routing system will be introduced permanently in 2017. In parallel, the Mobility Alliance is being developed further. New mobility offers will be integrated, e.g. carpooling and long-distance coaches. At the same time, electronic transport fare management will be introduced: Initially all season tickets will be transferred to chip cards and mobile devices as of 2017, followed by all other public transport tickets and access rights for other mobility services from 2018 onwards. In addition to mobility information, booking and ticketing for other mobility offers will also be available on one online platform.

In depth

<http://www.civitas.eu/content/mobility-alliance>

http://www.aachen.de/DE/stadt_buerger/verkehr_strasse/verkehrs_konzepte/civitas/mobilitaetskarte/index.html

Contact: Reyhaneh Farrokhkhiavi, farrokhkhiavi@avv.de