



# CITY OF HAMBURG: CLIMATE-NEUTRALITY AND MOBILITY STRATEGY (CHANCES AND CHALLENGES WITH NEW MOBILITY AND REGULATIONS)

Gesine Nitsios

Authority for Traffic and Mobility Transition  
(Behörde für Verkehr und Mobilitätswende -  
BVM)

Processing „New Mobility“

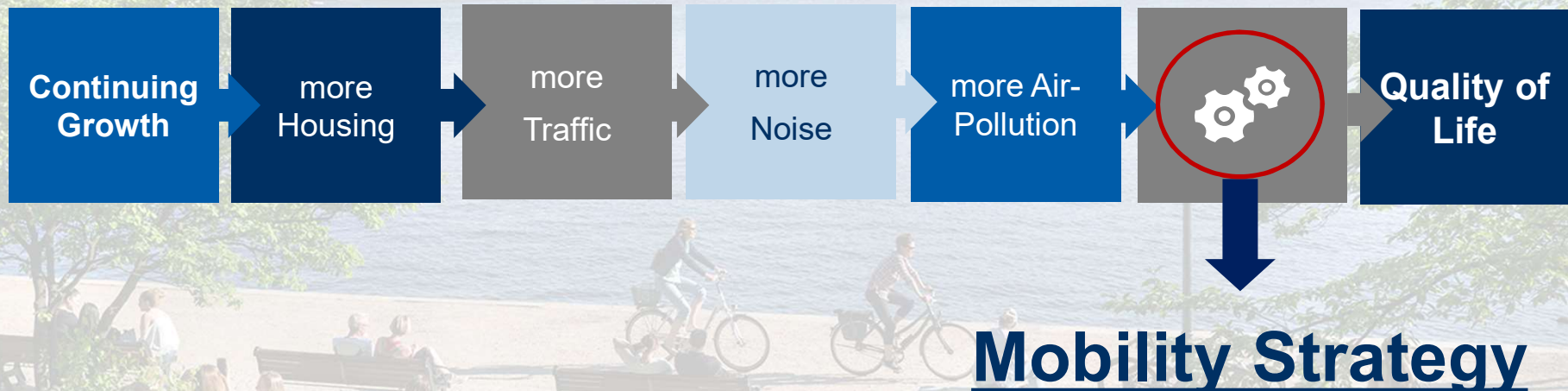
5th of May, 2022 | Hamburg

# AGENDA

- 01 Climate-Neutrality and Mobility Strategy of Hamburg
- 02 New Mobility in Hamburg
- 03 Chances and Challenges with New Mobility and Regulations
- 04 Questions and Discussion

# MOBILITY TRANSITION IN A PROSPERING CITY

→ estimated 2 million Residents in 2030 according to 1.9 million today.



[www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de) / Andreas Vallbracht



# CLIMATE-NEUTRALITY AND MOBILITY STRATEGY



# CLIMATE-NEUTRALITY

## THE GIVEN FRAMEWORK

### Climate Act of German Federal Government

→ CO<sub>2</sub> Emissions **-55%** by 2030  
(compared to 1990 levels)

### Hamburg Climate Act

→ CO<sub>2</sub> Emissions **-55%** by 2030

### Paris Agreement, 2015

### Climate Change Act 2021 (German Federal Government)



- **65%** by 2030

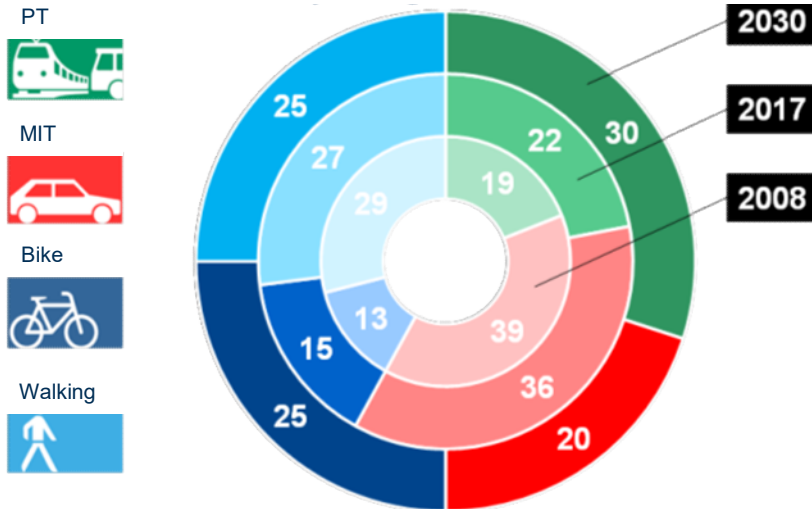
**Greenhouse Gas Neutrality by 2045**



[www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de) / Andreas Vallbracht

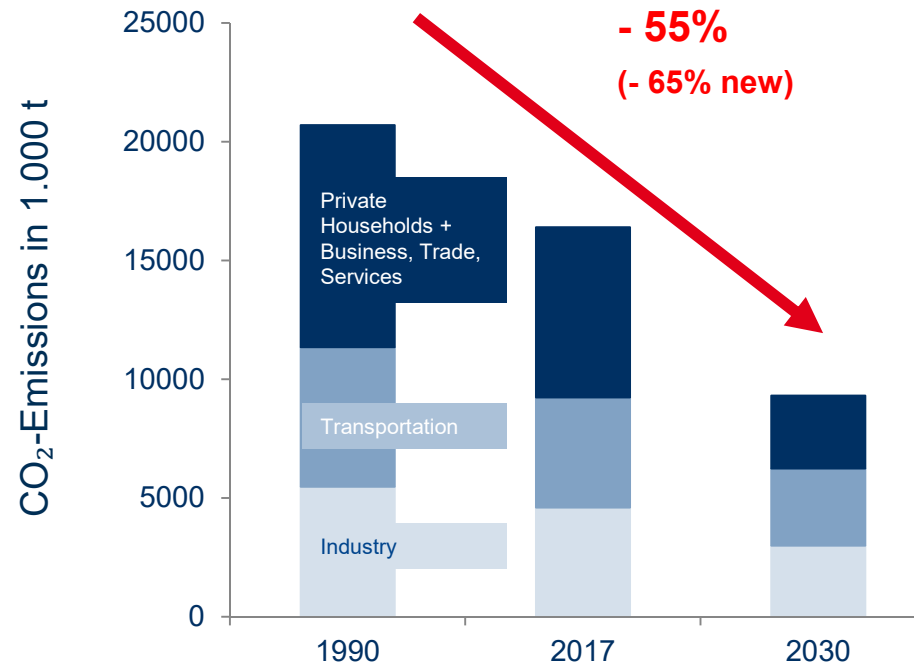
# MOBILITY STRATEGY OF HAMBURG

**Share of all transportation per day (in %)**



- Decline of MIT by -19%
- Increase of Ecomobility up to 80%

**CO<sub>2</sub> Emissions by 2030**



SOURCE: MID 2017 (infas, DLR et.al.), BVM

Quelle: Statistikamt Nord (2017), BVM

# MAJOR GOALS OF OUR MOBILITY STRATEGY

Increasing the Share of Ecomobility



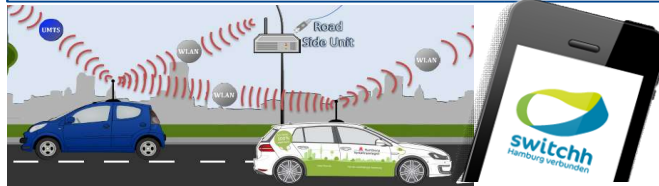
Developing towards a Bicycle Friendly City



Guaranteeing Public Transportation as a backbone of mobility



Optimizing multimodale Networking



# HOW TO FULFILL THIS STRATEGY?

## FIELDS OF ACTION *(INCLUDING BUT NOT LIMITED TO)*

### Public Transportation

- Project „HH-Takt“: Transportation **access within 5 min.** for everyone in HH by 2029



### Cycling

- **Upgrade towards a Bicycle-Friendly-City**
- 280 km **Veloroute** Network (150km thereof need fixing)
- **StadtRAD** Hamburg: 4,500 Bikes, sharing system available all over Hamburg
- **Bike and Ride** facilities for approximately 28,000 bicycles at all 133 overgroundstations by 2025

### Electrification

- (Federal) Government Goal => +30% electrical Cars
- HH Masterplan: “Publicly available Load Infrastructure - E-Charging HH” (since 2014)
- Since 2021 only electrical busses ordered
- Elektrification of all busses in Public Transportation by 2030

“New Mobility”



→ *Using instead of Owning*







# NEW MOBILITY IN HAMBURG

02

# TYPES OF NEW MOBILITY IN HAMBURG

## Car-Sharing

- Free-Floating On-Demand-Ride-Sharing-Services (IOKI, MOIA)
- Stationary Car-Sharing (cambio)

## Bike-Sharing

- Nextbike, StadtRAD

## E-Bikes since (09/2020)

- BOND (Free Now), lime, ...

## E(lectric)-Moped

- emmy, Felyx

## E(lectric)-Scooter (since 06/2019)

- Bolt, Bird, Tier, Lime, VOI



# HOW TO FULFILL THE MOBILITY STRATEGY FOCUSSING „NEW MOBILITY“

## Promoting Sharing Systems (Bike-Sharing, Car-Sharing, Pool-Riding)

- **hvv switch (mobile stations)**
  - 89 inner city locations (2022)
  - 220 locations by 2024

## Implementing Autonomous Vehicles (trains and cars)

- **Ridepooling (MOIA)**
  - autonomously driving by 2025

Photo: The ID.BUZZ AD Vehicle by Volkswagen.com



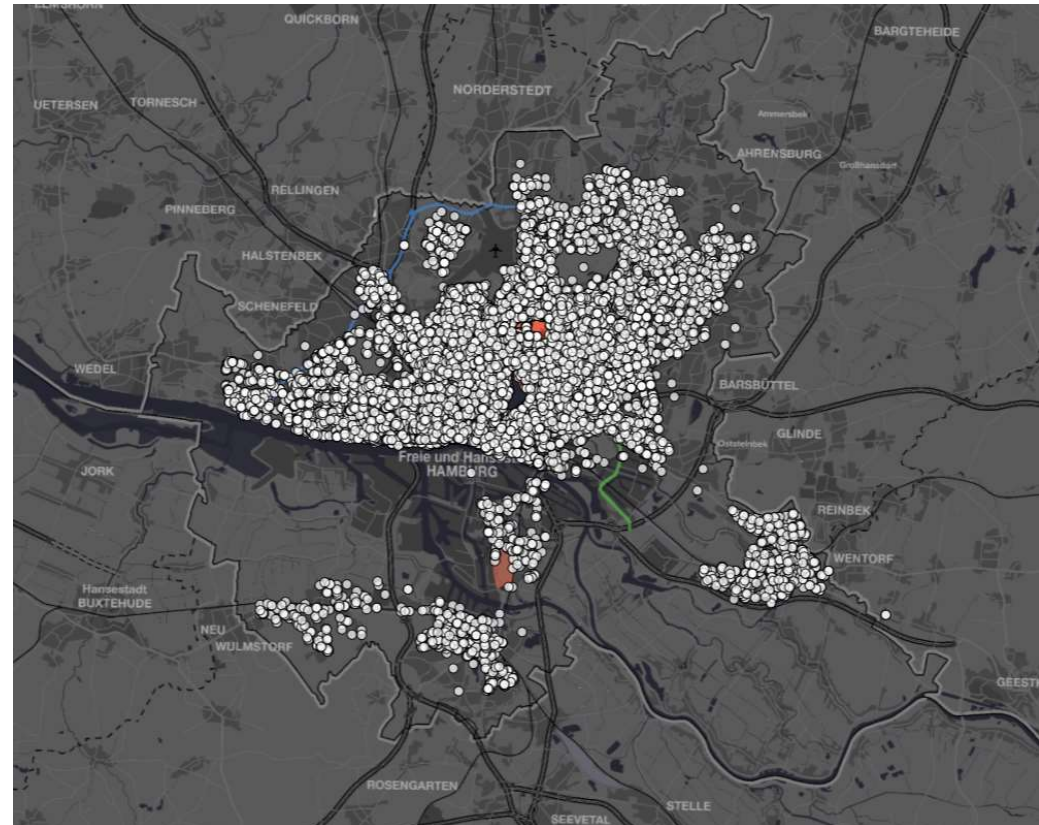
...and  
Chances!

# CHALLENGES WITH NEW MOBILITY AND REGULATIONS

03

# FOCUSSING E-SCOOTER

- Currently **17.500 operating**  
(2021: 11.000 Vehicles)
- **2-3** lendings /day
- **2 km** distance on average
- **9-11 minutes** drive on average
- mostly used in the **City Centre Districts** Altstadt, Neustadt, St. Georg, Hafen City, St. Pauli, Altona-Altstadt



Source: BVM-Dashboard (Real-Data-based), Status Quo on 29th of April 2022.

# CHALLENGES OF NEW MOBILITY IN HAMBURG



Fotos: HVV, Simon Henze, Hamburg 2022

# PROBLEM OF IMPLEMENTATION NOT AWARENESS

Missing legal Foundation in Germany...

*Setting Goals or Restrictions?*

„The Hamburg Way“ according to E-Scooter on a voluntary basis between BVM and providers...



Photo: New Mobility in HH-Winterhude by BVM, Gesine Nitsios, April 2022

# MEETING THE CHALLENGES

- Dashboard (MDS-Interface)
- Round Table
- No-Parking-Zones (GPS-based)
- Parking Areas
- Photo of Return (App Download)
- Complaint Mailbox
- Walking Patrols („Fußpatrouille“)
- Reconnaissance of Users
- Controls of LBV

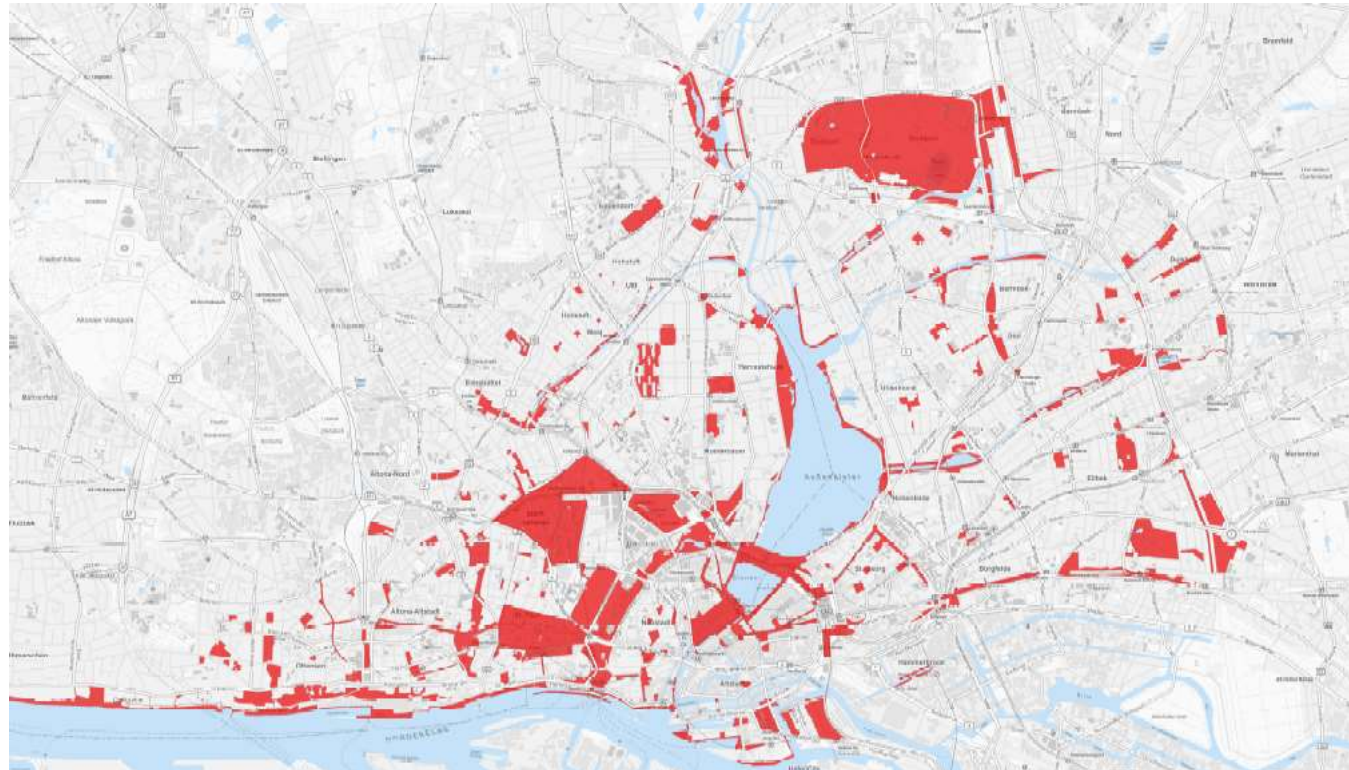


Photo: Parking Area „Neuer Wall“, City-Centre, by BVM, Gesine Nitsios, April 2022



# MEETING THE CHALLENGES

No-Parking Areas for E-Scooter in Hamburg (March 2022)



Source: <https://www.hamburg.de/contentblob/15137514/b057096fc280b2ce2e3b117367618379/data/e-scooter-verbotszonen.pdf>

# KoGoMo II

*„Strengthening Communal Governance by Implementation of New Mobility in Cooperation with Private Providers“*

*Joint-Research-Project with Hamburger Hochbahn and others*



## Goals

- Integration of New Mobility in Outskirts with less Transport Options.
- Development of an broadly used and commonly accepted Governance-Strategy for implementing New Mobility as a Governance Tool for local Authorities in Germany

Source: KoGoMo, 2022

# QUESTIONS AND DISCUSSION



Hamburg

# THANK YOU FOR YOUR ATTENTION!

GESINE NITSIOS  
PROCESSING NEW MOBILITY

E-MAIL: [GESINE.NITSIOS@BVM.HAMBURG.DE](mailto:GESINE.NITSIOS@BVM.HAMBURG.DE)

# CONTINUOUS PLANNING PROCESS

## Mobility Programme 2013

Projects are updated annually:  
[www.hamburg.de/bwvi/mobilitaetsprogramm](http://www.hamburg.de/bwvi/mobilitaetsprogramm)

## Mobility Council

Council members discuss mobility planning, urban development and give advice.

[www.hamburg.de/bwvi/mobilitaetsbeirat](http://www.hamburg.de/bwvi/mobilitaetsbeirat)

## Mobility in Hamburg – Goals (2017)

<https://www.hamburg.de/bwvi/mobilitaet-in-hamburg-ziele>



# HAMBURG - OVERVIEW



[www.mediaserver.hamburg.de](http://www.mediaserver.hamburg.de) / Andreas Vallbracht