

ioki Hamburg

Integrated on-demand mobility for a strong public transport system

Project description

[ioki Hamburg](#) has become an integral part of the mobility offer in the districts of Osdorf, Lurup and Billbrook.

The on-demand solution is integrated into the public transport system and the HVV fare system and bridges the first and last mile according to demand.

The shuttles can be booked easily via app and are a prime example of innovative urban mobility. The project was awarded the German Mobility Prize in 2019.

Downloads
+ 34.000

Feeder
75%

Waiting time
< 5 Min

Distance in kilometres
+ 1,4 Mio

Launch

Juli 2018

Location

Hamburg and surrounding areas

Problem

Strengthening of public transport in urban peripheral areas, better connection of the surrounding area to the city

Concept

On-demand shuttle service to bridge the first and last mile

Users

Commuters, people from peripheral areas, people with reduced mobility

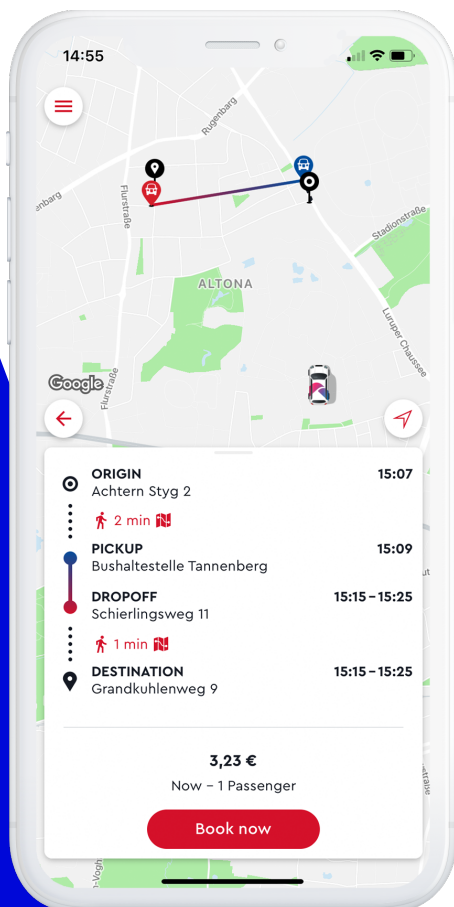


"Innovative mobility services like ioki Hamburg help more people switch to public transport and do without their own car. We are pleased that we can continue to provide this flexible shuttle service to passengers in Lurup, Osdorf and Billbrook."

Problem definition

After ioki initially took care of opening up the first and last mile at the start of the project in **2018** and subsequently mobilised industrial areas in **2019**, urban peripheral areas were also equipped with the new mobility solution. As part of Reallabor Hamburg, shuttles were launched in **2020** in the surrounding towns of Winsen, Harburg district, and Ahrensburg, Stormarn district. Here, it was achieved that commuters in particular are also supported in their daily mobility.

oio 2019
preisträger deutscher mobilitätspreis



Transport concept

Based on a data-based mobility analysis, we derived valuable economic and ecological statements about the mobility situation and its optimisation potential in the entire Hamburg area. Based on this analysis, an on-demand shuttle service integrated into the public transport system was designed for certain service areas, which can be ordered via app and brings passengers to their destination on flexible routes. The intelligent ioki software in the background merges similar routes in real time so that up to six people can be transported together in the Hamburg shuttles (ridepooling). If the size of the container permits, more than six journeys can also be bundled together at the same time via the platform. The pre-booking function also allows passengers even more planning and security.

Result

The on-demand service ioki Hamburg has been successfully on the road since July 2018. In November 2019, the service was expanded to include a third service area, Billbrook, and has also been part of the RealLab HH initiative funded by the BMVI since 2020. As a result, ioki Hamburg now not only improves the accessibility of public transport in the inner city, but also the connection in the surrounding areas (Stormarn and Harburg districts).



Flexible stops



6 Operating areas



30+ zero emission vehicles



24/7 | Mon - Fri