

Objectives of the measure

- **At measure level:**
 - Introduction of a new, contemporary digital distribution channel to provide easy access to all transport services of the transport association.
 - Integration into a Check-in/Be-out system and in existing tariff services.
 - Increase ticketing data availability for PT provider and local/regional authorities and facilitate monitoring of PT ridership.
 - Allow more easy direct access for PT provider to the PT users through the App for sharing PT-related information (e.g., service disruptions) and inviting users to participate in surveys.
 - The Target is to reach a market saturation from 5-10%.
- Contributing to city level objectives of:
 - Easy access to PT
 - Increase PT modal share

Description of the measure

▪ Situation before:

Until now, there are only paper tickets for PT. Due to the size of the Hannover Region, people sometimes have to travel long distances. The Hannover Region has been divided into tariff zones and thus into different tariffs. Access to PT and selection of the correct tariff can be difficult and confusing for people due to the different zones.

▪ General description:

With this measure, we want to simplify access to public transport for everyone in the Hannover Region. With the new check-in/be-out system and thus the digital fare as billing, we are simplifying PT. The customer only has to board the means of transport of his choice and log in to the app. When the passenger gets off, the system automatically recognises it and only calculates the distance as the crow flies from the starting point to the destination. There is no possibility for confusing fare zones or different ticket options. Especially for occasional customers who do not use PT frequently, the digital fare makes access easier.

▪ Sub measures:

There are no sub-measures, as the measure cannot be subdivided into further smaller sub-measures. Although there are different phases in the implementation of the measure, they are too small-scale for a sub-measure.

▪ Measure outputs:

This measure will deliver:

- A Concept Study for a successful tariff implementation (market saturation between 5-10%)
- A new more complete database of Passenger data (who goes where by which transport mode)
- Pilot project starting in autumn 2023: implementation of digital tariff, 20 – 25 People

▪ Supporting activities:

Target group-specific advertising measures

Finding suitable media for advertising

Designing advertisements specifically for the target group

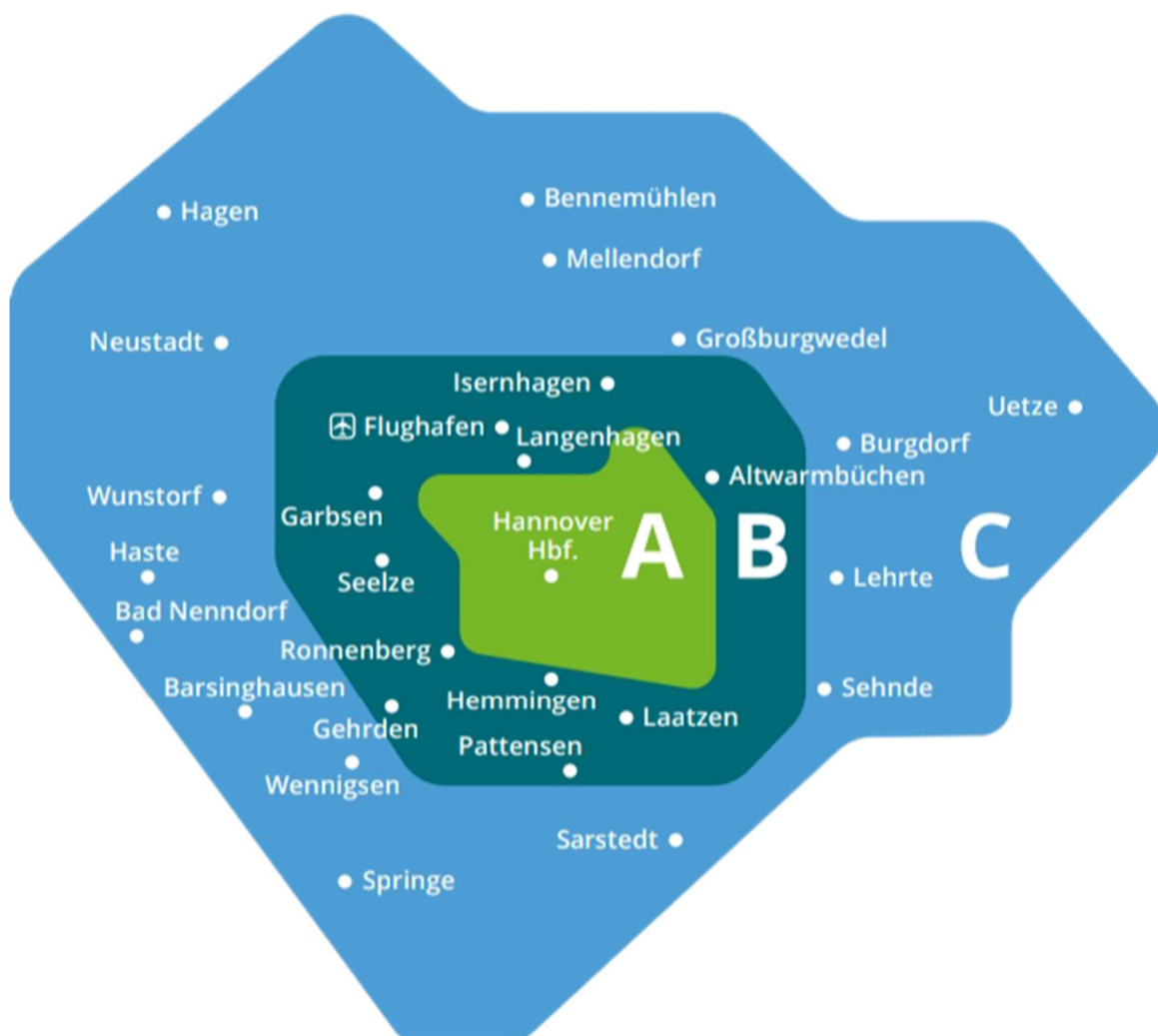
▪ Interaction with other city measures: UPPER and non-UPPER measures

This measure relates to other measures in the Hannover Region (non-UPPER measures, but connection to these existing projects):

- Modell Region Hannover: Ticketing and Data (BMVI Funding)
- Check-in/ be out Project (BMDV Funding)

Target groups and/or geographical impact areas

- **Target groups:**
 - Occasional users of PT
 - Existing Customers
 - New Customers
- **Geographic impact area:**
 - Whole Hannover Region (Tariff Zones A – C)



Stakeholders

The following stakeholders will be required for the implementation of this measure.

- Hannover Region: Project management and coordination, planning authority for PT Planning in whole Hannover Region

- Transport associations (GVH/ Üstra/ Regiobus): Implementation of the digital tariff in local public transport
- Representation for railway companies (DB-Regio): Same as above
- Rupprecht Consult (Supporting the Hannover Region in the implementation)

U-tools support

The implementation of this measure will be actively supported by this IT tool from the UPPER toolkit:

- The Use of **U-GOV** could help us to collect user feedback about the App and the usability of the new tariff system from different target users.

Link to other UPPER measures

This measure is similar to UPPER measures implemented in other cities, especially:

- **VAL_05** (Multimodal Digital Mobility Services (MDMS) with a focus on accessibility and inclusion)
- **ROM_06** (Innovative features into the MDMS system according to the mobility patterns and needs of users' groups)
- **MAN_05** (Modernize and increase the attractiveness of digital sales channels and private sector partnerships)
- **OSL_08:** (Increase visibility of sustainable modes of transport and measuring effects by integrating in MaaS-solutions)
- **LIS_07:** (To create a new Multimodal Digital Mobility Service (MDMS)
- **LEU_03+04** (To increase visibility and ease of use of public transport by offering improved information on public transport, parking and shared mobility options)
- **TES_07** (Increase accessibility to PT in low demands areas of the city)

Process of implementation of the measure

Stages	Description	Intermediate milestones
Preparation	Designing of a concept study for the Implementation of Digital Tariff in Hannover Region	- Concept study
Pilot Implementation (October – December 2023)	Implementation of Digital Tariff in Form of a pilot project together with Check-in/ be out system	- Setting of the final tariff - Good cooperation with check-in/ be out service provider - Successful implementation
Implementation 2.0 (Summer 2024)	Implementation and live going of Check-in/ be out System together with digital tariff	- Successful implementation - Attractive digital tariff - Market saturation of 5 – 10%
Evaluation (expected for 2025-2026)	Following Evaluation after the pilot project to ensure the Digital Tariff is sustainable	- None

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
HAN_01	NA	<ul style="list-style-type: none"> - Percentage of lines covered by new tariff - Increase in number of downloads of gvh app - Number of people using the app to book their trip - User Satisfaction