

Objectives of the measure

- **At measure level:**
 - Evaluate the demand-based PT Service in smaller towns and dispersed communities in the suburban and rural area of Hannover region and to look at the difficulties and successes of the service and provide lessons learned of an on-demand service for other cities and regions in Europe.
- **Contributing to city level objectives of:**
 - Provide demand-based PT Service where demand cannot be bundled in terms of time or space to justify regular services
 - Improve PT accessibility
 - Improve PT convenience
 - Reduce need for ownership of second or third car

Description of the measure

- **Situation before:**

Hannover Region consists of a core city (the state capital of Hannover) and 20 municipalities. While the city is urban, the surrounding area is suburban to rural. There is limited public transport in this area. During the last three years, in order to better connect these areas, the "Sprinti" was developed as an on-demand service and piloted in three different municipalities within the Region Hannover. By end of 2023, the service will be rolled out to the rest of the tariff zone C of Region Hannover. A lessons learned brochure has already been developed. This brochure, does not, though, include the extension of the Sprinti to tariff zone C. Neither does it consider the situation regarding the financing of the Sprinti after the end of the funding. These and other points will be covered in a further lessons learned paper that will be developed within the project.

- **General description:**

As part of the national funding for the "Model Region for Public Transport" (timeframe 2022-2024) the Sprinti will be rolled-out in the entire tariff zone C, i.e. the outermost ring of the Region Hannover.

Within this measure, we want to create a "lessons learned" brochure based on the expansion of the Sprinti service. We will collect the experiences and lessons learnt from the project, bring them together and evaluate them. The lessons learned brochure intends to serve as a blueprint for other cities, especially the ones in UPPER, to implement their own on-demand systems. The objective of this measure is to evaluate the demand-based PT Service in smaller towns and dispersed communities in the suburban and rural area of Hannover region and to look at the difficulties and successes of the service and provide lessons learned of an on-demand service for other cities and regions in Europe.

- **Sub-measures:**

- **HAN_02_01** Integration of Sprinti App into GVH App (MaaS)
- **HAN_02_02** Multi-purpose use of Sprinti vehicles as potential financing source
- **HAN_02_03** Evaluation of Sprinti Expansion

- **Measure outputs:**

This measure will deliver:

- Experiences from Sprinti pilot and its expansion in the form of a lessons learned brochure for successful development of on-demand systems
- Exchange on financing options for On Demand Services (in Germany), e.g. measuring the impacts of using the vehicles for multiple purposes (e.g. sustainable mobility options for companies/ employees, factory transportation, service for schools, etc.)

- Preliminary planning concept for the automation of on-demand services

- **Supporting activities:**

- Lessons learned brochure
- Attractive marketing

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

This measure relates to other measures in the city Hannover Region:

- Though not part of the UPPER project, the expansion of the “Sprinti” on-demand service in complete tariff zone C is preliminary step before the evaluation of the service as part of this measure.
- The digital tariff (HAN_01) will impact the success of this measure

Target groups and/or geographical impact areas

- **Target groups:**

- Existing and new customers of existing public transport, but also existing and new customers of On Demand service
- Inhabitants of rural areas (inclusive service)

- **Geographic impact area:**

- Suburban and rural area of Hannover Region

Current and future operating Zones of “Sprinti” - The current municipalities are circled. (Definition: The state capital is in the centre (Hannover), while the Hannover Region includes everything around it.)



Stakeholders

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

- Service Provider of On Demand Service
- Transport Association of Greater Hannover (GVH)
- scientific monitoring (Deutsches Institut für Urbanistik)
- Rupprecht Consult – support in the development of the lessons learned brochure
- Municipalities (administration, politics)

U-tools support

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

- **U-GOV** can be used to collect experiences, lessons and developments, but also mistakes or risks from the project.

Link to other UPPER measures

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

- **VAL_06** (To improve PT offer in peri-urban areas)
- **OSL_05** (Develop and implement segmented Demand Responsive Transport (DRT) solutions)
- **MAN_06** (Defining concepts and test instruments to improve mobility in peri-urban areas for different user groups)
- **TES_07** (To increase the accessibility to PT in low demands areas of the city)

Process of implementation of the measure

Stages	Description	Intermediate milestones
Implementation	First lessons learned brochure developed describing lessons learnt from first pilot in three cities	- Lessons learned brochure available (in German only) – autumn 2023
	Expansion of Sprinti on-demand service in tariff zone C. This will gradually happen in 2023 & 2024.	- Successful expansion of Sprinti - First pilots of multi-purpose use of Sprinti vehicles (beginning 2024, tbd)
Evaluation	Collecting data (strengths, weaknesses, opportunities, risks, financial options)	- Collection of enough data for Evaluation
Analysis	Following analysis and evaluation of the collected data. Creation of the lessons learned paper.	- Analysis start - Successful Analysis - Creation of lessons learned paper

Sub-measures and preliminary indicators

Measure	Sub-measure (if applicable)	Impact indicators
HAN_02_01	Integration of Sprinti App into GVH App (MaaS) (not funded by UPPER)	<ul style="list-style-type: none"> - Number of registrations - Number of Downloads - Number of bookings via App
HAN_02_02	Multi-purpose use of Sprinti vehicles (not funded by UPPER)	<ul style="list-style-type: none"> - Number of shared sprinti vehicles with companies in tariff zone C - Number of contracts with externals for exclusive sprinti service - user satisfaction - number of user groups addressed in evaluation