

# **i<sup>3</sup> = Sustainable Mobility in Offenbach**

**Kyoto Smart City Expo 2014**

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2. City of Offenbach and the public transport
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# Where are we?



Country: Germany

State: Hessen

City: Offenbach am  
Main



1,5 million inhabitants in the main cities





- Facts and figures
  - **126.934 inhabitants**
  - **44,84 square kilometres**
  - **since 1954 „Großstadt“**
- In former times Offenbach used to be an industrial city (leather-industry)
- The international leather fair takes still place in Offenbach
- Nowadays it continually changes into a „city of creativity“ with jobs in the fields such as management consulting, marketing, design, media.



# Initial Position

## Offenbach and its Public Transport

Offenbach is a rather small city in the heart of the Rhine-Main area.  
The city offers its inhabitants a good system of urban public transport.

BUT: Offenbach`s permanent growth and its central location at the core of the metropolitan Rhine-Main area brought this system at its limits.

As a consequence - and taking the city`s engagement in matters of sustainability and climate-protection into consideration - a new concept for the urban public transport has been developed.



Urban public transport in Offenbach is organised and its service delivered by three sections of the Stadtwerke Offenbach Holding (municipal utilities); i.e.

- **Organisation: the Local Public Transport Authority NiO – Nahverkehr in Offenbach**
- **Service delivery: Offenbacher Verkehrs-Betriebe GmbH**
- **Support in terms of sustainability: Regional Projektleitstelle of Electromobility in the Modell-region Rhine-Main coordination for the ministry of transport of Germany.**

The three sections work together constantly in terms of planning, quality-standards and development of the Public Transport system.



Together, the three sections developed an idea to solve the problems of:

- rising demand for mobility
- peoples increasingly requirement of a more individual use of public means of transport
- air pollution and climate change.

→ In Offenbach there was to be implemented an **intermodal**, **integrated** and **innovative** system of urban public transport.



# Steps taken in implementing the new system

- Initially: eight buslines (mid **1990s**)
- Enriched by junction to the S-Bahn (four regional trainlines, four stations, **1995**)
- Building of new S-Bahn stations (end of **1990 until 2003**)
- Integrating CarSharing (since **2005**, three cars at three stations, cooperation stadtmobil)
- Integrating Rental bikes (since **2007**, 50 bikes at seven stations, cooperation Nextbike)
- Building the new eMobil-station at the heart of Offenbach close to the central busstation with access to all means of public transport (since **2011**, fifteen electric bikes and two electric cars)

The idea of linking all means of public transport is followed up by the idea of integrated access to public transport, inter-coordinated connections and easy access by the use of new media possibilities.

# New concept for mobility

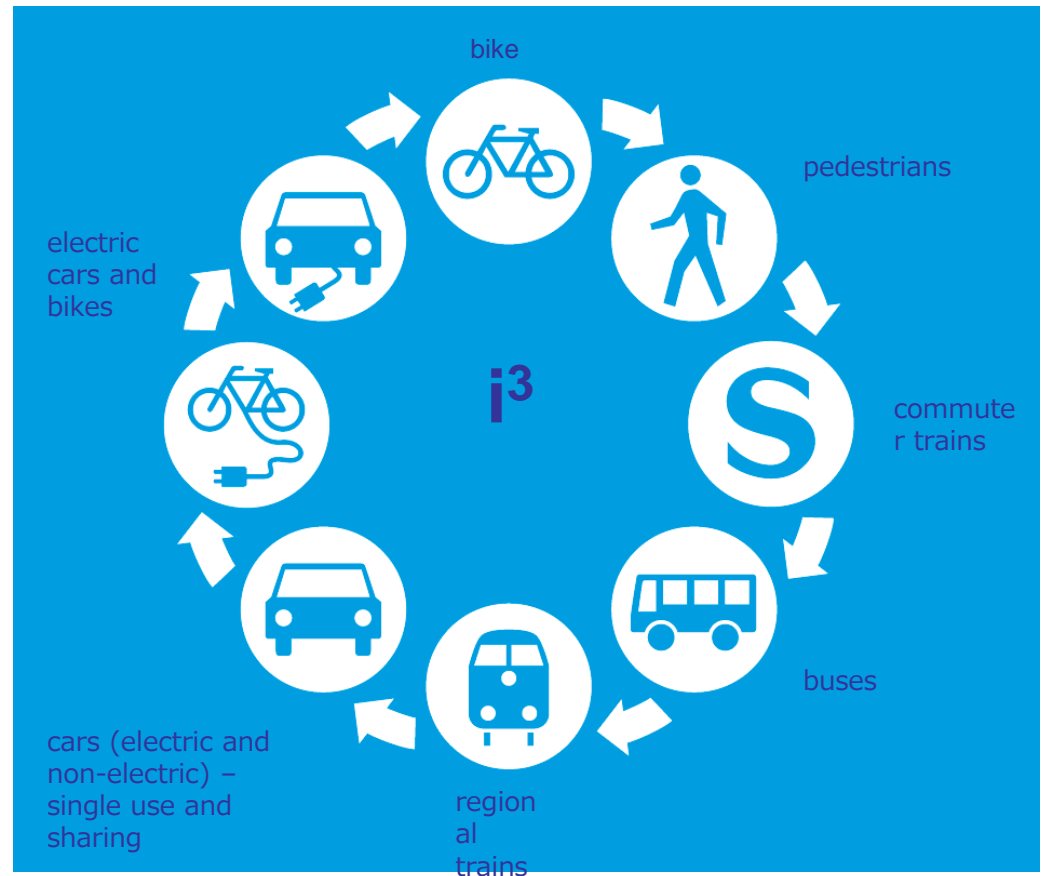


The new concept is lead by the basic idea of a public transport system in Offenbach which is

i<sup>3</sup>

**intermodal**  
**integrated**  
**innovative**

This concept is on the one hand a furtherdevelopment of existing features which has, on the other hand, been widely enriched by new means of public transport.





Those have been installed in the course of a number of years, in accordance to demand and financial possibilities.

...and: the whole system is managed, controlled and further developed one stop-shop.

Using **one mobility card** for all purposes of public and shared transportation systems



# Informations about the services beside the common ways



- information panels at bus stopps and places of special interest in the city
- smartphones (QR-Codes)
- public transport newsletter (registration needed)

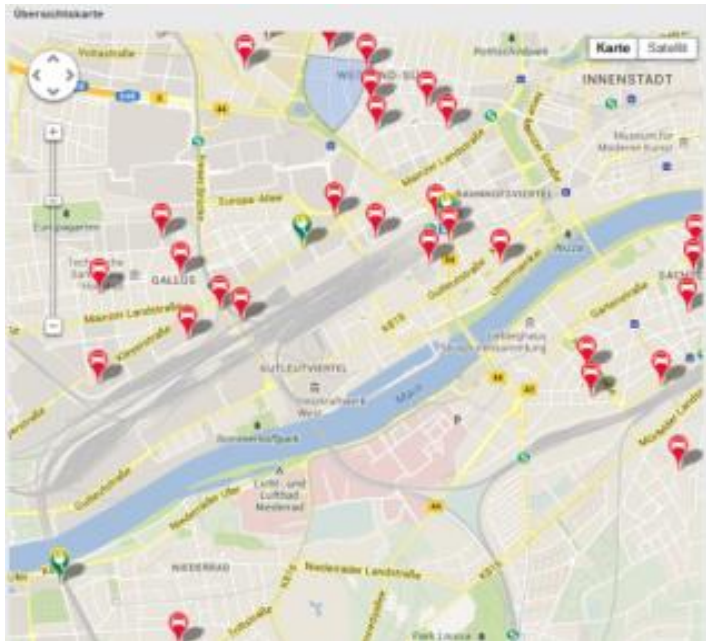


**Mobilität**  
Stadtwerke Offenbach



## 3 car-sharing-operators with station bound offers

- stadtmobil
- book `n drive / flinkster
- CiteeCar



example overview: where the cars in Frankfurt are located



## Corporate car-sharing

- target: 40 e-cars in Offenbach used by companies
- added pilot: e-cars used from monday to friday by companies and at the weekends those cars are offered as car-sharing vehicles

4.500 km company use  
(within 6 month)



1.050 km car-  
sharing use  
(within 6 month)





Traditional means of public transport such as urban, local and regional buses, as well as regional and supra-regional trains provide a wide foundation of **PUBLIC MEANS OF TRANSPORT FOR THE MASS.**

These are linked with individual, well-established means of mobility such as rental bikes, carsharing and carpools, which form a system of **PUBLIC MEANS OF TRANSPORT FOR INDIVIDUALS.**

Both are completed and supported by alternatively means of impellment such as elektrik bikes and electric cars which form **SUSTAINABLE MEANS OF PUBLIC TRANSPORT FOR INDIVIDUALS.**



## Public transport school for the young and elderly citizens



# It's your decision...



...mix it and choose whatever you need for your own mobility!



# Thank you for your attention!

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