SUMP AND DIGITAL MOBILITY STRATEGY FOR HAMBURG

Dr. Tina Wagner

City of Hamburg, Director-General for Transport

9th - 11th April 2025 | Impacts Conference (Rome)



MOBILITY IN HAMBURG: DEVELOPMENT AND GOALS









Statistikamt Nord, Mobiham, Agentur für Arbeit, HVV, Climate Plan



Folie 3	
TW2	Bitte überprüfen, welche Zahlen aktualisiert werden können. Wagner, Tina Dr.; 29.03.2025
JF2	passenger km und Pkw-Nutzung sind noch nciht aktualisiert, geht aber erst morgen. Fink, Johanna; 31.03.2025

HAMBURG'S STRATEGY OVERVIEW

- The Mobility Transition Strategy (SUMP) works as framework and guiding principle over different strategies with specialized topics
- The Digital Mobility Strategy defines goals and specific measures for the digitalization of mobility in Hamburg by 2030.
- The measures contribute to the climate policy goals of the Free and Hanseatic City of Hamburg.
- The aim is to offer citizens demand-orientated, convenient and safe mobility and to support the mobility transition.



The mobility transition plays a key role on the path towards climate neutrality

61

Key goals:

- Shift from private cars to carbon neutral ecomobility
- Coping with the increasing demand for mobility while at the same time reducing CO₂ emissions
- Improved traffic flow and reduced land consumption
- Increased safety and reliability in the transport system

CLIMATE AND MOBILITY DEVELOPMENT GOALS



Modal Shift until 2030

Data: MID, Statistikamt Nord (2017), BVM



TRAFFIC IS CHANGING



Pupulation and Traffic Development in Hamburg since 2000 (Index: 2000=100 %)

- The population in Hamburg has grown by 10 % since 2000.
- Cycling has more than doubled in the same period.
- Public transport passenger numbers have grown continuously, but plummeted during the pandemic. Since then, the number of HVV passengers has risen again, even exceeding precorona levels since the introduction of the "Deutschlandticket".
- Vehicle traffic on city roads was already falling continuously before the pandemic. The figures for 2023 are still below the pre-corona level.

Quellen: BVM, hvv.

📕 Hamburg

ACTION PROGRAM OF HAMBURG'S SUMP





KEY AREAS OF ACTION

More Public Transport

- **Regional and (inter)national Accessibility**
- More Cycling and Walking
- **Space for Eco-mobility**
 - **Electrification**

6

Integrated Urban and Transport Planning



Better quality of life in the city center and neighbourhoods



- **Optimized commercial transport**
- **Digitalization of Mobility** Q



Cooperative planning and implementation processes



MORE PUBLIC TRANSPORT WITH THE "HAMBURG-TAKT" STRATEGY

EXPANSION AND EXTENSION OF THE RAPID TRANSIT NETWORK



旹 Hamburg

MORE PUBLIC TRANSPORT WITH THE "HAMBURG-TAKT" STRATEGY BUS, CONNECTED AND SHARED SERVICES





Hallo Florian

MORE SPACE FOR ECO TRANSPORT MAJOR ROADS

- Public transport and cycling are gaining in importance
- Analysis of sections on multi-lane main roads (focus areas):
 - Is there a need for space for bus, bicycle and/or pedestrian traffic?
 - Do the traffic volumes (especially heavy traffic) allow for a redesign?
 - Are there synergy effects (upcoming construction measures, main road development, noise action planning)?
- Traffic feasibility and specific design must be examined on a case-by-case basis



liamburg

CITY CENTRE DEVELOPMENT CONCEPT 2030



0 0 00 0 0







STRATEGY DIGITAL MOBILITY





MISSION STATEMENT AND STRATEGIC GOALS





DEVELOPMENT PATHS OF THE STRATEGY

Mobility Twins	Traffic Management	Mobility Plattform	Autonomous (On-Demand-)Shuttles	Digital underground and suburban railway
From traffic data collection and provision to task- specific mobility twins	From demonstrator to digital and automated traffic management	Digital sales infrastructure in public transport	From the first on-demand transport services to autonomous ridepooling	From the feasibility study to partially and fully automated rail transport



© LGV



© Hamburger Hochbahn AG



© Christian Brandes / Media



© MOIA



© S-Bahn Hamburg

Strategy Digital Mobility





DEVELOPMENT PATHS OF THE STRATEGY

Cooperative Systems	Digital Parking Management	City and Port Logistics	Maintenance Management
From C-ITS test fields to the roll-out and operation of C-ITS services	From car park detection to complete digital car park management	From smart city logistics to intelligent and autonomous goods transport	From digital condition recording to automated maintenance management



© BVM



© Sprinkenhof GmbH



© Rätzke/HHLA



© Jan Brandes

Strategy Digital Mobility

Seite 20



DEVELOPMENT PATH TRAFFIC MANAGEMENT

- **#transmove** aims to predict traffic, prevent congestion and support decision making
- Mobility management system (MOS) is based on #transmove. It will integrate various applications and subsystems of operational traffic and mobility management
 - in order to make an automated and scenario-based traffic management system possible.



© LSBG

Strategy Digital Mobility





DEVELOPMENT PATH MOBILITY PLATFORM

Success of the Deutschland-Ticket in Hamburg

- The Deutschland-Ticket (Germany Ticket) was introduced in May 2023 as a nationwide public transport subscription for 49 euros per month. Today: 58 euros.
- Part of Hamburg's Mobility Platform hvv switch
- Over one million active subscriptions in Hamburg
- Successfully increased public transport usage in Hamburg, contributing to a more sustainable and inclusive mobility system.





DEVELOPMENT PATH AUTONOMOUS SHUTTLES EXAMPLE: PROJECT ALIKE

Objectives:

- Development of an overall system for booking and operating autonomous shuttles
- Up to 20 vehicles by 2026

M. S. M.

- 10 VW ID Buzz AD prototypes
- 10 HOLON People Mover
- Shared service area
 - Status: Test operation with VW ID Buzz in the urban area since 2024
- 2025: Start of operation with user group



© MOIA

Strategy Digital Mobility

Seite 23



DEVELOPMENT PATH **DIGITAL METRO** AND **SUBURBAN RAILWAY**

Goals by 2030

- High automation of the suburban railway
- Automation of the U5 metro line and partial automation of the U2 and U4 metro lines, project: U-Bahn 100

Advantages

- Higher frequency
- Increases punctuality and reduces subsequent delays
- Increased capacity
- Energy savings



© S-Bahn Hamburg



© HOCHBAHN







EVALUATION AND **UPDATE** OF THE STRATEGY - KEY MILESTONES

Expected Impact:

- **Higher Efficiency:** Optimized scheduling and increased frequency of trains.
- Improved Sustainability: Reduced energy consumption and emissions through automated operations.
- Enhanced User Experience: Increased reliability and accessibility of urban transport.



Strategy Digital Mobility

Seite 25



UITP SUMMIT: 15TH – 18TH JUNE 2025





Hamburg will host the world's largest mobility congress, the "UITP Summit," in 2025 and 2027.

- > 10.000 participants from 110 countries
- > 40.000 m² of exhibition space
- > 300 exhibitors
- ~ 40 congress sessions with > 40 % female speakers



Mobility Festival: 14 June 2025 Public day in the public space for citizens

Main Summit topics



- Driving cities to net zero (Net Zero Cities)
- Operating according to local needs (Operations)
- Sustainable Mobility as a Lifestyle (Lifestyle)
- Focus on people and communities (People-Centricity)
- Aligning Mobility Planning with the SDGs (Sustainability)
- Technology for Change (Technology)

Photo: © David Goltz





9th – 11th April 2025 | Impacts Conference (Rome) Dr. Tina Wagner | Director-General for Transport | Ministry of Transport & Mobility Transition

