In Hamburg they say MOIA.

MOIA Ridepooling in Hamburg (As of 31/12/2020).
At MOIA, our goal is to contribute to a fundamental shift in how people move in cities. We see ourselves as partners of cities and local public transport operators. By supplementing public transport and other mobility services, we create incentives for city dwellers to give up their cars. In this way, we help cities reduce air pollution, congestion, noise and space constraints, and achieve their sustainability goals. MOIA ridepooling is a new mobility solution that makes cities better places to live, safer and more beautiful – for everyone.
Urban mobility challenges – Example of Hamburg

The challenges:

- Passenger cars: 788,166 registered vehicles – record number in 2019
- Parking: Average 20 minutes spent searching for parking in inner city parking
- Congestion: Average of almost two days stuck in traffic per motorist in 2017
- Urban Space: Planning and pricing of spaces is heavily car-oriented

The consequences:

Growing traffic-related problems: emissions, noise, congestion, lack of space

Modal split Hamburg:

The PMV is still the most utilized mode of transport, accounting for 36% of the total traffic volume. (Source: MiD 2017)

The solution:

A service that can compete with a private car’s convenience and availability. MOIA is an affordable, convenient and environmentally friendly way to get around the city. In addition, our ridepooling service pools riders whose start and destination points are similar in direction and location into a single vehicle. Our ridepooling helps reduce the number of cars on the road, making better, more efficient use of existing infrastructure. MOIA sees itself as a part of this traffic turnaround.

We, along with other mobility providers, strive to achieve an even broader turnaround in urban mobility. A well-developed local public transport system is the backbone of urban mobility, which is enhanced by ridepooling.
MOIA, founded in December 2016 as a subsidiary of the Volkswagen Group, has its sites in Hamburg and Berlin and develops mobility solutions. Just one year after its foundation, MOIA presented its groundbreaking ridepooling concept at the TechCrunch in Berlin. MOIA launched a pilot project in Hanover in October 2017 in order to test our ridepooling concepts under real-world conditions. In July 2018, MOIA transferred the test program into a live, public operation. Since February 2019, MOIA has served the entire Hanover city area, the first such major operation in any German city. A major launch in Hamburg followed in April 2019, serving the first city with over a million inhabitants.

Co-creation:

MOIA does not come to the cities with a product designed in laboratories, but cooperates with citizens, transport partners and relevant authorities. We rely on strong co-creation partnerships with local users to help inform and shape our product development. Many of the ideas originating from these special workshops are incorporated into the design and user experience of the vehicle and digital product.

Partner of public transport operators:

MOIA sees itself as a partner of public transport operators. The Hamburger Hochbahn integrates MOIA into the provider-independent mobility platform hvv switch. The new app is available since the end of June and customers can book tickets for public transport and sharing services via the app. MOIA is the first mobility offer alongside public transport to be integrated into the hvv switch app. In Hanover, the company cooperated with the local public transport company ÜSTRA.
MOIA provides the entire value chain for ridepooling, including algorithms, applications, in-vehicle components, fleet management, and other technical infrastructure.
How MOIA works

With MOIA ridepooling, a customer can easily book a ride by app. Customers whose start and destination points are similar can share a single vehicle. In this case, a proprietary dynamic pooling algorithm immediately assigns a booking to an already existing trip. During a journey, other passengers may board and disembark.

The fares are between public transport and taxi, and are based on the distance, day, and time of day. Fares may also vary according to supply and demand. To make costs predictable and transparent for customers, the app will always display the full price to the user before booking. That way, the customer can still decide whether or not they want to book. That price will not change after the booking is confirmed.

Payment options

6 to 9€ average fare
MOIA Ridepooling on the road

Hamburg*:
- Hamburg service area: 320 km², expansion planned
- Virtual stops: > 15,000
- Service hours: 90% of the week. Around the clock from Thursday to Sunday morning
- Fleet: 220 fully electric vehicles

Hanover*:
- Hanover service area: 204 km², the entire city
- Virtual stops: approx. 5,000
- Service hours: 50% of the week
- Fleet: 30 fully electric vehicles

*Due to the coronavirus MOIA paused its operations from April 1 to May 24. MOIA has temporarily suspended its service again since December 24. The duration of the measure is constantly reviewed and MOIA follows the recommendations of the federal and state governments.
Summary Hamburg*

Customer satisfaction

4.8/5
Apple App Store: 4.8 of 5 stars
Google Play Store: 4.7 of 5 stars

Pooling rate*
60%
*Percentage of pooled trips with boarding at different stops

Registrations
Circa 450,000

Fleet expansion:

Operations:
Currently: 3 hubs & 2 decentralized charging points. More are planned.

Currently: Over 900 drivers.

Passengers:

2,987,000 passengers in total

As of 31/12/2020

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Outlook

The legal framework:

The Grand Coalition has approved the amendment of the Passenger Transport Act 2017 into the coalition agreement. Currently, innovative mobility solutions are in a legal grey area under the experimental paragraph. New mobility concepts such as MOIA need a modern and forward-looking legal framework that does not discriminate between private and public providers in terms of rights and obligations, and at the same time ensures that providers maximize service areas in a city. A well-developed public transport system remains the backbone of urban mobility.

First comprehensive long-term study on ridepooling in Europe:

A consortium of the Karlsruhe Institute of Technology (KIT) and the TU Munich will investigate the effects of MOIA Ridepooling on urban mobility over the next two years. With the study, we would like to play an active role in the discussion on the integration of ridepooling into the overall traffic system. New mobility solutions are technical, but above all are social innovations. We are therefore responsible for researching the complex effects on transport, the environment and spatial structure. In this way, it is possible to determine the parameters under which ridepooling can work most effectively interacting with other modes of transport and as part of the city’s transport system as a whole. This research thus goes far beyond previous studies, most of which were conducted in the USA and which focused on the effects of exclusive, taxi-like services. With the first comprehensive long-term ridepooling study in Europe, we expect to see significantly better research results for transport planning and policy.