

# MULTIMODAL JOURNEY PLANNING IN FREIBURG



## Customer project

MENTZ designs the multimodal journey planner in Freiburg, the centerpiece of an innovative transport concept where public transport services and a bike rental system complement each other seamlessly.

Germany, Freiburg

## Product

Journey planner app and algorithms, which combine public transport and bike rental offerings into a seamless, customisable service

## Function

Networking of mobility services to conveniently plan individual routes and choose suitable modes of transport

## Contact

Andrew Manderscheid  
manderscheid@mentz.net

»Part of Freiburg's commitment to sustainable mobility is its bike rental system "Frelo". A joint venture between local public transport companies and the Leipzig bike-sharing pioneer nextbike enables new options and makes moving around the city a breeze.

Freiburg is preparing for mobility 4.0 with new transport concepts. The way to innovation: the smart combination of services from Freiburg public transport (VAG) and the bike-sharing company nextbike, that advocate "using instead of owning". MENTZ provides the digital infrastructure to integrate both systems, and by using the VAG mobile app users can efficiently combine the mobility services each provider offers.

The Federal Environmental Agency outlines a vision for the city of the future under the banner "priority for eco-mobility":

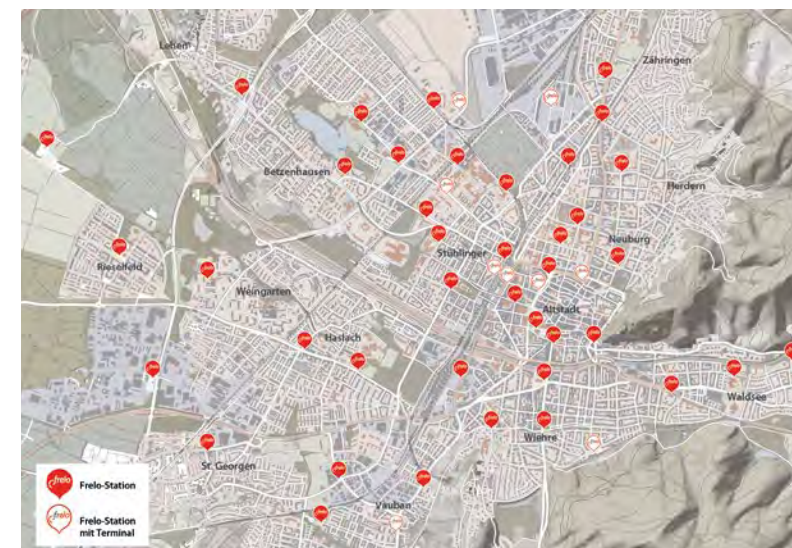
**Commuter journeys in a city, whether they are done on foot, by bike or on public transport, can be managed safely, flexibly, comfortably, timely and cost effectively.**

**Integrated mobility services like car-sharing, bike rental systems or online car-sharing services complement public transport and are networked with one another.**

Freiburg public transport has recognised the current trend. In cooperation with nextbike, it has implemented a multimodal transport concept where public transport and the bike rental system perfectly complement one another.

With nextbike, VAG has a partner that is an established professional. The Leipzig-based company is one of the European market leaders in bike-sharing, has over 14 years of experience in the industry and manages projects in more than 200 cities worldwide. When setting up its bike rental systems, nextbike cooperates with municipal administrations, transport companies, universities and local companies. Integrating its own services into existing infrastructures is part of its business strategy.

## Freiburg bike rental system: important building block for a multimodal transport concept



The next bike is parked just around the corner: With its dense network of rental stations in the city centre of Freiburg, the Frelo project ensures a comprehensive, highly availability range of mobility services.





# » A perfect combination: convenient travel using public transport and rental bikes in Freiburg



Convenience for the daily commute: rental bikes get people moving and lets them enjoy a city in a whole new way.

## The goal: 400 bikes at 56 stations

In Freiburg, nextbike operates a station-based bike rental system that has set itself the goal to provide 400 bikes at 56 stations. Users can freely select where they pick up or return their bike. An additional option is a parking mode, where the bike can temporarily be parked during the rental period. Rentals and returns are done by customers on-site at a station terminal, by customer card or hotline and even more conveniently by app.

The VAG mobile app coordinates between the VAG timetables and the bike rental service. The user-friendly journey planner makes planning convenient with individual routes and the selection of suitable modes of transport. The concept works: networked mobility services allow for more travel convenience and an improved quality of life thanks to the flexibly available, cost-effective transport options for the city, with the added value that they are also resource and environmentally friendly.

## Multimodal journey planner: the bridge between public transport and bike rental

Using the VAG mobile app, Freiburg's transport users have an easy-to-use tool

for connection and time-based planning, as well as for bike rental. The technical platform integrates public transport services with the bike rental system. Users can plan a normal journey using public transport, but they can also calculate an alternative route using Frelo. The app provides an overview of the Frelo stations that have bikes available for rental and where they can be returned. Rental starts when the QR code on the bicycle is scanned, and ends with activation of the bike frame lock at a destination.

Users who wish to access multimodal transport services via the smartphone app only need to register once, free of charge with nextbike. Each additional login to the system can then be done using the VAG mobile app. The app communicates with the nextbike platform via interfaces to handle the logins and rentals.

## The main advantage of the VAG mobile app: its integration function.

The particular strength of the VAG mobile app is its ability to access the services of both providers in the multimodal transport system, and to link these services to one another. In this way, users can quickly, securely and conveniently select their preferred transport route at any time.

Travel freely through the city: reach any destination by individual routes

