
Political tariff innovations in Germany: 9-Euro and Deutschland-Ticket

Billige kollektivpriser: Gull eller gråstein? // Cheap tickets: Gold or pebbles?

Tuesday 15. August 14.00 – 15.30 hrs Arendale, [Clarion Tyholmen hotell](#), «Lille Torungen”
Dr. Till Ackermann, VDV

Key facts about the German regional and local Public Transport

The Länder are in charge of regional Public Transport (rail services)

The counties and the municipalities are in charge of local Public Transport

The counties and the municipalities still often own their local Public Transport Company



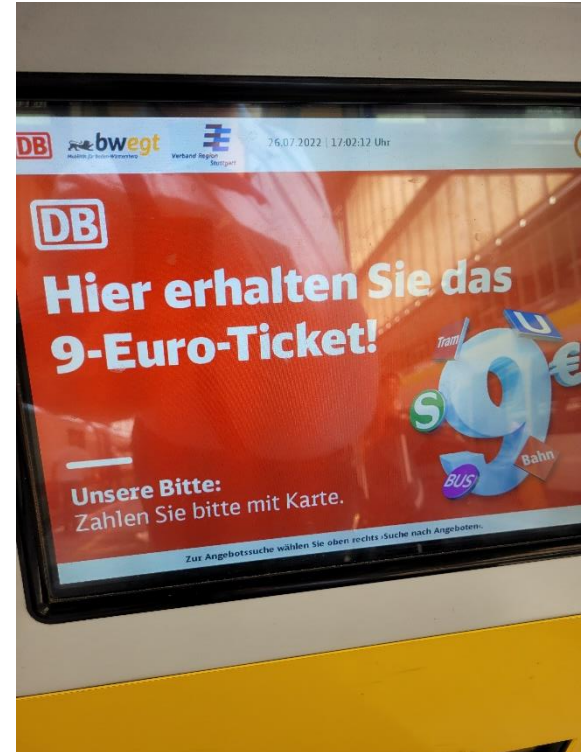
The Federal Government gives subsidies for the regional Public Transport (rail-services) and for infrastructure investments.

In February and March 2022...

- **Public Transport in Germany was still under pandemic impact: less ridership but public „rescue umbrella“**
- **the cost of energy rose due to the Russian aggression**
- **the Ministers of transportation gathered with the federal Minister on a future action plan for more PT offer, but the federal Minister did not bring any additional money...**
- **one day later the war in Ukraine started**
- **within the next weeks the Minister of finance demanded a rebate on fuels**
- **the parties of the governmental coalition agreed in a night meeting at 23 March 2022 on a energy relief package including the fuel rebate and inventing a 9 for 90-Ticket**
- **In the following days a nationwide monthly ticket for 9 Euros with a estimated financial support of 2.5 bn Euros was created**

The German 9-Euro-Ticket

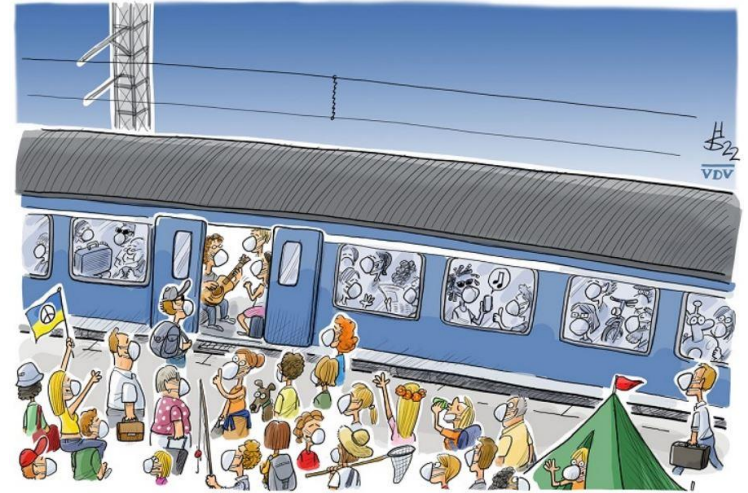
- The public transport industry has successfully mastered the short-term introduction of the 9-euro ticket.
- The 9-Euro-Ticket was sold about 52 million times. 7 million tickets have already been purchased in advance in May.
- In addition, it applied to all holders of a subscription to season tickets (including social tickets), annual and school year tickets, as well as job and semester tickets. This clientele amounts to more than 10 million customers.
- The loss of revenue was covered by additional federal funds within the “Rescue umbrella”.



Bildquelle: Ackermann

Findings and derivations from three months 9-Euro-Ticket

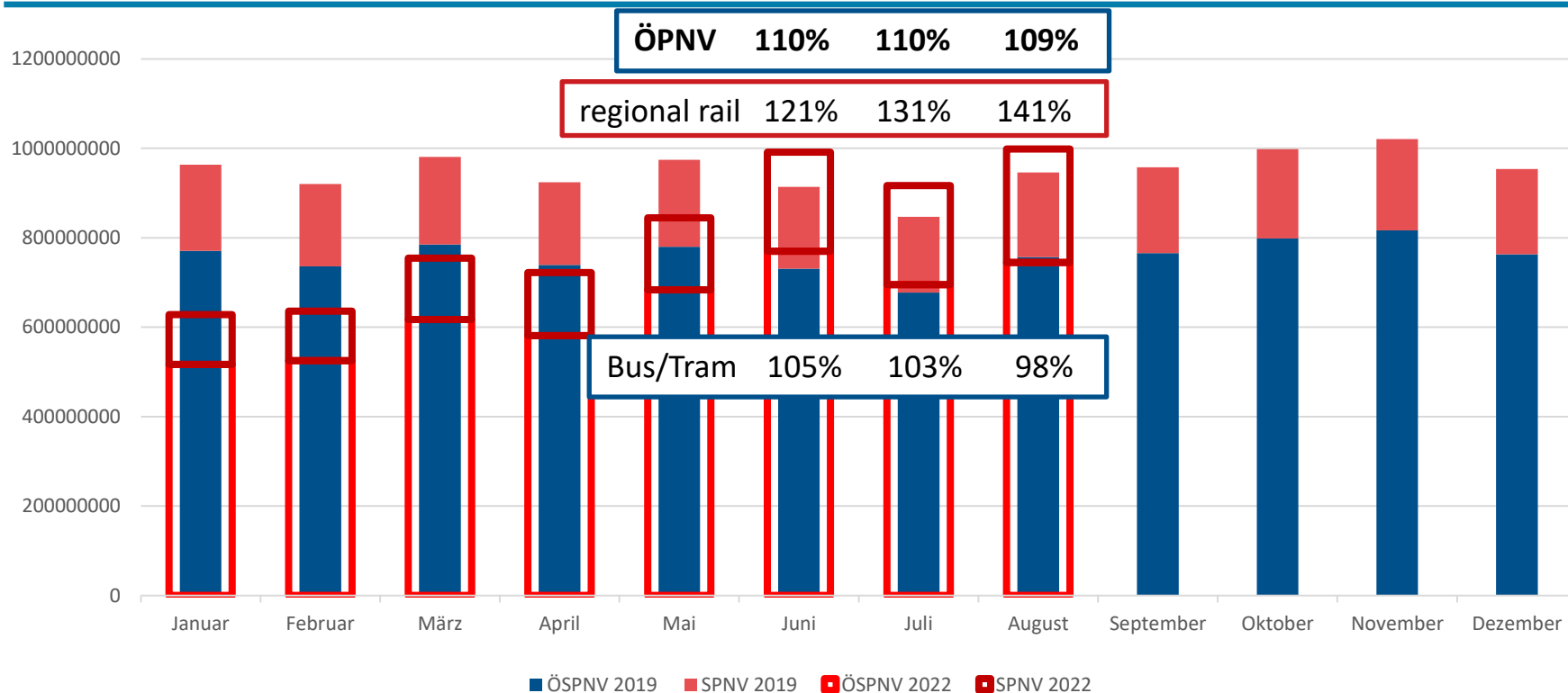
- The high capacity utilization in regional rail transport has also led to overloads of trains and stations with individual train clearances and tense operating situations due to delays.
- Despite relatively high customer satisfaction and generally relaxed mood (also due to the cheap, restriction-free tickets), there were also reports of attacks by passengers among themselves and on the staff.
- The personnel – especially in regional rail transport – were heavily burdened
- In urban traffic and regional bus traffic – with the exception of individual events – there were no reports of congestion.



DAS 9-EURO-TICKET IST DAS WOODSTOCK DES ÖFFENTLICHEN NAHVERKEHRS.

Quelle: VDV

Estimation of public transport journeys 2022 to 2019 based on automated passenger counting system data



Basis: 11,4 Mrd. Fahrten 2019 (DESTATIS) und AFZS-Werte der VDV-Mitglieder aus den Sparten

Market research for the evaluation of the 9-Euro ticket

Summary results : High awareness and new customers

Awareness, purchasing behaviour and reasons for purchase

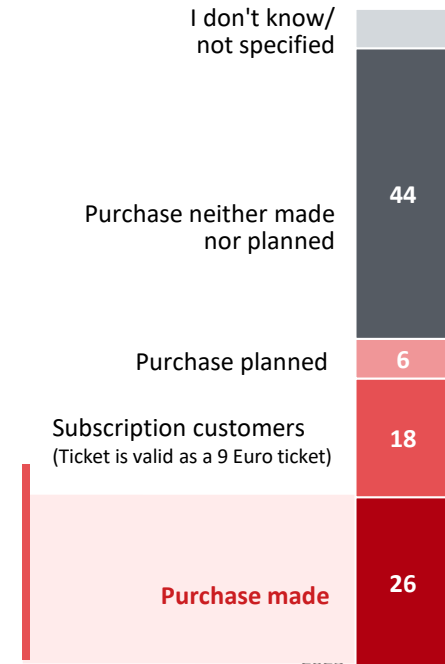
- **Highest awareness values:** Almost everyone knows the 9-Euro ticket. 98% say they know it, 70% know it well.
- **The top reason for purchase is the price:** The top reason for buying across all customer groups is the price (69%). However, for new customers (57%) and activated customers (66%), it plays a much smaller role than for existing customers (76%). The “elimination of car trips” and the "flexibility of use" are behind them with 40% in 2nd place. For existing customers, the flexibility of use is the second most important reason.
- **9-euro ticket provides for new customers:** Every fifth buyer was a "new customer" who had normally never used public transport before. A further 26% of buyers were "activated customers" who had previously used public transport less frequently than once a month.

Purchase of the 9-Euro ticket: One in five active buyers of the 9-Euro ticket has never used public transport before.

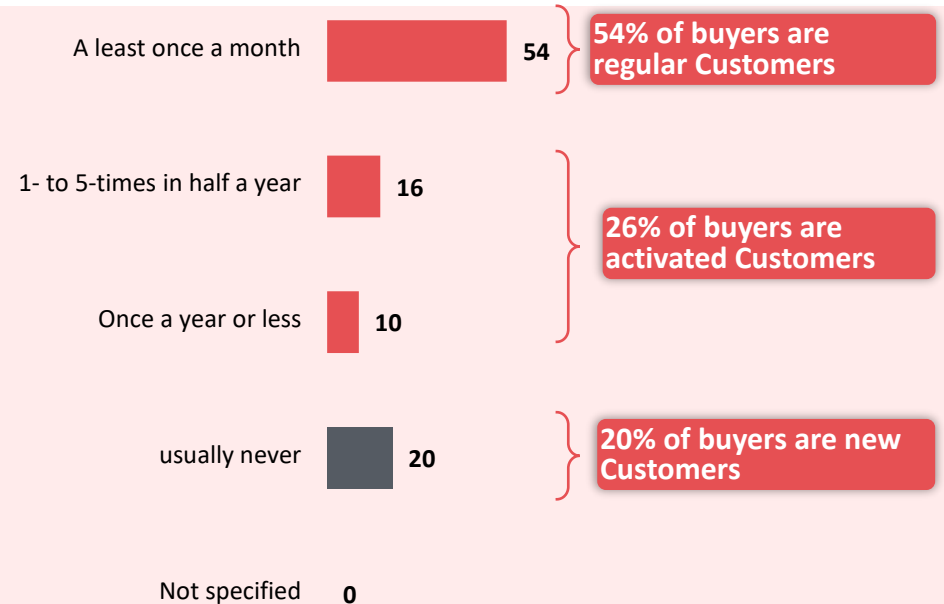


Alle Befragten

Purchase of 9-Euro-Tickets



Use of public transport before the promotion period when purchasing the 9-Euro ticket



n = 78.146 (Kauf Juni, Juli, August) / 20.840 (Nutzung ÖPNV vor Aktionszeitraum)
(Quelle: 9-Euro-Ticket Tracker 2022; Angaben in %)

Market research for the evaluation of the 9 Euro ticket

Summary results 2: Significant modal shift effect

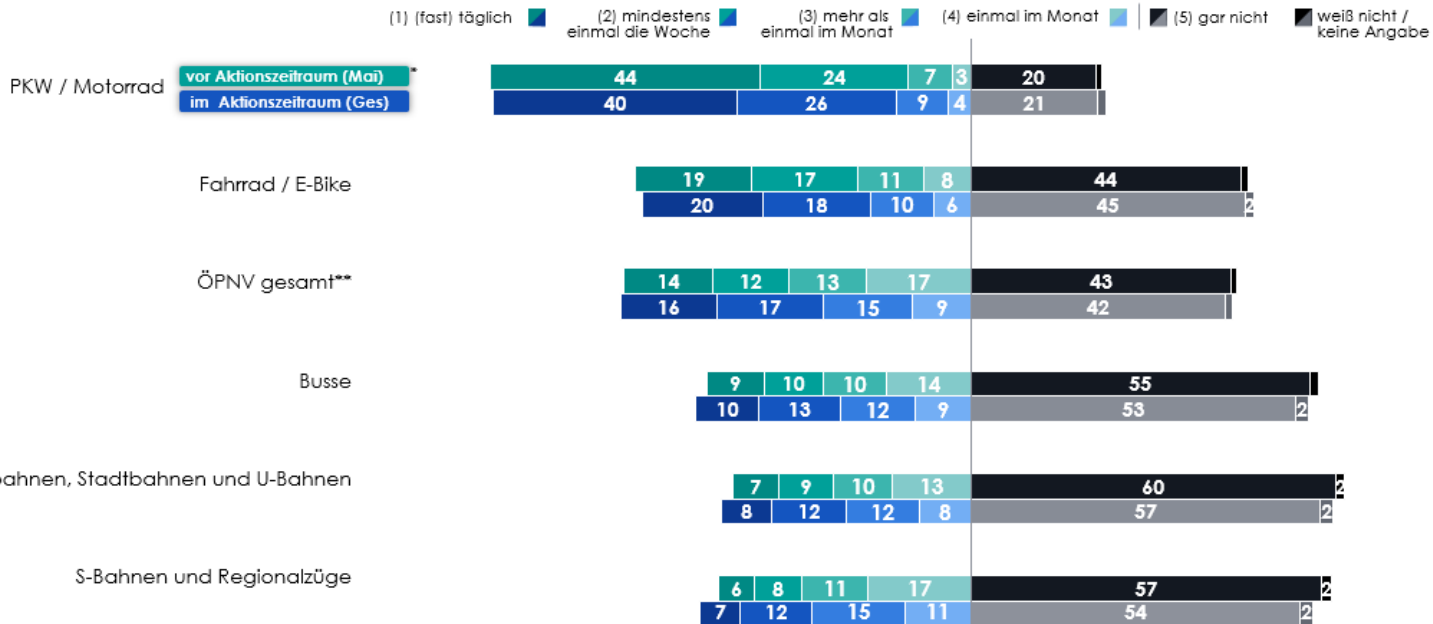
Modal Shift and Usage

- **Many shifted passengers:** About 17% of 9-euro ticket users have switched to public transport for other means of transport such as cars, bicycles, etc. Of which about 10% from the car.
- **Fewer car journeys:** The (almost) daily intensity of use of cars/motorcycles decreases by 4 percentage points compared to the time before the campaign (May 2022), for buyers of the 9-euro ticket by 9 percentage points.
- **Frequent commuter use:** Everyday journeys (e.g. errands, visits to the doctor, shopping) and work-related journeys were the most frequent reasons for journeys with the 9 Euro ticket (journey-weighted).
- **But also excursions:** In total, 2 out of 5 ticket holders had made or planned "visits" and 1 person out of 3 "city trips" or "excursions" and 1 out of 7 "holiday trips".
- **More journeys beyond network or fare limits:** 29% of the journeys of ticket buyers and 23% of subscribers took place (at least partially) outside their own network space or subscription validity area.

Intensity of use before and during the campaign period: The (almost) daily intensity of use of cars/motorcycles decreases by 4 percentage points

Nutzungshäufigkeit

Alle Befragten



F501: Wie häufig haben Sie folgende Verkehrsmittel im Mai 2022, also vor Einführung des 9-Euro-Tickets, genutzt, egal für welchen Anlass? / F503: Und wie häufig haben Sie folgende Verkehrsmittel im Monat [Juni/Juli/August] genutzt [bzw. werden Sie diese voraussichtlich nutzen], egal für welchen Anlass?

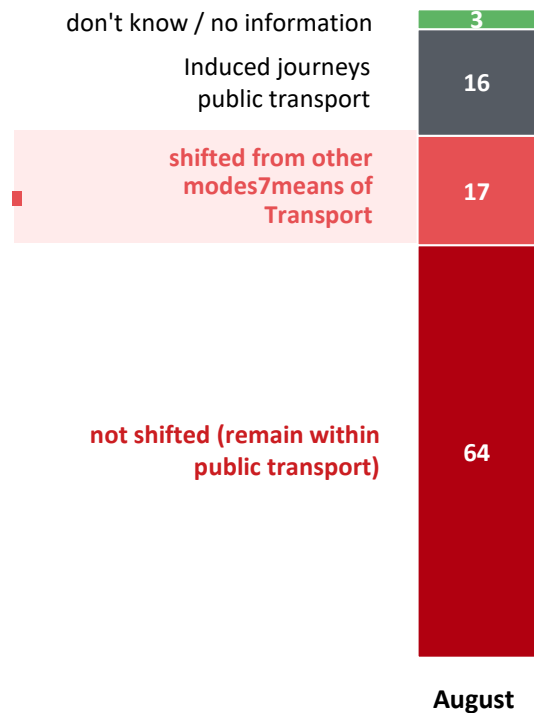
n = 78.146 (Mai) / 78.146 (Gesamt) (Zufriedenheit mit dem 9-Euro-Ticket letzte Fahrt)
(Quelle: 9-Euro-Ticket Tracker 2022; Angaben in %)

*Mai-Angaben durch Befragte in jedem Monat

**Kategorie des jeweils am häufigsten genutzten ÖVMs

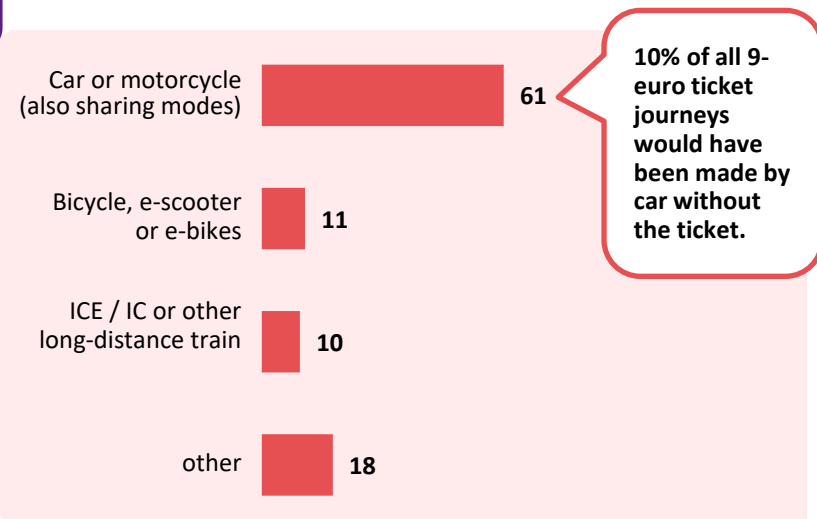
Journeys with the 9-Euro ticket: Every sixth 9-Euro ticket trip was shifted from other means of transport, every tenth replaced a car.

Journeys with the 9-Euro ticket



16% of the trips would not have been made without the 9-Euro ticket.

Means of transport used without a 9-Euro ticket



10% of all 9-euro ticket journeys would have been made by car without the ticket.

Estimation of the climate impact of the 9-euro ticket on the basis of nationwide market research and the TREMOD model of the Federal Environment Agency

Number of trips estimated from market research with the 9 Euro ticket per month (subscription + ticket buyers)	around 1 billion trips/month
Proportion of journeys with the 9 Euro ticket (subscription + ticket buyers) that have been shifted from the car	around 10% shifted trips
Average driving distance of journeys shifted from the car	around 50 km / trip
Total travel distance of passenger journeys shifted from the car	around 5 Mrd. Pkm/month
Average emissions of greenhouse gases (CO ₂ equivalent) per Pkm according to Federal Environment Agency (TREMODO) at 1.5 P/car converted to group size of the shifted rides (1.9)	around 122 g CO ₂ / Pkm
Average savings in greenhouse gases (CO ₂ equivalent.) per month through the 9-Euro ticket	around 600.000 t CO ₂ /month
Extrapolated savings in greenhouse gases (CO₂ equivalent) through the 9-euro ticket – Without taking into account induced public transport journeys in the regular offer	Savings of around 1.8 million t of CO₂ in the campaign period

The 9-Euro ticket is featured in all media

- A main effect of the 9-euro ticket was the high level of attention from the outset and the exuberant media interest.
- The VDV's annual press conference alone was addressed in several television and radio reports, partly with live interviews.
- Throughout Germany, the local and nationwide results as well as the proposals for a succession solution were published in countless articles.
- This also made it possible to repeatedly point out the need for additional funds to finance the increased costs and the necessary expansion of the offer of public transportation.



Quelle: VDV-Medienspiegel

Decision of the Coalition Committee of September 4th 2022

„13. Nationwide ticket in public transport

...The Federal Government is prepared to make an additional 1.5 billion euros available to the Länder annually for a nationwide public transport ticket if the Länder provide at least the same amount.

The transport ministers of the federal and state governments are promptly developing a joint concept for a digitally bookable subscription ticket that can be used nationwide. Various models are discussed. Proposals have been made by various associations and from science that would lead to prices of 49 to 69 euros per month if funds were used accordingly. The goal is an attractively priced ticket in this context."



Quelle: Beschlusspapier des Koalitionsausschusses

An amount of money is not enough...

- **A PT-Company must not agree on a tariff that bears a risk of additional losses**
- **VDV calculated that for 3 bn Euro, the price should be at 69 €/month, the majority preferred 49 € and it was also decided on a monthly possibility to cancel the subscription**
- **It took until December the 8th that the federal Government and the Länder agreed on an obligation to cover the risk**
- **On January 27th the decisions on the start of the sales (April 3rd), start of validation (May 1st), on the tariff and the distribution and the market research was taken.**
- **The ticket should only be digital (smartphone with barcode, chip card with eTicket)**
- **In the first months 7-10 millions of Deutschland-tickets have been sold.**
- **Due to market research half of the buyers are new subscribers, 10% even new customers**

Future uncertainties

- **How much money will be needed for 2024?**
- **There ist still no obligation of the politic to fund what is necessary**
- **Will the price for the customer remain stable?**
- **Does the federal government accept a student ticket based on the Deutschland Ticket?**
- **Do the Länder and the districts change to the Deutschland-Ticket for the pupils?**
- **Do the Länder an the Federal Governmnt accept a „Deutschland-Ticket plus“ with additional features for partners, children or bikes?**
- **Will the paper ticket be obsolete?**
- **How will the revenue sharing and the sharing of the losses be organized?**
- **Will the Deutschlandticket be here to stay?**

Some first Take aways...

- **Tariff reduction work, but there are an expensive way to win customers**
- **You destroy willingness to pay from the customers and use public money for consumption**
- **Build up the overall PT over, especially in rural areas**
- **If you want to give social welfare, there are more accurate Instruments**
- **You should have integrated tariff systems that are easy to use**
- **If a common ticket pushes the digital transformation, that's a good thing.**
- **Political influence in tariff, sales and marketing should not be there to stay.**

