



BVG Jelbi: 5 years of Multi-Modal and Fully Integrated Mobility in Berlin

In 2024, BVG Jelbi celebrated its 5th anniversary as Berlin's all-in-one multi-modal and fully integrated MaaS (Mobility as a Service) platform.

Background

BVG was looking for a solution that could **unify all mobility services into one platform** to decrease Berlin's city high dependency on private cars. The solution emerged as an all on-one MaaS app (powered by Trafi) where users can seamlessly find, book, and pay for services.

Timeline

- **2018:** Initial discussions between Trafi and BVG about a MaaS system.
- **2019:** Launch of a pilot project within **6 months** - the shortest possible period.
- **2021:** Trafi wins the official tender from BVG to continue operating Jelbi.

A closer look into the Jelbi app

Jelbi offers a fully integrated experience, allowing users to plan, book, and pay for trips without having to switch between different apps. Jelbi started with **5 Mobility Service Providers (MSPs)** and has grown to include **10**, covering various transport types such as public transport, ridesharing, car sharing, bike sharing, and scooter sharing.

The app offers:

- | | |
|-------------------------------|---------------------------------------|
| Multi-modal journey planning | Intermodal routing |
| Personalization filter | Ticketing and popular payment options |
| Driver's license verification | Mobility hubs* |
| Vouchers | In-app user communication |

MSPs



MILES



***Jelbi Mobility Hubs:** We distinguish between Jelbi stations and Jelbi points. While Jelbi points only offer two-wheeled options like bike and scooter sharing, Jelbi stations also provide car sharing. Both types of locations facilitate seamless vehicle rental, return, and charging, thereby enhancing connectivity and convenience throughout Berlin.

Challenges

- Introducing new technology, such as the MaaS app, and gaining user acquisition required time. Initially, Jelbi was not heavily promoted, but its potential soon became evident.
- Constant collaboration between BVG and Trafi involved significant effort, including managing third-party providers, stakeholder, and navigating the political environment, which challenged but also bonded the teams.
- Consolidation of MSPs due to the relatively “young” market.

Impact

39,000 vouchers claimed in 2023* *Source: Voucherify

13 **integrated mobility services** - which is 90% of Berlin's all-shared mobility offering

3 pilot mobility budgets programs -

in 2024, Jelbi introduced flexible mobility budgets for companies to encourage to encourage a switch to shared mobility over private cars

Did You Know?

The Jelbi app currently includes **70k vehicles**

The name **Jelbi** comes from the Berlin dialect "Jelb" (pronounced "Gelb"), meaning "Yellow"

In 5 years of operating, Jelbi reached

885k app downloads

81% of Jelbi's integrated vehicles are emission-free (electric)

There are over

230 mobility hubs

all across Berlin - and the number will continue to grow

Looking Forward

As cities explore multi-modal journey planning solutions, the success of Jelbi demonstrates the effectiveness of long-term public-private partnerships.

What's your city's plan for integrated mobility?

About

Berliner Verkehrsbetriebe (BVG), Germany's biggest public transport company, is responding to the challenges of future urban travel with innovative strategies and cutting-edge technology. BVG wants to actively promote a new approach to travel by intelligently combining available ways of getting around to be the single source of mobility services for everyone.

Trafi is a Lithuanian B2G journey planning platform provider that aims to help cities with state-of-the-art journey planning solutions to tackle urban mobility challenges and achieve ambitious sustainability objectives.

