

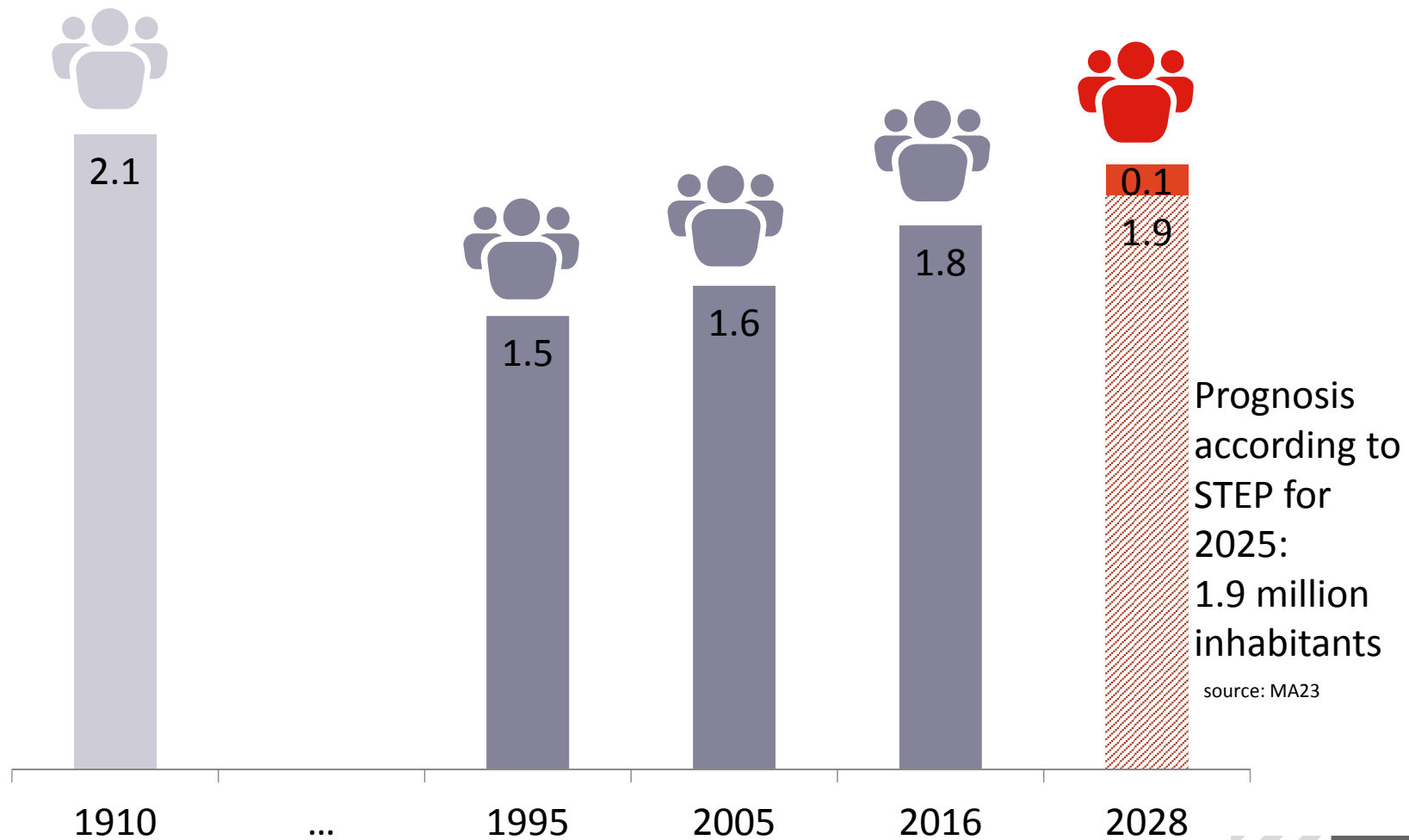


# ONE STOP MOBILITY IN VIENNA

Impacts Conference 9<sup>th</sup> June 2017

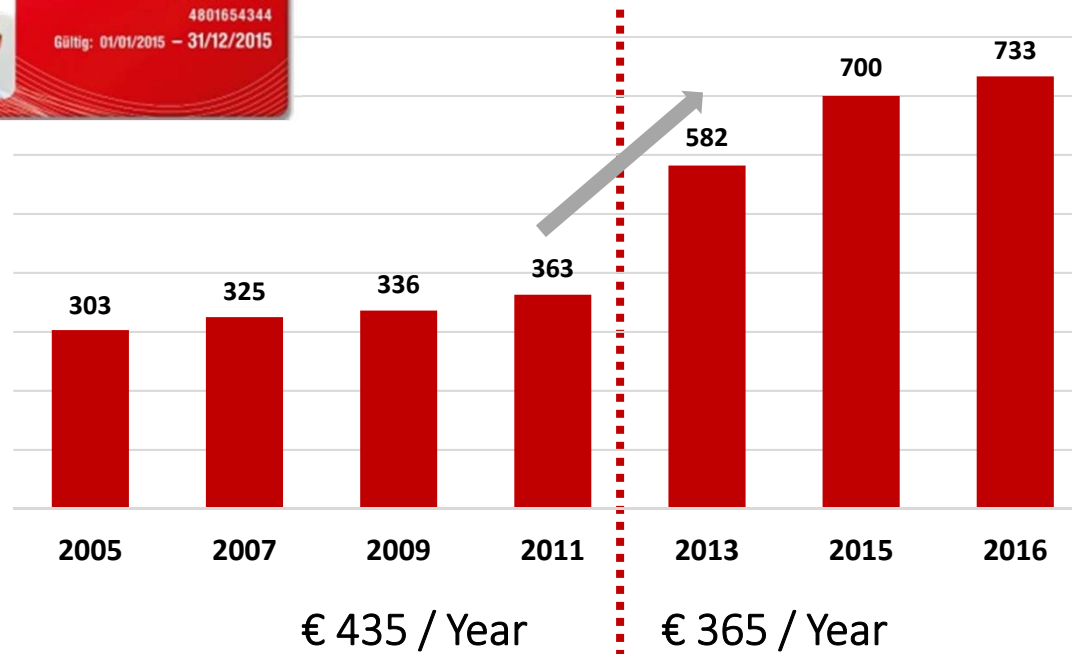
Angelika Winkler | City of Vienna | Urban Planning Department

## Number of inhabitants – city of Vienna



# Public Transport

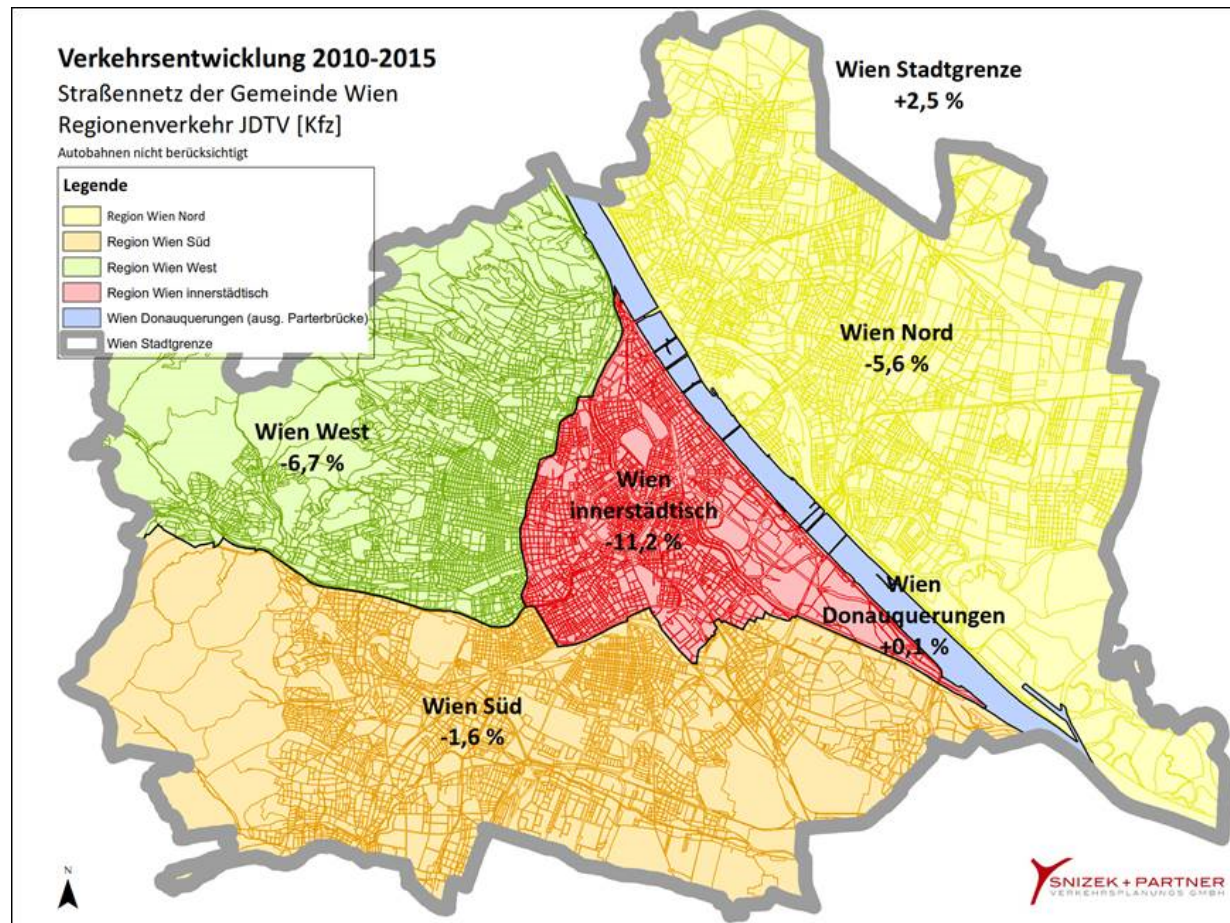
**Number of passengers with annual ticket**  
in thousand



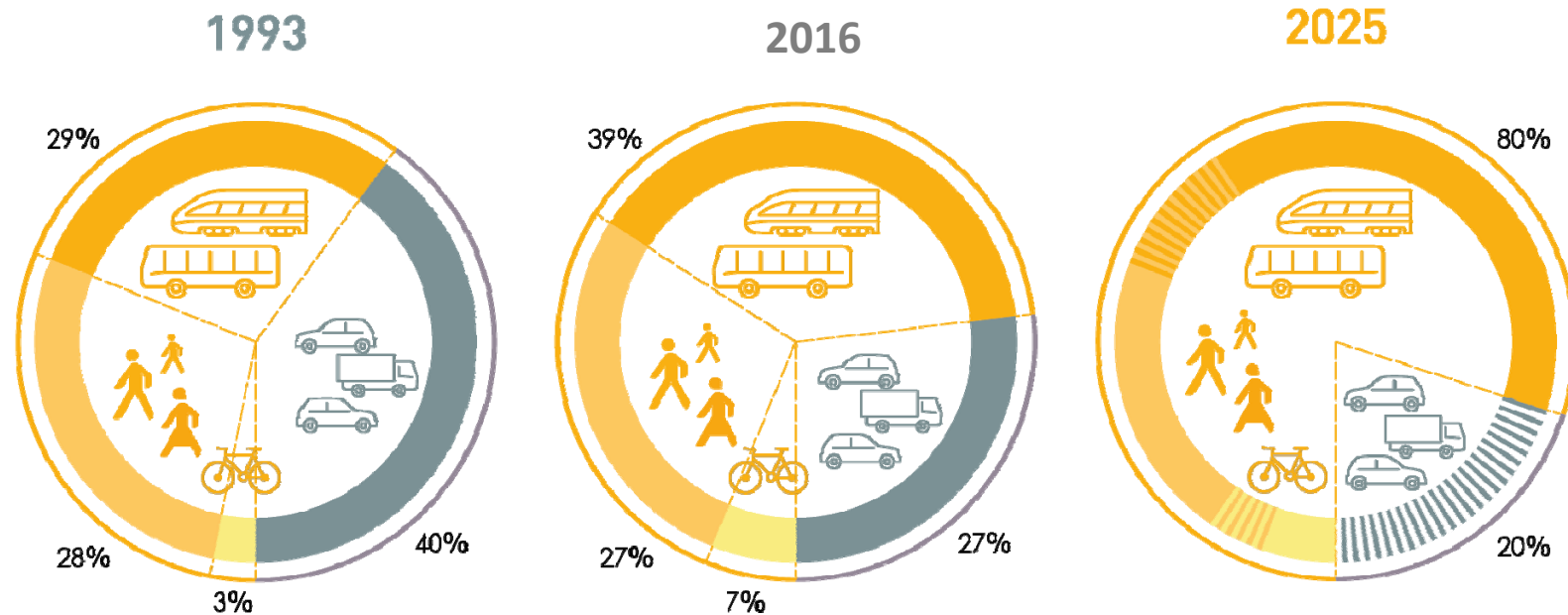
**1.5.2012**



# Change in Traffic Load on City Roads



# Modal Split of Viennese Citizens



Until 2025 public transport, walking and cycling should be increased to 80%.



## EASY ACCESS TO EACH FORM OF MOBILITY

# Sharing, not owning

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Bike sharing: Citybike

480.000 registered users  
1.400 bikes  
116 stations



Car Sharing: ZIPCar, Car2go, driveNow,  
„carsharing 24/7.at“

7.000 CS-cars  
120.000 registered users  
one CS-car replaces 4 to 8 private cars





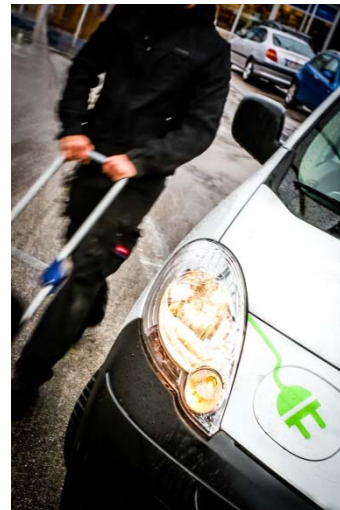
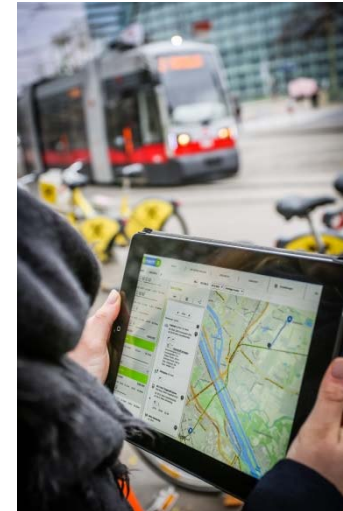
# From Private Parking Facilities to...

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# ...to Additional Mobility Services



Vienna!  
ahead  
Urban Development

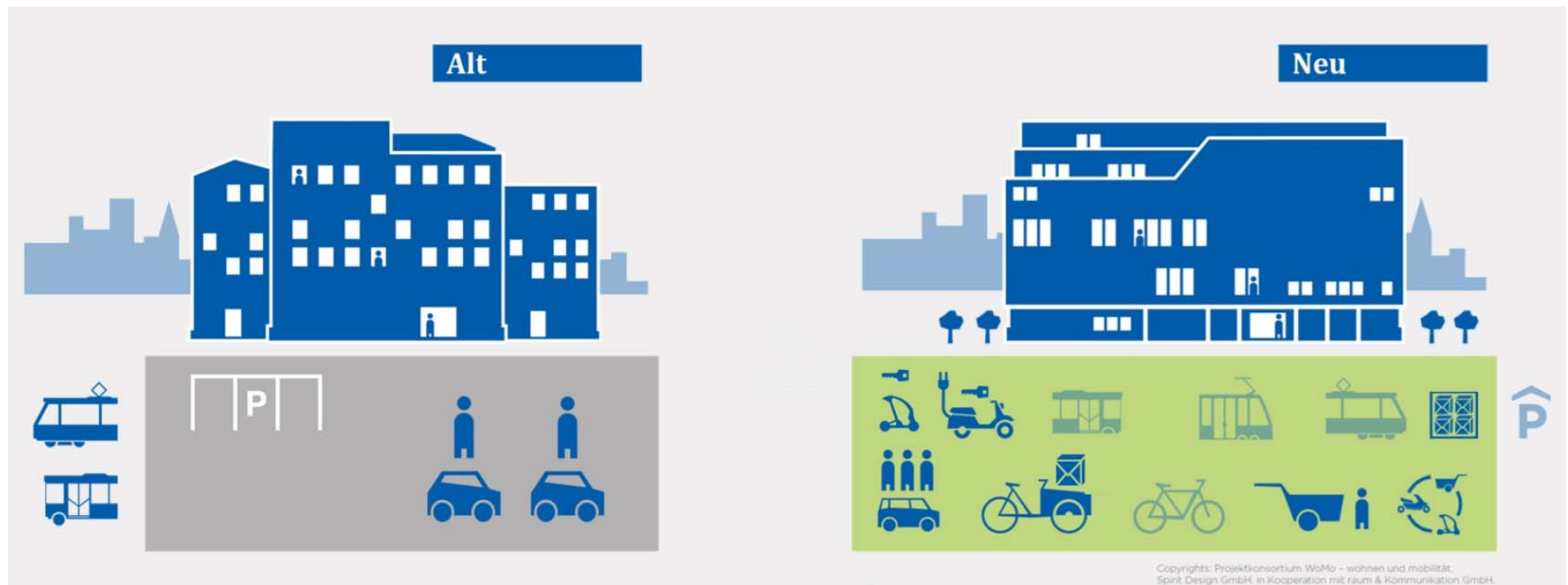
City of #Vienna

# Flexible offer of mobility

From parking space



To care for mobility



Quelle: raum&kommunikation, spirit design





## MOBILITY POINTS

# Mobility Points

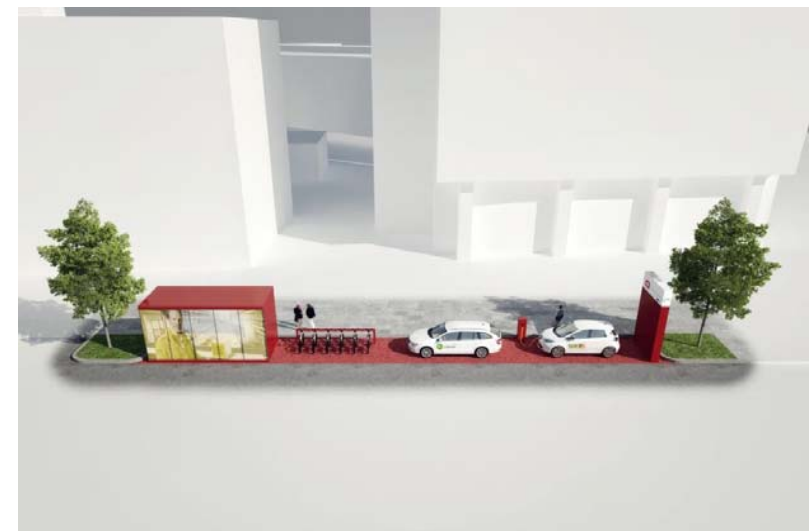
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## Combination of added mobility services, e.g.:

- Bike sharing
- Car sharing
- E-Scooters
- Cargobikes
- City logistics/parcel pickup
- IT-Infrastructure
- Bicycle maintenance
- Electricity charging

## Requirements:

- Easy access  
(e.g. ground floor shops, combination with collective garages, ...)
- Attractive surroundings  
(feeling of security)
- Combination with public transport of special importance





# Diffferent Roles of Mobility Points

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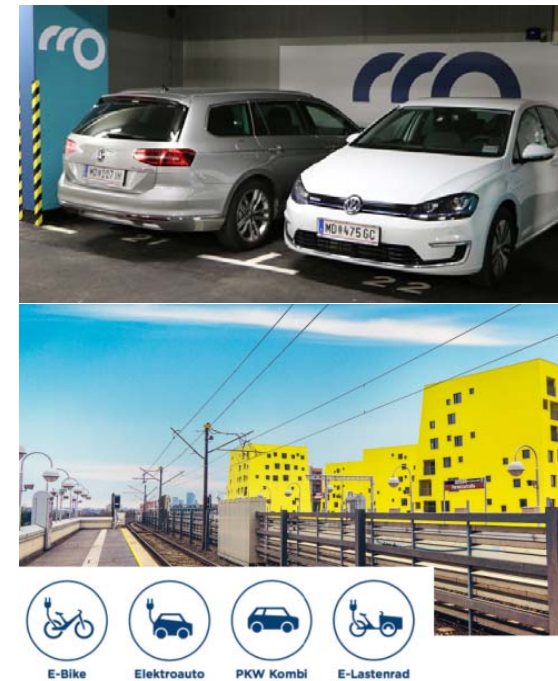
Multimodal Hub



Neighbourhood



Private





## Expectations to Mobility Points

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- full mobility without owning,
- foster ecomobility,
- reduce parking space demand,
- reduce costs for sharing mobility by clustering,
- customer oriented and flexible,
- visibility
- cluster and foster existing mobility services
- E-charging infrastructure



MOBILITY AS A SERVICE

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*“ Mobility can now be seen as an information service with physical transportation products, rather than a transportation product with additional services. ”*

The Role of Regulation in preparing Transport for the Future:  
Studie für das Europäische Parlament, 2016



# „Wien Mobil“

from research to practice

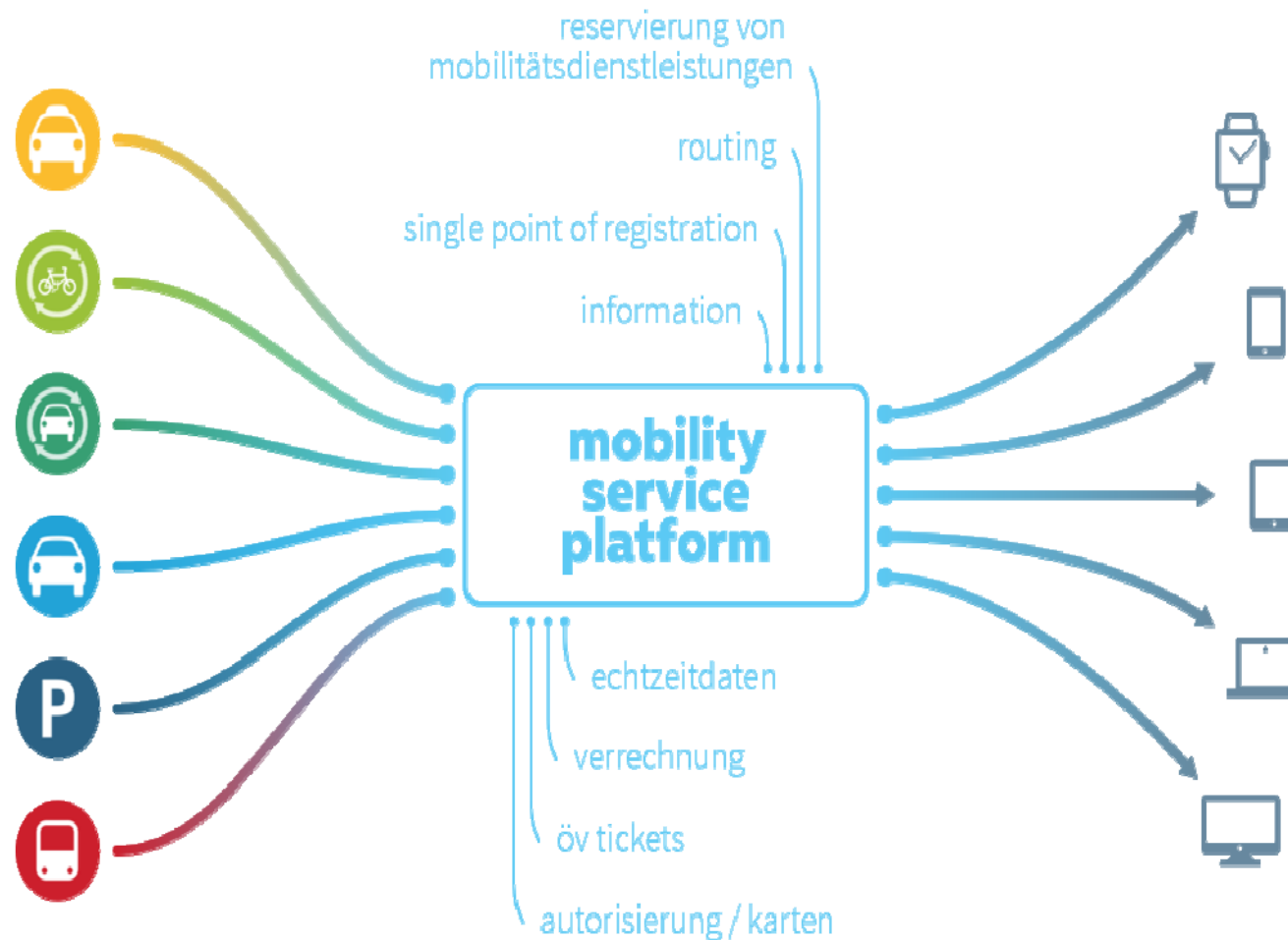
virtual integration and  
seamless service

## MULTIMODAL:

- Routing
- On-trip information
- Ticketing
- Payment



# Digital platforms as public infrastructure – do not leave it google





## The approach – digital mobility infrastructure

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We unite publicly available transport offers (and potentially corporate fleets) into tailor-made services

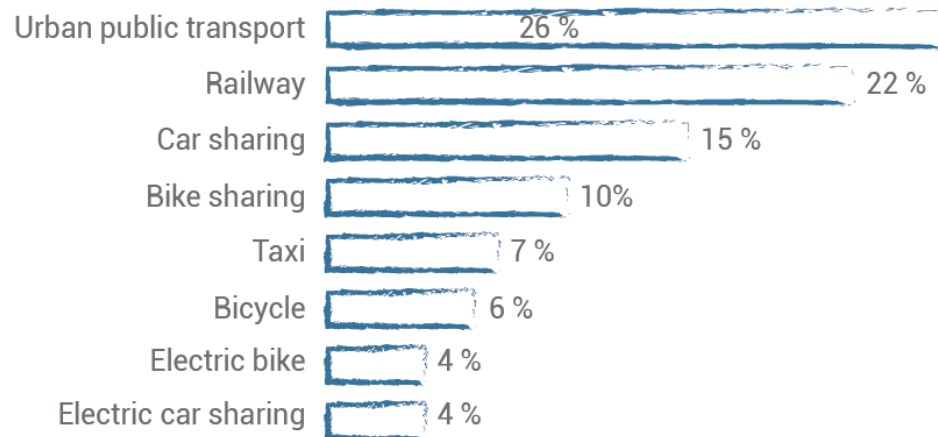
We offer a central digital access to the whole world of urban mobility

We thereby enable new ways to the variety of mobility – as a basis for genuine new business models

# Experiences from the project SMILE

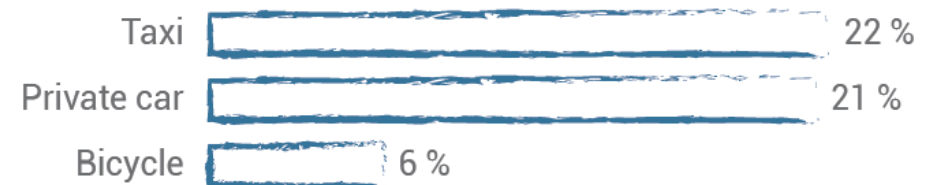
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## Since using the smile app I use more frequently ...



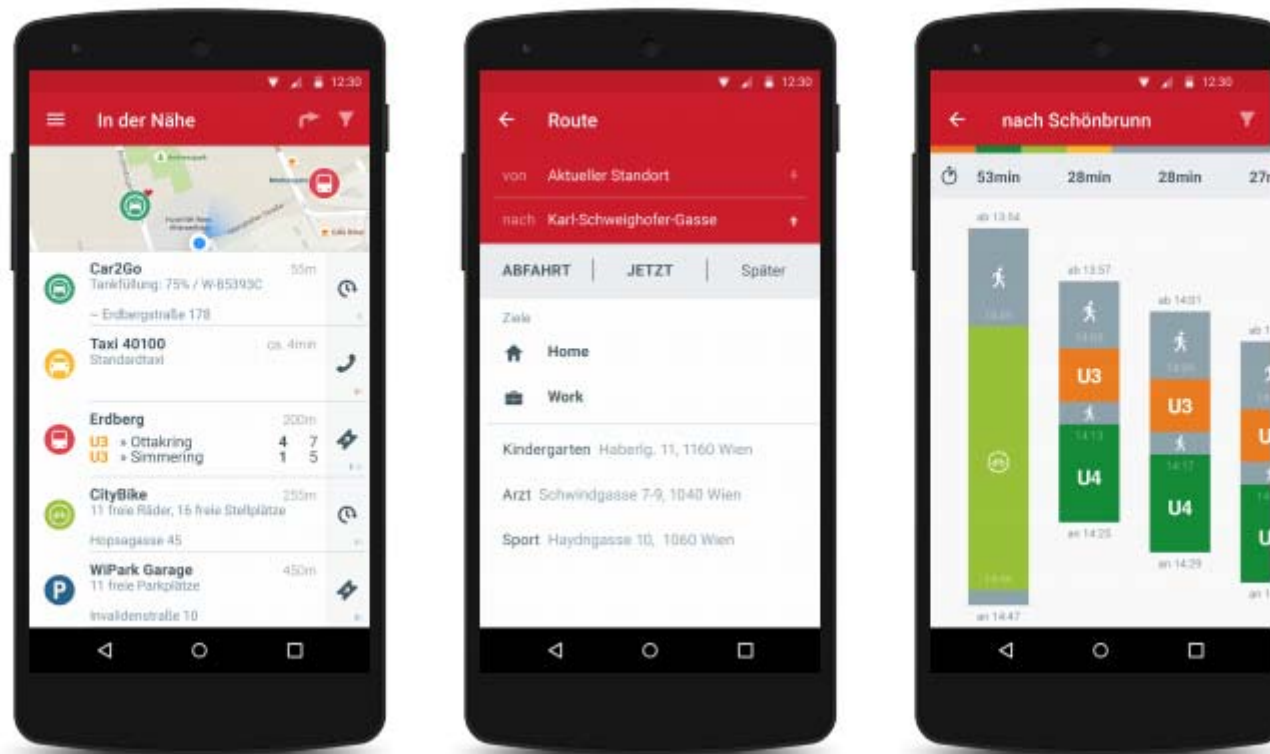
→ Overall: sustainable transport modes gain!

## Since using the smile app I reduced the usage of...





## Example: Mobile app of Wiener Linien





## LESSONS LEARNED

# Organizing Mobility

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integrate mobility

early in decision  
processes



Urban development  
contracts



flexible

offer  
adjustment



Physical and digital  
interface



Joint funding through  
mobility funds



Coordination  
between different  
stakeholders

# Experiences and Current Status





# Applictation areas

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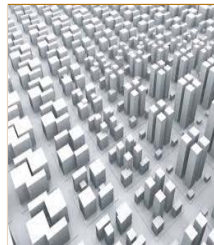


**Public transport / mobility  
companies:**



**Corporate mobility  
management**

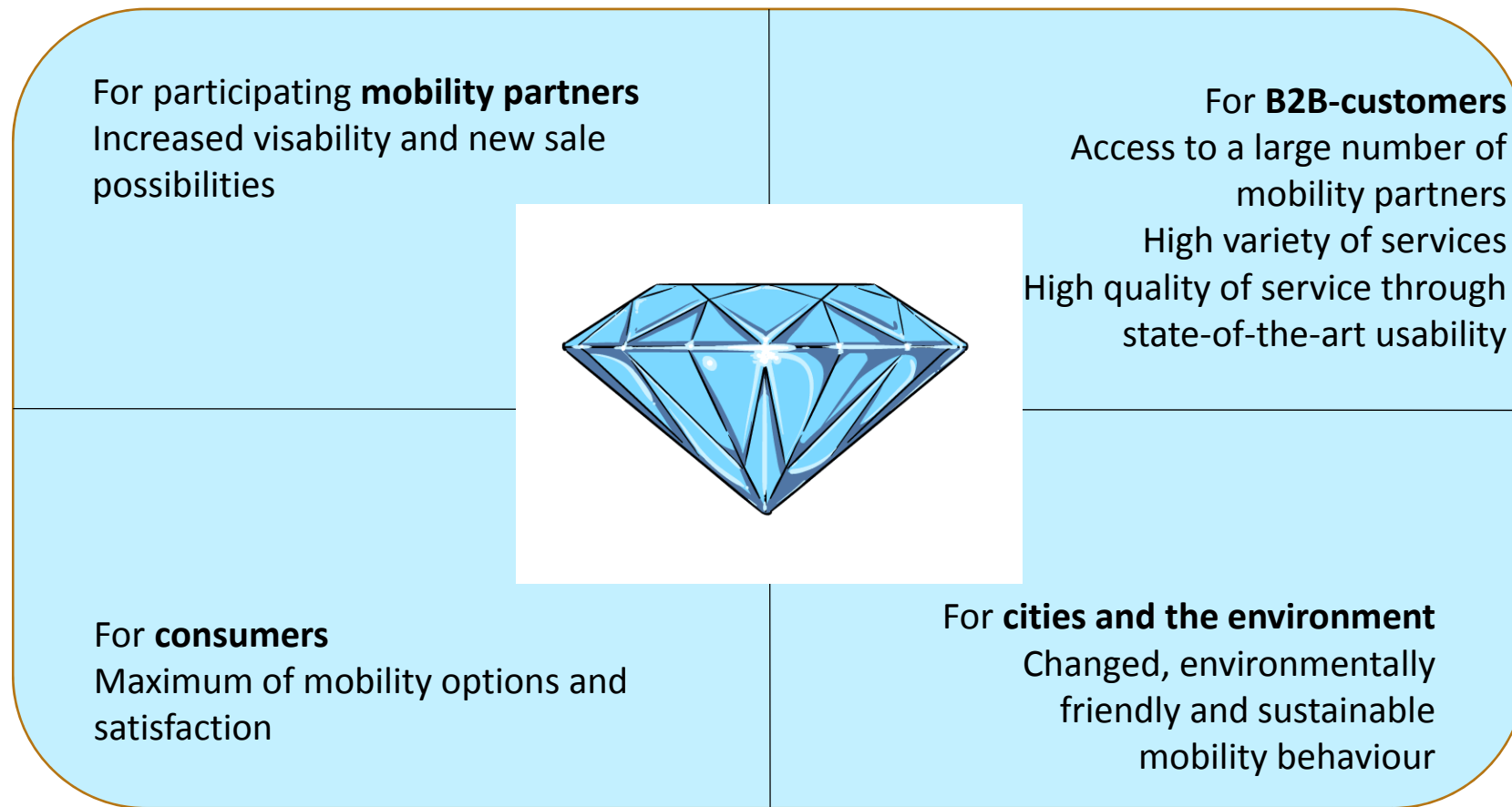
**Solutions for urban  
development areas**



**Other individual use-cases**



# Value for stakeholders



# Public digital shared service infrastructure - supporting new business models

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