

# Shared Mobility Concept and Guidelines on Mobility Hubs in Vienna

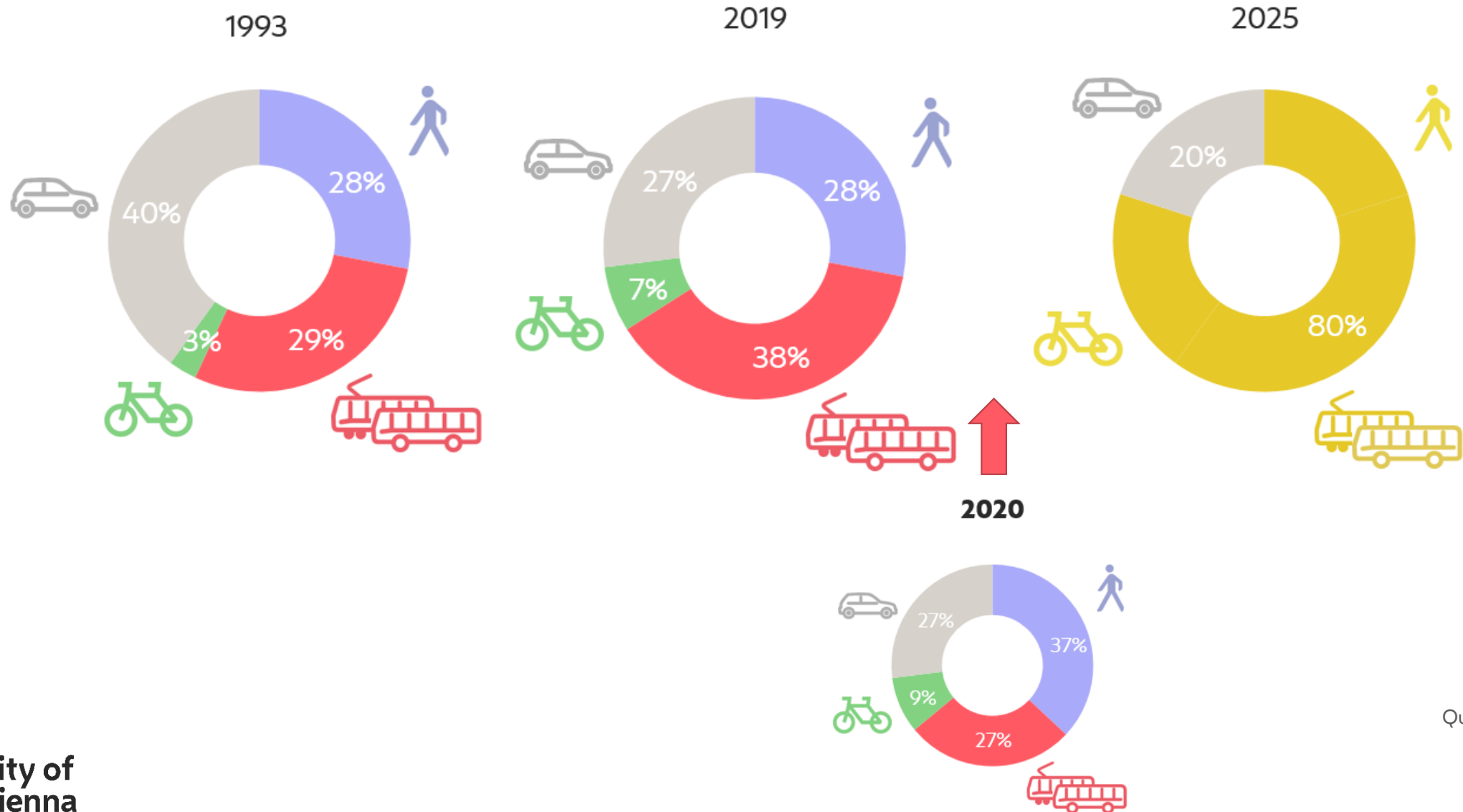
Overview and Objectives for Vienna

Gregor Stratil-Sauer | City of Vienna | Urban Development and Planning  
City Mobility Managers Meeting | TMWC Barcelona 2022 | 16 November 2022



# Modal Share

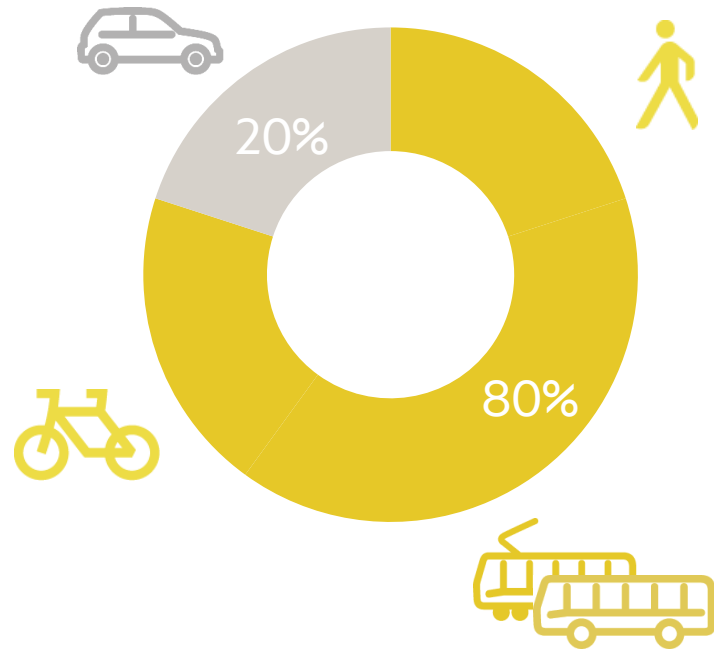
Modal share (trips of inhabitants) and objective for 2025



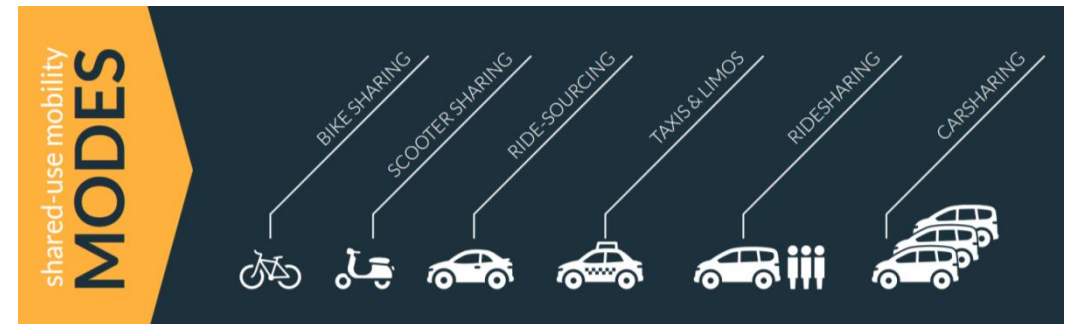
Quelle: Wiener Linien

# Modal Share

## Objectives



Ecomobility =  
Walking + Cycling + Public Transport  
+  
Complementary  
Mobility Services



## Challenge: an uneven market

The availability of sharing mobility varies

City Center

Urban Fringe



Good or excellent public transport



Lower car dependency

Sharing

High availability of sharing mobility



High car dependency



Lower availability of public transport

Sharing

Low availability of sharing mobility

Task of the city: **regulation**

Task of the city: **create a market**

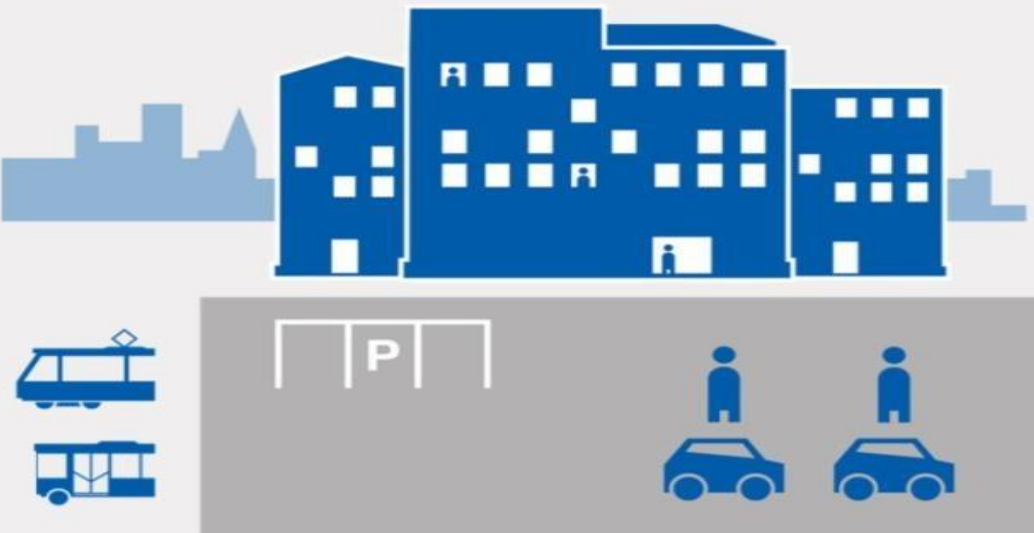
# Real Estate Development – Vision

From providing  
parking space



To care for mobility

Alt



Neu



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# **Strategic Framework**

for shared mobility

# Strategic Framework



STEP 2025



SUMP

E-Mobility-Strategy



Smart Climate City  
Strategy Vienna

<https://smartcity.wien.gv.at/>



Vienna Climate  
Guide

<https://www.wien.gv.at/english/environment/klip/program.html>



# General Objectives for Shared Mobility

**Mobility Guarantee:** Enable full mobility without vehicle ownership throughout the city.

**Services of general interest (Daseinsvorsorge):** Ensure a network of shared mobility services as part of public infrastructure.

**Streets fair shared:** Less need for parking cars in public space to ensure more space for everyone

**Robust:** setting the course for digitization, technological development and the time after the private car.

**Customer focus:** Further development of the existing shared mobility services without temporary disadvantages for the customers, uniform appearance for the customers

**Organization:** Use of the city's internal resources and build on existing responsibilities



# Guidelines for shared mobility

Mobility hubs are an important element for shared-mobility

Responsible and careful use of **public space**

**Data governance** for combined services and analyses

**Various** shared mobility **services** available throughout the city

Mobility-services visible and bundled in **mobility hubs**

Sharing mobility is **decarbonized** and sustainable

Predictable conditions for **service providers**

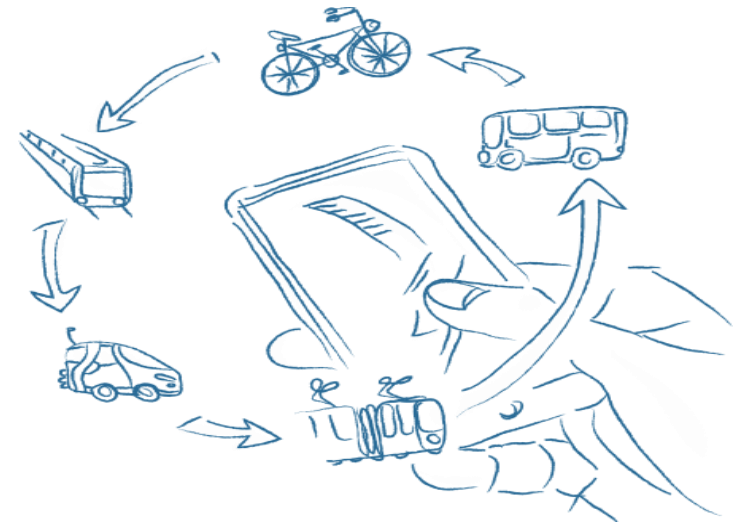
**WienMobil** as a strong brand

# Mobility Hubs

From a city perspective

# Strategic considerations

- **Spatial integration of services in Mobility Hubs**
  - Cluster and foster mobility services with high visibility
  - Focus on customers convenience and flexibility
- **Digital platform as public infrastructure**
  - Don't leave it to Google and friends!
  - New infrastructure under public control
- **Mobility providers and data requirements**
  - operators required to provide data for platform integration
  - supply of aggregated data for analysis and improving the services



# Different levels of mobility hubs

## WienMobil mobility hubs

### Mobility Hubs in urban development areas (private operator)

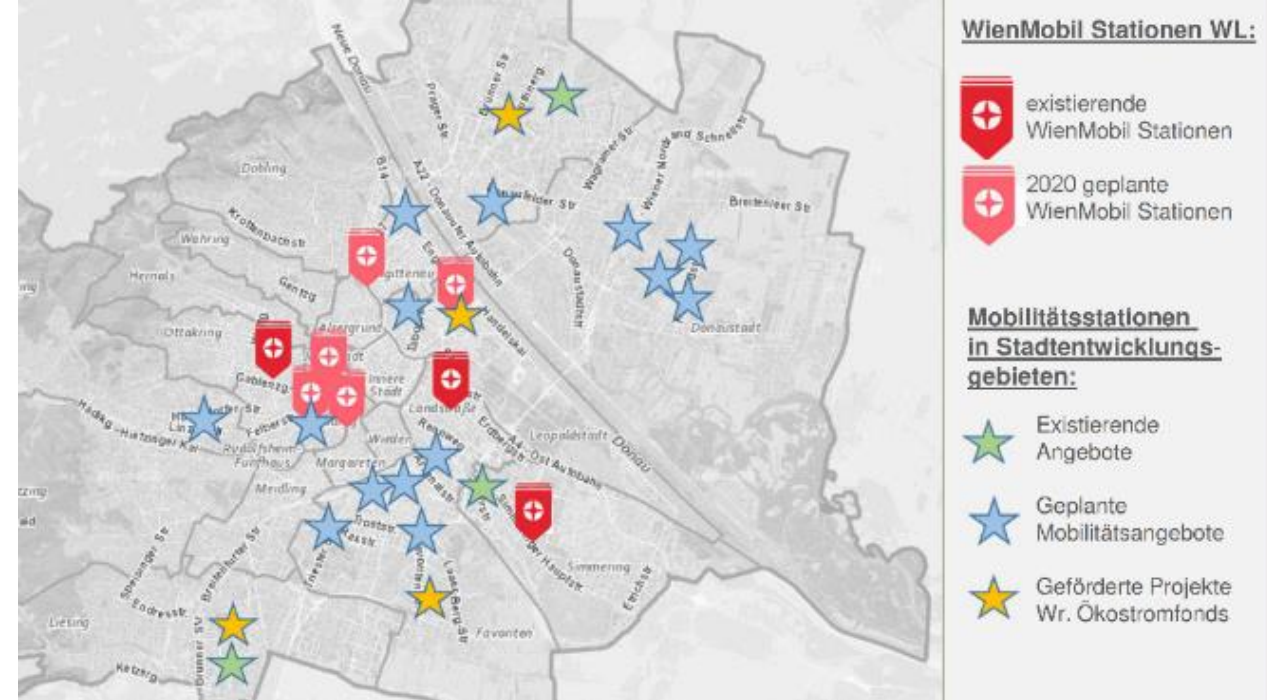
- a. On private property (integrated in a building)
- b. On private property or semi-public space

### Mobility Hub in urban development area (WienMobil)

- a. For example: WienMobil (Nordbahnhof)

### In garages (private operator)

- a. Commercial operator
- b. Community-based (closed user group)







# Bikesharing in Vienna



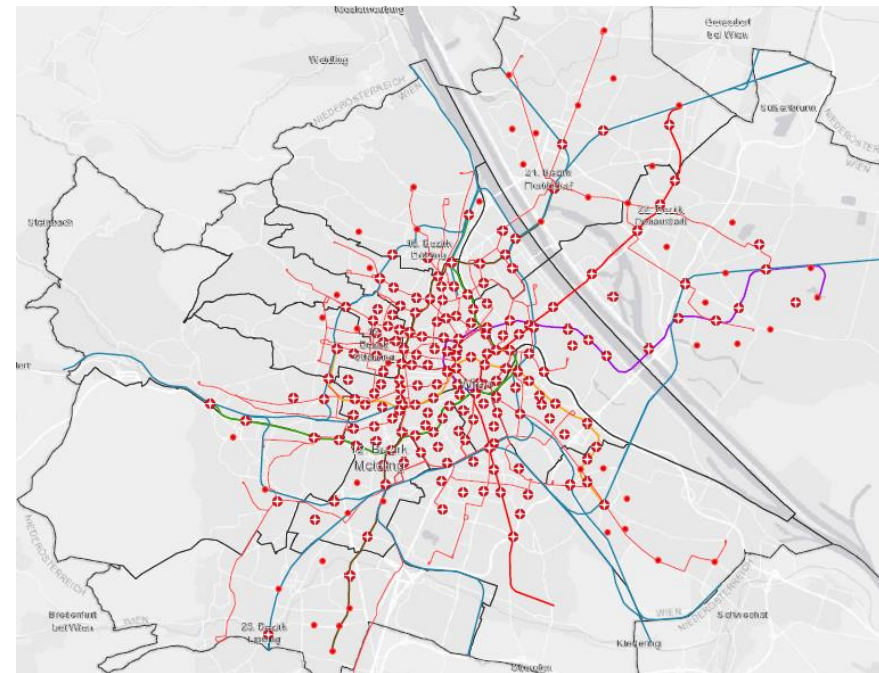
# Bikesharing system

- **Densification** in existing bikesharing area & **expansion** in the outskirts
- Overall about 185 physical stations and additionally virtual stations with **3000 bikes in all districts** in Vienna

Double the amount of bikesharing stations

Double the amount of bikes

Dense bikesharing network (further extension in urban development areas)



# physical & virtual stations

## Physical stations

Building infrastructure (Wheel brackets with docks & information pillar)

- + Using the existing bikesharing locations of former provider *Citybike*
- + High visibility due to the red WienMobil information pillar
- + Exclusive for bikesharing in highly-frequented areas



## Virtual stations

Only virtually visible stations for loaning and returning bikes. Orderly parking and returning can be ensured due to an additional lock

- + Fast and cheap installation
- + Temporary integration is possible
- + Possibility to test bikesharing demand
- + The wheel brackets can be used by public and private bike users



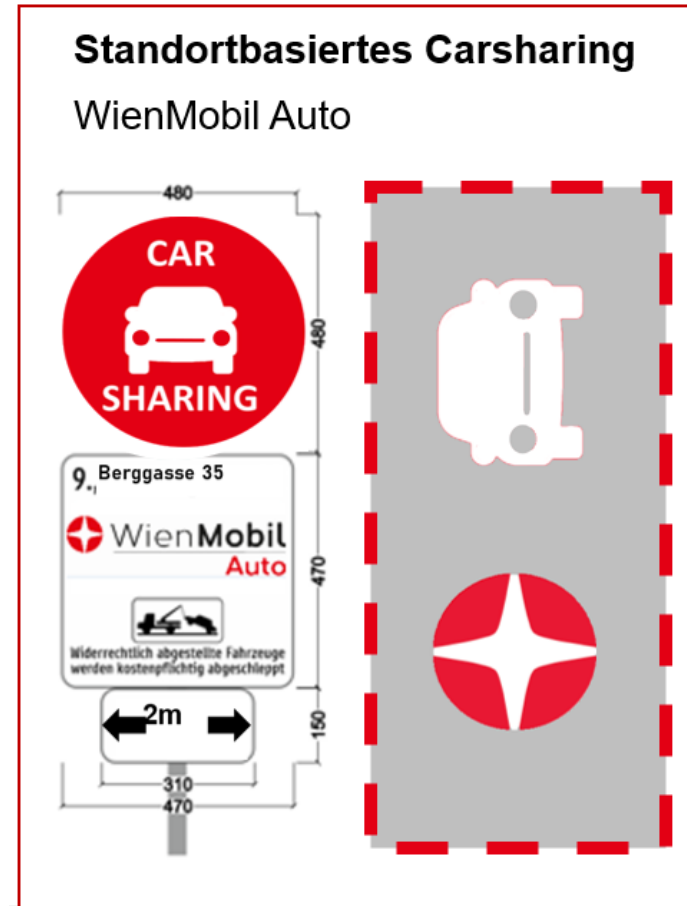


**E-Carsharing**



# Carsharing system

- WienMobil Stationen: mobility points with car- and bikesharing and other mobility options
- 100 E-Carsharing vehicles in all 23 districts
- September 2022: 50 carsharing locations



# Challenges

Mobility Hubs in urban development areas

## Operating challenges

### Commitment and financing

- Public space: Investment by city owned public transport operator Wiener Linien
- Private: §1a "Städtebauliche Verträge", Mobility-Fund, Subsidies

### Long-term operation

- Investment costs, operating costs, operating model

### Operator platform

- Avoid isolated solutions

## Planning challenges

### Dimension and spatial distribution

- Number of hubs, location of hubs, ...

### Design and layout

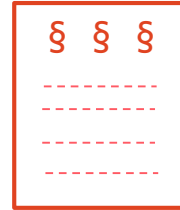
- Allocation of space, ...

### Planning process

- Coordination with city administration, project developer, ...



Planning and decision making



Contractual foundation  
(especially for public space)

## What is the role of the city?



Coordination



Financing  
(if needed)