GUIDELINE FOR MOBILITY POINTS IN URBAN DEVELOPMENT AREAS

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Gregor Stratil-Sauer | City of Vienna | Urban Planning Department
Gerald Franz | City of Vienna | UIV Urban Innovation Vienna
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• Basic facts and mobility trends in Vienna
• Strategic approach to new mobility services
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City of Vienna

Federal Capital of Austria

1.84 million inhabitants

50% of the surface are green

Winner in different “Quality of Living” rankings

Extensive public transport network (tram, metro & bus), connected to the suburban region
Public Transport

Number of passengers with annual season ticket in thousand

<table>
<thead>
<tr>
<th>Year</th>
<th>Number (in thousand)</th>
<th>€ 435 / Year</th>
<th>€ 365 / Year</th>
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</thead>
<tbody>
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<td>2005</td>
<td>303</td>
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<td></td>
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<td>2007</td>
<td>325</td>
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<tr>
<td>2009</td>
<td>336</td>
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<tr>
<td>2011</td>
<td>363</td>
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<tr>
<td>2013</td>
<td>582</td>
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<td></td>
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<tr>
<td>2015</td>
<td>700</td>
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<tr>
<td>2016</td>
<td>733</td>
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Success Story: Modal Shift

Target figure for 2025 **80:20**

public transport + walking + cycling increased to 80%

car traffic reduced to 20%
Strategic Mobility Planning – means for us ...

- Define the principles:
  - Agreement on values
  - Description of qualities

- Modal integration:
  - Use multimodality
  - Interaction in public space

Initiate cooperations for the implementation
Ensuring Mobility:
From Private Parking Facilities to...
...to Additional Mobility Services
Organizing Mobility - Current Status

- Mobility Points
- Coordination
- Guideline Mobility Point
- Mobility Fund
- Local Urban Mobility Strategies
Mobility Points – Definition and targets

- A mobility point is a place or a location where different mobility offers and services are being combined.
- Mobility points are easily reachable and multimodality is guaranteed by the integration of different modes.
- The location of mobility points shall be visible, within attractive surroundings and close to other mobility services (public transport).
Planning criteria

• High density of population
• Close to public transit
• Good accessibility
• Mobility station shall not be further away than the private car
• Combination with other "attractors" (e.g. gastronomy)
• Within a distance of 300 to 600 m to each other
Planning process

1. activation of partners for cooperation and stakeholders
2. predefinition of equipment features
3. cost estimate and financing
4. specification of a business case
5. construction of mobility points
6. operation of mobility points

communication and marketing   participation of residents   monitoring and evaluation
Mobility Points – Offers

Bike sharing, carsharing, e-Scooters, cargobikes, city logistics/parcel pickup stations, IT-Infrastructure, bicycle maintenance points, charging stations
Position of mobility offers (garage / parking house)
Mobility Points at PT-Stations

• Operated by Wiener Linien
• 5-15 stations as a starting point
• Along metro and S-Bahn-lines and in densely populated areas
• First pilot project starts in September 2018 in „Simmering“ as a result of the EU-funded project „smarter together“
Gregor Stratil-Sauer Vienna City Administration – Department of Urban Development and Planning

Gerald Franz – UIV Urban Innovation Vienna