



Mobility Management In Rural Areas Platform Mobility Centres Austria (PMZÖ)



Facts & Figures

Organization

Federal Ministry for Climate Action, Environment, Energy, Mobility, Innovation and Technology (BMK) in cooperation with the Austrian Agency for Regional Development (Karl Rainer)

Type of initiative

Exchange/networking platform for Mobility Centres all across Austria

Target Group

Mobility Centres, regional managements, federal state governments, mobility associations

Duration

The initiative was first launched by "Netzwerk Zukunftsraum Land" in 2012. Since 2020, it is called PMZÖ and it is ongoing.



Description of the Initiative

Mobility Centres inform, support and incentivise companies, municipalities, locals and tourists to use climate friendly and more sustainable means of mobility. They also are a regional coordination hub for mobility offers.

Meaningfully transforming mobility on a regional level and within municipalities can be very challenging. A lack of coordination, human resources and expertise are often the main obstacles. Mobility Centres seek to overcome these obstacles through providing additional knowledge, a strong network and experience in the field of mobility and mobility management. They not only act in a consulting manner but can also take on tasks like ticketing, handling customer complaints and bike rental.

In this context, the PMZÖ acts as a networking platform to promote the exchange of knowledge and expertise between the individual Mobility Centres on a national level. To this end, the members of the PMZÖ meet twice a year - alternately in Vienna and at a changing location in one of the federal states - to discuss pressing issues, receive input from experts and share their professional experience. The overarching goal is to increase the quality of the services provided by each Mobility Centre and to improve mobility offers as a whole throughout Austria.

A total of 13 Mobility Centres are as of today members of the platform. The operating costs of the PMZÖ are covered by the BMK.



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Implementation

In Austria, Mobility Centres have existed since the late 1990s. The emergence of more Centres created the need to strengthen coordination between them. In 2012, a first platform was launched. In 2020, the BMK commissioned the ÖAR with the operational oversight of the PMZÖ. The ÖAR is thus responsible for organizing the two annual meetings and in addition, it provides PMZÖ members regularly with information about events and recent developments in the realm of mobility and mobility management.

Lessons learned

Having a national platform as the PMZÖ not only increases the quality of the offers provided by each individual Mobility Centre but also strengthens their position within regional stakeholder landscapes. A coordinated effort and the bundling of resources help to be more visible within a region and bring the topic of mobility management to the forefront.

Impact

The platform sees itself as a communication and networking format for the key players of the Austrian mobility centres. Its objectives are the exchange of experience, knowledge transfer and communication as a contribution to the further development, quality assurance and sustainability of mobility centres in Austria. It serves to pass on local or regional experiences, pool strengths, learn from each other and develop solutions for common challenges in a process of communication and exchange.