

# Mobility Management Mobility Centre

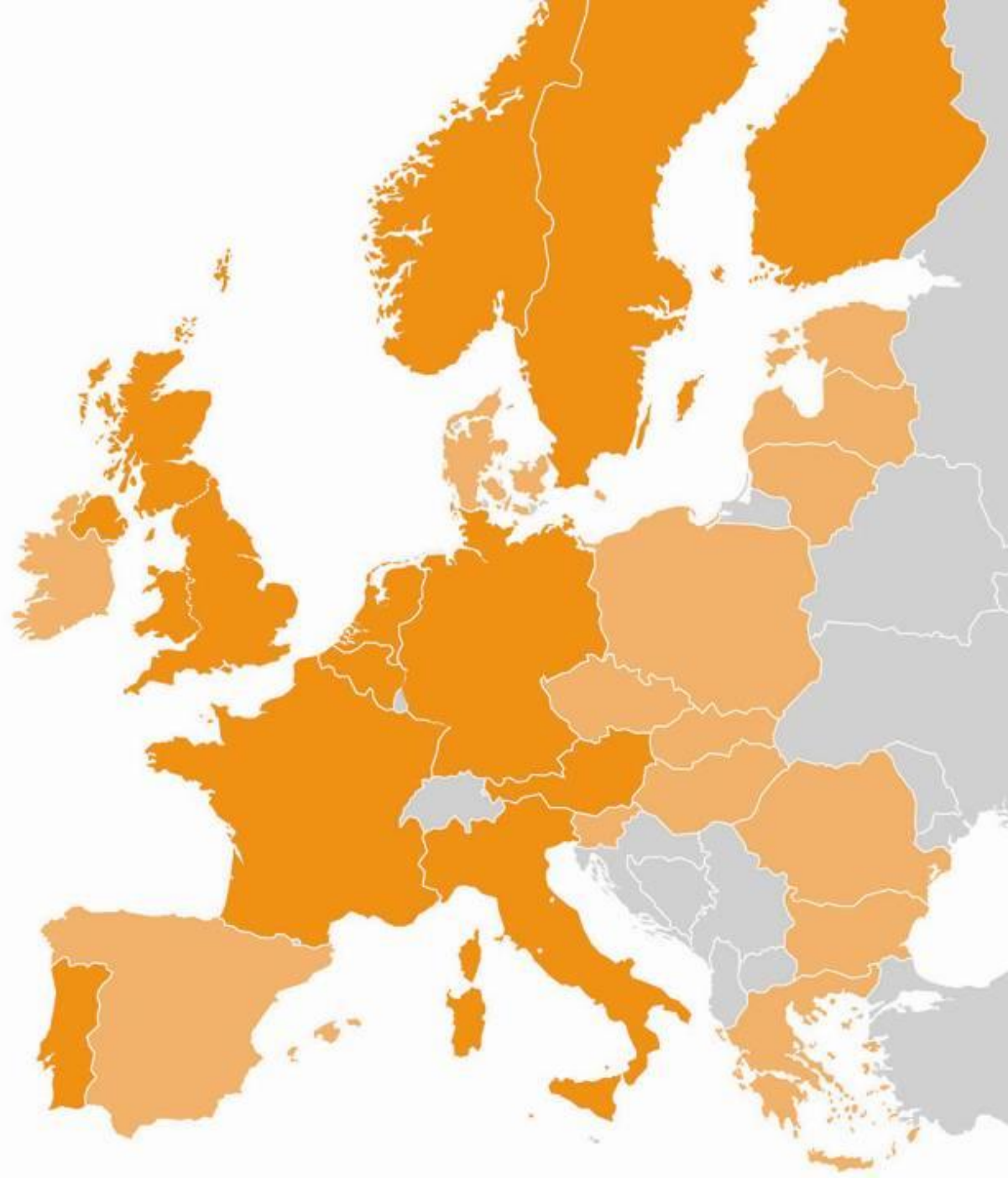
**Karl-Heinz Posch**  
**EPOMM-Coordinator**  
**FGM – deputy-director**

## EPOMM Member states



**EPOMM Member  
states**

**Network partners in  
other countries**



## Managing mobility for a better future



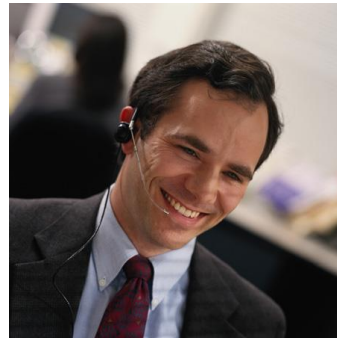
## What is mobility management?

# STARRING



Wim , Groningen

**3 - 4 trips**  
**1 - 2 activities**  
**1-1,5h travel time**



Lukas, Zürich

**3 - 4 trips**  
**1 - 2 activities**  
**1-1,5h travel time**



Barbara, Bochum

**3 - 4 trips**  
**1 - 2 activities**  
**1-1.5h travel time**



Petros, Nicosia

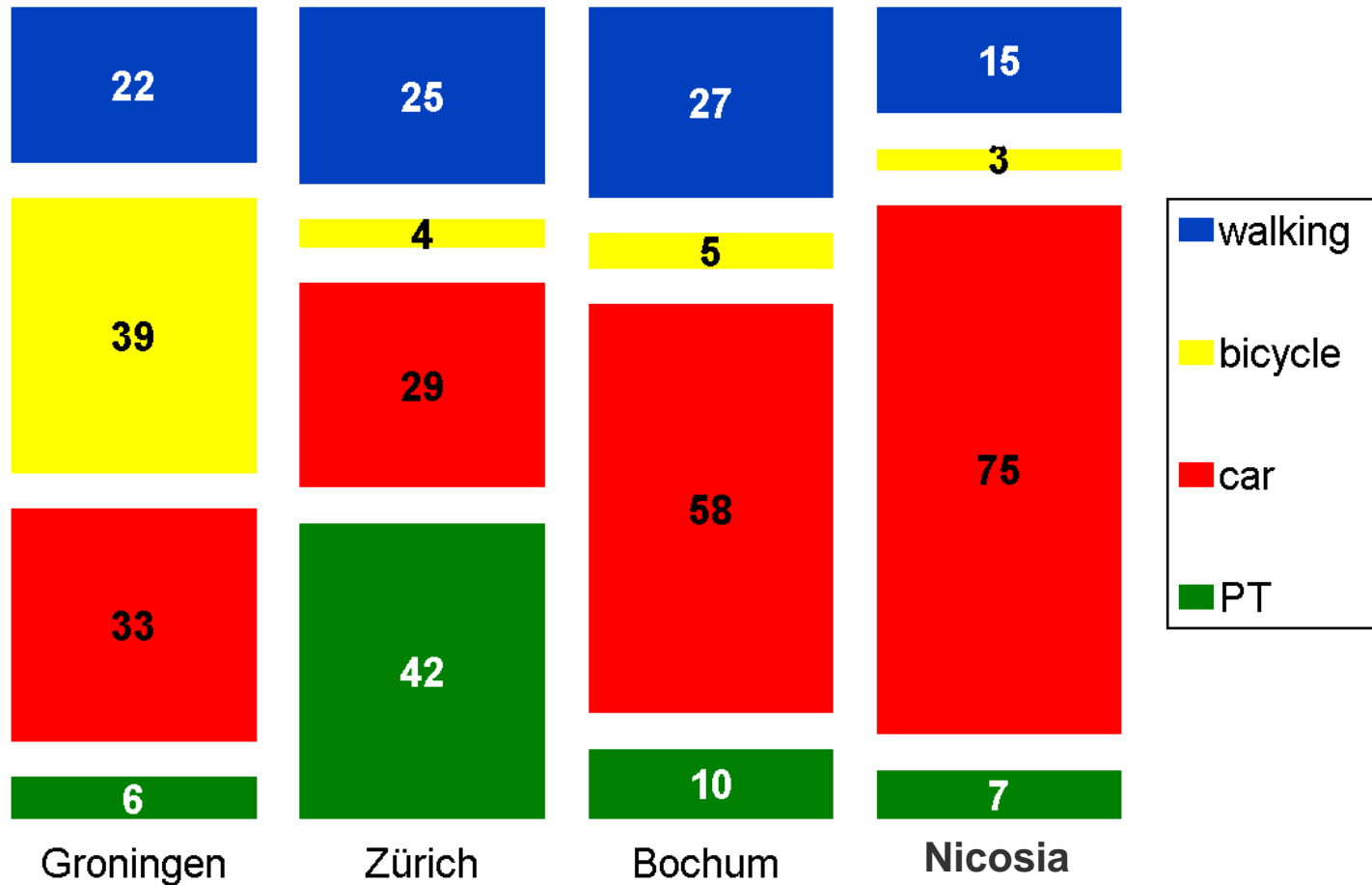
**3 - 4 trips**  
**1 - 2 activities**  
**1-1.5h travel time**



Fuel consumption per capita and year in litres

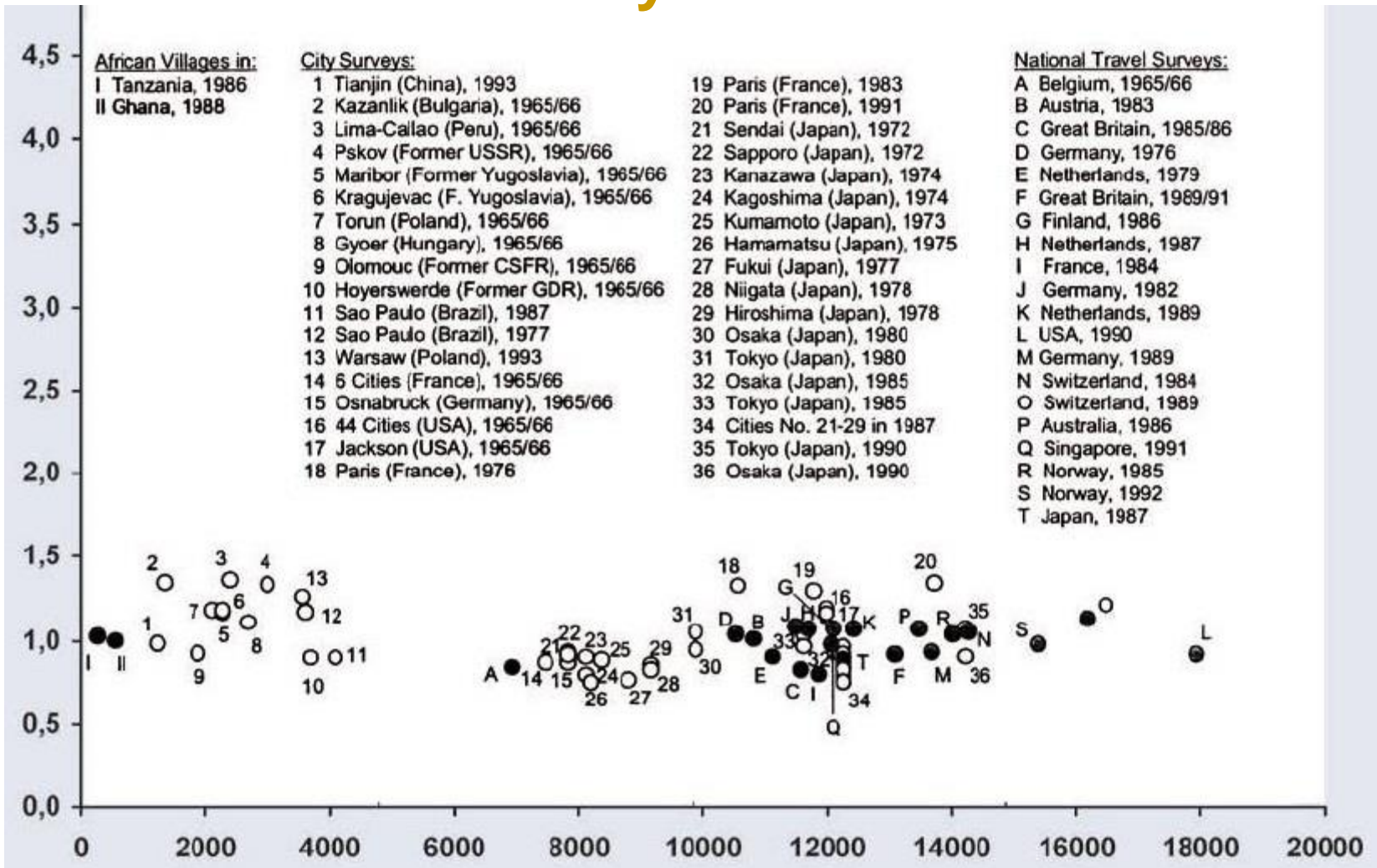
# Mobility can be managed

## And Modal Split shows how it is managed



# Mobility time and nr. of trips are the same everywhere

Mobile hours per day



Gross Domestic Product (GDP) per capita (US\$ 1985)

## Some Elements of Mobility Management

- Marketing sustainable mobility at the right spot: at home, in schools, at the place where you work, for events
- Integration of modes – same ticket for all public transport in a city, in a region, in a country – combined with bikesharing, carsharing etc.
- Integration of land use planning with sustainable mobility
- More effective use of the car: carsharing and carpooling
- The Stick: parking management and congestion charging
- The Carrot: supportive infrastructure measures: bicycle paths, bicycle parking, pedestrian zones, shared space zones
- **And that's where FGM-AMOR is active**
- 30 employees, 100 EU-projects, research, training, consultancy





**Mobil**  **Zentral**

## The first Austrian Mobility Center



Graz, May 2015  
Karl-Heinz Posch

# Who took the initiative and when?

In 1993, a market analysis came to the conclusion that a main constraint for the use of public transport are the difficulties in getting information.

On these findings, FGM-AMOR started with planning an information center

It followed successful examples, like the mobility centre in Hameln (Germany) and 9292, the Dutch information centre for public transport.





## The aim was:

- ... to facilitate the use of public transport for passengers and future passengers
- ... to promote various other facilities of the public transport such as carsharing, carpooling or collective taxi
- ... to get more potential users to actually try out PT and eventually change mobility behaviour

# Step by step

First step – „Verbund Hotline“

(pilot project, start: February 1996):

- ➔ Integrated information by telephone for the whole public transport in Styria
- ➔ Management of carsharing

Financed bei the Styrian Transport Association, FGM AMOR and a carsharing company.  
Run by FGM AMOR.

After one year: The Verbund Hotline got 40 calls a day on the average, 80% of them were content with the new service.



*This led to the second step:*

## ...from „Verbund Hotline“ to „Mobil Zentral“

FGM-AMOR successfully won two EU-projects that funded the conception and the initial phase of Mobil Zentral

Then the Province of Styria and City of Graz agreed to participate in financing the project.

So the Verbund Hotline was extended to Mobil Zentral in September 1997.



# Actual situation

**Mobil Zentral** offers services for all users of public and private transport. The integrated transport information is a main goal concerning the foundation of Mobil Zentral.

**Mobil Zentral** is not concerned with transport planning or tendering procedures for the operations of public services.

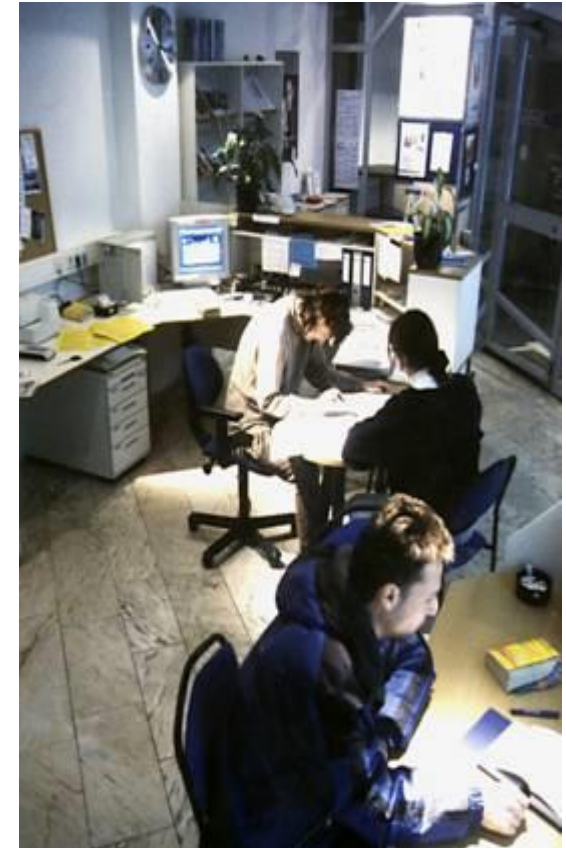
**Mobil Zentral** is a focal point within the city to make the accessibility of public transport easier.

**Mobil Zentral** is a common project of AMOR, Styrian Transport Association, City of Graz and Province of Styria

**Mobil Zentral** is run by FGM AMOR

**Mobil Zentral** is financed by:

- Styrian Transport Association
- City of Graz
- Province of Styria
- ÖBB Postbus GmbH
- Ticket sales



**Mobil Zentral** is steered and controlled by an advisory board. The financing bodies are members of the advisory board.

# Functions



**Mobil Zentral** die erste österreichische mobilitätszentrale

**Mobil Zentral**  
Das Stadtbüro

**Mobil Zentral**  
BusBahnBim Auskunft

Montag - Freitag

Broschüren & Fahrpläne

Die Netzwerkpartner  
über das Netzwerk  
über Mobil Zentral

### Persönliches Service

Unsere Mitarbeiter stehen Ihnen auch - in unserem Stadtbüro in Graz - für Ihre Wünsche zur Verfügung.

### zu allen Fragen der Mobilität

- Tarif & Fahrplanauskunft
- Ticketverkauf und Beratung
- Ausflugsplanung
- Fahrradverleih
- Car-Sharing-Beratung
- Anregungen & Beschwerden
- Service & Beratung für Unternehmen

in zentraler Lage

Mobil Zentral  
Jakoministraße 1, Steinfeldhaus  
8010 Graz

**Öffnungszeiten**  
Montag bis Freitag: 8-18 Uhr  
Samstag: 9-13 Uhr

**Hotline**  
Montag bis Freitag: 7-19 Uhr  
Samstag: 9-13 Uhr

**mail:** [service@mobilzentral.at](mailto:service@mobilzentral.at)  
**tel:** 050 / 678910  
**fax:** 0316 / 82 06 06-82

[www.mobilzentral.at](http://www.mobilzentral.at)



# 1. Information



## **It drives me crazy !!!**

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If you want to go from A to B you often need 4 telephone numbers to plan the trip.  
... and if the information of transport operators doesn't fit together you have to start from the very beginning!

## **One Call does it all!**

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Whereever you want to go, Mobil Zentral has the information on fares and timetables of the whole transport system and all transport operators in Styria.



Mobil Zentral knows all the price reductions and special trips and bargains of the ÖBB (national railways) and all the bus operators



## One gets information

... by phone

... by mail, fax or e-mail

... or personally in the office

## 2. The Office in the City



Here you find tickets, reservations, and everything...

you need for your journey

# Mobil Zentral is open from...

	Office	Phone Access
<b>Mon–Fri:</b>	8:00 - 18:00	7:00 - 19:00
<b>Sat:</b>	9:00 - 13:00	9:00 - 13:00



## 3. Leisure Time

Mobil Zentral offers free services for planning of leisure time trips:

Biking,

Expositions,

Walking,

Hiking, ...



## 4. Bikes

Rent a bike –  
with or without trailer



## 5. Personal Consulting

Which insurances for cyclists? ✓

Are there interest groups for cyclists and users of public transport? ✓

Where to apply for a traffic calming in the street where you live? ✓

You take care of a mobility impaired person and need to know about special transport facilities? ✓

Mobil Zentral knows the answer...

... and if not, they'll find it for you!



## 6. Other Services

### Mobil Zentral also...



- ... realises projects (e.g. the „European Car-Free-Day“)
- ... manages complaints
- ... conducts telephone marketing campaigns to regain p.t. customers
- ... acts as a service and information point for car sharing
- ... and provides all kinds of mobility related products



# Human Ressources

The management – 38,5 hours / week

10 employees 9 - 40 hours/week

# Training

Public transport (supply, operators, timetables, linked transport systems, legal framework, organization and financing)

Efficient timetables reading with/without the aid of computers

Conflict strategies

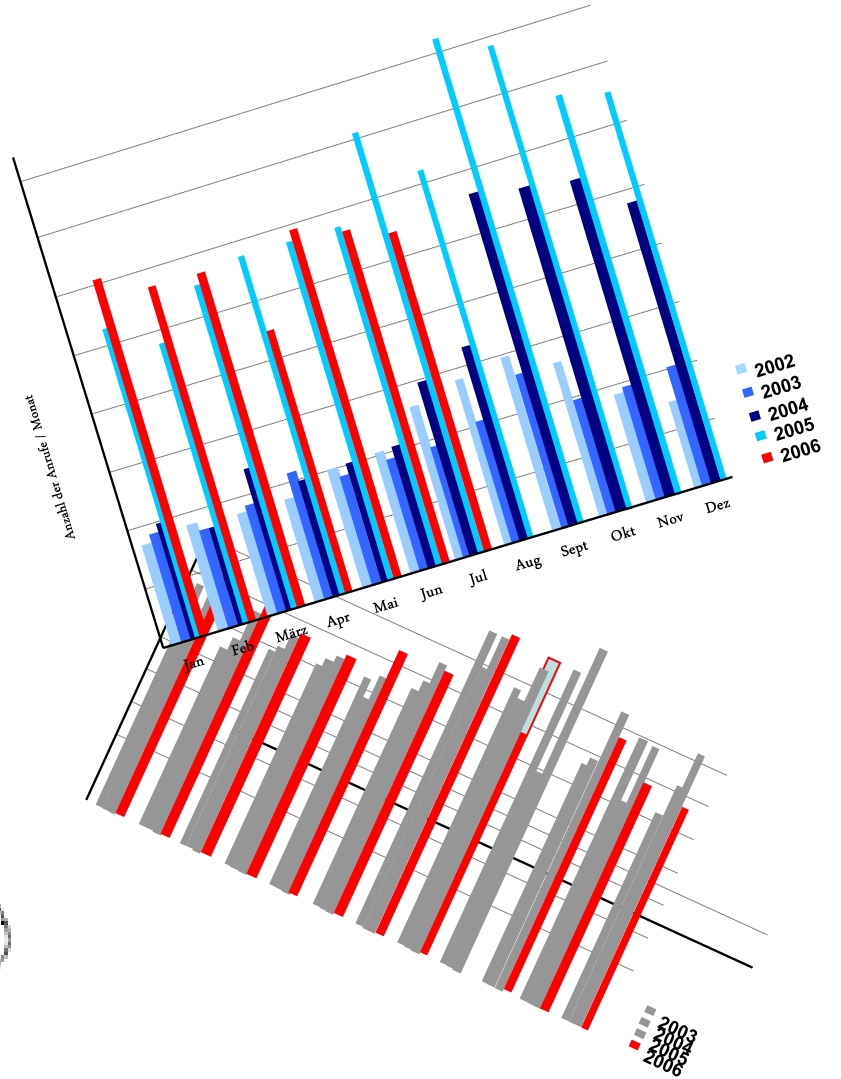
Complaint management

Efficient telephony

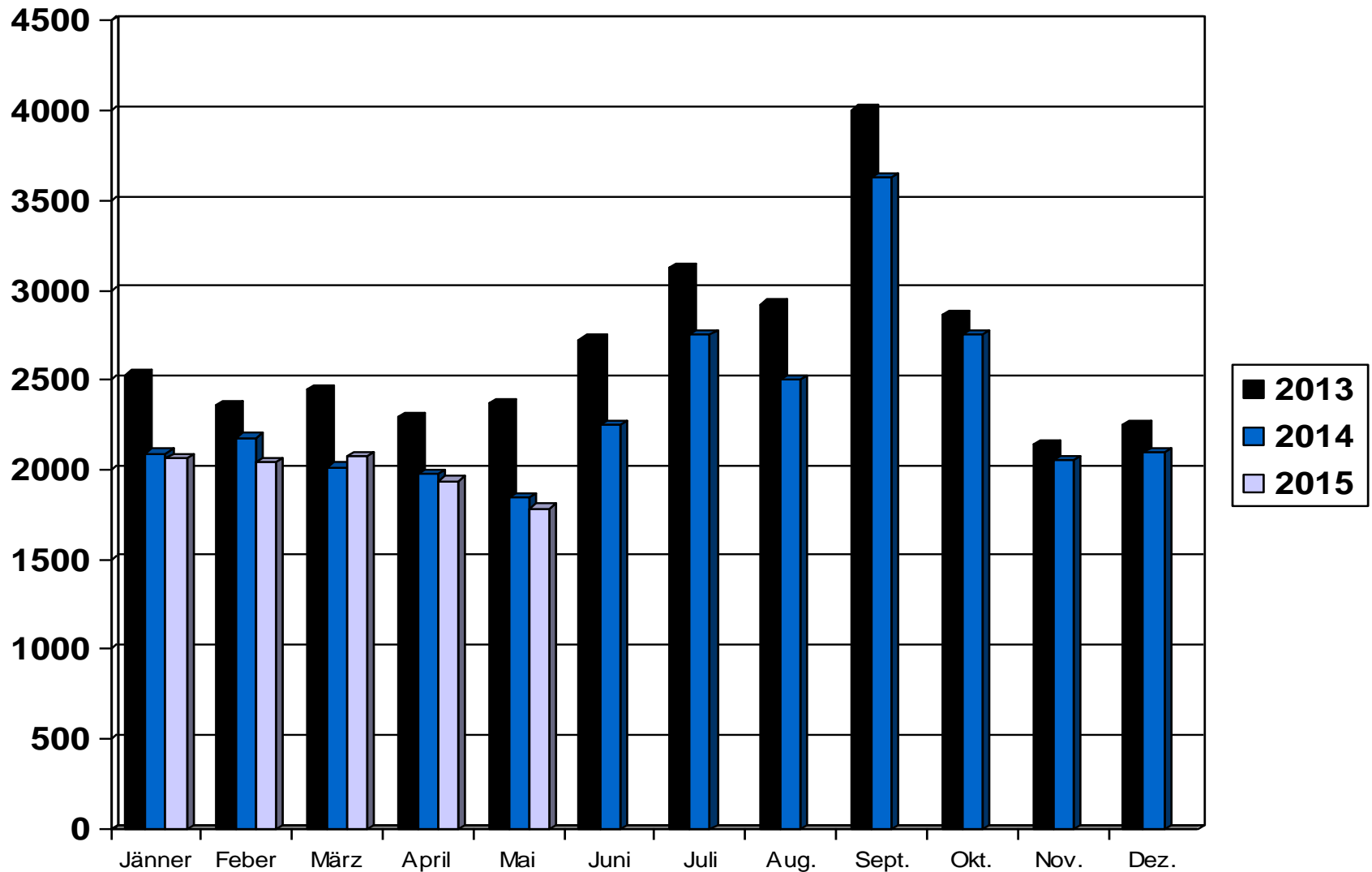
Time management



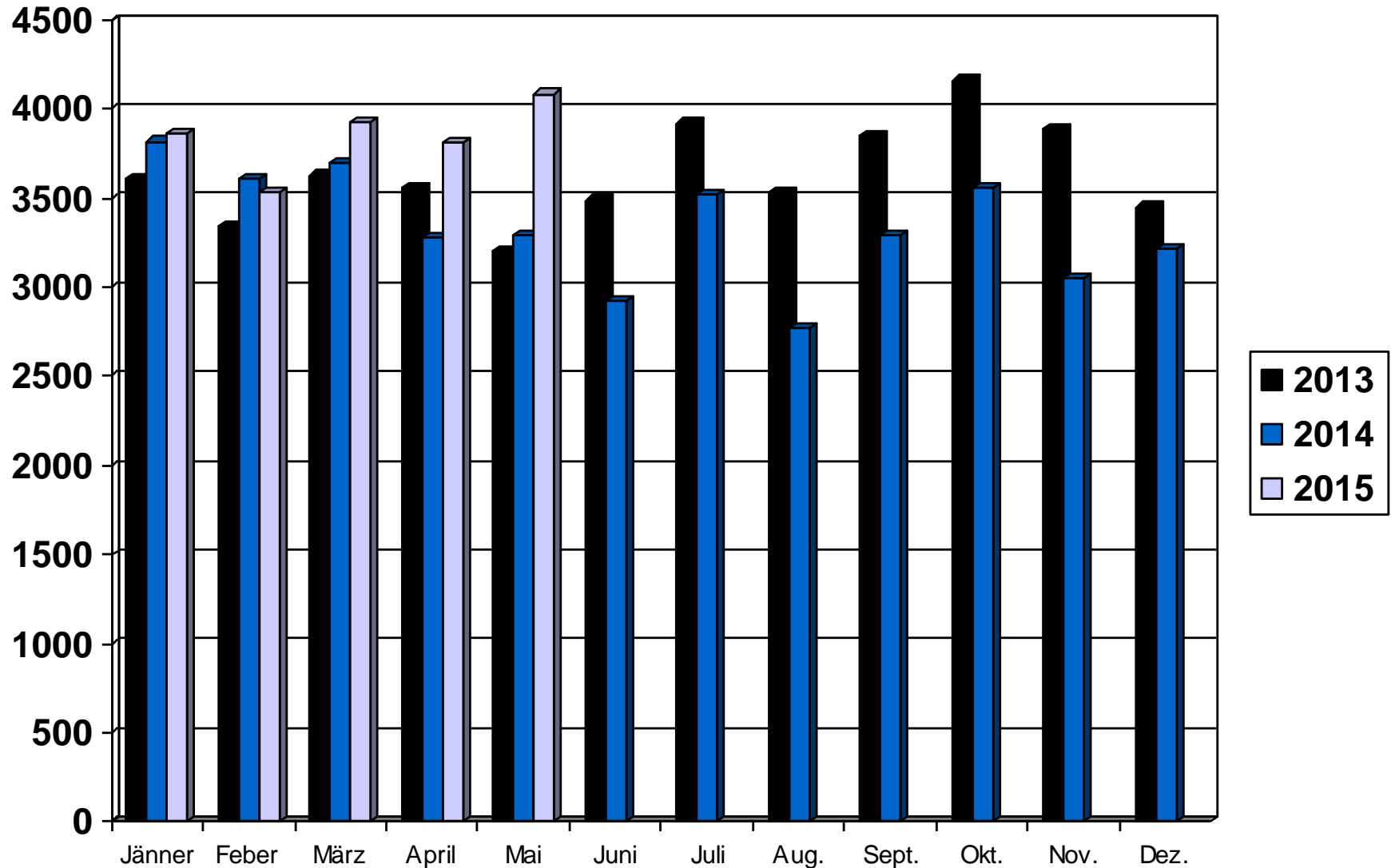
# Performance



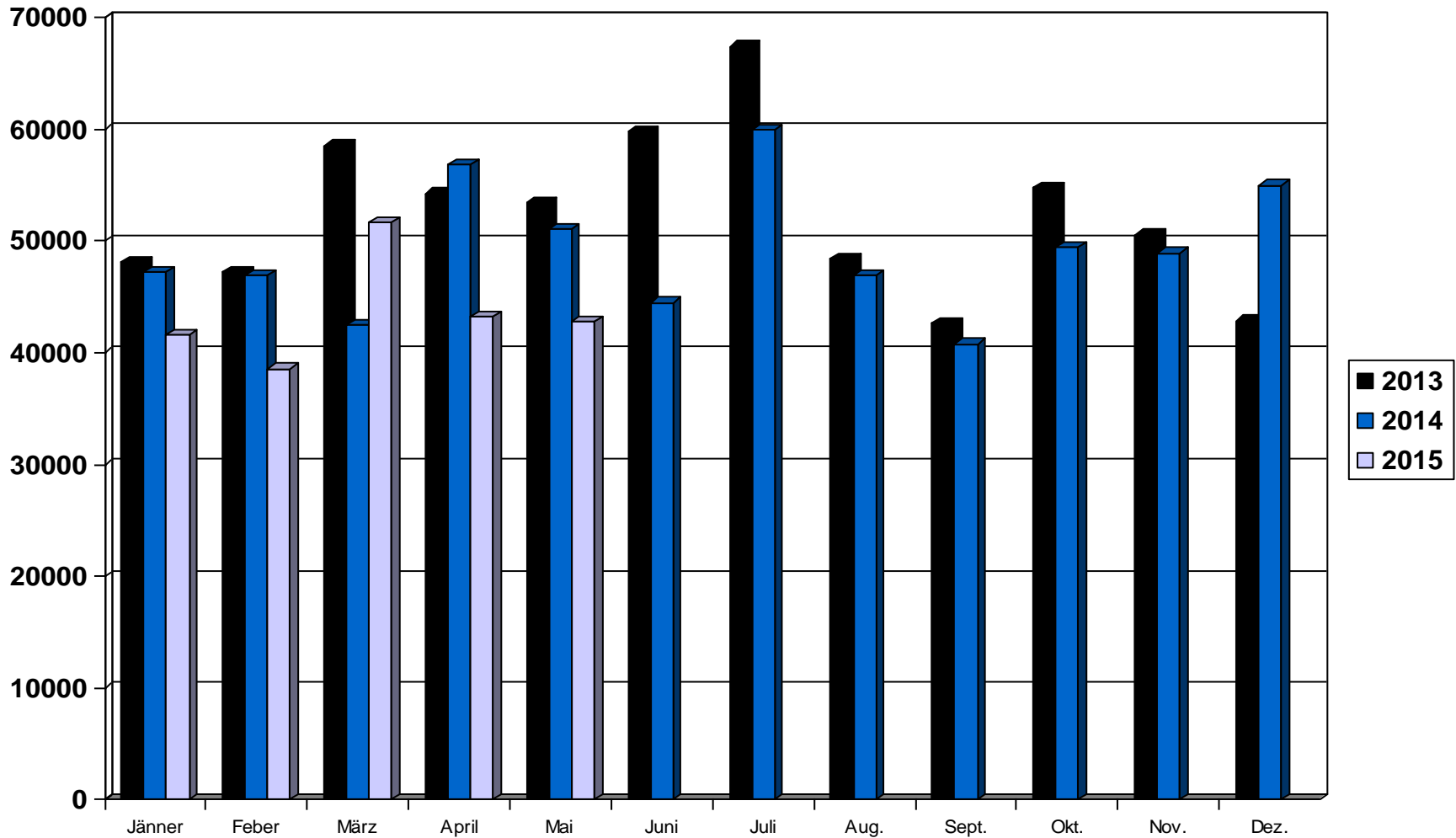
## Calls per Month

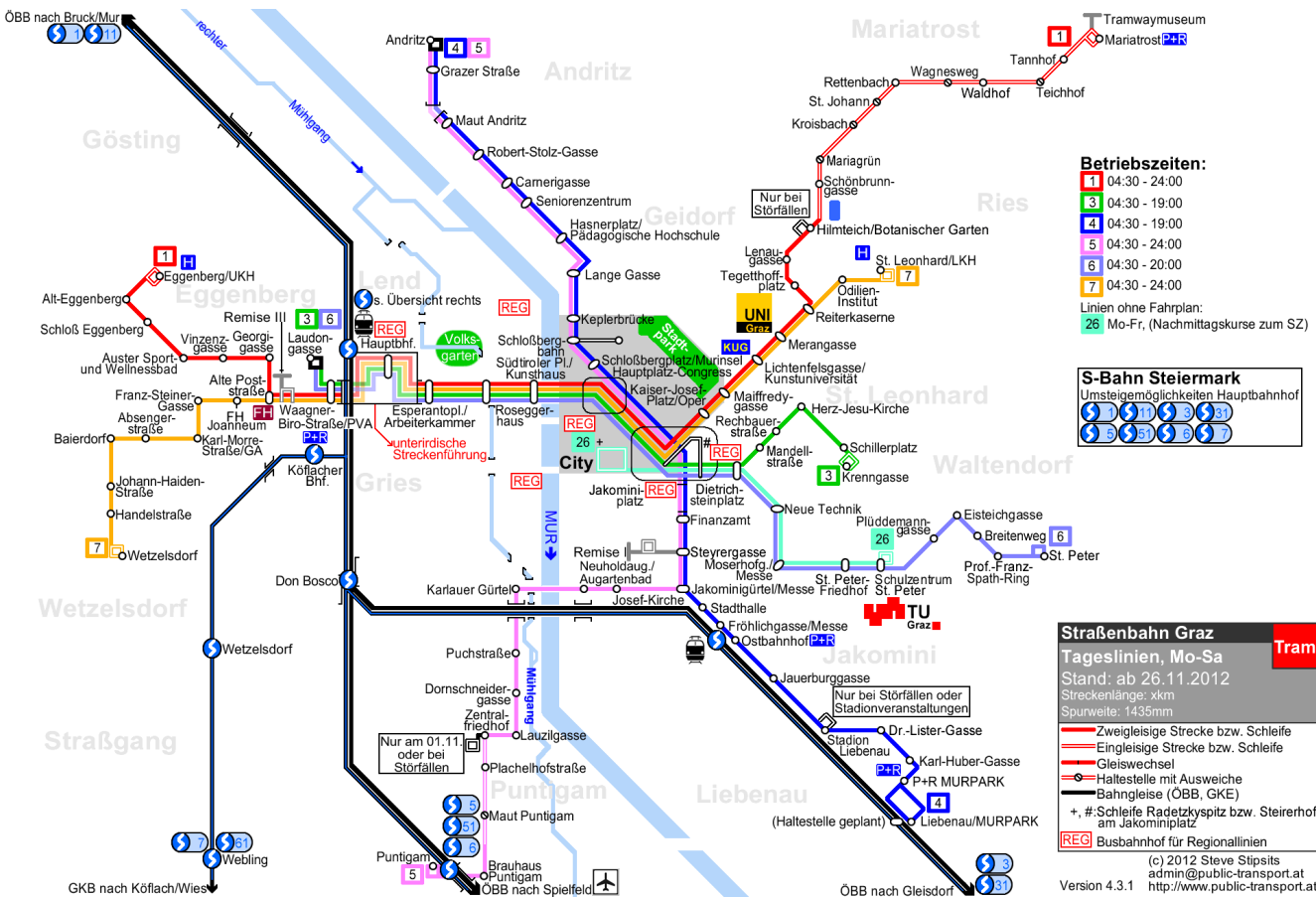


# Customers per Month



# Railway-ticket sales





Karl-Heinz Posch  
Tel.: 0316 810451 -26  
E-Mail: posch@fgm.at;

**Questions welcome!**