## Revision Chart and History Log

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<th>Acronym</th>
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<td>NeuMo</td>
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## SMARTER TOGETHER BENEFICIARIES

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EXECUTIVE SUMMARY

Wiener Linien took up the chance to realize their own and first-of-its kind mobility point within the H2020 project SMARTER TOGETHER during the period from spring 2016 until autumn 2018. By this Wiener Linien supports the City of Vienna and its strategic “Urban Mobility Plan” (Fachkonzept Mobilität) in implementing mobility points in order to offer new services to the citizens of Vienna.

The pilot mobility point in Simmering represents the starting point for an overall bigger development envisaged by Wiener Linien. The long-term vision is to spread mobility points all over Vienna (and perhaps bordering counties) in order to realize a network, which offers a powerful complementary service to the public transport services. The future development of mobility points as well triggers the question about how to make (public) transport stations evolve in order to serve the need for mobility of people and facilitate operations of an increasing number of transport operators.

During a period of more than two years the concept for initially two, later one mobility point in Simmering has been developed. Definition of service offers was drawn up, (urban) design for infrastructure was created, and complex coordination and approval processes within the public utilities and the city administration pursued.

Finally, WienMobil Station Simmeringer Platz offers:

- E-Bikes and E-Cargo-Bike by Simbike (Sycube);
- Bicycle Storage Boxes by Safetydock;
- Car sharing care by Stadtauto;
- E-Charging station by Wien Energie;
- Bicycle pump, sitting bench and infoterminal including touchscreen.

Main learnings from the conceptualisation, planning and implementation of the mobility point concern the

- Integration of mobility points into the digital application WienMobil, operated by Wiener Linien;
- New coordination processes within Wiener Linien and with city administration of Vienna;
- Definition of equipment and service offers for particular locations of mobility points;
- Helpful verve and energy by an integrative and multidisciplinary project setting which enable stakeholders to dare new things.
Finally, an aggregation of new mobility services in public space was created which is accessible for as many people as possible, similar to the public transport. These services are located in vicinity of a public transport (PT) stop offering the opportunity to live multimodality in daily life’s transport trips. At the same time, the mobility point raises the need to emphasize on the interlinkage between the digital access to analog services and how to change user’s behaviour towards digital gates to mobility services.
1. Background Information

Wiener Linien GmbH & Co KG, a daughter company of Wiener Stadtwerke GmbH (public utilities) and indirectly owned by the City of Vienna is the public transport provider within the city of Vienna. Together with ÖBB (Austrian Railways) and a few contractors, Wiener Linien run the complete public transport system in Vienna, which comprises tramlines, metro lines and buslines.

Strategically Wiener Linien sets its focus on developing towards an integrated mobility provider, which offers “classic” PT-services as they are well known to citizens in Vienna, but at the same time expand their service portfolio in the digital sphere and physical form.

The urban mobility market has been quite stable during the previous couple of decades. But since several years, triggered by powerful developments on digital level and the omnipresent access to mobile data via smart phones and other mobile devices, new mobility services have emerged and offer new possibilities to organise urban mobility for businesses and customers. Additionally, the digitalisation boosts the sharing economy in the field of mobility. “Old school”-carsharing enhances, new forms appear and sharing becomes more flexible and therefor more attractive to users who might have been repelled by high levels of organisation for using shared mobility services.

One buzzword which comprises all these developments is “Mobility as a Service” (MaaS). MaaS has been offered by public transport since the beginning of operations. With new technology opportunities and a more volatile market for mobility services, deepened coordination and improved digital accessibility – hence physical accessibility too – are needed in order to give the customer orientation and guidance.

Wiener Linien has stepped into this arena of new opportunities but as well new competitors by establishing a digital platform for bundling public transport and additional mobility services. WienMobil is a mobile application, which allows users book tickets, receive journey information and get access to private mobility services on offer in Vienna.

Based on these developments by today, Wiener Linien took the chance to realise their own mobility point within the H2020 project SMARTER TOGETHER (ST). Recent pilot tests of mobility points in Germany showed that technical implementation and organisational coordination of mobility points is possible. Feedback by customers has been so far fairly satisfying. At the same time, Wiener Linien supports the City of Vienna and its strategic “Urban Mobility Plan” (Fachkonzept Mobilität) in implementing a mobility point in order to offer new services to the citizens of Vienna.
The pilot mobility point in Simmering represents the starting point for an overall bigger development envisaged by Wiener Linien. The long-term vision is to spread mobility points all over Vienna (and perhaps bordering counties) in order to realise a network, which offers a powerful complementary service to the public transport. It is one important stepstone towards making it possible to live in Vienna without owning personal vehicles. The mobility point in Simmering is the first step, which enables many stakeholders to be unified in one common project to cope with the endeavour of setting up a completely new service & product. Naturally it is almost impossible to measure, just based on this single mobility point, change in mobility behaviour of Vienna citizens. But after five more test sites to come until end of 2020 and a broad dissemination of mobility points in the following years, Wiener Linien will be more but just public transport operator.

Another question to tackle by introducing mobility points concerns the multifunctionality of points/stations/stops of (public) transport. Recent developments in the market for long distance bus connections in central Europe (France, Germany, Austria etc.) showed an increasing takeover of former public transport services by private companies, partly due to market liberalisation. The consequence is the need for high quality and centrally located bus terminals as public infrastructure are mainly and dominantly service private coach lines and their customers. This phenomenon underlines the development of separation of infrastructure operators and transport service operators. Here, mobility points step into the ring and add another service package in close integration into already existing stations and transport stops. Mobility points ask the question, how to design and build (public) transport stations of the future? How to integrate a variety of private mobility service providers with high turnover rates? How much do public institutions and companies need to withdraw from operating transport services and focus on infrastructure provision (digital and analog), only? Such questions are not part of the SMARTER TOGETHER project. Nevertheless, mobility points put the limelight on the future development of urban core infrastructure.
2. Project Conceptualization

Within SMARTER TOGETHER, WStW and its mobility affiliates (Wiener Linien and NeuMo – Neue Urbane Mobilität) set the objectives to plan, implement and evaluate one to two mobility points within the target area Simmering. The physical mobility services are supposed to be integrated as deep as possible into the WienMobil App of Wiener Linien. A POI display (point of interest) of the mobility point and its mobility services has been set as the minimum requirement of WienMobil integration. Originally a much deeper integration was prepared for the mobility point. Due to the change of mobility service partners (see 1.3), and delayed App-realisation of other mobility service partners ambitious plans of the project teams needed to be revised. Parallel app development streams by a couple of service providers for the mobility point made it difficult, too, to face a deep integration on time.

The size of the planned mobility points, the extent of services in lieu, as well as the design setting in which the mobility point is shaped in public space has been open for detailed negotiations within the project.

Figure 1: Co-Creation and Consulting with citizens at the Urban Living Lab (SIMmobil) to shape the services provided at the mobility point.
In the beginning NeuMo acted as organising, coordinating and implementing WStW-daughter company for the mobility point. The “conceptualisation project” was completely conducted by NeuMo while Wiener Linien joined the project consortium at the end of the conceptualisation and during the transformation to the implementation phase of the mobility point. Within the conceptualisation co-creation with local residents and Q&A-sessions concerning personal mobility were conducted with help of district & neighbourhood management and questionnaires. (see figure 1).

The conceptualisation laid foundations for the following implementation of mobility points in the quarter Simmering. It

- described two potential implementation models for mobility points.
- analysed local mobility culture of local population.
- drafted a first set of mobility services at two potential mobility points.
- drafted communication measures in order to promote future mobility points.
- drafted a first business model for mobility points.
- enabled a critical exchange of know-how with the partner city Munich.

Moreover, the conceptualisation specified additional infrastructure needed on two potential locations for mobility points and

- gave a first rough calculation of costs for a mobility point implementation.
- drafted and decided about the brand for the future mobility points, operated by Wiener Linien.
- structured the pursued IT solution for accessing the mobility services via the WienMobil App.
- established first contact with future partners for services but as well with partners necessary in order to be able to set up mobility points in public space.

Finally, by the turn from 2016 to 2017 the conceptualisation phase turned into the implementation phase. By then the following partners for mobility services were confirmed for the mobility points:

- Sycube for e-bicycles and e-cargo bikes;
- WienEnergie for e-charging stations for e-cars.

For the approval and constructing process, the following stakeholders were identified as crucial, especially so called “Einbautendienststellen”:

- Wiener Netze (Vienna Power Grid);
- MA (Magistratsabteilung) 19 – Architecture and urban Design;
- MA 28 – Road Management and Construction;
- MA 33 – Public Lighting;

For the actual implementation of the mobility point, pulling into the same direction by all stakeholders was identified as essential in order to meet the objectives of the project.

At the end of the conceptualisation, external contractors developed a first rendering for a mobility point:

![Figure 2: First rendering of a potential mobility point.](image)
3. Project Implementation

For the implementation of the mobility point, project management has been in use in order to structure the procedures and processes within. The working breakdown structure identified the following major phases:

- Clarification of location specific infrastructure amenities;
- Setting up mobility and accompanying infrastructure;
- Clarification of access media;
- Development of mobility point design;
- Conducting public affairs measures;
- Formalisation of cooperation agreements;
- Achieving approval for using public space;
- Procurement;
- Development of digital solutions;
- Development of business model;
- Construction of the mobility point;
- Operation of mobility point;
- Evaluation of construction and operation of mobility point;
- Post project planning.

Originally, two locations were planned. Due to in-depth analysis of both locations and their infrastructural conditions, but as well based on first cost estimations, the project team refrained from realising both locations planned, which have been by then: (1) Hauffgasse and (2) Simmeringer Platz.
Those locations were chosen by strategic considerations, rating of PT-stop nearby, catchment areas of clients, available public space and potential integration of shared services.
Figure 4: Focus spotlights on potential locations

The location of Geiselbergstraße/Haußgasse was cancelled in the beginning of year 2017, due to technical circumstances. Several concrete street stretches were analysed and scanned for a mobility point location, e.g. in area of the intersection Haußgasse/Geiselbergstraße:
Unfortunately, this location was not suitable due to a gas pipeline underneath the bitumen surface, alternately a potential location further down Hauffgasse would have lacked visibility and direct connectivity to the nearest PT stop. This difficulty in combination with already described circumstances omitted a follow-up of this location.

For the deep location analysis, the project team (NeuMo & Wiener Linien) worked in close cooperation with so called “Einbautendienststellen” (departments and agencies responsible for installations in public space) in order to receive all the information necessary for planning facilities in public space.

From now on (spring 2017) only the location Simmeringer Platz was in focus for the implementation of the first mobility point in public space.

Within the year 2017 another major change in the project team happened. Due to the closure of NeuMo – Neue Urbane Mobilität, a subsidiary of Wiener Stadtwerke, the project lead moved to Wiener Linien, public transport operator in Vienna and as well subsidiary of Wiener Stadtwerke. During this time project progress was limited but some major questions needed answer, hence procurement framework conditions were settled, fundamental operational models were discussed and decided upon. Two main development paths were under discussion:

- Integrator - Service Provider
Aggregates & integrates different services and products which are necessary for basic provision of mobility

- Choice of best value for money for mobility service providers
- Fee for integration into mobility point to be paid by mobility service providers
- In case of unsatisfactory service offers, operation of own new mobility services

- (Partial) compensation of business risks

Aggregator – Service Housing

- Aggregates different services and products
- Distribution of risks onto all service providers

The project consortium decided to pursue initially the role integrator for the mobility point Simmeringer Platz. At this point in the project the following mobility services were considered feasible and attractive for the mobility point:

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<td>DriveNow, Car2go</td>
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<tr>
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<td>Already in place</td>
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<td>For restricted group of users</td>
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Table 1: Potential mobility and other services for the mobility point Simmeringer Platz.

Date of discussion: summer 2017.
In fall 2017 first considerations for the design of the mobility point were developed by architects and industrial designers. These drafts showed a spectrum of potential visual impact and financial needs for the set up of an impressively looking mobility point. Continously cooperation and consultation with Wiener Linien management, the project steering committee and the political representation of city of Vienna finally shaped a feasible and cost effective mobility point design.
Meanwhile negotiations with the head of district of Simmering ensured spatial availability of the location in focus on Simmeringer Platz 1/1. These negotiations comprised the introduction to the project, the depiction of needs towards the district administration, presentation of the project in responsible district committees and continuous updates on the progress of the project. At this point the chamber of commerce Vienna was consulted in order to coordinate with local businesses. And municipal department 28 (road management and construction) & Wiener Linien started negotiations about the cooperation agreement for using public space for the mobility point.
In winter 2017/2018 final services were decided about to be put up in Simmering. The decision about those services took into consideration space demands, financial necessities, the business & operational model of Wiener Linien, but in particular demands of architecture and urban design. The preparation of the plan for approval followed unorthodox planning due to lack of organisation know-how at Wiener Linien with particular approval according to the road code in place.

![Diagram of Simmeringer Platz]

**Figure 7:** The plan for submission for approval at MA 46 (traffic management and organisation).

Pink space is managed by Wiener Linien, yellow space is "occupied" by cooperation partners.

Finally the following services were submitted for approval (see figure 7):

- 1 sitting bench;
- 1 e-charging station for two vehicles, max 11kw for each vehicle by Wien Energie;
- 5 e-bikes (e-bicycles) by Sycube;
- 1 e-cargo-bike by Sycube;
- 1 information pylon including a touchscreen;
- 1 bicycle pump;
- 1 carsharing car by Stadtauto, the official and only partner of the city of Vienna for station based carsharing in public space;
- 3 bicycle locking boxes owned by Wiener Linien and operated by ELMOCON GmbH.

All non-partner services are owned by Wiener Linien. The bicycle locking boxes are operated by a contractor in the name of Wiener Linien.

The car sharing service present at the mobility point has played an exceptional role. Planning of the mobility point started with Zipcar, a well established carsharing provider in Vienna. In summer 2017 they announced to retreat from Vienna within one month. The city administration engaged another carsharing service provider (stadtauto) to fill in and serve all the car locations which used to be served by Zipcar. Starting with the opening of the mobility point the former Zipcar-location became active again with help of a hybrid car by stadtauto. For procurement of the car and parking space management, processes of the city administration Zipcar-replacement allocation have been deployed.

In summer 2018, the on-location negotiations with all stakeholders took place in order to grant approval for setting up the mobility point. After this meeting, on the basis of common understanding for the importance of implementing the mobility point and meeting the envisaged opening date of the 21st of September, MA 46 quickly approved the submission.

The following steps were:

- Organisation and coordination of electric connection and cabling of services in need of electricity.
- Relocation of recycling point to allocation nearby.
- Final procurement of construction contractors and electro constructors.
- Establishment of construction site.
- Construction of foundations and electric connections.
- Delivery of gear and equipment for the mobility point.
- Branding of gear and equipment of the mobility point.
- Starting and conducting a marketing campaign in order to promote the opening of the mobility point.
- Coordination of the opening event on the 21st of September.
- Finalisation of the digital integration of the services as «Point of interest» into WienMobil App of Wiener Linien (including links to the specific applications for using the services [for e-charging, e-bikes, carsharing, bicycle locking boxes]).
Finally, on the 21st of September, 2018 the first public mobility point, called **WienMobil Station Simmeringer Platz** was opened. The marketing campaign drew attention by setting the mobility point into context:

Figure 8: Marketing subject of WienMobil station Simmeringer Platz
Herzlich willkommen bei der ersten WienMobil Station der Stadt Wien.
Hier können Sie einfach auf E-Fahrräder, Lastenräder oder Carsharing-Fahrzeuge umsteigen, Ihr eigenes Fahrrad sicher verwahren oder Ihr E-Auto aufladen.

In Kooperation mit
4. **Appointed resources**

As already described, for the planning and implementation of the first public mobility point in Vienna, NeuMo & Wiener Linien combined their expertise and shared workload over the course of the project lifetime. Hence all input resources need to be considered as combined input by those entities of Wiener Stadtwerke.

Altogether personnel costs, external expertise and investments added to the realisation of the mobility point.

Altogether around €550,000 were spent in order to conceptualise, plan and implement the first mobility point in Vienna. Valuable money but well invested in creating new processes in the city administration and within Wiener Linien, covering initial costs for a future oriented new service for whole Vienna and laying foundations for future business cases for both eco modes of transport and new mobility services for all, in both city districts like Simmering but as well in whole Vienna.
5. Status quo and operational model

Three approaches describe how to face the operation of a mobility point. Either an organisation mainly coordinates the set-up or operation of a mobility point by coordinating different partners like mobility service providers, technical support services etc., or one organisation plays the one-stop-shop planning, implementing and operating all services necessary for a mobility point. The third option is a mixture of both approaches.

It is of no surprise that within the Smarter Together project, Wiener Linien chose to mingle both diametrical approaches. It established an operational model, which analyses opportunities and necessities of every single service to be available at the mobility point to be performed by Wiener Linien but as well to screen whether some services and operational aspects of mobility points might be interesting for external businesses.

Finally, Wiener Linien operates the Mobility Point Simmeringer Platz as coordinator for planning, implementing and operating everything connected to the station. This means that Wiener Linien deals with the approval process and the construction and electric connection for all the facilities necessary. Wiener Linien decides about the composition of mobility services at the mobility point and serves as first point of contact in organisational issues. In fact, Wiener Linien cooperates with most of the (mobility) service providers in form of partner agreements, but some services are provided and operated by Wiener Linien.

First, Wiener Linien covers costs for:

- Using public space;
- Electricity for the information panel;
- Electricity for the bicycle storage costs;
- Winter maintenance;
- Cleaning expanse of the mobility point;
- Operating the bicycle storage boxes via a partner contractor (Elmocon GmbH), which shares business risks with Wiener Linien;
- Operating the information panel;
- Investment of the storage boxes;
- Investment for the information panel;
- Investment for public bicycle pump;
- Maintenance of public bicycle pump;
- Investment of urban furniture.
Still, several services are provided and operated by partners:

- 1 e-charging station for two vehicles, invested in, installed and operated by Wien Energie.
- 5 e-bikes (e-bicycles), invested in, installed with support of Wiener Linien and operated by Sycube.
- 1 e-cargo-bike invested in, installed with support of Wiener Linien and operated by Sycube.
- 1 carsharing car, invested in and operated by Stadtauto Carsharing GmbH.

The selection and scope of services available represent a compromise of hard negotiations with several already mentioned partner authorities. Availability of space, concessions towards new mobility services (e.g. in terms of parking space assignment for new mobility services) and matters of architecture and urban design limited original plans of scope of services at the mobility point. Higher numbers of E-Bikes and bicycle storage boxes were pursued in the beginning of the project. The original postal pick-up and delivery boxes were cancelled due to strategic procurement reasons. Neutrality towards several postal services and their delivery dominated the decision to go without post boxes in public space for now.

For the pilot mobility point in Simmering, there are no revenues calculated for Wiener Linien as «brand» and «brain» behind this service. This procedure is based on an initial fee exemption for using public space by the city of Vienna administration. Additionally Wiener Linien from scratch would like to encourage partners to integrate into and participate at mobility points in future times. An initial free use of the framework infrastructure should give incentives to become part of future mobility points. This asset for partners also reflects the challenging location of this first mobility point in the specific, local socio-economic fabric of district Simmering. On the long run investment and operational costs are ought to be covered by fees levied by Wiener Linien from mobility service providers for using public space and infrastructure. Revenues can be collected for use of public space, advertisement in public space, operator fee (for planning and maintaining the mobility point) or agent fee for intermediary services of Wiener Linien. For some of these revenue considerations more framework agreements with the city administration of Vienna need to be achieved for which all experiences made at the pilot and first-of-its-kind mobility point in Simmering are very helpful and supportive.
6. Conclusions and outlook

Within the pilot project “mobility point Simmeringer Platz” most precious experiences have been made by setting-up Wiener Linien and Wiener Stadtwerke internal processes to elaborate a concept for the mobility point and to implement it.

New forms and compositions of cooperation between Wiener Stadtwerke entities and between Wiener Linien departments needed to be established in order to find ways of operating in public space and connect new partner businesses to Wiener Linien. Hence the pilot activity mobility point triggered new approaches towards and for new services which have not been able to be covered by “business as usual”. But cooperation between Wiener Linien and municipal departments of the city deepened within the project, too. Approval by “traffic management and organisation” for the use of public space for the mobility point, coordination of architectural stipulations and needs in public space and agreements for “renting” space of boardwalk needed to be achieved in order to be able to realize the mobility point. These rather complex matters contributed to an extended coordination period for above mentioned matters.

One specific challenge in organising the operation of the mobility point has been the elaboration of partner agreements with business partners, which both bring in their operating capital (e.g. vehicles) but as well cover the operation of their services. In elaborated partner agreements, it is agreed upon exchange of data, insurance coverage, use of public space, responsibility for electric wires, data protection, etc.

The integration of the mobility point into the Wiener Linien mobile application “WienMobil” represents another challenge but as well a starting point for further development and integration of new mobility services into the public transport eco system of Wiener Linien and Wiener Stadtwerke. Initially the mobility point is only depicted in WienMobil as a POI (point of interest). The customer/user has the opportunity to access further information about the mobility point and every single service, which is accessible via internet. For the actual use of services, the user is forwarded to specific mobile application or mobile websites which offer functionalities to book, use and pay for the respective service. As next steps, until the end of the implementation period within Smarter Together but as well beyond SMARTER TOGETHER, a deeper integration of single services will be pursued.
Success and failure of services like mobility points are closely intertwined with digital-analog-digital communication manners of users. First experiences of operating the WienMobil Station Simmeringer Platz show that, although easily accessible information about service offers are available and communicated via apps, Internet and traditional communication streams, users are reserved in order to use the actual service. Merely digital availability is no sustainable solution for offering mobility services. Human to human communication and interaction is key when talking about acceptance of new mobility services. Examples like Check-In counters at airports or human attended self-service cash desks in grocery stores prove the need of personal and sometimes even physical interaction and support for customers. Similar to these experiences, new services like mobility points apparently need a thorough and long-term introduction to customers in order to establish new ways of organising individual mobility.

A tight schedule was one of the main challenges in the implementation of the pilot mobility point in Vienna. Despite thorough project management tools and methods in place, new processes, new types of procedures, long lasting political coordination, setbacks in the project phases due to unsuitable contractors etc. harmed a finalisation of the mobility point in due time. But thanks to strong support within Wiener Linien, by the SMARTER TOGETHER project coordination team in Vienna and in partnership with new mobility services the set date for opening (21.09.2018) could be realised.

The composition of services at the mobility point in Simmering bases on both predetermined partner constellations from the ST-project consortium and from the mobility service businesses active in the city of Vienna. Specific type and scope of services present in the pilot mobility point do not represent the ideal idea of services for a mobility point, as imagined by Wiener Linien. Nevertheless, some insights can be drawn from the services in place since September 2018.

Because the mobility point is not in place a full season yet, which would give insight into correlations of user numbers and seasonal parameters (weather, availability of means of transport, occasional customers etc.), no clear statement about user numbers can be drawn by today. A few first insights shall be presented nevertheless: Sycube offers five E-Bikes and one E-Cargo-Bike among the mobility point services. On an average, these are used from once a day up to several times a day, which is satisfactory, and as expected for both Wiener Linien and Sycube. User numbers for the car sharing car could develop better. In this the whole situation of stadtauto in Vienna need to be analysed more thoroughly. The E-charging station for E-cars is used as expected in comparison with other E-charging stations in the district Simmering. Especially for a rather new service as the bicycle storage boxes more awareness raising will be necessary in order to spread news about this new and affordable service available. For this more marketing activities in springtime are planned, aiming at the warm season to get this new service into full swing.
One major asset of mobility point is constantly postulated: bundling mobility services in public space and both facilitate the use of services for the users but as well organise and reshape public space. This aggregation of services in public space should extend to the digital sphere, too. Indeed, is has been a challenge to integrate services deeply into the Wiener Linien App WienMobil, both technically but as well due to reservations of partners. Post-SMARTER TOGETHER duties will emphasize on further digital integration.

Overall, the pilot mobility point in Simmering is the blueprint for five mobility points to follow in Vienna until the end of 2020 (outside of SMARTER TOGETHER) and its set-up generated many learnings and new insights. Simmering and upcoming five locations will represent different user groups to be addressed, different spatial settings, and different selection of mobility service offers. This spectrum of differentiated mobility points will serve as a basis for the long-term perspective of mobility points in Vienna. One of the last steps to walk within SMARTER TOGETHER concerns development of a first vision of a network of mobility points in whole Vienna. For this picture to generate, Wiener Linien together with external help will draw up a rough idea of how an offer like WienMobil Station Simmeringer Platz can replicate all over Vienna.