



Smart and Inclusive
Solutions for a Better
Life in Urban Districts

Smart City Toolbox

Replicable measure:

Vienna - E-mobility station

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E-mobility station

Presentation of the measure

On September 21st 2018 the WienMobil Station Simmeringer Platz was opened in Vienna. The WienMobil Station is the first public mobility point that was designed and implemented in Vienna. The mobility point is used here as a term referring to the possibility to changeover, in a specific geographical location, from public transport to other publicly available means of transport, such as active mobility, car sharing, bike sharing etc.

The Mobility Point thus combines multimodal mobility offers in a narrow space, including (e-) car sharing, e-bike sharing, charging station for private e-cars, bike boxes for storing bikes, seating options and a bicycle pump, while being close to a public transport stop.

Budget needed

The project implied an investment of 600.000,00 €.

Funding sources

The investment was done by NeuMo respectively Wiener Stadwerke.

Implementation timeframe

For this first mobility station, the preparation and planning phase took up one-two years, while the installation lasted for two months.

Partners required to implement the solution

- Project lead and conception: NeuMo respectively Wiener Stadwerke
- Responsible for local mobility survey: Wiener Stadwerke
- Responsible for installation: Wiener Linien (public transport company)
- Marketing: Wiener Linien (public transport company)
- Operation: Wiener Linien (public transport company)
- Provider of charging station and infrastructure: Wien Energie (energy supplier)
- Provider of e-bikes: Sycube
- Provider of (e-) car sharing: private car sharing provider
- Integration into existing public mobility software respectively booking and billing option: Upstream (public company)
- Permissions/ support was offered by: diverse municipal departments (department responsible for public space, department responsible for traffic), political representative of the district, electricity network operator.

Preparation of the ground to create a fertile ecosystem for this measure to be set up

Strategically Wiener Linien sets its focus on developing towards an integrated mobility provider, which offers "classic" public transport 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. Since several years, new mobility services have emerged and offer new possibilities to organize urban mobility for businesses and customers. On the basis of these developments by today, Wiener Linien took the chance to realize their own mobility point within SMARTER TOGETHER.

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.

Step by step approach

- Planning phase and negotiations with relevant stakeholders
- Site permission and detailing of the technical concept
- The budget and concept for the mobility point was accepted at the end of 2016 by the steering committee of the Wiener Stadtwerke. Wiener Linien (operator of public transport) joined the project.
- The detailed design concept was put out to tender and assigned to an external company.
- Responsibilities were agreed on: Wiener Linien does the construction work (foundation, ducts), Wien Energie installs the charging points, SYC installs the rack for the bikes.
- Setting-up of booking systems and software integration. It was agreed that the mobility point (including real time data about the number of available bikes) will be integrated into the existing mobility App "Wien Mobil" which is designed and operated by Upstream (city owned start-up).
- Continuous coordination with the relevant actors was intensified to support a positive attitude of the district.

Results/benefits available at this stage

Finally, on September 21st, 2018 the first public mobility point, called WienMobil Station Simmeringer Platz was opened.

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 via partner agreements, but some services are provided and operated by Wiener Linien.

Is this measure a low hanging fruit?

No, as a lot of planning was necessary, it is cost intensive and very new also in terms of legal permissions.

Lessons learned, enablers, barriers, solutions found

Co-Creation:

- Involvement of potential users at an early stage – during the design process focus groups should be included to increase the usability and user acceptance.

Business model:

- Use of a proven business model is very important.

One specific challenge in organizing the operation of the mobility point has been the elaboration of partner agreements with business partners, which bring in their operating capital (e.g. vehicles) as well as 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.

Replicability

Yes, five more stations are planned in Vienna.

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Further information

- <https://www.wienerlinien.at/eportal3/ep/programView.do/pageTypeld/66526/programId/4401236/channelId/-4400944>