SMART SOLUTIONS FOR URBAN AND REGIONAL MOBILITY IN EUROPE
Brno, 6th of June 2019

MaaS - Opportunities for sustainable mobility in the functional urban area of Graz

CITY OF GRAZ | Dr Thomas DRAGÉ
City of Graz - EU Unit

- “EU-Competence-Centre with in the municipal administration of Graz”

- Preparation, coordination and implementation of strategic overarching EU projects in the areas of "integrated / interdisciplinary urban and urban-rural development" and “Innovative Urban Mobility“

- Representation of the City of Graz in strategically relevant networks and committees

- Consultancy on EU funding programs in urban development area in Graz and external project partners

www.graz.at/eu-urban
City of Graz - EU Unit

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www.graz.at/eu
Graz in facts

- 320,000 (primary and secondary residents) (annual growth about 4,000 - 5,000)
- Second largest City of Austria
- Size of 127 km²
- 62,000 students: 4 universities, 2 universities of applied sciences
- UNESCO World Heritage
- UNESCO City of Design
- Cultural Capital City of Europe 2003
Challenges

- Fast growing city (increase since 2003: + 50,000)
- Surface area of 127 km² (50% green belt land)
- Limited amount of building land
- Mobility needs of a growing city
- Need for careful and prudent use of municipal budget
- Local climate challenges because of topographic situation in a bay (air quality / emissions; urban climate change effects)
Mobility in Graz

Graz Transport Policy 2020 - Principles

- Sustainability in focus
- Graz as a city of short distances
- Holistic view of mobility
- Mobility in urban space means right of way for gentle mobility
- Graz, as part of a region, opts for cooperation
Mobility in Graz

- 473 Private Cars p.1000 Inhabitants (633 surrounding area)
Mobility in Graz

- Motorized traffic is decreasing
- Percentage of using public transport is constant
- Walking is increasing again
- Cycling increased by 5%!
Tradition of Sustainable Mobility in Graz

- Citywide speed limit model 30/50 (with the exception of designated main roads)
- World’s largest connected pedestrian zone in a city centre
- Early implementation of bicycle lanes
- Early implementation of a parking management system

- EU-funded Projects towards Sustainable Urban Mobility:
  - Interreg CENTRAL EUROPE SOLEZ
  - CIVITAS Trendsetter, CIVITAS CATALIST
  - URBAN I, URBAN II, URBAN+
Sustainable Mobility Smart City Graz

- Tram!
- Bikesharing
- Multimodal mobility „tim“ (every day - intelligent - mobility)
- Carsharing, Car rental pick-up places
- E-taxis
- Charging stations
- Mobility Fund for innovative mobility measures
- Mobility advice
- Discounted public transport tickets for new residents
Sustainable Mobility Smart City Graz

- Electronic displays (public transport times, etc.) at the main exits
- Bicycle Service Centers, Bicycle Service Days (Repair-Days)
- Charging offers at all parking grounds
- Sustainable Urban City Logistics (current pilot measures: microhub, open parcel locker system) Projects „SOWAS“ and „GrazLog“ (funded by National Ministry of Transport and Innovation)
- Collective garage along the railway
- Only 50% of the garage parking spaces directly accessible
MaaS in FUA Graz

Basic elements of a MaaS in FUA Graz

- Public transport system!
- tim
- GUSTmobil
- Apps
- ...
MaaS in FUA Graz

tim - täglich intelligent mobil (eng.: every day intelligent mobile)

- multimodal hubs (2019: 14 hubs in Graz)
- Started as a Funding project of the bmvit, funding rate 40%
- Project duration was 3 years (2015-2018)

Components of tim:

- tram station (backbone)
- Bicycle racks (incl. cargo bikes)
- (e-) Car-Sharing (4 cars)
- e-Taxis
- Charging Points
- Car rental

(c)-Emanuel-Droneberger
MaaS in FUA Graz

REGIOtim

- ERDF funded project to scale-up tim

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MaaS in FUA Graz

**GUSTmobil on-demand public transport**

- Already implemented in surrounded municipalities of Graz
- A kind of call-collective-taxi in rural areas of Graz
- It starts as a pilot test in autumn 2019 in Graz
- It will be tested in 3 areas in Graz

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<table>
<thead>
<tr>
<th>Distance</th>
<th>1 passenger</th>
<th>2 passengers</th>
<th>3 passengers</th>
<th>4 passengers</th>
<th>5 passengers</th>
</tr>
</thead>
<tbody>
<tr>
<td>≤ 3,5 km</td>
<td>€ 3.00</td>
<td>€ 2.00</td>
<td>€ 1.50</td>
<td>€ 1.00</td>
<td></td>
</tr>
<tr>
<td>≤ 5,5 km</td>
<td>€ 5.00</td>
<td>€ 3.00</td>
<td>€ 2.50</td>
<td>€ 2.00</td>
<td></td>
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<tr>
<td>≤ 7,5 km</td>
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<td>€ 4.00</td>
<td>€ 3.50</td>
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<td>€ 5.00</td>
<td>€ 4.50</td>
<td>€ 4.00</td>
<td></td>
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</tbody>
</table>

Der GUSTmobil-Tarif ist abhängig von der Wegstrecke und der Anzahl der Personen pro Fahrt.

För Graz werden dieselben Betriebszeiten wie in den Umgebungsgemeinden vorgeschlagen:

<table>
<thead>
<tr>
<th>Betriebszeiten</th>
<th>Montag – Freitag</th>
<th>Samstag</th>
<th>Sonn- und Feiertag</th>
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<tr>
<td></td>
<td>06.00 – 24.00 Uhr</td>
<td>06.00 – 24.00 Uhr</td>
<td>06.00 – 22.00 Uhr</td>
</tr>
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</table>
MaaS in FUA Graz

NEXT STEP???
MaaS in FUA Graz

EU-Project SOLEZ - Interreg CENTRAL EUROPE

• Exchange of know-how, experiences and expertise in the transnational project consortium (especially MaaS in Vicenza and Sarvar)
• City Twinning Activities
• Feasibility study on MaaS in FUA Graz as a SOLEZ pilot action
  • Institute for Futures Studies and Technology Assessment, Berlin
  • Department of Transport Planning
  • Regional Management Metropolitan Area of Styria
Feasibility study on MaaS in FUA Graz

→ Future mobility trends, challenges and opportunities for the functional urban area of Graz

→ to elaborate how a MaaS could be further developed

→ Study built upon the existing public driven initiatives and services

→ Case studies Aachen, Aarhus and Helsinki (similar framework conditions as Graz)

→ provided indications of success factors and obstacles to the development and implementation of a MaaS approach
Feasibility study: integrated MaaS approach provides a great opportunity to foster a sustainable low-emission urban mobility in FUA Graz!
MaaS in FUA Graz

→ Integrate a holistic MaaS approach into mobility strategies
MaaS in FUA Graz

→ Expand public transport as it is the backbone system of every MaaS
MaaS in FUA Graz

→ Expand the already existing ticketing service app “GrazMobil” to a convenient MaaS one-stop-shop

→ Integrate other public services (e.g. library card) in MaaS the platform in order to reach new target groups

→ Add new services (e.g. parcel lockers, cycle boxes etc.) to multi-modal-mobility hubs “tim”

→ Pay special attention to commuters with the integration of a ridesharing function
→ Build **strategic alliances** with interest groups to address more relevant target groups
SOLEZ as a main driver to put MaaS on the policy level

→ Fostering a stakeholder process on local and regional level

→ Dialogue and cooperation on national level: „MaaS made in Austria“
MaaS in FUA Graz

→ **Test** and **pilot** with a MaaS in the functional urban area of Graz as a lighthouse region
MaaS in FUA Graz

→ Develop a MaaS campaign with incentives to attract new target groups
Mobility as a Service (MaaS)

Opportunities for the Functional Urban Area of Graz