



# Integrated Mobility and passenger information

Vienna - 30th October, 2012

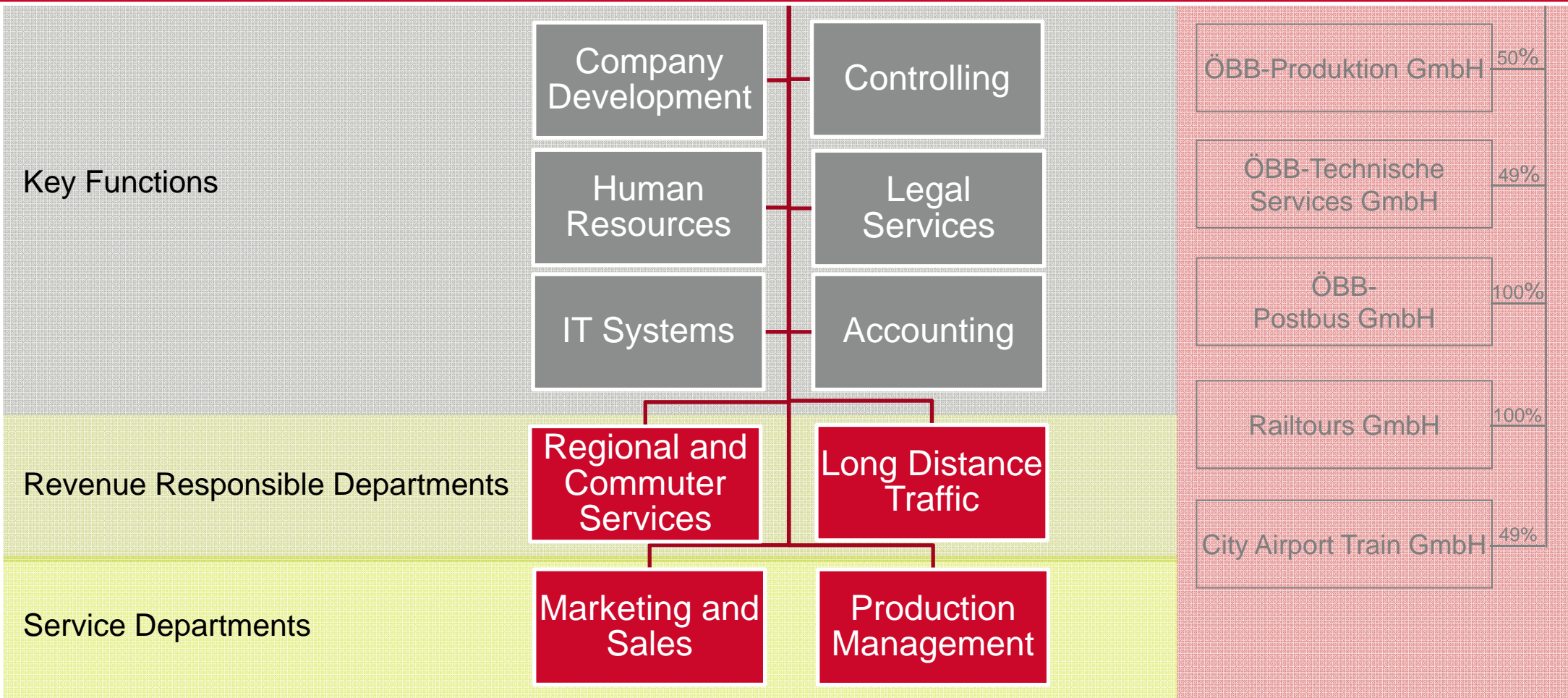


# ÖBB-Personenverkehr AG

## Passenger Transport



### ÖBB-Personenverkehr AG – Passenger Transport (Birgit Wagner and Georg Lauber)



# Facts and Figures ÖBB as of 2011: Passenger Transport

We are the best brand in the Austrian mobility market of the future!



**2,800 employees**



**3,900 local trains daily**



**300 long distance trains daily**



**10,3 billion passenger kilometers daily**



**2,500 wagons**



**472 railcars**

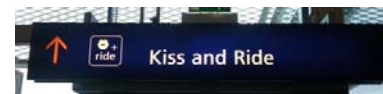


**51 railjets**



**210 million passengers per year**

# Already good progress in integration of Austrian rail network



— (Day-) Long Distance traffic and/ or local traffic  
— Only local traffic (rail, extract)

## Austrian Rail network

- Austrian-wide **integrated railway schedule**
- **Ideal integration** between local and long distance traffic  
→ **1 ticket for both services**
- Strong international integration within **international long distance Rail Network**

## Integrated Mobility

- **Integrated bus services**
- **Bikes on public transport**
- *Park & Ride, Kiss & Ride* facilities on big train stations
- **„Last mile“**
  - Carsharing opportunities
  - Nextbike cooperation

# Simply mobile?

- Still highly complex system of public transport from the customers point of view
- Reasons: Large variety of systems, tariffs and providers
- **Target: Ensure easy access to public transport!**

## Information



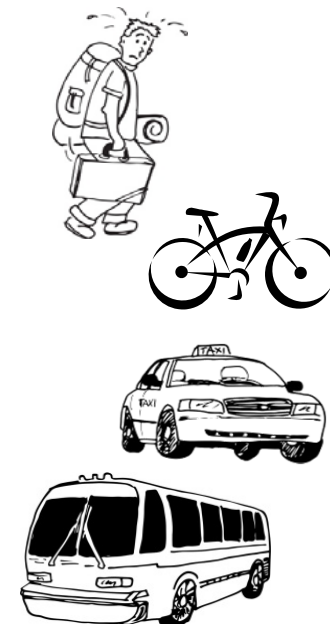
## Ticket/Booking



## Loyalty cards



## Last mile



# With two research projects ÖBB takes significant measures towards integrated mobility offers



Integrated, inexpensive and environmentally friendly **mobility solution for commuters**

- Government-funded research project
- Project lead: ÖBB Holding
- 3 years duration (11/2010 – 10/2013)
- Status: Testing phase in operation, start roll-out conception
- Project partners:



Integrated, multimodal **information, booking and billing system**

- Government-funded research project
- Project lead: Wiener Stadtwerke
- 3 years duration (03/2012 - 02/2015)
- Status: Analysis phase finished, start development of strategy and design
- Project partners:



# eMORAIL – connecting public transport and eMobility in urban and rural regions



In the city...



- 2 eCarsharing cars in **Vienna**
- 1 eCarsharing car in **Graz**

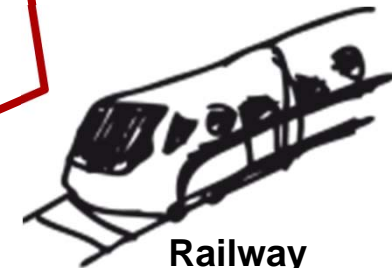
...in the country



- 3 eCarsharing cars in **Edlitz-Grimmenstein**
- 3 eCarsharing cars in **Leibnitz**

**6 commuters**, 3 in Leibnitz and 3 in Edlitz-Grimmenstein

**5 Users during the day:** Post, EVN, Gemeinde Wagna, Stadt Leibnitz, Region Bucklige Welt



**Railway**  
to overcome distances



**App/platform**  
For information / booking of integrated mobility services



**electric Vehicles**  
for the first / last mile

# eMORAIL- first research project on integration in the test phase

- eMORAIL is a **pilot project** of the ÖBB and 12 other partners.
- **An integrated mobility service is developed:** Linking of trains and e-vehicles. Everything from one source.
- **E-cars und e-bikes** in the „sharing“-system for the first/last mile.

## eMORAIL-Booking Platform



## eMORAIL-Mobile App



## Mercedes-Benz A-Klasse E-CELL



## Renault Kangoo Z.E.

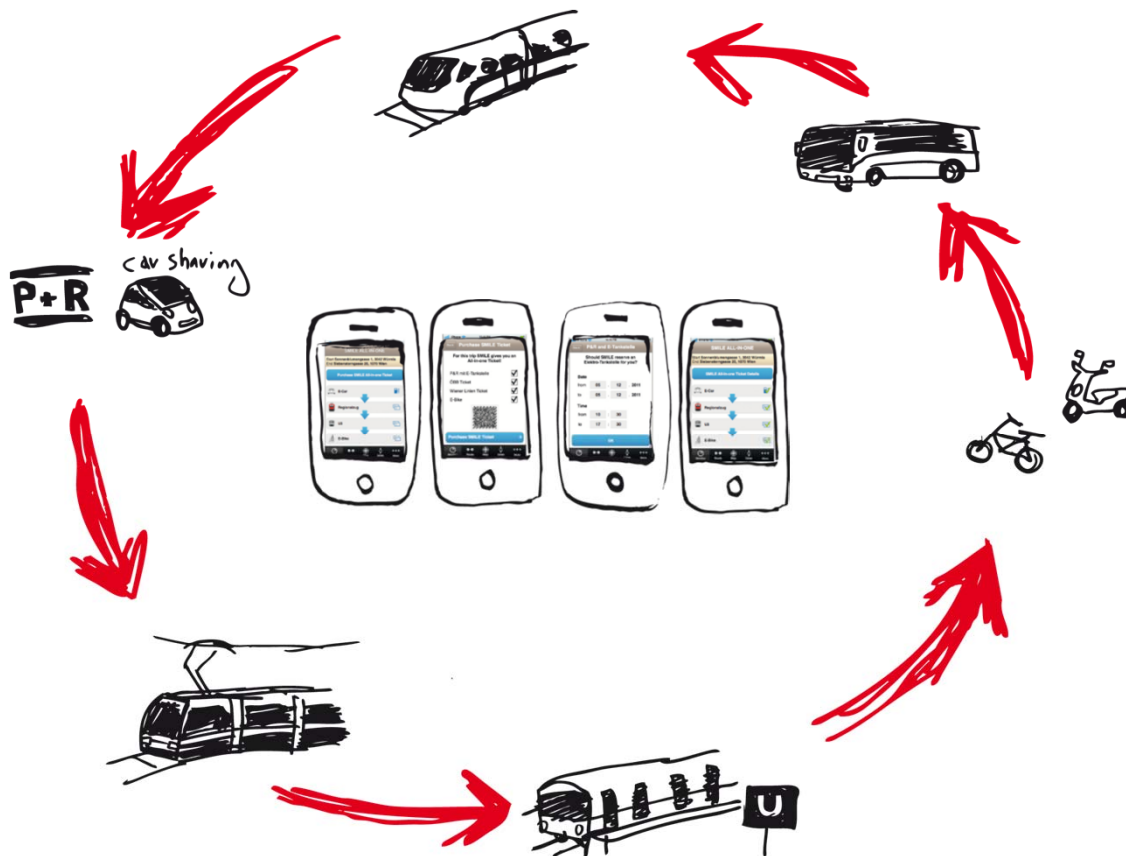


- **Mobility** from home to the workplace and back.
- **Smartphone = integrated mobility medium**
- **Mobility package for commuters:** (electric car + ticket for the train + smartphone) for an attractive price for the daily mobility.



# SMILE – Smart Mobility Plattform operates as an integrator of services in the mobility sector

Based on existing systems and derived from the customers viewpoint an **integrated, multimodal information, booking and billing system** with consistent usability and a continuous guidance system is generated.

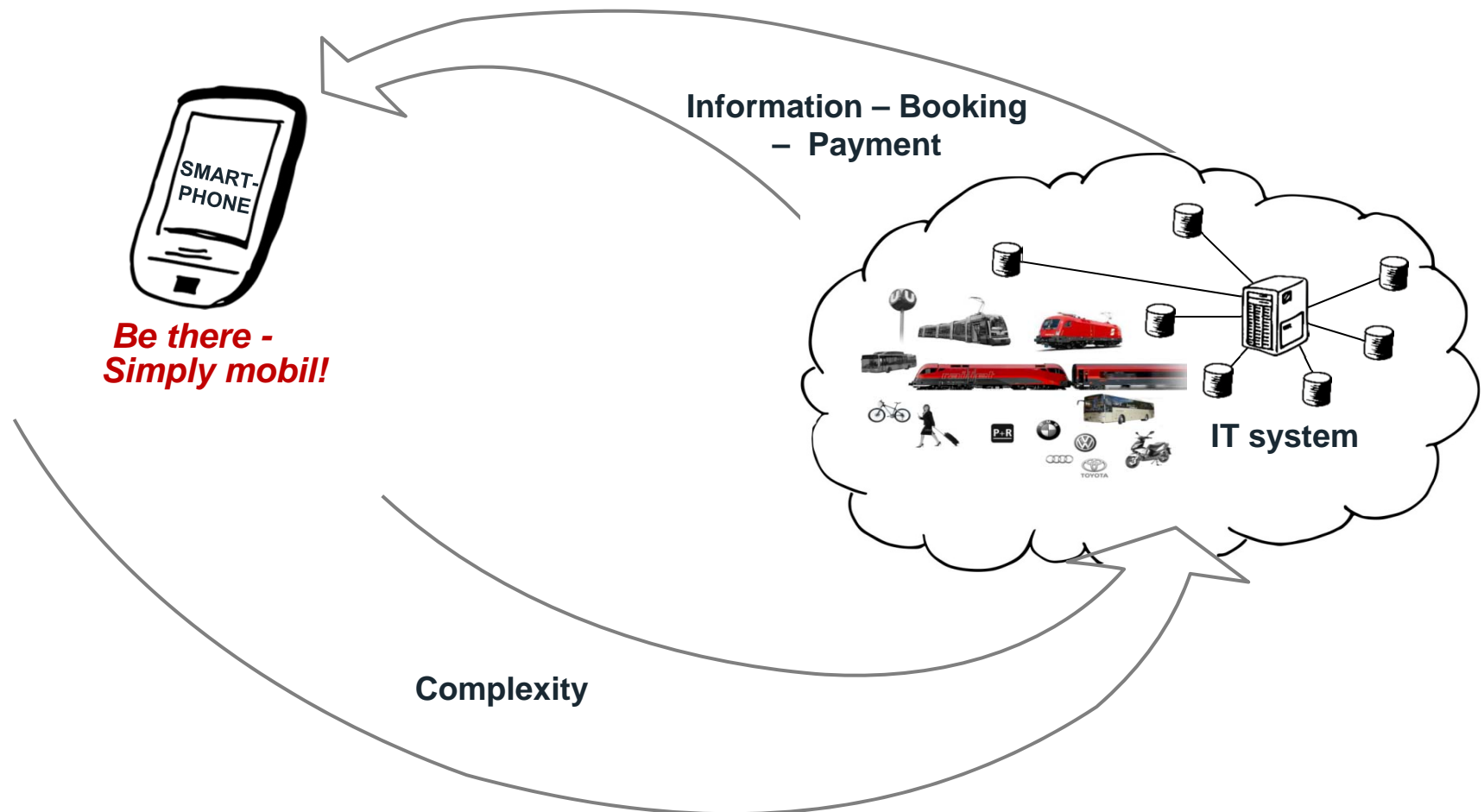


- **Integration platform** for mobility provider
- **Optimal choice of the mix of public transport services** including car/bike-sharing and P+R
- **Information, booking and payment** from one source – „1 Ticket“
- **Consistent guidance system**

**„Simply mobile“** – reduction of entry barriers to public transport

# Simply Mobile!

Integrated mobility solutions will manage the complexity of the public transport system for the customer – the customer is „simply mobile“



# How the Austrian Railways talk to their costumers...

## Passenger information at the station

Responsibility  
ÖBB-Infrastruktur AG:

- Loud speaker announcements
- Screens at the stations / platforms
- Sales and information staff
- Information posters



## Passenger information on the train

Responsibility  
ÖBB-Personenverkehr AG:

- Train attendants
- Train driver
- Passenger Information System



## More information resources:

- Scotty = journey planner (mobile + internet)
- CallCenter 05-1717



Ab	Linie / in Richtung	Steig
13:42	S 1	
13:43	nach Gänserndorf	1
Sperre des Wiener Südbahnhofs		

# Modern passenger information systems will improve the communication in real time

## Real time information about next stops and connections

- Desiro „Link“ = management system for intermodal local and long distance telematics
- railjet passenger information system (incl. secured connecting trains and busses)

→ The real time system informs about train delays and secured connections

