

Interreg

CENTRAL EUROPE



European Union
European Regional
Development Fund

SOLEZ

TAKING
COOPERATION
FORWARD



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 DRAGE



**smart
city
graz**

- “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

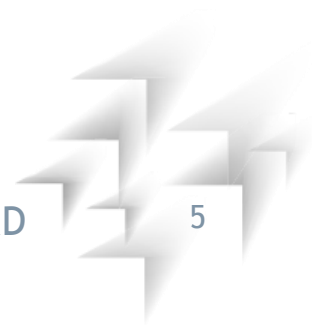


Functional Urban Area Graz



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



- 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)

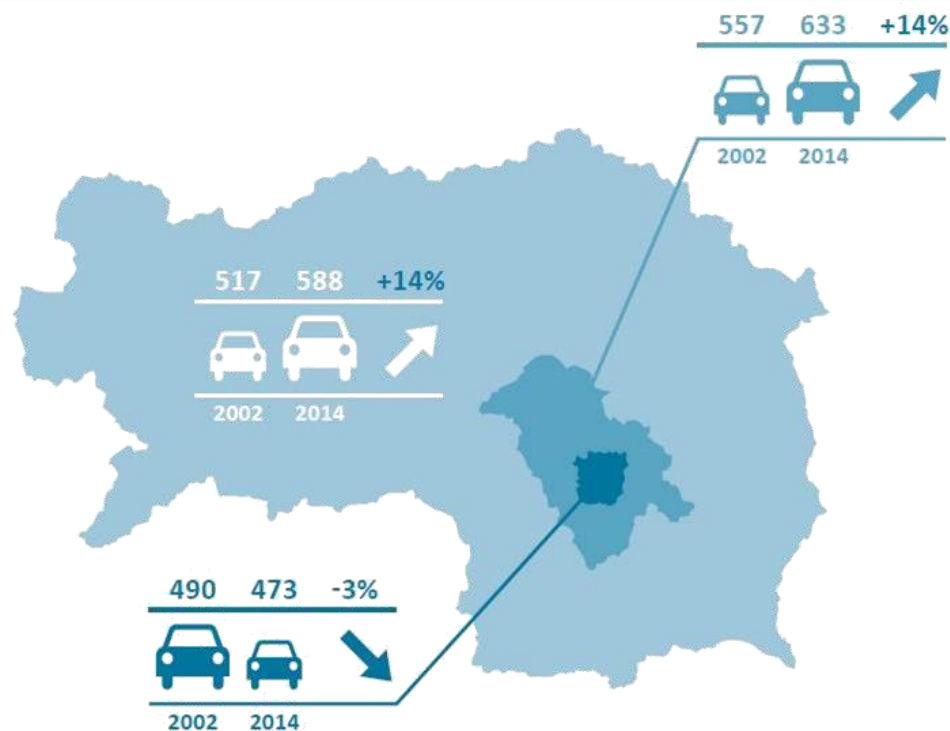


Graz Transport Policy 2020 - Principles

- 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

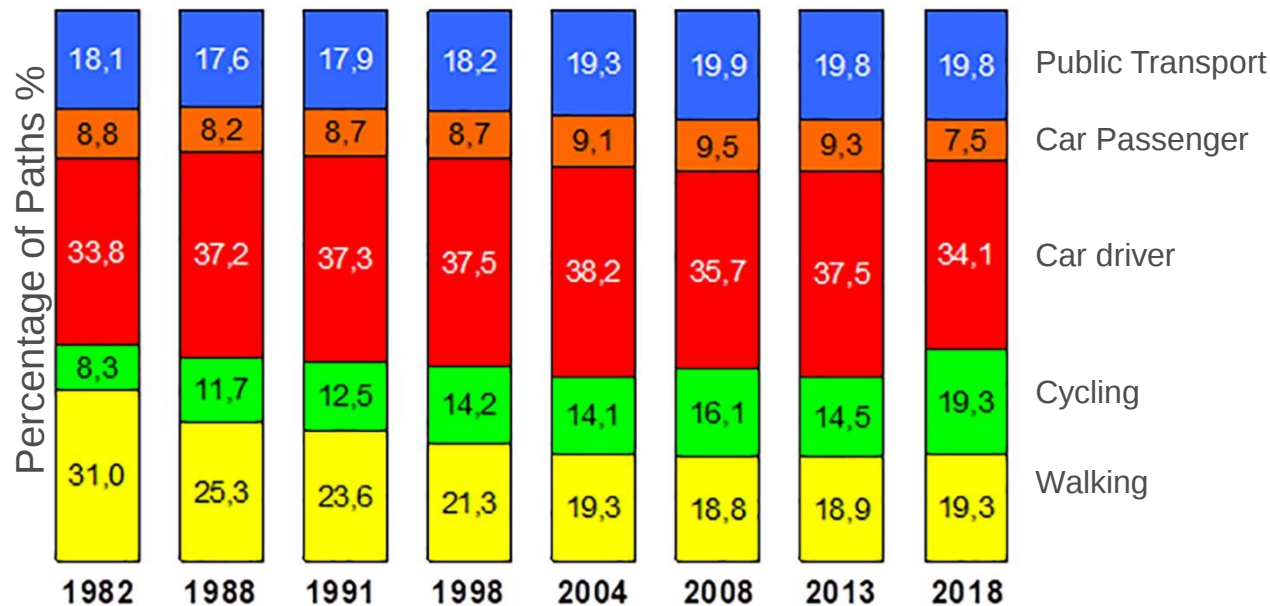


- 473 Private Cars p.1000 Inhabitants (633 surrounding area)



Mobility in Graz

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



ZIS+P

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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

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- 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

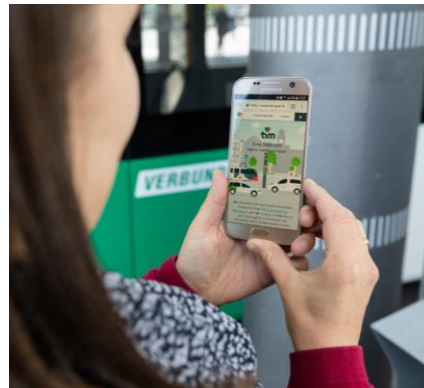
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- Electronic displays (public transport times, etc.) at the main exits
- Bicycle Service Centers, Bicycle Service Days (Repair-Days)
- Charging offers at all parking grounds
- Sustainable Urban City Logistics (current pilot measures: microhub, open 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

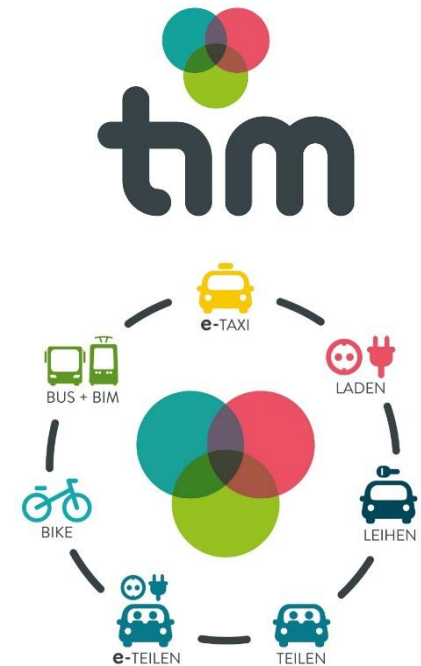


Basic elements of a MaaS in FUA Graz

- Public transport system!
- tim
- GUSTmobil
- Apps
- ...



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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

ich bin tim.
täglich. intelligent. mobil.



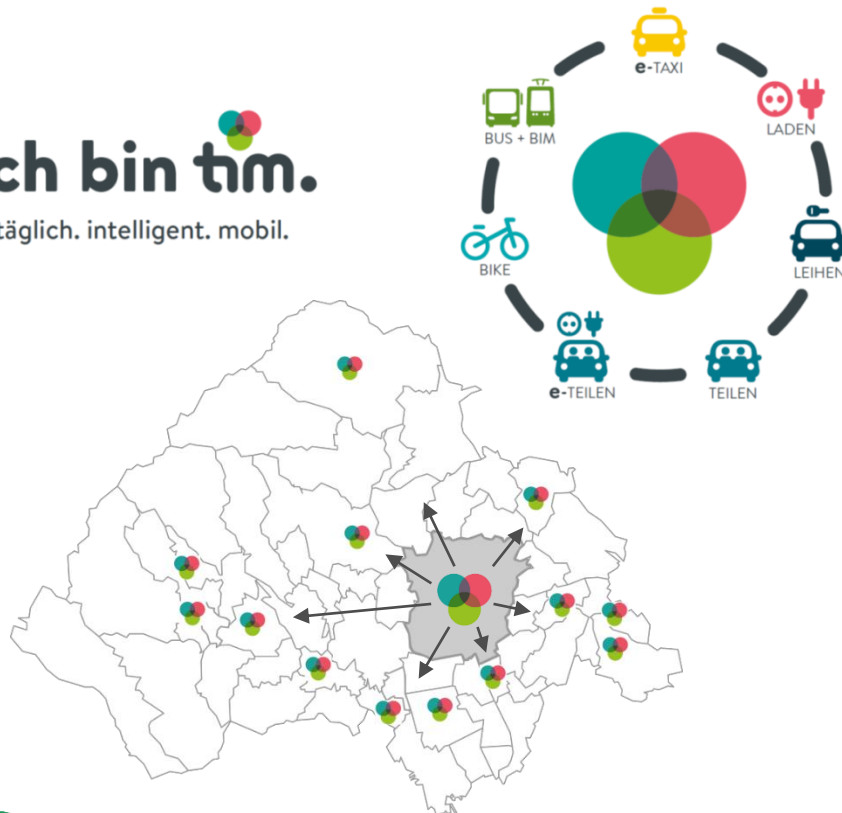
(c)-Emanuel-Droneberger



REGIOtim

- ERDF funded project to scale-up tim

ich bin tim.
täglich. intelligent. mobil.



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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

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

				
≤ 3,5 km	€ 3,00	€ 2,00	€ 1,50	€ 1,00
≤ 5,5 km	€ 5,00	€ 3,00	€ 2,50	€ 2,00
≤ 7,5 km	€ 7,00	€ 4,00	€ 3,50	€ 3,00
≤ 10,0 km	€ 9,00	€ 5,00	€ 4,50	€ 4,00

Tabelle 2: GUSTmobil Tarifsystem

Für Graz werden dieselben Betriebszeiten wie in den Umgebungsgemeinden vorgeschlagen:

Betriebszeiten	
Montag – Freitag	06.00 – 24.00 Uhr
Samstag	06.00 – 24.00 Uhr
Sonn- und Feiertag	06.00 – 22.00 Uhr



BIG PICTURE???



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NEXT STEP???



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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

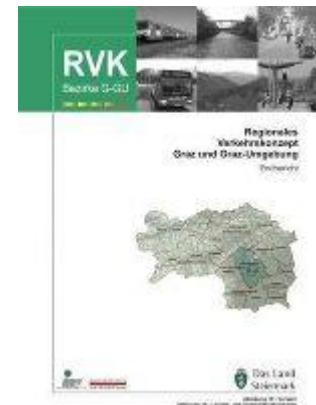


Feasibility study:

integrated MaaS approach provides an great opportunity to foster a sustainable low-emission urban mobility in FUA Graz!



→ Integrate a holistic MaaS approach into mobility strategies



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



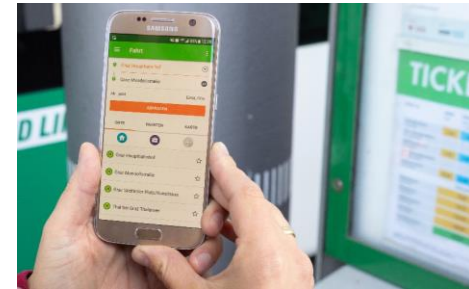
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→ Expand the already existing ticketing service app “GrazMobil” to a convenient **MaaS one-stop-shop**



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- 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



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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“



Austria Tech 2018



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



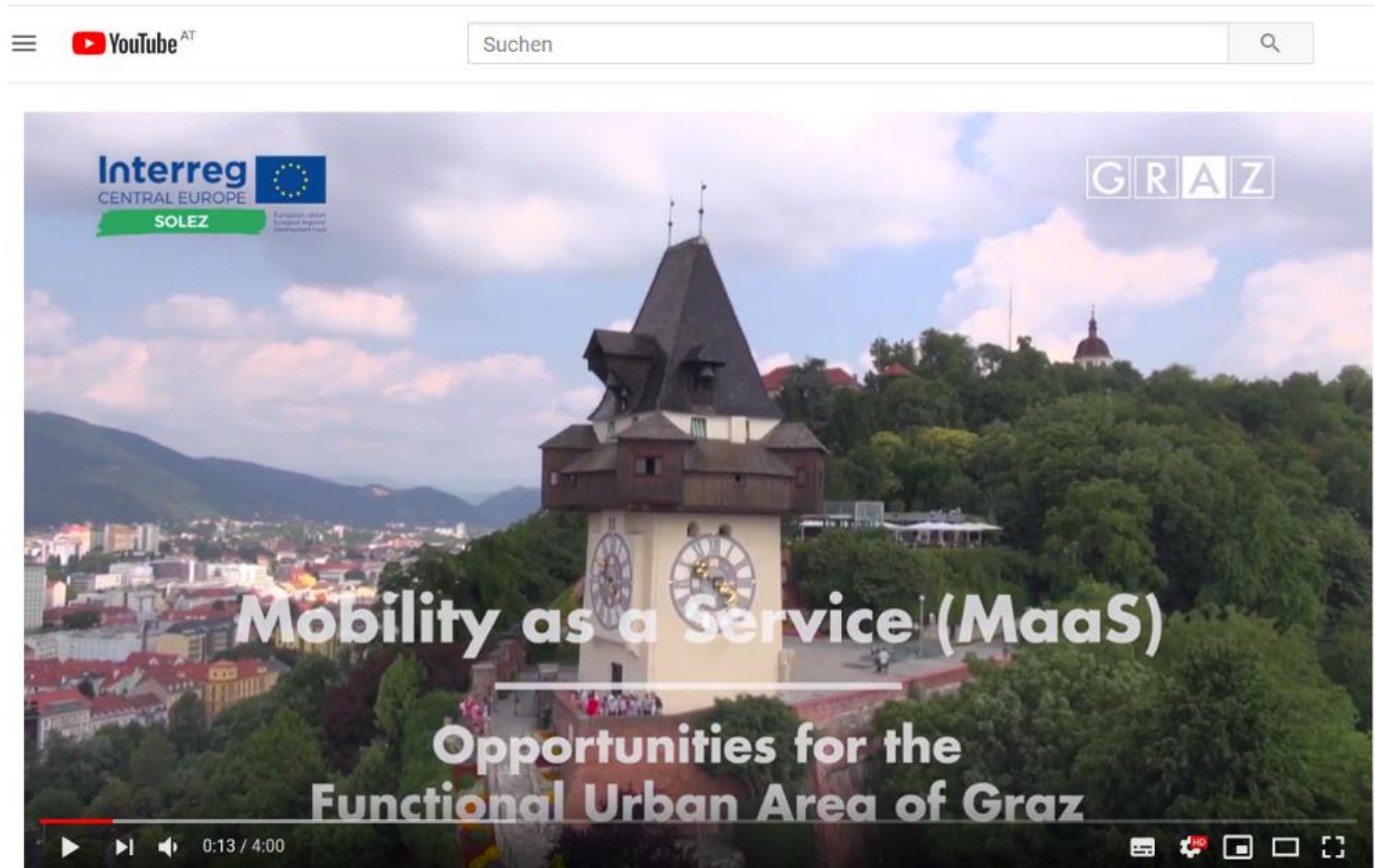
→ Develop a MaaS campaign with incentives to attract new target groups



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MaaS in FUA Graz





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