

2020



CiViNET
CIVITAS City Networks

Deutscher Sprachraum

INNOVATIVE MOBILITY SOLUTIONS IN GRAZ



On the one hand MOBIL ZENTRAL combines and improves existing services, and on the other hand offers are supplemented according to the needs of customers depending on their various demands (students, commuters, senior citizens, families and tourists). All this aims at expanding individual possibilities for mobility options beyond the private car use and to promote a more sustainable choice of transport modes.

Mobil Zentral Graz

THE FIRST AUSTRIAN
MOBILITY CENTRE

Mobil  Zentral

STADT
G R A Z



Sustainable mobility through better service

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THE HISTORY OF “MOBIL ZENTRAL” – A SUCCESS STORY

The hotline of the public transport provider (Verbund AG) was the forerunner of the mobility centre – a pilot project offering only telephone information for the region of Styria as well as the distribution of time tables and info material. Financial support from two European projects (MOMENTUM and CENTAUR) enabled MOBIL ZENTRAL in September 1997 to expand offers, and consequently the first Austrian mobility centre was opened. An entirely positive development and an increasing customer demand secured funds and existence after the EU-project life-time.

With the support of the EU-project CIVITAS TRENDSETTER the infrastructure and interior of the service location became a facelift, changing MOBIL ZENTRAL into an even more attractive information portal for various questions related to urban mobility. In the course of this reconstruction process and the relocation to a bigger and more centrally located office in the summer of 2004 the public transport operator of Graz and the ÖBB Postbus AG were obtained as partners. This example demonstrates the success story of a mobility centre that was received very well both by customers and partners.

THE CONCEPT OF “MOBIL ZENTRAL”

Apart from integrated information concerning comprehensive transport connections (tariff and timetables) the concept of the mobility centre also includes information and advice (comparison of different means of transport independent of any particular company), sales of tickets and accessory and reservations as well as bicycle and e-bike rental. Alternatives to the use of the private car are pointed out and enable new choices for door-to-door journeys (for example, car sharing). In the long run, this customer-orientated offer guarantees a noticeable growth in sales of all businesses, probably due to the simplicity of the system (one serv-



ice location for all mobility requests that is reached with one easy to remember number). In addition to the ecological gains this is also an economically desirable development. MOBIL ZENTRAL also contributes to the reduction of costs arising from motorised individual traffic (MIT) by changing the choice of transport. This is true for both, expenditures in the area of MIT infrastructure as well as for incidental damages (accidents, noise and waste disposal).

OFFERED MOBILITY SERVICES

Apart from free information regarding tariff and time tables, MOBIL ZENTRAL also offers comprehensive information material with regard to public transport as well as various alternatives to eco-friendly mobility. Other offers are: bike and e-bike rental, planning of trips and excursions, professional and effective handling of complaints. The sale of PT tickets for Styria as well as tickets for the train and long-distance bus (MeinFernbus) rounds out the picture. New mobility services are offered continuously and accepted well: e.g. the offer of mobility cost calculations for private or work travel, introductory information and mobility consultancy for schools and businesses, general or individual mobility recommendations e.g. travel information for participants of conferences or commuters, but also for new residents of the City of Graz.

ORGANISATION & FINANCING

The employees are trained as mobility consultants by FGM-AMOR, Austrian Mobility Research (www.fgm.at) in a competent and thorough way. These courses take place on an on-going basis in cooperation with the City of Graz and comprise expert knowledge with regard to public transport and transport geography (connectivity of transport and space from different points of view) as well as customer service and conflict management.



Since 2004, staff members of MOBIL ZENTRAL work together with employees of the public transport operator in an office of approx. 200m² located at the public transport central-hub Jakominiplatz. Eight phone desks and three consultation desks belong to MOBIL ZENTRAL. Currently the customer frequency reaches more than 5,000 customers per month and the number of callers is 3,000 per month. Even after 15 years the trend continues upwards. FGM-AMOR, Austrian Mobility Research manages MOBIL ZENTRAL on behalf of the StVG (Styrian Transport Organisation, Steirische Verkehrsverbund GmbH) with the financial support of the region of Styria, the City of Graz and Styrian Transport Operators. Revenues from ticket sales and the bike rentals complete the budget. MOBIL ZENTRAL is controlled and directed by an advisory board. The advisory board consists of representatives from the financing partners and a meeting is called at least three times a year.





THE SERVICE POINT

MOBIL ZENTRAL is located centrally, namely on the Jakominiplatz, the main traffic junction for public transport in the City of Graz, with a passenger frequency of more than 100,000 persons a day.

Office:

Jakoministraße 1, 8010 Graz

Opening Hours:

Monday to Friday: 8 am to 6 pm

Saturday: 9 am to 1 pm

Hotline: 050 6-7-8-9-10 or 0316 82-06-06

Monday to Friday: 7 am to 7 pm

Saturday: 9 am to 1 pm

www.mobilzentral.at



This information has been developed in cooperation with the CIVINET Deutscher Sprachraum, the regional CIVITAS network for the German language area. The CIVINET Deutscher Sprachraum is a non-profit association for more sustainable urban mobility. The association is independent and helps to improve the quality of life in European cities.



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