

 ITS Austria

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Rethinking Urban Mobility

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Megatrends & Challenges in Urban Mobility

- Demographic change
- Transnationalisation
- Urbanisation
- Increase of individual car ownership
- Rising Energy costs
- Rising environmental burden

Political Frameworks

→ Impulses & Opportunities

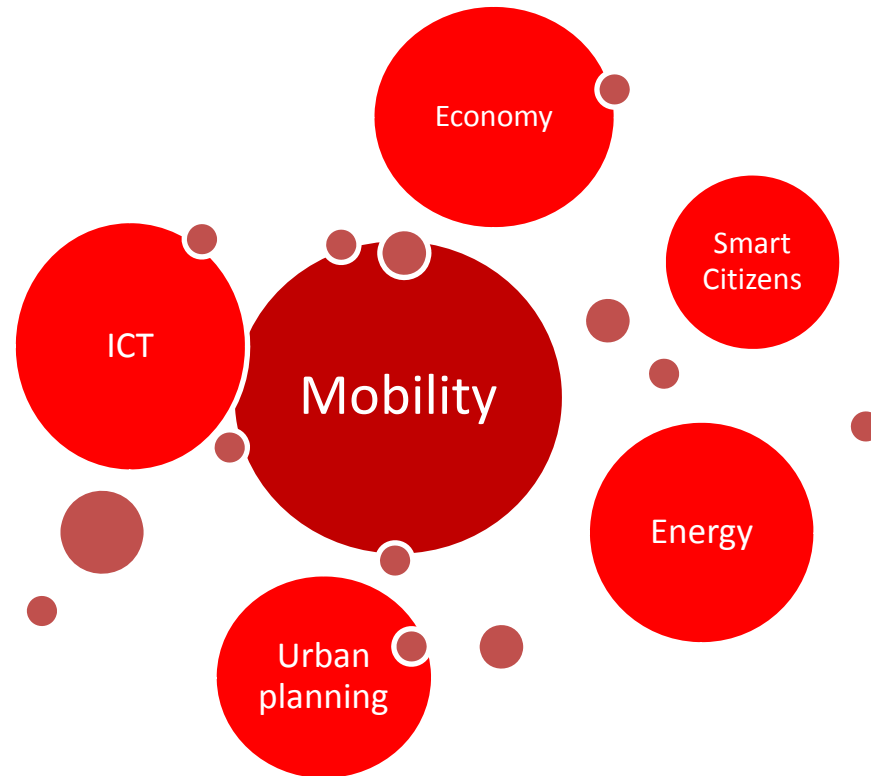
→ Global thinking – local action

→ Policy: responsibility-benefit brokerage

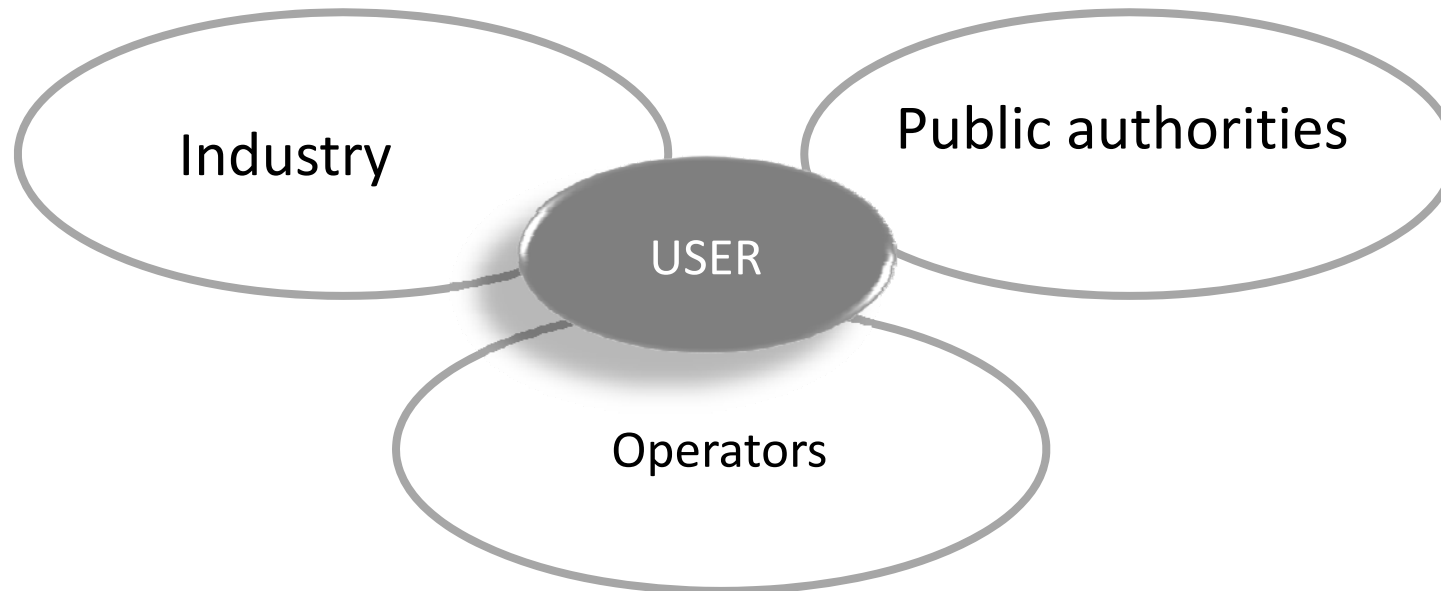
A starting point!

- Mobility of the future= „**Service**“
→user benefits in the center
- Which services will be available? Who is the provider of these services?
- Will these services make mobility more environmental friendly, saver and more efficient and affordable?
- Which breakthrough technologies can we expect?

→ **Joint benefit!**

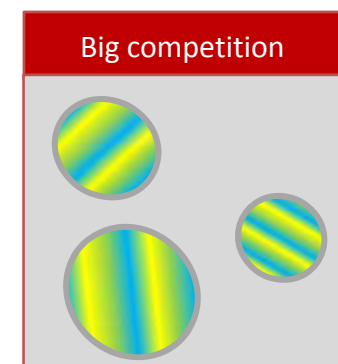
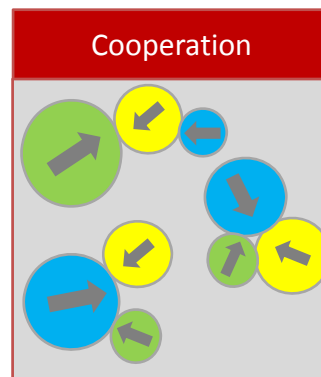
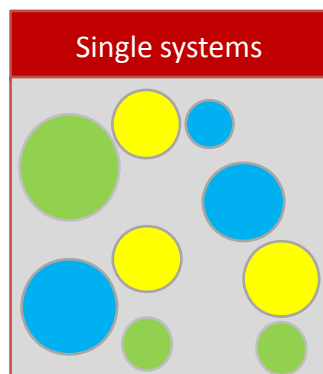


Players



A vision of the mobility market

● Mobility ● IT/Telecommunication ● Energy



→ time

Services in Urban Areas


- Urban Traffic Management (e.g. Green Wave, Public Transport Priority, Incident Management, etc.)
- Vulnerable road user warning systems & services
- Park/Bike&Ride (e.g. guidance, availability, booking)
- Car/Bike Sharing and Pooling systems & services
- Freight Demand and Delivery Management (e.g. booking of loading areas, access control, etc.)
- Multi-modal passenger pre-/on-trip information
- Multi-modal trip booking, ticketing and payment

Challenges

- **Connected Mobility needs new organisational Framework**
- **Open Data needs Open Minds**
- **Data standards, Dataqualität, Dataavailability** (Stichwort **OGD, PSI, ...**).
- **Deployment needs new alliances!**

Parts of a possible vision ...

Current Practice	Future Trend
Building additional infrastructure capacity (focus on supply)	Maximising efficiency, resilience, sweating of assets and understanding demand
Vehicle-oriented	People-oriented, customer-centric
Focus on reacting to Congestion	Focus on positive business and operational outcomes
Emphasis on “knowing and seeing”	Emphasis on “predicting and anticipating in order to avoid”
Spending on physical Infrastructure	Spending on data fusion, predictive analytics, integration, decision support systems and adaptive tools



The Future: „Service is our Excess“

- Service = Infrastructure - Not construction but **operation** in the center
- Trend towards more **individualisation** and **diversity**
- **Cooperation** is key!
- Generate services with and **from** users



PACE

Public Authorities & Citizen Empowerment



**...in the end, a dead mankind is lying beneath
their works, which took so much spirit to
invent, that none is left for using them ...**

(Karl Krauss, 1908)



Thank you!

AustriaTech – Gesellschaft des Bundes für technologienpolitische Maßnahmen GmbH

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