



Transdanube.Pearls - Network for Sustainable Mobility along the Danube

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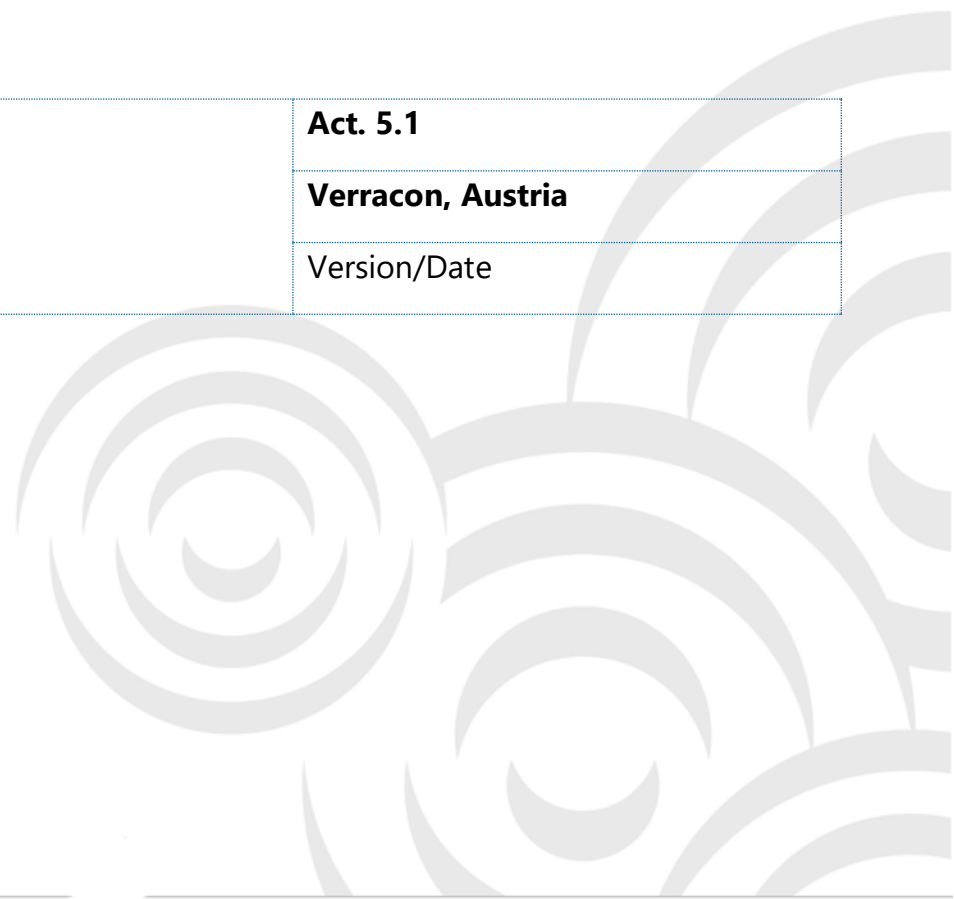
Implementation Guideline for Mobility Information Centers Report



Act. 5.1

Verracon, Austria

Version/Date





Implementation Guideline for Mobility Information Centers - [Thema]

Document			Revision/Approval	
Version	Date	Status	Date	Status
0.1	01/02/2017	draft	16/06/2017	draft
0.2	18/06/2017	draft	06/09/2017	draft
1.0	04/09/2017	final		

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More information about TRANSDANUBE.PEARLS and the project activities & results are available on: <http://www.interreg-danube.eu/approved-projects/transdanube-pearls>



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1. Executive Summary

In the last years Mobility Centers are spreading all over Europe. The services offered and the framework condition under which they are implemented are very different. The core business of a Mobility Center is information. Moreover, ticket sales and organizational services, like bike rental business, car sharing or the arrangement of flexible (transport) offers may be covered by Mobility Centers.

Mobility centers to be implemented in the Transdanube.Pearls project not just have to take the requirements of the local population but also of the tourists into account. This leads to additional services to be offered, longer opening hours, etc. While these additional services might result in additional costs, the combination of tourism and mobility provides valuable synergies. The most important factor is that the regions/destinations don't have to start from scratch when establishing a mobility center, but can rely on the existing structures of tourism information – the tourist information centers. By using these synergies costs can be reduced which is of substantial importance for the capability of the Mobility Center to survive.

Fundamental aspects when set up Mobility Centers are the questions of the organising institution (mostly municipalities, Public Transport Operators or Tourism organisations) as well as of meaningful co-operations. Quite often Mobility Centers are linked with leisure time, cultural and tourist information, using synergies by exploiting the existing infrastructures.

The recent years have shown that a customer – oriented service in addition to the economic benefit leads to a noticeable increase in the number of public transport users and thus improves accessibility to cities and regions in the long run. Moreover the work of the Mobility Center contributes to reduce costs resulting from car traffic by changing travel behaviour. These reductions include infrastructure costs as well as indirect costs caused by car traffic, such as accidents, noise, emissions. The commitment to sustainable mobility in tourism addresses a continuously growing group of tourists that is willing to travel the region sustainably. This results in growing numbers of overnight stays and has the potential to boost the local and regional economy.



2. Introduction

This guideline will support you in the implementation of a mobility center in your region. It will start with an overview about mobility management and a definition of mobility centers.

Based on that the guidelines summarizes (**minimum**) **standards** to be taken into consideration when implementing a mobility center. These standards include recommendations for offers and services, qualification of staff, location, equipment as well as education and training.

A description of the necessary **steps for a successful implementation** of a mobility center will support you in setting up the process in your region.

Factors of failure and success will help you to focus on the most important issues and not to avoid mistakes that can endanger the successful implementation and the sustainable operation of your mobility center.

The guideline also includes some **good practices**, which should give you an impression how mobility centers in other regions of Europe works.

This implementation guideline is based on the findings of the SEE MMS project. Most of the inputs are taken from the SEE MMS Handbook on Mobility Management Strategies, Mechanisms and Practices in South East Europe published in the year 2012. The content has been updated reflecting the current status of mobility centers in the year 2017.



2.1. Mobility Management

"Mobility Management is a concept to promote sustainable transport and manage the demand for car use by changing travellers' attitudes and behaviour. At the core of Mobility Management are "soft" measures like information and communication, organising services and coordinating activities of different partners. "Soft" measures most often enhance the effectiveness of "hard" measures within urban transport (e.g., new tram lines, new roads and new bike lanes). Mobility Management measures (in comparison to "hard" measures) do not necessarily require large financial investments and may have a high benefit-cost ratio"¹.

Mobility management in tourism is characterized by:

- A focus on the needs of individual customers (citizens, visitors), not on moving the masses
- Offering a full range of travel options to the citizens and visitors
- Offering a single point of access for customers to multiple travel modes
- Proposing the most effective, efficient and healthy way of transportation in tourism areas with an emphasis on multi-modal choices rather than single-mode solutions
- Focusing on a coordinated community-wide transportation service network of existing and potential trip providers, including "last mile" solutions
- Designing and promoting transit oriented developments, sustainable tourism packages, livable cities and towns and energy efficient sustainable communities in touristic areas.
- Cultivating partnerships and multi-agency activities
- Focusing on innovation, changing usual business practices and applying advanced technologies

2.2. Mobility Centers

(Regional) Mobility (Information) Centers are facilities that offer information and services in the field of mobility and all sustainable means of transport. In best case a Mobility Center is a one-stop-shop for all questions about sustainable mobility and transport. Therefore, they are powerful instruments of mobility management.

¹ http://www.epomm.eu/old_website/index.phtml?Main_ID=820



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“A Mobility Center’s main aim is to ease the access to information about public transport for customers and to provide information and services on alternative, sustainable modes and services, e.g. carsharing, carpooling, bicycle renting and ticket services. Thus, a Mobility Center is a valuable contribution to change people’s mobility attitude and travel behaviour.”²

Mobility Centers in many cases cover a specific geographical area. While some of them are providing information about mobility services for one single city/municipalities, others are covering larger areas like administrative regions/districts or functional regions.

Target groups of a Mobility Center are public transport users, potential users, but also people who don’t use public transport at all. They can be from the region itself or coming to visit the region.

The creation and running of a Mobility Center has until now and all over Europe not been a self – supporting business. Therefore Mobility Centers in many cases rely on funds provided by local and regional authorities as well as EU-funds.

² SEE MMS Project Handbook



3. Standards for establishing a mobility center

3.1. Offers and Services

Apart from free and customer-orientated, easy and comprehensible timetable and tariff information, a Mobility Center offers:

- Information about transport offers for the entire trip with Public Transport (e.g. door-to-door, nationwide, involving all means of transport)
- Reduction of travel costs and travel time by identifying low priced alternatives, reductions, free fares and special trains or busses
- An independent comparison of tariffs
- Counselling for special offers provided by the city, province or region. (e.g. collective taxi, special event combi tickets)
- Information and consultancy for alternatives to the private car (e.g. (e-)car-sharing and car-pooling)
- Information and services for disable people incl. information which offers can be used barrier-free, reservation of boarding / easy-entry aids to access trains and busses, information about certified or tested barrier-free accommodation options.
- Ticket sales (regional, national, international)
- (e-)Bike, bicycle trailer and/or cargo bike rental
- Planning of trips, excursions and touristic itineraries with sustainable means of transport
- Professional and effective management of complaints
- General and individual mobility consultancy e.g. travelling information for tourists, visitors, companies
- Campaigns for customer acquisition and customer satisfaction

Moreover, as an interface between Public Transport Operators and users, Mobility Centers can offer:

- Co-operation in improvement of accessibility of destinations
- Co-operation in quality assurance
- Advisory service regarding Public Transport-'bestseller'



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- Development of additional business areas (e.g. management of major events, maintenance of mobility data bases)

In some cases Mobility Centers also arrange and offer services for individual traffic, respectively (vignettes, parking tickets, rental cars etc.). These offers should help to establish contact with non-users of eco-mobility and encourage them to use Public Transport.

Mobility centers that are not just trying to serve the local population but also address tourists with their services have to provide information in different languages. This is on the one hand true for the staff working in mobility center. The provision of information about different transport offers as well as touristic attractions requires the mobility managers working in the mobility center to have at least good command in English. A second foreign language would definitely be a plus.

Besides of oral/verbal information, a mobility center has to provide information on the website (at least) in English (ideally also in other languages). The same principle has to be applied for marketing materials, tourism offers (packages), etc.

Information services offered by a mobility center can be offered virtually (online, per mail, on the phone) or personally (at the location of the mobility center). Whereas in most of the cases a mobility center is offering both, virtual and personal services, some just offer virtual information (=virtual mobility centers).

3.2. Personnel requirements

In the course of the elaboration of the training concept (Act. 6.2) the experts of CSDCS came up with a job profile for a mobility manager. This job profile will also be used to describe the personnel requirements for the staff working the mobility center.

The mobility information officer in a Mobility Centre (or at a hotel reception) provides innovative services to visitors that enable the planning and execution of a trip – both leisure and business. It will require the development and distribution of information that explains how to utilize the available resources in meeting the diverse travel needs



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of the market it serves. The information will be provided face-to-face, by phone or via internet.

Below is a list of actions that are required in the fulfilment of the duties:

- Providing information to customers (tourists and residents) about the sustainable mobility in the region (transport offers in the region, timetable information, price information and independent comparison of tariffs)
- Planning of trips and excursions with public transport
- Bike and bicycle trailer rental; e-vehicles rental
- Information and consultancy for alternatives to the private cars (car-sharing and car pooling)
- Management of specific marketing materials about the touristic sites for visiting and how to reach them; campaigns for customer acquisition and customer satisfaction.
- Performing ordinary office work
- Demonstrates the use of advanced mobile applications and ITS technologies in tourism and mobility

That will require the following knowledge, skills and abilities:

- Interest in "Public Transport" and "Soft Mobility" and experience in using the Public Transport System
- Knowledge of the city and surrounding area as well as the geographical layout of the region and its touristic sites.
- Good command in English, second foreign language is a plus
- Ability to use a personal computer and other modern office equipment.
- Proficiency with spreadsheet, word processing, presentation and database software.
- Excellent interpersonal, written and verbal communication skills, pleasant phone voice.
- Ability to establish and maintain service oriented, good social relationships, team orientation, humorous and outgoing personality
- Ability to work independently and sensible and be tolerant for stress.
- Organisational talent, willingness for learning and ongoing education
- Understanding the needs of persons with disabilities

An equivalent combination of related education, training and experience that demonstrates the knowledge, skills and ability to effectively perform the functions of



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this position may be considered. Additional post-graduate education - a Certificate from specific training for tourism and mobility information providing.

Furthermore a mobility manager has to fulfil some physical requirements:

- Extended periods sitting at a table, desk or workstation with use of a computer;
- work involves periodic bending, stooping, reaching, standing and walking; requires ability in operating office machines and equipment;
- Periodic fieldwork in varying environments. Travel as necessary within or outside of service area all modes of transport (incl. in some cases the car).

3.3. Accessibility and opening hours

Easy access is of crucial importance for the user. A central location is advantageous, e.g. in the city center or at junctions of intra-urban or local Public Transport. The Mobility Center should be to reach for citizens and visitors and also be barrier-free.

The user receives information personally, by telephone or also in written (e-mail). All technical requirements needed have to be available.

The opening hours should be at least in accordance with the local store opening times, if possible constantly for 8 hours (Mo–Fr). Saturday and Sundays opening has to be considered for tourism regions and in densely populated areas.

Whereas in most of the cases a mobility center is offering both, virtual and personal services, some just offer virtual information (=virtual mobility centers). These mobility centers are not located on a specific location, which can be visited by the local population and tourists during the opening hours.

Some mobility centers offer virtual information services in addition to their regular on-site services outside the general opening hours.

Minimum information to be provided at the website is the description of services, contact details and accessibility.



3.4. Equipment

Basically the equipment of a Mobility Center should be designed in a modern, professional and customer-friendly way. This requires good lightening and customer-friendly furnishing. The office should have at least two consulting places with good illumination and possibilities to sit down. Folders, timetables and other printed info material has to be made available at easily accessible shelf surfaces. Sufficient exhibition space for posters or announcements should be provided.

All workplaces are equipped with PC, screens, telephone and internet access. Printers, etc. are accessible for each employee. A cash registration and the possibility of paying with credit cards should be available.

Professional provision of information and advice in a Mobility Center requires some technical equipment in order to ensure fast and non-exhausting work flows:

- Computers and screens (24 Zoll min)
- Software MS Office (or similar), latest version of an internet browser
- Modern telephone-system (incl. Headsets)
- Printer photocopier, scanner
- Highspeed broadband internet access plus public access to the internet (WIFI)
- Displays for realtime public transport information

3.5. Education and training

The personnel in Mobility Centers is highly customer oriented, has outstanding communicative skills and well developed social competence.

Nevertheless a special training is needed. A well trained and qualified personnel is of crucial importance and contributes substantially to the acceptance and establishment of the new services. Following the idea of professional service all network partners should have a comparable basic training that has to be two-fold: on a technical and on a communicative level.



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Apart from the basics in Mobility Management, a good knowledge of the various traffic systems as well as their effects, knowledge about psychological backgrounds for the choice of the means of transport, basics in communication (including conflict management), sales and marketing are needed.

Skilful handling of computers and – if available – electronic information systems as well as geographical knowledge are obligatory.

Further training should be oriented at the need (foreign languages, time management etc.) and should take place regularly.

The training modules of the staff for the SEE MMS Mobility Centers covered the following units:

I. Basics of Mobility Management

- Mobility Management vs. Traffic System Management
- Definition and Objectives
- Mobility Management Partners, Clients and Instruments;
- Services and Target Groups

II. Mobility Systems

- Motorized individual mobility vs. Public Transport, biking and walking
- Transport chain and the effects
- Cost / benefit analysis, environmental effects

III. Mobility Behavior and travel awareness

- The 7 steps to change behavior
- Successful awareness campaigns, best practice in Europe

IV. Communication and consultancy

- The challenge of communication in a Mobility Center
- Tools and techniques
- Cooperation vs. Confrontation



V. Monitoring and Evaluation

VI. SEE MMS Info – platform and network

Additional national trainings have been carried out, including local geography and transport structure, local and regional PT offers, timetable reading and fares, information software etc.

Based on good practices from existing training schemes, the Transdanube.Pearls project will elaborate a training scheme for sustainable mobility managers, mainly addressing persons that will work in the mobility centers in the future.

3.6. Summary

In order to keep start-up requirements for partners interested to install a mobility center as small as possible, minimum standards for the Mobility Centers have been defined. In addition to these minimum standards further requirements for the stage of expansion of Mobility Center, creating the precondition for a higher customer satisfaction.



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Service	Minimum standards	Possibilities for upgrading
Information	Sound information: time table information, time table changes, information about delays/construction works, etc., local maps, bicycle tours and rental info, walking tours	
Ticket sale	Information about where to get tickets, tariff information, reservation service	Tickets for public transport of the region, rail ticket sale (national & international), seat reservation, event tickets, plane tickets
Mobility advisory service	Individual mobility advisory service for local population and tourists	Transport event management, advisory service for regions, companies, schools, households, etc.
Complaint management for arranged services	Accepting and forwarding suggestions for improvements and complaints, including feed-back to customers	
Other transport services	Information about on-demand mobility services (call-busses, call-collective-cabs, event traffic, delivery service, bike rental, car sharing etc.)	Baggage room, bike rental, car sharing, arrangement of car pooling, parking tickets, bus rental
Opening times, accessibility	Office hours constantly for 8 hours (Mo–Fr), during touristic season (also on Sa–Son), barrier free access	24/7
Public relations, communications, advertisement	Homepage (at least subpage of existing page), continuous media work	campaigns, activities
Qualification and education of employees	Intense training of new employees, geographical familiarity with destination, communication training, customer-orientation, ongoing further training, English language	Subject-specific training as mobility advisor, knowledge of additional foreign languages, motivation, creativity
Technical facilities	Cashless payment options, telephone, internet, e-mail	Ticket sales system (software and hardware), free WIFI for customers, self-service terminal (tickets, information, etc.)
Evaluation, quality control	Annual report, number and duration of contacts, calls, e-mails, evaluation of quality of advice (test customers)	Number of sold tickets, measurement of customer satisfaction (survey)

Figure 1: Minimum standards and additional requirements for mobility centers³

³ Based on SEE MMS Project Consortium 2012: Handbook on Mobility Management Strategies, Mechanisms and Practices in South East Europe



4. Steps for implementation

4.1. Stakeholder involvement

For establishing a Mobility Center successfully, a common understanding is paramount. This can be done best by organizing events with key stakeholders, politicians and all potentially involved people to present the idea of the Mobility Center, to show European best practice and to discuss the strengths and weaknesses as well as the threats and opportunities of a Mobility Center.

The format of such events can be: a workshop, a seminar, a conference or any other well-known format and it is recommended to combine it with a site visit to see best practice examples.

The main objective of this first step is to inform and motivate stakeholders to implement a Mobility Center and in best case to result in a common agreement to go for the next steps towards implementation. Thus the meetings should offer at least the following content:

- Present and future transport situation (local, regional, national) and transport policy
- Services and benefits of a Mobility Center (based on good practice examples)
- Public's opinions and attitudes



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In order to establish a regional mobility center for the regions Ulm and Neu-Ulm the Danube Office in Ulm decided to organize three workshops:

Workshop I: Do we need a mobility center for Ulm/Neu-Ulm? Expert group; topics: introduction, good practices and discussion; objective: general agreement to proceed in the process which should lead to the establishment of a regional mobility center

Workshop II: How could the mobility center look like? Expert group elaborating a common objective, brainstorming about possible operational structure, possible services, etc.; objective: agreement on objective and next steps



Figure 2: Participants of the 3rd workshop on establishing a mobility center in Ulm/Neu-Ulm (source: Donaübüro Ulm)

Workshop III: Business plan for the mobility center. Expert group, presentation of draft concept, discussion of open questions, definition of next steps; objective: agree on main corner stones of the business plan and get the commitment of the stakeholder necessary for implementation.



4.2. Agreement on services and tasks

The stakeholder's agreement on the implementation of a Mobility Center leads to the 2nd step: the analysis, discussion and definition of the services offered in the Mobility Center (for that see chapter 3.1).

4.3. Establish efficient operational structures

A clear operating structure is needed in order to maintain the achieved or implement additional measures. Some organizational tools that could be used are in ascending order of commitment (source: Momentum project, final report):

- **Steering committee or project groups:** Such groups or committees could supervise the functioning of the Mobility Center. They gather at given intervals and decide on the mission of the Mobility Center and the overall policy to be pursued.
- **Ad hoc cooperation agreements:** Partners in the process of building a Mobility Center might want to confirm their involvement. They could do so by concluding an ad hoc agreement. These ad hoc agreements can be a kind of 'memorandum of understanding' or it can even stipulate the partners' commitments in the implementation of mobility services or the Mobility Center. Such agreements make it clear that all partners want to engage themselves in Mobility Management or in the Mobility Center and could convince hesitating partners to join the center.
- **New legal organization:** Sometimes the co-operation between partners can be made official, by creating a new organization, even if it has a low profile start. Such an organization could be a non-profit association, supported by the various partners. This new organization can avoid doubt some partners might have if the Mobility Center is housed at one of the partners' premises. In this way it could be regarded as a 'tool' for strengthening alliances. Such a new organization usually has a board of supervisors in which all supporting bodies are represented.



4.4. Establish useful cooperation

Co-operation between partners and the creation of alliances and partnerships is one of the key issues. Building alliances or coalitions is the best way to gain public support for the Mobility Center increases the chance to a successful implementation and also increases the viability of the project.

A minimal standard requirement is co-operation with transport providers, transport networks and public transport associations.

Further potential cooperation / partners are:

- Municipality departments of transport, environment, infrastructure, etc.
- Tourism offices, travel agencies and organizers,
- Bicycle associations
- Car sharing – car pooling – bike sharing operators,
- Local businesses (e.g. shopping malls)
- Chambers of Commerce
- Employers organisations
- Lobby groups, etc.
- Event and meeting organizers
- Delivery services etc.

4.5. Select location, provide adequate equipment, select/train staff

The location of a Mobility Center is of crucial importance. It should be located in the city center or public transport hub in order to have the best accessibility and visibility.

All over Europe the locations differ a lot and range from municipality buildings, international airports, tourist offices, transport operators premises, railway stations or main transportation hub.

Especially in the beginning it is necessary to cover the basic needs and to ensure a proper function of the Mobility Center equipment wise. It should be up to date,



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professional, inviting and customer-friendly (please check chapter 3.4 for more information).

In case of further requirements for the stage of expansion or in order to create a higher customer satisfaction there are almost no limitations. However, a more sophisticated offer is also connected with higher costs and should be considered carefully.

An important point in implementation and organization of Mobility Centers is the personnel. Looking at personnel requirements, one can at least identify two different profiles:

- a manager on the policy level and
- the staff on the operational level.

The task of **mobility managers** involves promoting the Mobility Center on a higher, i.e. political level. Moreover, the manager is in charge of optimal co-ordination; team leading and daily management as well as development and implementation of mobility services. The working field touches upon all kinds of mobility services – providing information and raising awareness as well as creating and promoting new offers and many other activities – and project management issues.

Tasks of the **staff on operational level** are provision of information by phone, in writing and personal, as well as advice regarding all issues of Public Transport, Europe-wide ticket sale, planning of trips, bike rental, Car Sharing – advisory service, management of information material, regular participation in team meetings and office work in general.

4.6. Provide adequate funding

The financial means are always scarce. Therefore it is very important to consider the financial aspects in a realistic way. With regard to the time perspective for financing Mobility Centers, a distinction can be made between the introduction stage and the stage of running the center in the longer term.



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4.6.1. Investments and initial costs

The investments concerning the establishment of a Mobility Center include the Concept study, Initial costs for the equipment (hardware, software, office equipment, mobile information facilities, etc.), training costs and marketing (opening event).

Costs for establishing a Mobility Center can vary widely. The indicative costs to establish a Mobility Center within the SEE MMS project has been on average in the amount of 43.000 Euros⁴. The variation depended on the premises chosen, the pre-existing location situation, the needed equipment and the training expenses for the national trainings. Most partners have utilized municipality owned premises already equipped. Especially labour costs vary widely between the different regions. This makes it very hard to come up with reliable data. This can be underlined by the figures found in the business plan for establishing the regional mobility center in Burgenland:

Investment and initial costs	from	to
Staff costs (before opening the mobility center)	€ 100.000	€ 150.000
Furbishing of office/salesroom (incl. supervision)	€ 35.000	€ 45.000
Marketing & PR before the opening	€ 45.000	€ 61.000
Technical equipment		
Computer, printer, etc.	€ 135.250	€ 168.800
photocopier	€ 2.500	€ 3.800
Telephon system	€ 12.000	€ 12.000
Staff training	€ -	€ -
Business registration	€ 358	€ 358

Table 1: Investment and initial costs incl. VAT in € (cost basis 2005)⁵

4.6.2. Running costs

The creation and running of a Mobility Center has until now and all over Europe not been a self – supporting business. Additionally, the possible sources of income are

⁴ During the project SEE MMS mobility centers have been established in the city of Athens, the municipality of Elefsina, Padua and Lecce, city of Ljubljana, city of Iasi, municipality of Varna, city of Belgrade, municipality of Glamoc and the city of Trogir

⁵ Source: Blazevic 2005, Entwurf eines Betreibermodells und eines Businessplanes einer Mobilitätszentrale in der Region Neusiedler See



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limited. Therefore, minimizing of costs is of substantial importance for the capability of the Mobility Center to survive. This can be done by:

The running costs include the rent and overhead expenses (maintenance, communication, office equipment), costs for service staff and management, IT costs (Software etc.), IT maintenance, office equipment, telephone expenses, office supplies, postal charges and marketing and costs for the conception and the production of information and publicity material as well as costs for advertisements and public awareness campaigns/publicity campaigns.

Indicative costs per month during the SEE MMS period of operation

Rent: In the SEE MMS project most partners do not pay rent due to the use of municipality owned premises so the average costs for this category costs runs below 1,000 Euros per month. After the end of the project the same costs are foreseen for most of the Mobility Centers.

Personnel costs (includes salary and social charges staff and management, administration, external expertise):

An average of 3,250 Euros per month is the personnel cost per SEE MMS Mobility Center and is based on a 2 to 3 persons operation. The partners foresee the same average personnel costs after the end of the project

Marketing and PR costs (e.g. Media Ads, Radio, Internet, PR and marketing campaigns): The costs per month during the SEE MMS period of operation have been on average below 1,000 Euros per month. The expected costs after the SEE MMS project ends are estimated by the partners to run below 1,000 per month.

4.6.3. Funding resources

In many cases at least the initial costs of establishing a mobility center are co-financed by national or European funds. Additional funds from the municipalities or the regions are necessary (at least to cover the national co-financing amount). For the running costs these sources of financing are even more important. In addition, many mobility centers



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manage to acquire additional resources by participating in EU co financed projects. Other sources include transport operators in the cases where they have also been involved in the foundation of the Mobility Center and last but not least the possible income from sales of tickets (max. 10 % of budget in the European average).

In addition, third parties and participators can provide significant resources incl. grants:

- Direct financial contribution by public funds, transport companies, share- holder / partners of a private company;
- In-kind contributions of supporters/participators (staff, rooms, equipment, technical support, office material);
- Contributions from research boards;
- Staff from job creation programmes, especially for mobility service staff;
- Honorary work ('Mobility association', Citizens bus initiative).

By participating in different transnational und cross-border mobility projects the regional mobility center in Burgenland was able to finance the running costs up to 85% by EU-Funds between 2008 and 2014. The Regional Government has provided the 15% national co-financing.

The reliability on EU-funds resulted in severe financial problems after the end of the last programming period (2007-2013). Only because the team of the Mobility Center was able to provide its expertise to the transport department of the regional government, the decision was taken to finance the team from the regional budget until the start of the new projects in the running programming period (2014-2020) projects. In this period of time, the new „Transport Strategy Burgenland“ was developed and many new project proposals were created.

Since 2016 the contributions of the regional government have been reduced to the previous level of 15% national co-financing.




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4.7. Set marketing activities

In order to introduce the new services of a Mobility Center to the public, marketing and awareness campaigns are required. This should include at least the set-up of a webpage (or inclusion in municipalities homepage) and a continuous media work. The following marketing and communication activities could set:

- Printed material: newsletter, posters, leaflet;
- Phone, mailings, fax, e-mail, Internet;
- Press or existing newsletters;
- Face-to-face contact (information meetings);
- Website development

Depending on the financial situation specific additional campaigns and activities (radio spots, local TV advertisements etc.) are recommended. Furthermore the mobility center (most probably in cooperation with other stakeholders) could be present at mobility events and congresses as well as during the European mobility week.



www.b-mobil.info

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Mobilitätszentrale Burgenland

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Interreg
Austria-Hungary 2014-2020
SMART Pannonia
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Von: Ort
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Mobil im Burgenland
Ihre regionale Mobilitätsplattform - ein Service des Landes Burgenland

23.05.2017
1. BURGENLÄNDISCHER VERKEHRSSICHERHEITSTAG „JUNG UND ALT-ABER SICHER“

Das KFV, das Land Burgenland und der ORF Burgenland veranstalten den 1. Burgenländischen Verkehrssicherheitstag. Die Veranstaltung findet am Mittwoch, dem 7. Juni 2017, von 08:00-16:00 Uhr im...

[weiterlesen](#)

Willkommen auf b-mobil.info, der Service-Site des Landes Burgenland zu Themen der klimaschonende Mobilität!

Ein Service des Landes
BURGENLAND

Service
» 1. BURGENLÄNDISCHER VERKEHRSSICHERHEITSTAG „JUNG UND ALT-ABER SICHER“
» Mit dem NOVAROCK-Shuttle auf's

Figure 3: Website of the regional mobility center in Burgenland (source: Regional Management Burgenland)



4.8. Monitor and evaluate your performance

Monitoring and Evaluation is of high importance for the sustainable operation of a Mobility Center. The prove of success is one of the main reasons of financiers to provide the budgets needed. In a minimal version of monitoring activities, the Mobility Center should record the daily number and duration of contacts (physical, phone, mail) as well as the sales and the monthly turnover. An annual report is recommended to provide a clear overview. If budget is available it should be invested in a cost-benefit analysis, the measurement of customer satisfaction and the quality of advice.

During the lifetime of the SEE MMS project the daily contacts to the Mobility Centers varies from 20 to 200 visits per day. Very central and high frequent locations have an average between 100 and 200 people. The regional mobility center in Burgenland has 5.-7.000 contacts per year.

For the transnational evaluation of the pilot activities to be carried out in the Transdanube project this guideline provides the following suggestions:

	Pilot 1	Pilot 2	Pilot 3	Pilot 4	Pilot n
Specifications					
Services on offer	<i>Information offers, tickets on sale, different mobility advisory services, complaint management, etc.</i>				
Cooperation with	<i>Transport operators, associations, cyclists, tourism operators, etc.</i>				
Location & Accessibility	<i>City center, number of people passing by, possibilities to get there with public transport, bicycle, etc.</i>				
Opening Times	<i>Office hours</i>				
Public relations, marketing	<i>Website, marketing activities, etc.</i>				
Costs and funding	<i>monthly costs, sources of funding</i>				
Number and qualification of staff					
Possible monitoring indicators					
Number (and duration) of contacts					
<i>Number of tickets sold (if applicable)</i>					
<i>Result of customer satisfaction survey</i>					
<i>Evaluation of quality of advice (test customers)</i>					

Table 2: Possible criteria for transnational pilot evaluation



5. Factors of failure and success

The following **factors of failure** have been identified amongst others during the implementation of the SEE MMS project:

- **Insufficient involvement** or non-involvement of the relevant stakeholders, decision makers and politicians proved to be a major handicap in the process of establishing a Mobility Center due to the lack of proper Mobility Management culture in certain countries.
- **Limited financial resources:** limited public financial resources pose threats to finance the Mobility Center operations, the purchase equipment, maintenance of venue and the hiring of additional staff.
- **Data availability and interoperability:** in some regions information about PT operators' timetables are not available in a common electronic database. With that it is very hard to provide adequate information about possible travel options. Difficulties to obtain timetable data from Public Transport operators
- **No central location** available for the venue of the regional mobility center
- **Bureaucratic regulations** delay smooth implementation
- **Lack of cooperation** with necessary partners resulted in limited services and limited income resulting from service activities

On the other hand the following clear factors of success could be identified:

- **(Political) Enthusiasm:** Great enthusiasm of the stakeholders and particularly the local governments involved for the making of an innovative structure
- **Motivation:** organizational motivation to further implement sustainable mobility and mobility management
- **Good planning:** hard work of persons involved for the proper allocation of objectives and activities resulting in sound planning and financial management in the preparation phase
- **Finances:** Good financial management



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- **Network & Skills:** Good contacts with city administration and availability of technical staff and skilled administrations within the Municipalities professional units.
- **User orientation:** Recognition and appreciation of innovative service provision by the users of the Mobility Centers.
- **Central/strategic location:** the venue of the Mobility Center has to be chosen strategically, either in centrally located municipality buildings or other highly frequented premises.
- **Adequate/motivated staff:** one or two people in charge (both internal and external staff) for the Mobility Center's daily business and activities.
- **Cooperation with PT operators:** the involvement of PT operators proved to be difficult but the cooperation is very useful also in regards of sustainability.

Minimizing of costs is of substantial importance for the capability of the Mobility Center to survive. This can be done by:

- Starting within an existing organization: A Mobility Center does not need to be a 'full blown' center right away. It is recommended to minimize the additional costs for mobility management activities, as it cannot be assumed that grants of a third party will continue to be given. Using existing organizations as a start point can achieve this
- counting on synergy effects through co-operation e.g. when organizing a Mobility Center, offering information on all sustainable modes, the involved parties (tourism departments, urban public transport company, regional bus companies, railway company, car sharing club, etc.) often can cut on the costs of their own information outlets, as the Mobility Center handles most of the information requests.



6. Collection of good practices

6.1. Mobilitätszentrale Burgenland



General project description	„b-mobil.info“ is a service of the government of Burgenland. B-Mobil is active in the whole region and is running a Mobility information centre in Eisenstadt. Beside typical public transport information (tariff, timetables), b-mobil is contact point for schools, businesses, municipalities and transport operators and an active player in the field of sustainable mobility. Beside information, organization, coordination and planning are tasks.
Stakeholder involvement	Provincial government (operating authority), Transport operators (coordination), Target groups (collaboration in projects – e.g. schools, tourism organizations, businesses)
Location	Central location on Domplatz Eisenstadt (main bus terminal)
Staff	1 mobility manager, 2 staff
Services offered	Information on tariff and timetables (mobility information centre, internet, telephone), projects in the field of sustainable mobility (bicycle, public transport, waling), mobility management for schools and businesses, awareness campaigns, marketing, touristic mobility, consulting for municipalities
Costs and funding	2016: €209.000 incl. staff costs and all other running costs Funded by provincial government of Burgenland and participation in EU-financed projects.
Marketing activities	Mobility information centre in Eisenstadt, website, information materials (folders, timetables) for target groups, awareness campaigns for schools ("bikeline, pedibus) and businesses (bike2work - Radl zur Arbeit)
Lessons learned	Factors for success: Stakeholder involvement and networking, broad approach, active participation in EU funded projects



Critical factors: resources (staff, funding)



6.2. mobilito – Mobility center in Bischofshofen

General project description	Mobility center for 25 municipalities in Pongau region (Salzburg) with a service center at Bischofshofen
Stakeholder involvement	limited liability company, owned by regional municipalities (Regionalverband Pongau is shareholder) Cooperation with regional tourism organizations and transport operators
Location	Inside Bischofshofen train station
Staff	1 mobility manager, 3 staff (mobility consultants/advisors)
Services offered	Information on tariffs and timetables, ticket sales & reservations (national, international), travel plans, travel agency (incoming, outgoing: train travelling), mobility consulting for businesses (mobility management) and tourism organizations (developing of customized offers), mobility planning for large-scale events (sport, congresses), snacks and newspapers (sold in service centre),
Costs and funding	funded by Regionalverband Pongau (association of 25 municipalities) in 1999, opening of MM centre in March 2001 at Bischofshofen railway station. annual costs approx. € 250.000, less than 20 % of costs by shareholder contribution, remaining costs: operational business. Subsidies only in case of projects (that means: no basic financing by public authorities)
Marketing activities	Website, service centre, information materials (timetables, touristic information), cooperation with tourism organisation and businesses
Lessons learned	Factors for success: central location and extensive operating hours, well-trained employees, cooperation with transport companies and



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transport association, close cooperation with decision makers in the region, competence and outgoing personality of mobility manager

Critical factors: financing operational business of a mobility management centre, presentation and argumentation of benefit for (financing) public authorities. Mobility management (and customer information) has a high personnel intensity. When planning an MMC: risk of overloading MMC with responsibilities/tasks.



Figure 4: mobilito – Mobility center in Bischofshofen (source: Verracon)



6.3. Mobil Zentral Graz

General project description	First Mobility Information Center in Austria and main contact point for sustainable mobility in Styria. Offering information and services online, by telephone or in the service centre in Graz.
Stakeholder involvement	Main stakeholder are funders (city government, provincial government, transport association, transport operators)
Location	Jakominiplatz Graz (central location and junction of several public transport lines)
Staff	9 (trained as mobility advisers by FGM AMOR – austrian mobility research)
Services offered	Information on tariff and timetables, ticket sales and reservations, planning of trips, bicycle rental, information on car-sharing, complain management (on behalf of Styrian transport association), service and consulting for businesses, tourism organizations and municipalities (projects, travel recommendations, events, staff guidance,...)
Costs and funding	Funded by city of Graz, provincial government of Styria, Styrian transport association, ÖBB-Postbus GmbH (transport operator) and association of Styrian transport operators (VVK Steiermark)
Marketing activities	Service centre, website, Folders (timetables, network map, thematic folders (e.g. hiking))
Lessons learned	Factors for success: direct (financial) involvement of main stakeholders, broad line-up of services, operated by experts of FGM



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6.4. Sopron



General project description	As part of the project GREMO Pannonia co-funded by ERDF Gysev-Raaberbahn implemented a Mobility Information Centre in Sopron's train station. In order to provide a more effective traveler's service in a well-designed, modern atmosphere, a new passenger's center has been established. The former Regional Mobility Center works further as a pure international ticket-office with more expanded travel offers.
Stakeholder involvement	GYSEV–Raaberbahn – transport operator; ÉNYKK Zrt. – regional and city bus operator (ticket selling point); Tourinform – regional tourism operator (maps, programs etc.); Other temporary partners
Location	Inside Sopron railway station
Staff	Cashiers, Assistants Marketing employees
Services offered	Information on tariff and timetables, ticket sale, info-materials, maps, complaint management, bilingual information on all topics regarding bus and train, information by telephone. Opening hours: every weekday 7:00 – 17:30, Thursdays 7:00-19:00, Saturdays 7:00-16:00
Costs and funding	Regional Mobility Center Sopron: 12 millions HUF, Passenger's Center Sopron: 14 millions HUF
Marketing activities	Reservation for organised tours, museums railway, selling of combined tickets, selling of souvenirs and presents connected with railway, railway museum, playing corner
Lessons learned	Dealing with customers, problem solving competence, business-based attitude



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Figure 5: Mobility center Sopron (source: Verracon)



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8. Project Partners

	<p>LP Environment Agency Austria</p>	<p>EAA</p>	<p>AUSTRIA</p>
	<p>ERDF PP1 Danube Office Ulm/Neu-Ulm</p>	<p>DOULM</p>	<p>GERMANY</p>
	<p>ERDF PP2 WGD Danube Upper Austria Tourism Ltd.</p>	<p>WGDOOE</p>	<p>AUSTRIA</p>
	<p>ERDF PP3 Regionalmanagement Burgenland Ltd.</p>	<p>RMB</p>	<p>AUSTRIA</p>
	<p>ERDF PP4 Bratislava Self-Governing Region</p>	<p>BSGR</p>	<p>SLOVAKIA</p>
	<p>ERDF PP5 West Pannon Regional and Economic Development Public Nonprofit Ltd</p>	<p>WESTPA</p>	<p>HUNGARY</p>
	<p>ERDF PP7 City of Vukovar</p>	<p>CIVUK</p>	<p>CROATIA</p>
	<p>ERDF PP8 Development agency Sinergija</p>	<p>RASIN</p>	<p>SLOVENIA</p>
	<p>ERDF PP9 Regional Administration of Vidin Region</p>	<p>VIDIN</p>	<p>BULGARIA</p>
	<p>ERDF PP10 Club "Sustainable Development of Civil Society"</p>	<p>CSDCS</p>	<p>BULGARIA</p>



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	ERDF PP11 National Institute for Research and Development in Tourism	NIRDT	ROMANIA
	ERDF PP12 The South-East Regional Development Agency	SERDA	ROMANIA
	ERDF PP13 Government of Baranya County		HUNGARY
	IPA PP1 Danube Competence Center	DCC	SERBIA
	IPA PP2 Regional Development Agency Eastern Serbia	RARIS	SERBIA

Table 1: List of Project Partners



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Furthermore, Transdanube.Pearls is supported by the following Associated Strategic Partners (ASP).

ASP1	Austrian Federal Ministry for Agriculture, Forestry, Environment and Water Management	BMLFUW	AUSTRIA
ASP2	Federal Ministry for Transport, Innovation and Technology	BMVIT	AUSTRIA
ASP3	Neusiedler See Tourism Ltd.	NTG	AUSTRIA
ASP4	Regional Government of Burgenland	BGLD	AUSTRIA
ASP5	Rail Tours Touristik Ltd.	RTA	AUSTRIA
ASP6	Destination Marketing Association German Danube	DMAGD	GERMANY
ASP7	Supreme Building Authority – Part of the Bavarian State Ministry of the Interior, for Building and Transport	STMI	GERMANY
ASP8	Panonsko more d.o.o. / Panonian sea Ltd.	PANON	CROATIA
ASP9	Győr-Sopron-Ebenfurt Railway Corp.	GYSEV	HUNGARY
ASP10	Government of Baranya County	BARCO	HUNGARY
ASP11	Association of Szigetköz Tourism	SZTDM	HUNGARY
ASP12	Association of Tourism Development in Moldova	ADTM	MOLDOVA
ASP13	National Authority for Tourism	NAT	ROMANIA
ASP14	Administrative Territorial Unit Tulcea County	TULC	ROMANIA
ASP15	Railways of the Slovak republic	ZSR	SLOVAKIA
ASP16	Ministry of Transport, Construction and Regional Development of the Slovak Republic	MINDOP	SLOVAKIA
ASP17	Bratislava City - Capital of Slovak Republic	BA	SLOVAKIA
ASP18	Pomurje Tourist Association	PTA	SLOVENIA
ASP19	Ministry of Agriculture and Environmental Protection	MAEP	SERBIA
ASP20	Development Agency of Serbia	DAS	SERBIA
ASP21	Municipality of Kladovo	MKLAD	SERBIA
ASP22	Ministry of Tourism	BMT	BULGARIA
ASP23	Association of Danube River Municipalities "Danube"	ADRM	BULGARIA
ASP24	Municipality of Ruse	RUSE	BULGARIA