

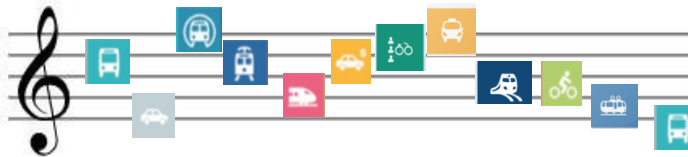
Transformation

from



yesterday's "King of the Road"

to



tomorrow's **"Conductor of Mobility"**

Michael Lichtenegger

Neue Urbane Mobilität Wien GmbH

Wiener Stadtwerke AG

7 Mobility Key Trends

1 **Multimodal** ridership – new mobility lifestyle

2 **Sharing:** Sharing-Economy a global (r)evolution

3 **Urbanisation – Aging**

4 **e-Engine & electric Power**

5 **Digitalisation – Connectivity – Automatisisation**

6 Number of **new competitors** in **mobilitymarket snowballing**

7 **Partnerships & Cooperation → Platforms**

Human Beings

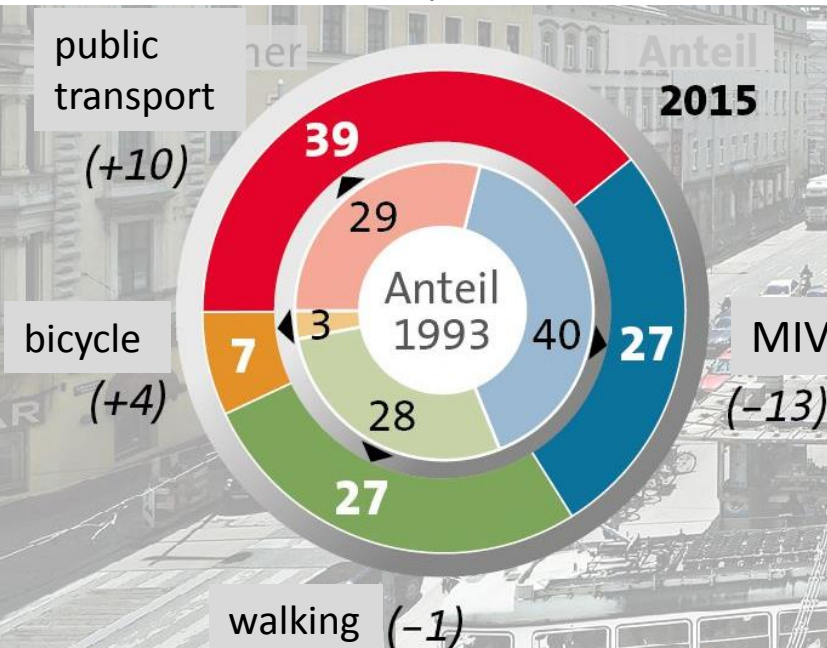
Technology

Business

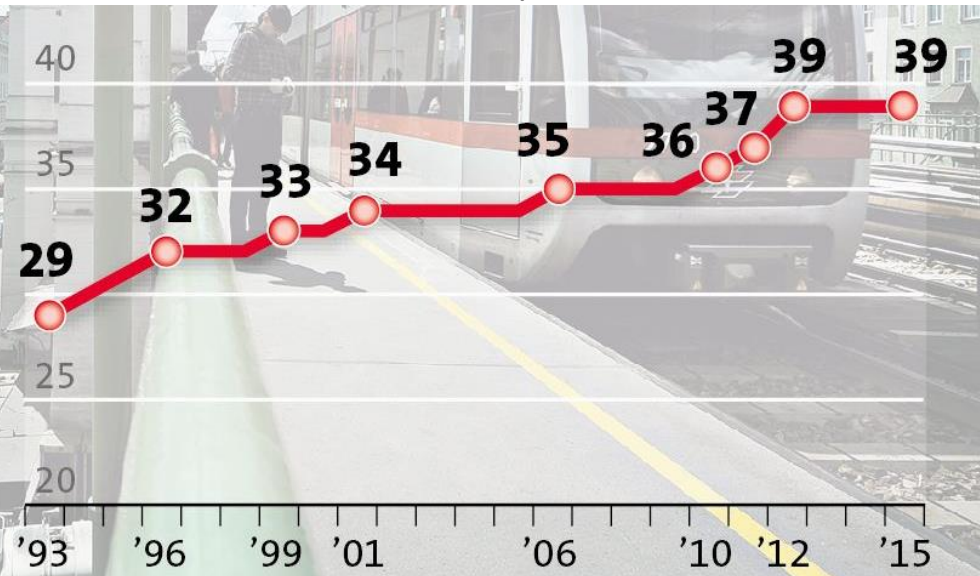
Modal split Vienna

less car driving ↔ increasing PT-ridership & cycling

Vienna modal split: 1993 - 2015



Vienna modal split: PT ratio



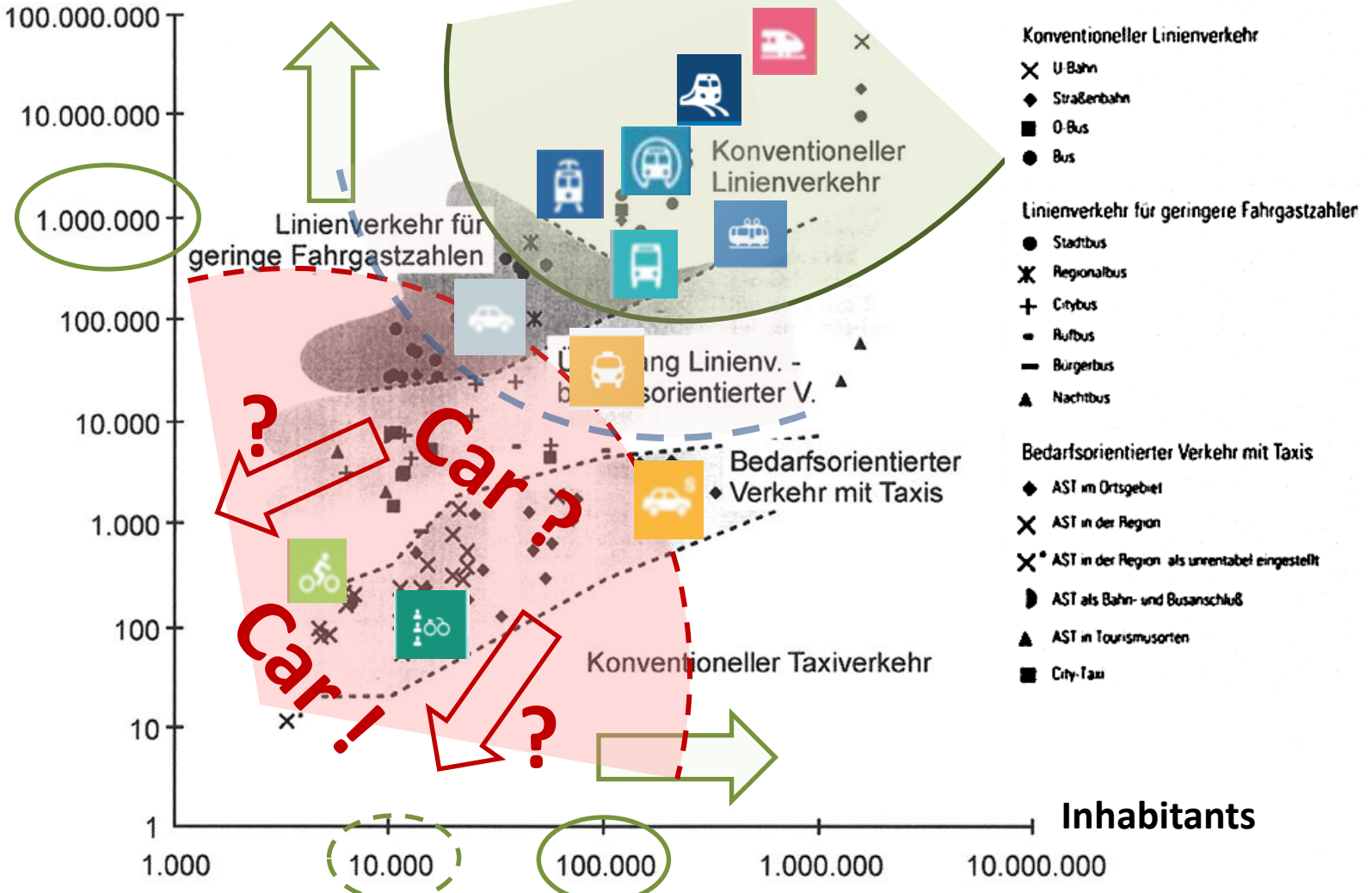
Auftraggeber: Wiener Linien



APA-AUFTRAGSGRAFIK

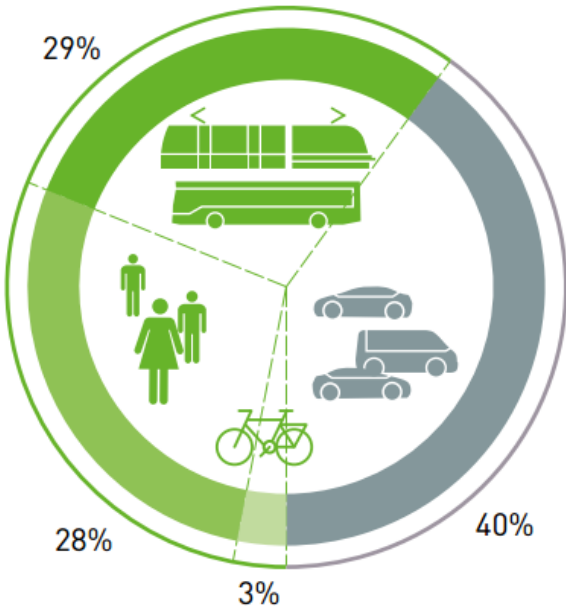
PT: Application Area - Capacity

Passengers per month

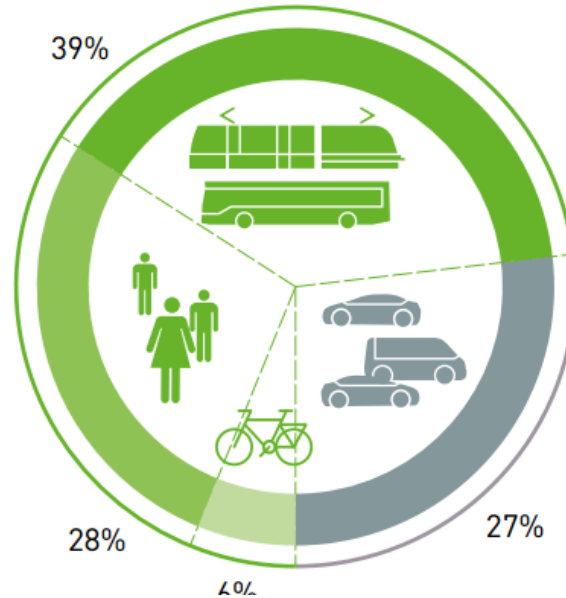


Vienna - Goal 2025: 80% Green Mobility

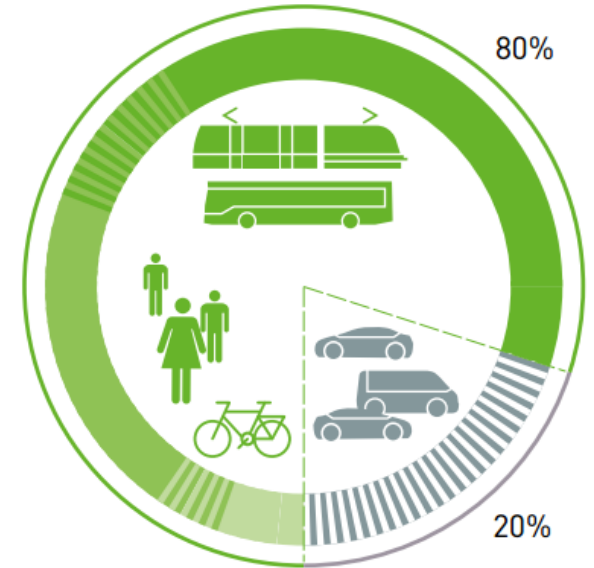
1993



2012



2025



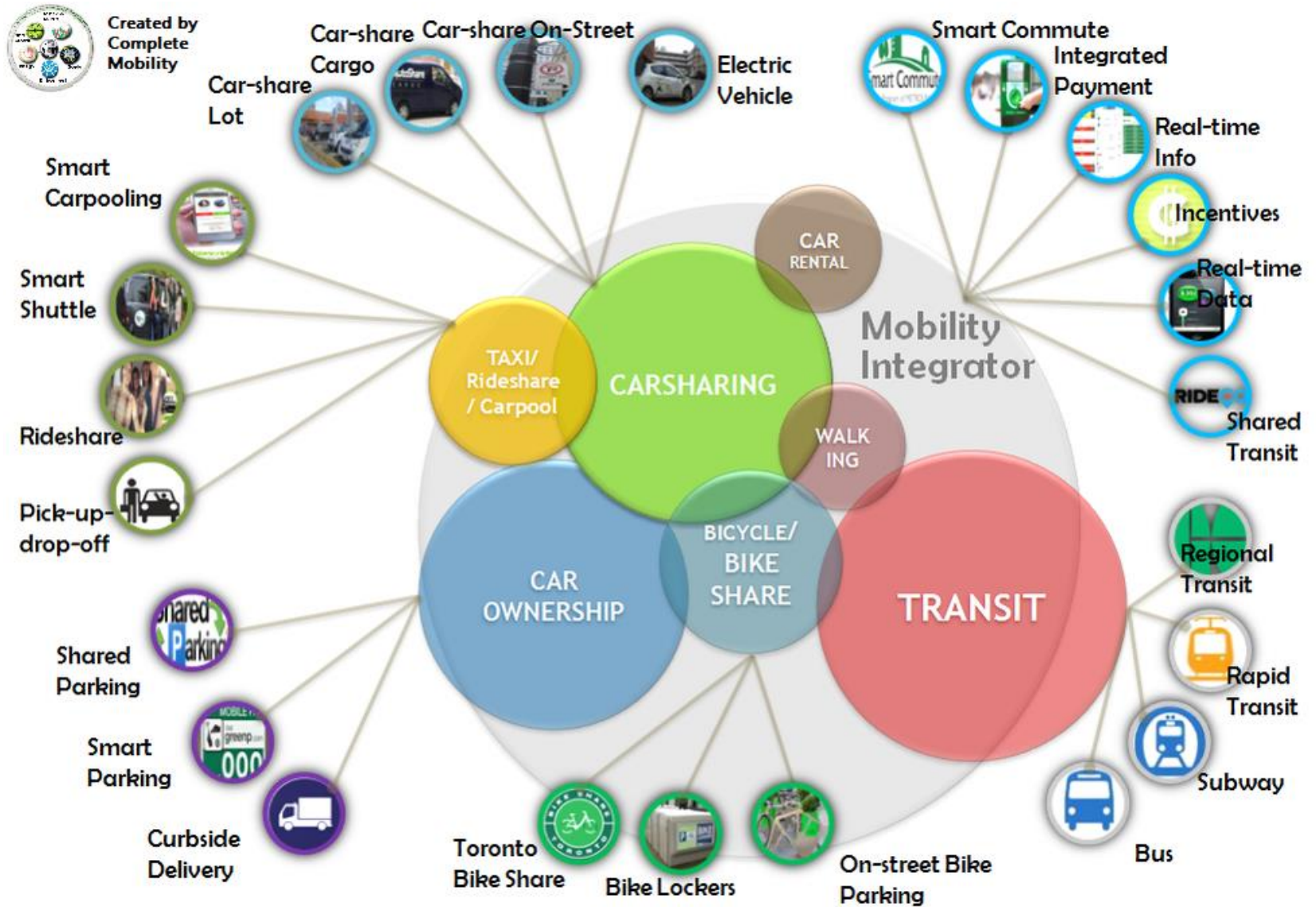
Quelle: STEP 2025 – Stadtentwicklungsplan Wien

= Walking & Cycling & **PT** & **PT^{plus}**

...the whole market of complementing, publicly available, multimodal mobility services

= everything else than car rides (driving or passenger)

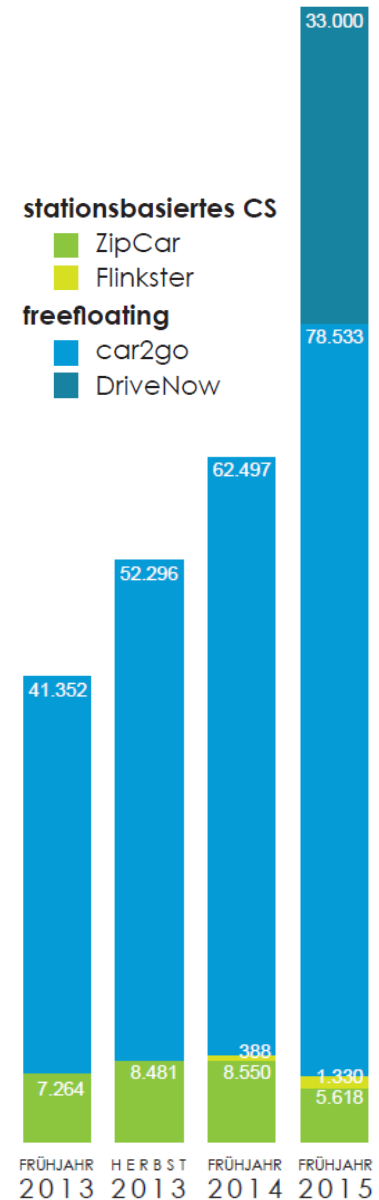
Multimodal Mobility



Carsharing in Vienna - 2015

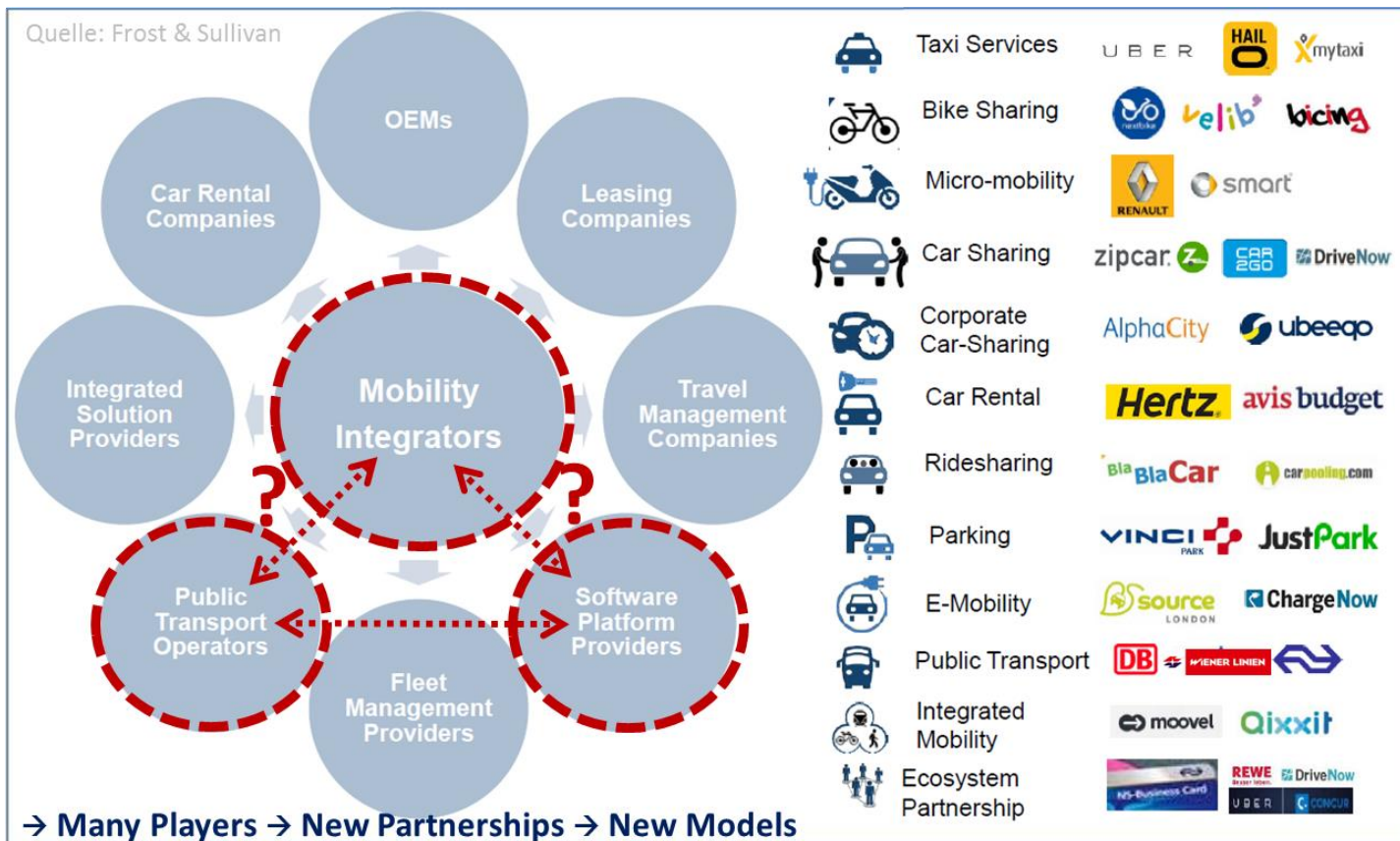
- **Car-Sharing** is **booming** in Vienna
- **reduces** former **private-car-trips**
- **complements PT services**
 - **~100.000** Viennese citizenz using Carsharing services
 - **1.300** (180 *trad.A-A* + 1100 free-foater) CS-vehicles
 - Usage mainly in case of trips, which can't be made without a car
 - **7.000** CS-trips daily
 - **1 CS-car replaces** \emptyset **5 private cars**

		Stationäres Carsharing	Free-Floating Carsharing
Pkw-Ersetzungsverhältnis	Variante "geringe Pkw-Reduktion"	1 : 1,8	1 : 2,8
	Variante "mittlere Pkw-Reduktion"	1 : 2,8	1 : 5,1
	Variante "starke Pkw-Reduktion"	1 : 3,7	1 : 7,1



Potential new Roles for PT-Actor

- **B2B** Aggregator/Integrator
 - **B2C Distributor** of complementing services
 - **Managing** complementing services
 - **Operator** of complementing services



PT in a leading role

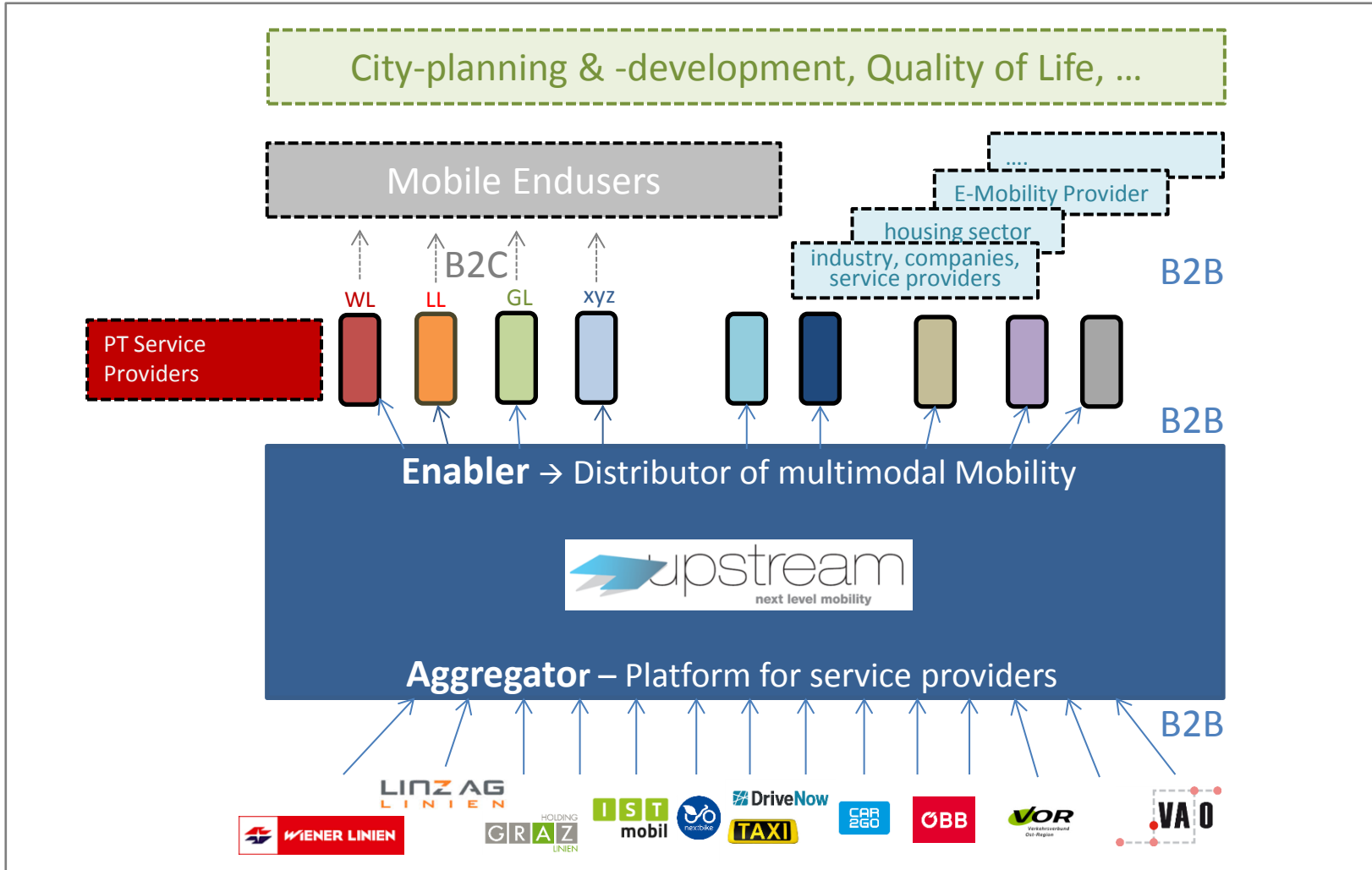
in multimodal mobility market?

Why?

- + best **knowledge** about, primarily regional, **mobility market**
- + good **customer relation**
- + **data owner** of a high amount of **regular customers**
- + best **connection** with **politics** and **politicians** as well as City-administration
- + **trusted by** mobile **Citizens**
- + committed to the **public welfare**
- + **reliability** on the **long run**
- + able to collaborate with **competing companies** under **one umbrella / platform**
- + able to **interconnect** regional platform with **global integration platforms**

→ **High Potentials** for Market- and customer-focused **PT-companies !!**

upstream next level mobility the „enabler“...



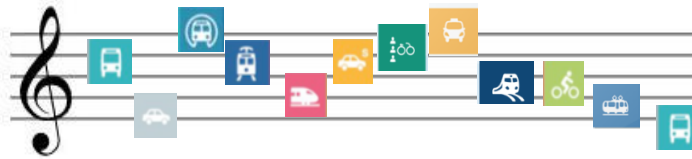
Future Urban Mobility

- Urban mobility dominated by attractiveness of **multimodal mobility-lifestyle**
 - No doubt: In urban regions **PT** will be the **backbone** of personal urban mobility because of indisputable **strengths** and **advantages**
 - The **newPT = PT + PT^{plus}** : **Complementary**, innovative **mobility services** create a more **individualised** „public“ **transportation portfolio** available **on demand**
 - **newPT-Integrator bundling all mobility services**; creating state-of-the-art „**usability**“ and caring for „**seamless**“ accessibility
- **Walking** and **cycling** will be back on stage even stronger than today
 - **Cars** will be **used selectively**
 - The **availability of cars** is highly **independent** from **ownership**.
 - **Electricity** as fuel and **e-motors** are **dominating** the market
→ (solely) **compression-ignition engine** nearly **disappeared**

Key roles for PT actor



tomorrow's **Citizen**



= **“Conductor of Mobility”**

Michael Lichtenegger

Neue Urbane Mobilität Wien GmbH