

Sustainable Mobility in Austria's Transport Authorities

Success Stories and Innovations from All Regions

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About the Mobility Association Austria



About us.

Mobility Association Austria is an association of the seven regional public transport authorities in Austria.

We strive to implement and constantly optimize a climate-friendly, **sustainable public transport** network throughout the country that is accessible and affordable for everyone.

> Together. For everyone.

Our tasks.

- **Coordination and representation** –
in national public transport related topics
- **Knowledge exchange** –
cooperating in industry initiatives and
partnering in mobility related projects
- **Shared service center** –
leveraging synergies and delivering shared services
- **Data management and passenger information** –
integrating and processing public transport data for a
countrywide multi-modal journey planner

KlimaTicket (since 2021)



KlimaTicket Ö countrywide ticket, ("3€/day")

KlimaTicket R regional/county tickets ("1€/day")

Significantly cheaper and simpler tickets

+ passenger numbers, - individual traffic

First regional ticket (previously annual route-specific only)



— E-Bus Project “VERDE”:

- > Launch in 2022, 136 new e-buses in the regions by 2025
- > Regional/county decarbonization



— Smart-Mobility “VMOBIL Stations”:

- > Integration of bike lockers, car sharing, and rental bikes
- > Multimodal mobility through secure bike parking facilities (train stations, stops)



SALZBURG

Public Transport Authority of Salzburg



- Travel to Winter Sports Areas:
 - > Free public transport for winter sports enthusiasts, including equipment
- Admission Ticket = Travel Ticket:
 - > Event tickets serve as travel tickets
- Mobility Contribution for Tourists:
 - > "Public Transport Guest Tickets" for tourists starting in 2025 (€0.50)
 - > 1:1 allocation for public transport expansion/frequency/infrastructure
 - > Regional/county-wide travel pass



UPPER AUSTRIA

Public Transport Authority of Upper Austria



— European Capital of Culture 2024 “Salzkammergut“:

- > As part of this, public transport connections and demand-responsive transport have been enhanced
- > Specific ticket valid across transport authorities



- Decarbonization Strategy:
 - > Decarbonization Strategy:
Conversion of all 630 buses to 100% post-fossil fuel drives by 2035
 - > 136 buses to be converted by 2027

- Regiobus Initiative for Rural Areas:
 - > Improving connections between small communities and regional centers



- “Switching Days“ :
 - > Free test days for all public transport in the region/county

- Hydrogen-Bus Pilot Project:
 - > Introduction of the first hydrogen bus
 - > Powered by locally produced, recycled, purified hydrogen (from Infineon's industrial process)



- Hiking with Public Transport:
 - > Over 400 hiking tips, all easily accessible by public transport



- ÖVAS-Project:
 - > First express bus stop planned on the highway
 - > Allowing a seamless transfer to the train station directly behind



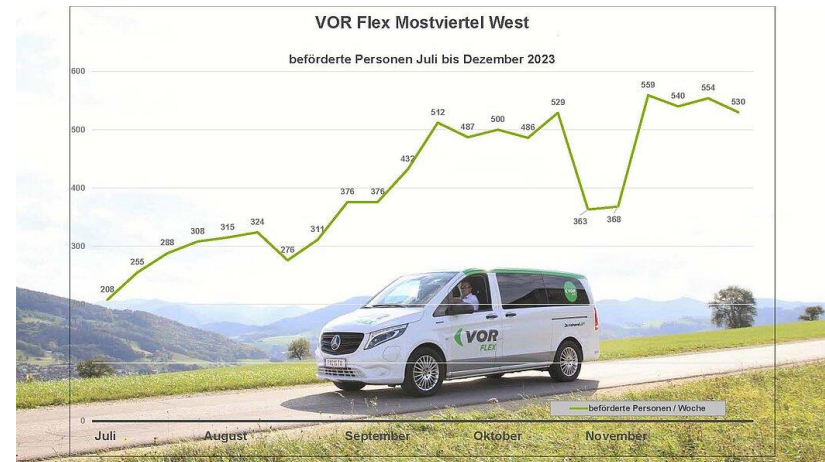
EASTERN-REGION (VIENNA, BURGENLAND, LOWER AUSTRIA)

Public Transport Authority Eastern Region



— DRT (Demand Responsive Transport):

- > DRT integrated into regular bus services (f.i. VOR/NÖVOG FLEX, BAST Burgenland, Vienna Hüpfer)
- > Incorporated into planning and tender processes



Measures & Outlook

- Incentives for public transport use (infrastructure expansion, increased frequency, and expansion of services)
- Promotion and integration of multimodal mobility (bike, car-sharing)
- Expansion of green mobility (electric and hydrogen buses)

> Focus on actions and implementations, not on challenges >

Conclusion & Call to Action

Mobility Association Austria works **together** with all transport authorities to develop **comprehensive, sustainable** mobility solutions.

Successful projects demonstrate how innovative approaches can have a lasting impact in all regions.

To gether.

We use synergies of the regional public transport authorities and maintain an exchange with our partners in Austria and Europe.

Compre hensive.

We make sure that mobility is publicly accessible throughout Austria – in all federal states, regions, and localities.

Sustain able.

We ensure that mobility is available, affordable and climate-friendly for everyone in Austria.

Gemeinsam. Für alle.
Together. For everyone.



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