

GO-MOBIL – DEMAND-BASED RURAL TRANSPORTATION SERVICE

Country: Austria

OVERVIEW

Go-Mobil is a door-to-door flexible transport service that operates in 36 peripheral and rural areas in Carinthia, providing residents access to groceries, doctors, post offices and bus stops; the service complements conventional public transport systems.

From the publicly available information, it could be gathered that the service usually operates using micro public transport systems, while the on-demand services use cars, vans and minibuses (up to 9 persons including drivers).

The service is accessible on working days (8.00-24.00), on Saturday (9.00- 24.00) and Sunday (9.00-22.00). Journeys must be pre-booked by phone.

Single tickets cost 3.80 euros if this is bought in local shops, otherwise it costs 5.20 euros.

Between 70% and 100% of costs are covered by ticket revenues and membership fees (including OBB), with the remaining cost being covered by municipalities, the state of Carinthia and the federal government financing regional public transport.



Source: www.gomobil-kaernten.at

It is worth noting that Go-Mobil is included in the web timetable information platform Scotty managed by OBB and can be accessed by the website www.gomobil-kaernten.at

Main aspect/issue addressed by the good practice

- Mobility in areas of poor/inexistent public transport.

Main objectives of the good practice

- Enabling people to have door-to-door access to local bus stops and a number of amenities (local shops, doctors, post offices, etc)

DESCRIPTION OF THE AREA

Region

Carinthia Region, Austria

Target area

Go-Mobil is organized by 20 private non-profit local associations belonging to the holding company GMZ and they finance the services through annual membership fees.

Population

According to Statistics Austria, in 2015, the rural districts of Carinthia accounted for a population of 397,040.

Population density

The rural land area of the rural districts is 9,289.05 Km². Therefore, the population density is 42.74 [inhab. / Km²]

Other

The municipalities covered by Go-Mobil include 36 peripheral communities in Carinthia.

Target user groups and needs

- Go-Mobil is targeted towards the following:
- People living too far from a bus stop;
- People whose 'normal bus does not drive in the evening';
- People with limited mobility; and
- People who need adapted transport.

DETAILED DESCRIPTION OF THE PRACTICE

Timeframe(s)

Go-Mobil was started as a pilot project in Moosburg in 1999. In the first decade of 2000, the Go-Mobil model and concept had been transferred rapidly to other rural areas of Carinthia Region. In 2009, Go-Mobil was extended up to 27 small municipalities. In 2017, there were Go-Mobil associations, serving 36 rural areas.

- Members companies (regional and national authorities, Federal Policy and at the local level transport operators, doctors, restaurants, etc.) in each local Go-Mobil scheme: pay an annual fee to GMZ to offset the costs for offering discounted fares to their stations, offices, etc.
- The local municipalities organize and operate the services



Go-Mobil Drivers in the small Municipality of Magdalensberg
 Source: www.magdalensberg.gv.at/infrastrukturundSicherheit/gomobil.html

Bodies involved

- Go-Mobil involves the following actors:
- GO-MOBIL® ZERTIFIZIERUNG GmbH: the holding company which supports the organisation of the Go-Mobil services in rural communities
- The Carinthian state government (Die Kärntner Landesregierung): supports and co-finances the initiative

Mobility services provided/addressed

- Go-Mobil has been a successful mobility model since 1999 for rural communities with inadequate public transport.
- It closes the gaps between front door and transport station.
- Go-Mobil operates in 36 peripheral and rural areas in Carinthia.

DETAILED DESCRIPTION OF THE PRACTICE

- Go-Mobil is available for booking via phone: passengers can dial the local Go-Mobil organisation to book a ride. Each local community has its own call centre with a dedicated phone number.
- From the local press it could be gathered that some 160,000 users are served yearly and that GMZ is going to introduce new local/regional services in the neighbour regional areas.
- The business case relies on the involvement of local rural communities; in particular, retired people or elderly with license for driving are asked to be the drivers of the service and are reimbursed with a small amount. At the same time, there is an overall organisation that coordinates and manage the development of the service.

Legal Framework

- Go-Mobil uses a targeted PPP model, whose functionality has been impressively proven over the years.

Cost and Financing sources

Go-Mobil is funded mostly through ticket revenues and annual membership fees from national and local companies and organisations, e.g. the Austrian Federal Railways (ÖBB), the Transport Association of Carintia, Kärntner Linien. Consequently, a cheaper fare price is offered (3.80€ per trip rather than 5.20€) for trips to/from public transport stations operated by the members. The remaining operating costs are covered by the municipalities. The annual financial resources provided by the municipalities for the Go-Mobil service are between 3,500 € and 7,500 € depending on the number of vehicles and the area covered. The drivers are volunteers but they are reimbursed for sustained expenses.

Organizational set-up

- The GMZ company assures to municipalities all know-how from concept and project development. It provides the protected brand, trains and assists the interested and suitable rural communities, support the association founders, the association board and the Go-Mobil drivers. For the purpose of maximizing operational and economic advantages in purchasing, GMZ concludes framework agreements with various suppliers in favour of the local Go-Mobil associations.

Supporting technologies

- Go-Mobil journeys must be pre-booked by phone.



Source: www.gomobil-kaernten.at

INNOVATION ASPECTS

ORGANISATIONAL RESPONSIBILITIES AND PARTNERSHIP WORKING ARRANGEMENTS

Go-Mobil cooperates with OBB and buses, and is integrated in their timetables and booking services.

LEVEL OF PUBLIC SECTOR FINANCIAL SUPPORT

Any costs not covered by ticket revenues or membership fees are covered by municipalities, the state of Carinthia and the federal government financing regional public transport.

INTERCONNECTIONS BETWEEN SHARED AND PUBLIC TRANSPORT SERVICES

Go-Mobil closes the gaps between front door and transport station.

ICT CONNECTIONS AND IMPACTS OF THE TECHNOLOGICAL SOLUTIONS IMPLEMENTED

N/A

OTHER (E.G. SOCIAL INNOVATION, ETC.)

Go-Mobil has led to a noticeable structural improvement in the communities, is available to all citizens and guests within the municipal boundaries and / or the service area (region) particularly favourably and thus supports the so important, regional cycle.

ASSESSMENT

Ridership and other key metrics/results (through key-indicators, where applicable)

- The number of passengers transported by Go-Mobil services has grown rapidly over the last ten years. Currently, every year between 8,000 and 14,000 passengers are transported per "Go-Mobil" unit (i.e. for each of the local Go-Mobil associations), amounting to some 160,000 trips made yearly, with a growing trend. In addition, opportunities of social involvement are offered to the drivers (more than 120 in 2018).

Good Governance

- The details of GO-MOBIL governance was not identified. However, it is an example of collaborative working between public and private actors in a given region to provide a services that meets the needs of their locals with poor public transport access in rural areas.

Success factors/strengths

- The collaborative working between municipalities as mentioned above, and the engagement of local operators to provide the service ensures better access and social inclusion by people who might otherwise have significantly reduced involvement in society.

Difficulties encountered/weakness

- It could not be established whether there are any weaknesses or barriers.

FEATURES THAT ARE CONSIDERED TO BE GOOD PRACTICE (LESSON(S) LEARNT)

Go-Mobil is targeted to anyone for which public transport services are poor or inexistent. It aims to close the gaps between public transport services and front doors. The service has been successful, and additional areas are hoped to be added to the operating areas.

Key references

- Statistik Austria - Bevölkerung zu Jahresbeginn seit 2002 nach Gemeinden (Gebietsstand 1.1.2015) www.landesentwicklung.steiermark.at/cms/beitrag/12651292/142970621
- INCLUSION Project, Deliverable D3.3 - Compilation of 51 case study profiles; overviews and in-depth investigations, 2019, available at www.h2020-inclusion.eu

Websites

- GO-MOBIL website www.gomobil-kaernten.at/index.php?id=127