



Developing cooperative mobility stations

REAL CORP, November 15th 2022 | Aurelia Kammerhofer, TU Wien



Why?

Motivation and background

Transformation of public spaces through *mobility hubs*

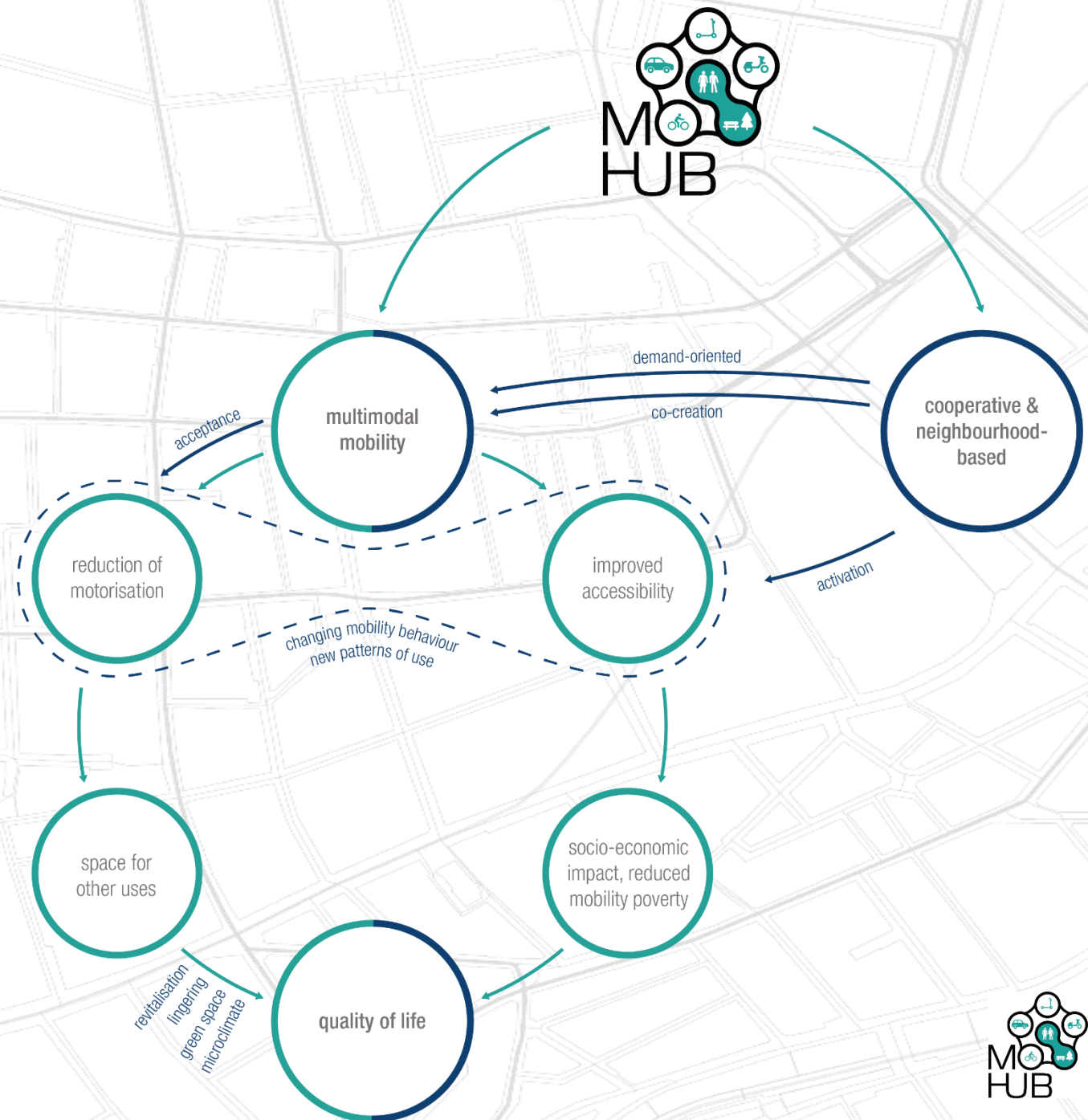


Spatial and digital integration and concentration of (sharing) mobility offers

... as a contribution to reducing the degree of motorisation and the space available for private motor vehicles

Strategic objectives

- enabling **multimodal and seamless mobility** through diverse, demand-oriented mobility offers
- **reducing car density** in order to **free up public spaces** for flexible uses
- **increasing the accessibility** of urban residential neighbourhoods and thereby **contribute to reducing mobility poverty**



Mo.Hub

A station in public space with ...

(shared)
mobility offers



lingering
possibilities



*e.g. cargo-bikes, bike trailer,
e-scooter, e-car, short
distance to public transport ...*

*e.g. „Grätzloase“ with green
elements and seating
furniture*

Developed by and for
residents of the
neighbourhood in co-
creation with experts

Cooperative and neighbourhood-based approach

- to ensure **demand-oriented** service provision
- to test **cost-efficient models** for sharing with **new task sharing**
- to **increase user acceptance**

Co-Creation

hub location, services,
organization model,
design, ...



Cooperation

new division of tasks
like charging vehicles, ...

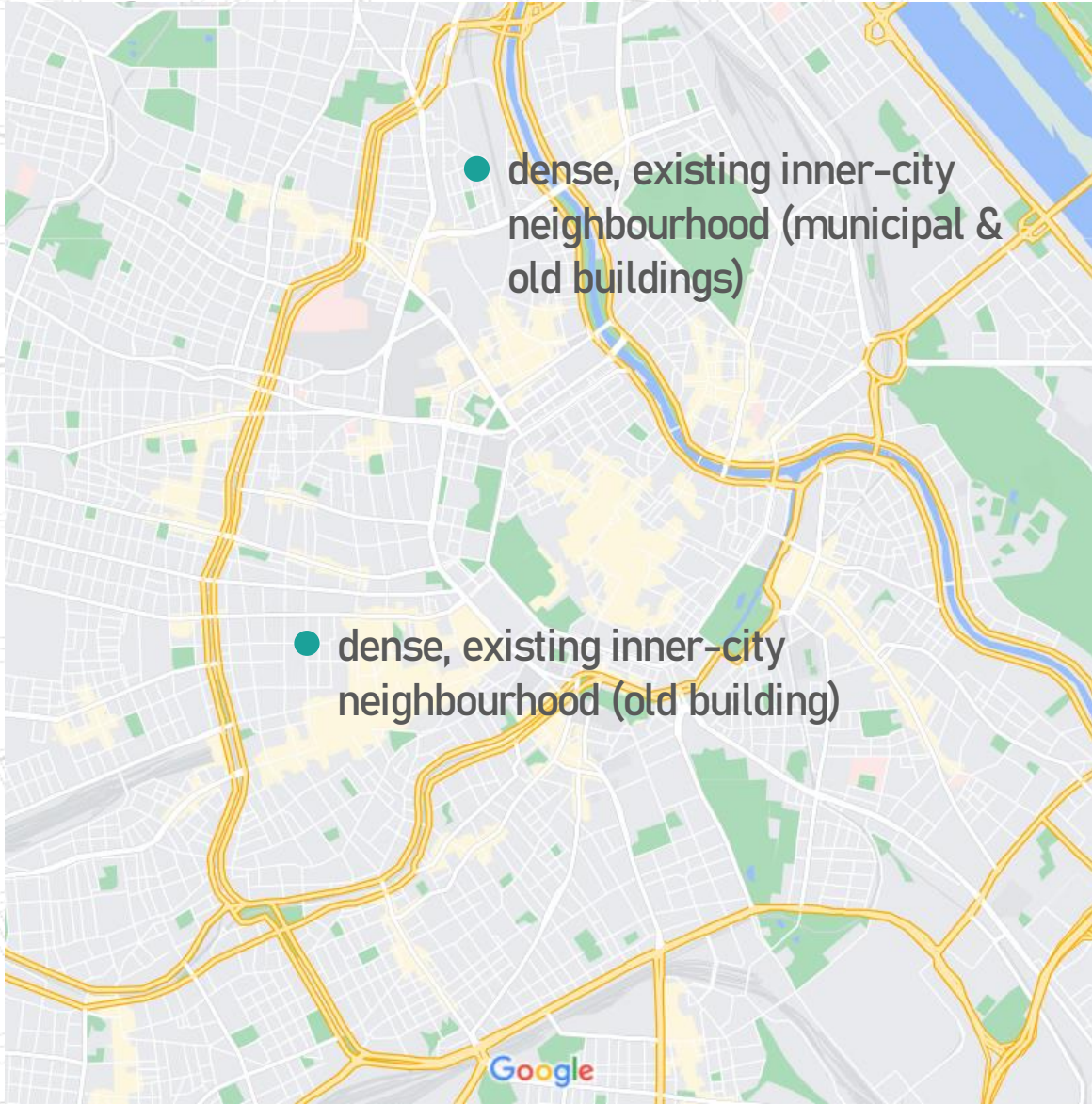
Mo.Hub





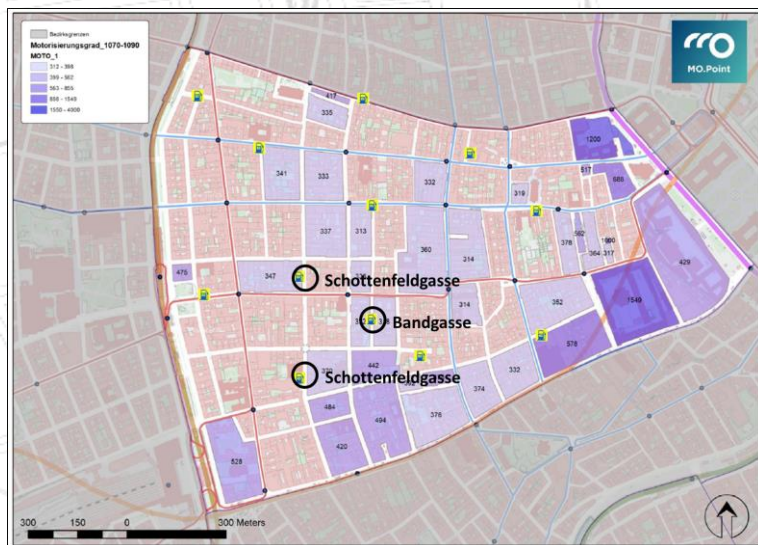
How?

Methodology



Site definition

- Iterative process using quantitative and qualitative criteria for site definition within the districts
- Coordination with Wiener Linien and local politics
- Formal submission processes and adaptation (e.g. to construction works)



Participation und Co-Creation

Different process designs at each Mo.Hub

Different phases of the participation processes

- Initial Activation: recruiting of interested locals for co-creating a Mo.Hub
- Co-Creation: developing and designing a Mo.Hub
- On-going Activation: recruiting of (potential) users

Participation und Co-Creation

MeinBezirk.at Nachrichten Leben Fotos & Videos Veranstaltungen Jobs Marktplatz Community

Initiative "Mo.Hub"

Gestalte die Zukunft der Mobilität am Neubau mit!

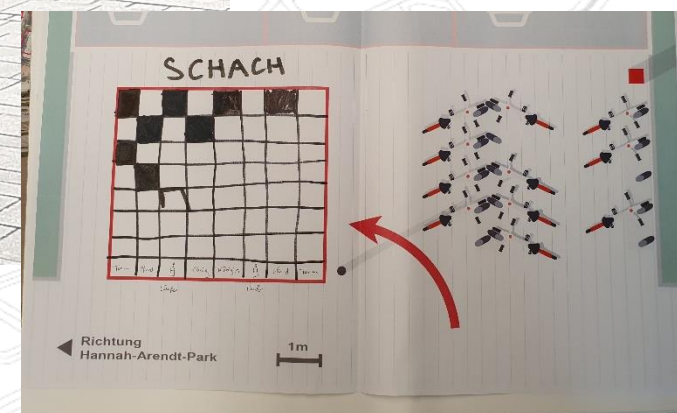
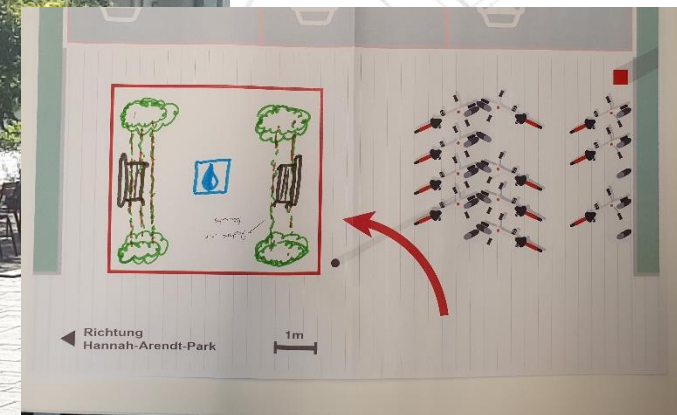
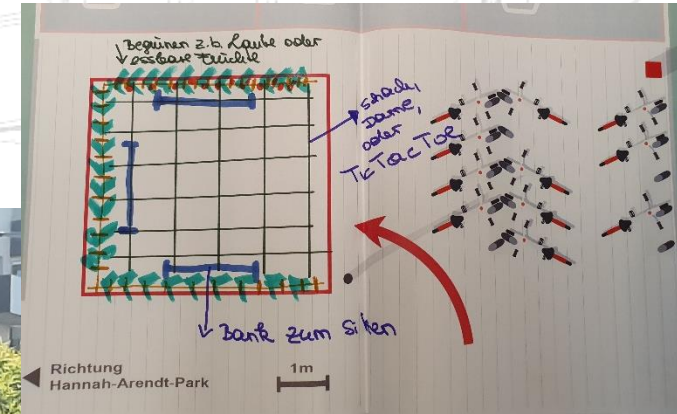
2. Dezember 2021, 08:05 Uhr



Das Forschungsprojekt zielt darauf ab, vielfältige Mobilitätsangebote mit attraktivem öffentlichem Raum zu verbinden. Foto: M hochgeladen von [Andrea Peetz](#)

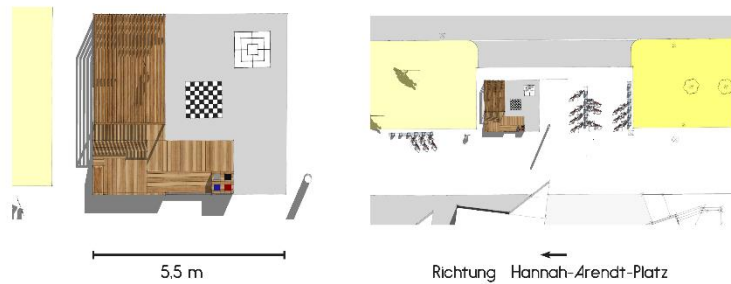
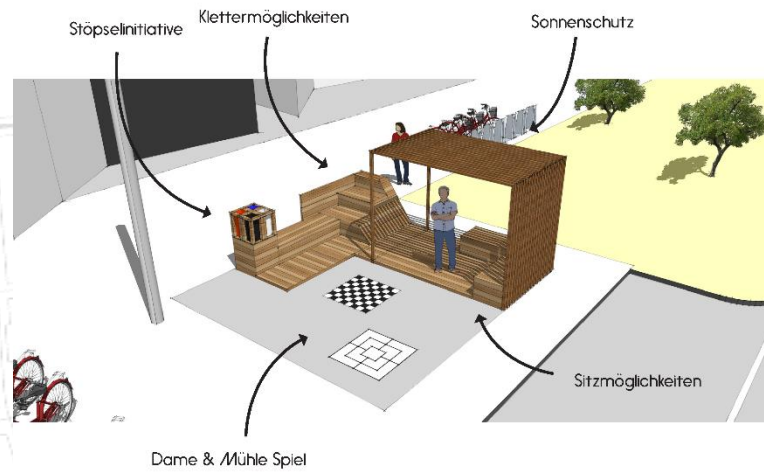


Participation und Co-Creation

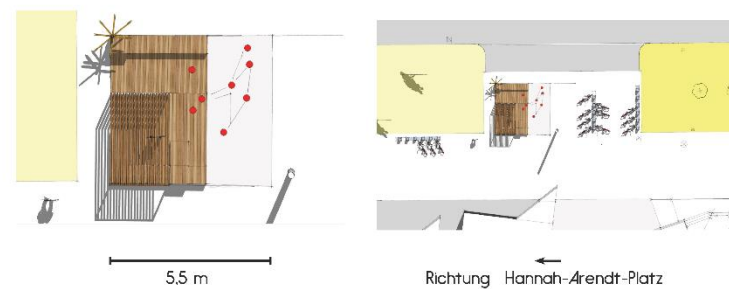
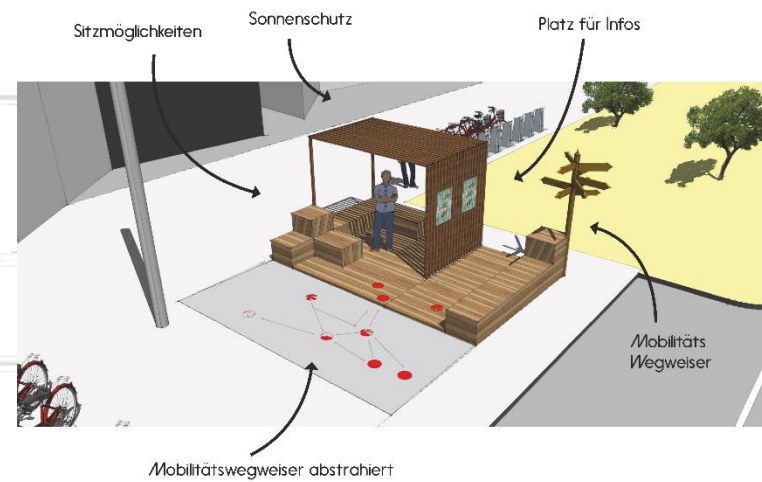


Mo.Hub Seestadt Aspern

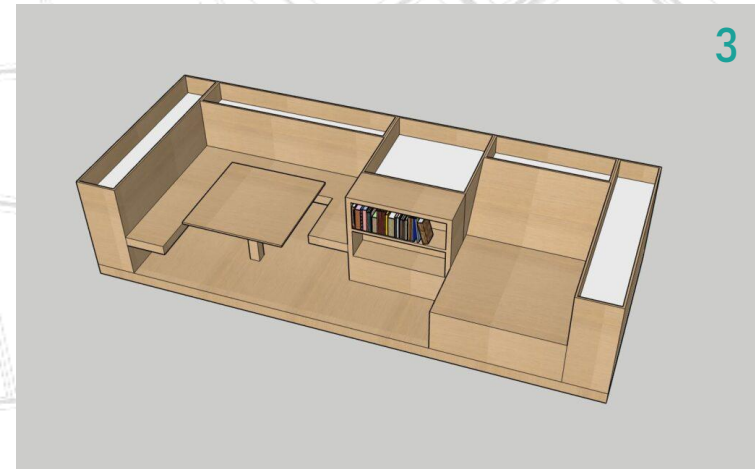
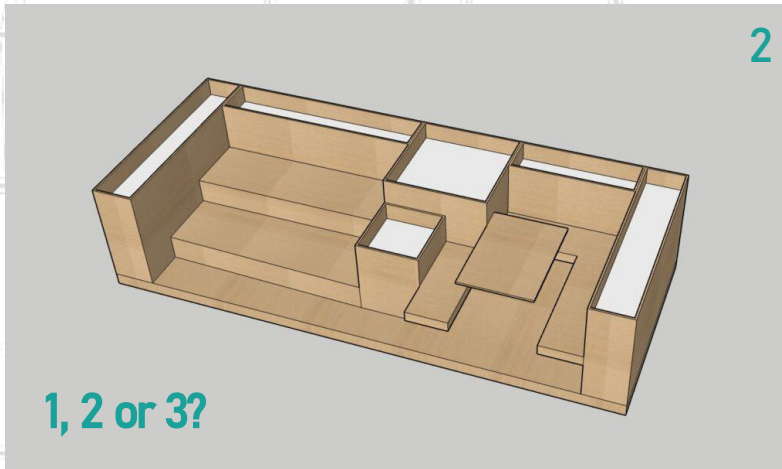
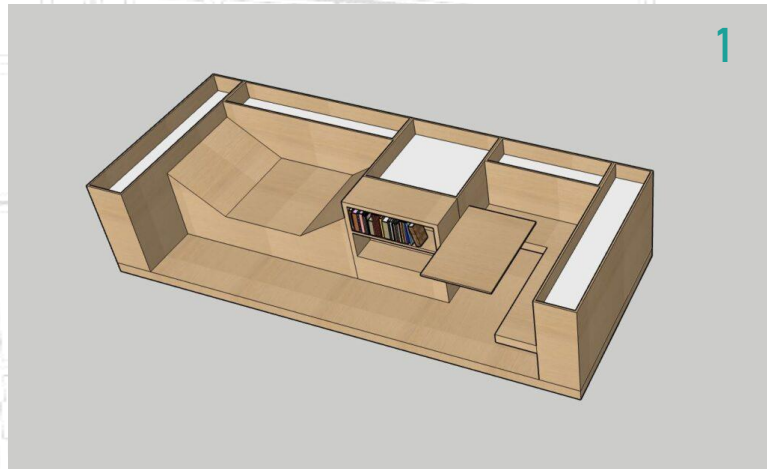
ENTWURF 1 SITZ UND SPIEL



ENTWURF 2 SITZEN UND INFORMIEREN



Participation und Co-Creation



1, 2 or 3?

www.a-gruendelsargrund.at



LA21
Lokale Agenda
ALSERGRUND



MELDE DICH AN -
info@agendasargrund.at
Link folgt per Mail!

IDEEN UND PROJEKTE FÜR DAS LICHTENTAL
7. Dezember 2021, ab 18:00 Uhr, Zoom-Meeting
Initiativen stellen ihre Ideen zu einem klimafitten und lebenswerten Lichtental vor und laden zum Mitmachen ein.

(c) G&P



MO.HUB
MOBILITÄTSSTATION
FÜR DAS LICHTENTAL



Scannen und
Kontaktformular
ausfüllen

INFOABEND UND WORKSHOP
DIENSTAG, 5. APRIL 2022 AB 18 UHR
PROJEKTRAUM LICHTENTAL (REZNICEKGASSE 6) &
ONLINE VIA ZOOM [HTTPS://US02WEB.ZOOM.US/J/82685180446](https://us02web.zoom.us/j/82685180446)

Business and operating models

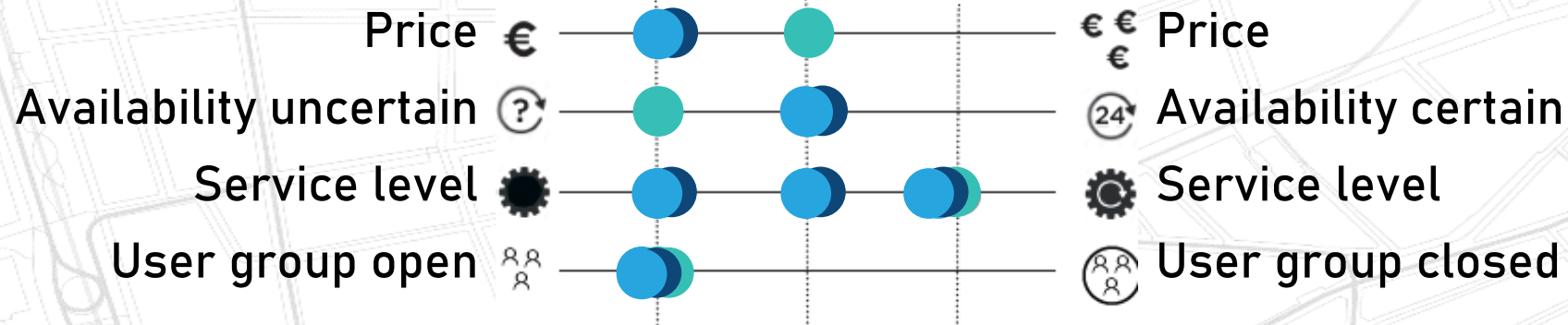
Classic vehicle sharing



Bottom-up sharing



Sharing by vehicel transfer



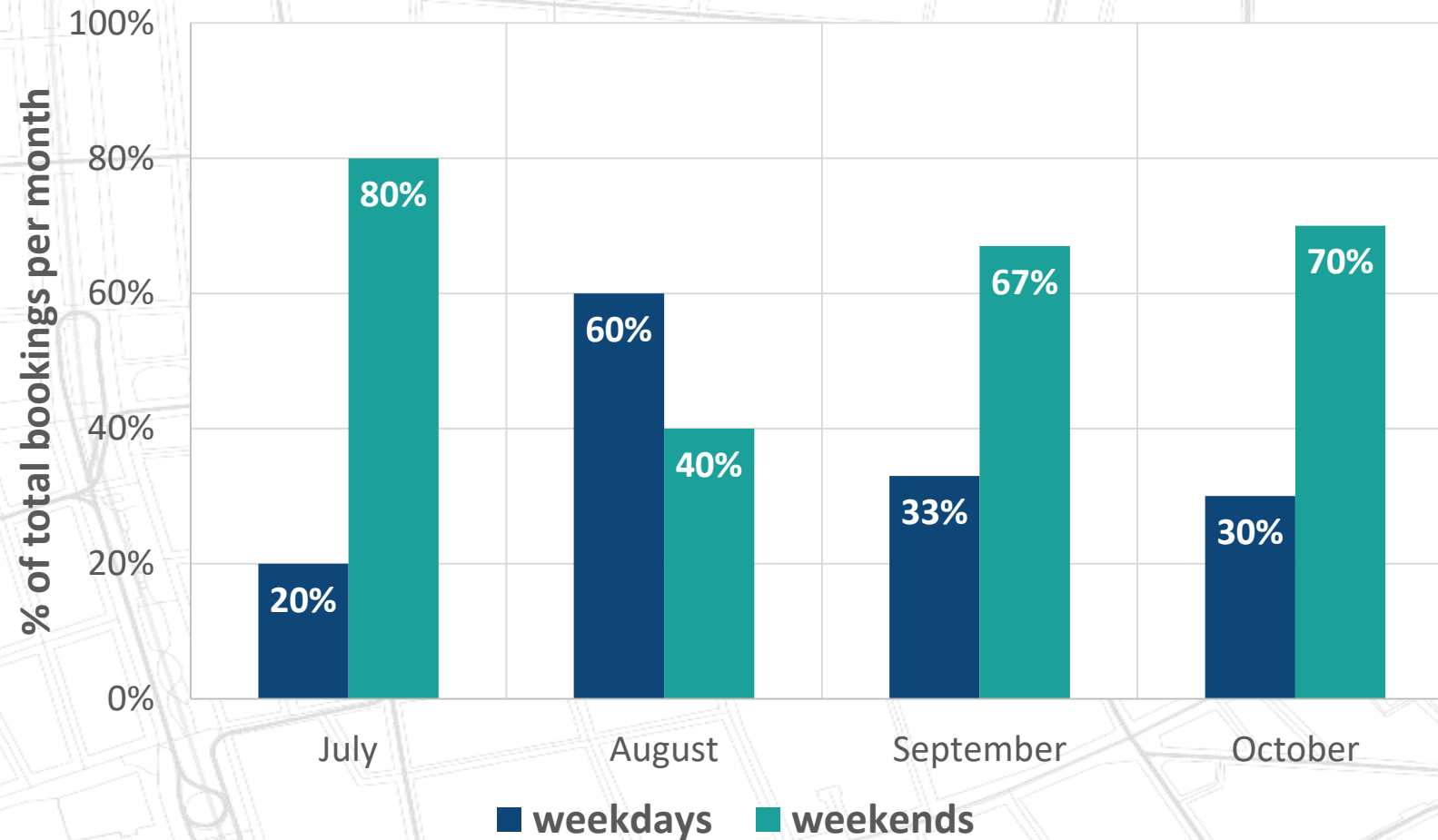
Learnings

& first results

First results

Mo.Hub
Alsergrund

- Average usage rate of 20%



Learnings

- **consideration of different interests and local conditions within the site definition as**
- **lack of institutional and legal conditions for (temporary) implementation of mobility hubs in Vienna**
- **participative process design contradicts current formal approval processes**
- **High interest of residents regarding the idea and potential results, but low engagement in co-creation**
- **building upon existing local initiatives and infrastructure**

What are the next steps?

Next steps

- **Operating the Mo.Hubs**

- 6 months pilot operation
- Ongoing evaluation different perspectives on the Mo.Hub (users, residents, ...)

- **Further development**

- How can the Mo.Hub approach be transferred to other neighbourhoods?
- How can the Mo.Hub pilots be established?

Stay updated

<https://mohub.at/>



Wir denken unseren Mo.Hub Lichtental weiter!

Seit dem Sommer gibt es einen Mo.Hub im Lichtental. Dort findest Du Dein E-Lastenrad und das Mo.Hub-Auto zum ausleihen. Ergänzt wird das Mobilitätsangebot durch ein...



Danke für deine Ideen für den Mo.Hub in aspern Seestadt!

In Kooperation mit dem aspern.mobil LAB wurden Mobilitätsstationen weitergedacht. Besucher*innen und Bewohner*innen wurden eingeladen ihre Ideen für die Mobilitätsstation einzubringen an einem angenehmen Dienstagnachmittag mit...



Der Mo.Hub im Lichtental ist komplett!


Seit wenigen Wochen ist nun auch das Mobilitätsangebot ergänzend zur Grätzeloase in der Salzergasse 44 da. Auch die Bezirkszeitung und BV-Stellvertreter Christian Sapetschnig haben sich...



Thank you!

Funded within the framework of the FFG programme "Mobility of the Future" by the Federal Ministry for Climate Protection, Environment, Energy, Mobility, Innovation and Technology (BMK).



 Bundesministerium
Klimaschutz, Umwelt,
Energie, Mobilität,
Innovation und Technologie



di*mann



stadtland



MO.Point

In cooperation with,
among others,
Wiener Linien, Lokale
Agenda, Gebiets-
betreuung

