Responsive Transportation Systems on Public Demand

Challenges in Rural Areas

Doris Hahn, MSc

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Interface for Smart Transport

TEAM
CEO Alexander Stiasny
19 Employees

LOCATION
Kärntner Straße 7b
8020 Graz - Austria

IDEA
Transportation Planning Business Consulting
Operator of Microtransit IT-Services

HISTORY
Founded in 2013 as part of an independent project of Stiasny Mobility Management
Situation in Rural Areas

- Hardly any access to public transport
- Dependence on one’s own car
- Disadvantage for immobile groups of people
- Dependence on pick-up and drop-off services

IST mobil
Basic Idea

Video
ISTmobil Concept

- **No competition** to higher-ranking public transport by ISTmobil

- **Connection** to a reasonable **public transport network** (feeder and collector)

- **Ensuring** a well-structured mobility system within communities
ISTmobil – Distinction to other Transport Systems

**Existing Public Transport**
- Affordable
- Inflexible

**Combination of public transport and on-demand public transport**
- Affordable
- Based on demand
- Occasional traffic supporting public transport

**Taxi Traffic**
- Flexible
- Expensive
Overview of ISTmobil Regions

- IST mobil
- GU ST mobil
- IST mobil
- Narnischenjet
- Anttal IST mobil

- In planning process
- Planning completed
ISTmobil System Design

System Services Adapted to Region
- Operating Hours
- Tariff Structure

Fixed System Services Components
- ISTdis Software
- Call Center
- ISTmobil App
<table>
<thead>
<tr>
<th>Days</th>
<th>Operating Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sunday – Thursday, Holidays</td>
<td>09:00 – 22:00</td>
</tr>
<tr>
<td>Friday, Day before a Holiday</td>
<td>09:00 – 24:00</td>
</tr>
</tbody>
</table>
Operating Hours II
ISTmobil Korneuburg

<table>
<thead>
<tr>
<th>Operating Hours</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday - Thursday</td>
<td>06:00 – 22:00</td>
</tr>
<tr>
<td>Friday</td>
<td>06:00 – 24:00</td>
</tr>
<tr>
<td>Saturday</td>
<td>08:00 – 24:00</td>
</tr>
<tr>
<td>Sunday and Holidays</td>
<td>09:00 – 18:00</td>
</tr>
</tbody>
</table>

Minimum Lead Time for Booking a Ride

- **30 minutes** 06:00-14:00 Uhr
- **60 minutes** 14:00-24:00 Uhr
**Distance-Based Tariff**

**GUSTmobil**

**Tariff Structure:** Special tariff on short distances up to 5,5 km; Billing per person

<table>
<thead>
<tr>
<th>Distance</th>
<th>1 Person</th>
<th>2-3 People</th>
<th>4 People</th>
</tr>
</thead>
<tbody>
<tr>
<td>up to 3,5 km</td>
<td>€ 3,00</td>
<td>€ 2,00</td>
<td>€ 1,00</td>
</tr>
<tr>
<td>up to 5,5 km</td>
<td>€ 5,00</td>
<td>€ 3,00</td>
<td>€ 2,00</td>
</tr>
<tr>
<td>up to 7,5 km</td>
<td>€ 7,00</td>
<td>€ 5,00</td>
<td>€ 4,00</td>
</tr>
<tr>
<td>up to 10 km</td>
<td>€ 9,00</td>
<td>€ 7,00</td>
<td>€ 6,00</td>
</tr>
<tr>
<td>more than 10,00 km</td>
<td>€ 1,10 / km</td>
<td>€ 0,80 / km</td>
<td>€ 0,60 / km</td>
</tr>
</tbody>
</table>

Distances longer than 10,00 km will be charged by an exact billing per kilometer.

**Link to public transport hubs will be charged with a maximum of the 2. tariff intervall.**
The service area is divided into zones about the same size.

There are defined fixed tariffs within a tariff zone.
## Tariff Structure

**ISTmobil Korneuburg**

<table>
<thead>
<tr>
<th></th>
<th>Bisamberg, Hagenbrunn</th>
<th>Enzersfeld im Weinviertel, Setten</th>
<th>Ernstbrunn</th>
<th>Gerasdorf bei Wien</th>
<th>Großmugl</th>
<th>Großrussbach</th>
<th>Harmannsdorf</th>
<th>Hausleiten</th>
<th>Korneuburg</th>
<th>Leitzersdorf</th>
<th>Liebenfirdorf</th>
<th>Niederhollabrunn</th>
<th>Niederleis</th>
<th>Sierndorf</th>
<th>Stockerau</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Price Quotation excl. Convenience Surcharge</strong></td>
<td>€ 1.7</td>
<td>€ 2.2</td>
<td>€ 5.5</td>
<td>€ 2.2</td>
<td>€ 6.6</td>
<td>€ 4.4</td>
<td>€ 3.3</td>
<td>€ 5.5</td>
<td>€ 2.2</td>
<td>€ 4.4</td>
<td>€ 3.3</td>
<td>€ 4.4</td>
<td>€ 5.5</td>
<td>€ 5.5</td>
<td>€ 4.4</td>
</tr>
<tr>
<td><strong>Convenience Surcharge (tariff for season ticket holder):</strong></td>
<td>Until 07 pm – € 2.00</td>
<td>After 07pm – € 4.00</td>
<td></td>
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</tr>
</tbody>
</table>
Mr Smith commutes from Spillern to Vienna on a daily basis and owns an annual pass to Vienna.
Season Tickets II
Example Korneuburg

- **ISTmobil Ride I**: Route Spillern to Korneuburg
  - Main Square, 6pm
  - Price: **2,00 €** (only comfort surcharge because of season ticket for that very root)

- **ISTmobil Ride II**: Route Spillern to Stockerau
  - Town Hall, 4pm
  - Price: **4,20 €** (2,20 € basic rate plus 2,00 € comfort surcharge)

- **ISTmobil Route III**: Route Spillern to Niederhollabrunn
  - 8.30pm
  - Price: **7,30 €** (3,30 € basic rate plus 4,00 € comfort surcharge)
ISTdis Software
System Components I

**Input-Interface**
- Graphical User Interface
- Online Customer Access
- ISTmobil App

**Output-Interface**
- Tablet
- Smartphone
- Analogue Media

**Backend**
- Administration
- Controlling

**Allocation of Rides**
- Automated
- Manual
ISTdis Software
System Components II

Automised Billing
Customers
Car Companies
Communities

Customer Management
Customer Data Base
Adresses of Home Pick-up Services
Accounting

Maps
Mapping
Routing

Support
Customers
Car Companies
User Interface
Service Center (Callcenter)
Changing to Public Transport

Criteria

- **Immobile people** are transported directly to all stopping points at all times by ISTmobil (home pick-up service remains unchanged)

- **No change to public transport within a community necessary**

- Rides **across communities** are check whether a **direct ride by public transport** or **multimodal ride** (on demand public transport services) are possible
  - Public transport connection is checked **15 minutes** before and **30 minutes** after the customer’s booking time
  - If public transport is available → change is compulsory
Changing to Public Transport
Example ISTmobil Korneuburg I

Mr Smith would like to get from Seyring (community Gerasdorf) to Gerasdorf Townhall at 8.30am on weekdays.

*Is it possible that ISTmobil conducts this ride directly or is a change to public transport necessary?*

As the route is within one community, ISTmobil can conduct the ride directly to the customer’s destination.
Mrs Stuart needs a ride from **Bisamberg** (Florian-Berndl-Bad) to **Spillern** at 8.15am on weekdays.

*Is it possible that ISTmobil conducts this ride directly or is a change to public transport necessary?*

As there is a train connection available at 8.30am to Mrs Stuart’s destination, ISTmobil acts as feeder for the public transport.
Korneuburg - Rides and Number of People
(Operating Year 3)

Increase of rides since April 2015 by 50 %
Contact

ISTmobil GmbH

Doris Hahn, MSc
CEO

Kärntner Straße 7b
A-8020 Graz
0123 500 44 72
doris.hahn@ISTmobil.at
www.ISTmobil.at