

# Mobyome Mobility-App learnings from the pilot-case Feldkirchen/Donau

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CORP, 15.11.2022



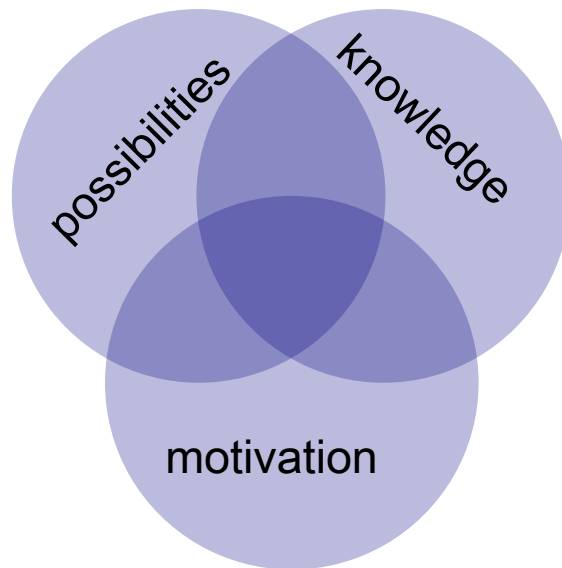
# The menu for our next 15min

- **Background** – Why do we need more data?
- **Feldkirchen** – the local context
- The **Mobilitätswerkstatt** process
- The **Mobility-App Survey** and results
- **Learnings** and reflections

# Which kind of data do we need?

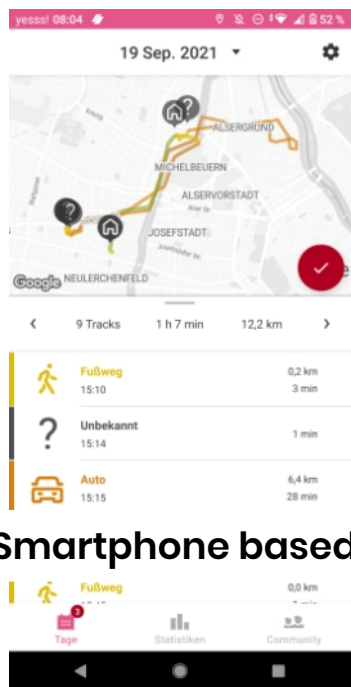
**there are mobility options  
for my personal mobility  
needs**

**I do know that this options exist  
and how to use them**



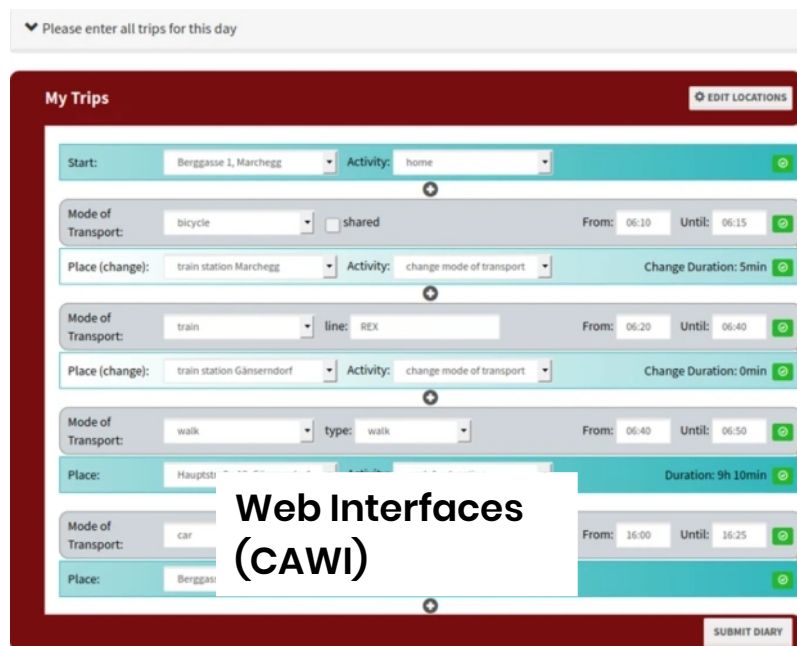
**I want to organise my personal  
mobility in another way**

# „New“ tools for travel surveys



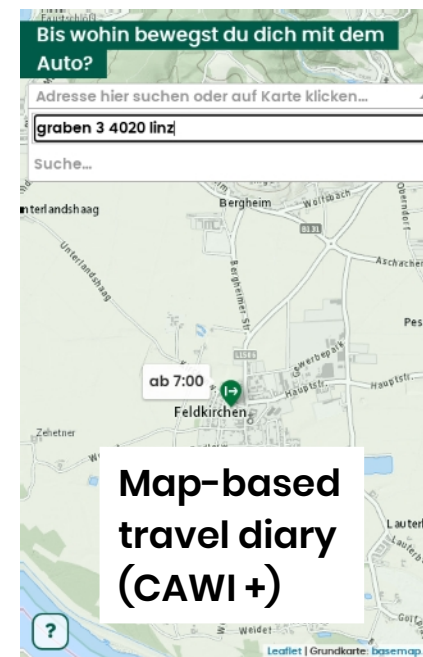
Smartphone based

Quelle: Wegesammler App (© Motiontag)



Web Interfaces  
(CAWI)

Quelle und ©: Rudolf & Straub 2021



Map-based  
travel diary  
(CAWI +)

Quelle: mobyome Mobilitäts-App

# Feldkirchen – the local context



## MOBILITÄT IN FELDKIRCHEN AN DER DONAU – 2022

Online einfach Routen und Auskünfte erfragen:  
 → [AnachB.at](https://www.anachb.at)



### Verbindungen nach Aschach/Donau

	7 min	13 min	20 min
	2 €	2,70 € 0,90 €*	–
	1,1 kg	0,4 kg	–

### Verbindungen nach Eferding

	17 min	40 min	49 min
	4,70 €	3,50 € 0,90 €*	–
	2,4 kg	0,6 kg	–

\* Bei Nutzung des Klimatickets an ca. 200 Arbeitstagen im Jahr



- Zug
- Bus
- Fahrrad
- Ausflugsziele
- Radservicestellen mit Schlauchomat
- Carsharing  
→ mobil-am-land.at
- Ladestellen  
→ ladestellen.at  
→ e-tankstellen-finder.com

### Verbindungen nach Linz

	24 min	38 min	1:36 h
	9,70 €	5,90 € 1,60 €*	–
	4,5 kg	1 kg	–

Alle Verbindungen sind vom Marktplatz in Feldkirchen a.d.D. aus berechnet.

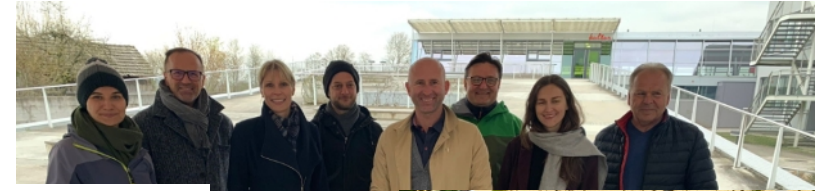
# The Mobilitätswerkstatt goals

- Create awareness of one's own mobility and the associated costs
- Getting to know alternatives for personal mobility and making the consequences visible
- Collectively and better present and communicate existing mobility offers
- Identify gaps for a sustainable transport system
- Creating an understanding of the collective dimension of mobility

# The Mobilitätswerkstatt tools

- Mobility info sheet
- Mobility info pop-up
- Mobility App
- Mobiltiy on-site event incl. mobility walks

01/2022 – 09/2022 in  
Feldkirchen



**Komm vorbei!**

Wir sind vor Ort:  
5.-7. Mai

**Mobilitätswerkstatt**  
Donnerstag, 5. Mai + Freitag, 6. Mai  
14-17 Uhr, Pfarrhof, Feldkirchen a.d.D.  
Samstag, 7. Mai  
12-16 Uhr, Volksschule, Locken  
Tourefahrt am Freitag:  
U.V.E Mobil Carsharing + Lastenrad  
mehr Infos unter: feldkirchen-mobilität

**Workshop**  
Donnerstag, 5. Mai  
19-21 Uhr  
Pfarrhof, Feldkirchen a.d.D.  
**Erkundung**  
Samstag, 7. Mai  
9-11 Uhr  
Treffpunkt Pfarrhof

WIE VERBUNDEN SIND FELD KIRCHEN UND REISER?

**Komm in die Gänge!**

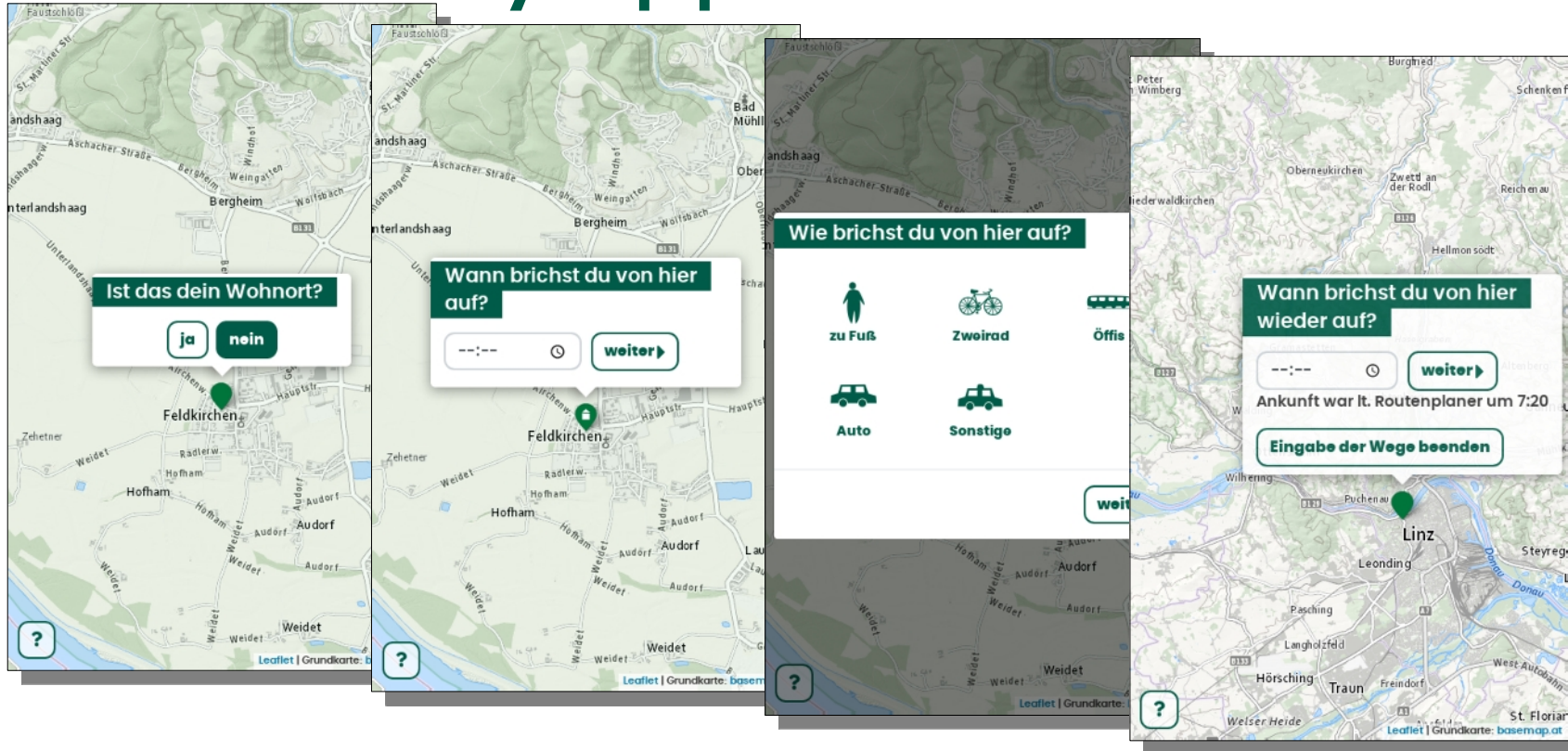


# The Mobility App

- the **self-reporting** of routes and modes via an interactive online-map using multimodal routing for easier usability (revealed preference)
- questions on alternative **existing options** (based on VAO, mobil-am-land.at, ...) for single personal trip-legs (stated-preference)
- questions on alternative **possible options** (Car-Sharing, demand-responsive transport, ...) for single personal trip-legs (stated-preference)
- detailed information on available **household-vehicles** (also connected to information given in the trip-legs)
- basic **demographic and household** information
- **contact** information
- Basis **information on mobility**





# The Mobility App – Status Quo



# The Mobility App – Alternatives

**Mögliche Alternative für den Weg um 8:00 Uhr:**

So bist du unterwegs:	Alternative: Öffie
 8:00-8:18 18 min	 10:56-11:35 39 min

[Details zur Verbindung](#)

**0,72 t** | **0,94 t**  
Emissionen/Jahr

**735 €** | **2.556 €**  
Kosten/Jahr

**0 min** | **15 min**  
aktive Bewegung

Ist diese Alternative für dich vorstellbar?

[ja](#) [nein](#)

Was würde dir helfen? \*

Gibt es etwas, dass dich dabei unterstützen würde, diese Alternative im Alltag tatsächlich zu nutzen?

[weiter ▶](#)

**1.088 €** | **2.202 €**  
Kosten/Jahr

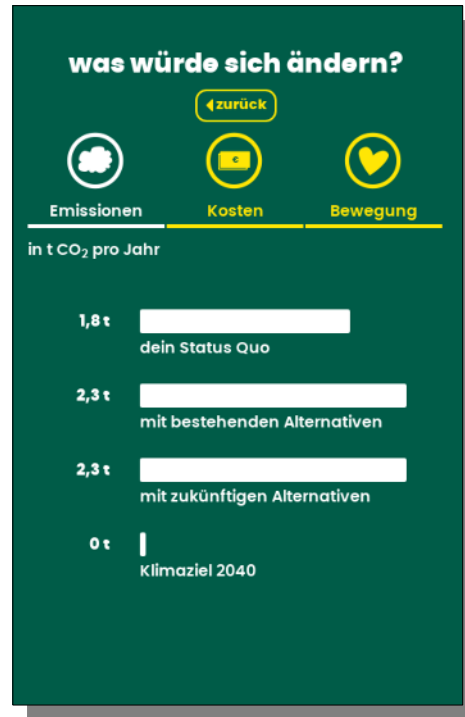
**0 min** | **0 min**  
aktive Bewegung

Ist diese Alternative für dich vorstellbar?

[ja](#) [nein](#)

**Needed optimisation in algorithms and logic model?**

# The Mobility App – personal overview

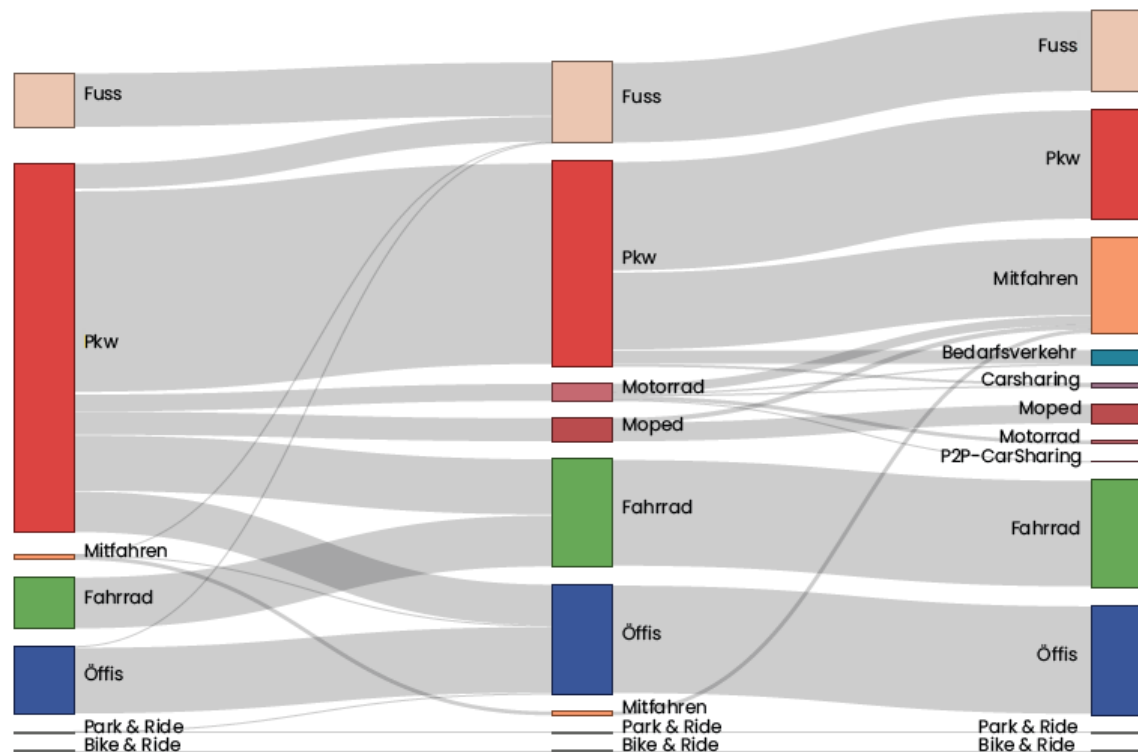


**Trade-offs between travel surveys and awareness rising?**

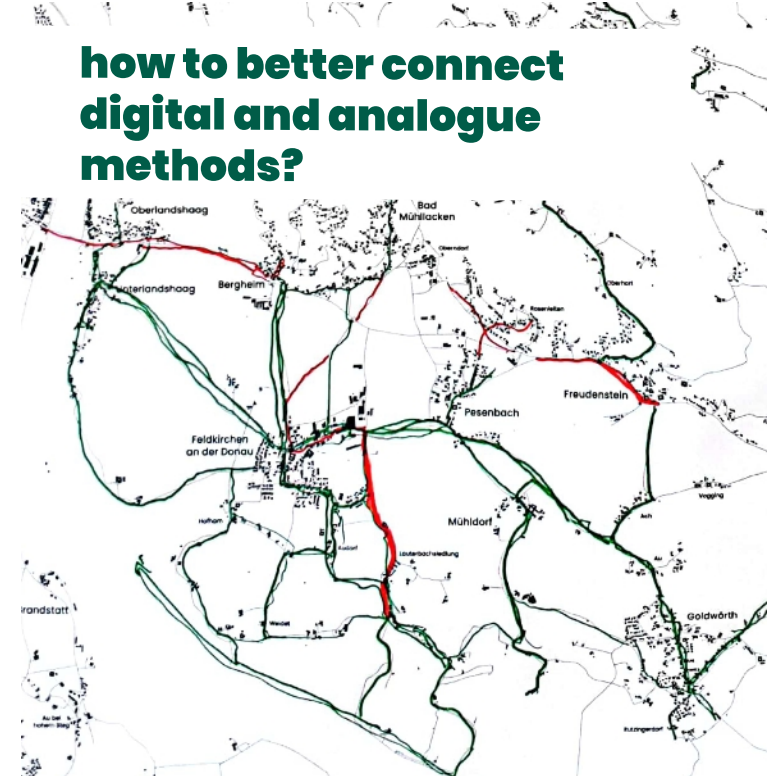
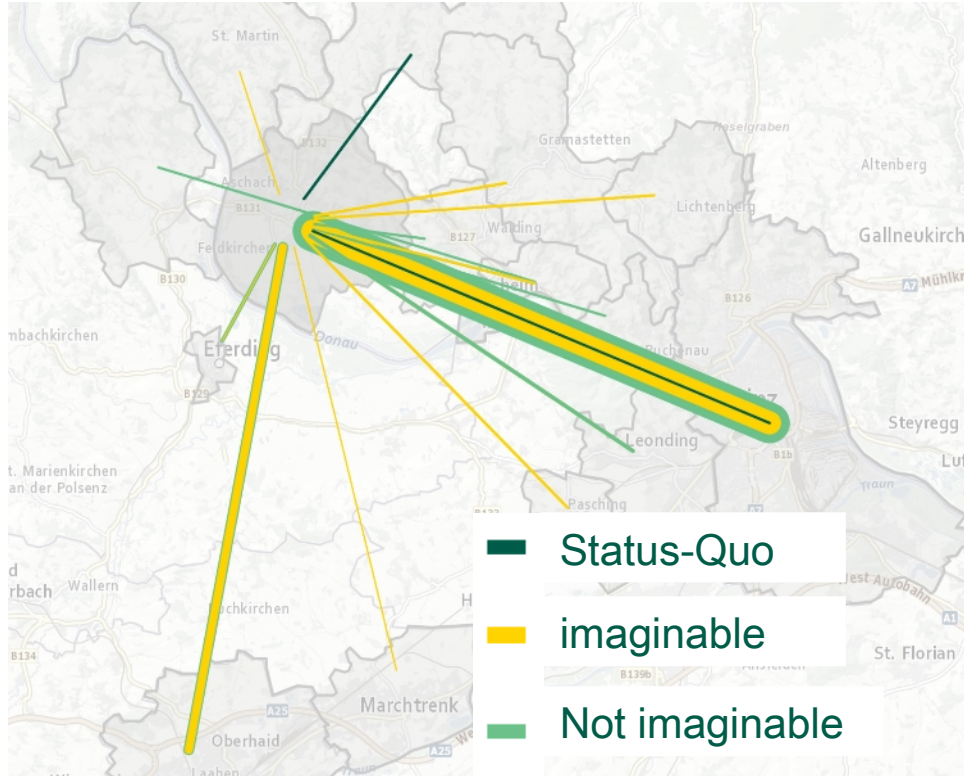
# The Mobility App – response rates

Number of participants	Share	Status
376	100%	Survey started
289	77%	Revealed preference realized
268	71%	Analysis finished
260	69%	Stated preference realized
250	66%	Full survey finished

# The Mobility App – changes in mode choice




# The Mobility App – visualizations



# Is this the data we need (and do we only need „data“)?

- Data from the Mobility-App can help to identify target groups
  - No knowledge on „stage“ of behaviour change
- Using the Web-App in various contexts within of the Mobilitätswerkstatt can help to reach wide range of inhabitants
  - But it should not be the only channel to communicate needs and ideas (qual./quan.)



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www.mobil-am-land.at

# Vielen Dank!

Fragen, Anmerkungen, Diskussionsbedarf?

