



## **Mobilito – the mobility management centre of the province of Salzburg**

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Category: Workshop

In case of a workshop: Role of mob. manager/Mob. centre

Name: Dr. Peter Brandauer

Organisation: Mobilitätszentrale Pongau GesmbH, Vorsitzender

Country: Österreich

E-mail address: bgm-werfenweng@salzburg.at; CC: sma@mobilito.at

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# Mobilto – the mobility management centre in salzburg

## StrategiC And operative PartnerSHIPS

### General

The System "Mobility Management Centre" is not really widespread in Austria yet. A market study made in 1993 showed that a big obstacle for the use of public transport was the fact that there was too little information and that information was difficult to obtain. This means that beautiful packaging is not enough to sell a product. Comprehensive information is just as important.

In Graz, the "Research Centre Mobility" was therefore founded. This centre is the first Austrian Mobility Management Centre. Numerous mobility projects from Germany and the Netherlands served as role model.

When developing the deployment concepts for the "Mobility Management Centre Pongau", the experience made by the Styrian colleagues was used. In this context, the basic question was put quite soon,

### What priorities or what functions are to be covered by the Mobility Management Centre?

In contrast to the Mobility Management Centre of Graz, Salzburg did not prioritize on the municipal area but rather on the rural-alpine area: The Pongau is a big mountainous area, thinly populated (25 communes with appr. 78,000 inhabitants on a surface amounting to 175,000 ha; 41 inhabitants a km<sup>2</sup>) and with two main traffic axes as well as numerous side valleys branching from the main areas. In addition, the Pongau has 135,000 guest beds and 7.0 mio. overnight stays and thus is one of the Austrian regions with a particularly high amount of tourism.

An essential factor for deploying the concept "Mobility Management Centre Pongau Ltd." was the fact that Bad Hofgastein and Werfenweng, two communes in the Pongau, are model communes in the sense of the Austrian model project "Sustainable mobility – car free tourism" and thus have implemented their traffic and tourism concepts from the beginning.

The logical conclusion was to envisage founding a regional organisation to support the 25 communes of the Pongau Region in the focal areas TOURISM and PUBLIC LOCAL PASSENGER TRANSPORT.

### Organisational structure

Before founding a Mobility Management Centre, it is of utmost importance to study the options relating to organisational structure. When developing the deployment concept, many types of organisational structures were studied and scrutinised according to the following aspects:

- simple organisational structure – do not create any "public authorities"
- economically efficient administration, lean management
- small bodies making it possible to take decisions rapidly and to assign functions
- independence while involving the political decisionmakers on a local, regional and provincial scale
- independence from single companies (traffic companies)
- financial and fiscal aspects
- fields of business a Mobility Management Centre can and should perform

The ÖPNRV Act (ÖPNRV – Öffentlicher Personen-Nah- und Regionalverkehr – Public Local and Regional Passenger Transport) encourages the regions to found organisational structures. In the Pongau Region, this step was taken as early as 1998. The "Gemeindeverband ÖPNV Pongau" ("Association of Communes Public Local Passenger

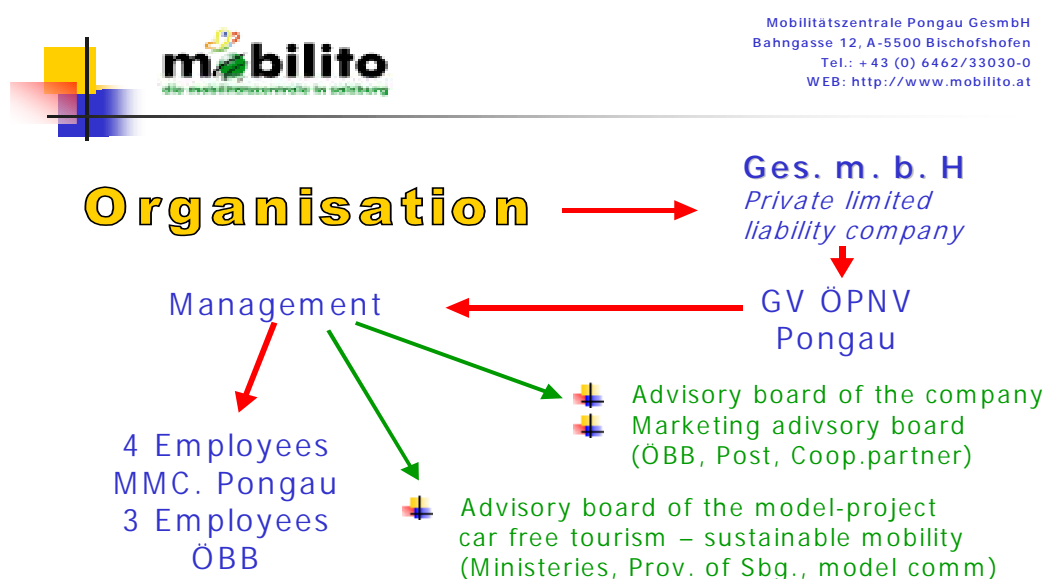
Transport Pongau"; "ÖPNV" – "Öffentlicher Personen-Nahverkehr") was founded. This Association comprises 25 communes of the region. After the first deployment steps taken to found a Mobility Management Centre in the Pongau Region, the organisational structure was fixed. The decision was taken to establish the Mobility Management Centre as a private limited company.

### Organisational structure

*Associates and cooperation partners*



### Organisational scheme



In order to guarantee maximum flexibility and independence, the sole associate, the GV ÖPNV Pongau (Gemeindeverband ÖPNV Pongau – Association of Communes Public Local Passenger Transport Pongau; "ÖPNV" – "Öffentlicher Personen-Nahverkehr") decided not to accept any new associates but to establish strategic partnerships.

The GV ÖPNV Pongau succeeded in binding the "Österreichische Bundesbahnen" ("Austrian Railway Corporation") and the "Österreichische Postbus AG" ("Austrian Post Bus Plc") to the company as so-called "cooperation partners". Partnership contracts were elaborated with the two traffic companies. They regulate cooperation. The two traffic companies make an important contribution to the further development of the Mobility Management Centre Pongau Ltd. Besides, financial support is guaranteed by cooperation contracts.

However, it should be noted that the contractual negotiations with the two big partners were difficult and, above all, protracted.

Organisation	Financial support:
Gemeindeverband ÖPNV Pongau	The only associate of the Mobility Management Centre Pongau Ltd. has assigned its functions – ordering and organising the regional ÖPNV ("ÖPNV" – "Öffentlicher Personen-Nahverkehr" – "public local passenger transport") under the name "Pongau Takt" ("Pongau Cycle") – to the Mobility Management Centre. For this, the associate provides the "profit" from the additional ÖPNV services ordered as an annual associate's contribution.
Österreichische Postbus AG	The cooperation contract with the Austrian Post Bus plc helps to obtain a sponsoring contribution. If the Post Bus plc is entrusted by "mobilito – the mobility management centre in salzburg", a commission to the amount of 10 % of the order volume shall be payable.
Österreichische Bundesbahnen	The Mobility Management Centre concluded a cooperation contract with the ÖBB (Österreichische Bundesbahnen – Austrian Railway Corporation) in 2001. This contract regulates the use of the premises in the Bischofshofen Station. In general the premises of the Mobility Management Centre form the economic basis of the organisation. Furthermore, it should be noted that the Mobility Management Centre Pongau Ltd. has not decided to operate a small café-bistro in the customer centre until it had gained benefits from the site Bischofshofen Station. Due to the cooperation contract, the Mobility Management Centre "operates" a cashier's desk on the Bischofshofen Station. The contract provides for a 6 % commission.

Within the model project "Sustainable mobility – car free tourism", the Mobility Management Centre Pongau Ltd. cooperates in various bodies that also deal with future development within the subsidising project.

From the beginning, it was of utmost importance for a project relating to tourism and traffic policy to involve regional tourism. 25 tourist organisations and about 4,300 accommodation centres form the backbone of tourism in the Pongau Region and thus a large field of activities for the Mobility Management Centre Pongau Ltd.

In cooperation with regional tourism, offers and products are developed and distributed. This makes a considerable contribution to economically securing the Mobility Management Centre.

## **Funding**

In the starting phase, in particular, the Mobility Management Centre Pongau Ltd. can draw benefit from a comprehensive subsidising programme so that it can, above all, cover initial investments. In contrast to an association, however, the Mobility Management Centre Pongau Ltd., which is a private limited company, will, in future, be obliged to make turnover and profits.

However, "mobilito" makes a distinction between two principal fields of activity that have a differentiated financial status:

- **Profitable activities**

They are carried out with a gainful intent and enable the financial development of the company, (e. g. selling tickets, travel agency, general consultancy, mobility consultancy, catering services, etc.). The turnover gained can thus be re-invested in the company.

- **Nonprofit activities**

They are carried out for the public and cannot be covered by earnings. This mainly includes the entire field of the development of regional public transport and free information on public transport (information on timetables). The expenses caused by this must be covered by public funds so that this most important service provided by public local passenger transport can be funded.

## **Summarising deliberations and recommendations**

In March 2001, the Mobility Management Centre Pongau Ltd. could open its new customer and service centre on the Bischofshofen Station, the regional junction of public local passenger transport. What becomes more and more obvious is that it is not only the economic aspect that plays an essential role in the future development of the project. Regional development, cooperation and networking are just as important. "mobilito" cooperates in various regional bodies and thus is an integral part of regional development in the Pongau.

Quite recently there have been quite a few new projects for the development and foundation of new Mobility Management Centres in Austria. The experience made by "mobilito" contributed considerably to avoiding problems with deployment.

A collaborative cooperation helps to identify and incorporate the following aspects that are essential for deployment:

- corporate structure – organisational structure
- deciding what co-partners can and should be bound
- site
- selecting the employees
- funding
- business plan – future development of the company.