

1.8 Go-Mobil Door-to-door DRT (AT)

Go-Mobil is a **door-to-door flexible transport service** that operates in 36 peripheral and rural areas in the region of Carinthia, in Austria



1.8.1 About Carinthia Region, Austria

<u>Country</u>	<u>Region</u>	<u>Target Area</u>	<u>Population</u>	<u>Population density</u>
Austria	Carinthia	9.536 Km ²	560.939 inh.	58,82 inh./Km ²

Carinthia is the southern Austrian region in the eastern Alps. It has an elongated shape, being 180 km east-west and 70 km north-south. The capital of Carinthia is Klagenfurt am Wörthersee, with about 100.000 inhabitants, while the second most important city in the region is Villach, with about 60 thousand inhabitants.

The municipalities in which the Go-Mobil operates have populations of between 1.600 and 6.800 inhabitants.



Figure 22 - Carinthia Region

1.8.2 Description of the Mobility Solution

The main objective of this mobility solution is to enable people in rural municipalities in Carinthia to have door-to-door access to local bus stops and a number of amenities e.g. local shops, doctors or post offices. In rural areas, many households have more than one car. The offer helps locals think twice about buying a second car for their household.

Go-Mobil is the largest and multiple award-winning non-profit mobility model in Austria for municipalities with insufficient public transport access. The service complements conventional public transport systems and provides residents access to groceries, doctors, post offices and bus stops. Go-Mobil is offered every day of the week. The service is accessible on working days (8.00-24.00), on Saturday (9.00- 24.00) and Sunday (9.00-22.00). From the local press it could be gathered that some 160.000 users are served yearly. Small feeder

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systems are ideally suited to complement public transport - such as buses and trains - and cover the last mile between the station and the front door.

Journeys must be pre-booked by phone. 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 nine persons including drivers).



Figure 23 - Go-Mobil vehicle presentation

Go-Mobil is an innovative non-profit mobility concept for rural municipalities. At the same time, it enables basic services for the population, improves social cohesion and supports the local economy. The offer helps to ensure that residents shop locally in the municipalities. Go-Mobil raises road safety and has a lasting effect against loneliness and isolation. It closes the gap to public transport and brings its passengers safely from door to door.

Target user groups and needs

The target groups are the locals in Carinthia, in particular, people living too far from a bus stop, people whose bus does not run at certain times, people with limited mobility and people who need adapted transport. For many seniors, Go-Mobil offers less dependency and isolation. Parents know their children are independently and safely mobile. The offer is used to run every day errands as it provides residents access to groceries, doctors, post offices and bus stops.

Involved Bodies

The Go-Mobil Zertifizierung GmbH (GMZ) is the holding company which supports the organisation of the Go-Mobil services in rural municipalities. As an umbrella organisation, it supports the municipalities in the introduction and operation. It is a “Public Private Partnership (PPP)”, a cooperation between the public and private sectors.

Go-Mobil is organized by 20 private non-profit local associations belonging to GMZ. The decentralised tasks, in the foreground of course the operation, are the responsibility of the local Go-Mobil associations in the municipalities. 12 of the 21 non-profit Go-Mobil associations work across municipalities. The initiative is supported and co-financed by the Carinthian state government. Go-Mobil cooperates with ÖBB, the national railway company of Austria, and buses.

Mobility services provided/addressed

Go-Mobil has been a successful mobility model since 1999 for rural municipalities with inadequate public transport. The many dedicated volunteers are the pillars of this mobility system. In Carinthia, the service is used every two minutes. There is no exact information about the number of volunteers or vehicles. A child seat is available in every vehicle. Go-Mobil cooperates with ÖBB and buses, and is integrated in their timetables and booking services. Go-Mobil journeys must be pre-booked by phone. Rides can be ordered in advance and have priority over requests that can also be made spontaneously.

A ticket costs 3,80 euros in advance at a member company and 5,20 euros in the vehicle. Children under six years of age can travel free of charge with a person with parental authority. For the journey to or from a member company, one ticket must be purchased. For all other journeys, two tickets are charged. The low-

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priced advance purchase tickets are available at all member companies, identified by the member business sticker.

Ridership and other key metrics/results

The approximately 160.000 passengers per year make an additional value-added contribution of 1,5 to 2 million euros annually in the Carinthian municipalities. In addition, out-migration and unemployment are lower in Go-Mobil municipalities.

The use of public funds in relation to the scope and quality of service is more efficient in Go-Mobil compared to other micro-public transport systems across Europe. Integration with existing mobility services such as bus and rail are very feasible with Go-Mobil. This is proven not least by the fact that Go-Mobil has been integrated into the Carinthian state transport plan.

Thanks to the quality standards and the steering role of the GMZ, the prerequisites for the repeatability of the system in other municipalities and regions are also very well in place. In addition, municipalities with Go-Mobil have significantly lower commuter rates (-20%) than structurally similar municipalities without such a service. This service is particularly well suited to counteracting the trend toward second and third cars, which is especially widespread in rural regions. Since this system allows a similar freedom as the second car. Go-Mobil has led to an interweaving of different stakeholder interests at the community level, which is a prerequisite for a sense of community cohesion and local problem awareness.

Supporting technologies

Go-Mobil is available for booking via phone: passengers can dial the local Go-Mobil organisation to book a ride. Go-Mobil journeys must be pre-booked by phone. Each local municipality has its own call centre with a dedicated phone number. A list with the respective telephone numbers can be viewed online on the Go-Mobile website. Go-Mobil can be found in Scotty, the timetable information of ÖBB, as well as in the route planner of "Kärntner Linien". This makes it easy to plan routes that go beyond the service area of Go-Mobil.

Engagement aspects

Go-Mobil has led to a noticeable structural improvement in the municipalities, is available to all citizens and guests within the municipal boundaries and the service area particularly favourably and thus supports the so important, regional cycle. Go-Mobil operates in a specific service area. However, Go-Mobil's cooperation with ÖBB and the bus companies in Carinthia also makes it possible to connect to public transportation. The currently approximately 1,500 Go-Mobil member companies value Go-Mobil as a daily revenue generator.

The convenience of travel for customers and guests means that purchasing power remains in the locality. The motto "*Don't drive away - buy in town*" is lived and brings about the regional cycle. Whether to go shopping, to the pub, to the doctor, to the pharmacy, to the municipal office, to the post office, to music lessons, to sports training, to church or back home again. Anyone can join - the contributions for member businesses are very moderate.

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1.8.3 Timelines and Milestones

Milestone no. 1: 1st June 1999

Go-Mobil is founded by Maximilian Goritschnig. He started planning the offer in 1997. In 1999, Go-Mobil started as a pilot project in Moosburg.

**Milestone no. 2:** 2000

The Go-Mobil Zertifizierung GmbH is founded and the project is implemented in the municipalities.

**Milestone no. 3:** 2008

Go-Mobil wins the VCÖ Mobility Award for its great contribution to mobility in rural areas. The VCÖ Mobility Award is Austria's largest competition for sustainable mobility. It is awarded annually by the Verkehrsclub Österreich (VCÖ), a non-profit organisation specialising in mobility and transport. The prize is awarded to exemplary transport and mobility projects in the individual federal provinces.

**Milestone no. 4:** 2012

Go-Mobil is included in the Carinthian State Transport Plan. This makes Go-Mobil, like train and bus, a fixed offer in Carinthia's local and regional public transport system.

**Milestone no. 5:** 2022

The Austrian Automobile, Motorcycle and Touring Club (ÖAMTC) provides the first electric car for the area of Moosburg.

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1.8.4 Long-term assessment

Success, Durability and Expansion

The service still exists and has been extended to many municipalities. The collaborative working between municipalities and the engagement of local operators to provide the service ensure better access and social inclusion by people who might otherwise have significantly reduced involvement in society. It did not take long for the new mobility model to be accepted by society with great enthusiasm. Subsequently, there was a noticeable structural improvement in rural areas, as all citizens and guests were able to use it at low cost and still rely on it today.

Funding and Financing

Go-Mobil is funded mostly (between 70% and 100%) 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 Carinthia, Kärntner Linien.

The remaining operating costs are covered by the municipalities and the state of Carinthia and the federal government. The annual financial resources provided by the municipalities for the Go-Mobil service are between 3.500 and 7.500 euros depending on the number of vehicles and the area covered. The drivers are volunteers, but they are reimbursed for sustained expenses.

Why is it considered a Good Practice?

Go-Mobil has become essential in the many municipalities of Carinthia as well as largely improving the public transport offer. The local economy benefits with about 1500 member companies from the fact that the purchasing power remains in the rural municipalities. In addition, Go-Mobil supports the sense of belonging, provides everyday security and enables a self-determined life. For many seniors, Go-Mobil offers a new quality of life. For parents, it is helpful because they know their children are independently and safely mobile.

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1.8.5 Transferability considerations

CONTEXT PECULIARITIES	TRANSFERABILITY CONDITIONS
<p>Go-Mobil cooperates with ÖBB and buses. In the case of Carinthia, each local municipality has its own call center with a dedicated phone number. Important is the working between municipalities and the engagement of local operators to provide the service.</p>	<p>Go-Mobil is like a taxi that is especially suited for the short distances in the municipalities. In order to set up the service, a superior organization is needed, such as the GMZ, which supports the organization of the service. In addition to the vehicles, drivers are needed who do their job on a voluntary basis.</p>
DIFFICULTIES ENCOUNTERED/WEAKNESS	LESSONS LEARNT
<p>The Go-Mobil organisation structure is based on 20 private non-profit local associations belonging to the holding company GMZ. One difficulty could be that the model relies on volunteer drivers. There is no information on tourist use or seasonal variations.</p>	<p>For the initiators, the project is a success. Thanks to the service, out-migration, commuter rates and unemployment are lower in the affected municipalities than structurally similar municipalities without such a service. This service is also particularly well suited to counteracting the trend toward second and third cars in rural areas. Go-Mobil has led to an interweaving of different stakeholder interests at the community level, which is a prerequisite for a sense of community cohesion and local problem awareness.</p>

References for further details

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