

eMORAIL - Integrated eMobility Service for Public Transport

The goal of the project is to produce a concept for an innovative, cost-efficient and environmentally-friendly mobility solution for commuters. To achieve this goal an integrated transport service for commuters in two rural regions (Bucklige Welt, Leibnitz) as well as an intermodal e-car sharing / e-bike service in two cities (Vienna and Graz) are being implemented and tested.

On account of the particular technical and infrastructural requirements of e-vehicles the introduction of electric road traffic offers a wide variety of new starting points for the development of integrated transportation solutions. An opportunity is offered to embed electromobility in an overall transportation concept, in which individual electric vehicles are a cross-linked part of an intermodal mobility service. A comprehensive understanding that sees electromobility as the linking of different, electrically-operated means of transport provides the starting point for forward-looking transport solutions which are environmentally-friendly and offer convincing incentives for individuals to change their mobility behaviour.

The goal of the research project is a concept for innovative, cost-efficient and environmentally-friendly mobility solutions for commuters. This solution should promote a view of electric vehicles as a supplementary form of mobility that can be combined with public transport and should offer an alternative to owning a car. Commuters are thus given the opportunity to shape their day-to-day mobility without needing a car of their own.

In the eMORAIL project a business model is worked out that offers commuters a ticket for the Austrian Federal Railways (ÖBB) as well as use of an e-vehicle at their place of residence and an intermodal e-car sharing and e-bike offer at their destination. Additional services with regard to information, repair work, maintenance etc. are aimed at offering public transport users a high degree of comfort and user-friendliness and will be implemented in collaboration with the local communities and public authorities involved.

In the first pilot run this integrated transport facility for commuters is implemented and tested in the two rural areas, Bucklige Welt (Lower Austria) and Leibnitz (Styria), and the intermodal e-car sharing and e-bike service will be available in the two cities of Vienna and Graz. The electric power required will be generated by specially erected photovoltaic plants. Technological requirements in the areas of infotainment, disposition, data recording and invoicing as well as energy supply and control will be prepared so that eventually this system can be introduced throughout the country. To ensure a high level of use the electric vehicles will be used during the daytime (EVN, Post, Communities).

Scientific monitoring of the pilot run provides the basis for a catalogue of measures which has already acquired an important role in the project and contains possibilities for improvements, optimisations for a widespread roll-out.

The intermodal e-car sharing facility was launched at Westbahnhof railway station in Vienna in June 2011 with three e-vehicles; the web presence (<http://www.emorail.at/>) has been online since August 2011. The integrated e-mobility services for commuters in the rural regions and the eMORAIL platform for integrated registration, booking and payment are currently being developed; together with the e-bike service they will enter the test phase in 2012; in both regions private persons as well as firms have already announced their interest.

In October 2012 eMORAIL will be represented at the ITS World Congress in Vienna. There the mobility concept will be presented to a specialist public.

In October 2011 eMORAIL was nominated in the category *Intelligent E-Mobil* for the State Mobility Prize 2011.

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