

Newsletter 1 - January 2014

Welcome to the first EMAH Newsletter!

The EMAH project - Eco-mobility in the Austro-Hungarian border region - is a transport research project in the field of corporate mobility management. The project is implemented until the end of 2014 and promotes environmentally friendly transport.



Everything is possible! (In Leuven, Belgium)

Recently, a cross-border railway and road survey in the Austro-Hungarian border region was undertaken in the framework of EMAH. Interesting data was collected in this context.

In addition, the project team will elaborate and implement mobility concepts together with selected companies and organisations. First staff surveys were already conducted in this regard and further ones will now follow in 2014.

The EMAH project is financed by the EU programme Austria-Hungary, the Austrian Ministry of Life, Burgenland, and the Hungarian National Development Agency.

In this first newsletter, we inform you about the results of the cross-border transport survey, the first EMAH Workshop that took place on 4 December 2013 in Sopron, and the currently starting activities on corporate mobility management together with the EMAH co-operation partners.

We hope you enjoy our newsletter!

The EMAH Project Team

EMAH Project Consortium

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Cross-border EMAH transport survey

In May, July, and October 2013, KTI conducted extensive traffic counts and surveys in the Austro-Hungarian border region. Rail and car travellers were counted and interviewed. The surveys were carried out on Tuesdays, Fridays, and Sundays.

As far as rail travellers are concerned, more than 90% indicated that they commute several times per week on the same track, while this is valid for 85% of car users. The latter often travel alone. Only 40% of the cars were occupied with two or more persons.



**EMAH transport survey in Sopron
(In the middle: András Németh, KTI)**

On these days, more than 30,000 train users and over 70,000 cars were counted. As regards both means of transport, more than 2,600 persons each were interviewed on the basis of a questionnaire, amongst others concerning their trip chain, their reasons for travelling, the commuting frequency, and the satisfaction with their transportation means. In addition, car travellers were asked whether they have the opportunity to use public transport.

Unsurprisingly, the surveys unfolded that considerably more persons commute from Hungary to Austria than vice versa. Commuting to the workplace was particularly indicated as reason for travelling, followed by studying. In July, studying was replaced by cross-border visits and touristic purposes.

The surveys also showed that ca. 60% of rail travellers have access to cars. Vice versa, only 10% of car travellers stated that they can use public transport for their trip.

Train travellers evaluated their means of transport all in all positively, especially as regards convenience and price. Missing connections, delays, unavailability of WiFi on the trains and at the stations, inadequate travel information, and complications when purchasing tickets were identified as insufficient.

Detailed information on the results of the cross-border transport survey can be found on the EMAH web site under:

<http://www.wu.ac.at/ruw/emah/news>



More than 2,600 rail travellers were interviewed

First EMAH Workshop in...



On 4 December 2013, the first EMAH project workshop took place in Sopron. At this event, the results of the cross-border EMAH transport survey were presented to a broader public. Relevant transport companies (MÁV-START, GYSEV), numerous decision-makers from politics and administration as well as media attended the workshop.

For example, the installation of bus lines in the Austro-Hungarian border region was proposed. Moreover, there were ideas concerning general traveller information, since e.g. the web site of the Hungarian railways does not include certain lines.

The fact that passengers are forced to change trains on some tracks was also negatively mentioned. On the part of the train companies, it was argued that high quality and short intervals outweigh the change.

Concerning the expansion of the operation time for the destination Vienna, the Hungarian railways envisaged to initiate a common solution with the Austrian Federal Railways.



The EMAH Workshop sparked media interest

The workshop provided interesting information on the EMAH transport survey for the participants. András Németh (KTI) reported on details of the railway survey. Viktor Sérban (also KTI) presented the results of the road survey and showed a short film about this transport survey (more on the EMAH transport survey also on page 2).



Interesting debates at the first EMAH Workshop

In addition to the presentations, recommendations in connection with the results of the transport survey were highlighted. Álmos Virág of KTI showed possible suggestions for improvement. The participants discussed some of them in a lively manner.

The first EMAH workshop was thus an informative and inspiring event having tackled one or the other idea for improving the traffic situation in the Austro-Hungarian border region. The implementation of these constructive ideas should follow now.

EMAH and corporate mobility management

Due to the opening of the Austrian labour market, there was an increase in cross-border traffic, particularly on roads. 83 per cent of employees commuting between Austria and Hungary opt for the car as means of transport. The objective of EMAH is to promote the use of environmentally friendly transportation means. In order to achieve this goal, numerous employers were contacted and invited for co-operation.



The EMAH project team on the road at the co-operation partners (from right: Thomas Macoun, TU; Stefanie Peer, WU; Helmut Lemmerer, TU)

Together with them, measures for changes towards eco-friendly means of transport are to be elaborated and implemented. A shift to public transport is sought in this regard. Cycling and alternatives to cars shall be promoted.

The following companies and organisations agreed to co-operate with EMAH: Unger Steel in Oberwart, Seehotel Rust, Spa Lutzmannsburg, ENERCON in Zurndorf, Designer Outlet Parndorf, the Vienna University of Economics and Business, the University Győr, Velux in Fertőd, and Unimas in Sopron.

An important element of the co-operation is the execution of staff surveys concerning their mobility behaviour as well as the potential and desirable alternatives in their transport choice. General data on the households and the trip chains on specific reference dates are inquired. Simultaneously, problems on the way to the workplace and ideas for improvements can be highlighted.

The first staff surveys were already conducted and will be continued in the upcoming weeks. Moreover, an analysis of the location of the companies and organisations relating to mobility will be undertaken (e.g. connection to public transport, existence of bicycle lanes). In addition, the employees in charge of internal mobility management will be interviewed whether the companies have already set measures for eco-mobility.

On the basis of the results, mobility concepts will be elaborated for all co-operation partners and their implementation planned. EMAH should therefore lead to sustainable measures in these companies and organisations and act as a best practice for other players.

More information on EMAH

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