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ways2go, 1st Call (2008)

Bus Stop 3.0

“Bus Stop 3.0” develops strategies for the enlargement of spatial functions of public transport stops which will become multi-functional centers and places for interactive information and local supply functions. This “neighbourhood-centre-function” of public transportation stops should boost the acceptance and use of public transportation. Qualifications, requirements and challenges of this project will be developed in the framework of a “Living Lab-Setting”.

The increase in traffic in conurbations can be addressed in the future through further improvements
to public transportation. In addition to transparent pricing and increased competition between private and public transportation firms, it is the technological developments that will increase the demand for faster, safer and more flexible mobility. In this manner, the focus will not only be on the adaption of transportation modes and the expansion of the basic configuration of the bus stop, but also on the expansion of the basic functionality of the bus stops: how and in what form can e.g. information help motivate less mobile segments of the population (people with physical handicaps) to use public transportation as well as to make the bus stop more attractive for such use? As a precondition for this, it is important to develop the “Bus Stop 3.0” as a location for communication and a barrier-free meeting place for social interactions. This development can be achieved through WLAN technology and can lead on the basis of detailed use assessments also to their development into potential local
supply points. Creating a bus stop as a communicating, innovative meeting place that makes the use of public transportation decisively more appealing lies thereby at the center of this research.
The bus stops’ actual and potential significance will be examined beginning with an analysis of the actual state of the use and configuration of the public transportation stops. What demands are made of the bus stops by the public transportation users of all age groups as well as those with physical handicaps? With this in mind, at the forefront of the discussion will be the additional functions of the “Bus Stop 3.0” that lead the neighborhood to identify the bus stop as a location for communication and local supply as well as WLAN access. Examples of International Best Practice will be used to validate the research.
The Living Lab of the city of Schwechat will serve in the development of scenarios also from the standpoint of the theoretical introduction of a possible prototype for an intelligent bus stop. The study will also document measures at the national level as to how an innovative Bus Stop 3.0 can be formed such that it supports both the basic and additional functions and can be adapted to the social, demographic and economic changes. As a mid-range goal, the research will target the inclusion into the existing transportation concept of the city and aims thereby to make a sustainable contribution to the increased use of public transportation.

Programme

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