In Austria, traffic information on the radio, via roadside displays, apps, etc., with information on current traffic events and, for some years now, with the multimodal route planner of VAO (Verkehrsauskunft Österreich), provides a broad information base. The MUST project establishes the groundwork for advancing intermodal and comprehensive traffic management. It integrates coordinated information encompassing the extensive expertise of transport route and means of transport operators, along with real-time updates on network conditions and the status of transportation vehicles. In recent years, modes of transport have been combined with each other, particularly for route planning. Services such as ÖBB Scotty, AnachB, Smartride, Wegfinder or Wien Mobil already offer corresponding information from motorized private transport, public transport, cycling and walking as well as combinations such as park & ride routes or routing with sharing options (rental bikes, scooters, etc.).

In MUST, which is a follow-up project to DOMINO (www.domino-ooe.at), new information channels are being developed (e.g. monitors for carpooling information, Outlook add-in for planning shared journeys to work) and existing channels improved (usability, app functions, reward system, communication content, etc.) and expanded (e.g. networking existing Austrian carpooling platforms with the VAO). The main objectives of the project are to directly and indirectly influence mobility behavior in terms of climate and environmentally friendly traffic management through traffic avoidance, modal shift and traffic improvement. For example, it will be tested which combinations of information can be used to convey transport information across target groups in order to achieve positive effects.

The Upper Austrian University of Applied Sciences is in charge of work packages 4 (Costumer Journey in practice) and 5 (Effects of traffic information). In WP4, the UAS is carrying out the pilot in the Mühlviertel corridor, which is intended to reduce congestion in the area of the A7, S10 and B125 motorways by testing new information measures. The result of WP 4 is to know which user types need which information and when, based on their traffic behavior, in order to change this in the short to long term. In WP 5, the effects achieved from WP 4 are analyzed using recorded user and traffic data (e.g. before/after analysis). As a result, the comprehensive results of this data are available, from which recommendations for regular operation can be derived.

The project consortium consists of ASFINAG, ÖBB, ORF, VAO, VOR Verkehrsverbund Ost-Region, ÖAMTC, AlphaHapp GmbH, OÖ Verkehrsverbund, FH OÖ research & development GmbH, Fluidtime Data Services GmbH, netwiss OG, tbw research, s.mobil, Salzburg Research, RISC Software GmbH and Wiener Lokalbahnen. Many high-reach information channels are located in the direct sphere of influence of this consortium - thus ensuring efficient and targeted handling of the project content and an effective pilot phase in the project.

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