

REDUCE (REliable Safe Mobility for Women and Traffic ReDUCTION through Ride Sharing)

The REDUCE project develops innovative solutions to enhance women's sense of safety when carpooling, increase the attractiveness of sustainable mobility options, and ultimately reduce overall traffic volumes. Its focus lies in combining social and technical measures – ranging from safety-assessed interchange stations to enhanced safety features integrated into the DOMINO app.

Motorized individual transport is the main source of national transport emissions. In Austria, the average car occupancy rate is currently only 1.14 persons. Especially on commuting routes, the car remains the dominant mode of transport – 95% of these trips are made alone.

In addition to age, household income, and car availability, gender also influences the use of carpooling. Studies show that women are not underrepresented in carsharing offers, but they often participate due to dependencies. Many women therefore appear as so-called “captive users” – they rely on carpooling because viable alternatives are lacking.

Carpooling offers not only a cost-efficient and sustainable option for everyday travel but also a comfortable and safe one. Safety plays a central role: three out of five women feel unsafe when using public transport, especially while waiting at stops or on the way to them. This is precisely where REDUCE intervenes.

REDUCE specifically analyses the needs of groups with higher safety requirements, such as women, and implements measures in prototype form. The three core areas of action are:

- Optimization of pick-up points, particularly at interchange stations (from public transport)
- Identification of improvement potentials throughout the entire carpooling process, with a focus on app functions
- Accompanying communication measures for drivers and users

In this way, carpooling is strengthened as a safe and attractive mobility option, allowing its full potential to reduce motorized individual transport to be realized.

Implementation via the Domino App

Prototype implementation takes place in the already

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established Domino App developed by FHOÖ, which links ridesharing offers with public transport and other sustainable mobility options. Since its introduction, the app has been expanded with features such as community-building, routine trips, a points-based reward system, and a departure monitor. Within REDUCE, targeted adjustments tailored specifically to the needs of women are tested.

Project Partners and Consortium

The REDUCE consortium brings together all the required competencies and consists of:

- Fluidtime
- FHOÖ
- Fuchs Irene Maria
- POINT&

The project is supported by

- Stefanie Pichler (gender-sensitive design)
- David Knapp (transport planning)
- Mathias Ganspöck (architecture)

For analysis and prototype implementation, REDUCE builds on existing innovation initiatives and partnerships with our LOI partners:

- ASFINAG
- goFlux Mobility GmbH
- Province of Lower Austria
- Province of Upper Austria
- Ridesharing Association
- Monika Scherfer
- ÖAMTC Upper Austria
- RMOÖ

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