

Mobility Management in the Vienna Woods Area

Max Herry, Markus Schuster, Herry Consult GmbH
Michael Praschl, Praschl Motiv- & Mobilitätsforschung
Christoph Westhauser, Lower Austrian Government



Content

1. Introduction
2. Model project
3. The strategy of “Verkehrsparen Wienerwald”
4. Soft measures
5. Results
6. Conclusions



Introduction

- In the Vienna Woods region, the number of cars and car rides was increasing dramatically.
- Until the year 2003, uncontrolled urban spread and commuting have developed to serious problems for this area.
- In this region, public transport is not as extensive as in other regions, so the citizens depend on their cars to be mobile.

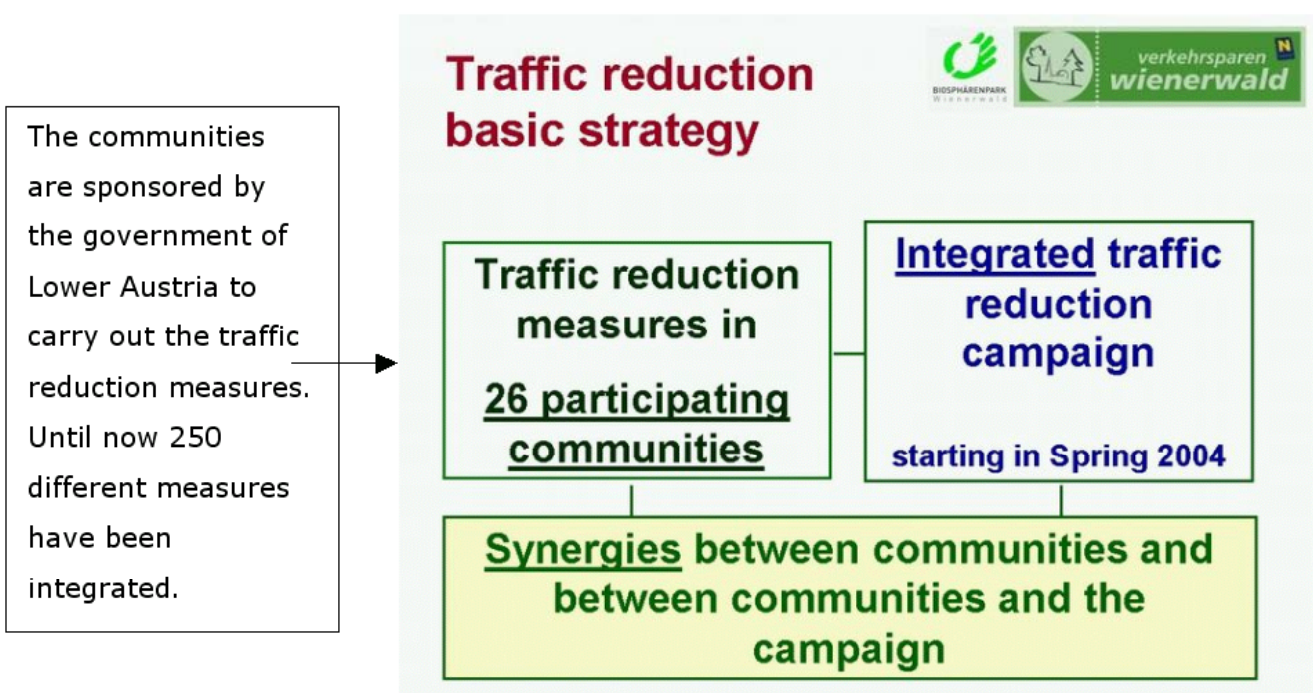
Model project

- For this reason the Lower Austrian government has documented a traffic concept, which contains various suggestions and presents instructions how to reduce traffic.
- With the help of the initiative “Verkehrsparen Wienerwald” (traffic reduction in the Vienna Woods region), the government of Lower Austria wanted to reduce the large share of CO₂ emissions caused by private transport.
- 26 communities wanted to demonstrate, that the increase in road traffic can be stopped without restrictions or high costs.

Model project

- There are different ways to reduce traffic and many people first think about technical measures, such as improving infrastructure.
- Instead, “Verkehrsparen Wienerwald” had a strategy that focused on raising people’s awareness.
- The “Verkehrsparen Wienerwald” team, together with the citizens, created incentives and facilitates the use of alternatives for private transport through small systematic steps.
- The aim was to create sustainable effects in people’s minds and attitudes.

The strategy of “Verkehrsparen Wienerwald”



Soft measures

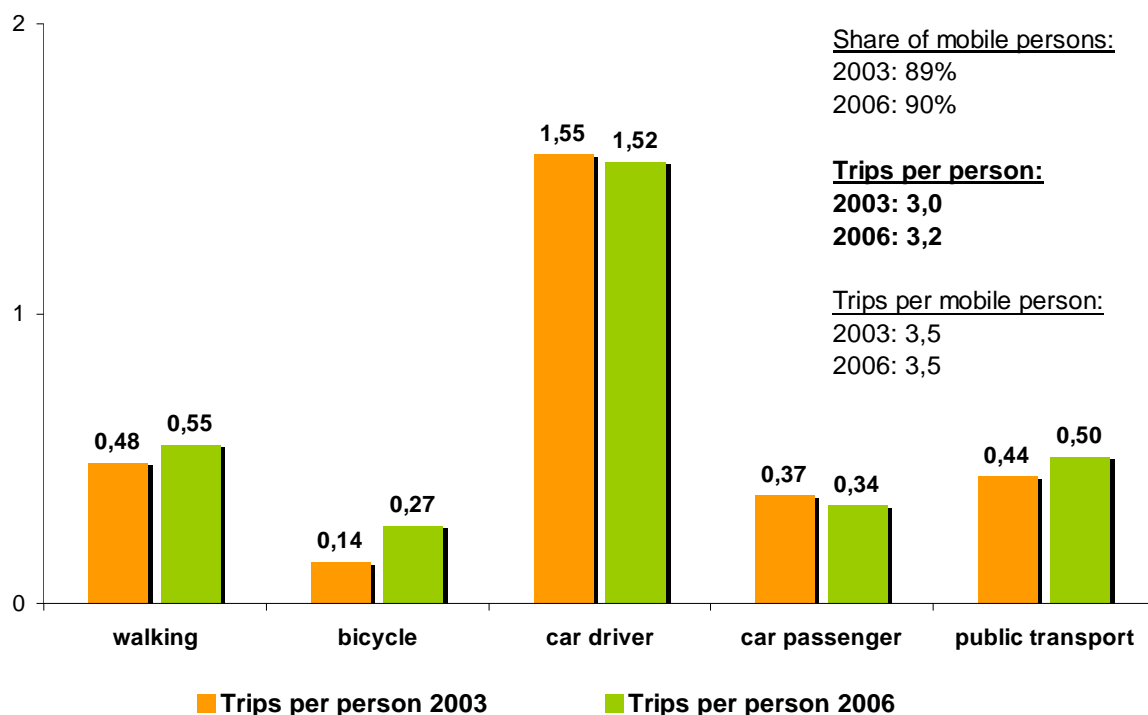
- There are different methods of reducing road traffic. Verkehrsparen Wienerwald was primarily an initiative that motivates people to change their minds and attitudes. Sustainable traffic reduction is more than just traffic calming, it is about involving citizens in the initiative and measures.

Examples for soft measures:

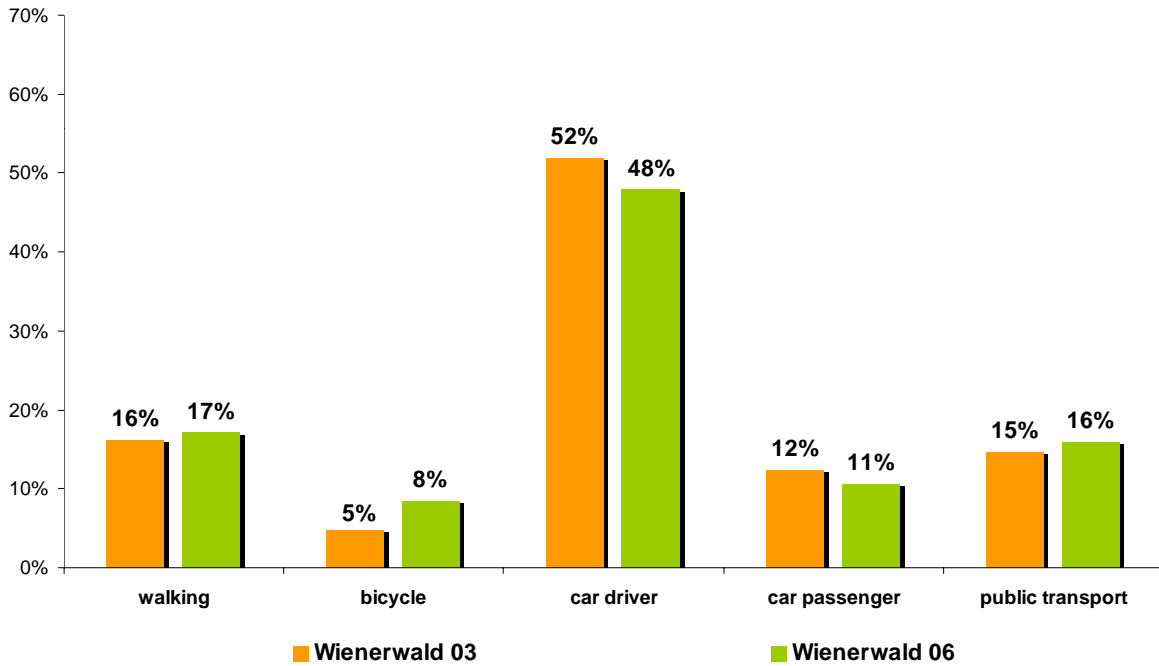
- Advertising campaign
- Traffic reduction festivals
- Free bicycle service
- Ideas competition (schools, kindergarten)
- Wienerwald-Rad (Vienna Woods bicycle)



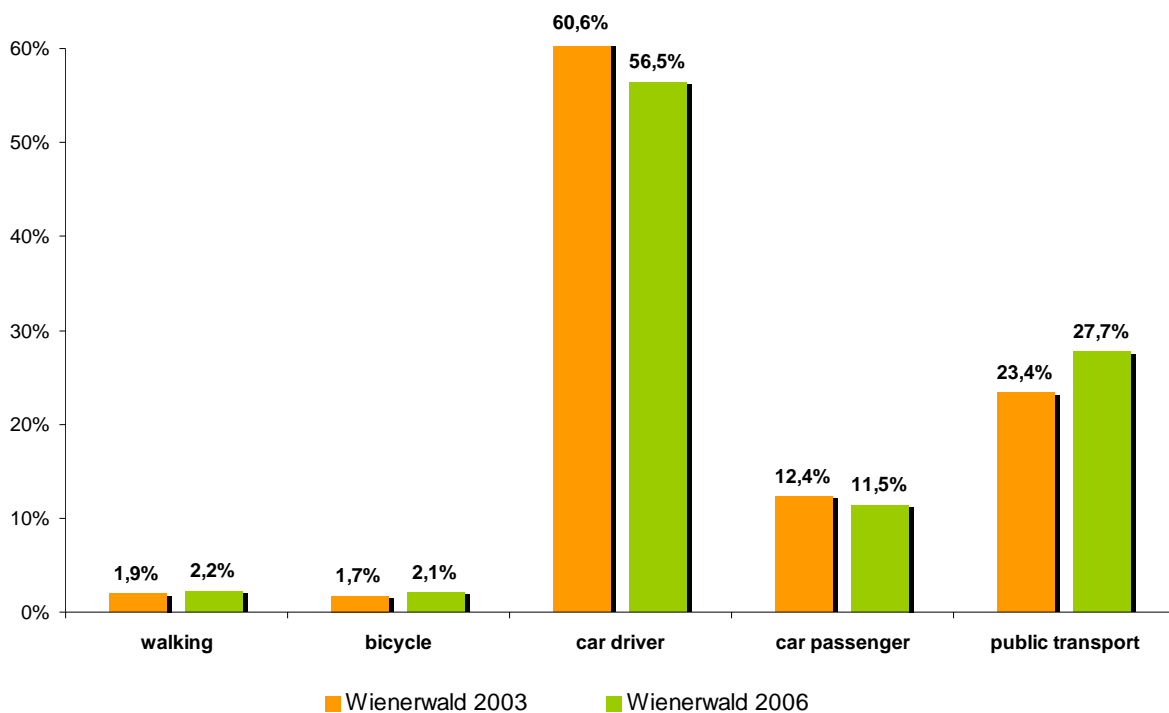
Increased number of trips per person!



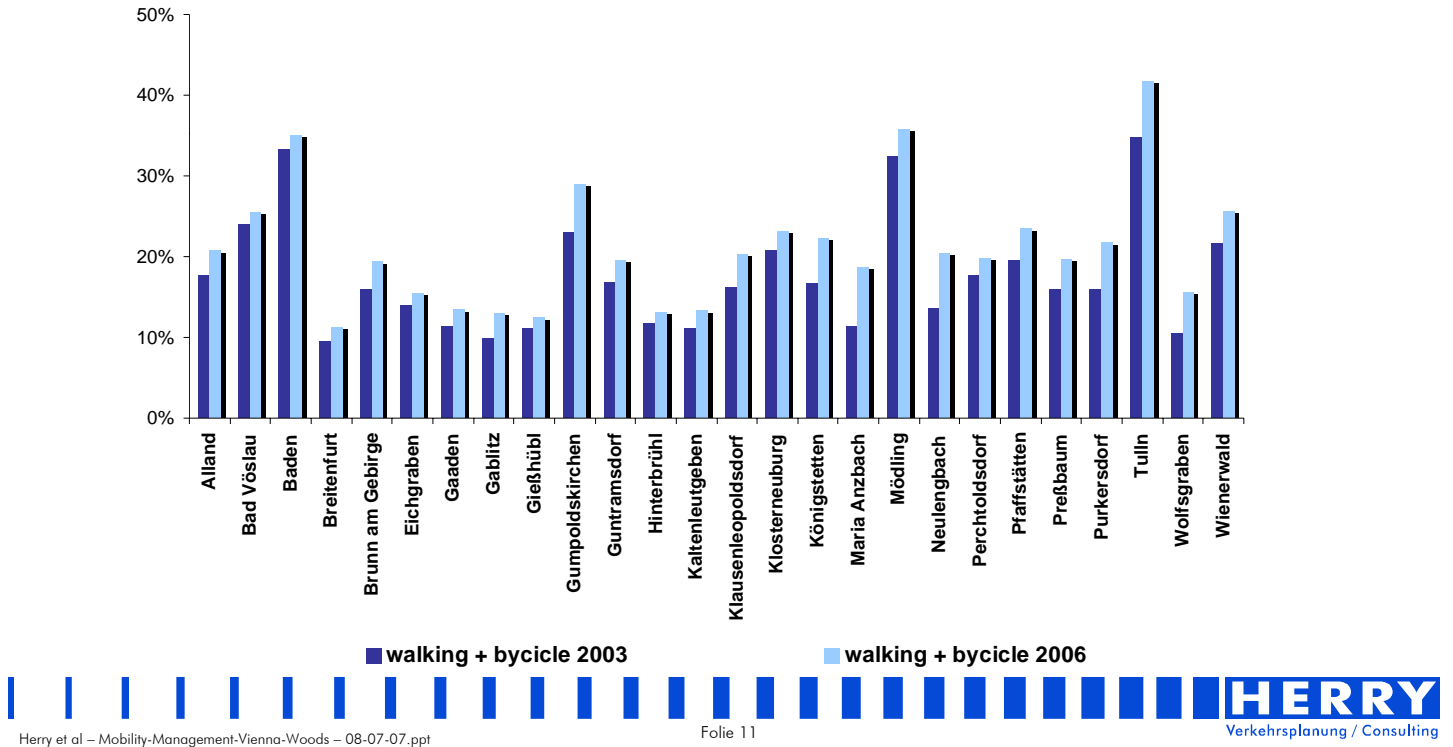
Share of motorised individual traffic is declining, share of bicycle has increased strongly



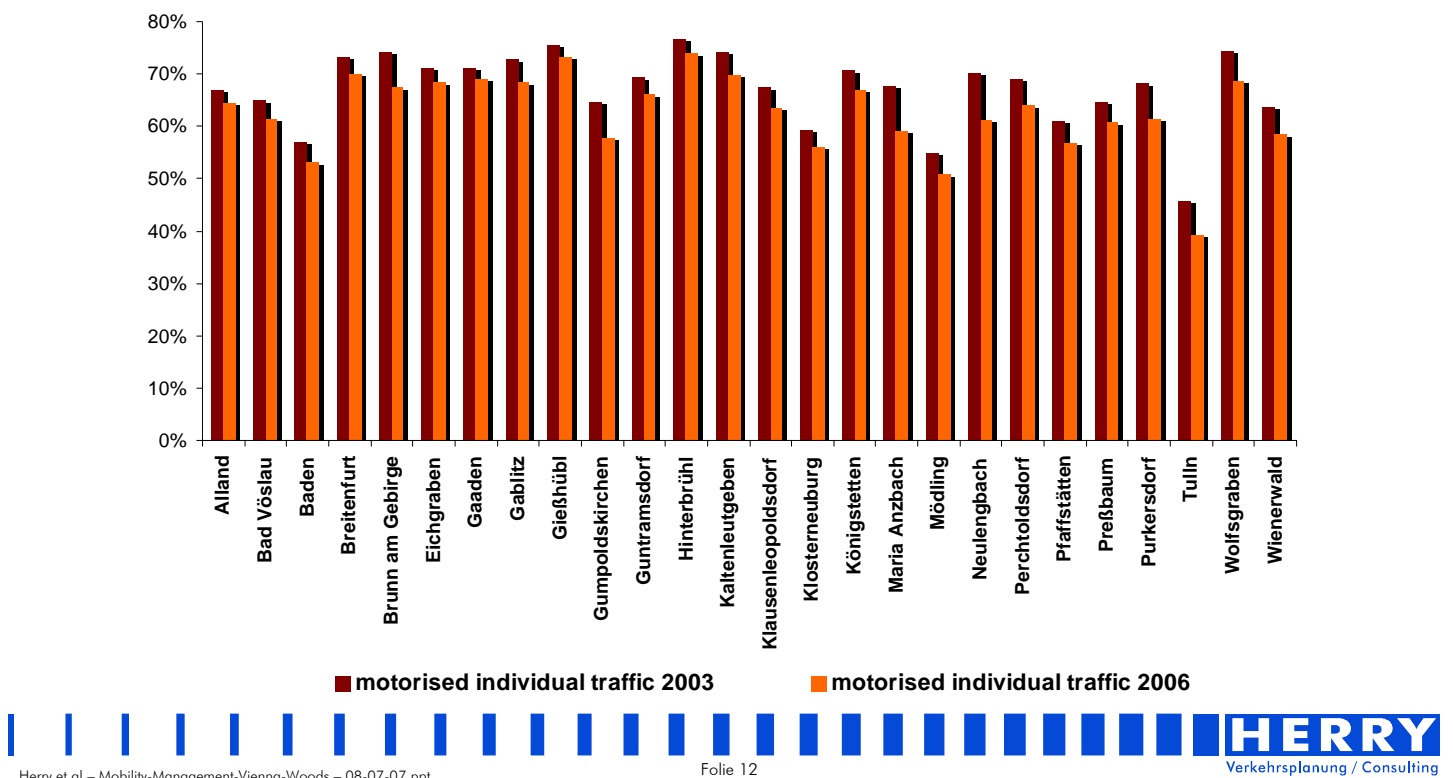
Transport performance (person-km)



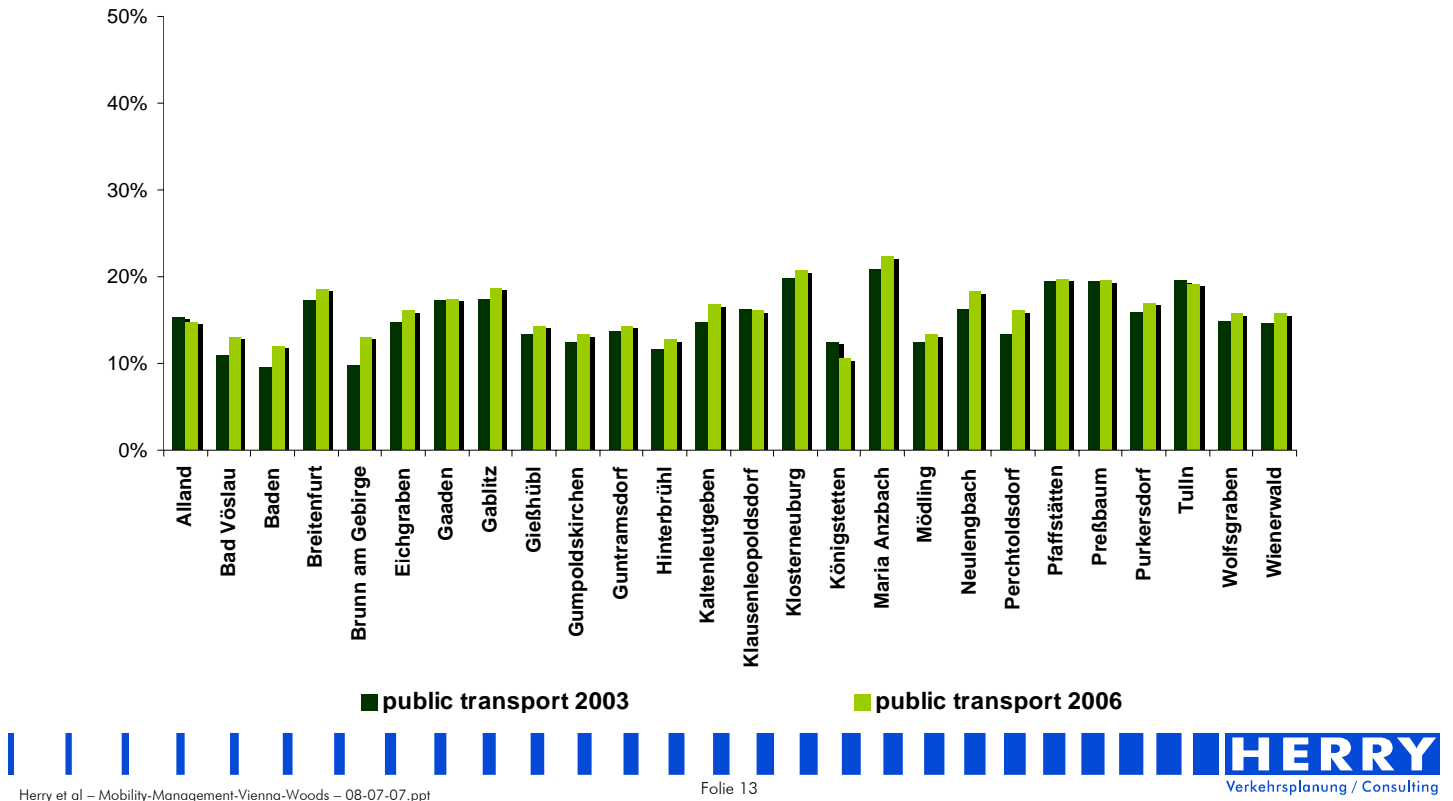
Share of non motorised traffic on the base of communities



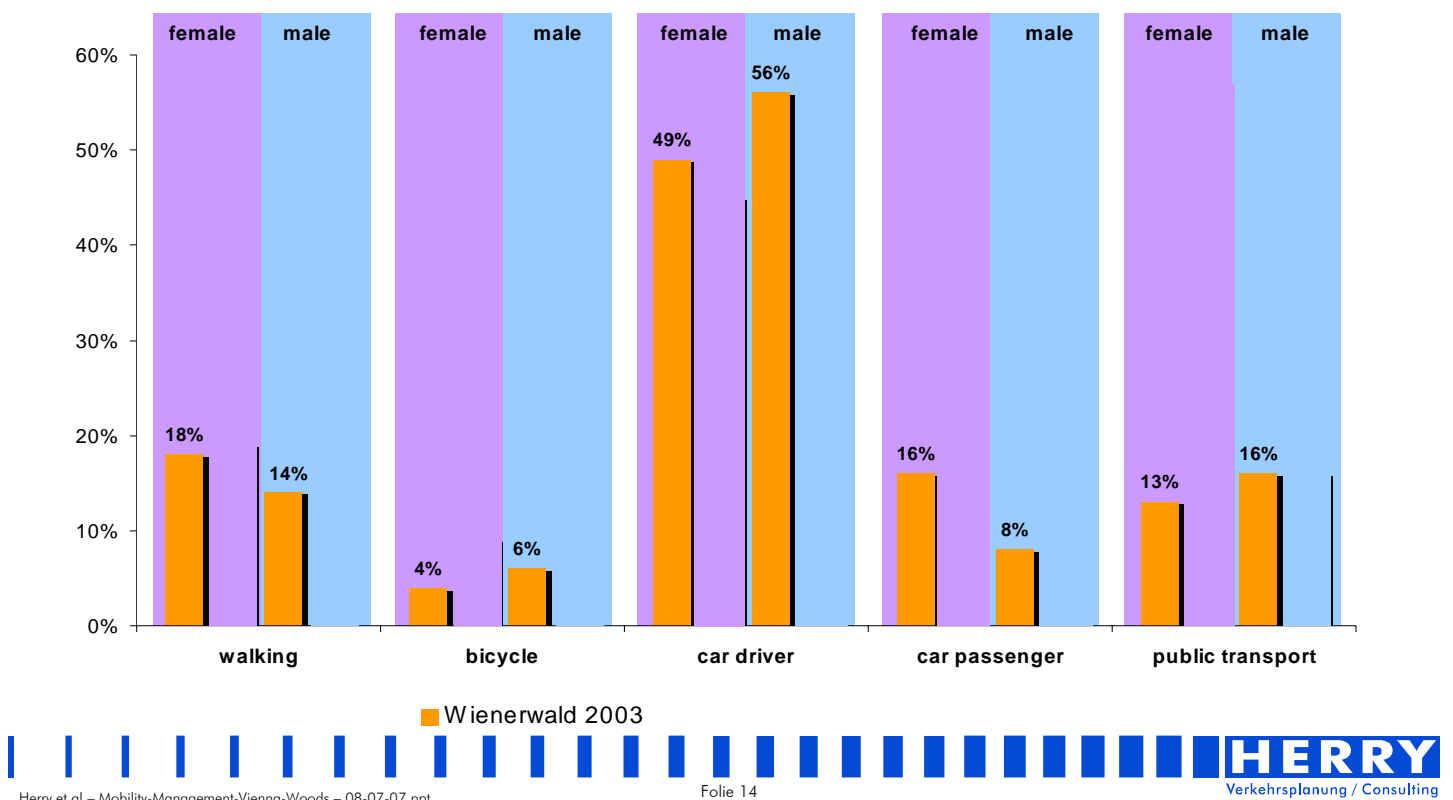
Share of motorised traffic on the base of communities



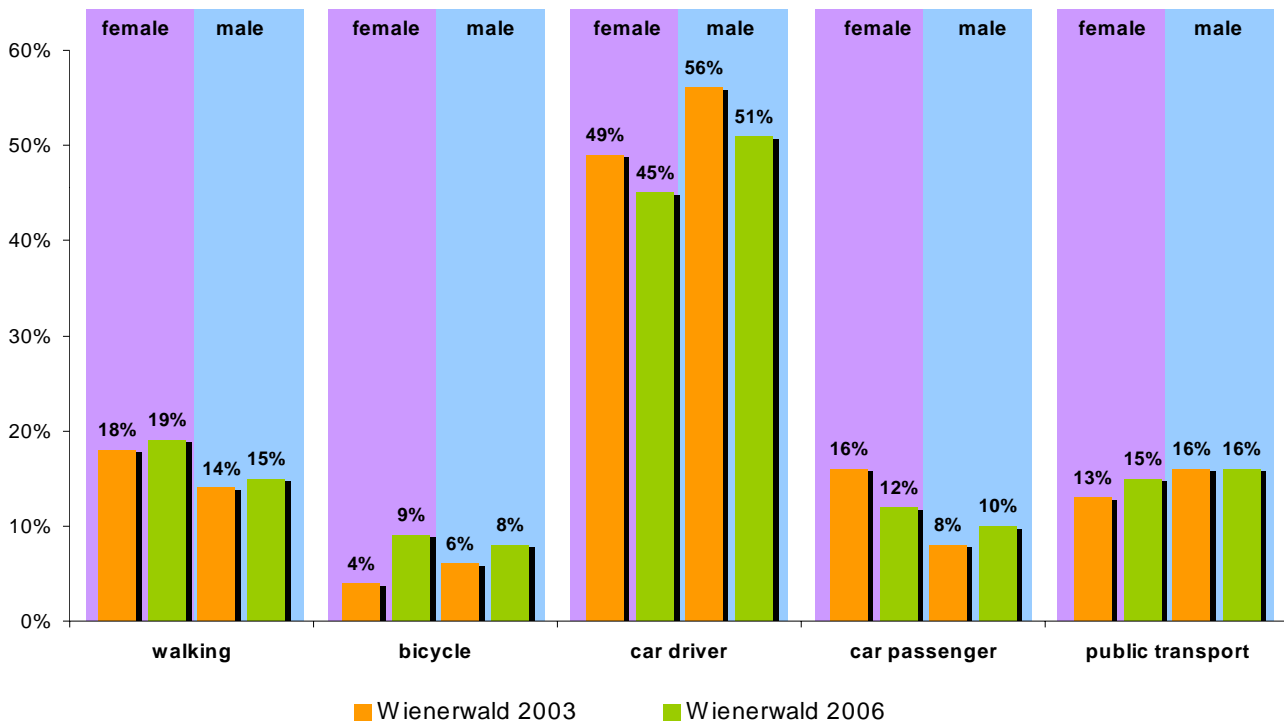
Share of public transport on the base of communities



Modes of transport do have a „gender“

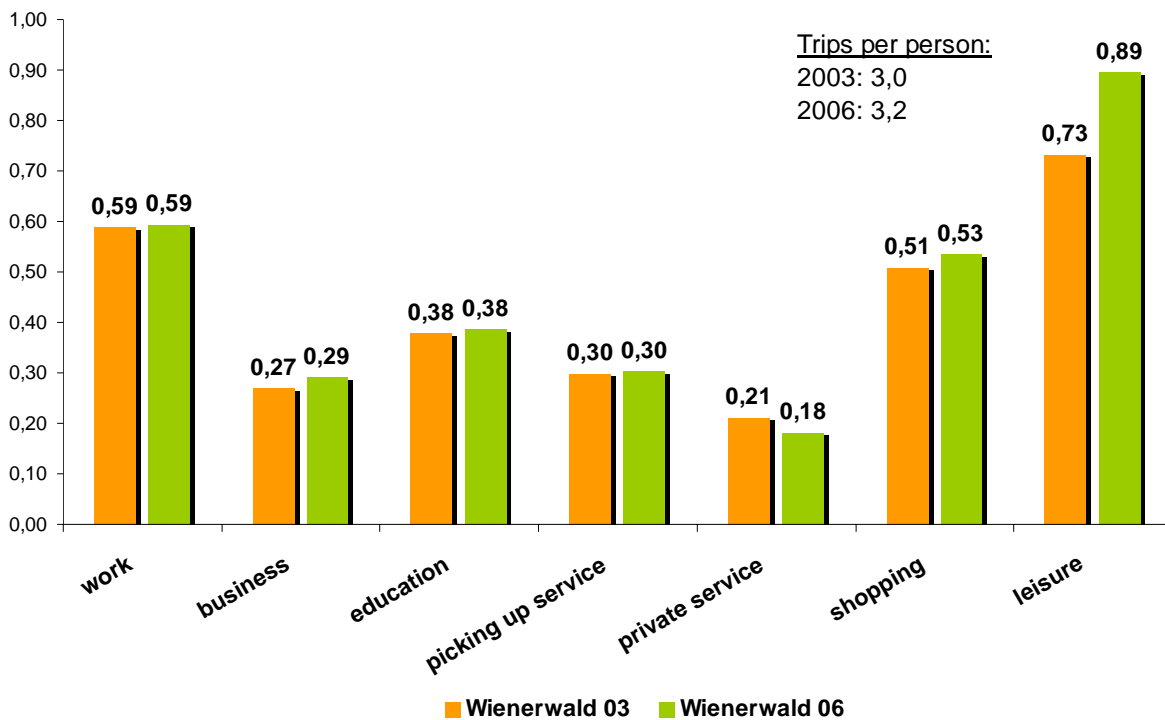


Modes of transport do have a „gender“



■ Wienerwald 2003 ■ Wienerwald 2006

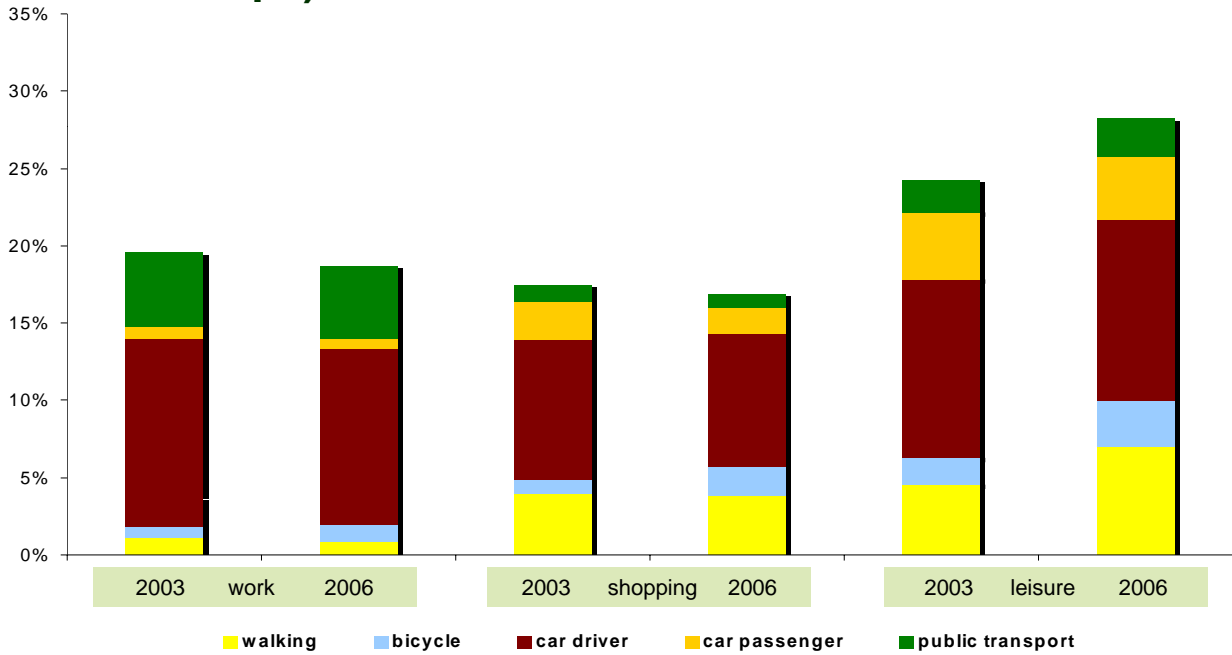
Trips per person and workday by trip purpose



Trips per person:
2003: 3,0
2006: 3,2

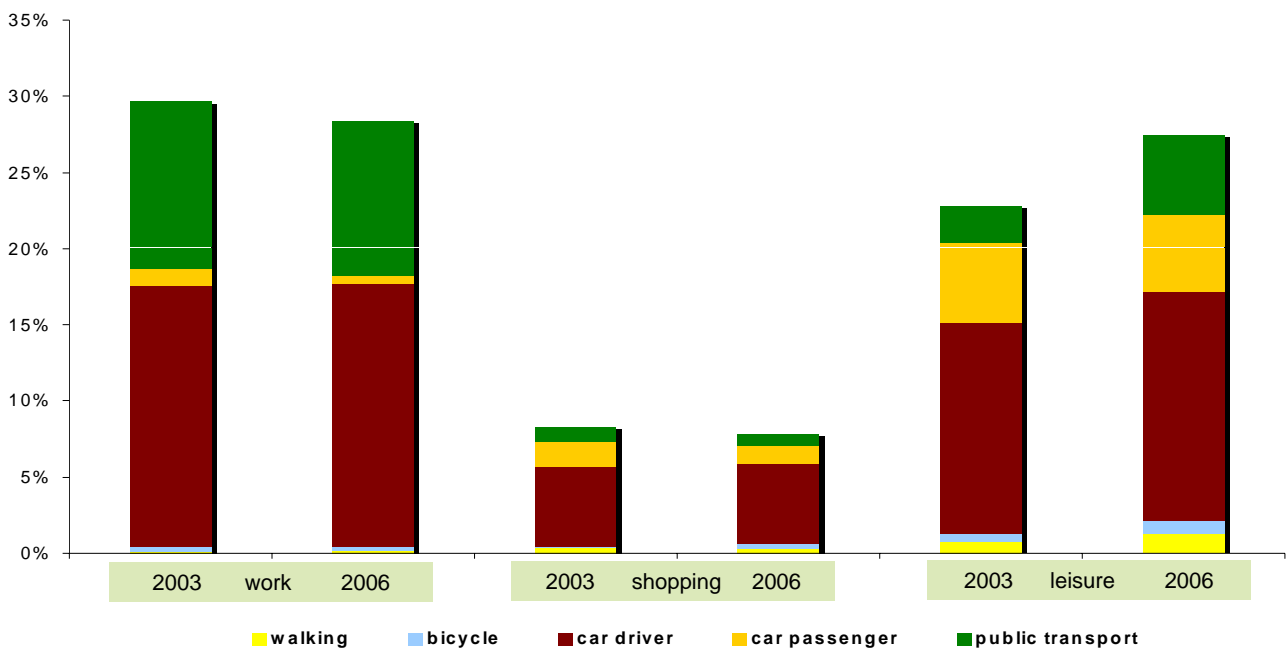
■ Wienerwald 03 ■ Wienerwald 06

Transport mode choice by trip purpose (number of trips)



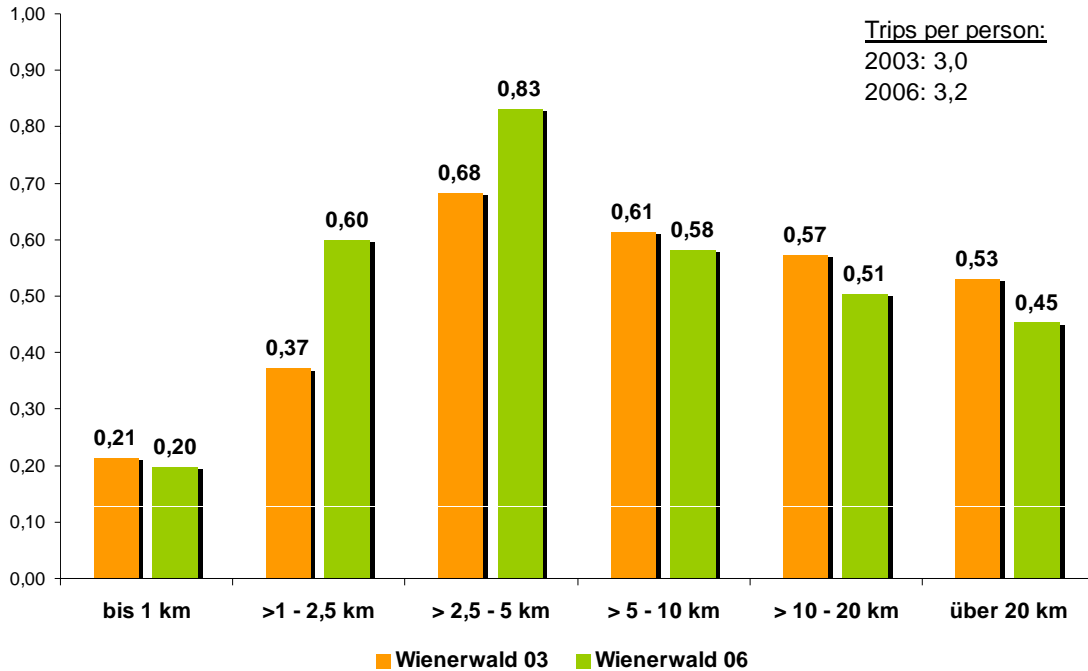
walking bicycle car driver car passenger public transport

Transport mode choice by trip purpose (person-km)

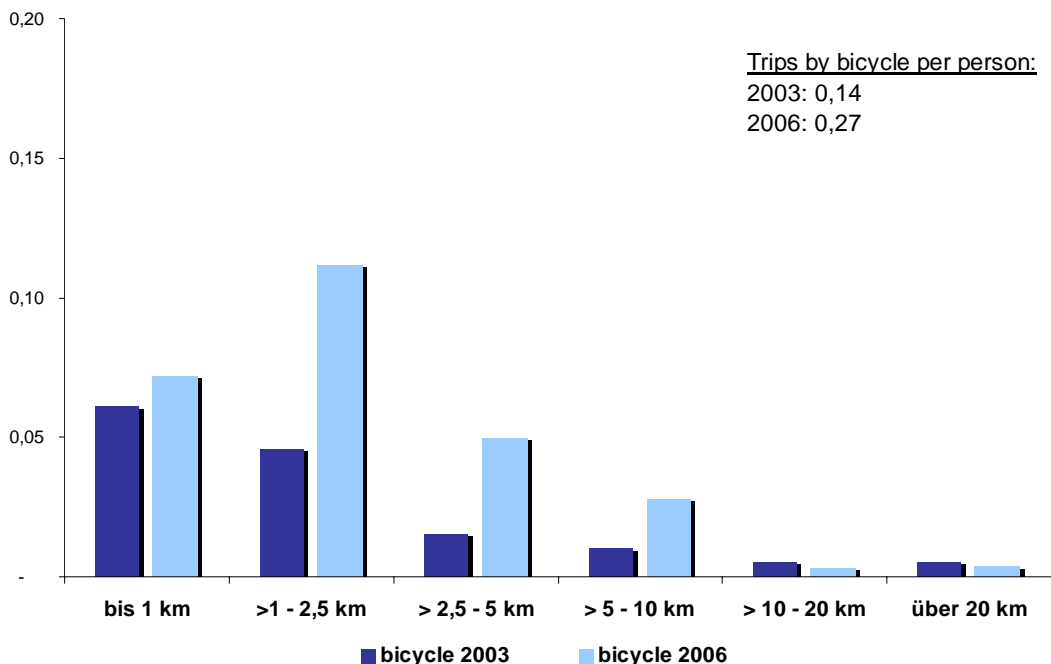


walking bicycle car driver car passenger public transport

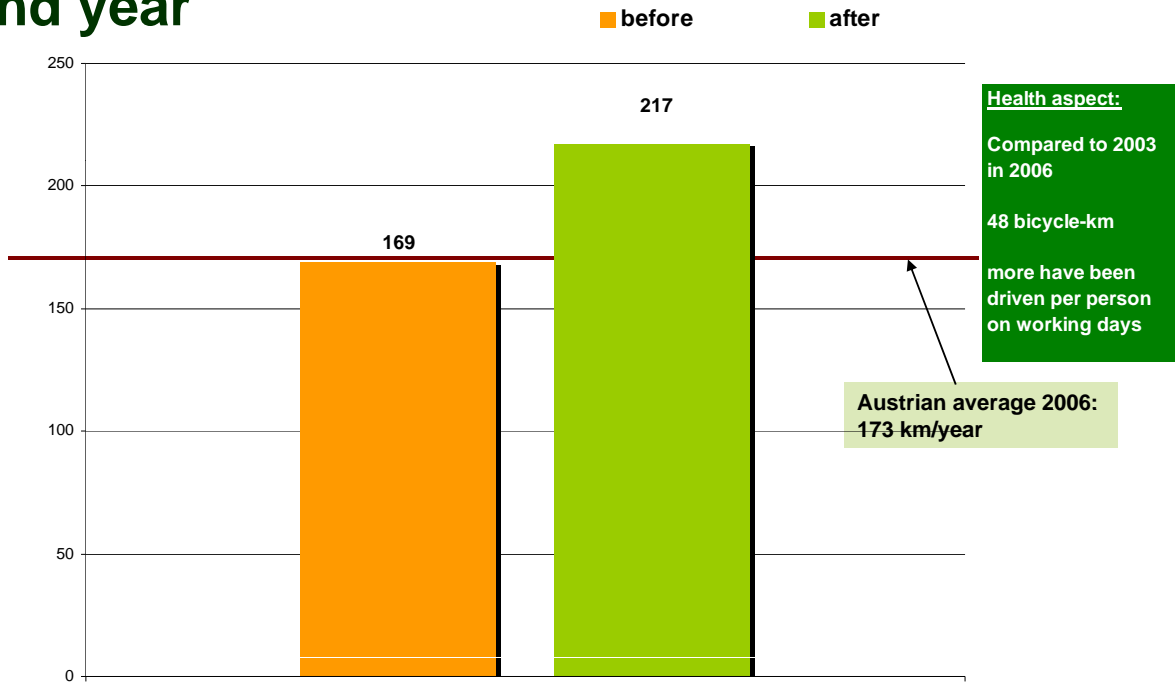
Number of trips per person on working days by distance classes



Trips by bicycle per person on working days by distance classes

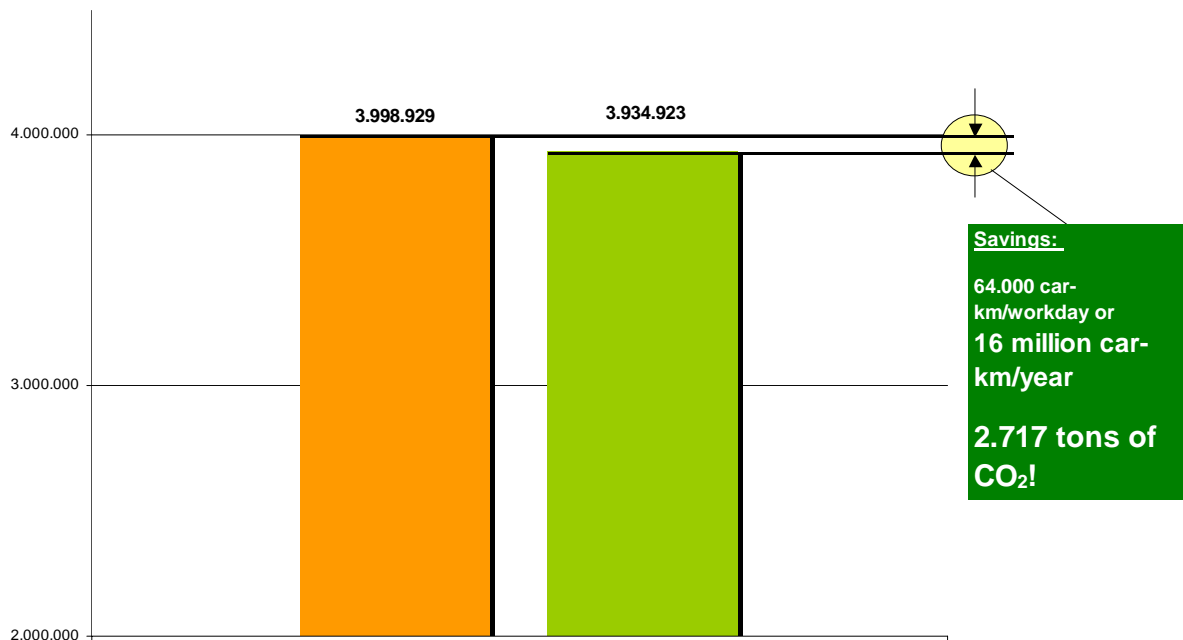


Aspect of health: km driven by bicycle per person and year



Environmental effect: savings

- Car-km/workday 2006 without Verkehrsparen Wienerwald
- Car-km/workday 2006 with Verkehrsparen Wienerwald



Conclusions – traffic related

- Car traffic could be reduced!
- Share of bicycle traffic has increased strongly!
- Compared to 2003 the bicycle traffic and the public transport increased relative and absolut.
- Number of trips per person has increased.

Conclusions – traffic related

- *Those traffic related changes vary between the communities,*
- *but could be observed in all communities!*

Conclusions – bicycle traffic

- Two points are interesting concerning the high rate of increase :
- The growth rate of bicycle traffic of women is three times higher than that of men.
- This increase in traffic is mainly caused by bicycle trips with a length between 1 and 2.5 km.

Conclusions – bicycle traffic

- Trips by bicycle with a length of 2,5 bis 5 km are most increasing.
- As a result of the project, on the one hand the trip mode could be shifted to bicycle, on the other hand new bicycle trips were generated. The number of trips per person increased on working days from 2,98 to 3,18.

Conclusions – bicycle traffic

- The efforts of the communities regarding bicycle traffic where successfull.
- The positive results could be mainly achieved in changes of shopping and leisure related traffic.
- Women do now have a higher bicycle ratio then men.

Conclusions – traffic related

- Bicycle-km per person and year on working days could be increase from 169 to 217 → Apect of health!
- On working days 16 million car-km / year could be avoided.
- This results in a saving of 2.717 tons of CO₂ per year!

Generell conclusions

- The project was rated as „very good“ or „good“ by 90% of the participants.
- In chronological sequence the share of „very good“ could be doubled.
- 2/3 of the participants think, that the project leads to an image improvement of the community.

4 years „Verkehrsparen Wienerwald“ – What was it good for?

- ...for the inhabitants: structural measures, activities (new cycle ways, free timetables for public transport...)
- ...for the environment: minus 16 million car-km on working days, lower CO₂ emissions
- ...for the participating communities: improved image, improved infrastructure
- ...for Lower Austria: satisfied communities

Thank you!

Dr. Max Herry, Dipl.-Ing. Markus Schuster, HERRY Consult

T: +43-(0)1-504 12 58

E: office@herry.at

www.herry.at