

STEP 2025

THEMATIC
CONCEPT

URBAN MOBILITY PLAN VIENNA



Vienna!
ahead

Designing the Future

City of  Vienna

THEMATIC CONCEPT

URBAN MOBILITY PLAN
VIENNA

TOGETHER ON THE MOVE

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FOREWORDS





A sustainable transport system in Vienna is the prerequisite for up to three million people being able to move around in the eastern region of Austria in an efficient, affordable, fast and eco-friendly way in the coming decades. This is essential so that Vienna and the Greater Vienna area continue to be an attractive place to live in.

It is good to see more and more people deciding to make Vienna the centre of their lives – it is a fact that confirms the qualities of our city. This means challenges as well as opportunities: more compact settlements mean more services emerging within walking distance. If you do not have to cover longer distances, you will be able to run errands on foot and save time. Vibrant streets make walking more attractive and contribute to a city environment people like living in. Massive investments into public transport, with new lines and greater quality of services are precisely the things which meet increasing demand. More people going by bicycle - this spells fun and physical activity as well as a reduction of motor vehicle traffic whilst also

easing the burden on public transport. This is a considerable contribution to the quality of life in the city.

The Viennese Urban Mobility Plan sets out the ambitious goals of the City of Vienna for a viable transport system of the future, and it describes the steps to be taken in the next ten years so these goals can be reached. In the past, the mere expansion of infrastructure has proven to be insufficient. The motto of the Urban Mobility Plan is “Together on the move” and it banks on a variety of approaches which help seize the many opportunities opening up. This is how transport in Vienna will continue to work well and fulfil the most diverse needs in the future.

Maria Vassilakou

Deputy Mayor
Executive City Councillor for Urban Planning,
Traffic and Transport, Climate Protection,
Energy and Public Participation

Mobility needs to be safeguarded as it is the foundation of the city's future development. For decades, Vienna has a tradition of planning ahead and implementing the measures required. The Urban Mobility Plan is a new milestone. It consolidates and fleshes out the general goals and tasks set in the Smart City Wien Framework Strategy and the STEP 2025 Urban Development Plan. The concept was prepared on the basis of expertise contributed by numerous decision-makers and employees of the City of Vienna. Applying a modern planning approach is "business as

usual" in Vienna; however, the concept even goes one step further: the involvement of citizens and external partners creates the foundation for bundled responsibilities and resources in implementation, thus reaching beyond the boundaries of the administration. This translates into new impulses and innovation, and it spells out new opportunities of participation in shaping the city.

Thomas Madreiter
Director of Urban Planning Group



Street and squares as well as the lines and facilities hidden underground constitute the most important parts of the infrastructure that makes a city function. They are the product of complex engineering work. At the same time, street spaces characterise the appearance of a city and influence its residents' mobility behaviour. The way in which streets are designed, space is allocated and traffic is regulated is the key to a sustainable transport system. This understanding is combined with excellent technical expertise whenever public space is shaped in Vienna. Steering building

projects in line with the goals of the Urban Mobility is of particular importance. Measures geared to improving processes and the foundation of planning make a major contribution. The City of Vienna also spearheads the continued development of technical standards. Coordinating various projects and their interfaces as well as a broad range of technical, legal and political requirements, ensures smooth practical implementation.

Dr. Peter Lux
Director of Public Works Group





MISSION STATEMENT

01

“Mobility requires human-scale and eco-compatible forms of transport. The City of Vienna is committed to prioritising public transport, pedestrians and cycling as the most environmentally friendly mobility modes. Vienna embodies a future-oriented urban mobility policy that is not only ecologically, but also economically and socially acceptable and hence sustainable. It is economically sustainable because it is based on long-term investment that pays off for the city and location. It is socially sustainable because its declared goal is to ensure mobility for all citizens irrespective of their income, social position and life situation. It is ecologically sustainable because it helps to conserve natural resources and contributes to realising the Smart City Wien objective.” Quote from STEP 2025

A new mobility culture

Pedestrians, cyclists, public transport passengers, motorists, moped and motor-bike riders respect each other.

The City of Vienna supports new forms of coexistence in shared spaces or temporary pedestrian zones which offer areas of learning and opportunities of encounter; the number of existing rules is reduced.

More space for pedestrians and cyclists

Pedestrians and cyclists feel at ease as they use vibrant street spaces.

Transport is organised in such a way that increasing pedestrian and bicycle traffic is given more space.

Expanding public transport

Public transport passengers are offered the attractive, high-quality, efficient and affordable services they are used to.

Together with Wiener Linien, VOR and ÖBB, the City of Vienna continues to develop the primary public transport network, supporting the acceleration of important tram and bus lines.

Sharing instead of owning

The citizens of Vienna do not need to own cars to be mobile. Cars can readily be hired if needed. Bicycle sharing systems supplement public transport.

The city of Vienna supports eco-mobility and rental systems for cars and bicycles.

What “Together on the move” primarily needs is...

Multi-modal transport from door to door

Everyone who is out and about in the urban area uses readily available mobility information about all means of transport. Changing from one mode of transport to the other at convenient nodes is attractive.

There is close cooperation between the major service providers.

Active and safe mobility for the youngest

On the way to school children walk, use their bicycles or public transport. There is enough space in front of their schools so they can arrive and depart safely.

The City of Vienna creates appropriate framework conditions for safe mobility; parents and carers support children as they are actively mobile.

Mobility partnerships in the region

Cooperation between districts of Vienna and the municipalities in the Greater Vienna region strengthen eco-mobility in commuter transport.

Representatives from districts of Vienna and adjoining municipalities in the environs of the city discuss and team up as partners as they adopt measures for sustainable mobility within their mobility corridor.

Organising commercial transport efficiently

Motor vehicles and craft for commercial and passenger transport (by air, waterways, rail and road) are used in an efficient way. The modal shift to eco-mobility ensures a smooth flow of traffic even if there is higher demand and available spaces remain the same. E-mobility plays an important role in vehicle fleets.

The City of Vienna and players in business develop and implement new eco-friendly types of delivery, distribution and customer logistics.



STRATEGIC FRAMEWORK

02

STRATEGIC FRAMEWORK

Urban growth is a global phenomenon presenting major challenges to transport planners. The science of transport studies has described essential principles and potential solutions since the 1970ies and is continuously deepening its insights. The central idea is that transport modes need to use space efficiently. To meet the demands of an increasing number of people – which causes more traffic – distances must be covered efficiently. Trips have to be as short as feasible and transport must be managed with as little need for resources, such as space and energy, as possible. Due to their dense structures, cities are ideally suited for this. Cars need a lot of space. Hence, in the long run, it is not viable to cover distances only by car in cities with constantly rising populations. Equitable access to mobility can only be ensured by means of other modes of transport.

The advancement of pedestrian, bicycle and public transport to enable mobility in growing cities is internationally recognised as a concept for which there is no alternative. Decades of concentration on segregated functions and car-oriented growth in cities has not produced the desired results and caused decision-makers throughout the world to reconsider their approach. Many European cities quickly put insights into practice; thanks to their historical characteristics, they became role models in their development towards prosperity, growth and sustainability. However, development is still ongoing. On the one hand, long-term planning is required due to the long lifetime and high cost of transport infrastructure. On the other hand, changes in habits and behaviour do not happen overnight, so there is always need for action.

In Vienna, the practice of strategic transport planning has been oriented on the international state-of-the-art for decades already. Implementation happens stepwise and consistently. Sustainable and equitable mobility is an essential element of the high quality of life that characterises the city, repeatedly earning it top scores in international rankings. Accordingly, Vienna is also a role model leaving its mark on international discourse. Evaluations of strategies to date have likewise confirmed the positive development of Vienna.

EUROPEAN AND NATIONAL REQUIREMENTS

The European Union is paying ever more attention to cities as centres of productivity and hubs of demographic development. Urban transport thus also becomes a focal issue. The objectives set out by the European Commission in the “White Paper on Transport” of March 2011 are particularly important in this context. The commitment to European energy and climate targets was already set forth in the “Smart City Wien Framework Strategy”. Detailed target levels, in particular those concerning the reduction of greenhouse gas emissions, were translated into figures applicable to Vienna. Moreover, the European Commission published guidelines for “Sustainable Urban Mobility Plans” or SUMP, setting a new standard for strategic transport planning. The SUMP guidelines were updated in September 2014.

This new planning approach is implementation-oriented, cooperative, integrated and dialogue-oriented. The SUMP standard is characterised by five features:

- A participatory approach involving stakeholders from the very start and throughout the entire planning process
- A commitment to sustainability to balance economic development, social equity and environmental quality
- An integrated approach taking into consideration practices and strategies from various policy areas, administrative levels and related agencies
- A clear vision, an objective and a focus on reaching measurable required targets embedded in a strategy for sustainable development
- A review of the costs of traffic and its benefits against the wider costs and benefits to society.

The transport planners of the City of Vienna contributed experience and expertise to the preparation of these non-mandatory guidelines of the European Union. Vienna's transport policy serves as a model for other European cities in many respects. The SUMP standards were adhered to in the preparation of the Urban Mobility Plan in Vienna.

The Transport Master Plan for Austria (BMVIT/ Federal Ministry of Transport, Infrastructure and Technology 2012) is the current national framework. The target levels "more socially equitable, safer, more environmentally friendly and more efficient" are applied to the field of transport infrastructure and give a lot of leeway to urban mobility strategies.

EMBEDDEDNESS IN VIENNA'S STRATEGIES

Vienna looks back on a long tradition of strategic planning. This is especially true of Vienna's urban development and traffic planning strategies. Since the days of the 1969 "Traffic Concept for Vienna", a new transport or mobility concept is adopted at about ten-year intervals. Each of these was preceded by a detailed and comprehensive process in close coordination with urban development planning. In the past ten years, time-tested documents such as the Urban Development Plan (STEP 05) and the transport master plan (MPV 03) were complemented by new, strategically focused and interdisciplinary concepts. The overarching "Climate Protection Programme of the City of Vienna – Update 2010-2020 (KliP II)" (2009) and the "Smart City Wien Framework Strategy" (2014) were adopted by the City Council, and thus set out requirements of particular importance in this respect. They touch upon many issues further developed in this "Urban Mobility Plan Vienna".

The Climate Protection Programme of the City of Vienna

The Climate Protection Programme of the City of Vienna updated in 2009 (KliP II) sets out the target of reducing per capita greenhouse gas emissions by 21% by the year 2020 over 1990. The brunt of greenhouse gas emissions is caused by traffic. Thus, measures in this area are particularly relevant. The Climate Protection Programme's focus aiming at a further advancement of eco-mobility was included in the Urban Mobility Plan. The extensive list of measures in the field "City Structure and Mobility" contains numerous future-oriented ideas. These also provide a framework of reference for the Urban Mobility Plan.



Smart City Wien

The long-term strategy of the City of Vienna up until the year 2050 is based on the “Smart City Wien Framework Strategy”. The big objective defined for 2050 is as follows: “The best possible quality of life for all people in Vienna whilst conserving resources to the greatest possible extent. This requires extensive innovations.” This objective forms the foundation underlying the system of goals set out in the Urban Mobility Plan.

Regarding mobility, the “Smart City Wien Framework Strategy” formulates a clear objective: By 2030, the largest possible share of private motorised transport is to be shifted to public transport and non-motorised types of traffic or should make use of new propulsion technologies (e.g electrically powered vehicles). Moreover, concrete targets are proposed, including the strengthening of CO₂-free modes (walking and cycling), the maintenance of the high share of public transport as well as the decrease of MIT in the city to 20% by 2025, to 15% by 2030, and to markedly less than 15% by 2050. Building on this, the Urban Mobility Plan describes realistic near-term steps to steer development in the right direction.

Urban Development Plan – STEP 2025

The Urban Mobility Plan is a thematic concept of the STEP 2025, the urban development plan for the city, and it fleshes out the approaches and strategies for mobility contained in it. Hence, the Urban Mobility Plan further develops the actions required for the materialisation of STEP 2025. The planning timeline, values and challenges stated in STEP 2025 thus also apply to the Urban Mobility Plan.

The expected population growth in Vienna and the Greater Vienna area, for which STEP 2025 formulates a clear position, should be stressed here: Growth is a consequence of the city's attractiveness. In spite of more intensive use, the city continues to offer the same quality of life. This comes with two challenges for mobility: on the one hand, enabling people to reach their destinations, whilst on the other hand minimising the problematic impact of transport modes such as individual motorised traffic.

"Enabling mobility without car ownership" is one of the central transport-policy concerns of the STEP 2025. The level of motorisation of Vienna's population has been decreasing in the past ten years – which indicates that the principle of transport modes combined flexibly according to people's needs and circumstances is already working well.

Expressed in modal split indicators, the target of STEP 2025 is "80:20", which means that the citizens of Vienna shall use public transport, cycle or walk to cover 80% of the trips they need to make, whilst the share of car transport should decrease to 20%. This is essential with a view to maintaining the quality of life in the city and avoiding permanent overload of the road network. If the share of MIT in the modal split remained the same, the absolute number of trips made by car would see a 12% rise by 2025 in view of the population increase.

By contrast, the modes of transport summarised under eco-mobility (walking, cycling and public transport) are city-compatible and affordable: They are especially efficient in terms of the space and energy they use, and the emissions they cause

are minor to non-existent. Walking and cycling are modes of active mobility to boot, which means that they are conducive to health. Eco-mobility is considered an integrated system in this concept - with optimised interfaces between modes of transport and additional services of city-compatible mobility (e.g. mobility cards, bike sharing and car sharing systems).

A functioning sustainable transport system contributes to successful urban development. Dense mixed-used neighbourhoods oriented towards walking and cycling routes, with well integrated local amenities and well designed open spaces are an essential prerequisite of sustainable mobility. Reaching mobility goals depends upon the consistent implementation of the city-structuring principles described above.

The chapter on "City Structure and Mobility" will deal with more details from STEP 2025.



OBJECTIVES AND INDICATORS

03

OBJECTIVES AND INDICATORS

“Together on the move” means to offer ways and means for travelling around the city to all people, if possible, without however losing sight of sustainability sustainable overall development of the city and its environs. In this context, it is necessary to aim for several objectives at the same time and treat them on a par. This is why Vienna’s mobility services are to be:

FAIR

Street space is allocated fairly to a variety of users and sustainable mobility must remain affordable for all.

The allocation of public spaces is the key enabler of mobility for all. It is to take into consideration that eco-mobility has the largest share in trips made, it should consider persons with a small radius of action, such as people with restricted mobility and children, and ensure as well as create space for other use than motorised traffic.

The cost factor should not cause major limitations to the mobility of people in Vienna. The cost-effective annual pass of Vienna’s public transport

company Wiener Linien (VOR core zone 100), which at present costs EUR 365, is one way of achieving this. Its success is reflected in the increase of season ticket holders from 373,000 (2011) to more than 640,000. Moreover, the launch of the “Top-Jugendticket” youth pass for EUR 60 annually for the three provinces Vienna, Lower Austria and Burgenland, has made public transport even more attractive for this segment of passengers. A targeted improvement of conditions for cycling and walking as very low-cost ways of moving around is also a contribution to more fairness.

IMPACT TARGET

The sum total of spaces for cycling, walking and public transport in all conversion and urban renewal projects is rising.



HEALTHY

The share of active mobility in every-day life increases; accident-related personal injuries decline.

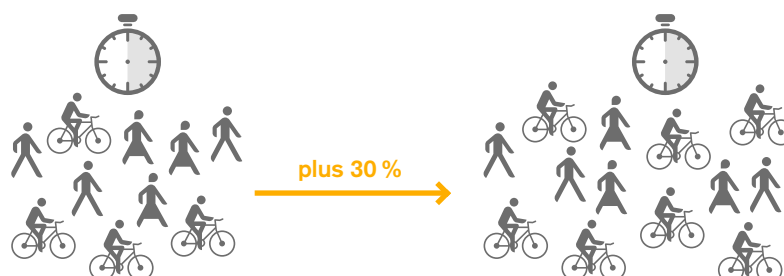
Active mobility, i.e. walking and cycling, demonstrably improves people's health. A lack of exercise is a main risk factor in many diseases and disorders, such as back and joint aches, cardiovascular diseases and type II diabetes. People who frequently cover above average distances not only reduce their disease risk, they also help avoid health care costs. At present, about 23% of the Viennese are actively in motion for more than 30 minutes a day when they run their daily errands (not

including exercise when doing sports or moving at work). An added value is that this "human scale" of speed opens up opportunities for encounters and communication.

The number of personal injuries due to accidents has continuously declined in the past few years in spite of an increased traffic volume. Increased use of public transport as a particularly safe mode of transport has certainly contributed to this. "Vision Zero" is to be pursued further, mobility in Vienna is to become even safer for all, especially for the weakest street users, i.e. children.

IMPACT TARGETS

The share of people in the Viennese population who are actively in motion for 30 minutes daily as they run their daily errands is to rise from 23% in 2013 to 30% in 2025. The number of traffic casualties and persons injured in traffic accidents declines further.



COMPACT

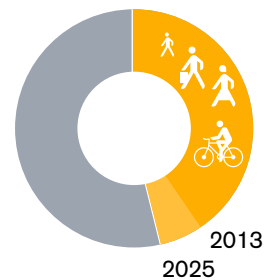
Distances covered between work, home, errands and leisure time activities are as short as possible.

People's every-day needs become ever more complex. Developments in the working life, the necessity of balancing work and family, the diversity of social relationships and the diversification of lifestyles lead to complex route chains and

networks. It is all the more important to have mixed use urban structures which bring together many diverse services in compact spaces. This is particularly true of the large areas where Vienna is at present expanding. Short distances are not the only important factor: Coordination in terms of timely availability of important urban services may also support compact mobility in a considerable way.

IMPACT TARGET

The share of trips done on foot or by bike to shop for supplies or accompany someone as well as distances covered for leisure time activities will increase from 38.8% in 2013 to 45% in 2025.



ECO-FRIENDLY

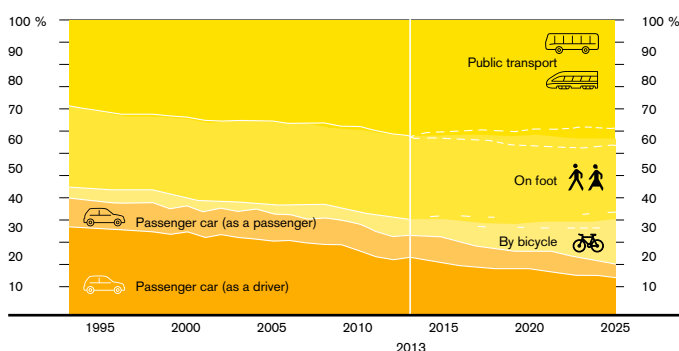
Mobility causes as little pollution as possible, the share of eco-mobility in the trips made in Vienna and its environs is rising. The relative change in the modal shift will be largest in bicycle traffic. In absolute figures, the largest increase in the number of trips will be attributable to public transport.

To safeguard the extensive quality of life Vienna is offering, particulate matter and nitrogen oxide (NOx) pollution in Vienna must be reduced further. After all, less private motorised transport and more

eco-mobility is also beneficial in terms of noise, a fact which has already been demonstrated in the evaluation of the “Transport Masterplan for Vienna” from 2013. The decisive factor for a reduction of traffic-induced pollution is a change in mobility behaviour, including changes in the environs of the city. This is supported by the simultaneous drafting of mobility concepts for Vienna, Lower Austria and Burgenland. New forms of data collection will be needed to observe the overall development of the modal split, also to include commuters.

IMPACT TARGET

Modal split changes for the Viennese will be reflected in a move away from 72:28 in 2013 to 80% of eco-mobility and 20% of car traffic by 2025. Traffic in Vienna will shift to a modal split with a much large share of eco-mobility.



ROBUST

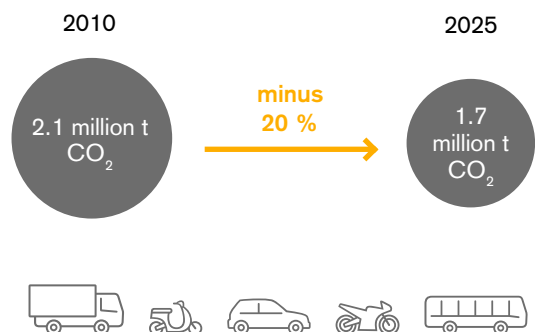
Mobility is as reliable and crisis-proof as possible. Mobility should be possible without necessarily owning a means of transport.

The degree of reliability of Vienna's mobility services is recognised as being high. Due to increasing complexity in traffic control as well as in energy supply and the higher probability of extreme weather caused by climate change require us to make transport system less liable to fail. Vienna also makes an active contribution to climate protection: The "Smart City Wien Framework Strategy" includes an objective to reduce per capita

CO₂ emissions from roughly 3 tonnes to 1 tonne per year by 2050. This will need considerable efforts in the transport sector. Running costs and reinvestment requirements are in the focus because mobility should be available on time, it should be functional and the best possible quality, even in times of resource scarcity. Moreover, dependencies have to be reduced, e.g. the dependency of large parts of the transport system on imported fossil fuels or personal dependencies on motor vehicles. Well organised sharing systems give access to vehicles which people do not want to or need to own permanently.

IMPACT TARGETS

The CO₂ emissions caused by transport in the Vienna road network (according to the EMIKAT definition) will decline by about 20%, from roughly 2.1 million tonnes/year in 2010 to about 1.7 million tonnes/year in 2025. The public transport system remains very reliable. Bicycle availability rises: By 2025 80% of all households should have a bike at their disposal and 40% of the population should be able to reach a bike sharing station within a maximum reach of 300 metres. By 2025, 50% of the population should have a car sharing location within a maximum distance of 500 metres from their homes.



EFFICIENT

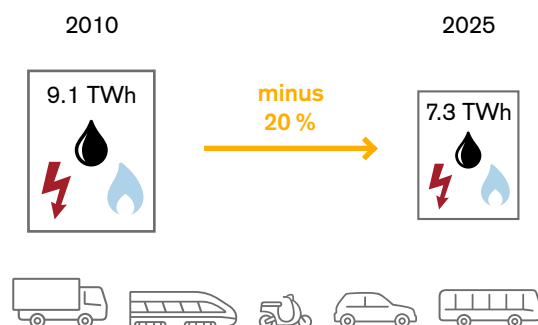
Resources are used in a more efficient way – helped by innovative technologies and processes.

Urban infrastructures, such as streets and public transport facilities, are particularly valuable resources which should be used efficiently and maintained well. The responsible use of common goods must be achieved, especially in a fast-growing city. This includes the best possible utilisation and conservation of energy in the context of mobility. Innovation in propulsion technology as well as new technical solutions for both the

individual and overall control and optimisation of every-day traffic and ongoing infrastructure management can contribute to this. To reach this goal, the remaining private motorised transport and commercial transport should also be as efficient and resource-conserving as possible. Public transport is a pioneer anyway as it is already highly efficient: On average, using the same energy expended for a trip by car, you can travel six times the car-trip distance on public transport. Remaining MIT is to be efficient and safe, congestion-free and thus causing minimum emissions – in particular in districts where population growth is highest.

IMPACT TARGETS

Absolute final energy consumption of the Vienna transport system (according to the EMIKAT definition) will decline by about 20% to around 7.3 TWh by 2025, compared with roughly 9.1 TWh in 2010.



An ever increasing number of data is analysed to observe the development of mobility and traffic in Vienna. The indicators thus obtained are important reference values to examine the effectiveness of measures and identify areas where steps need to be taken. The indicators in the following tables are monitored continuously. Wherever available, figures

from previous years are stated. Due to the diversity of sources, it is not possible to use one single reference year. In some cases, several statistical series started only recently or comparisons are not possible due to changes in the collection method so that it does not make sense to state a historical value.

MOBILITY BEHAVIOUR

Indicator	Definition	Historical value	Most recent value available	Development sought by 2025
Active mobility	Share of those persons in the Viennese population who are in motion for at least 30 minutes a day in the course		2013: 23% ⁽¹²⁾	30%
Trips to get supplies, accompany someone or spend leisure time	of Modal split share of bike and walking to cover the distances for "getting supplies", "spending leisure time", "taking someone to a destination or collecting someone from a place" ⁽¹²⁾	2010: 37.4%	2013: 38.8%	45%
Car use	Percentage of the population using a car several times a week	2003: 42% ⁽⁴⁾	2013: 42% ⁽⁶⁾	↻
	Utilisation of car capacity in persons	2009: 1.3 ⁽¹⁵⁾ 2011: 1.38 ⁽¹⁰⁾	2013: 1.28 ⁽¹¹⁾	↗
Average distances covered [km]	Average distances the Viennese cover in Vienna [km]	2001: 5.1 km ⁽¹⁴⁾ 2006: 5.4 km ⁽¹⁴⁾	2013: 4.1 km ⁽¹¹⁾	↘
	Share of errands which Viennese population does on foot within walking distances (1 km)	2006: 29.0% ⁽¹⁴⁾	2013: 25.0% ⁽¹¹⁾	↗
Average distances covered by car	Average distances which Viennese population covers by car within Vienna [km] (2009: self-appraisal, 2013: calculation by route planner)	2009: 7.6 km ⁽¹⁵⁾	2013: 5.4 km ⁽¹¹⁾ (Änderung der Erhebungsmethode)	↻
Modal split in passenger transport	Modal split for the Viennese population, referring to the number of trips (eco-mobility:MIT)	1999: 64:36 ⁽¹¹⁾	2013: 73:27 ⁽¹¹⁾	80:20
Modal split in passenger transport at city limits	Modal split of destination traffic at city limits towards centre between 6 and 9 am total cordon (Eco-mobility:MIT) ⁽¹³⁾	1995/96: 33.2:66.8	2008/09/10: 31.8:68.2	↻
Share of walking and cycling in modal split	Modal split walking summer half-year (April-October)		2013: 27.7% ⁽¹¹⁾	↗
	Modal split walking winter half-year (November-March)		2013: 25.8% ⁽¹¹⁾	↗
	Modal split cycling summer half-year (April-October)		2013: 10.1% ⁽¹¹⁾	↗
	Modal split cycling winter half-year (November-March)		2013: 0.5% ⁽¹¹⁾	↗
Multimodality	Percentage of population using at least two modes of transport within a week		2013: 52% ⁽¹¹⁾	↗
Modes of transport on way to school	Tendency among 6-10 year olds who walk, cycle or travel on public transport ⁽¹²⁾		2013: 79.7%	↗
	Percentages of 6-14 year olds who walk, cycle or travel on public transport ⁽¹²⁾		2013: 87.4%	↗

Legend

↻	Indicator for the purpose of further monitoring, it is not useful to make a statement about development sought
→	Future development sought: Maintain level (for indicators which are already excellent)
↗ or ↘	Future indicator development sought: rise or decline
[Figure]	Quantitatively defined target values

MOBILITY SERVICES, REACHABILITY AND AVAILABILITY OF VEHICLES

Indicator	Definition	Historical value	Most recent value available	Development sought by 2025
Satisfaction with transport in Vienna	Satisfaction with public transport (school marks 1-5, 1 being best mark)	2003: 1.89 ⁽⁴⁾	2013: 1.70 ⁽⁶⁾	↗
	Satisfaction with pavements and footways for pedestrians (school marks 1-5)	2008: 1.93 ⁽⁴⁾	2013: 1.74 ⁽⁶⁾	↗
	Satisfaction with cycling path network (school marks 1-5)	2003: 2.29 ⁽⁴⁾	2013: 2.29 ⁽⁶⁾	↗
	Satisfaction with car traffic (school marks 1-5)	2003: 3.27 ⁽⁴⁾	2013: 3.02 ⁽⁶⁾	↗
Public transport passes	Percentage of the Viennese in the total population holding a Wiener Linien annual season ticket ⁽²⁾	2005: 19%	2013: 31%	↗
Public transport services	Operating performance of Wiener Linien, total capacity (places including seats and standees) in mill. km ⁽¹⁸⁾	2010: 17,444.4	2012: 18,390.3	↔
Public transport reliability	Percentage of seat and standee place kilometres which Wiener Linien failed to operate ⁽²³⁾		2014: 0.3%	→
Access to public transport stops	Percentage of the population with an underground/suburban train stop located 500 m or less from home or another public transport stop 300 m or less from home ⁽²⁰⁾		2013: 97.3%	→
Bicycle availability	Percentage of households with at least one bicycle ⁽¹¹⁾	2003: 58%	2013: 69%	80%
Bike sharing station availability	Percentage of the population with bike sharing stations located 300 m or less from home ⁽²⁰⁾		2013: 24.6%	40%
Car sharing location availability	Percentage of the population with car sharing services located 500 m or less from home ⁽²⁰⁾		2013: 38.5%	50%
Degree of motorisation	Passenger cars per 1,000 inhabitants ⁽¹⁶⁾	2001: 416	2014: 386	↘
	Motorcycles per 1,000 inhabitants ⁽¹⁶⁾		2014: 46.7	↔
Reachability of primary schools	Percentage of primary school pupils able to find a place in school located 1,500 m or less from their home ⁽²⁰⁾	2011/12: 93.6%	2013/14: 95.7%	↔

TRANSPORT DEMAND, SPEEDS AND TRAFFIC SAFETY

Indicator	Definition	Historical value	Most recent value available	Development sought by 2025
Wiener Linien public transport passengers	Passenger numbers on Wiener Linien per year ⁽¹⁸⁾	2001: 729.5 Mio.	2013: 900.1 Mio.	↗
Average speed of public transport	Average travel speed of tram, rush hours		2013: 15.0 km/h ⁽¹⁸⁾	↗
	Average travel speed of tram, evening hours		2013: 16.3 km/h ⁽¹⁸⁾	↗
	Average travel speed of bus, rush hours		2012: 17.1 km/h ⁽¹⁸⁾	↗
	Average travel speed of bus, evening hours		2012: 20.1 km/h ⁽¹⁸⁾	↗
Transport at city limits	Destination traffic (public transport and MIT) at city limits heading for Vienna between 6 and 9 am ⁽¹³⁾	1996: 134,700	2010: 153,150	↔
Motorised traffic density; census profiles	Changes in mean weighted traffic densities (number of motor vehicles) on main streets A+B (counting stations of Vienna Traffic Census, every 5 years) ⁽³⁾	2000-2005: +3.7%	2005-2010: -5.5%	↘
	Changes in mean weighted traffic densities (number of motor vehicles) on main streets A+B (permanent counting stations, annual) ⁽¹⁾		2008-2012: -4.6%	↘
	Changes in mean weighted traffic densities (number of motor vehicles) on main streets A+B at city limits (counting stations of Vienna Traffic Census, every 5 years) ⁽³⁾	2000-2005: +10.1%	2005-2010: -5.9%	↘
	Changes in mean weighted traffic densities (number of motor vehicles) on main streets A+B within inner city area (permanent counting stations, annual) ⁽¹⁾		2008-2012: -3.7%	↘
	Changes in mean weighted traffic densities (number of motor vehicles) on main streets A+B crossing Danube river (permanent counting stations, annual) ⁽¹⁾		2008-2012: -6.2%	↘
	Changes in mean weighted truck traffic densities (number of trucks) on main streets A+B (permanent counting stations, annual) ⁽¹⁾		2008-2012: -13.4%	↘
Bicycle census profiles	Mean density of bicycle traffic at 8 permanent counting stations throughout year ⁽⁹⁾	2003: 8,492	2013: 10,627	↗
	Mean density of bicycle traffic at 8 permanent counting stations during cycling season ⁽⁹⁾	2003: 11,661	2013: 14,734	↗
Accidents	Number of traffic casualties per year ⁽¹⁷⁾	2005: 34	2013: 17	↘
	Number of persons injured in traffic accidents per year ⁽¹⁷⁾	2005: 7,120	2013: 6,979	↘

ENERGY AND ENVIRONMENT

Indicator	Definition	Historical value	Most recent value available	Development sought by 2025
Energy consumption	Final energy consumption of the transport sector in Vienna per year, adjusted for EMIKAT calculation [GWh] ⁽²¹⁾	1999: 7,474 2005: 8,764 2010: 9,094 2011: 8,744	2012: 8,647 GWh	7.300 (rd.-20% ggü 2010)
	Energy used by Wiener Linien for operating public transport	2010: 625 GWh	2013: 594 GWh	↔
Renewable energy	Share of renewables in transport energy resources ⁽²⁴⁾	2005: 0.58% 2010: 5.95%	2012: 6.18%	↗
Alternative propulsion systems	Share of passenger cars with alternative propulsion systems (electric, LNG, hybrid) licensed in Vienna ⁽¹⁶⁾	2008: 0.15%	2013: 0.52%	↗
CO₂ emissions	Traffic-related CO ₂ emissions in Vienna, according to EMIKAT ⁽²²⁾	1999: 1,871 kt 2005: 2,219 kt 2010: 2,141 kt 2011: 2,072 kt	2012: 2,062 kt	1.700 (rd.-20% ggü 2010)
Traffic noise	Traffic noise nuisance in close surroundings of home (cumulative, marks 3-5) ⁽⁶⁾		2013: 29%	↘
PM10 concentration	PM10 limit values exceeded: Number of days when limit value was exceeded (daily mean value >50 g/m ³) p.a. (mean value from 13 measuring stations) ⁽⁷⁾	2006: 53	2013: 26	↘
	PM10 annual mean value mean value from 13 measuring stations ⁽⁷⁾	2006: 32 µg/m ³	2013: 25 µg/m ³	↘
NO₂ concentration	NO ₂ limit values exceeded: Number of half hours when limit value was exceeded (>200 g/m ³) p.a. (measuring station at Hietzinger Kai) ⁽⁷⁾	2006: 59	2013: 0	→
	NO ₂ annual mean value mean value (measuring station at Hietzinger Kai) ⁽⁷⁾	2002: 57 2006: 74	2013: 51 µg/m ³	↘

(1) arealConsult (2013): Vienna traffic monitoring, annual overview, automatic permanent counting station 2012, done on behalf of MA 46, Vienna

(2) Calculation by MA 18 based on figures published by Wiener Linien

(3) Käfer A., Fürst B. et al. / TRAFFIX (2011): Straßenverkehrszählung Wien 2010 (Traffic Census Vienna 2010), analysis of main streets A+B, on behalf of MA 18, Vienna

(4) MA 18 – Urban Development and Urban Planning (2007): Leben und Lebensqualität in Wien, Kommentierte Ergebnisse und Sonderauswertungen der Großstudien „Leben in Wien“ und „Leben und Lebensqualität in Wien“, (Analysis of two major studies on life and quality of live in Vienna) in: Urban Development Report No. 81, Vienna

(5) MA 18 – Urban Development and Urban Planning (2009): Wiener Lebensqualitätsstudien, Sozialwissenschaftliche Grundlagenforschung für Wien 2008, Zusammenfassender Bericht (Summary of quality of life studies) in: Urban Development Report No. 102, Vienna

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(7) MA 22 – Environmental Protection: Immission data

(8) MA 23 – Economic Affairs, Labour and Statistics (2013): Statistisches Jahrbuch der Stadt Wien 2013 (Statistical Yearbook of the City of Vienna), Vienna

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(10) Omniphon (2012): Market research for Wiener Linien, mobility behaviour 2011, on behalf of Wiener Linien

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(13) Rittler C. (2011): Cordon study for Vienna 2008 to 2010, on behalf of PGO (joint planning organisation for Vienna, Lower Austria and Burgenland), Vienna

(14) Socialdata (2007): Evaluation of the Transport Master Plan for Vienna, report and data 2001-2006, Vienna

(15) Socialdata (2010): Mobility behaviour of the Vienna population 2009, on behalf of Wiener Linien

(16) Statistics Austria: Number of passenger cars, calculations of MA 18 – Urban Development and Urban Planning

(17) Statistics Austria: Accident statistics: Accidents according to provinces (www.statistik.at)

(18) Wiener Linien information on operations

(19) www.wienerlinien.at

(20) MA 18 – Urban Development and Urban Planning (2014)

(21) Calculations of the energy competence centre within tina vienna urban technologies + strategies GmbH based i.a. on the detailed energy balance sheet for Vienna by Statistics Austria, EMIKAT Vienna (as at 2014) and BLI (as at 2014)

(22) Vienna Emission Cadastre (emikat.at), managed by MA 22, data provided by Chief Executive Office, climate protection coordination

(23) Information from Wiener Linien, August 2014

(24) Calculations of MA 20 – Energy Planning, based on the energy balance sheet by Statistics Austria

IMPROVED CONTROL BY MONITORING

Future developments can always only be forecast within limits. This is why tendencies in the development of traffic and the mobility behaviour of the Vienna population have to be monitored regularly. At the same time, progress in implementation needs to be identified as well. This is the basis for further any recommendations for action as may be necessary. The City of Vienna Administration is in charge of continuous internal monitoring so that the implementation of measures and the impact indicators under the Urban Mobility Plan can be reviewed. Agreed targets have to be aligned accordingly. The committees of the Municipal Council and the districts are kept informed of the status of implementation. In the event of major changes in the framework conditions or essential planning amendments, adaptations and updates are required. Every 5 years, an extensive evaluation is carried out and the result is submitted to the Municipal Council, with information to the districts.



CITY STRUCTURE AND MOBILITY

04

CITY STRUCTURE AND MOBILITY

Sustainable mobility is only possible in a compact city where all aspects of life can be taken care of within short distances. The most important aspects include housing, supply with goods and services, education and work, cultural events, sports and sufficient green areas and open spaces.

As a growing city, Vienna is faced with particular challenges. By 2025, up to 120,000 additional flats are needed in Vienna. In keeping with Vienna's tradition, the most important of pillar in new housing construction will be multi-storey apartment buildings. In addition, sufficient green areas, social infrastructure, industrial and commercial areas and technical infrastructure must be made available. In this context, traditional centres of the city and the centres of new urban developments will become the hubs for the everyday needs and activities of the population.

As a matter of principle, urban expansion will be restricted to those areas where sufficient public transport exists or can be established in parallel with development. STEP 2025 lists a number of strategies for urban development which in their totality form the basis of sustainable mobility development:

Consistent development of areas with high development potentials

Until 2025, settlement development is to be translated into reality. For any need beyond this and in case of areas which are not available yet, Vienna will test and advance new instruments of land mobilisation. Moreover, optimum coordination of investments in technical, social and green infrastructure and housing is required. City development contracts are to be used for fair cost sharing in respect of infrastructure, green area and open space investments in the future.

High-quality urbanity in all parts of the city

Mixed use, high-quality density accompanied by appropriate open space design and resource conservation are becoming central criteria of building programmes and projects. Settlements in suburban locations will also be characterised by compact neighbourhoods for walking and bicycle use.

Balanced polycentric urban development

Vienna's "landscapes of centres" has changed in the past few years. Centres have become more specialised and differentiated in terms of their functions and they are also subject to transformation. Such changes need new approaches to planning. Various types of centres – from community centre to central business district, from centre of learning to centre of commerce – fulfil a variety of functions within the city. The point is not only to develop hot spots of business and politics, culture and city break tourism, but also sub-centres whose function is to serve the surrounding neighbourhoods and ensure the quality of supply and locations for social encounter for all groups of the population. Social infrastructure available in near surroundings makes a considerable contribution to the quality of life and life-work balance.

Vienna will therefore strengthen the existing diversity of centres and provide impetus to economic prosperity and quality of life. In the future, the core area of aspern, Vienna's Urban Lakeside (Seestadt), the area around Vienna's central railway station or areas in other newly

built neighbourhoods will assume functions as urban centres. The hearts of the historical villages which combined to become Vienna will likewise grow more important. A compact city needs a wide distribution of small-scale centres. Firstly, this comes with a need for further development of established centres; secondly, the functional deficiencies of neighbourhoods which are basically well developed but not adequately used at present must be remedied, and thirdly new centres have to evolve in the course of urban expansion. The City of Vienna will join forces with local stakeholders in the districts and partners from business to come up with a “centre concept”. It will be decisive for the development of mobility to ensure that these centres are easily reachable by public transport, on foot or by bike, and that suppliers of goods for daily use and other goods and services are on site.

Multi-functionality as a guiding principle

City spaces must be open for a variety of uses; mono-functional use leading to a waste of space or inadequate settlement patterns in high-quality locations are not compatible with sustainable mobility policy in the long run. In particular, the next few years will be the features of quality improvement and retroactive densification in places where primary public transport is available but which are characterised by low density and functional deficits.

More value to ground floor areas

Ground floor areas are to become more valuable as positive impulses for lively neighbourhoods and new opportunities for commercial, social, cultural and community purposes. Progress in the revival of ground floor areas is especially important for mobility because it brings goods, services and jobs to the local community, and what is more, it also makes the street spaces more attractive for pedestrians.

Strengthening and developing green area and open space networks

The open space network of Vienna reflects the intention of the City of Vienna to offer all the citizens of Vienna more high-quality open spaces. The gradual establishment of a network in which everyone will be able to reach the closest open space within a distance of about 250 m, combined with the preservation and expansion of large recreational areas, will ensure that the city stays an appealing place to live in. This helps to avoid suburbanisation and related commuter traffic.

Apart from the strategies described in the STEP urban development plan, the principle of local mobility will be applied to try and bring the overarching objectives of the STEP 2025 in line with the planning implementation focusing on mobility in concrete measures:

Local mobility – the interface of urban planning, society and mobility

Local mobility makes it possible for people to run their every-day errands in the close surroundings of their homes and get some exercise as they move around. Thus, local mobility also creates the prerequisites for health and climate protection, furthers a self-determined, mobile lifestyle, supports care work and fosters urban development with a human scale.

Short distances which can be covered on foot as we run our every-day errands are a decisive indicator for the mobility and planning objectives of the “compact city”. The number and quality of opportunities within walking distance have a significant effect on whether owning a car is a necessity for personal mobility or not. In new planning projects, public transport stops and local supply within walking distance, i.e. not more than 300 m away, should be aimed for. The question if local mobility goals can be reached and the measures required can be taken depends on players outside the transport sector to a great extent.

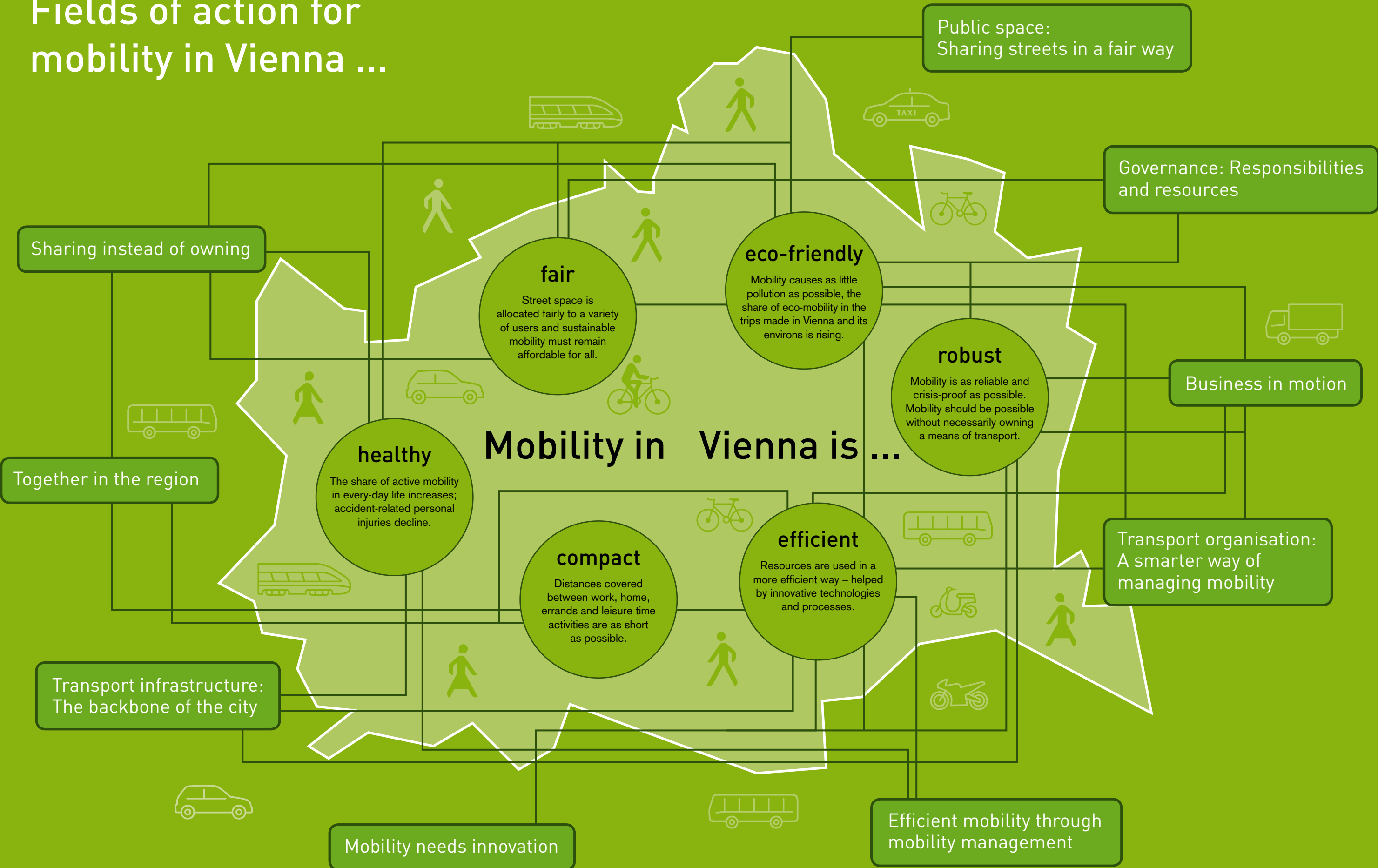
One of the most important messages of the Citizens' Council (see chapter “The Way to the Urban Mobility Plan: Methods and Processes”) was: “One step to recreation, work and green spaces”. Those participating in the Citizens' Council emphasised how important it was to avoid traffic by creating a city of short distances. “Neighbourhood centres” and “district sub-centres” where mixed use and traffic-calmed zones were proposed to enliven streets. High-quality open spaces were also found to be particularly important.

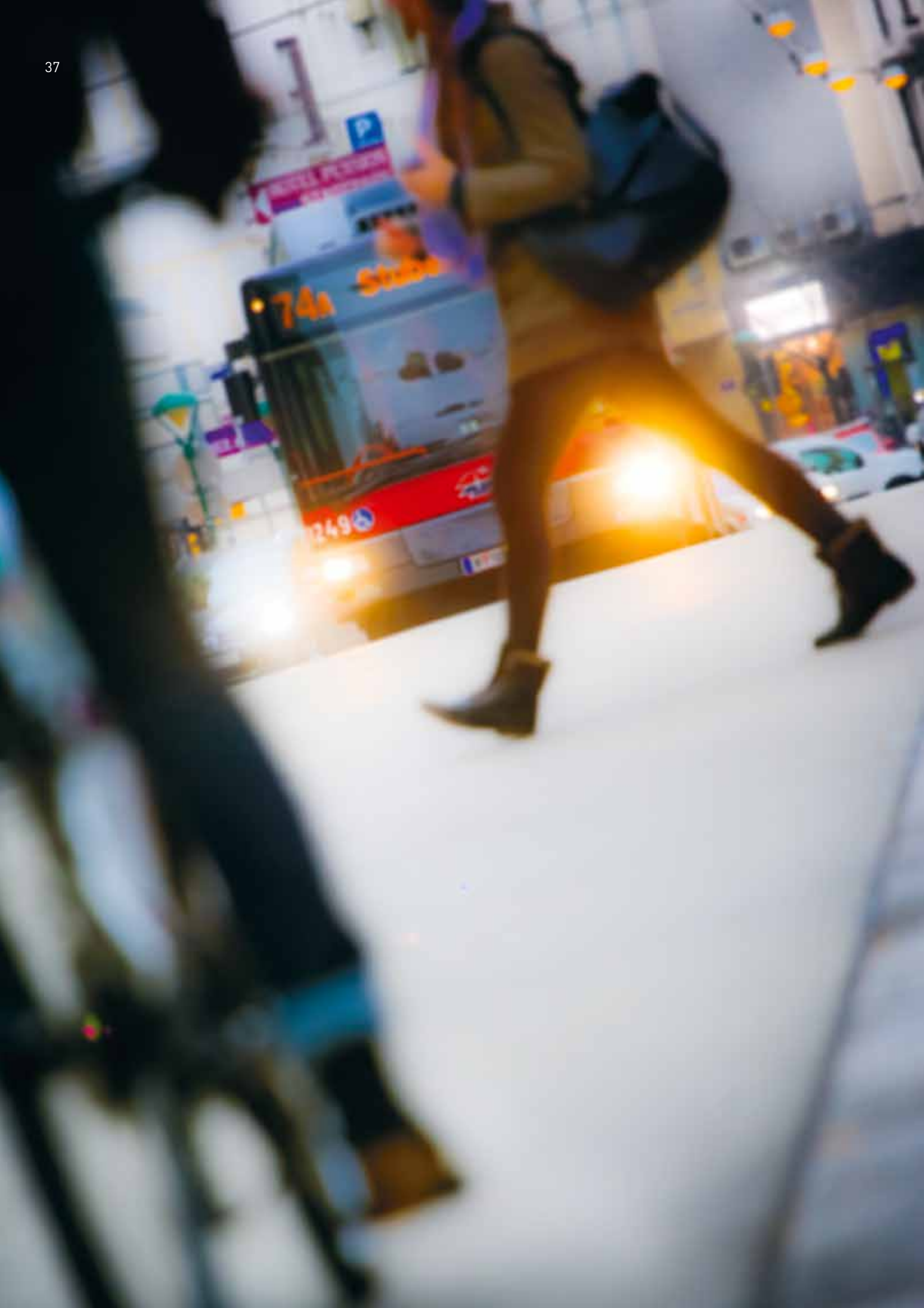


FIELDS OF ACTION

05

Fields of action for mobility in Vienna ...





A new culture of mobility in the sense of “mobile together” needs a broad range of measures implemented in a coordinated manner. The following list numbered from 01 to 50 describes these. For the ease of reading, the measures and processes were arranged in nine fields of action:

- Governance: Responsibilities and resources
- Public space: Sharing streets in a fair way
- Efficient mobility through mobility management
- Sharing instead of owning
- Transport organisation: A smarter way of managing mobility
- Business in motion
- Transport infrastructure: The backbone of the city
- Mobility needs innovation
- Together in the region (the impact analysis relates to a separate system of tasks and challenges as the drafting process was coordinated with the provinces of Lower Austria and Burgenland).

In terms of definition and classification, the fields of action should not be considered clearly separated thematic chapters. Almost all measures are characterised by mutual interaction and cross-referencing. Moreover, the measures developed make different contributions to reaching the six objectives described earlier. The table “Contributions of the Measures to the Objectives” presents an assessment of their impacts.

The following proven aspects are basic to all planning activities in Vienna and enable the largest number of people to see their needs fulfilled:

- The development of urban traffic safety in Vienna have been positive for decades. A clear-cut goal and consistent consideration of traffic safety aspects in transport planning by the City of Vienna have contributed to this.
- Many steps were taken in making the transport system barrier-free. Kerbstones at nearly all intersections were lowered, barrier-free public transport was stepped up, acoustic traffic lights and tactile guidance systems were set up and experts from organisations representing the interests of people with restricted mobility are involved in building projects. Creating the barrier-free city is thus already a mainstreamed issue in the Viennese administration and urban/transport planning. In the future this path will be followed continuously as budgetary restrictions allow.
- The implementation of all the points raised requires future-oriented solutions which have not yet been tried and tested. Progress in the development of solutions is closely linked with change in mobility culture. On the one hand, this requires opportunities for innovators, allowing them to test and optimise their concepts, on the other hand, users must be given a chance to familiarise themselves with these innovative solutions. From the very start, it is clear that not every approach will stand the test whilst some may only need optimisation, where experiences gathered during the testing process might come in handy. For this reason, qualified experts following these projects through play a very important role.

CONTRIBUTIONS OF THE MEASURES TO THE OBJECTIVES

Fields of action/Measures

fair
healthy
eco-friendly
robust
efficient
compact

Governance: Responsibilities and resources

01	More resources for active mobility	■	■	■	■	■	■	■	■
02	Cooperation and services of the City Administration to the districts	■	■	■	■	■	■	■	■
03	Local mobility plans	■	■	■	■	■	■	■	■
04	Planning tools and processes for the future of public transport	■	■	■	■	■	■	■	■
05	Coordination and classification of the street and route network	■	■	■	■	■	■	■	■
06	New priorities and requirements for transport expert assessments	■	■	■	■	■	■	■	■
07	Creation of a data sharing system on mobility	■	■	■	■	■	■	■	■

Public space: Sharing streets in a fair way

08	Focus on coexistence in traffic	■	■	■	■	■	■	■	■
09	More quality and safety of school forecourts	■	■	■	■	■	■	■	■
10	Temporary opening of streets for active mobility	■	■	■	■	■	■	■	■
11	More quality of street spaces – appealing design and amenities	■	■	■	■	■	■	■	■
12	Repurposing of street areas	■	■	■	■	■	■	■	■
13	High importance of eco-mobility in new street spaces	■	■	■	■	■	■	■	■

Efficient mobility through mobility management

14	Consultancy on multi-modal mobility: a one-stop shop	■	■	■	■	■	■	■	■
15	Mobility management in schools and enterprises	■	■	■	■	■	■	■	■
16	Mobility management for new neighbourhoods	■	■	■	■	■	■	■	■
17	Introduction of an online housing and mobility calculator	■	■	■	■	■	■	■	■
18	Private-law agreements on mobility issues	■	■	■	■	■	■	■	■

Sharing instead of owning

19	Further development of bike sharing systems	■	■	■	■	■	■	■	■
20	Closer interlinkage of classic car sharing with public transport	■	■	■	■	■	■	■	■
21	Support to new systems of car sharing	■	■	■	■	■	■	■	■
22	Establishment of mobility points	■	■	■	■	■	■	■	■

Transport organisation: A smarter way of managing mobility

23	Compilation of a Vienna intersection register	■	■	■	■	■	■	■	■
24	Shorter waits for pedestrians and cyclists	■	■	■	■	■	■	■	■
25	More intersections with simplified control	■	■	■	■	■	■	■	■
26	Accelerating major public transport lines	■	■	■	■	■	■	■	■
27	Shortening distances for cyclists	■	■	■	■	■	■	■	■

Business in motion

28	Vienna –within easy reach internationally	■	■	■	■	■	■	■	■
29	Further development of goods distribution centres and a concept for commercial use areas	■	■	■	■	■	■	■	■
30	Multifunctional lanes with loading zones for private and business transport	■	■	■	■	■	■	■	■
31	Creation of joint loading yards	■	■	■	■	■	■	■	■
32	Community parcel boxes for deliveries	■	■	■	■	■	■	■	■
33	Good conditions for freight bikes	■	■	■	■	■	■	■	■
34	Targeted funding of e-mobility	■	■	■	■	■	■	■	■
35	Introduction of a general truck toll	■	■	■	■	■	■	■	■

Transport infrastructure: The backbone of the city

36	Multi-modal stops – more than simple public transport stops	■	■	■	■	■	■	■	■
37	Expanding bicycle parking facilities on private and public land	■	■	■	■	■	■	■	■
38	More convenience for pedestrians: the "Vienna City Route Network"	■	■	■	■	■	■	■	■
39	Developing strolling promenades	■	■	■	■	■	■	■	■
40	Improving availability and quality of cycling infrastructure	■	■	■	■	■	■	■	■
41	Developing long-distance cycling routes	■	■	■	■	■	■	■	■
42	Stepping up rail transport services for the city and the region	■	■	■	■	■	■	■	■
43	Strengthening primary routes in public transport by expanding the underground network	■	■	■	■	■	■	■	■
44	Optimum public transport services for new urban development areas	■	■	■	■	■	■	■	■
45	New streets for new neighbourhoods	■	■	■	■	■	■	■	■

Mobility needs innovation

46	Innovation needs assessment through the monitoring process	■	■	■	■	■	■	■	■
47	Active steering of innovation projects	■	■	■	■	■	■	■	■
48	Targeted use of funding in research and innovation	■	■	■	■	■	■	■	■
49	Close cooperation with researchers and teachers	■	■	■	■	■	■	■	■
50	Broadening existing innovation	■	■	■	■	■	■	■	■

■ small or no contribution to objective expected
 ■ mid-sized or indirect contribution to objective expected
 ■ major contribution to objective expected

CONTRIBUTIONS OF THE MEASURES TO THE CHALLENGES AND TASKS "TOGETHER IN THE REGION"

Maßnahmen

Transnational initiatives in the interest of the region

	Coordinated development of settlements in the growing region	Coordinated mobility and transport policy in the metropolitan region	More attractive public transport	Attractive public transport solutions in the periphery	Coping with the increase of freight transport	Joint activities in awareness raising
Cross-border intermodal traffic information system			■	■		■
Attractive tickets for cross-border passenger transport		■	■	■		■
Implementation of projects along TEN rail corridors		■	■		■	
Intensified cooperation in transport on the Danube					■	■

Regional mobility and transport strategy

	Coordinated development of settlements in the growing region	Coordinated mobility and transport policy in the metropolitan region	More attractive public transport	Attractive public transport solutions in the periphery	Coping with the increase of freight transport	Joint activities in awareness raising
Exchange of information and coordination						
Regular exchange of information and experiences		■	■	■	■	■
Consultation in case of initiatives with a bearing on the other provinces		■	■	■	■	■
Cooperative processes						
Strategic control		■	■	■	■	■
Regional mobility partnerships for the metropolitan region		■	■	■	■	■
Mobility and traffic corridors			■	■		
Demand responsive public transport			■	■		
Interfaces			■	■		
Projects						
Transport service contract 2019			■	■	■	
Regional transport axes		■	■	■	■	■
Long-term public transport network		■	■	■	■	
Services at public transport nodes		■	■	■	■	■
Bicycle traffic			■	■		■

- small or no contribution to objective expected
- mid-sized or indirect contribution to objective expected
- major contribution to objective expected

Coordinated development of settlements in the growing region
 Coordinated mobility and transport policy in the metropolitan region
 More attractive public transport
 Attractive public transport solutions in the periphery
 Coping with the increase of freight transport
 Joint activities in awareness raising



GOVERNANCE: RESPONSIBILITIES AND RESOURCES

Sustainable development
goals in focus
(2015-2017)

Schulden!
Erneuerung Gärten,
Möbel, Handflächen

1200+200
Kommunikation
von im Zentrum

2015
München

New challenges for the city and the districts require new approaches in administration

The interests of different stakeholders are traditionally balanced through the classic instrument of regulatory planning by public administrations. However, due to social change and the societal upheaval that follows, this model of government has reached its limits. The number of societal tasks is on the rise, the problems to be solved become ever more complex. To be able to respond to these new challenges, new forms of cooperation and steering in the administrative context as well as with the stakeholders outside the public administration are sought.

Steering in a spirit of partnership – a task of the public sector

Governance emphasises the interaction of public and private players, considering political-administrative steering as an integrated approach in which social, economic and political aspects gain importance.

Sovereign regulatory planning is supplemented by activating cooperation and management in the public administration; given the strategic goals and framework conditions on hand, it is a permanent process of negotiation. In the planning and execution of projects, public institutions increasingly look for cooperation with other stakeholders, such as enterprises, citizens and representations of interest.

Public administration works more efficient if coordination processes between various levels start at an early stage. In this context, measures are always taken on the basis of the attitudes underlying the strategic framework and this urban mobility plan. The level of the city districts is especially important for the urban mobility plan: Many of the measures proposed fall within their remit, and in numerous other cases, they represent neighbourhood-related interests and are thus important players.

01 MORE RESOURCES FOR ACTIVE MOBILITY

Making walking and cycling more attractive is crucial if we want to reach the goal “80% eco-mobility”. Thus, the focus is on improving the conditions for pedestrians and cyclists. Doing so contributes to an easing of the burden on public transport and infrastructures for car traffic. More human and financial resources are made available to make the related measures materialise consistently and to create the necessary framework. The formats and instruments offered are determined in cooperation with the districts. The units of the City Administration continue to increasingly deal with the requirements for high-quality pedestrian and bicycle traffic as part of their regular work. Cross-cutting skills are built systematically.

02 COOPERATION AND SERVICES OF THE CITY ADMINISTRATION TO THE DISTRICTS

Technical issues identified by the City Administration are discussed with the districts at an earlier stage and in more depth. A variety of formats and instruments are offered for this purpose:

- information events, strategic events and examples of specific implementation projects for the districts
- early identification of focal areas for funding from the central budget
- strategic meetings of the departments for planning and traffic organisation so as to ensure optimum design of the interfaces between general and detailed planning
- strengthening of the district coordinators as liaison officers between the City Administration and the districts by clear-cut tasks so that the needs of districts are known early on and information from the City Administration is communicated to the districts in a timely manner.

03 LOCAL MOBILITY PLAN

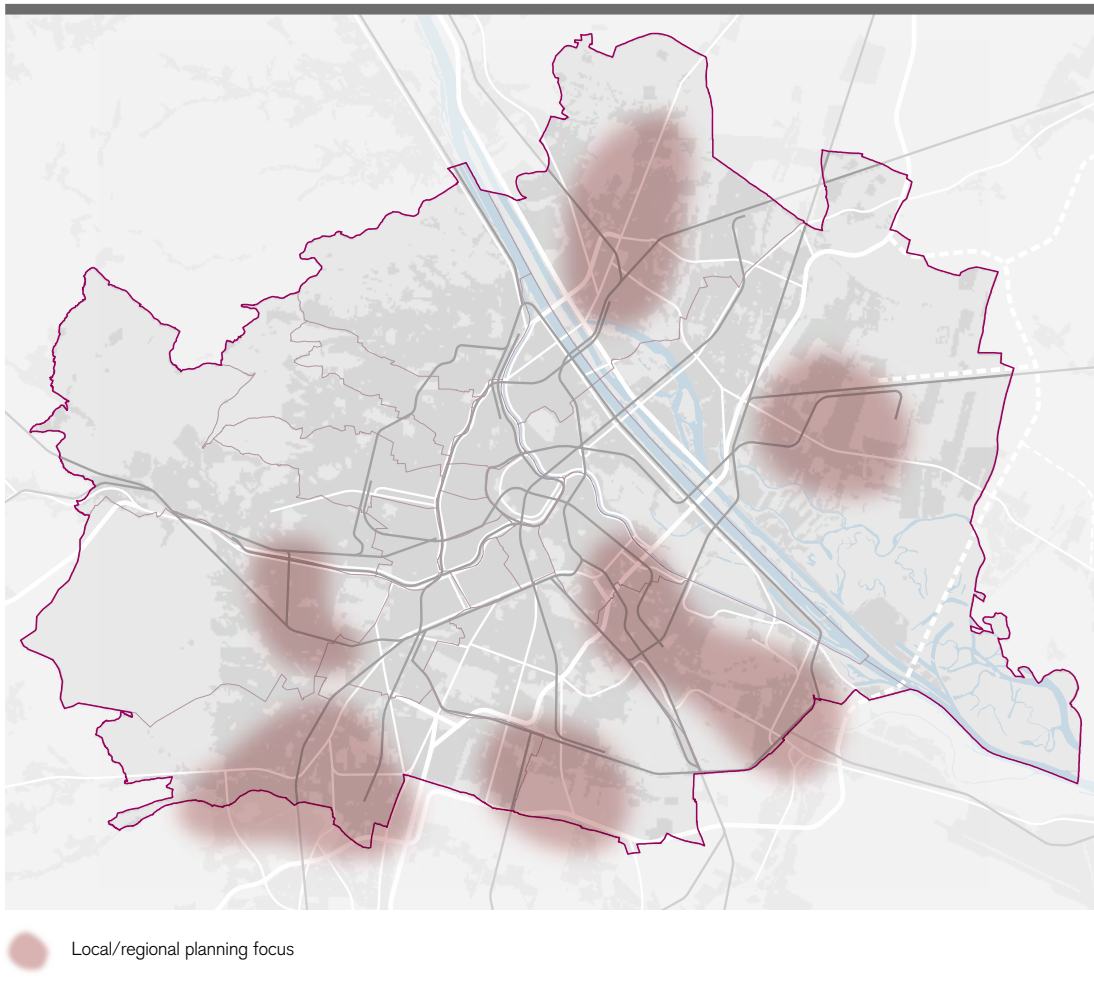
Regional relations across the city limits and the suburbs are characterised by special dynamics, which lends them strategic significance. In many cases, the challenges which larger parts of the city are faced with cannot be met by means of a single prominent measure, such as a tram, underground or suburban train line. It takes mobility projects for entire parts of the city to obtain solutions. The overall objectives for the city form the basis of local mobility concepts. Hence, a more comprehensive view is necessary to then bundle and coordinate various mobility measures with a local focus. This could include the optimisation of the public surface transport network, car sharing as a supplementary mobility service, bundling of traffic flows if needed and whilst taking into account requirements and emissions, or dial-a-ride transport in areas of the city which are particularly sparsely populated. The long-term development of primary public transport infrastructures has to be reviewed on a case-by-case basis, e.g. when looking into the adaptation of the street network to the needs of new areas for urban development in accordance with the 20% modal split percentage.

In this framework, issues concerning several districts will be dealt with in cooperation with the districts and the City Administration, bringing in the population and further players in the mobility sector. Cooperation is sought with the municipalities of the surrounding region. These local/regional focuses will be worked on until 2025.

04 PLANNING TOOLS AND PROCESSES FOR THE FUTURE OF PUBLIC TRANSPORTS

Alongside the expansion of infrastructure, the quality of public transport services will become ever more important. Public transport in Vienna is already well developed and is taken further as an integrated system. The individual modes

Areas with local challenges



of transport (regional buses, city buses, trams, underground lines and suburban trains) are treated as parts of Vienna's well coordinated public transport system both in planning and infrastructure building as well as in the process of ordering and marketing the services. This helps optimise the benefit of the overall system for users. To this end, several building blocks are necessary:

- In the planning stage, the interfaces between the individual units of the City of Vienna and external institutions - the transport providers within the

regional transport network VOR and the Austrian Railways (ÖBB), the provinces of Lower Austria and Burgenland as well as the Ministry of Transport, Infrastructure and Technology – are honed. Bundling also improves the ability to advocate the interests of the city vis-à-vis the external partners.

- In the future, a programme for the extension of public transport services will include projects for all means of transport – regardless of the mobility provider – and prioritise these.

It will build on the existing programmes for infrastructure expansion and the insights gained from the experiences, analyses and forecasts of mobility service providers and transport companies, such as Wiener Linien, VOR and ÖBB, and it will be prepared and regularly updated by the City of Vienna.

- A joint network map putting underground and suburban train lines on a par is a significant step towards the integrated marketing of primary public transport in Vienna.
- Regional buses and the network of Wiener Linien will be coordinated and harmonised systematically, especially at the fringes of the city. Users must be put in a position where options can be grasped intuitively, irrespective of the operator or provider.
- In new areas of urban development, agreements for building transport infrastructure will not only include rail but also future bus lines, whose full-scale operation will be taken into account in construction planning. When planning the public surface transport network, the City of Vienna and Wiener Linien will thus cooperate even more closely in the future. Interfaces with surrounding pedestrian routes and cycling paths are also to be considered early on.

05 COORDINATION AND CLASSIFICATION OF THE STREET AND ROUTE NETWORK

At present, the transport network of the city is classified according to different types of transport:

- the public surface transport network system with its major lines
- the city's pedestrian routes for every-day purposes and leisure time, including strolling promenades
- the main cycling route network, including long-distance routes
- the primary road network with A and B main streets

This classification serves to visualise the functions and type of each street. The networks form the

basis for a targeted expansion and conversion of Vienna's streets, which is an important prerequisite for further planning, e.g. assessments as to where traffic calming or public transport prioritisation is possible.

The City of Vienna Administration will bring together previous plans, get all relevant players involved, and proceed with an advanced classification and prioritisation of the transport route network.

06 NEW PRIORITIES AND REQUIREMENTS FOR TRANSPORT EXPERT ASSESSMENTS

When expert assessments are prepared for the construction of new roads or street conversion, private motorised transport and short-term peak loads stemming from it are usually examined and assessed. However, this does not conform to the requirements of a growing compact city with a declining degree of motorisation and it does not contribute to an overall optimisation of the transport system.

In the future, transport expert assessments will pay more attention to the enormous flexibility of inner city road users alongside the potential generation of traffic. It means that the transport modes of eco-mobility will be in the focus, i.e. the reachability of locations on foot or by bike, requirements for bike parking facilities or proximity of public transport. Expert assessments will be read with the mobility objectives of the City of Vienna as well as gender and diversity criteria in mind, which will serve as a basis for orientation. When measures are prescribed, those causing a shift towards eco-mobility will be preferred.

In the near future, more than half of the Austrian population will live in cities and agglomerations. Modern transport planning should take this into account in its regulations, standards, processes and transport models. Instruments require adaptation to the needs of mobility in cities. At the same time, the representatives of Vienna will bring

the special requirements of urban mobility systems to the federal level of legislation and planning to a greater extent.

07 CREATION OF A DATA SHARING SYSTEM ON MOBILITY

The City of Vienna Administration, the Vienna utilities and Wiener Linien collect and manage numerous mobility-related data sets (e.g. traffic census, modal split indicators etc.) in decentralised databases. Data are exchanged on a project-by-project basis. A data sharing system is to be created to facilitate the availability of data across departments and institutions. In this context, the option of making such data accessible via the Open Government Data Portal of the City of Vienna will be reviewed.

Moreover, the pool of data sets is to be enhanced through internal processes or cooperation with partners. This includes:

- Commercial traffic and goods transport: The Economic Chamber of Vienna and the Chamber of Labour of Vienna could become important

partners. The first stage would in particular concern data on urban goods transport (heavy-duty vehicles and delivery vans). In the long run, further development is aimed at with a view to gaining a comprehensive understanding of commercial transport.

- Traffic across the city limits: In this context, the City of Vienna seeks to strengthen cooperation with the provinces of Lower Austria and Burgenland as well as regional institutions such as the above-mentioned Chambers.
- City-wide traffic: Options to draw conclusions about the mobility of all persons moving around in the city, regardless of their residential address, will be created. Data available for Swiss cities serve as a model for this.
- Public space and street space use
- Pedestrian traffic

As a matter of principle data on mobility behaviour are to be gathered with aspects of diversity and gender mainstreaming in mind, so analysis by characteristics such as age, level of education, sex, etc. is possible. As a minimum requirement, the behavioural patterns of men and women should be distinguishable.

MODAL SPLIT: INHABITANT VS. TERRITORIAL PRINCIPLE IN ZURICH – AN EXAMPLE

The modal split statistics available in Vienna relate to the distances covered by the inhabitants of Vienna. This is an important indicator but does not map all traffic in the city, which also includes commuters from the environs of the city and goods transport. To further develop this crucial basis for planning, various approaches can be considered. The Swiss approach is described as one example:

In the Swiss mobility micro-census, the sample is aggregated in the agglomeration and information is collected about the traffic behaviour of the inhabitants of the city of Zurich and of the environs. In interviews, socio-demographic features, purposes of travel, distances covered and modes of transport used, the starting points and destinations as well as the exact routes are captured, which makes it possible to delineate most routes within the city limits and their attribution. This application of the territorial principle maps the actual traffic in the city in a more comprehensive way.



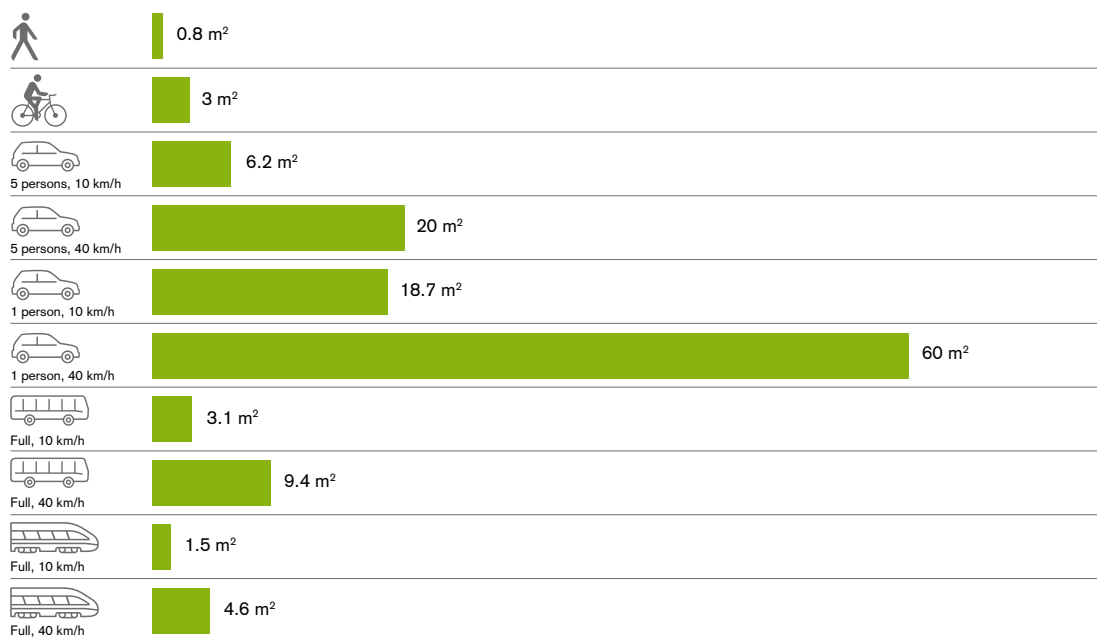
**PUBLIC SPACE:
SHARING STREETS
IN A FAIR WAY**

There are close connections between mobility, traffic and the distribution and quality of streets and urban open spaces. For pedestrians and cyclists, attractive streets are an important prerequisite for deciding to use these modes of mobility. The “public space” is thus a central field of action under the motto “mobile together” – for several reasons: on the one hand, the juxtaposition of transport modes must give way to a spirit of “togetherness” in view of a growing population and limited resources. On the other hand, the objective of a “fair city” must primarily be reached in public space. Public space is moreover essential for climate protection and quality of life, as well as for adaptation to climate change.

From transit space to rest and recreation space

Public space reflects the ongoing changes in urban society, it is an environment for all. In the past, public space was mainly used as a transit space to handle the maximum of motorised traffic flows and for parking vehicles. Accordingly, the design of streets was for decades oriented towards cars. At present, more than 65% of street surfaces are used for the flow of motorised traffic and parking. However, as more people walk or use public transport or bicycles, the needs of non-motorised traffic and equal opportunities for it, as well as the aspect of high quality public spaces for rest and recreation have come to the focus of attention for citizens and planners.

Space used per person according to mode of transport



There is a tendency for the infrastructure capacity in a growing city to be overused, so that existing space must be used in the best way possible. The diagram shows the space used by each mode of transport.

Adapted on the basis of: John Whitelegg (1993), Transport for a Sustainable Future: The Case for Europe, Bellhaven Press (1993). Representation by: Flow(n)/Mobility in Chain

Diversity of users, diversity of use

The use of public space – in addition to use for traffic – is becoming more diverse. Groups with different motivations increasingly utilise it for communication, encounter, recreation and play. Certain groups of the population use public space to a greater extent than others, or they depend on public space near their homes. This is mainly true of children, adolescents, adults with care duties and older persons. The number of children and older persons will rise within the next few years. In view of more flexible working hours patterns of public space utilisation has also changed for people in employment.

Needs have also been shifting in terms of use for transport purposes. In the past few years, we have seen clear changes in mobility behaviour away from cars and towards eco-mobility. These shifts are also desirable in the future and will be supported. The distribution and design of public spaces with a focus on eco-mobility and recreational qualities corresponds to the needs of a growing number of people while also contributing to a further shift towards sustainable mobility.

Out and about – comfortably and barrier-free

To support active mobility, streets and squares must be attractive whilst considering available resources. Apart from design aspects, this also concerns significant mobility requirements, such as barrier-free and short distances as well as street profiles which live up to the expectations of a dynamic urban society and coexistence in traffic.

It is an important feature of public space to be barrier-free. Needs are diverse, and they are not only to do with physical barriers that must be avoided but also with the time and financial resources available to users. By creating alternatives in a targeted way, even conflicting needs can be fulfilled or conflicts can be avoided. Design elements making a space barrier-free frequently also spell better public space quality altogether.

One of the most important elements of public space in a densely built-up city is the pavement. The introduction of a continuous minimum pavement width of 2.0 metres which was set forth in the 2003 Traffic Master Plan is to be maintained as a target. If the situation is structurally difficult due to existing urban structures, alternative solutions for the benefit of pedestrians are also imaginable – for example in shared spaces at the same structural level, depending on prerequisites. No veering and avoiding is required in traffic if this width is adhered to. As it is the minimum width, locations with a higher pedestrian frequency, such as school forecourts, shopping streets or public transport hubs, need a wider cross-section. Width is always oriented towards the required “level of service”.

08 FOCUS ON COEXISTENCE IN TRAFFIC

Many conflicts between road users emerge due to the segmentation of traffic routes and the insistence on one's own rights in the event of others' wrongdoing. The City of Vienna supports measures for better “coexistence in traffic” aiming at fair and considerate cooperation and appealing to the individual to pay attention and take responsibility. In principle, regulations (including traffic signage, traffic lights, street surface lines) will be reduced without compromising road safety. Public space is thus revalued, distributed more fairly and revived.

Indicating shared spaces or encounter zones is one example of an appropriate measure. Since 2013, these zones are included in the Rules of the Road, a federal law. They reduce the effect of car traffic, which can be that of a barrier, because pedestrians are allowed to simply cross the street anywhere (not only at zebra crossings). Unlike pedestrian zones, these shared spaces are also open to commercial traffic without requiring complex exemptions. In principle they foster and teach respectful coexistence and enable the variegated use of streets. They can be implemented in city centre areas such as shopping streets as well as in

living-area streets. Before and during the creation of shared spaces, it is meaningful and necessary to engage in a dialogue with the citizens in the area and involve the districts concerned.

When implementing the project, the following points need to be borne in mind:

- The shared space needs to be embedded in an overall concept, i.e. the surrounding streets, traffic organisation and public transport network coherence must be taken into consideration.
- The shared space does not have any continuous parking lanes because this would undermine the possibility to cross the street comfortably.
- The introduction of a shared space needs awareness-raising and engagement of the citizens and districts concerned.
- The individual sections are marked in a readily understandable way and to a sufficient extent.
- Shared spaces are visible and tangible from the very start due to their design and possibly due to additional social interventions
- The needs of persons with restricted mobility, in particular blind and visually impaired persons, or children and caregivers, are taken into account in the design so that it is possible for all traffic participants to use the shared space safely and intuitively.

The Citizens' Council proposed the institution of "learning spaces" to help change accustomed behaviour and develop more mutual respect and consideration in traffic. Shared spaces or the temporary conversion of streets (see below) could create locations that function as "learning spaces".

MARIAHILF – A GENDER MAINSTREAMING PILOT DISTRICT

Children, adolescents, older persons (whose radius of action usually becomes smaller from the age of 75 upwards) and persons with care and supply duties walk a lot in the near surroundings of their homes in every-day life and they are the persons who use public spaces most intensively. Therefore, they benefit most from planning and design that takes diverse user needs into account and weighs information carefully in the event of conflicting interests.

Between 2002 and 2005 Mariahilf, the gender mainstreaming pilot district, was the first in Vienna to try equal opportunities in public space planning under the motto "Sharing the city fairly". The work processes linked with this project, which included evaluation tools for quality assurance and physical results, continue to be exemplary. Coordinated by the then "control centre for planning and building for every-day life and women", all seven City Administration units directly in charge of public space were involved in the pilot process; two external offices were brought in for support.

In the course of this pilot process, roughly 1,000 metres of pavement were widened, three traffic lights were programmed for more lead time to pedestrians before motorised traffic turns left, around 40 crossing facilities and one lift were installed in public space, the pavement was made barrier-free in five spots, lighting was improved in 26 places, two pram ramps were installed on public stairs, two smaller squares were redesigned and additional seating in public spaces was set up in nine spots. The sum total of these small-scale measures led to an improvement of "network quality" of pedestrian routes in the district. Conditions for moving and resting in public space were markedly changed for the better.

The documents "Stadt fair teilen – Gender Mainstreaming in Mariahilf" and "Werkstattbericht 83 – Gleiche Chancen fürs Zuzußgehen im Gender Mainstreaming Pilotbezirk Mariahilf" show the many possibilities of improving quality for pedestrians reflected in the measures taken in the 6th district of Vienna. Gender mainstreaming measures have meanwhile been successfully implemented in many parts and districts of Vienna.



Living-area streets may also serve “coexistence in traffic” but – as already set forth in the 2003 Master Plan – they are at present not established as multi-functional mixed use areas in Vienna. When new living streets are created, care must be taken to ensure that a new quality of recreation is put in place and to make clear that cars are no longer a priority there. Again, a dialogue with residents, users and districts is necessary.

The objective is to create more shared spaces or take similar measures to foster “togetherness” and improve the quality of rest and recreation in these spaces. These street zones are organised and designed in such a way as to produce a clear positive effect for pedestrian traffic.

09 MORE QUALITY AND SAFETY OF SCHOOL FORECOURTS

Children should be able to get to school and home safely and comfortably – on foot, by bike or scooter. Traffic caused as children are driven to school and collected from school by car should not be necessary. In the future, no-vehicle or traffic-calmed zones should be created in front of (compulsory) schools and nursery schools, if needed. This can be implemented by lower speed limits and a reorganisation of parking spaces (in case of existing schools). There is need for action in cases where school buildings are situated directly on streets, without any open space in front. The goal is to adapt compulsory school forecourts for more safety.

Furthermore, connections with pedestrian and cycling routes, and to the extent possible, bike parking facilities on the school grounds (see also section 37), are to be optimised. Maps of routes to school and school mobility management (see also section 15) support safe trips to school and back home on foot and by bike.

Moreover, special pilot projects with quick impact at low cost are being tested in cooperation with the districts. One is i.a. temporarily closing off street sections suited for this measure in front of schools for access by car before school starts so as to open the area up to all other modes of transport. The aspects of road safety and other measures (reliable guarding, information to citizens, design) have top priority in this context. In

the analysis, the impacts of measures are looked into. If the approach turns out to be successful, it will be gradually expanded until 2025. Different solutions will be found for school situated on main traffic arteries and streets used by public transport.

10 TEMPORARY OPENING OF STREETS FOR ACTIVE MOBILITY

In the case of street parties, parish fairs, flea markets and other events, it is a common and proven practice to turn streets normally used mainly for car traffic into temporary zones for pedestrians, cyclists or purposes of recreation. This concept is to be expanded and developed in the future. Suitable street sections may become temporary pedestrian zones at weekends – both in densely built-up inner city districts and more suburban areas. Cycling at low speeds should be allowed. Public transport must in any event be taken into account.

Temporary pedestrian zones are to be part of neighbourhood streets or of more publicised major projects. In the long run, temporary pedestrian zones should no longer need any active programming of activities on the part of the City of Vienna.

The more often they are organised, especially if there is a certain regularity (e.g. once a week), the more they will be accepted and used by citizens

In implementing this, the following needs to be borne in mind:

- A one-stop shop and standardised processes for the establishment of these zones are required.
- The impact on the surrounding area needs to be looked at.
- Cooperation with Wiener Linien is of the essence.
- Potential cooperation with enterprises located in the temporary pedestrian zones and offer of temporary parking spaces to replace the ones inaccessible in the pedestrian zones (Salzburg being an example here).

The goal is to test a major street as a temporary pedestrian zone and until 2025 have each district try opening up a street for pedestrians only and for better recreational quality; if successful, this

The temporary use of lanes for cycling and walking was also proposed by the Citizens' Council. The symbolic effect of prominent measures – e.g. the temporary creation of a pedestrian zone in a major street in Vienna – was emphasised.

could be institutionalised in cooperation with the districts and the population. Apart from opening street sections for pedestrians only at weekends, seasonal pedestrian zones are also being considered.

Vienna also has tobogganing streets which are closed off in the winter; in a similar vein, none too busy streets could be closed off for pedestrians and cyclists in the summer.

The existing Vienna Play Street model, which has been implemented successfully in several districts, is to be expanded and prolonged, especially in densely built-up areas with few open spaces. The City of Vienna supports additional play streets.

THE VIENNA PLAY STREET

For the Vienna play street, sections of streets are regularly opened up to children for playing for an afternoon. At least at the start, the children are taken care of by adults who offer materials for playing and ensure that the play environment is safe. In some districts of Vienna, these play streets are already successful and lively areas (the number denotes the district): Andreasgasse (7), Dingelstedtgasse (15), Galileigasse (9), Kleistgasse (3), Pfeilgasse (8), Phorusgasse (4), Servitengasse (9), Stöbergasse (5), Leitgebgasse (5), Waltergasse (4), Zeltgasse (8), Lorenz-Mandl-Gasse (16). Every year, new street sections are added. The play street activities are hosted by park supervisor teams trained in leisure time management and social paedagogics who help the children appropriate the space in a creative and playful way. If the section is long enough, it can also be used for cycle practice for kids.

Success factors of the Vienna Play Street:

- A suitable street section needs to be chosen: streets where schools with after-school care, after-school care centres or other facilities for children are located are particularly good choices.
- Cooperation with schools, after-school care centres and other facilities for children ensure practical support and lively use.
- A dialogue with all those concerned: residents and businesses in the area need to be informed in a timely manner for better acceptance.
- Vehicles make room for children: play streets are closed to motorised traffic and parking.
- Play streets are organised regularly.

The Vienna Play Streets are coordinated by MA 13 – Education and Out-of-School Activities for Children and Young People.



11 MORE QUALITY OF STREET SPACES – APPEALING DESIGN AND AMENITIES

For a long time, streets were only perceived as transit spaces, i.e. in their traffic-related function. This attitude of society is reflected by the Rules of Road. It only assesses measures planned for all traffic participants in street spaces with a view to the flow, safety and ease of traffic. This focus often gives rise to streets which are unattractive and do not invite people to rest or linger.

In the future, this should not be the only aspect applied as an assessment criterion for official proceedings and planning decisions; the contribution of road-building projects to the quality of spaces for lingering should become more important. A change of the Rules of the Road to this effect is to be suggested.

THEMATIC CONCEPT FOR PUBLIC SPACE

A thematic concept for public space is being prepared as a further development of the Vienna Mission Statement for Public Space within the strategic framework of STEP 2025. The thematic concept will expand the strategy outlined in STEP 2025 by various aspects of space as well as objectives and measures for implementation. There are close connections between mobility and public space. The concept contains detailed statements about the qualities which make public spaces places for recreation or rest, and the high-quality design of street spaces.

Moreover, the planning of projects in street spaces will in the future consider design and social aspects to a greater extent. Apart from functional criteria, the appeal of street spaces also depends upon design. Direct pedestrian routes which conform with the needs of users are especially important. In this context, care is also taken to keep public spaces clear of objects for commercial purposes (kiosks, displays outside of shops and advertising). Where ground-floor spaces are available, this can also lead to more lively environments. Where there are too many indoor car park gates, this can also lead to an impairment of the safety and comfort of pedestrians and make them feel subjectively unsafe. Multi-car garages help minimise the spots where the pavement has to be crossed by cars. In

the future, the functional allocation of street spaces will be based on an in-depth analysis of user needs. In major projects, these aspects will increasingly be borne in mind, e.g. by means of a functional and social space analysis.

Elevated roadways and railways (underground sections above ground, motorways etc.) are special cases. Systematic improvements of the public areas beneath these are foreseen. This way, pathways running in parallel could be used as cycle routes, and areas underneath overpasses could be opened for public use as skate parks or bike parking facilities. Parallel pathways would still remain open to emergency services vehicles and maintenance vehicles of the public transport provider.

12 REPURPOSING OF STREET AREAS

Attractive and sufficiently large street spaces for recreation and lingering in densely built-up areas help maintain and improve the traditionally good quality of life in Vienna. Pedestrians and cyclists can be given more space by the reorganisation of street spaces.

As determined in STEP 2025, selected areas currently used as traffic lanes or for turning/parking will be made available for lingering, walking, public transport and cycling in suitable spots (including intersection centres).

This can improve the quality of the street space for rest and defuse danger spots for public transport and cycling. Special attention has to be given to the needs of public transport.

The repurposing of traffic lanes is currently sought in the following situations:

- where there is not enough space for pedestrians and cyclists;
- where the reduction of traffic lanes and turning lanes enhances quality for pedestrians, cyclists or public transport,
- where new streets were/are built in parallel;
- where there is currently more than one lane in each direction.

Apart from the removal of lanes over longer stretches, turning lanes are also reduced wherever possible. This provides for better quality of traffic

for pedestrians and cyclists at intersections (see also section 24).

The repurposing of lanes for parking is sought in the following situations:

- where there is decreasing need for parking;
- where there are public indoor car parks.

The repurposing of street space for the benefit of cyclists and pedestrians must, however, not be to the detriment of public transport. This also applies to cycle parking facilities in public spaces which are to be built in former parking lanes or unused traffic lanes, not taking away any space from pedestrians (see also section 37).

One of the most important approaches to a successful qualitative enhancement of street spaces is parking space management.

On the one hand, parking in car parks reduces the demand for parking spaces on public streets. Gradually, permanent parking is to be shifted from the streets to car parks or permanently hired slots in public garages, in particular multi-car garages for residents in the neighbourhood. According to the 2014 Car Park Programme, standardised criteria are in place for funding car park construction in restricted areas where these are needed most from the point of view of urban structures. In areas characterised by older buildings, high population



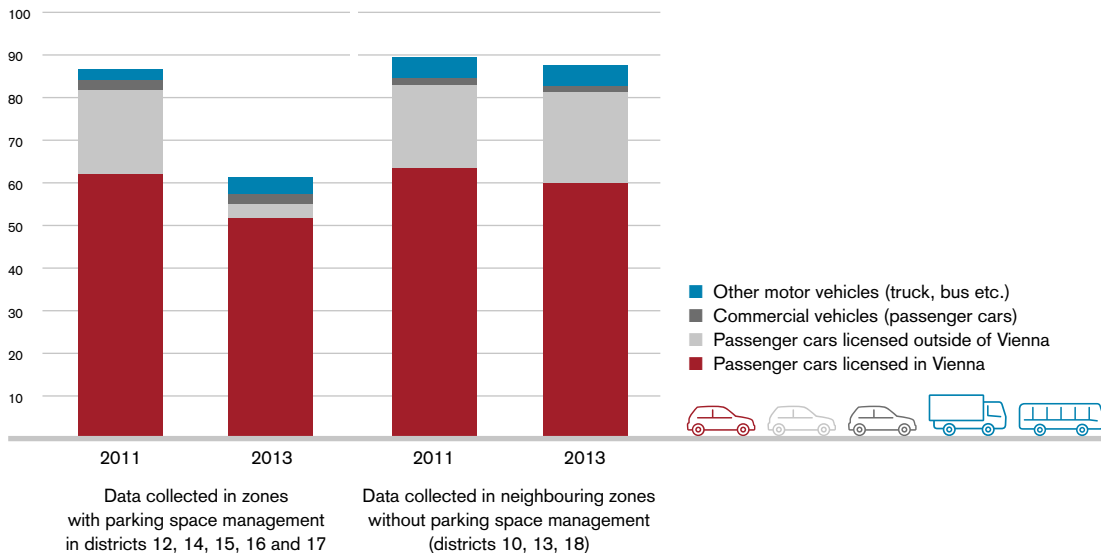
density and few green areas multi-car garages for residents are to be fostered so there is more surface space for pedestrians, cyclists and public transport.

As an update of the Transport Master Plan requirements, surface parking spaces are to be reduced at least at a ratio of 1:3. Moreover, in areas which are well connected to public transport, maximum numbers of parking spaces on private land are set.



Examples of various street space uses

Capacity use of short-term parking zones and permanent parking slots between 9 and 11 am



Parking space management has also proven an effective instrument to shift transport to eco-mobility among the Viennese and commuters alike. This has cleared areas that are now available for other purposes. The evaluation of parking space management has shown that the capacity use for parking spaces in streets has declined by up to 30% when the system was introduced, especially due to a reduction of cars not licensed in Vienna. Apart from a marked decrease in traffic caused by drivers looking for a place to park, the number of parking offences has also declined. All things considered, the parking situation has generally eased in the districts where parking management and charges for on-street parking were introduced. In the future, this approach is to be adapted, developed further and combined with

other existing instruments (e.g. resident parking, the park&ride strategy). In the long run, this also includes reviewing the option of a digital mapping of all parking spaces. This way, administrative procedures could be simplified and new services could be created. This is also linked with the increased use of a mobile application for paying short-term parking fees.

The “Smart City Wien Framework Strategy” has set the objective “Reducing private motorised traffic from currently 28% to 15% by 2030” over the planning period of STEP 2025 and the Urban Mobility Plan. On this basis and in combination with a larger number of garage parking spaces, the number of parking slots for privately owned cars in existing streets will go down at a similar

PUBLIC SPACE, PARKING AND ACTIVE MOBILITY IN EUROPEAN CITIES

Zurich

The “Urban Traffic 2025” programme includes consistent parking space policy aiming at advancing city-compatible modes of transport, improving the environmental situation and revaluing public space. The “historic parking space compromise” of 1996, which says that parking in the inner city is shifted from the street to car parks whilst keeping the total number of available parking slots constant, is an essential factor in this context. Between 1990 and 2013, the number of slots for street parking in the areas “city centre and neighbourhoods close to the city centre” went down from 4,605 to 3,667 whilst parking spaces in car parks rose from 3,017 to 4,134.

Paris

In Paris 14,300 parking slots in public space were removed (a 9% reduction) between 2003 and 2011. Moreover, 95% of what had been free parking spaces became subject to a fee. In parallel, 118 km of new cycling routes were built between 2003 and 2006. The share of car traffic went down from 68 to 60%, and 15% of cyclists said they had moved from car to bicycle. This is supported by the rule that it is not mandatory for new housing construction located at 500 m or less from a metro stop to have parking or garage spaces for car.

Copenhagen

Between 2002 and 2008 the city replaced 219 parking slots in public space by cycling facilities to reduce emissions, recover public space and foster alternative transport. Combined with other transport policy measures, this led to an increase of the cycling share in the modal split from 30% in 1998 to 37% in 2008.

Amsterdam

Developments in Amsterdam hard back to 1992, when 53% of voters were in favour of reducing car traffic in the city 50% and also reducing the number of parking spaces. From 1992 to 2005, the car traffic share declined from 41% to 37%. Moreover, the number of second cars was also lowered. Currently, the city of Amsterdam is pursuing the following transport policy goals: a reduction of the occupancy rate of parking spaces and the regulation of the number of cars in the inner city. At present, the city is planning to create up to 5,900 new car park spaces by building more garages and enabling residents to use unused car park spaces of enterprises during the night. The time it takes to look for a place to park is to go down from 12 minutes to 5 minutes.

rate. To convert and repurpose the former parking spaces, ideas which are already in the pipeline are to be communicated to the districts and citizens; moreover, new ideas are being collected. Cooperation with business will also be sought.

13 HIGH IMPORTANCE OF ECO-MOBILITY IN NEW STREET SPACES

Street spaces in areas with new urban developments should reflect the importance of eco-mobility to a greater extent than has been the case so far. Depending on the environment and local conditions, decisions will be taken as to which modes of transport will be given priority in the respective streets. This will be done in coordination with the classification of transport networks (see section 05).

The important thing here is that potential public transport lines are already taken into consideration and discussed when the road infrastructure of newly built developments is planned. Early cooperation between urban planning and the public transport operator Wiener Linien is required for the bus network. Permanent parking spaces for cars, motorcycles and bicycles will not primarily be provided in public spaces but on private land or in multi-vehicle garages for residents. Loading and delivery zones (see section 30), bike sharing and bike parking facilities in front of public buildings or shops will be given priority. Public parking spaces in new urban developments will be reserved for short-term parking; this ensures an economical management of public areas.

Apart from the traffic function, the quality of public spaces as places to rest or linger in will systematically be taken into account. This will have a bearing on the dimensions of street spaces as well as the placement of design elements.

One approach is the creation of so-called "micro free spaces" at short intervals. These are very important to make walking easier for older people.



EFFICIENT MOBILITY BY MOBILITY MANAGEMENT

Successful mobility management influences the mobility behaviour of traffic participants by target-group oriented information and advice as well as by a well-coordinated range of services because sustainable mobility is not only a matter of infrastructure but also of efficient use of what is available.

Building a comprehensive system of transport and mobility management has been an important concern for the City of Vienna for quite some time. In 2006, when the ITS (Intelligent Transport Systems) Vienna Region was established in cooperation with the provinces of Lower Austria and Burgenland, an extensive transport management structure was introduced, making available intermodal information and enabling a variety of players to work together.

Moreover, Vienna provides for a diverse range of mobility services and funding opportunities to meet individual mobility requirements. Thus, Vienna is already in a good position to make a multimodal lifestyle materialise. Public transport is available area-wide and complemented by a broad range of mobility services that offer the optimum solution for every need. However, many services are still unknown to potential users or too far off the beaten track of accustomed behavioural patterns.

Mobility management banks on gentle measures such as information, advice, incentives and optimisation to shape mobility behaviour and make it more sustainable. Often enough, this is accompanied by cost-saving potentials by increased efficiency.

Closer networking of players and joint marketing of various services

For decisive progress in mobility management will require even closer networking of the players involved and a joint get-up; the intermodal route planner "From A to B" and common marketing of eco-mobility are cases in point. More networking is something that will be aimed for in the next few years. The public sector must be a neutral provider of a clear and service-oriented framework for mobility services in eco-mobility.

Mobility advice at the right time

Information and consultancy in the context of mobility are most useful at times when accustomed behavioural patterns have to be changed. This is why the City of Vienna focuses on mobility management at school and in enterprises. Mobility information and advice are geared to important new stages in life, such as the time when a child starts school, when people move, change job or start a family.

The importance of awareness-raising was particularly emphasised by the Citizens' Council. It is decisive for the wish to familiarise oneself with new mobility services and to reach more respect and responsibility in traffic. Social media and events such as the "Mobility Days" are to be used for this purpose to a great extent.

14 CONSULTANCY ON MULTI-MODAL MOBILITY: A ONE-STOP SHOP

In the past few years, the range of mobility services has become larger but also less easy to keep track of. Apart from an extensive public transport network, several car sharing and bike sharing providers and a variety of individual initiatives in different areas of mobility have come into existence. It would be most helpful for all those out and about in Vienna to obtain information about all services from one source. Bundled information facilitates efficient multi-modal travelling and the purposeful use of the mobility services Vienna offers. Moreover, target-group specific activities should continue so people who have little experience with eco-mobility and multi-modality can also be reached

A Vienna "Mobility Centre" could be a one-stop shop for end users and a hub for mobility information and initiatives pertaining to all eco-mobility modes. An Internet service, which is being established in the context of the mobility card for Wiener Linien, could be a first step in this direction. An extension of this service should be oriented along the lines of the "SMILE" project's mobility platform which brings together services of diverse mobility providers and information as it builds upon the ITS Vienna Region and Traffic Information Austria.

Integrating the information and consultancy services of the Mobility Agency with its focus on walking and cycling constitutes an important element for the multi-modal aspect of the platform.

In the long run, a "Mobility Centre" also has to include personal contacts and information by phone in addition to the Internet platform. Multi-lingual and barrier-free advice addresses target groups who use bicycles or public transport to a less than average extent. Outreach activities such as the District Service or institutions of the Vienna Social Fund could also contribute to success.

The mobility platform makes it possible for existing local advisory offices to communicate multi-modal information. In any event, this requires the cooperation of the customer relations centres of Wiener Linien, VOR and ÖBB as well as with other organisations of the provinces and the federal government whenever transport outside the city limits is concerned.

Projects in new urban development areas mounted by the City of Vienna in cooperation with private partners are to sound out the options for a model enabling simple access to multi-modal services for residents, employees and enterprises. This also includes aspects of commercial transport, such as joint deliveries or the multiple use of vehicle fleets (e.g. passenger cars or freight bikes).

15 MOBILITY MANAGEMENT IN SCHOOLS AND ENTERPRISES

Many organisations in Vienna – including the Vienna Mobility Agency or Wiener Linien – offer services supporting mobility management in schools or enterprises. A variety of funding opportunities are available for this purpose. To facilitate access to these services, players will in the future be better coordinated via a joint platform and a common point of contact.

School is the best place to start fostering active mobility in children. Mobility management can have a positive impact on the health and independence of children. Moreover, peak loads in public transport can be avoided. More flexible working hours are already starting to show their impact but 10% of the costs of public transport in Vienna are still due to pupils travelling during the morning hours. More walking and cycling could lead to improvements. Organisational optimisation could also make significant contributions, such as staggered school starting times. Feasibility is being reviewed in greater detail and supporting measures can be

taken if needed. It will in any event be necessary to coordinate between schools in the same neighbourhoods.

Mobility management in schools could also include road safety training, maps of ways to school, cycling training or contributions to designing the public spaces in front of schools (see section 09). Cooperation with parents and teachers is a decisive success factor in this context. Activities regarding mobility management in schools are at present mainly limited to individual initiatives of teachers, parent associations or districts. In the future, the options for mobility management in schools are to be collected systematically via the platform to be created and to be offered to Vienna's schools regularly.

Mobility management in enterprises or major traffic generators (from shopping malls to hospitals) shows a similar picture. Addressees could include employees, visitors, customers or logistics/fleet managers. Whenever new businesses set up shop, this could be the right occasion to approach them and offer mobility packages in due time, sensitising the enterprise to mobility issues. Work with executives is very important as they should lead by example. In ongoing operations, incentives for employees may be a possible approach. From the perspective of the City of Vienna, business cars should in any event be in the focus of interest when it comes to mobility management in enterprises.

The City of Vienna itself is stepping up its activities in mobility management in enterprises for its employees and customers. The increased use of eco-mobility is encouraged, and related measures could for example include using the bike on the way to work or on official business, the use of freight bikes (see also section 33), public transport tickets for employees for which employers get a tax credit, car sharing use and bike sharing use by businesses.

16 MOBILITY MANAGEMENT FOR NEW NEIGHBOURHOODS

People who move to a new home often use this as a reason to rethink their mobility needs. Some building developers in Vienna already offer their new tenants mobility folders contain information on the mobility services of the area.

In the future, these mobility folders will be distributed among all the people moving into new housing estates. In the long run, an extension of this action for all citizens moving house or changing job should be sought. The optimum approach is to combine this with a contact point on location in new urban development areas (local advisory offices, neighbourhood or quarter management offices) and to bundle locations for mobility services (see section 22).

17 INTRODUCTION OF AN ONLINE HOUSING AND MOBILITY CALCULATORS

The costs of mobility are generally underestimated in many cases, for example, when one looks from close up at expenses for vehicles, the costs of public transport tickets, or the time expended to travel to work or school or to shop. A readily accessible online calculator is to give citizens an opportunity to compare locations in Vienna and its environs, especially before they decide to move house.

The expenditure incurred for mobility is juxtaposed with future costs of housing. The two dimensions of this tool – a cost calculator and an awareness-raising/image-forming instrument – are also interesting in terms of diversity. All users, regardless of their mobility behaviours, can be reached via the cost aspect.

Other provinces offer similar tools; they are also used in local spatial planning for decision-making in respect of locations (for example: the real-estate mobility calculator MA++I or the MORECO settlement calculator which are e.g. used in Salzburg, Berlin and Munich). The Vienna housing and mobility calculator is to build on existing platforms and will be coordinated with similar regional applications.

18 PRIVATE-LAW AGREEMENT ON MOBILITY ISSUES

Private-law agreements are a new instrument of the Vienna Building Code which can be used to complement the zoning and land-use plan when defined urban planning objectives are to be implemented. In the future, mobility issues should also be part of such private-law agreements: e.g. car sharing spaces, bike sharing, parking spaces for electric vehicles, parking spaces for single-track vehicles, mobility consultancy, high-quality bike parking facilities, incentives to start switching to eco-mobility and structural measures.

The City of Vienna will create organisational and coordinating structures to shape private-law agreements on a project-specific basis whilst taking public interest into account in every possible respect.

“ASPERN SEESTADT” – A WINDOW ON THE FUTURE OF MOBILITY

In the north-east of Vienna a new urban development, “asperm Vienna's Urban Lakeside”, is being built; it will boast 10,500 flats and 20,000 jobs. By 2016, the first 2,600 flats housing 6,000 people will be completed. The new part of the city is coupled with a bundle of innovative mobility measures contributing to sustainable and smart growth.

Upstream of overall development, the underground line U2 was extended to the new development as early as in 2013. In view of such primary public transport connection, a neighbourhood-wide limitation of parking spaces to 70% is possible. This enables a clear reduction of parking slots in public spaces for the benefit of very-day amenities and barrier-freedom.

Underground car parks are built according to the multi-car garage system. This makes public spaces more lively and public transport becomes a viable competitor of cars. Part of the savings from reduced garage construction is placed in an innovative mobility fund which is used to finance alternative forms of mobility.

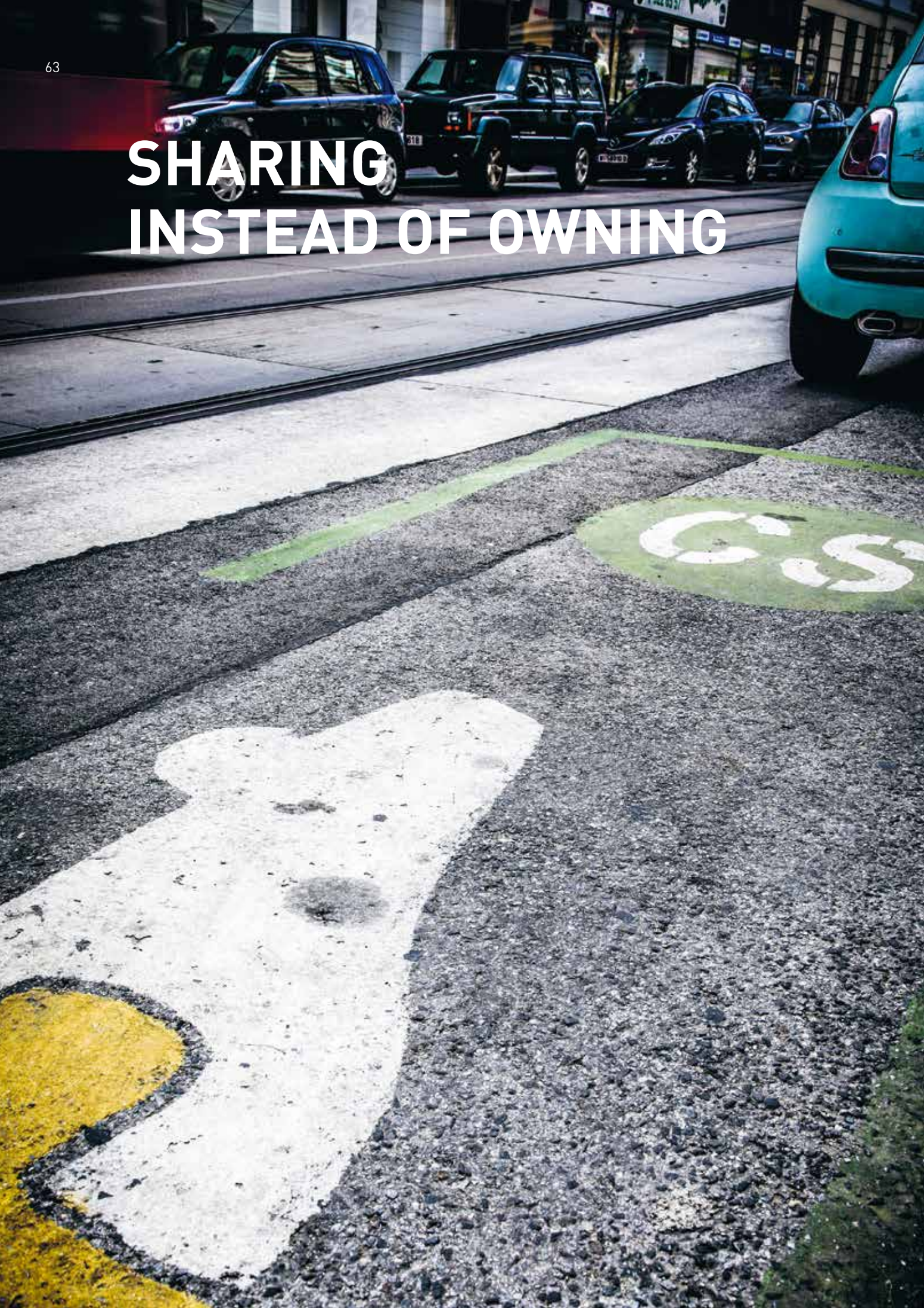
Projects financed from the mobility fund help residents with mobility in the area without having to use a car:

- An e-bike sharing system including freight bikes which enables bicyclists to travel longer distances or transport luggage conveniently;
- A delivery service offered by the local supermarket bringing goods to the doorstep noise- and emission-free;
- Each building in the residential estate will get a bicycle trailer which can quickly be converted into a shopping caddy;
- Lockable protected bike parking facilities, which are at the same time attractive pieces of urban furniture, will be available for the secure parking of bicycles;
- Car sharing parking spaces and areas for taxis and hired cars will be distributed across the neighbourhood both outdoors and in garages.

“asperm Vienna's Urban Lakeside” and its innovative mobility measures will be a mobility lab where the potential future mobility can be experienced and tested.



SHARING INSTEAD OF OWNING



“Sharing instead of owning” is an international trend. Flats, furniture, gardens, equipment and even cars and bikes can be occasionally or permanently used by several persons through private coordination or a commercial provider. Apart from commercial service providers, sharing models can also be created on a private basis beyond groups of friends and family. Sharing sites emerge from Internet-based social networks or may be local initiatives (neighbourhood groups, residents of new housing estates). Exchange and joint use may concern cars and bicycles as well as other types of vehicles – from shopping caddy and bike trailer to freight bike and delivery van. Car sharing started as a small-scale local initiative and has by now been developed into a global business model. Free-floating car sharing systems are independent of stations; this new offering is hugely successful, and its development is far from over.

Public bike sharing systems and car sharing have become well established in big cities; they are increasingly considered to complement public transport. They work especially well if they are implemented in close cooperation with public transport. Being as readily accessible as they are, these services are also very appealing to tourists.

More options due to needs-oriented mobility

The fact that the city is equipped with a variety of generally accessible mobility options opens up many opportunities to people. If you have a quick errand to run, bike sharing might be a good solution even though you started out on public transport or by car, in case of larger objects, a hired delivery van might be useful.

More efficient use by sharing

A broad range of mobility options which do not require owning a vehicle has several positive effects. On the one hand, the budgets of private households may be less stretched, on the other hand, one can make time for other things e.g. by not having to take care of maintenance. At the same time, fewer spaces are needed to accommodate vehicles which are rarely used and existing vehicles are used to capacity. This is a pragmatic approach to using things: efficiency, convenience and cost reduction are in the foreground. The tendency among young people in big European cities is no longer to consider the car a (status) symbol. This is why the rate of cars owned per capita is declining. Car sharing and bike sharing are booming in many cities and regions. Permanent Internet access via smartphones facilitates the use of these services around the clock and interlinked.

Offering multi-modality bundles

Vienna identified the potential of the approach “sharing instead of owning” and its contribution to multi-modality early on. The City of Vienna was a pioneer in the development of good car and bike sharing systems. In the future, the services available are to be expanded, with private initiatives and commercial mobility providers playing an important role. The City of Vienna acts as a coordinator so that users find it easy to access the services.

19 FURTHER DEVELOPMENT OF BIKE SHARING SYSTEMS

Modern and convenient public bike sharing systems make it easy and attractive to go in for cost-effective multi-modal mobility without a car of your own. The successful interconnection with public transport produces positive results for eco-mobility overall. Moreover, cycling comes with health-conducive effects, thus creating major economic value.

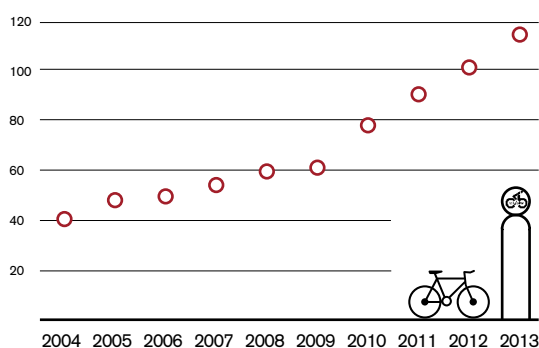
FACTS FROM THE BIKE SHARING STUDY

In 2014 (as at February) Vienna had 116 city bike stations with roughly 2,600 slots. They cover about 12% of the urban area (for comparison: the rate is 78% in Lyon, France). The average distance between stations in Vienna is 700m (compared with 300 m in Paris). The number of stations within a 2 km radius is about 22 in Vienna (whereas it is 123 in Paris). In 2012, the average number of trips per bike and day in Vienna was 1.6 (Barcelona: 7.4).

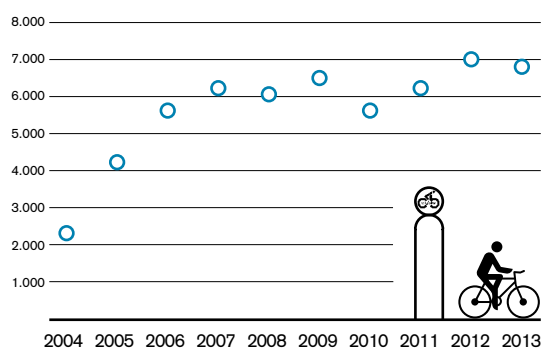
Bike sharing is an environmentally friendly multi-modal service; the systems in the centre of the city and in the suburbs as well as the Eastern region

of Austria is being maintained and expanded. Due to its technical equipment and the station network concept, the Vienna system is primarily efficient if turnover is high. Even more users are to be reached in the future, both by a denser network of stations and a larger operating area. Technical simplification will facilitate access and the quality of the bicycles will improve. By including freight bikes in the bike sharing system, a wider target group and range of needs can be addressed. In sparsely populated fringe areas in Lower Austria and Vienna, the Lower Austrian system is currently used; it is to be expanded in the Vienna suburbs in coordination with the Lower Austrian locations. The stations use simple technology so they are better suited for less frequent use. In implementation, care must be taken to ensure that the two bike sharing systems and other small-scale systems are compatible so they can be used regardless of administrative boundaries. This requires cooperation between the City of Vienna, the districts of Vienna, Lower Austria and the municipalities in the environs of Vienna. The prospective further development of the bike sharing systems will require long-term contracts with private partners to safeguard investment and maintenance costs.

Bike sharing stations



Bike trips per station



20 CLOSER INTERLINKAGE OF CLASSIC CAR SHARING WITH PUBLIC TRANSPORT

Vehicle sharing is an elementary part of multi-modal transport in a big city. Fewer trips by car and the reduction of vehicles parked in the street are a visible positive consequence. Classic car sharing (with fixed locations for each vehicle) has a long-standing tradition in Vienna; the City of Vienna and the public transport provider Wiener Linien consider it a good way of complementing other modes of transport. However, when we compare availability in Vienna and other metropolises, the potential has not been fully used yet. Together with Wiener Linien, the City of Vienna has prepared a car sharing strategy to give car sharing providers who wish to do business in Vienna clear framework conditions.

The ongoing car sharing evaluation of the City of Vienna shows that the increase in the number of car sharing users has so far fallen short of expectations. The City of Vienna needs to be more engaged to bring about the desired expansion of the service, with the regional dimension becoming more important. In this context, cooperation is sought with VOR and ÖBB. The existing marketing cooperation between Wiener Linien and car sharing providers will be stepped up further.

21 SUPPORT TO NEW SYSTEMS OF CAR SHARING

In parallel to classic car sharing, Internet-based private car sharing sites have come into being, and their development is at present hard to judge. Moreover, Vienna also has a free-floating car sharing system which is successfully operated in the framework of existing legislation and does not depend on fixed stations. Electric cars are available to a minor extent only under the car sharing umbrella. The questions if and how these new trends have a positive bearing on the mobility strategy of the City of Vienna and should thus get public grants needs to become clearer yet. Several international evaluations are currently underway. Building on the insights from these studies, the City of Vienna will be able to define pilot activities. From the perspective of potential users, services should in any event be diversified: Provided that the vehicle fleet is suitable in terms of models (also including bigger cars) and equipment, people with care tasks could increasingly get interested in car sharing services.

THE CAR SHARING STRATEGY OF THE CITY OF VIENNA AND WIENER LINIEN

Car sharing is an optimum additional option of getting from A to B in the city for public transport users who do not own a car. The City of Vienna developed a car sharing strategy in 2012, also bringing on board Wiener Linien, and thus created a clear framework for car sharing providers to operate in. Car sharing is complementary to public transport and not a competitor.

Fundamental results are:

- classic car sharing reduces the number of privately owned passenger cars and thus reduces the need for parking spaces;
- car sharing users are also eco-mobility users;
- the effects of the new free-floating car sharing system (no fixed stations) and private sharing models have not been examined to a sufficient extent.

The strategy encompasses the following measures:

- a car sharing info point for Vienna run by Wiener Linien
- accreditation rules for classic car sharing
- a legislative framework for car sharing stations in public space
- an offer to cooperate with Wiener Linien and the City of Vienna
- systematic evaluation of further developments in car sharing in Vienna



Car sharing stations in Vienna streets

22 ESTABLISHMENT OF MOBILITY POINTS

A mobility point is meant to give uncomplicated and fast access to low-emission mobility around the clock. It can be a central facility in a new urban development area or strengthen structures in existing neighbourhoods.

A variety of vehicles and services can be booked and used. This way, mobility services can be bundled in a well-structured way in one place, which is particularly important in new urban development areas.

These are the potential services offered at a mobility point:

- bike sharing (station of the city system or local initiative);
- car sharing (parking spaces for various providers and local initiatives);
- single-track vehicle sharing stations (e.g. e-scooters, motorcycles) and stations for other, emission-free means of transport (freight bicycles, e-bikes)
- delivery service infrastructure (community mailboxes, lock boxes for interim storage, cooling boxes)

- IT infrastructure (computer terminal or the like) for vehicle hire, enabling of use, lock box allocation, delivery notes etc.
- bicycle repair and service workshops
- charging stations (e.g. for electric bikes and scooters or mobile hand-held devices which can e.g. be used for accessing dynamic real-time transport information).

Mobility points should primarily be established in readily accessible, attractive places, such as ground-floor premises of buildings, multi-car garages etc. Ideally, mobility points are located close to public transport stops. The range of services available may vary in accordance with local demand. The establishment and operation of mobility points is to be translated into reality in cooperation with existing organisations and based on extant structures (e.g. quarter management offices) in new or existing neighbourhoods. Mobility points may also create added-value in commercial estates. For the optimisation of related solutions, the City of Vienna and the Economic Chamber of Vienna seek to establish a cooperative pilot project.



Intermodality in Vienna: public transport/bike sharing



A blurred city street scene. In the foreground, a person wearing a dark jacket and blue jeans walks towards the right, carrying a large black bag. To their left, a person on a bicycle is also moving in the same direction. The background shows a busy street with buildings and other vehicles, all rendered in a soft, out-of-focus blur to convey a sense of motion and urban activity.

TRANSPORT ORGANISATION: A SMARTER WAY OF MANAGING MOBILITY

The effective interlinkage of public transport, walking and cycling is one of the keys to strengthening eco-mobility. Apart from street conversions, changes in transport organisation are required to make this work. The advantage of such measures is that they can be taken relatively quickly and at comparatively little cost. Shorter waits at intersections, short and safe routes and punctuality of buses and trams make it particularly attractive to move around on foot, by bike and on public transport.

Better coexistence in transport by less regulation

In general, Vienna is a city with many rules and regulations. In the future, control density is to be reduced. New measures of transport organisation can contribute to better “coexistence” in traffic. They complement the “hardware” of transport infrastructure as quasi-“software” and can be the key to even more convenient use of street spaces.

Minimising waits for all traffic participants

Red lights mean waits for all traffic participants. The aim is to reduce waits to what is absolutely necessary, depending on traffic density and with safety in mind. Traffic light programming should primarily be adjusted to the needs at the time of the day so unnecessary waits can be avoided.

Using traffic lights to support eco-mobility

At present, the smooth flow of motor-vehicle traffic has high priority in the programming and coordination of traffic lights (“phased traffic lights”). In the future, intelligent traffic light programming is to support eco-mobility in that it takes the needs of all traffic participants into consideration. Existing measures are to be expanded, including more lead time for pedestrians before motorised traffic turns, special phases in which public transport means can pass intersections without having to stop at all or with fewer waits and longer green light phases for cyclists.

23 COMPILATION OF A VIENNA INTERSECTION REGISTER

Traffic light phasing has a significant impact on the flow and safety of traffic. In the past few years, traffic light programming has been pushed towards more benefits for eco-mobility but there is more potential to be tapped into. In this context, maximum waits for those who are walking, cycling or using public transport should be as brief as possible. A register of intersections, serving as a basis for the programming of traffic lights by way of weighting e.g. modes of transport as well as their capacities and frequencies, is an important instrument. The intersection register is an internal guideline for planning, standardising planning principles for traffic light phasing and supporting the idea of giving priority of eco-mobility. The intersection register is closely connected with the classification of transport networks (see Measure 05).

The Citizens' Council recommended that more intersections should merely be regulated by right of way to traffic from the right, accompanied by speed limits so that people using different modes of transport can coexist well. Everybody should be given a little credit of trust that they will manage to get organised with fewer rules.

24 SHORTER WAITS FOR PEDESTRIANS AND CYCLISTS

The shortest possible maximum waits for pedestrians and cyclists are an important target in the programming of traffic lights. To this end, the cycle times of traffic lights are to be shortened as a matter of principle; long cycle times should be limited to rush hours. At present many intersections in Vienna have traffic light cycle times in the upper part of the range recommended by guidelines. The present standard cycle times are to be reduced systematically.

Traffic light cycle times can also be reduced by a minimisation of distances covered by pedestrians when they cross streets. In this context, safety is enhanced, and it is ensured that slower pedestrians have enough time to cross. Distances can be shortened by e.g. removing less used turning lanes. Lead times for pedestrians are to be recorded and taken into consideration in calculations to improve on criteria such as subjective safety in respect of crossing time.

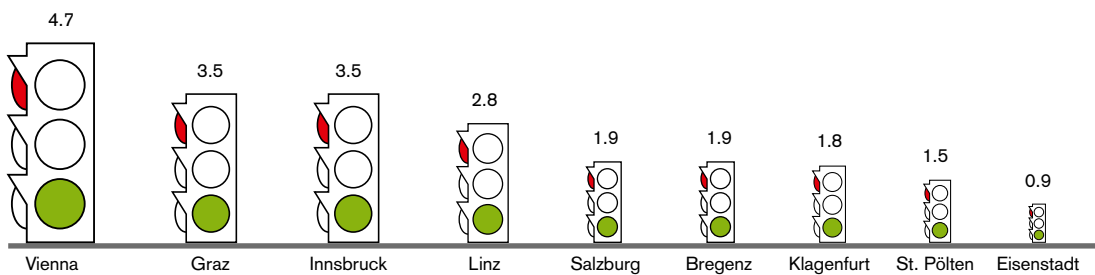
Cyclists have an intersection clearing time similar to that of motorised traffic. Separate signalling for pedestrians and cyclists contributes to make cycling more attractive. In addition, the "clearing time traffic lights" which have stood the test of the pilot project should increasingly be used at focal intersections. Pelican crossings should be used as sparsely as possible. If needed, the traffic light has to respond quickly to pedestrians wishing to cross to keep waits as short as possible and keep pedestrians from crossing before the light has turned green.

25 MORE INTERSECTIONS WITH SIMPLIFIED CONTROL

At present, Vienna has about 1,300 traffic light installations. This large number stems from the wish to "get a grip" of traffic by control. Traffic lights often only provide a subjectively perceived level of safety, and they induce people to rely fully on them on the one hand, or to break the rules on the other, e.g. by crossing against a red light, thus causing conflicts between traffic participants.

Organising intersections at spots with low traffic density without traffic lights fosters coexistence in traffic. Based on the Rules of the Road, the flow of traffic can be improved by responsible self-organisation. This way, unnecessary waits and rule-breaking are reduced. The safety of all traffic participants can be ensured by structural and/or organisational measures. Structural measures may include "pavement crossings" or the elevation of intersection centres. Due to the fact that roundabouts need much space, it is not often possible to build them in inner-city areas. Usually, simpler, cheaper and more space-efficient measures are entirely sufficient; they create more direct routes for pedestrians and are thus more purposeful. Examples from other cities prove that this strategy is successful (see fact box). Intersections crossed by public transport can be equipped with amber/red traffic lights for needs-based control of traffic.

Traffic light installations in Austria's provincial capitals in relation to length of street network
(Number of installations* per 10 km of street)



* Number of intersections with traffic lights, including crossings for pedestrians and cyclists

Data source: VCÖ 2014

The intersection register in the pipeline is to provide information about the locations where traffic lights are not absolutely necessary (in respect of existing and planned new installations) or where operating times could be reduced. Traffic lights are to be removed in selected locations under pilot projects.

Experts of the City of Vienna are to submit the approach of deregulation to the bodies and committees in charge to a greater extent.

26 ACCELERATING MAJOR PUBLIC TRANSPORT LINES

The principle of the 2003 Transport Master Plan - "no stopping unless it's a stop – systematic right of way to trams and buses" – primarily applies to major public transport lines on the surface (lines essential for system structure). In this context, various flows of traffic are prioritised according to the classification of transport networks (see Measure 05).

The acceleration and priority to public transport must result in an actual shortening of door-to-door transit times for passengers in the future. This is why the comfortable and safe use of public transport is closely linked with the design of accessways to and exits from stops. Traffic light phasing may contribute to this, especially when stops are located on traffic islands or at intersections (see also section 36).

Apart from the actual acceleration of public transport, in particular in inner-city areas, the regular operation of public transport lines in keeping with the timetables (e.g. reliable intervals in rush hours and adherence to times tables early in the morning and in the evening) is a crucial factor for the appeal of public transport. More advantages come with ultra-low floor vehicles as passengers can enter and exit quickly. Innovative technology also enables dynamic prioritisation of public transport depending on the traffic situation. Trams or buses running early or late can be considered, e.g. by linking the computer-based operation management system

REDESIGNING “LINDENKREUZUNG” INTERSECTION IN DORNBIRN

Since September 2010, the “Lindenkreuzung” intersection, one of the most important transport hubs in Dornbirn, has not been equipped with traffic light anymore. Prior to the redesign, the intersection, which is frequented by 13,000 vehicles (including numerous buses) every day, was criticised for long waits, advanced stop areas which were too small and traffic jams. The number of pedestrians and cyclists was higher than that of cars. In the beginning, traffic light phasing was continuously optimised. However, it turned out to deteriorate the situation for buses and pedestrians.

In the course of redesign, the intersection centre was elevated and the traffic lights were removed. Conspicuous surface markings were added. The new organisation of traffic is now merely based on the “priority to the right” rule. After redesign, the flow of traffic became smoother and capacity increased because waits are shorter for all traffic participants. There are hardly any more traffic jams and peaceful coexistence can be observed. Accident statistics have shown that 2-3 accidents happened annually in the years 2004-2007. From 2009 to 2013 no accidents were registered. The removal of traffic lights has saved EUR 7,000 in maintenance expenses per years.



(RBL) of Wiener Linien with the traffic light phasing programme. Dynamic prioritising may also carry a promise of success where lines intersect; pilot projects are being initiated in this context. Every year three primary public transport lines will be accelerated by 2025.

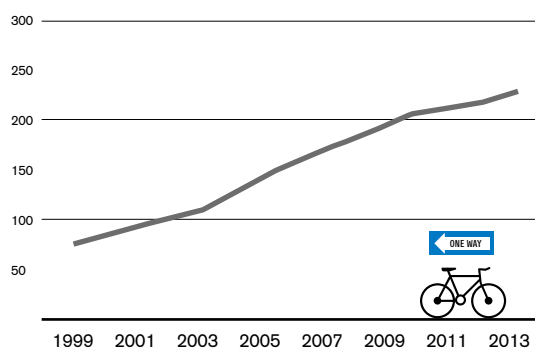
Another option for the acceleration of public transport is a classification of the bus network according to lines essential for the network structure – i.e. major fast lines operating at shorter intervals and fulfilling higher quality standards – on the one hand, and standard lines on the other hand. Accordingly, high-quality bus corridors are to be planned even before construction in new urban development areas starts so that the new developments are well connected even if there is no underground or tram axis in the vicinity. These high-value bus lines essential for the network structure should then be subject to the same acceleration criteria as trams.

27 SHORTENING DISTANCES FOR CYCLISTS

Cycling is to be made more attractive throughout the entire city. This will require appropriate measures of traffic organisation, the most important being the comprehensive opening of one-way streets in two directions for cyclists in conformity with guidelines. At present, two-way cycling in one-way streets is possible on roughly 227 km of streets in Vienna. Preparatory work has identified another 90 km as being particularly suited; opening them to two-way cycling would have little or no impact on other traffic participants, nor would it require any structural changes in the streets. These one-way streets should be opened up as quickly as possible. A combination of this and traffic-calming measures or changes in the traffic organisation (e.g. parking) is also helpful in this context. Whenever new one-way streets are planned, these should be dimensioned in such a way that two-way cycling is possible. Furthermore, the related orientation system should be optimised.

When making cycling more attractive, the interests of public transport must be weighed against the interests of cyclists. At the same time, it must be possible for cyclists to use streets with tram tracks in a safe and conflict-free way; this may e.g. require trams or bus bulbs with cycle lanes at stops if there is enough space. If important cycle facilities are affected by construction sites, detours should be as short and safe as possible, with easily visible traffic signs. As cycling traffic increases, conflicts might arise among cyclists on existing cycling infrastructure. Structural improvement may not always be available fast enough. To de-concentrate cyclist flows, the obligation to use segregated cycle facilities is suspended in appropriate spots as foreseen in the Rules of the Road.

Two-way cycling in one-way streets in Vienna, in km



BUSINESS IN MOTION



The establishment and strengthening of efficient transportation and logistics systems is a central concern of the City of Vienna. Individual enterprises benefit as much from good conditions for commercial transport as do customers who receive goods in an expeditious and cost-effective way - and Vienna as a competitive business location on the whole.

Modal shift – a prerequisite for functioning

commercial transport in a growing city
Vienna is a very densely built-up city and competition between different ways of utilising roads is fierce. It is not possible to build more new roads or further expand existing parts of the street network, and in terms of transport policy, it is not always purposeful, either. If traffic increases on the whole as expected due to the forecast population growth, Vienna's streets will be overcharged. Modal shift potentials must therefore be used by all means, and the modes of transport which are efficient in terms of space and energy must be furthered. Only then will journey times for commercial transport remain more or less constant.

More efficiency, fewer emissions

If it generates low noise and emission levels, logistics can make a significant contribution to increasing the quality of life and the environment in Vienna. Vienna's focus on logistics that is environmentally friendly and compatible with a big city is in sync with current EU targets and requirements. Moreover, many factors indicate rising transport costs in the future (thinking of the buzzword "peak oil"). Efficient commercial transport management, if possible independent from fossil fuels, will be in the interest of business in the long run and become even more important from the angle of secure supply.

Cooperation and innovation for commercial transport

A continuing and open dialogue between the city administration, enterprises and logistics providers, the City of Vienna is seeking to develop strategies and solutions for cost-effective, efficient and resource-conserving commercial transport. New technology, innovative processes and improved conditions in the city space are to be the drivers of this change. The City of Vienna will offer grants for electric vehicles in a targeted way and support enterprises in bundling logistics flows.

28 VIENNA – WITHIN EASY REACH INTERNATIONALLY

Every year, millions of visitors come to Vienna to spend some leisure time here, to do business or attend conferences. Infrastructures for passenger transport which make this possible are an important factor for tourism in the city, and they are equally crucial for the activities of the many international organisations in Vienna and the enterprises offering products and services in Europe and the world out of Vienna.

A milestone has been reached in the efforts of the past few years to connect Vienna better in international rail transport as the new central railway station was opened and the long-distance rail services were upgraded, in particular the high-performing route to the West. On the one hand, the future focus is an optimum link between urban and regional short-distance transport system. On the other hand, Vienna also supports improvements on the North-South axis and towards the East.



Photo: Flughafen Wien AG



Photo: ÖBB/Roman Börsch

Vienna Airport is the most important gateway linking Vienna with the world. Its significance for attracting more excellence in research to Vienna is enormous. Moreover, the airport operator is one of the biggest employers in the region and thus a vital economic factor. This is why the City of Vienna is supporting the development of the airport accordingly. For the city, this means to advocate the largest possible catchment area which is well connected to the airport by means of public transport. Linking the airport with the long-distance rail network is an important step in this direction. The first stage is to connect the West of Austria via the central railway station of Vienna; this has to be complemented as quickly as possible by similar services and a direct continuation of the line towards the East so that local potentials there can be tapped into. At the same time, it must not be forgotten that air traffic noise emissions is a nuisance for many Viennese citizens. In the framework of discussions to balance interests optimisation is sought so as to minimise disturbance, especially for residential areas.

River cruises and boat tours also become more and more popular among tourists. Except for moorings for smaller tour boats and the landing stage on the Danube Canal at Schwedenplatz, a major square in the city centre, the landing stages for larger passenger vessels on the river Danube are located at the shipping centre near "Reichsbrücke" bridge. Thus, visitors to Vienna can reach the heart of the city quickly and conveniently thanks to public transport in the immediate vicinity.

The liberalisation of long-distance coach lines by the European Union led to growth in this market segment which is different in extent in different EU member states. According to expert estimations, more coach traffic will be felt in urban transport in Vienna in the medium term as more coaches will circulate in Vienna and there will be more transport flows towards the coach stops and terminals. The City of Vienna is reviewing the possibility of creating a central long-distance coach terminal; in this context, the location and economic aspects are crucial. Against this backdrop, options to

bundle regional bus transport and buses which are not public service vehicles (e.g. tourist coaches) are equally looked into. Links with other urban, regional and international transport as well as the appropriate design of facilities play a major role here.

29 FURTHER DEVELOPMENT OF GOODS DISTRIBUTION CENTRES AND A CONCEPT FOR COMMERCIAL USE AREAS

Goods transport is the basis for the supply of the city with everything from raw materials to consumer products. Rail transport is a priority for the City of Vienna in this respect. Likewise, Vienna favours strengthening the Danube as a navigable waterway. Inland navigation as a means to transport goods is included in concepts to a greater extent. The fact that the City has a navigable waterway reaching from the Freudenuau and Albern ports to Nussdorf via the Danube Canal also offers a viable local opportunity.

Huge logistics areas are needed for transshipment between modes of transport and for the targeted distribution of goods within the city and the region. In coordination with the province of Lower Austria, the City of Vienna is driving the further development of the two major goods distribution centres, including appropriate logistics areas: the port of Vienna as a trimodal logistics centre and TEN-T core network inland port, as well as the goods terminal of Inzersdorf.

The port of Vienna on the Danube as an inland waterway is well connected to the road and rail network and close to the airport. Due to the possibility of all-day operation and the land available for business operations and warehouses, it is excellently suited as a distribution centre for Vienna, the surrounding regions and beyond, e.g. all the way to Bratislava. The port infrastructure and services are available to businesses which choose the area as a location. Moreover, the modal shift

from road to ship and rail is important for large quantities of bulk goods as well as heavy and long goods transported over long distances.

Logistics requirements are also to be included in the development of factory areas in general. This is i.a. done by fleshing out the instruments to safeguard and develop business locations as described in more general terms in the STEP 2025. Logistics areas are to be included in the cooperation strategy for a future-oriented business location development which is sought with the province of Lower Austria and the municipalities in the environs of Vienna.

30 MULTIFUNCTIONAL LANES WITH LOADING ZONES FOR PRIVATE AND BUSINESS TRANSPORT

Multifunctional lanes make it possible to respond quickly to changing needs in the surroundings and public space requirements. Such flexibility results from the structural design of the space between pavement and carriageway. Multifunctional lanes are flexible because they are perceived as elements in their own right in the street space. They are part of the pavement, not the carriageway; one can use them conveniently for e.g. temporary vehicle parking as the level transition is smooth but they are not meant for free-flow traffic.

Multifunctional lanes are foreseen for new urban developments modelled after "Aspern Vienna's Urban Lakeside". They may also be introduced instead of parking lanes in selected spots of existing quarters. The uses of multifunctional lanes will be determined by the districts in consultations with the residents and other local players. They could e.g. be used for outdoor seating in front of cafés and restaurants, common areas for resting or playing whilst use as parking spaces is still possible. Loading zones or disabled parking could be created in these areas.

Loading zones where commercial transport or



residents can briefly stop, e.g. for loading or unloading, are important parts of multifunctional lanes and will be introduced as needed. In the future, loading zones will not exclusively be created in the interest of individual enterprises but where it makes sense in view of local circumstances and is an optimum solution for several players in the area.

For commercial transport which needs more than zones for short-term loading and unloading, solutions are already in place under the parking space management regime, in the form of permits for exemptions from limited parking times and parking fees. Parking space management will continue to be designed in such a way that parking is available for commercial transport.

The use of loading zones could in the future be facilitated in general with an electronic booking system as an additional measure. The City of Vienna will review this possibility for its legal implications; better coordination and increased efficiency would be in the foreground here. Technically speaking, the introduction of such a booking system would require the digital mapping of parking space data (see also section 12).

31 CREATION OF JOINT LOADING YARDS

When new urban development areas come into being, the creation of joint loading yards through private-law agreements will be envisaged. They serve to accommodate the unloading of major quantities of goods, e.g. for supermarkets, and can also be used for disposal services. Such loading yards are to be designed for common use by several adjoining shops and businesses. It moves loading activities out of the public space. Loading yards should be roofed over to protect residents from noise and emissions.

32 COMMUNITY PARCEL BOXES FOR DELIVERIES

E-commerce becomes ever more popular, which causes increased activities among parcel delivery services and similar service providers. To optimise these delivery trips, community mailboxes should be set up; these are lockable containers which are sufficient in size to deposit and store parcels in within walking distance from the recipients. Recipients may ask for all parcels to be deposited there at all times or in their absence. For the community mailboxes to be as useful as possible,

they have to be accessible to all delivery services. It is also an option which local business can use for goods delivery. This way, community mailboxes can contribute to strengthening local commerce. Operators of local amenities and service providers may also agree to run these community mailboxes. However, it must be ensured that parcels can also be collected outside of shop opening hours.

In densely built-up urban area, vacant ground floor premises could be put to use for this purpose; in new urban developments, these should be planned for on the ground floor of housing estates. The community mailboxes should not be placed in public spaces in either area but they could be combined with Mobility Points (see section 22). Locations close to public transport stops are particularly suited for setting up community mailboxes. A pilot project bringing on board partners from business and research is already in the pipeline. Stepped up delivery of goods by freight bike can also contribute to sustainability and may be included in such a pilot.

33 GOOD CONDITIONS FOR FREIGHT BIKES

The use of freight bikes avoids noise and exhaust fumes; often enough, it also means cost benefits to businesses due to lower purchase prices and maintenance expenses. Freight bikes can also be utilised in traffic-calmed areas barred for delivery vans. Freight bikes may not be able to meet all the challenges of urban freight transport but their potential is commonly underrated (for possible uses, see fact box). The goal is to increase the share of bikes used in the small-scale transport of goods, especially in inner-urban and traffic-calmed areas.

The City of Vienna will create the required conditions to make the problem-free use of freight bikes materialise. Many measures which generally improve the situation for cyclists also facilitate the utilisation of freight bikes. When building bike parking facilities, the space requirements of freight

bikes will in the future be borne in mind. The multifunctional lanes proposed are also suitable for parking freight bikes. In the further development of technical standards relating to cycling, the potential use of freight bikes will be considered or introduced in the debate by experts of the City of Vienna. In the context of mobility management, the mobility platform (see section 15) will also include freight bikes as a topic for advice to businesses.

Following the Graz model, funding instruments for business which buy freight bikes will be created. The criteria for such grants will be defined by way of adaptation to the situation in Vienna. The City of Vienna will identify fields where freight bikes can be used in the context of municipal services and translate this into reality. By 2020 at least 20 freight bikes are to be used by the City of Vienna Administration.

34 TARGETED FUNDING OF E-MOBILITY

When offering grants for e-mobility, the City of Vienna focuses primarily on fleets (corporate fleets, taxis etc.) and regional commercial transport (delivery services using vans). Grants towards e-vehicles used for commercial purposes serve the long-term goal of emission-free local delivery. However, there will be no exemptions for e-vehicles in respect of parking space management or joint use of public transport lanes (such as bus lanes) because cars need much space regardless of their propulsion system; in this regard, they compete with other users of public space and will not be promoted.

Grants for the purchase of e-vehicles have only been absorbed reticently by Vienna businesses so far. However, more and more suitable e-vehicles are coming to the market so that the City of Vienna will continue to offer funding for commercial use. The initiative is to be linked with targeted marketing.

In a similar vein, it is also expected that even more

APPLICATIONS OF FREIGHT BIKES

Freight bikes come in various shapes and sizes, which makes them increasingly an interesting means of transport for the most diverse applications. The product range includes single-track bikes, tricycle constructions and combinations with trailers for different cargo weights and volumes. Combined with electric drives, the scope of applications becomes even broader.

Apart from a revival of the freight bike for mail delivery, it is also increasingly used by local transport service providers or suppliers which

directly deliver to the customer's doorstep. Freight bikes are also getting more popular among private individuals. In Ghent, Belgium, freight bikes are already part of the car sharing system.

The City of Vienna's municipal department 39 uses freight bikes for playground maintenance and quality checks; likewise, the Mobility Agency has used this type of transport for its purposes. Examples from Graz or Bucharest have shown that freight bikes are also suited for street cleaners and waste disposal logistics.



Photo: Kevin Griebaum / Holding Graz



Photo: Adrian Asher



Photo: Sebastian Philipp / Fahrrad Wien



Photo: Schaub-Walser / PID

electric hybrid vehicles and e-vehicles will be available at attractive prices. The point is then to find charging stations outside of public spaces to the greatest possible extent so as to facilitate the increased use of e-mobility and bring efficiency and emission-related benefits to bear.

The City of Vienna is running its own model pilot projects in e-mobility and will continue to do so. In parallel, further research into success stories (e.g. successfully implemented projects such as the electric buses of Wiener Linien) is to produce insights into how the acceptance of electric vehicles can be enhanced in commercial transport.

The needs of blind and visually impaired persons must be particularly borne in mind in the context of e-mobility.

35 INTRODUCTION OF A GENERAL TRUCK TOLL

The City of Vienna joins the Austria-wide initiative of reviewing the legal and technical feasibility of a general truck toll – both in terms of potential revenue and impacts on the national economy. The City of Vienna is supporting the implementation of the truck toll as a measure to be taken at federal level. Apart from steering effects, increased efficiency in truck trips and thus decreasing pollution are to be expected.

TRANSPORT INFRASTRUCTURE: THE BACKBONE OF THE CITY



A functioning traffic infrastructure is the central requirement for people and goods reaching their destinations; hence it is a fundamental need for doing business and for quality of life in the city.

The challenge of more cycling and public transport

Much is being done in Vienna to make it a city of short distances between work, school, home and leisure time activities. Nevertheless, traffic is expected to increase due to population growth and ever greater mobility in life and work. The endeavour to shift from car traffic to eco-mobility is ensuring that the number of trips done by car will decrease or at least remain the same. At the same time, figures in respect of cycling and walking as well as public transport use are rising. Bottlenecks in the transport infrastructure are foreseeable for cyclists and users of public transport. Hence, investments into such infrastructure are particularly urgent. The adaptation of pedestrian ways and pavements is also required so as to make walking more attractive and to make room for the growing number of pedestrians.

The challenge of infrastructure costs

Investments into new construction of transport infrastructure are very costly. Moreover, it is foreseeable that the maintenance of existing infrastructure will cause much expenditure in the next few years. Successful renovation work was done especially on rail infrastructure in the recent past. Apart from ongoing maintenance, major projects, e.g. the underground lines U 1 and U 6, the tram axis along Währinger Strasse, the main depot and workshop of Wiener Linien as well as important stations and stops of the suburban train lines are the most prominent examples. At the same time, numerous maintenance and modernisation jobs still need to be done – railway infrastructure

of the ÖBB, underground and tram tracks, depots, garages, workshops and the vehicle fleet. In respect of pedestrian ways and cycle facilities, the City of Vienna is coordinating its work with the districts to ensure constant high quality by way of recurrent inspection and repair.

High-quality design of pedestrian ways and cycling infrastructure, with the required dimensions and safety features, barrier freedom and recreational capabilities, may lead to cost savings on the whole. Pedestrian way and cycling infrastructure causes significantly lower costs in construction and maintenance than lanes for driving and parking cars. In the long run, more walking and cycling also reduces the pressure on public budgets. More of a focus on mixed use streets also contributes to this.

Principles of future transport infrastructure planning

The availability of transport infrastructure has an impact on mobility behaviour. To keep eco-mobility attractive, quality and extension of the related infrastructure is given priority. This is particularly true for public transport: Before any extension work is done, existing capacities must be used as much as possible. In this context, demand can be controlled and operational possibilities should be broadened.

Transport infrastructure that can be funded sustainably is the requirement for a transport system which is viable in the long run. Complete life cycle costs should be increasingly factored in when decisions are made to ensure that sustainable funding is already taken into consideration in the planning stage and to use public funds meaningfully. The planning instruments described in the “Governance” field of action are especially important in this context.

Only a reliable, convenient transport system is appealing. Service interruptions and delays in public transport not only cause people to lose time, they also make users angry. The same is true of infrastructural shortcomings in pedestrian ways and cycling facilities as they undermine the modal shift towards eco-mobility. Hence, the maintenance of high quality in infrastructure and services has top priority.

The fact that new urban development areas were provided with eco-mobility options early on has been a feat of integrated spatial and transport planning of the past decades in Vienna. It is important to continue in this vein to ensure that urban development and the creation of transport infrastructure happen in a coordinated manner. Linking them saves money and maximises the benefits.

36 MULTIMODAL STOPS – MORE THAN SIMPLE PUBLIC TRANSPORT STOPS

Public transport stops are important leverage points for the bundling and reconsidering of multimodal infrastructures. Primary hubs and highly frequented stops can be strengthened by additional services. This can also bring added value to public transport in the suburbs and the greater region, thus attracting potential new users.

Stops will no longer be shelters only. Whenever new stops are built or existing stops are renovated, systematic planning will include the immediate environment. Mobility service providers (transport utilities, garage operators, car sharing companies, cab companies etc.) will take on the challenge of linking services, and will go beyond their core business in cooperation with each other. Hubs where regional bus lines interconnect with urban transport and nodes in the primary public transport network of the region, in particular in the environs of the city, offer great potential in this respect. The City of Vienna will be working with partners such as VOR, infrastructure operators, the province of Lower Austria and municipalities to drive more multimodality at these hubs. Depending on needs, stops can be given added value, e.g. in the shape of:

- bicycle parking facilities (if necessary, these may also be large secure and roofed-over facilities, possibly with chargers for e-bikes;
- bike sharing systems (see section 37)

- car sharing spaces
- kiss and ride zones.

Public transport stops may also become mobility points (see section 22).

To ensure convenient use of public transport and additional options, the design of stops and their surroundings will be a focus of particular attention. Considering issues of traffic safety, fast and direct accessibility from all sides will be ensured, especially in view of approaching public transport vehicles. When streets are re-designed, stops on traffic islands will be reviewed with a critical eye. Orientation in the stop area is an important factor in usability. The stop and appurtenant facilities should be easy to identify and surrounded by an appealing environment. A clear arrangement and barrier-free access are crucial design principles. For barrier-free use by blind, visually impaired, deaf or hearing impaired passengers stops should be designed according to a multisensory approach. Intuitive understanding needs to be supported by an orientation system. This is particularly important at major hubs, such as underground or suburban train stations where direction signs should guide passengers to further mobility services.

The challenge of increasing passenger numbers at public transport stops and stations will be a future challenge. Wiener Stadtwerke, the public utility holding company of Vienna, already made major investments in the past few years. Passenger flow monitoring of Wiener Stadtwerke ensures that

entrance and exit passage capacities are sufficient. The suburban train network is to become barrier-free throughout.

A large part of public transport stops and stations in Vienna is already equipped with dynamic real-time transport information. Starting from major hubs, the information system is installed at more and more stops. This trajectory continues. In the long run, all public transport stops and stations will be equipped with digital transport information indicating the next departure as well as any service interruptions.

37 EXPANDING BICYCLE PARKING FACILITIES ON PRIVATE AND PUBLIC LAND

Stations for short-term cycle parking will continue to be built in highly frequented public space areas. As a matter of principle, bicycle parking facilities are to be built in parking lanes or former traffic lanes, not pavements (as described in Section 13). The focus is on spaces in front of public buildings, such as municipal district offices, schools, markets or event centres. Mandatory requirements for temporary bicycle parking are set for event organisers and must be fulfilled in case of highly frequented events. Multimodal stops (see Section 36) will also contribute. If bicycles need to be parked for a prolonged period, e.g. for a working day, no public spaces should be used for that purpose, and parking facilities should be located within the grounds/premises of the employer. This will in the future be possible due to legislation governing mandatory bicycle parking on private land. Sufficient parking spaces on private land will be ensured under changes in the Building Code, measures taken following transport studies and possibly on the basis of private-law agreements.

These will apply to conversions in densely built-up area with existing buildings and to new developments. Moreover, the funding programme of the City of Vienna for bicycle parking facilities on private land will be continued. These facilities need

to be well integrated in new housing projects to ensure that bicycles are readily available for use in every-day life..

38 MORE CONVENIENCE FOR PEDESTRIANS: THE “VIENNA CITY ROUTE NETWORK”

A Vienna City Route Network is created to ensure the high share of pedestrian routes in the city, for convenient and barrier-free links between parts of districts, public transport hubs and important destinations in the city. Pavements have to be sufficiently wide (a minimum clearance width of 2 m, convenient dimensions depending on the volume of pedestrian traffic), direct routes and attractive design should be inviting people also to walk if they are out and about on business and in day-to-day matters, not only during their leisure time and when shopping. A sufficient number of resting places with appealing furnishing and shading should make walking convenient for people with restricted mobility, heavy shopping bags or prams (see also Sections 11 and 12). The Vienna City Route Network, which is part of the classification of the street and route network, indicates where pedestrian traffic is particularly important (see also Section 05). This helps in designing street spaces and traffic organisation so that qualitative improvements can be made for pedestrians. Specific measures are planned by the City of Vienna Administration in cooperation with the districts and, depending on the situation, if possible also involving the resident population and any other players concerned

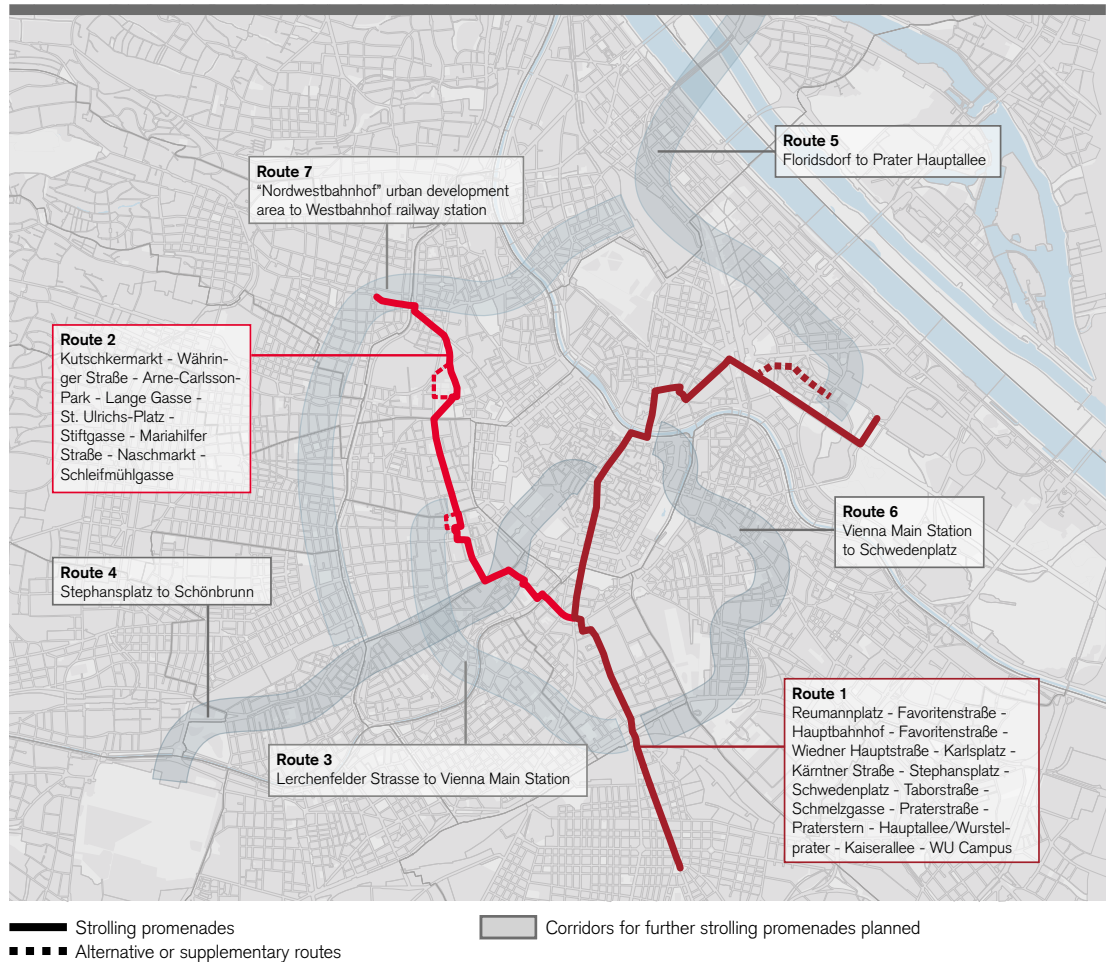
39 DEVELOPING STROLLING PROMENADES

Several strategically important routes across district borders which are part of the Vienna City Route Network will be created as "strolling promenades". Primary pedestrian route networks, including the "strolling promenades", will not only be there to be used by the inhabitants of Vienna but also to attract tourists as they improve the quality of walking in the city. The strolling promenades will be designed

to fulfil a number of criteria. Primarily, they will link places which are important for errands in every-day life, including markets and shopping streets, central squares, major public transport hubs etc. The routes chosen are appealing and consider other main flows of traffic, such as motorised traffic and cycling.

The strolling promenades are upgrades of pedestrian routes: They are designed to offer particularly high standards for pedestrians

Strolling Promenades



and a new, uniform system of free-standing orientation signs. It will direct people to important destinations in public space and information about the surrounding area, such as public transport connections, cycling, larger public indoor car parks and mobility points. The system can also be used to improve barrier-free information in public space.

The following projects are top priorities:

- Two strolling promenades across districts will materialise until 2018:
(Route 1: Reumannplatz – Vienna Main Station - Karlsplatz - Stephansplatz - Schwedenplatz - Praterstern - WU Campus)
(Route 2: Kutschkermarkt – Arne-Carlsson-Park - St. Ulrichs-Platz - Naschmarkt – Schleifmühlgasse)
- A further five routes will be created by 2025. These will be defined in detail in cooperation with the districts.

40 IMPROVING AVAILABILITY AND QUALITY OF CYCLING INFRASTRUCTURE

The network of cycling routes in Vienna has been continuously expanded since the 1980ies. Due to increasing cycling traffic, some routes need capacity enhancement and improved comfort of use. This can be done most effectively by analysing the existing cycling facilities of important connections and taking the best approach from there. Organisational measures, such as the abolition of obligatory cycling path use, changes in traffic light phasing or the conversion of surfaces no longer in use for car traffic (driving, turning or parking lanes), will be preferred. Wide cycling paths are safer and more convenient, enabling a variety of uses (e.g. freight bikes, wheelchair-bound persons using handcycles, bicycle trailers for children etc.). Thus, the infrastructure serves more people. Areas for walking must however not be restricted. The programme to close gaps in the primary cycling network is continued. In this context, routes without attractive services in the

near vicinity are the current priority. The cycling street is to become an instrument increasingly used in densely built-up areas.

41 DEVELOPING LONG-DISTANCE CYCLING ROUTES

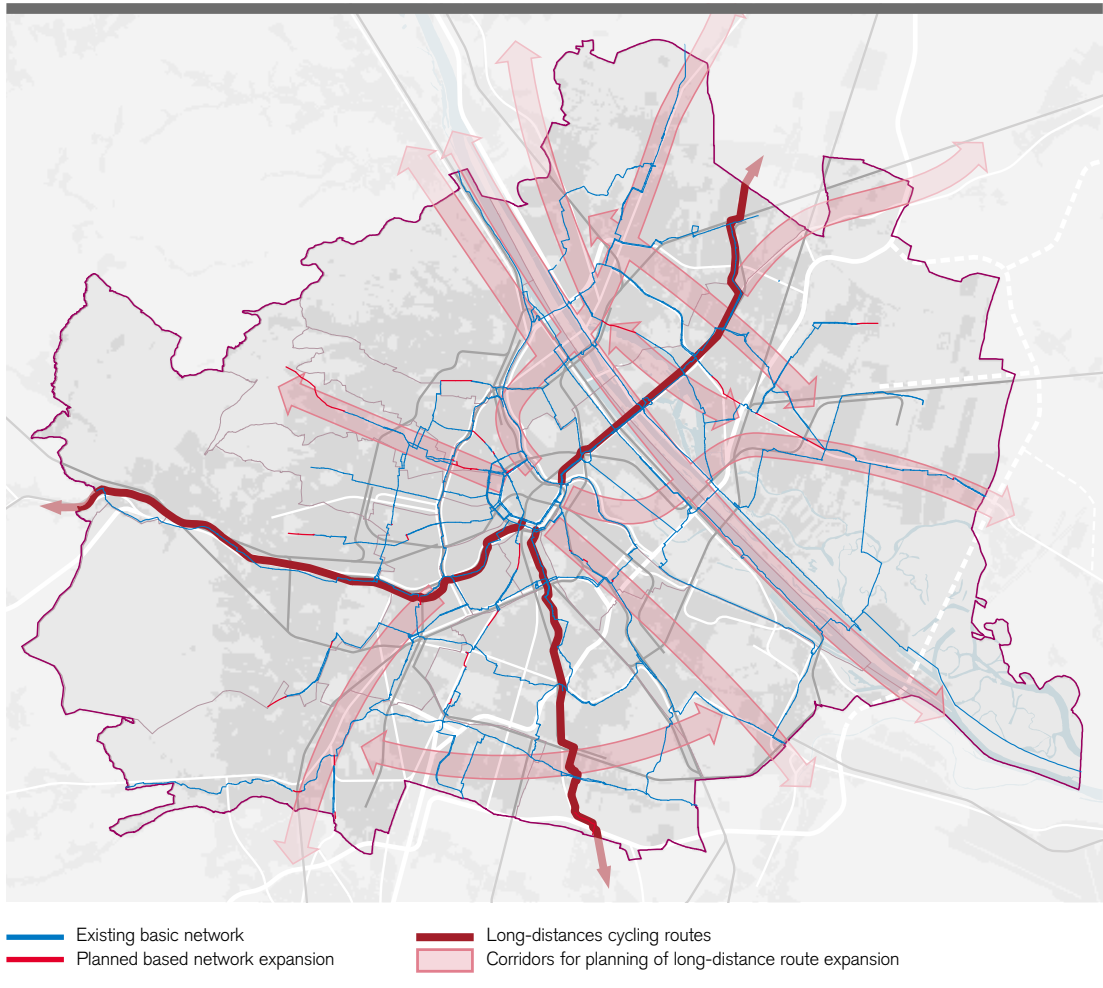
To foster long-distance cycling, including commuting by bike, routes across the city which form part of the primary Vienna cycling route network will be established. Their main characteristics are quality and comfort of use; due to the standard of expansion, higher speed of travel whilst considering safety aspects will be possible. In parallel to expansion of the existing infrastructure, long-distance connections from the city centre to the city limits will set new benchmarks. Existing routes will be maintained. Measures to bring quality up to long-distance route standard are required selectively. The connection of the long-distance routes and the Lower Austrian basic cycling route network ("RADLgrundnetz") was done in consultation with Lower Austria. Implementation will be advanced by City of Vienna coordinators. Ongoing improvement of sections in the long-distance cycling route network is part of the infrastructure expansion.

In this context, the following projects are top priorities:

- The Southern Route (Karlsplatz – Vienna Main Station – Favoritenstrasse – Leopoldsdorf junction) will be the first high quality route to be available by 2018.
- By 2025, further routes (including the Northern and Western routes) will be complete.

The Citizens' Council voiced its wishes for improvements benefiting cyclists, such as cycling paths and routes which keep distances short. Cycling paths should not end in busy streets or signage should indicate the end of a cycling path sufficiently early.

Long-distances cycling routes



42 STEPPING UP RAIL TRANSPORT SERVICES FOR THE CITY AND THE REGION

The rail system consisting of suburban, regional and long-distance train connections is the number one means of public transport for commuters coming to Vienna from the environs. At the same time, the suburban train network is an excellent connection between the outskirts of the city and the

optimum in tangential links within the conurbation. The suburban train network (S-Bahn) is also a primary means of transport within the city, with the connection between Floridsdorf and Meidling being similar in importance as an underground line.

In the past few years, the rail network of Vienna was strongly affected by a several construction sites. The completely new Vienna Main Station on the site of the Southern and Eastern Railway

Stations, which were demolished, and the revitalisation of practically all major stations and stops of the suburban rail system were completed during ongoing operations. As from 2015 the Vienna Main Station is operational and thus, a new long-distance rail system is in place. This provides Vienna with a modern, state-of-the-art rail infrastructure offering a basis for improved services and new capacities in local and regional transport.

The “S-Bahn Package” makes the suburban rail system more attractive. Its services are enhanced by shorter intervals, better quality of service and the coordinated marketing of the entire primary public transport network in Vienna. The first elements of the package can be translated into reality and brought to bear fairly quickly. This requires closer cooperation and a joint action programme of several players: the City of Vienna, Wiener Linien, VOR and ÖBB (see section 10). In more detail, this spells:

- barrier-free S-Bahn trains suitable for intra-city transport which are not only convenient for passengers but also enable faster entering and existing and shorter travel times;
- a joint marketing concept for public transport in Vienna which familiarises the Vienna population with the suburban train system to a greater extent. One element of this is a standardised map of fast connections for the Greater Vienna area. It will in any event include the underground and S-Bahn train network (possibly also the main ÖBB train axes), shown as lines of equal rank, to be presented aboard all means of transport, regardless of the operator.

The suburban rail network is an existing primary means of transport which can be expanded at comparatively low cost. The long-term goal is a massive improvement of services in the core area of the network in Vienna, including 15-minute intervals on outer branches and even shorter intervals on tangential links are to be offered if needed. To reach this standard, further infrastructure projects are also required within the ÖBB network. At present, the cost-benefit ratio of further extending underground lines to the city limits and beyond is not sufficient.

For the time being, high-capacity alternatives at low investment and operating costs are more purposeful. Shorter intervals, coupled with minor infrastructure adaptations, would lend themselves well. An upgrading of Badner Bahn, a light rail line from the city centre to in the southern part of the agglomeration, will be done by the provinces of Vienna and Lower Austria by 2021. In sparsely populated areas, demand-based services, such as dial-a-ride transit, could become a low-cost and practical solution. These areas could thus be linked to the primary network.

The following projects have top priority:

- The expansion of the Southern railway main line from Meidling to Liesing
- Even shorter intervals on the S 45 line (the suburban line linking the West and the North of the city) and its extension along the river Danube
- Shorter intervals on the outer branches of the S-Bahn system (in particular lines S3, 7, 50 or 10 via Stadlau) and on the light rail operations run by Wiener Lokalbahn in coordination with the province of Lower Austria
- An east-west tangential suburban line between Stadlau and Hütteldorf, combined with the Marchegg branch of the Eastern railway line, and a more attractive link between the Western and Southern railway lines.

Moreover, studies looking at further network developments after 2030, when the public transport needs of more than 3 million people in the conurbation have to be reckoned with, are being launched. Infrastructure measures will be geared to denser operations at shorter intervals, e.g. an extension of the new line S80 to Purkersdorf in the west and Raasdorf in the east.

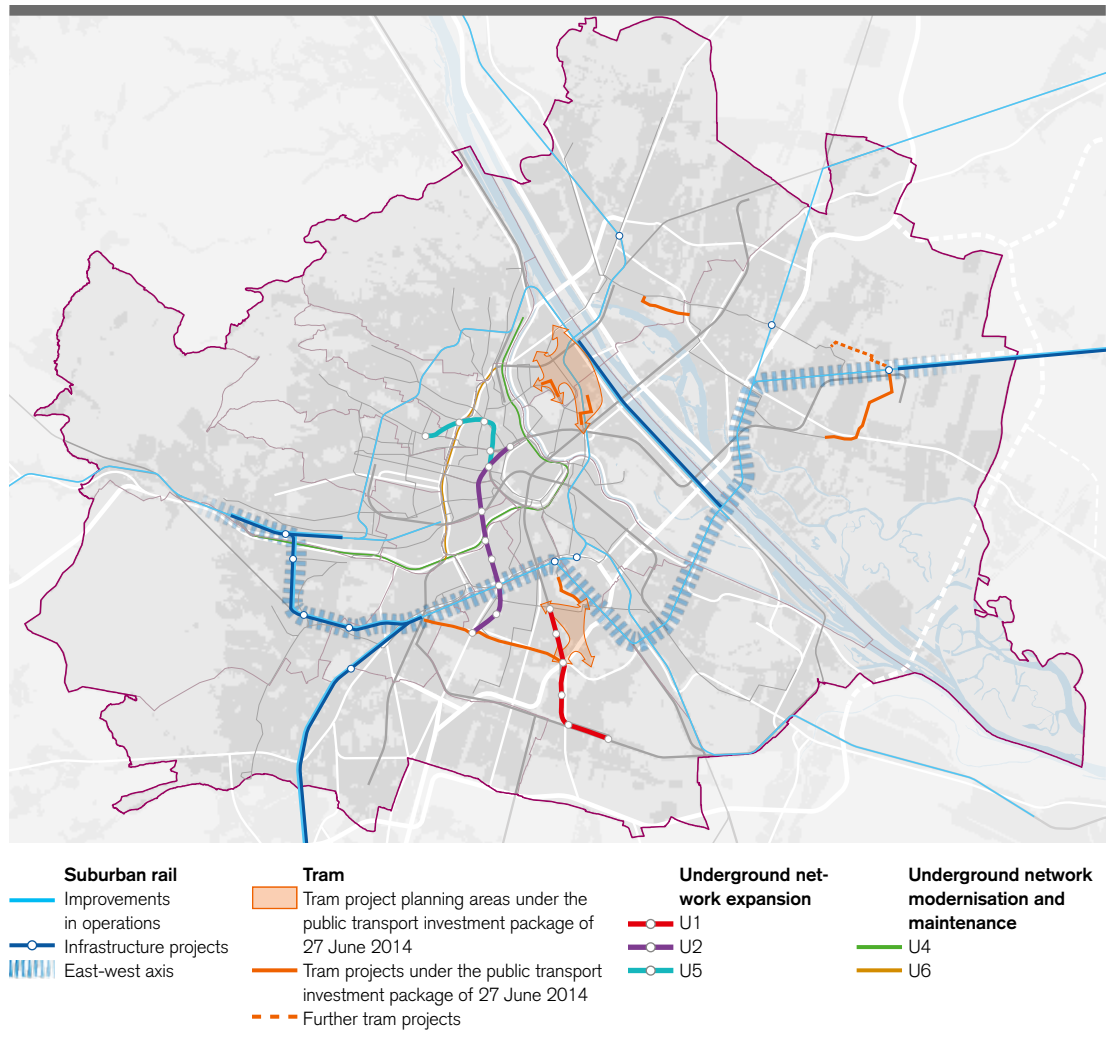
In general the Citizens' Council wished for better quality of service, e.g. a more attractive ticketing system using a chip card, a semi-annual season ticket for cyclists, more space for prams or free transport for bicycles.

43 STRENGTHENING PRIMARY ROUTES IN PUBLIC TRANSPORT BY EXPANDING THE UNDERGROUND NETWORK

Public transport in Vienna is very reliable, a fact that has contributed significantly to a high degree of passenger satisfaction and a massive increase in passenger numbers. Reliability is further enhanced by the modernisation of the underground lines U4

(in the NEU4 project) and U6. Both projects will be finished by the end of 2020. To provide the densely populated areas in the south of Vienna with a fast connection to the city centre and link them with the primary network, underground line U1 will be extended from Reumannplatz to Oberlaa by 2017. Within the city, primary network capacities need to be stepped up markedly because some lines will reach their limits in the none-too-distant future in spite of measures to optimise the existing operations.

Focal areas in public transport expansion



This can be done by extending the routing of U2 from Schottentor station to Favoriten in the South via the western inner city districts. The new U5 line will provide an improved link of Vienna's west, and primarily the district of Hernals, to the city centre, with the time-tested tram axes on Währinger Strasse and Alser Strasse remaining in place. U5 will use the existing U2 route from the Rathaus stop to Karlsplatz.

These new lines will take the burden off much frequented underground lines (U6, U3, U4), the 43 and 44 trams and several hubs. The extension of U2 towards the south-east from Karlsplatz is no longer a priority. A branch of U1 to Rothneusiedl and further underground network expansions (e.g. U3 and U6) are long-term options depending on the rate of increase in public transport needs in the areas concerned. The City of Vienna will cooperate with Wiener Linien to analyse the potential of such underground network projects, including possible extension, depending on the dynamic of population growth and urban development projects. After re-allocating funds in the fourth stage of construction, funding for the fifth stage of construction is to be ensured in cooperation with the relevant players before work on the U2/U5 intersection starts.

The following projects have top priority:

- The extension of U1 to Oberlaa (by the autumn of 2017)
- The modernisation of U4 and U6 (by the end of 2020)
- The intersection of the lines U2/U5 at the Rathaus stop: the new U5 towards Hernals (Elterleinplatz), U2 will be extended to the Wienerberg neighbourhood.

44 OPTIMUM PUBLIC TRANSPORT SERVICES FOR NEW URBAN DEVELOPMENT AREAS

The timely linkage of new urban development areas with the rest of the city via public transport continues to be a fundamental principle of urban

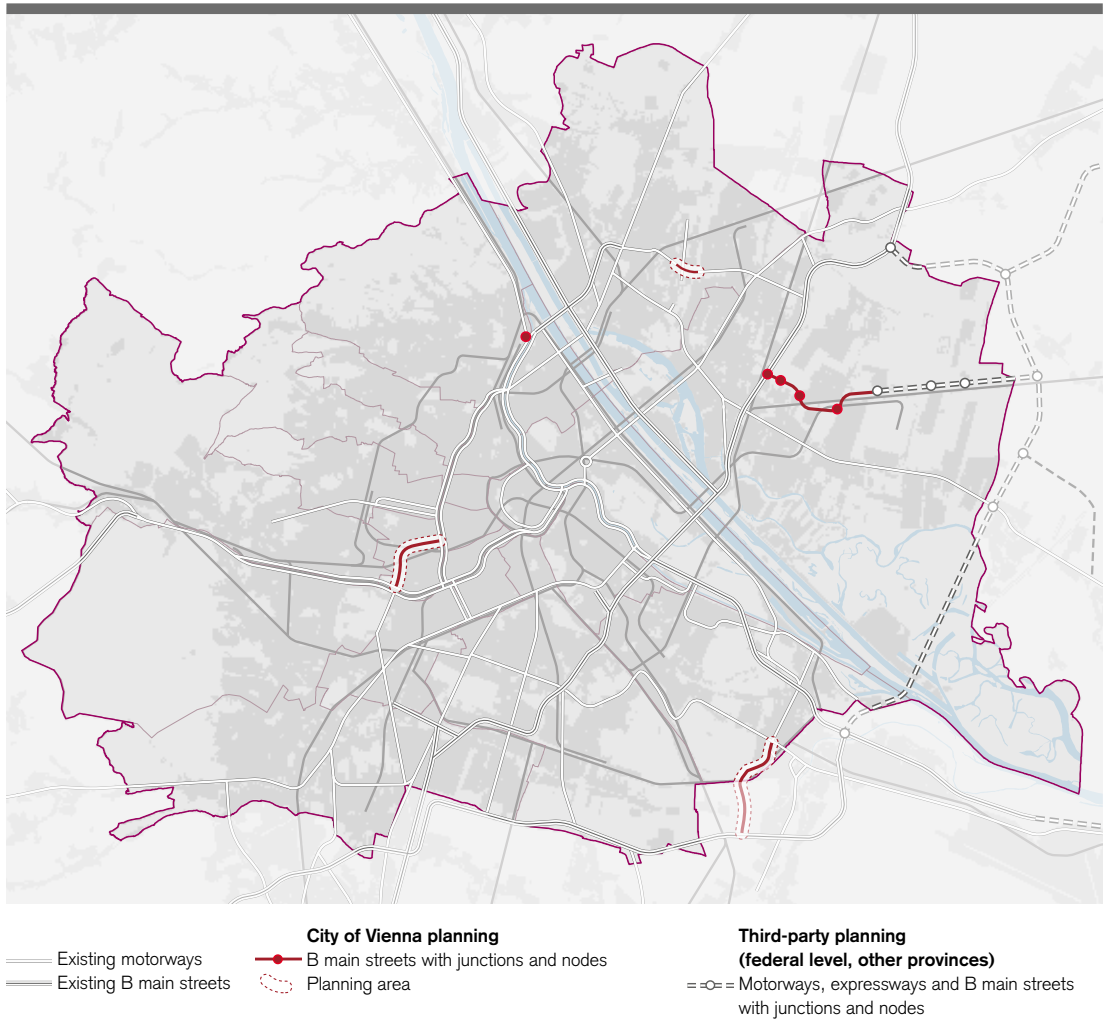
development planning in Vienna. Due to the fact that many newly built neighbourhoods evolve dynamically, this is a specially challenging task. Trams are often enough the optimum way of connecting large new urban development areas because construction and operating costs only amount to a fraction of the expenditure involved in building underground lines. Transport capacities are sufficient and it is easier to serve larger areas. New tram lines are being planned to provide feeder services to the underground and suburban train networks; at the same time, they are also useful tangential links. High-quality bus corridors which are essential for the network structure can also serve as a backbone of public transport in suburban areas of Vienna if the number of potential passengers does not yet justify the expenditure of building a tram line. Public transport has to be available when residents move to the new urban development areas; this is ensured by timely and extensive coordination between urban planning and transport providers.

The following projects have top priority:

- Tram connection to the Nordbahnhof neighbourhood
- Tram connection to the Nordwestbahnhof neighbourhood
- Tram tangential link to the Wienerberg area, with a bus corridor as a first stage
- Tram connection to the Monte Laa neighbourhood
- Tram connection to aspern Seestadt
- Tram connection to the Donaufeld neighbourhood
- Further high-quality bus projects, in particular on the fringes of the city and as tangential links

Apart from these priority projects, connections in the southern suburbs (Liesingtal) and in the north, between the districts of Floridsdorf and Donaustadt are long-term goals. With the inner city area, further adaptations of the network, e.g. the Burggasse-Gablenzgasse-Ottakring route or the neighbourhood of the Western Railway Station and adjoining Felberstrasse are purposeful.

Private transport: Plans for the B main street network



45 NEW STREETS FOR NEW NEIGHBOURHOODS

Vienna is characterised by an excellent network of primary roads and well distributed access roads. In densely built-up areas of the city, there is a more urgent need for space for other uses so that the potential for street expansion is limited. New road construction projects must materialise in the context of new urban development areas and new housing construction. In the central districts, the focus will be more on traffic infrastructure designed as urban high-quality areas. ASFINAG, the company operating the Austrian motorways, is planning and funding the construction and operation of the outer ring road around Vienna.

When this Urban Mobility Plan was prepared, the existing primary-road construction projects of the City of Vienna were reviewed for the above-mentioned criteria. The following projects continue to exist as a way to supplement the B road network:

- The Aspern urban high capacity road to take the burden of traffic off the old local neighbourhood centres of Donaustadt and connect the new development aspern Seestadt
- Closing the gap in the B 229 road in the Siemensstrasse/Julius Ficker-Strasse section between Heinrich-von-Buol-Gasse and Kürschnergasse.
- Establishing, via the B 14 road (Simmeringer Hauptstrasse – Klederinger Strasse) a link

between the emerging industrial estates south and south-east of the Central Cemetery of Vienna (Ailecgasse area) and the S 1 expressway so as to redirect traffic from existing residential neighbourhoods on Vienna and Lower Austrian land. Accordingly, implementation of this project also depends on the interests of the municipality of Schwechat and the province of Lower Austria.

The following projects will be adapted to the new requirements for B roads as regards dimensions, qualities and design depending on the development in the region:

- the B 227 road and the Muthgasse junction for the purpose of linking the new urban development area with the primary road network
- the B 224 road in the Gürtel – Winckelmannstrasse – Wiental section will be necessary if new buildings are erected on Western Railway Station land along Felberstrasse. In this case, the plans for the road building project will be revisited and adjusted to the new requirements.

The following roads will be expanded with a reduced road cross-section to serve as access roads to new urban development areas:

- the B 232 road in the area of Gerasdorf
- the B 228 road in the area of Simmering
- the B 225 road along the Goldberg slope in the south of Vienna

MOBILITY NEEDS INNOVATION



In a future-oriented city worth living in, innovation and research play an important role. The Smart City Wien Framework Strategy is of paramount importance here due to its objective of making Vienna an "innovation leader through cutting-edge research, a strong economy and education by 2050". Mobility offers special opportunities in this context: Vienna can be strengthened as a business location whilst achieving due to improvements in terms of transport convenience, acceptance, efficiency and sustainability.

All things considered, we can safely assume that research and innovation will play a key role when it comes to reaching the ambitious mobility objectives Vienna has set for itself. Therefore, measures in the field of action entitled "Innovation" aim at enabling the City of Vienna to contribute to lively developments in research and innovation in the mobility sector which it will also be able to use in practice.

When the word "innovation" is used in the context of mobility, most people will think of technology, in particular in vehicle technology. Connections with ICT ("intelligent transportation systems (ITS)") are becoming ever more pervasive. However, research and innovation in the fields of social and organisational studies as well as economics with an impact on the transport sector have not fully come into focus yet.

Using cutting-edge technology

From the perspective of the City of Vienna, the market already ensures progress in the field of vehicle engineering (in particular in respect of car traffic) and ITS to a sufficient extent, and this is also fostered by European and national initiatives. The

City of Vienna will thus not make additional efforts in this area. At the same time, it will consistently use the latest in technology whilst considering aspects of economic feasibility and reliability so as to put the benefits to work in Vienna's transport system.

Vienna innovation for enhanced mobility

Vienna has been an epicentre of international innovation in the fields of urban or public transport on several occasions. The most successful projects include transport information systems such as the user portals "qando" and "AnachB I VOR", marketing approaches such as the annual season ticket for EUR 365.00 or vehicle technology, including the ULF (ultra-low floor) trams. The City of Vienna is a staunch supporter of its approach, actively advancing, as it does, research and development, particularly in the municipal context. It continues to concentrate on projects and applications which serve to strengthen eco-mobility. Multi-modality as well as walking, public spaces and cycling will be in the focus of developments to a greater extent than previously.

Special interest in research and innovation

Research and innovation should start with the human being as a user when seeking to better understand mobility behaviour. Based on this, the City of Vienna will find it easier to fulfil its tasks – from designing streets to organising mobility services and introducing incentives. Being responsible for a number of segments in the transport infrastructure, the City of Vienna has a special interest in improving the latter's reliability through innovation; as the manager of public funds, it also seeks to use resources as efficiently as possible.

46 INNOVATION NEEDS ASSESSMENT THROUGH THE MONITORING PROCESS

In the monitoring process which goes with the Urban Mobility Plan, special emphasis is placed on performance and achievement of the ambitious objectives. In this context, an analysis is made of the measures foreseen as to whether they are sufficient for achieving the objectives or whether there is a need for new, innovative measures or research. This is an important basis for decision-making by the City of Vienna on grants and its contribution to the content of grant programmes provided by other funding agencies. As at today, research into the following could be of special interest:

- options to support and measure pedestrian traffic
- options for the automated measurement of route chains and modal-split values
- mobility management for enterprises
- public street spaces: definition and measurement of qualities, definition of multi-functional road cross-sections, designing and following through "learning spaces" for a new culture of mobility
- basic research of aspects of mobility from the perspective of social studies and traffic psychology
- options to expand and develop car sharing
- urban logistics systems and modelling in commercial transport
- usability in intermodality
- mobility at an advanced age
- communication strategies and use of social media.

The needs assessment in the monitoring process of the Urban Mobility Plan is updated regularly. In this context, the focus is on an approach distinguishing between target groups, data on aspects of gender and diversity are explicitly analysed.

47 ACTIVE STEERING OF INNOVATION PROJECTS

Projects requiring the cooperation of players from various backgrounds tap into a vast potential for innovation. In these cooperative projects, the City of Vienna will take a steering role in the future, seeking to make the outcomes more amenable to practical application.

Steering also includes a systematic selection of ideas for projects. An evaluation grid is prepared in a broad discourse so that the value of an idea for the field of mobility can be assessed. The grid is oriented along the same lines as the Urban Mobility Plan, it has to be readily usable with as little effort as possible. A fairness check (see the section "The Way to the Urban Mobility Plan: Methods and Processes") can be used as a supporting measure. The evaluation grid is designed in such a way that it can also be applied to (mostly technical) innovation for which support is requested from or which is offered as solutions to the City of Vienna.

48 TARGETED USE OF FUNDING IN RESEARCH AND INNOVATION

The City of Vienna provides considerable funding to business via its funding agencies. The potential of innovative enterprises in the mobility sector is still underrepresented. When preparing calls, aspects relevant to mobility should be included, and funding is to be geared to solutions which are useful for and needed by the City of Vienna. Numerous funding bodies which e.g. manage federal or EU funds, use cooperative approaches when designing their funding programmes. The City of Vienna will seek to play an active part in this.

49 CLOSE COOPERATION WITH RESEARCHERS AND TEACHERS

Apart from intensified direct bilateral contacts between the City of Vienna and teachers in institutions of tertiary education (universities and universities of applied science), the following instruments are to be developed (further):

- endowed professorships (modelled on the Interdisciplinary Centre for Urban Culture and Public Space at Vienna University of Technology)
- PhD colleges (modelled on the cooperation between Wiener Stadtwerke and Vienna University of Technology)
- A platform for diploma or bachelor's theses on issues of active mobility
- Research cooperation (modelled on the Wiener Linien - Vienna University of Technology – Austrian Institute of Technology initiative)

50 BROADENING EXISTING INNOVATION

Valuable innovation projects have been launched by the City of Vienna and its associated institutions. These are to be expanded in the future:

Seamless multi-modal mobility: SMILE

When you are out and about, you will choose the most appropriate means of transport depending on the purpose of the trip, your needs, personal preferences and current traffic situation. This is still a complicated endeavour because information systems, prices, tickets and access systems are not coordinated. The SMILE research project aims at developing the prototype of a standardised mobility platform for all modes of transport. At present the prototype is being tested throughout Austria under the guidance of Wiener Stadtwerke. SMILE is to become a permanent institutionalised solution that is widely available.

Graph integration platform (GIP)

The Austria-wide graph integration platform is used for the digital management of traffic data according to standardised rules. The availability of up-to-date input from Vienna has to be ensured in the future. Moreover, further services will be developed to further enhance the platform potential, especially as an information system for the public authorities.

Expanding mobility card applications

The mobility card is a new product under development by Wiener Stadtwerke on the basis of the annual season ticket of Wiener Linien. It opens the door to multi-modal services: At present, parking, the re-charging of e-cars and e-bikes as well as using bike sharing and car sharing are the functions planned for the mobility card. After a successful pilot phase, further active mobility functions (bike garages, discounts for cyclists and pedestrians) could be added and the mobility card could be extended to enterprises.

EDITS

The project "European Digital Traffic Infrastructure Network for Intelligent Transport Systems" (EDITS) is funded by the European Union; it prepares the ground for cross-border multi-modal traffic information systems. Based on existing platforms, specifications and systems are being created for data exchange. System functionality is being tested in three pilot regions, one of them being the Centrope region. EDITS is an expansion of AnachB.at to also include relations with centres in the Czech Republic, Hungary and Slovakia.

TOGETHER IN THE REGION

Fünf

Je weiter sich der Zug von der Küste entfernte, desto mehr verlor die Landschaft ihre liebliche Sanftheit und wurde immer rauer und wilder; der Rhythmus der Hügel wurde schroffer, da und dort ragten nackte Felsen und Zacken auf, verdunkelten die Sonne und fielen in Steilwänden zu Schluchten mit reißenden Flüssen und kleinen Bächen ab. Ich stand am offenen Fenster im Gang, atmete die bereits kühle Luft und versuchte mich an die Namen der Ortschaften und an die Entfernungen zu erinnern, wie ich sie auf einem alten Atlas in Menorca gesehen hatte; ich hoffte da zu sein, bevor alles völlig kahl und hart und düster war. Ich erkundigte mich auf dem winzigen Bahnhof von Nimaud, aber bis zum nächsten Morgen fuhr kein Bus nach St. Gaudemart, wo Misa lebte. Es gab auch keine Taxis oder sonstigen Verkehrsmittel, und so machte ich mich zu Fuß auf den Weg zu ihr, winkte jedem der wenigen vorbeifahrenden Autos mit erhobenem Daumen. Bald fand ich mich auf einem Gelände wieder, wo der Asphalt, über den ich schritt, die einzige Spur von menschlichem Leben war; sonst gab es, soweit das Auge reichte, nur Felsen und harte Erde und kümmerliches Gras und Gebüsch, zerklüftete Flächen und Abhänge, über die ein Wind fegte, der mich zwang, vorwärts zu gehen, und mir so um die Ohren blies, daß ich mich immer wieder umdrehte und über-

legte, bald nicht ins Dorf zurückkehren und alles auf morgen verschoben sollte. Aber ich war zu begierig, Misa wiederzusehen und je mehr mir klar wurde, was für einen wichtigen Ort sie sich ausgesucht hatte, desto stärker wurde mein Wunsch, sie zu sehen.

Endlich hielt ein rotgesichtiger alter Bauer in einem Lianenzweigen an und nahm mich mit. In meinem miserablen Friseurwisch fragte ich ihn, ob er zufällig die sieben jungen Leute kenne, die zusammen in St. Gaudemart lebten, er bellte lachend, sagte immer wieder einen Satz, der witzig sein sollte, den ich aber nicht verstand. Er zeigte auf mein zerlängtes verfilztes Haar, deutete mit der Hand einen Ziegenbart am Kinn an, lachte wieder los. Er stank nach Wein und Schwefel und organischem Dreck, sein Gesicht war von Wind, Sonne und Kälte mit einem Netz von Furchen überzogen, und trotzdem war klar, daß er in ihnen und auch in mir hässliche Wilde sah, er konnte kaum an sich halten. Ich machte mit der Hand ein Zeichen, das Kind bedeuten sollte, er nickte, machte »Maäh, maäh«, deutete eine Ziege an, lachte erneut. Auch ich lachte, aber freudlos und beunruhigt, nicht mehr so sicher, ob es eine gute Idee gewesen war, so spontan Misas Spuren zu folgen.

In einer Kurve unterhalb eines Felsvorsprungs hielt der Bauer an, zeigte auf zwei Steinhauser viel weiter unten, die ich selber in der kalten, abschüssigen Landschaft vielleicht nicht einmal gesehen hätte. Es war Spätnachmittag, das Licht war merkwürdig farblos, als würden die Sonnenstrahlen durch eine riesige graue Linse dicht über den Wäldern getrübt.

Ich ging den un asphaltierten, steilen Weg voller Furchen

INTRODUCTION

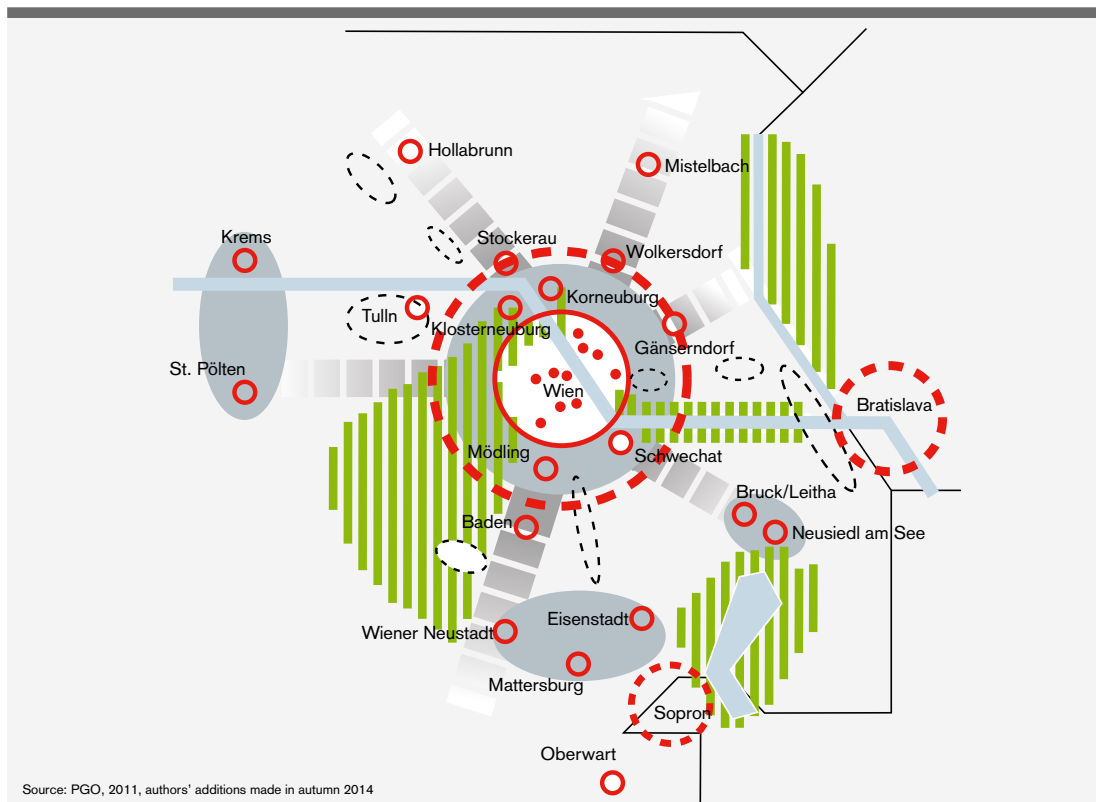
The provinces of Vienna, Lower Austria and Burgenland have agreed that they will include a joint regional mobility strategy within their respective mobility concepts. These documents are expected to be complete in the course of 2015. Joint action is needed in view of common challenges, in particular due to commuter traffic within the so-called “Stadtregion+” and due to large-scale functional relations in transport. The Eastern Region of Austria “Ostregion” denotes the entire area of the three provinces whilst “Stadtregion+” means the area of Vienna Metropolitan Region and the surrounding regions of Lower Austria and Burgenland where

growth is most marked. Moreover, a coordinated mobility strategy reinforces the position of the Eastern Region within Austria and in the international context. For this reason, deepened cooperation between the provinces and - generally speaking – the coordination of transport policy positions and interests is purposeful and important.

The present joint strategy is the result of a discourse bringing together representatives of the provinces and the VOR transport and tariff association for the Eastern Region; it is rooted in the strategic principles outlined in the emerging mobility concepts.

Development perspectives of Stadtregion+

Further development in coordination with the provinces’ transport concepts



- - - Cooperation in the wider agglomeration
- Development centres
Towns with special central functions
- Target areas of urban development 2014
- Development axis
Areas along primary transport infrastructure between several development centres
- Polycentric area
Area between several development centres, closely connected at functional level
- Supplementary area
Area between axes with special importance for future regional development
- Specially sensitive area
Part of a region with landscape of outstanding environmental significance
- Body of water
- National borders

CHALLENGES AND TASKS

The Eastern Region of Austria is characterised by common challenges and tasks as well as structural differences and divergences in transport geography. In terms of spatial structure, we distinguish between the agglomeration, marked by the dynamic development of population and settlements ("Stadtregion+"), axes of settlements and infrastructure as well as so-called in-between areas where there is no distinct dynamic growth. In view of these development trends, several special challenges need to be confronted.

A growing region

In the long run (2030+), Vienna is expected to see population growth by 270,000 inhabitants – to a total of 2 million. Further growth by about 170,000 inhabitants is likely in the dynamic environs of Vienna in the provinces of Lower Austria and Burgenland, so that the agglomeration will be home to more than 3 million people after 2030. In view of existing capacity shortfalls in the transport system, managing the traffic flow induced by this development will be the main challenge.

The attractiveness of the agglomeration as a place to live and work will lead to more commuter traffic in the entire Austrian Eastern Region and eastern neighbouring countries. This means that spatial and transport planning, in particular in the dynamic agglomeration, will require coordination across administrative borders. New settlement centres and urban compaction should be oriented on means of (primary) public transport.

Spatial planning and regional development are called upon to act appropriately; after all, settlement structures, transport services and mobility behaviour are interconnected and these connections have a long-term impact. Fragmentation and lack of coordination in development causes high public spending on infrastructure and public transport as well as high individual expenses to users.

Vienna and its environs

Coordinated mobility and transport policies is a special challenge, in particular in what is called "Stadtregion+"; after all, the point is to shift part of the traffic flows in the agglomeration, largely

directed towards Vienna, to public transport. Surveys have shown that people tend to travel between Vienna and the towns in the close vicinity by car whereas public transport is used to a greater extent on longer distances in the entire Eastern Region.

Appeal and status of local and regional public passenger transport

In view of the increasing traffic in the agglomeration, the provinces' transport policy positions and interests require a joint initiative:

- Pursuant to the Urban Development Plan 2025 (adopted in 2014), the City of Vienna is aiming at 80% of all intra-city trips of the Vienna population via eco-mobility (public transport, cycling, walking); in view of environmental objectives, commuters should also primarily travel by public transport.
- For Lower Austria and Burgenland, good access to and from the agglomeration and quick trips within the agglomeration are in the foreground. The Lower Austrian Climate and Energy Policy Programme 2020 (2014) and the Burgenland Energy Strategy (2013) also include public transport initiatives.

Several processes have already been completed with this challenge in mind:

- The processes for the coordination and harmonisation of public transport required were largely included in the local and regional transport strategy for the Eastern Region (NRSO, 2012);
- The rail transport concept for the Vienna region (ÖBB, 2012) comprises improvements for the public transport services in the region by 2025, with shorter intervals on transport axes, more attractive rolling stock for better performance, and higher capacities in intra-city public transport (the "Bypass Light" planning case).

The improvement of existing and introduction of new tangential public transport links is important and in the common interest of the provinces. As Vienna is attractive in terms of jobs and central institutions as well as because of the quality of housing at generally lower costs in the near environs, major traffic flows ensue. High-quality transport – in particular public transport – is thus a central interest of Lower Austria and Burgenland.

Public transport outside the agglomeration

The quality of public transport service coverage decreases towards the periphery, transport lines are only available if settlement density and demand are high enough. This creates another challenge, i.e. to provide public transport services through new forms of transport – so-called demand responsive or micro transit – at a reasonable cost to the public. These systems have to be connected to railway and bus lines to provide an appealing service.

Güterverkehr

According to the “centrope Infrastructure Needs Assessment Tool” report an increase by more than 100% is predicted for cross-border freight transport on the road (2005-2025/30). This is why environmentally friendly freight transport, i.e. a shift to rail transport, is a major challenge for the border regions in Lower Austria and Burgenland due to the transport situation in the neighbouring countries. According to the freight transport forecast for Lower Austria, a 30% increase is expected for the period 2008 – 2030 for road, rail and waterway transport. This must be seen in the light of objectives set by the European Commission in the White Paper on Transport, which aims to shift to rail 30% of freight transport covering distances of 300 km or more. For this reason, all relevant actors (provinces, public transport operators and the transport industry) are to prepare a longer-term framework of action for freight transport in the Eastern Region.

In city logistics, new, innovative impulses and cooperation projects likely to succeed have come to the fore. The three provinces should join forces with these initiatives and advance them by supporting transport policy measures.

A single price and information system for multi-modality

To change mobility behaviour, it will not be enough to offer services, awareness-raising measures will also be required. Information about alternatives is needed for personal decisions on mobility. The three provinces intend to take joint action in the fields of awareness-raising and information, to include:

- an inter-modal information system, also bringing in multi-modal mobility,
- a new, customer-oriented and simple system of pricing (subject to a price reform) which responds to the individualisation of society and

comprises differentiating target-group oriented services,

- the integration of micro transit in the public transport information system.

On the whole, the trend towards personal multi-modality is to be supported by a comprehensive mobility information system.

TRANSNATIONAL INITIATIVES

The centropo region with its centres Vienna, Brno, Bratislava, Győr and Sopron, has enormous potential for growth. With this in mind, several processes were completed or are underway to determine foreseeable action after appropriate operational fine-tuning. Cooperation processes with Austria's eastern neighbouring countries have to be intensified wherever mid-range activities can be expected.

Regional Interests

Several processes and projects have produced a long list of proposals and ideas to shape freight and passenger mobility in the region in a sustainable and effective way. The Strategy for the Danube Region as a coordinated supra-regional strategy of spatial planning and transport development forms the framework of further and more specific processes and projects. Further processes are based on this strategy. From the angle of the provinces of Vienna, Lower Austria and Burgenland, the following initiatives are particularly relevant:

Cross-border intermodal traffic information system

The time-tested regional transport and traffic information system for the Eastern Region, AnachB.at, which also includes a route planner, is very popular throughout Austria and even Europe. Good information is of paramount importance when you have to change mode of transport during a trip. Mobility information is thus to be made more readily available to travellers in the entire centropo region step by step. The long-term goal is to expand a service in analogy to AnachB.at across the centropo region.

Attractive tickets for cross-border passenger transport

Cross-border travelling is made easy by comprehensible ticketing and reasonable prices. The success story is already reality: EURegio tickets enable travellers to change to bus and railway. These services are to be expanded, e.g. as far as Brno, and with links to regional and local means of transport.

Implementation of projects along TEN rail corridors

An attractive business location needs to be well connected to international networks and requires an appealing transport network within the region. To further sustainable transport to the greatest possible extent, the region focuses on railways. High-capacity elements of the TEN corridors are the prerequisite for improved international and regional services. The projects of the Southern railways corridor, the expansion of the Northern railway, the upgrading of connections to Bratislava, in particular via Marchegg, and a better connection of Eisenstadt to public transport as a link to the TEN via the Ebenfurth and Eisenstadt loops are the top priorities here.

Intensified cooperation in transport on the Danube

The provinces of Vienna and Lower Austria advocate freight transport on the river Danube. This requires high-performance transshipment terminals in Austria and the eastern neighbouring countries down to the Black Sea. Apart from improved infrastructure to enhance intermodality (ship to rail, ship to truck), transnational cooperation among the ports on the Danube is required.

Position on the issue of the broad-gauge railway

For several years, an initiative has sought to introduce a broad-gauge railway to Bratislava and into the Vienna Metropolitan Region. Long times required for transporting goods back and forth between Asia and Europe could be reduced by 50%. Issues of siting the terminal forming the TEN interface and the tracks are in the focus of a feasibility study.

For the provinces of Vienna, Lower Austria and Burgenland, the following aspects are important:

- the land needed for the required infrastructure and opportunity costs
- the environmental and traffic-related burden on the terminal catchment area

- the capacity of the TEN rail network
- the impact on the regional economy
- the suitability of the terminal site
- the public funding which may be required for building and operating.

Transnational processes and concepts

Infrastructure Needs Assessment Tool (INAT)

As an internationally coordinated transport concept under the centropole umbrella, the INAT cooperation agenda will continue to be used for infrastructure expansion and common traffic management projects. The "Infrastructure Vision 2030" is to be seen as a common basis requiring concrete implementation by way of intensified bilateral cooperation. The provinces believe that the initiative should be maintained.

BAUM (Bratislava Umland Management)

The German and Slovak acronym's official translation is Bratislava Coordinated Regional Development; it is an EU project devising strategies for the future development of the city of Bratislava and the surrounding municipalities. The final result has been available since 2014.

The Burgenland – West Hungary transport concept

Discussions are underway in respect of a cross-border transport concept for Burgenland and West Hungary which would include rail and road connections as well as cooperation in cross-border public transport (linked transport system and cooperation of public transport operators). In this context, connections within the region and links with the Hungarian and Austrian agglomerations are to be improved.

South East Transport Axis (SETA)

The EU project SETA examined options of making the rail infrastructure on the route between Vienna and Zagreb as well as the northern Adriatic coast via Bratislava and West Hungary more attractive and of expanding it. For the agglomeration around Vienna, the stretch from Wiener Neustadt to Mattersburg and Sopron, as well as the Ebenfurth loop, have priority; the revival of the route between Oberwart and Szombathely, along with steps already taken (electrification and higher speeds) between Sopron and Szombathely, commuters between the south of Burgenland and Vienna will find that conditions have much improved.

REGIONAL MOBILITY AND TRANSPORT STRATEGY

Under the umbrella of a joint strategy of the provinces of Vienna, Lower Austria and Burgenland, there are several distinct options for action:

- exchange of information and coordination without any mutual obligation to act,
- cooperative processes leading to joint consensual projects and measures or procedures,
- projects which primarily take concrete shape in the mobility concepts or transport strategies of the provinces,
- organisational or structural measures for the improvement of interfaces, fine-tuning of processes and clear assignment of tasks.

The joint strategy is in conformity with the provinces' mobility concepts, covering a period of 15 years.

Exchange of information and coordination

Irrespective of any farther-reaching initiatives, a joint mobility strategy requires trust among the most important actors in the provinces. To this end, the following is needed:

- Regular, long-term exchange of information and experiences on initiatives within one's own remit; this also goes for agreements which the provinces enter into with third parties if these concern mobility and transport policy. These agreements include arrangements with the federal government, transport operations, the linked transport system in the eastern region (VOR), as well as regional mobility partnerships.
- Consultations in respect of initiatives which have a bearing on other provinces (e.g. parking space management, arrangements with the ÖBB, park & ride contracts and new mobility services).

Cooperation processes

The planning departments of the provinces are in charge of strategic control and the prioritisation of specific projects. In Vienna, funding and planning transport projects are responsibilities of different units. PGO ("Planungsgemeinschaft Ost"), the joint planning organisation for Vienna, Lower Austria and Burgenland) provides organisational support to strategic planning. Operational public transport planning, including the provision of an intermodal information system, is the central task of VOR. "Stadt-Umland-Management" (SUM, Coordinated Regional Development) is primarily in charge of

fostering specific cooperative projects.

As a matter of principle, the existing institutions and organisations stated above (PGO, VOR, SUM) are to be used for joint tasks.

Strategic control

Appropriate cooperative processes are needed for complex tasks touching upon joint as well as diverging interests. These processes as well as the preparation of specific projects require cooperative steering at a strategic level. The planning departments of the provinces are in charge of these steering tasks, including, in any event:

- reaching a consensus on the status of climate, environmental and energy policy in the overall context of mobility and transport policies, right down to the agreement of suitable indicators as a basis for joint political decision-making,
- coordinated controlling and monitoring of joint transport policy, both in terms of qualitative and quantitative objectives as well as measures.

"Regional mobility partnerships" for the Greater Vienna area

The activities of PGO and SUM in the field of transport are to be reflected upon in this context – this is the first stage in a process for a re-formulation and fine-tuning of tasks.

In accordance with the objectives of the provinces' mobility concepts, so-called "regional mobility partnerships" are to be developed along corridors – in a similar vein as the pilot action "Regional Mobility Concept for the Corridor Schwechat – Vienna Airport Region" which was worked on under the EU-funded PUMAS project. The Coordinated Regional Development organisation for Vienna and Lower Austria can play a coordinating role in this context. Meanwhile, other corridors have been identified in a cross-border cooperative process – with common objectives, measures and projects. The municipalities, provinces, VOR and the public transport providers are to be involved in these processes, which are multi-modal and should incorporate existing projects, such as the long-distance cycling routes of Vienna, initiatives in respect of public transport pricing policies, proposals for park & ride facilities or the expansion of "Next Bike".

Mobility and transport corridors

The quality of services and the required infrastructure have to be defined for the road and rail corridors in the "Stadtregion+" agglomeration around Vienna. Access outside of corridors needs attractive rail-rail, rail-bus and park/bike & ride facilities interfaces. These public transport hubs must be sited in accordance with the suburban train/regional express train stops.

Demand responsive public transport

Since it is ever more difficult to finance attractive transport lines outside of transport axes, new types of public transport services have to be developed.

A variety of tasks, i.e.

- public transport availability in sparsely populated areas (Lower Austria and Burgenland)
- public transport availability during times of low passenger numbers (all provinces)

are to be brought into a common process that goes beyond the existing Austria-wide exchange of information; VOR is to be involved as the collector of information about all public transport services. The process is to form the basis of projects within the respective provinces; likewise, standardised quality and organisational form or a legal basis for so-called micro transit will be sought.

Interfaces

Transport funding, organisation and planning is complex and none too well structured. A systematic analysis of current tasks and processes is to help identify clear interfaces, e.g. between federal government, the provinces and VOR as well as ÖBB and ASFINAG.

Projects

The provinces support Vienna Airport is an important business location and a hub in international air traffic as well as a connection with the Danube waterway. Vienna's new Main Station is a milestone in future mobility services for all three provinces. Above and beyond this, the following projects are important mid-range priorities::

Transport Service Contract 2019

In its capacity as the organisation entrusted by the provinces with responsibility for public transport tasks, the regional public transport network VOR entered into transport service agreements expiring at the end of 2019 with ÖBB Personenverkehr AG, the company in charge of passenger transport

in the ÖBB Group, for Vienna and Lower Austria. These agreements are specific orders for those services which go beyond the basic services the federal government has to ensure under Sec. 7 of the Austrian Act on Local and Regional Passenger Transport (ÖPNRVG 1999). The transport service agreement with Burgenland was entered into directly by the provincial government and expires at the end of 2020. Vienna, Lower Austria and Burgenland aim at preparing a common basis for negotiations to extend the current agreements upon expiry on the basis of the agreements under the Local and Regional Transport Strategy for the Eastern Region (NRSO). The agreements are to be supplemented by a coordinated arrangement of all three provinces. The agreements also have to contain provisions regarding quality criteria and a controlling instrument.

Once the effect of Vienna's Main Station can be felt in the entire transport network starting from December 2015, new through-connections in the suburban train network will be possible. In the long run, the goal is to have 15 minutes' intervals on the radial outer branches during peak hours.

Regional transport axes

The transport strategies and mobility concepts of the three provinces include rail and road infrastructure projects. The qualities of transport and services aimed for on these axes may have to be coordinated between the provinces.

Long-term public transport network

The rail network for local and regional transport is to be given appropriate capacity; it needs to be connected with the regional and local bus and tram networks and with the Vienna underground system. This requires measures of transport organisation and structural measures to be followed up on by the transport and infrastructure providers and VOR under inter-provincial steering (see Section 4.2.1).

Services at public transport nodes

It is particularly important for services offered on transport axes to dovetail with public transport services in the areas between axes; otherwise, access to mobility will not be fully safeguarded. This includes:

- the definition of public transport nodes by a division of tasks in faster and slower local transport (REX trains, suburban trains),
- quality of services (intervals, short waits)

coordinated between axes and areas removed from axes

- part & ride facilities at attractive nodes, as close as possible to the place of residence – supporting a regional strategy of services; this is a significant contribution to more public transport use in commuting,
- comprehensive intermodal information systems.

Bicycle traffic

Bicycle traffic is increasingly in cities and conurbations, sometimes even at an enormous rate. All three provinces support the fostering of bicycle traffic, in particular for every-day trips and errands. This comprises awareness-raising campaigns and public relations work on the part of the provinces and the municipalities, as well as the expansion of important cycling routes for cycling in every-day contexts. Vienna is banking on the expansion and improvement of main cycling routes, in particular long-distance routes which should also serve cycling across the city limits (e.g. for access to public transport stops). The long-distance routes are developed in cooperation with the districts of Vienna and the municipalities in the close vicinity. Both Lower Austria and Burgenland are developing a basic cycling route network. The coordination of junctions between the networks and the further development of bicycle rental systems is of paramount importance.



THE WAY TO THE URBAN MOBILITY PLAN: METHODS AND PROCESSES

06

The urban mobility plan before you is a consistent reflection of the change of paradigm from transport planning as a primarily technical-logistic task to mobility as an interdisciplinary challenge to society at large.

This resulted in principles of work which tied in with the general idea:

- A plan as the outcome of a process: The urban mobility plan was developed in a moderated, interdepartmental process to bring key players on board from the start. In keeping with process orientation, the thematic concept is not over when the report has been completed. It is transformed directly into a joint implementation process.
- A plan as part of the regional strategies: The big opportunity was that Lower Austria and Burgenland worked on their thematic concepts for mobility at the same time. It was an important step to identify focuses, measures and projects together with the two other provinces.
- A plan as a framework: The thematic concept has to be able to respond to changes in the requirements for transport planning. This is why statements are not so much geared to "plans" in the sense of distinct locations. Much rather, principles and policies and a programme listing important measures provide guidance in specific situations.

When developing the urban mobility plan, care was taken to adhere to the standards of the Sustainable Urban Mobility Plan (SUMP). This was ensured by an external quality assurance team reviewing the process for compliance with the SUMP criteria on an ongoing basis.

PREPARATORY WORK

Preparatory work for the urban mobility plan started in 2012 when the Transport Master Plan 2003 was evaluated (City Council resolution of June 2013). Transport policies and their yardsticks for success were critically called into question and recommendations were formulated for a new mobility concept.

A brainstorming session of experts was organised to develop ideas for the expansion of public transport. After several intersystemic variants of expansion had been worked through, the body of expert worded recommendations for short- and long-term public transport expansion strategies in 2013, drawn up on the basis of cost and effect considerations.

Under the title "Vienna 2025 – My future" the public was involved in various stages of the urban development plan STEP 2025. A variety of formats and communication channels were used to reach out to as many people as possible in the population and representations of interest: stakeholder fora, citizens' dialogues, an online platform and social media, exhibitions etc. were organised. Transport and mobility were focal topics in this context. Due to the fact that "Vienna 2025 – My future" produced up-to-the-minute information, the results were not only funnelled into STEP 2025 but also into the urban mobility plan. The participatory formats described in detail below thus concentrated on specific questions and supplemented "Vienna 2025 – My future".



Based on the preliminary work described above, the “Working Group on Mobility”, mainly consisting of representatives of the City of Vienna administration, processed the content for STEP 2025 relevant to mobility issues. The urban mobility plan ties in directly and fully with the STEP 2025 process.

WORK ON A BROAD BASIS: COMMUNICATION AND PARTICIPATION

The urban mobility plan evolved between the autumn of 2013 and 2014, in a broad-based discourse between various units and enterprises of the City of Vienna, and involving representatives of districts, citizens, experts and interest groups. A mobility team directed by Municipal Department 18 – Urban Development and Urban Planning – prepared the outlines of the thematic concept. The mobility team brought together staff members of all departments in the administration concerned with issues of mobility. The first stage was an assessment of the point of departure, based on the most recent evaluation of the Transport Master Plan 2003. On this foundation, and directly tying in with the Smart City Wien Framework Strategy, the Climate Protection Programme and the Urban Development Plan, objectives were defined and relevant fields of action were identified. The measures to be taken in the fields of action were developed in special topic-related working groups and supplemented by the mobility team. Apart from the topic-related working groups meeting to discuss issues of public space, mobility management, traffic organisation, innovation, parking space management, governance and the Vienna Metropolitan Region, other associated working groups and processes were going on in parallel or had recently finished their work; the results of these deliberations were also incorporated into the thematic concept. For example, a significant part of the measures in the field of action “Transport Infrastructure: The Backbone of the City” originated from work done for the urban development plan and the infrastructure expansion programme.

Vienna’s 23 districts were invited to two rounds of four district fora each in the summer and autumn of 2014 where the content of the thematic concept was discussed and proposals were made. All districts were represented. Early in the summer, the focus was on the topics “public transport networks”, “cooperation opportunities in the city and the agglomeration”, “public space” and “sharing the street space”. In the second round of the district fora, work on existing content for the mobility concept was deepened and future cooperation as well as the implementation of measures at district level was discussed.

The section “Together in the Region” was prepared in cooperation with Lower Austria and Burgenland and is part of the mobility/transport concepts of all three provinces.

Early in the summer of 2014, Municipal Department 18 reached out to citizens, inviting them to a Citizens’ Council on the mobility concept. As usual with this method, the council members were chosen at random from the Residents’ Register to bring together a variety of people from different backgrounds and with different experiences. In the case at hand, 800 people were invited and the first 14 to reply were accepted. Eventually, 10 women and men from different age groups and different parts of Vienna took part. The Citizens’ Council was facilitated by an external moderator and met on two consecutive days, developing six main messages on the topic “How can we share and design street space in such a way that all traffic participants feel at ease?” The messages were then discussed two days later with representatives of the mobility team in a “citizens’ café” setting.

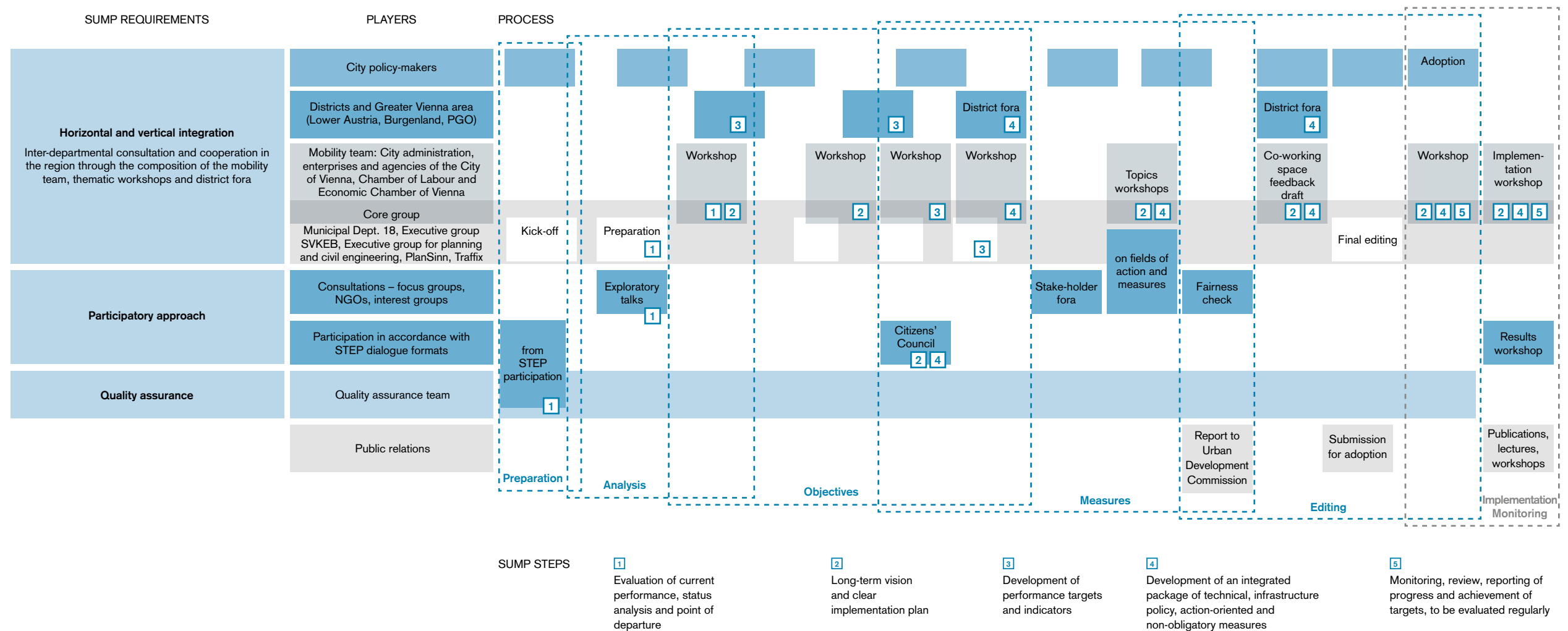
In the summer of 2014 the interim results were discussed in stakeholder fora under three headings. The events each revolved about one core question:

- Innovation & Research: Which innovations can in the medium term improve the quality of mobility for people and strengthen the robustness of technical infrastructure?

- Business: What can an intelligent logistics system for enterprises look like in the loaded field of intra-urban quiet zones and business in the region?
- Mobility-related interest groups & transport planning experts: What are the technical and cultural means to foster more considerate and less regulated co-existence in city traffic?

More than 30 external experts from business, research and applied transport planning contributed their experience and proposals. Project approaches were developed jointly; they form the backdrop of many measures proposed in the mobility concept or helped in more detailed elaboration.

Drawing up the urban mobility plan under the umbrella of the Urban Development Plan (STEP)



OUTCOME OF THE CITIZENS' COUNCIL

The Citizens' Council broke the extensive outcome of its deliberations down into the following main messages:

1. One step to recreation, work and green spaces
2. Where does space come from
3. Socio-political awareness-raising
4. Quality of service in public transport, on cycling paths and pedestrian routes
5. Courage, persistence and tenacity
6. Equal rights

Each message contains a comprehensive concept and recommendations for the decision-makers and the administration of the City. To the extent possible, the outcome of the Citizens' Council were included in the urban mobility plan. The wishes, ideas and recommendations of the Citizens' Council were specially highlighted in selected spots in the text.



Drawing incorporating the main messages of the Citizens' Council about the urban mobility plan

FAIRNESS CHECK

The measures in the urban mobility plan were subjected to a gender and diversity fairness check involving experts of the City of Vienna. One of the outspoken goals of this mobility concept is the “fair” design of mobility services in Vienna. Apart from considering needs from the gender perspective, the focus is on people who are dependent on certain mobility services to master their everyday life. These include persons with restricted mobility or discriminated groups. The impact of the measures planned on these groups is subject to a special assessment. This procedure is based

on fundamental principles such as those set forth in the European Charter for the Safeguarding of Human Rights in the City, the UN Convention on the Rights of Persons with Disabilities and the many principles followed by the City of Vienna in respect of gender mainstreaming, such as gender-sensitive transport planning and public space design.

In this context, the tried and tested “GenderNetz” method from gender mainstreaming was adapted and expanded into a diversity grid to serve as a suitable tool for a comprehensive fairness check. GenderNetz is a relative, qualitative, process-oriented, inter-subjective and discursive method.

Using the mobility concept as a point of departure, the first stage consists in detailed considerations as to which groups of persons or conditions should specially be supported by mobility services in Vienna. Definitions have to be negotiated individually for each project and do not claim to comprise or classify all persons concerned across the board. In fact, the purpose is to focus on specific every-day scenarios and the needs, sensitivities and persons involved. Leading groups/conditions with special

mobility needs are identified in this context: young persons, persons with restricted mobility, persons affected by poverty, caregivers, commuters, persons who are not familiar with technology. In addition, needs of other groups can be derived from the needs of these groups. The main groups/conditions were developed in several rounds of consultations with experts in matters of non-discrimination.

SELECTED OUTCOMES OF THE FAIRNESS CHECK

All measures foreseen were analysed and assessed by a mixed team consisting of editors of this concept and experts of the City of Vienna in the fields of gender mainstreaming, human rights and barrier freedom – some were subjected to deeper scrutiny if they are especially important from the angle of fairness. Specific suggestions were developed for about one third of the measures and incorporated in the description of the related measures with mainstreaming in mind without being explicitly labelled “outcome of the fairness check”. The following three examples will illustrate the fine-tuning work:

When shared spaces are created, the needs of persons with restricted mobility, in particular the blind and visually impaired, are taken into consideration. In the course of the fairness check, a focus on children and caregivers was added – they also have to be taken into account in the design and organisation of these zones so that shared spaces can be used safely and intuitively by all traffic participants. The needs of this group of persons are more geared to lingering and non-linear movement (e.g. playing on the way), which are partly incompatible with the needs of other persons, including those with restricted mobility.

In the interest of diversity it was found that mobility advice to individuals has to be offered through a variety of communication channels: To make information and services accessible to as many people as possible, face-to-face and phone contacts must continue to be available; this service must be multi-lingual and barrier-free as this is decisive for addressing many and highly diverse target groups. Outreach services such as local advisory offices or institutions of the Vienna Social Fund would be a logical solution.

Considerations in respect of improved cycling infrastructure, in particular the dimensions of cycling paths, were discussed for their impact on various groups of users: Wider cycling paths would not only enhance traffic safety and ease of use, they would also be accessible for further groups (users of freight bikes, wheelchair-bound persons using handbicycles etc.). However, the surface areas available for pedestrians should not be reduced.

The target groups were analysed in four stages for each of the nine fields of action. In conclusion, a check was run across all fields of action to see if the above-mentioned conditions were taken into account in the mobility concept to a sufficient and appropriate extent. This was done in the form of a

qualitative assessment of the nine “impact clouds” in juxtaposition. It was moreover suggested to also develop and establish reasonable fairness checks at other levels, such as neighbourhood transport concepts, the planned public transport coordination exercise or regional mobility strategies.



LIST OF MEASURES BY MODES OF TRANSPORT

07

MEASURES FROM THE 9 FIELDS OF ACTION FOR PEDESTRIAN TRAFFIC

Measures	Page	Pedestrian traffic	Bicycle traffic	Public transport	Motorised individual traffic and freight transport
01 More resources for active mobility	44	■	■		
02 Cooperation and services of the City Administration to the districts	44	■	■	■	■
03 Local mobility plans	44	■	■	■	■
05 Coordination and classification of the street and route network	46	■	■	■	■
06 New priorities and requirements for transport expert assessments	46	■	■	■	■
07 Creation of a data sharing system on mobility	47	■	■	■	■
08 Focus on coexistence in traffic	50	■	■		
09 More quality and safety of school forecourts	52	■	■		
10 Temporary opening of streets for active mobility	52	■	■		
11 More quality of street spaces – appealing design and amenities	54	■			
12 Repurposing of street areas	54	■	■	■	
13 High importance of eco-mobility in new street spaces	57	■	■	■	
14 Consultancy on multi-modal mobility: a one-stop shop	60	■	■	■	
15 Mobility management in schools and enterprises	60	■	■	■	
16 Mobility management for new neighbourhoods	61	■	■	■	■
17 Introduction of an online housing and mobility calculator	61	■	■	■	
18 Private-law agreements on mobility issues	62	■	■	■	
22 Establishment of mobility points	69	■	■	■	■
23 Compilation of a Vienna intersection register	72	■	■	■	■
24 Shorter waits for pedestrians and cyclists	72	■	■		
25 More intersections with simplified control	72	■	■		■
36 Multi-modal stops – more than simple public transport stops	86	■	■	■	■
38 More convenience for pedestrians: the “Vienna City Route Network”	87	■			
39 Developing strolling promenades	88	■			
46 Innovation needs assessment through the monitoring process	98	■	■	■	■
47 Active steering of innovation projects	98	■	■	■	■
48 Targeted use of funding in research and innovation	98	■	■	■	■
49 Close cooperation with researchers and teachers	99	■	■	■	■
50 Broadening existing innovation	99	■	■	■	■
Cooperation in the Region					
Cross-border intermodal traffic information system	103	■	■	■	■
Exchange of information and coordination in the region	105	■	■	■	■
Cooperative processes in the region	105		■	■	■



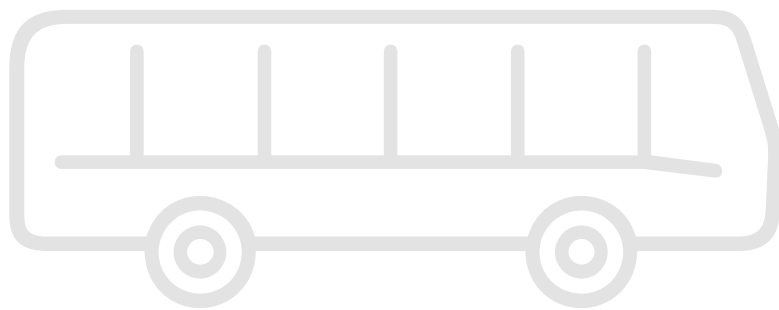
MEASURES FROM THE 9 FIELDS OF ACTION FOR BICYCLE TRAFFIC

Measures	Page	Pedestrian traffic	Bicycle traffic	Public transport	Motorised individual traffic and freight transport
01 More resources for active mobility	44	■	■		
02 Cooperation and services of the City Administration to the districts	44	■	■	■	■
03 Local mobility plans	44	■	■	■	■
05 Coordination and classification of the street and route network	46	■	■	■	■
06 New priorities and requirements for transport expert assessments	46	■	■	■	■
07 Creation of a data sharing system on mobility	47	■	■	■	■
08 Focus on coexistence in traffic	50	■	■		
09 More quality and safety of school forecourts	52	■	■		
10 Temporary opening of streets for active mobility	52	■	■		
12 Repurposing of street areas	54	■	■	■	
13 High importance of eco-mobility in new street spaces	54	■	■	■	
14 Consultancy on multi-modal mobility: a one-stop shop	57	■	■	■	
15 Mobility management in schools and enterprises	60	■	■	■	
16 Mobility management for new neighbourhoods	60	■	■	■	■
17 Introduction of an online housing and mobility calculator	61	■	■	■	
18 Private-law agreements on mobility issues	61	■	■	■	
19 Further development of bike sharing systems	66		■		
22 Establishment of mobility points	69	■	■	■	■
23 Compilation of a Vienna intersection register	72	■	■	■	■
24 Shorter waits for pedestrians and cyclists	72	■	■		
25 More intersections with simplified control	72	■	■		■
27 Shortening routes for cyclists	86		■		
33 Good conditions for freight bikes	81		■		
36 Multi-modal stops – more than simple public transport stops	86	■	■	■	■
37 Expanding bicycle parking facilities on private and public land	87		■		
40 Improving availability and quality of cycling infrastructure	89		■		
41 Developing long-distance cycling routes	89		■		
46 Innovation needs assessment through the monitoring process	89	■	■	■	■
47 Active steering of innovation projects	89	■	■	■	■
48 Targeted use of funding in research and innovation	89	■	■	■	■
49 Close cooperation with researchers and teachers	99	■	■	■	■
50 Broadening existing innovation	99	■	■	■	■
Cooperation in the Region					
Cross-border intermodal traffic information system	103	■	■	■	■
Exchange of information and coordination in the region	105	■	■	■	■
Cooperative processes in the region	105		■	■	■
Joint projects in the region (Transport services agreement, regional transport axes, public transport network and nodes, bicycle traffic)	106		■	■	



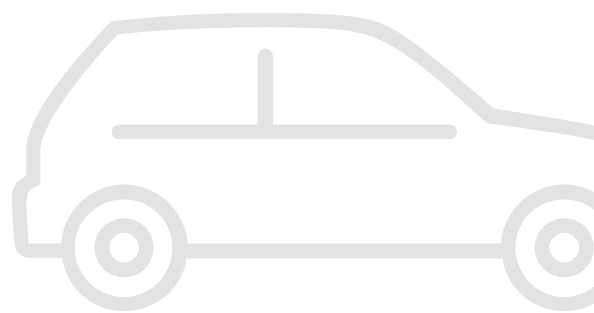
MEASURES FROM THE 9 FIELDS OF ACTION FOR PUBLIC TRANSPORT

Measures	Page	Pedestrian traffic	Bicycle traffic	Public transport	Motorised individual traffic and freight transport
02 Cooperation and services of the City Administration to the districts	44	■	■	■	■
03 Local mobility plans	44	■	■	■	■
04 Planning tools and processes for the future of public transport	44			■	
05 Coordination and classification of the street and route network	46	■	■	■	■
06 New priorities and requirements for transport expert assessments	46	■	■	■	■
07 Creation of a data sharing system on mobility	47	■	■	■	■
12 Repurposing of street areas	54	■	■	■	
13 High importance of eco-mobility in new street spaces	57	■	■	■	
14 Consultancy on multi-modal mobility: a one-stop shop	60	■	■	■	■
15 Mobility management in schools and enterprises	60	■	■	■	
16 Mobility management for new neighbourhoods	61	■	■	■	■
17 Introduction of an online housing and mobility calculator	61	■	■	■	
18 Private-law agreements on mobility issues	62	■	■	■	
20 Closer interlinkage of classic car sharing with public transport	67			■	■
22 Establishment of mobility points	69	■	■	■	■
23 Compilation of a Vienna intersection register	72	■	■	■	■
26 Accelerating major public transport lines	73			■	
28 Vienna- within easy reach internationally	78			■	■
36 Multi-modal stops – more than simple public transport stops	86	■	■	■	■
42 Stepping up rail transport services for the city and the region	90			■	
43 Strengthening primary routes in public transport by expanding the underground network	92			■	
44 Optimum public transport services for new urban development areas	93			■	
46 Innovation needs assessment through the monitoring process	98	■	■	■	■
47 Active steering of innovation projects	98	■	■	■	■
48 Targeted use of funding in research and innovation	98	■	■	■	■
49 Close cooperation with researchers and teachers	99	■	■	■	■
50 Broadening existing innovation	99	■	■	■	■
Cooperation in the Region					
Cross-border intermodal traffic information system	103	■	■	■	■
Attractive tickets for cross-border passenger transport	104			■	
Implementation of projects in TEN rail corridors	104			■	■
Exchange of information and coordination in the region	105	■	■	■	■
Cooperative processes in the region	105		■	■	■
Joint projects in the region (Transport services agreement, regional transport axes, public transport network and nodes, bicycle traffic)	106		■	■	



MEASURES FROM THE 9 FIELDS OF ACTION FOR CAR TRAFFIC AND FREIGHT TRANSPORT

Measures	Page	Pedestrian traffic	Bicycle traffic	Public transport	Motorised individual traffic and freight transport
02 Cooperation and services of the City Administration to the districts	44	■	■	■	■
03 Local mobility plans	44	■	■	■	■
05 Coordination and classification of the street and route network	46	■	■	■	■
06 New priorities and requirements for transport expert assessments	46	■	■	■	■
07 Creation of a data sharing system on mobility	47	■	■	■	■
16 Mobility management for new neighbourhoods	61	■	■	■	■
20 Closer interlinkage of classic car sharing with public transport	67			■	■
21 Support to new forms of car sharing	67				■
22 Establishment of mobility points	69	■	■	■	■
23 Compilation of a Vienna intersection register	72	■	■	■	■
25 More intersections with simplified control	72	■	■		■
28 Vienna- within easy reach internationally	78			■	■
29 Further development of goods distribution centres and preparation of a concept for commercial use areas	78				■
30 Multifunctional lanes with loading zones for private and business transport	79				■
31 Creation of joint loading yards	80				■
32 Community parcel boxes for delivery	80				■
34 Targeted funding of e-mobility	81				■
35 Introduction of a general truck toll	83				■
36 Multi-modal stops – more than simple public transport stops	86	■	■	■	■
45 New streets for new neighbourhoods	94				■
46 Innovation needs assessment through the monitoring process	98	■	■	■	■
47 Active steering of innovation projects	98	■	■	■	■
48 Targeted use of funding in research and innovation	98	■	■	■	■
49 Close cooperation with researchers and teachers	99	■	■	■	■
50 Broadening existing innovation	99	■	■	■	■
Cooperation in the Region					
Cross-border intermodal traffic information system	103	■	■	■	■
Implementation of projects in TEN rail corridors	104			■	■
Intensified cooperation in transport on the river Danube	104				■
Exchange of information and coordination in the region	105	■	■	■	■
Cooperative processes in the region	105		■	■	■



GLOSSARY

Bicycle streets

The 2013 amendment of the Austrian Rules of the Road enabled the creation of bicycle streets. Cyclists have the right of way and are allowed to ride side by side. All other vehicles are only permitted to enter and exit, there is no through traffic for them. The maximum speed is 30 km/h (18.6 mph).

Broad-gauge railway

The track width of broad-gauge railways is wider than that customary in Europe, North America and China (1,435 mm). The Russian broad-gauge railway with a track width of 1,520 mm, which is wide-spread on former Soviet territory, reaches as far as Easter Slovakia.

Car sharing – classic systems

Classic car sharing is offered by professional service providers in fixed locations. Customers who have entered into a framework agreement may rent vehicles for a period of time or at a rate per kilometre driven via a 24/7 reservation platform. Long-term reservations are also possible. International surveys about classic car sharing have shown that one car in a car sharing system replaces about 4-8 private passenger cars. In general, the mobility behaviour of car sharing customers changes as they walk, cycle or use public transport to a greater extent. Sharing cars based on private initiatives among neighbours or friends (currently seeing a revival via Internet platforms) is often also called "car sharing" but is not considered car sharing within the meaning of this definition.

Car sharing – free-floating systems

Unlike classic car sharing, free-floating systems do not require fixed locations. Vehicles are available for spontaneous use within defined zones and can be rented by the minute. Reservations are only possible within 15 minutes prior to departure. One-way trips are possible and the vehicles can be parked in any legal public parking space after use.

Citizens' Council

The Citizens' Council is a participatory method bringing together about twelve persons chosen at random. They develop proposals for improvements and measures on a specific topic in two days of moderated discussions. The outcome of Citizens' Council deliberations are summarised in a statement which is presented to the public.

Climate Protection Programme (KliP Vienna)

The current Climate Protection Programme of the City of Vienna (KliP 2009) sets out the target of reducing per capita greenhouse gas emissions by 21% by the year 2020 over 1990. The extensive list of measures in the field "Mobility and City Structure" contains numerous future-oriented ideas. These also provide a framework of reference for the urban mobility plan.

Concept for industrial and commercial areas

Under STEP 2025, Vienna cooperates closely with the province of Lower Austria and the towns in its close vicinity in developing a future-oriented inter-municipal coordination strategy for business pull factors in the agglomeration.

Coordinated Regional Development (SUM)

"Stadt-Umland-Management" (which is what the German acronym SUM stands for) is an initiative of the provinces Vienna and Lower Austria aiming at better cooperation across the city limits, for the benefit of improved use of the development potential found in the Greater Vienna area. Coordinated regional development is the task of the non-profit organisation "Niederösterreich/Wien – gemeinsame Entwicklungsräume" ("Lower Austria/Vienna – Joint Development Spaces"); it is involved in planning and managing projects that concern both Vienna and the Lower Austrian towns in the environs of Vienna. SUM aims at common strategic regional development at large and specific joint projects.

Cycle Time

The time it takes to complete one cycle of a traffic light from the beginning of right of way (green light) for a phase to the beginning of the next right of way.

Degree of motorisation

The degree of motorisation is an indirect indicator for the availability of motor vehicles. The figures for Vienna are based on the total number of passenger cars licenced in the city according to relevant statistics, per 1,000 inhabitants.

Destination traffic/source traffic

Destination and source traffic denotes traffic beginning or ending in a certain area. Domestic traffic is traffic within a certain space (intra-city traffic would refer to traffic within Vienna), through traffic is transit through a certain area (e.g. the city of Vienna).

Diversity

Diversity is synonymous with variety or multiformity. Our societies get ever more colourful, people have different religious beliefs, political or ideological views or different ethnic origins. Their physical dispositions differ and they speak different languages. Diversity stands for enormous opportunities. The strategy of "diversity management" seeks to makes the best possible use of diversity.

Eco-mobility

Eco-mobility comprises the group of environmentally friendly modes of transport (in respect of pollution, use of space and noise) and their active interlinkage: walking, cycling (including public offerings such as bike rental stations), public transport (suburban train, underground, tram, bus services) and, in a wider sense, taxis, car sharing and car pools.

EU White Paper on Transport

White Papers published by the European Commission contain proposals for common action in a given area. In part, they tie in with Green Papers, which initiate a consultation process at the European level. A White Paper can only evolve into a concrete action programme if it meets with a positive response by the Council. The White Paper "Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system" (White Paper on Transport) was submitted in 2011. Against the background of the EU climate and energy efficiency targets, one of its main objectives is the reduction of greenhouse gas emissions caused by traffic and transport by approx. 60 percent by 2050 (compared to 1990 values).

Freight bicycles

Freight bicycles are human-powered single or dual track bicycles for cargo transport. Even if they are additionally powered by an electric motor as foreseen by legislation for e-bikes, they are still considered bicycles under the Rules of the Road. Even though freight bikes or bicycles with trailers for cargo are bigger or heavier than normal bikes, they need no special bicycle facilities. The Rules of the Road stipulate exemptions from the obligatory use of segregated cycling facilities for dual-track bicycles and trailers for cargo transport. If they are wider than 80 cm, they must use roads.

Gender mainstreaming

Gender mainstreaming means to include the diverging interests and needs of women and men in all processes and measures as a matter of course. Women and men are no longer seen as a homogeneous group; differences of social and ethnic background or age are taken into account. Gender mainstreaming is a preventive approach aiming at gender equality.

Governance

Today, traditional forms of government are no longer sufficient to make optimum use of the great variety of information and creativity in society. As a result, administrations are opening up and complementing hierarchical forms of control with cooperative ventures including further groups of players in society, such as citizens, business or other local authorities.

Intermodality

Intermodality is the use of several means of transport within one route or trip chain. One example would be the use of a bicycle to a train station or underground stop.

ITS Vienna Region

ITS Vienna Region was founded by the three provinces Vienna, Lower Austria and Burgenland in 2006 and forms part of the linked transport system in the eastern region of Austria, Verkehrsverbund Ost-Region (VOR). With the help of a variety of partners, ITS Vienna Region collects transport data on an ongoing basis, calculating the updated traffic situation in the region every 7.5 minutes.

Lead times

Lead times at pedestrian traffic lights denote the fact that the right of way for pedestrians starts earlier than the right of way for parallel motor vehicle traffic. This makes crossing more convenient and safer for pedestrians before turning vehicles approach.

Levels of service

The term "level of service" describes the quality of performance of a certain transport mode. It is classified in levels according to certain variables, depending on traffic density.

Limitation of parking spaces

The limitation of parking spaces in the streets is an instrument of Vienna's Building Code. As zoning and land use plans are drawn up, the statutory obligation to provide a certain number of parking spaces in the street can be reduced if an area is well connected to public transport. This reduction of obligatory parking spaces supports the transport policy object of strengthening eco-mobility (public transport, cycling, walking).

Local advisory offices for urban renewal

The local advisory offices were originally created by the City of Vienna to support "gentle urban renewal". Today, they additionally serve the purpose of neighbourhood management and provide advice on renovation as well as landlord and tenant law. At present, Vienna has local advisory offices in 17 locations.

Local and Regional Transport Strategy for the Eastern Region (NRSO)

The provinces of Vienna, Lower Austria and Burgenland, the linked transport system in the eastern region (VOR) and PGO, the joint planning organisation of the region, agreed on developing a common "Local and Regional Transport Strategy for the Eastern Region" (NRSO) in a cooperative consultation process. The outcome will be used by VOR at an operational level and formed the point of the departure for the common chapter on regional transport in the strategic documents of all three provinces.

Local mobility

Local mobility describes mobility to cover short distances. It summarises non-motorised mobility in the close vicinity of one's home.

Logistics

Logistics encompasses planning, organising, controlling, handling and monitoring flows of materials and goods.

Long-distance cycling routes

Long-distance cycling routes are connections from the inner city area to the city limits which will establish new quality standards. They are a part of the primary cycle facility network characterised by special quality and comfort. Due to bigger dimensions, cyclists can travel at higher speeds, which means that they are particularly suitable for longer commuting distances. At the city limits, they are coordinated with the basic cycling network of Lower Austria.

Main streets A and B

Vienna has two categories of main streets. The so-called B roads or main streets B are former national roads whilst A roads are higher-ranking municipal roads. All other roads and streets are secondary roads. Vienna is different from all other provinces in that there are no so-called provincial roads.

Micro free spaces

Micro free spaces are small-scale areas in public space where people can linger. Improving the quality of use in street spaces, they can be places of encounter, rest and/or communication.

Mobility Agency

The Mobility Agency of the City of Vienna is in charge of supporting cyclists and pedestrians. The two umbrella brands "Wien zu Fuss" ("Walking in Vienna") and "fahrradwien" ("Cycling in Vienna") help publicise awareness-raising measures for active mobility.

Modal split

Modal split describes the distribution of traffic across means of transport (modes). In passenger transport, it is also expressed as the "choice of transport mode". Modal split is based on the mobility behaviour of people and the range of transport modes available.

Multi-car garages

Multi-car garages (previously referred to as "Volksgaragen", i.e. peoples' garages in Vienna) are built in compact built-up areas. Slots can be hired by residents for a monthly fee. As multi-car garages are built, parking spaces in the street are reduced to gain more space for free-flowing traffic and to revive public spaces.

Multimodality

Multimodality refers to the routine use of different modes of transport for different trips (multimodal life style). The periods observed varies and may range between one week and one month. Multimodal stops in public transport offer additional services for intermodal chains.

Neighbourhood

A neighbourhood usually includes several blocks of houses, it is considered to be Vienna's smallest urban unit. Neighbourhoods are defined by the way in which they differ from adjoining areas or by the common life-style of their inhabitants. There are no official boundaries or attributions of spaces.

Open Government Data

Open Government Data stands for the idea that data collected by the administration should be made accessible to the public. Such data should be made available to the population in machine-readable form so that computer processing is possible. Open interface and software standards result in more transparency, participation and collaboration. Administrations must provide technical interfaces as well as a legal framework.

Parking space management

Parking space management comprises all measures to control the availability of parking spaces. These may include restricted parking times, parking fees or priority to certain groups of users, e.g. residents.

Parking stickers

In some parts of Vienna, extensive zones have been introduced where a fee has to be paid for parking in the street and parking times are restricted. Residents need permanent parking permits, the so-called "parking stickers", to be able to park their cars in these zones without time restrictions.

Permanent cycle counting stations

Counting devices at the permanent cycle counting stations operate 24/7 throughout the year. The devices are based on induction loops, collecting data of passing cycles (direction, date and time of day).

PGO – Planungsgemeinschaft Ost

PGO is the joint planning organisation of the provinces Vienna, Lower Austria and Burgenland created for the coordination in relevant issues of spatial planning. This includes the identification of joint regional development goals, the technical and temporal coordination of planning with an impact on the region, the representation of common interests and research projects essential for regional development in the three provinces. PGO has a body for policy decisions, a coordination body bringing together the three provinces' administrations and a joint office for the implementation of the working programme.

Primary cycle facility network

Since 1 January 2003, primary cycle facilities are planned and built on the basis of a centralised budget for bicycle traffic. This accelerates the targeted expansion of the cycling infrastructure of Vienna. The primary cycle facility network of Vienna is broken down into the following elements: backbone routes, basic network (links between the backbone routes), expanded basic network (additional intra-district connections). The long-distance cycling routes are part of the backbone of the primary cycle facility network, mapping out routes for which there are special expansion plans.

Public Transport Investment Package

Renate Brauner, City Councillor for Public Transport, and Maria Vassilakou, City Councillor for Transport, presented the Public Transport Investment Package for the coming decade on 27 June 2014. Apart from the extension of the U 2 underground line and the construction of the U 5, the tram network will be expanded by about 18 kilometres in the coming years. The bus and suburban train network will also be improved.

Rules of the Road

The Austrian Rules of the Road, a federal act of 6 July 1960, comprises legislation which governs the use of public roads by everybody under the same conditions.

Shared spaces

Shared spaces are streets whose traffic lanes are for joint use by vehicles and pedestrians and which are marked as such. In 2013, the Austrian Rules of the Road introduced shared spaces as an instrument of traffic calming. In general, the speed limit is 20 km/h (12.5 mph). All traffic participants have equal rights and must show heightened consideration for each other.

Smart City Wien

The Smart City Wien Framework Strategy determines the long-term development of the City of Vienna until 2050. Its overarching objective for 2050 is "the best possible quality of life for all inhabitants of Vienna whilst preserving resources to the greatest possible extent. This can be done with the help of extensive innovations."

Strolling promenades

The strolling promenades are the outcome of a cooperative process dealing with "strategic routes for pedestrians". The routes were defined because of their importance throughout the city. They are interlinked connections between much frequented destinations across district borders. Hotspots along the way include public transport hubs, shopping streets, parks, cultural institutions or public buildings.

Suburban trains

Suburban trains, also known as "S-Bahn", is a rail service run by the Austrian Federal Railways ÖBB in Vienna and Lower Austria.

SUMP

The acronym stands for Sustainable Urban Mobility Plan, it is an EU-supported approach for the development of urban mobility concepts. It is implementation-oriented, cooperative, integrative and geared to dialogue.

Traffic density

The number of vehicles per unit of time.

Transport study

Surveys of this kind should evaluate the impacts of projects on transport and weigh the pros and cons. The direct surroundings have to be considered in the study. Projects must not lead to a deterioration of the traffic situation; if needed, measures to improve the situation must be identified. All means of transport in the surrounding area must be studied. The current situation must be analysed and a forecast has to be prepared on the basis of the planned project.

ULF vehicles

Ultra-low floor vehicles are means of public transport enabling barrier-free use due to extremely low interior floors.

Urban Development Plan STEP 2025

The urban development plan is the guideline for all overarching urban matters which have a spatial impact and thus need to be coordinated; it is drawn up at ten-year intervals. The current "STEP 2025" was adopted by the City Council in 2014. Future urban development tasks arise from the population growth forecast and new forms of cooperation and participation. The focus is on the mobility system, the park and green space infrastructure as well as the goal of creating appealing and compact quarters where housing, working and recreation are located in one place. STEP 2025 is supported and fleshed out by subsequent thematic concepts.

Vienna Business Agency

Vienna Business Agency is the central service point of the City of Vienna for companies from Austria and abroad, start-up founders and investors. The institution aims at strengthening enterprises in Vienna and their innovative potential, and at making the city a modern business location in the long run. In cooperation with its subsidiaries, the Business Agency supports the implementation of innovative projects for growth by providing grants, customised consulting services and company infrastructure.

Vienna Transport Master Plan 2003 (MPV03)

The Transport Master Plan is the transport and mobility concept valid for the City of Vienna up until now; it was adopted by the Vienna City Council in 2003. In 2008, a resolution for the evaluation and updating of the MPV03 was adopted, in 2013 re-evaluation was passed and carried out. The Urban mobility plan is the strategic plan replacing the MPV03 in terms of content.

VOR – Verkehrsverbund Ost-Region (Transport and Tariff Association for the Eastern Region of Austria)

VOR is a linked transport system formed in 1984, it is the oldest and biggest transport association in Austria. VOR provides coordinated services and management of public transport in Vienna, Lower Austria and Burgenland. It defines itself as a mobility provider working at the interface between passengers and transport operators, policy-makers and administration as it develops extensive mobility services in the region. VOR coordinates public transport services provided by more than 40 operators running more than 900 bus and rail-bound lines in the eastern region of Austria.

CONTRIBUTORS

**Steering, Coordination
and Harmonisation**



**Quality Assurance,
Participation, Fairness Check,
Communication, Publication**

**Project lead, Core Group,
Project Principal**



Thematic Contributions



More than 80 other persons (citizens, district chairpersons, members of district councils, their committees and commissions, entrepreneurs, interest groups, transport experts and scientists) took part in the district fora, the Citizens' Council and the stakeholder fora.

Numerous persons in the political bodies, the City of Vienna Administration and the enterprises of the City of Vienna as well as the consultants and external partners working on this project made valuable contributions to the preparation of the urban mobility plan. In particular, we would like to emphasize our good cooperation with the provinces of Lower Austria and Burgenland in drawing up the chapter on the regional dimension, as well as the great support in the administration of the project which was provided by the clerical staff and the staff in the budget management, steering and procurement office of Municipal Department 18.

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