


Interreg
CENTRAL EUROPE



MOVECIT

European Union
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TAKING
COOPERATION
FORWARD

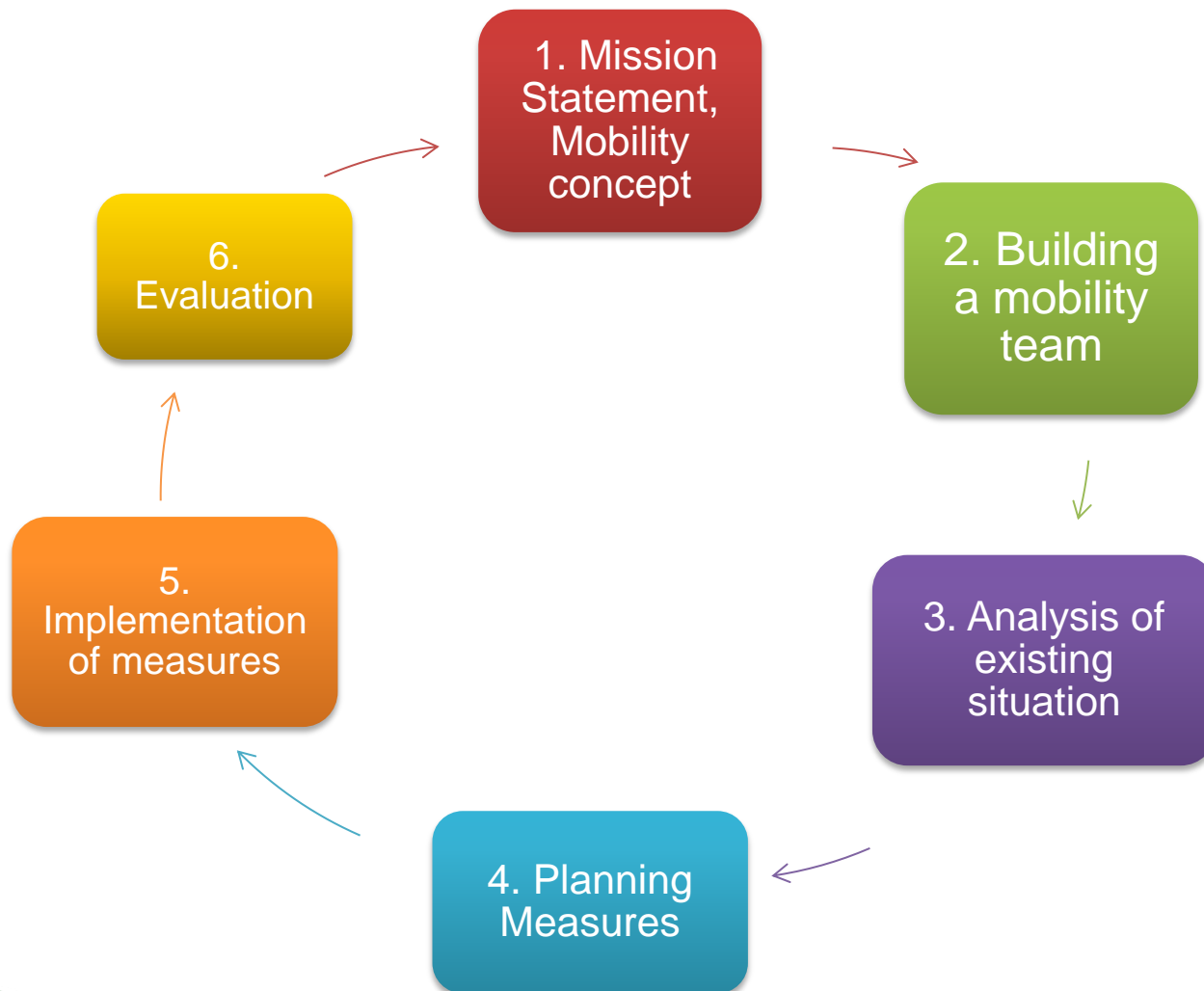
 Baden (Austria) 22nd March 2017

 **Train the Trainer Workshop**

 Climate Alliance Austria (Klaus Minati)



STAGES OF THE MOBILITY PLAN



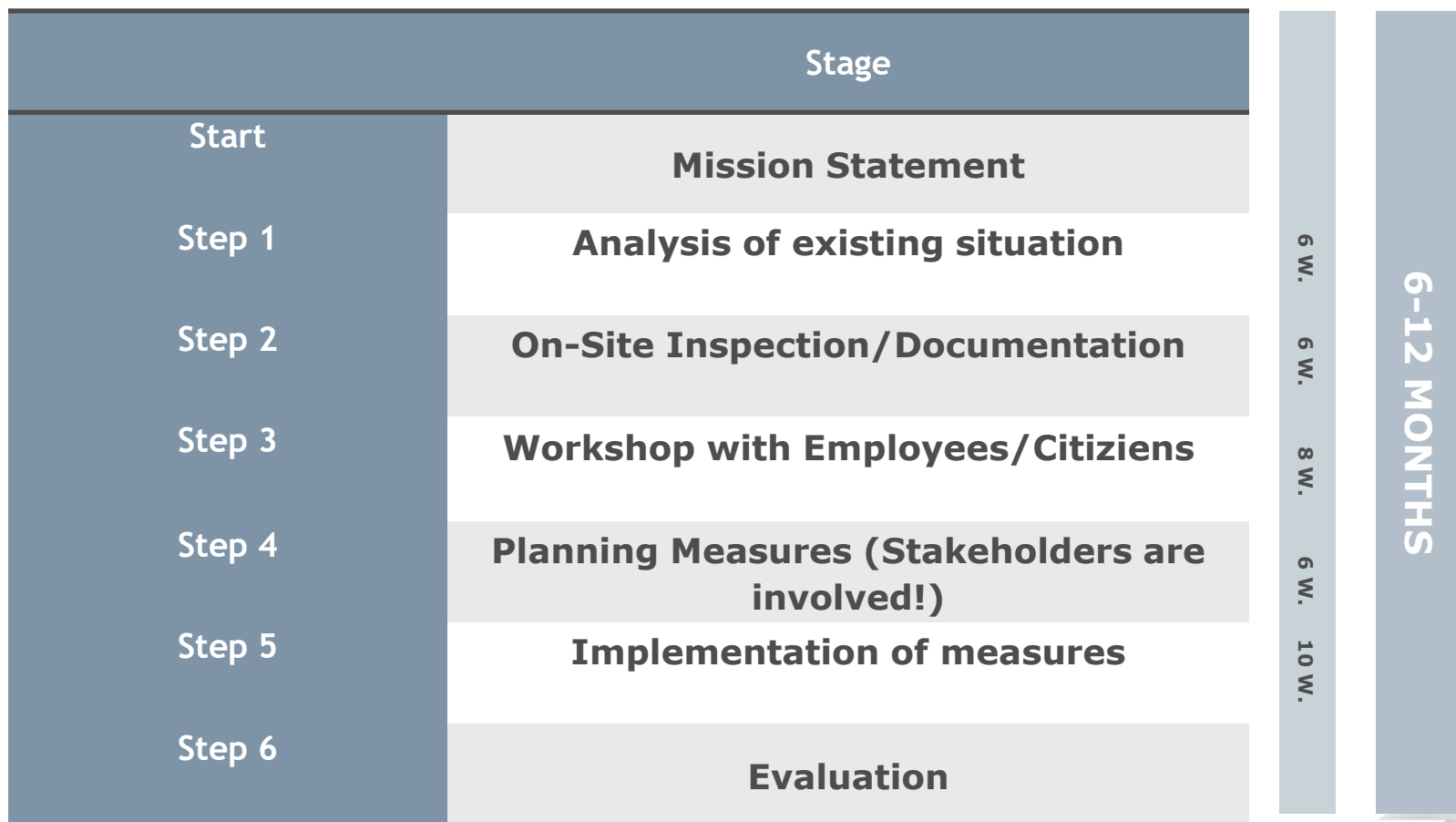
1. How did you travel to Baden?

A) by car

B) by bus/train

c) by plane





1. Mobility Concept

- a) Develop a common vision, a long-term goal for mobility
- b) What is expected from the mobility plan?
- c) Set priorities and concrete objectives
- d) Define milestones you want to reach (+ time schedule for milestones)
- e) Stakeholder involvement right from the start



1. MOBILITY CONCEPT

a) Common vision, a long-term goal for mobility

- Intelligent mobility: sustainable-effective-innovative-accepted-cooperative
- Better information and communication concerning gentle mobility
- Increase amount of pedestrians and cyclists
- Increase usage of public transport, car-sharing, car-pooling,...
- Make it easier for people to decide using bicycle, train, bus, tram and their feet...



1. MOBILITY CONCEPT

b) What is expected from the mobility plan?

such as:

- to improve reachability with all means of transport
- solution for Parking problems
- to reduce costs for business trips
- to avoid unnecessary routes
- to reduce traffic jams
- to increase employee satisfaction
- to promote health of the employees (by increase of walking and biking)
- to reduce environmental pollution (noise, emissions,...)
- to make a contribution to climate protection



1. MOBILITY CONCEPT

c) Priorities and concrete objectives

- Which measures do serve the goal attainment?
- Which measures are very efficient?
- Which kind of mobility purpose is relevant (shopping, education, work, recreation,...) ?
- Which measures can be solved alone? Where are cooperations needed?
- How are different tasks assigned?
- Timescale for tasks
- Costs, fundings



1. MOBILITY CONCEPT

d) Milestones you want to reach (+ time schedule)

- Reduction of car usage (50% → 45% within 2 years)
- Infrastructure-Improvements for cyclists and pedestrians (within 6 months)
- Establish car sharing
- Increase participation Car-sharing (pooling) (within 1 year)
- ...



1. MOBILITY CONCEPT

e) Stakeholder involvement right from the start

- Employees
- Citizens
- Politicians
- Interest representatives
- Neighbor Municipalities
- Local Economy

- Good information/communication is very important!



STAGES OF THE MOBILITY PLAN



2. MOBILITY TEAM-WORKING GROUP

1. Tasks of the mobility team
2. Who can/should be part of the mobility team?

GROUPWORK

Try to answer these 2 questions (4-5 groups, 20min, flipcharts)



2. MOBILITY TEAM-WORKING GROUP

1) Tasks of the mobility team

- engaged in the development of the mobility plan
- Compliance with time schedule
- Get important stakeholders on board (politicians, heads of departments, transport associations etc., companies,...)
- Information and motivation of the employees
- Monitoring
- Looking for role models (politicians, actors, athletes,...)
- ...



2. MOBILITY TEAM-WORKING GROUP

2) Who can/should be part of the mobility team?

- Commissioner for mobility, energy, traffic, environment, sustainability,...
- Members of certain departments (public relations, human Resources, finance,...)
- Works council
- interest representatives...



2. MOBILITY TEAM-WORKING GROUP

1) Looking



- Stephan Eberharter



2. MOBILITY TEAM-WORKING GROUP

1) Looking for role models



- Stephan Eberharter



2. MOBILITY TEAM-WORKING GROUP

1) Looking for role models



- Christoph Strasser



2. MOBILITY TEAM-WORKING GROUP

1) Looking for role models



- Christoph Strasser



2. MOBILITY TEAM-WORKING GROUP

Installing a Mobility Coordinator or/and a Mobility Center

Further important stakeholders:

- Politicians (mayor etc.)
- Heads of departments
- Officials, Employees
- Traffic Company
- ...

Aims:

- Creating responsibilities
- Commitment
- Raising financial resources



STAGES OF THE MOBILITY PLAN



3. ANALYSIS OF EXISTING SITUATION

Existing situation

- Current traffic behaviour?
- Where are current problems, conflicts,...?
- What works well?
- Range of public transport, dial-a-ride transit, car-sharing, car-pooling, situation for pedestrians and cyclists,...
- Occupancy rate of public transport?
- existing plans for the future?



3. ANALYSIS OF EXISTING SITUATION

Methodological approaches:

- Mobility survey
- On-site inspection
- Taking pictures
- Research



3. ANALYSIS OF EXISTING SITUATION

Mobility survey

- Actual mobility behaviour - modal choice.
 - by contrast with older surveys and comparison in the future
- Duration/length of your work path
- Individual needs and wishes (e.g. public transport clock frequency, distance to the nearest stop, Bicycle paths, Bicycle parking, footpaths (lighting),...
- Personal and technical requirements for sustainable modal choice
- Why do you use/don't you use certain means of transport?
- Suggestions of improvement



3. ANALYSIS OF EXISTING SITUATION

Possible results of the mobility survey

- 15 % of the employees do have a trip to work < 3 km
- 40 % of the employees do have a trip to work > 10 km
- 90 % of the employees use the car
- 8 % of the employees use the bike
- 60 % of the employees pay > 100 €/month for mobility
- 70 % of the employees don't use public transport because...
- ...would use public transport if...



3. ANALYSIS OF EXISTING SITUATION

On-site inspection

- Traffic situation / conditions
- Infrastructure
- Locations with high risk of accidents
- ...



3. ANALYSIS OF EXISTING SITUATION

Taking pictures

- Specific problem zones
- show weakness/strength
- Good practice examples, which might serve as model
- ...



ONE SITE INSPECTION PICTURES



ONE SITE INSPECTION PICTURES



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ONE SITE INSPECTION PICTURES



3. ANALYSIS OF EXISTING SITUATION

Research

- Legal framework
- Grants and supports
- Experiences with projects in this area
- ...



2. MOBILITY TEAM-WORKING GROUP

1. Name some goals which should be reached as part of the mobility plan?
2. Which indicators could be used?

GROUPWORK

Try to answer these 2 questions (4-5 groups, 20min, flipcharts)



3. ANALYSIS OF EXISTING SITUATION

3) ...based on the following mobility indicators:

- Parking management (availability of parking spaces, paying short term parking zones, car parks, etc.) around the working place
- Infrastructure for pedestrians (quality, safety issues, accessibility, continuous path, services for pedestrians, pedestrian zones etc.)
- Cycling network (quality, safety issues, accessibility, continuous paths, services for cyclists), bike sharing system, bike rental, availability of company bicycle, parking places for bikes close by, public transport with bicycle
- (Online-) Survey



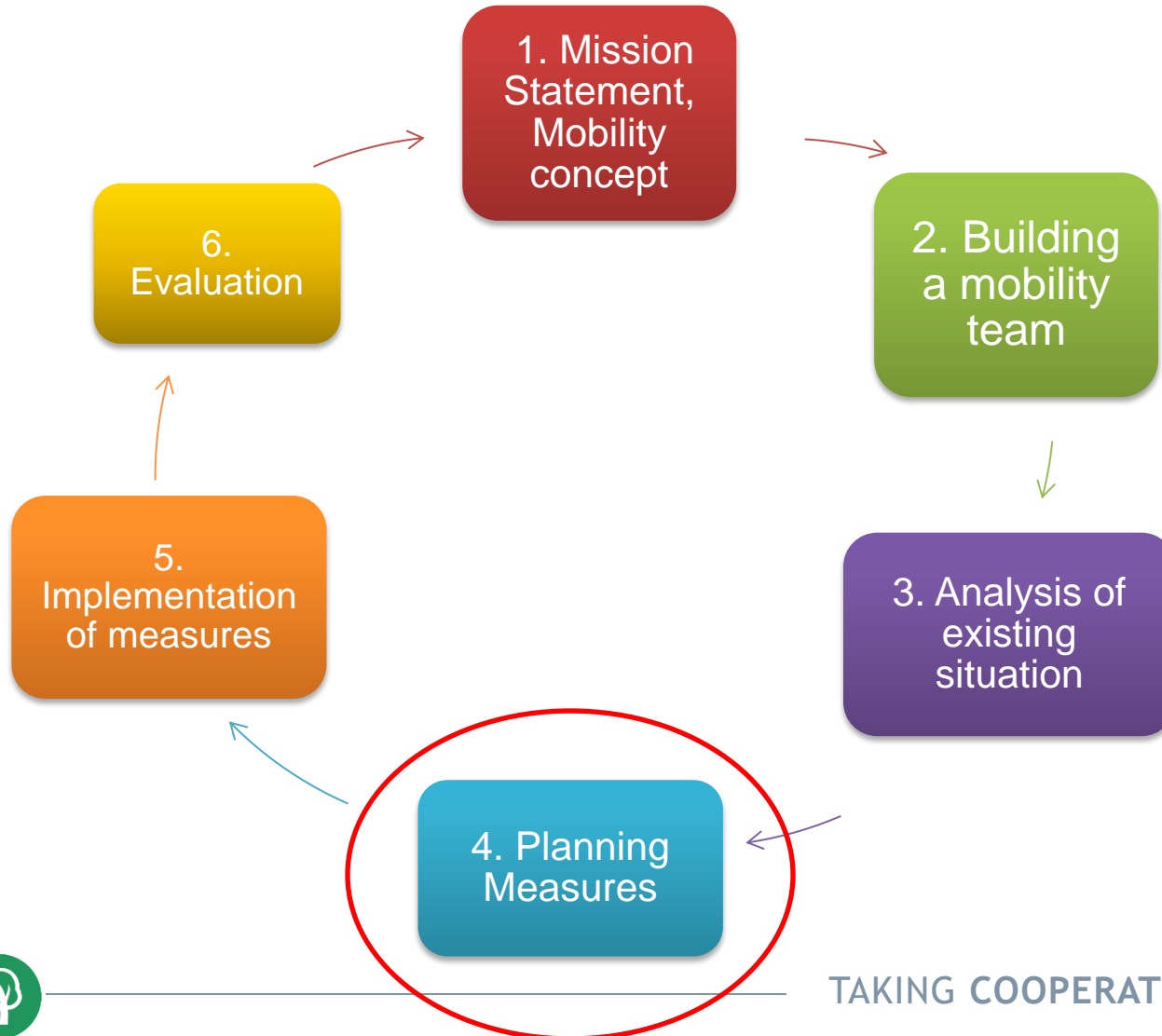
3. ANALYSIS OF EXISTING SITUATION

3) ...based on the following mobility indicators:

- Public transport system (quality, connections, schedule, ticketing, prizes, prioritisation of public transport, safety issues, comfort, cleanliness, integration into the regional transport net etc.)
- Car-pooling, car-sharing services, traffic calming zones, charging possibilities for e-vehicles, etc.
- Soft mobility measures like information and communication, services and coordination of activities, awareness raising for sustainable mobility, freight transport, etc.
- Interviews



STAGES OF THE MOBILITY PLAN



4. PLANNING MEASURES

Distribution of tasks - somebody who is responsible

- Assign specific persons (mobility team) to specific tasks
- Defining timescales to complete tasks
- Defining an evaluation timescale



4. PLANNING MEASURES

4) Planning Measures

- Low-threshold access
- Developing a catalogue of measures
- Distribution of tasks - somebody who is responsible
- Motivation of employees to change their behaviour
- Sustainable implementation



4. PLANNING MEASURES

Low-threshold access

- Integrate measures into the daily routine
- Well prepared measures and mobility offers
- Humans are creatures of habit



4. PLANNING MEASURES

Motivation of humans to change their behaviour

- Information and awareness raising
- Interactive elements, let people experience on their own
- Consequences of current mobility behaviour
- Effects of a changed, more sustainable behaviour
- Combine the mobility themes with other themes e.g. Health (Video)



4. PLANNING MEASURES

Developing a catalogue of measures

- Information and awareness raising
- Measures concerning walking
- Measures concerning cycling
- Measures concerning public transport
- Regulation of car use in the municipality, fostering car-pooling and sharing
- Measures concerning information & communication
- Measures concerning operational organisation



4. PLANNING MEASURES

Information and awareness raising

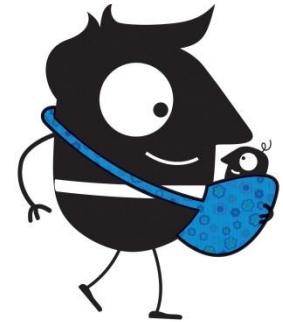
- Awareness for positive effects of cycling and walking (economic, ecologic, health,...)
- Campaigns and incentives to encourage employees for sustainable mobility
- Inform about tele- or video-conferences
- Offer a trip to work-consulting



4. PLANNING MEASURES

Measures concerning walking

- Analyse footways: Where are danger points? Where are connections missing? Which areas are (not) attractive für pedestrians?
- Different groups have different needs (pupils, older people,...)
- Improvement of infrastructure (make walking more safe and comfortable)
- Make footways attractive: broad pavements, plants, benches, drinking fountains, road signposts, public toilets, ...



4. PLANNING MEASURES

When was the bicycle invented?

A) 1637

B) 1727

C) 1817



Measures concerning cycling

- Cooperation with other institutions → establish a cyclist group
- Improvement of infrastructure (make cycling more safe and comfortable)
- Locker room and showers
- Bicycle workplace at the municipality/company
- Company (e-)bikes for businessstrips
- Rental of airpumps and essential tools
- Bonus (1,50 €) for every cyclist



4. PLANNING MEASURES

To reduce the number of bicycle accidents
the number of bikers

A) should be reduced

B) should be elevated

C) has no influence



Measures concerning cycling

- Comfortable bike racks for bicycles (roofed, lighted, gentle to bicycle wheels, ...)
- service box für bicycles, Bike checks...
- Hire Bike messengers
- campagne „biker of the week/month“
- Cargo bikes
- Bike & ride
- Painting competition crazy bikes
- www.bikecitizens.net/de/staedte/graz



4. PLANNING MEASURES



4. PLANNING MEASURES

In Austria, 25% of all car rides are shorter than

A) 2 km

B) 5 km

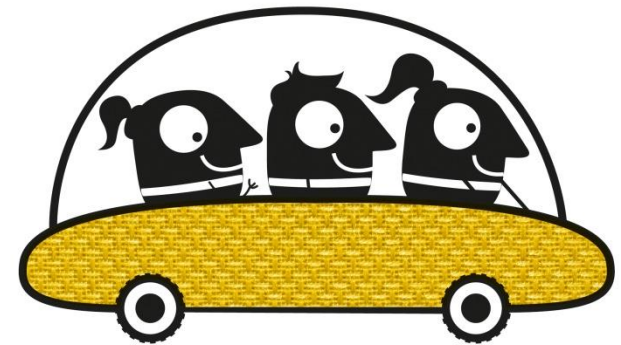
C) 8 km



4. PLANNING MEASURES

Regulation of car use

- More flexible working hours
- participation in car-pooling
- Ride-on stock exchange
- park space management, parking cash-out
- Promoting car-sharing, car-pooling
- Location of parking area
- Mobility lottery
- Blooming streets



4. PLANNING MEASURES

Regulation of car use

- Pedibus



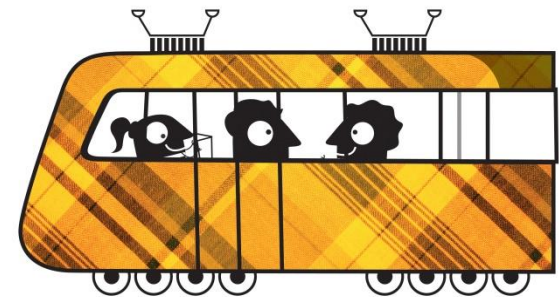
Ein Pedibus ist eine Gruppe von Kindern, die auf einer bestimmten Wegstrecke von einer Aufsichtsperson begleitet gemeinsam zu Fuß zur Schule oder zum Kindergarten geht.



4. PLANNING MEASURES

Measures concerning public transport

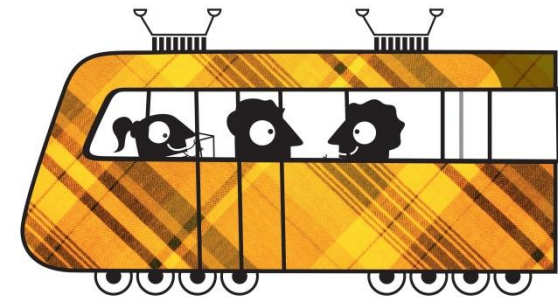
- More flexible working hours (adaption to timetables of public transport)
- Offer a trip to work consulting
- Tryout tickets, Job tickets
- Timetables for public transport
- Bike & ride
- Maps of the city area with public transport stops
- [Painting competition for children train](#)



4. PLANNING MEASURES

Measures concerning public transport

- Information about tickets and rates
- Clean and attractive stops
- Tryout tickets
- Job tickets
- Timetables for public transport
- Maps of the city area with public transport stops
- Bike & ride



Very efficient Measures (all means of transport)

- Parking space management together with parking cash-out
- Parking space management together with promotion of CarPooling
- Improve public transport (stops, frequency, cleanliness, punctuality)
- Implementation and promotion of work@home and Teleconferencing
- Implementation and promotion of benefits for public transport (e.g. jobticket)
- build bicycle infrastructure
- Fleet management together with CarSharing and/or fuel efficiency

courses



4. PLANNING MEASURES

Measures concerning information & communication

- different types of media and communication channels
- Competitions and contests
- Staff outing with bicycles
- Organise mobilitydays
- Take part at european mobilityweek
- Employee survey
- www.traun.at



4. PLANNING MEASURES

Measures concerning operational organisation

- telework
- Video/skype conferences
- Flexible working hours
- Organise housings for employees nearby
- offer information and advice
- Account costing and life cycle assesment
- ...



4. PLANNING MEASURES

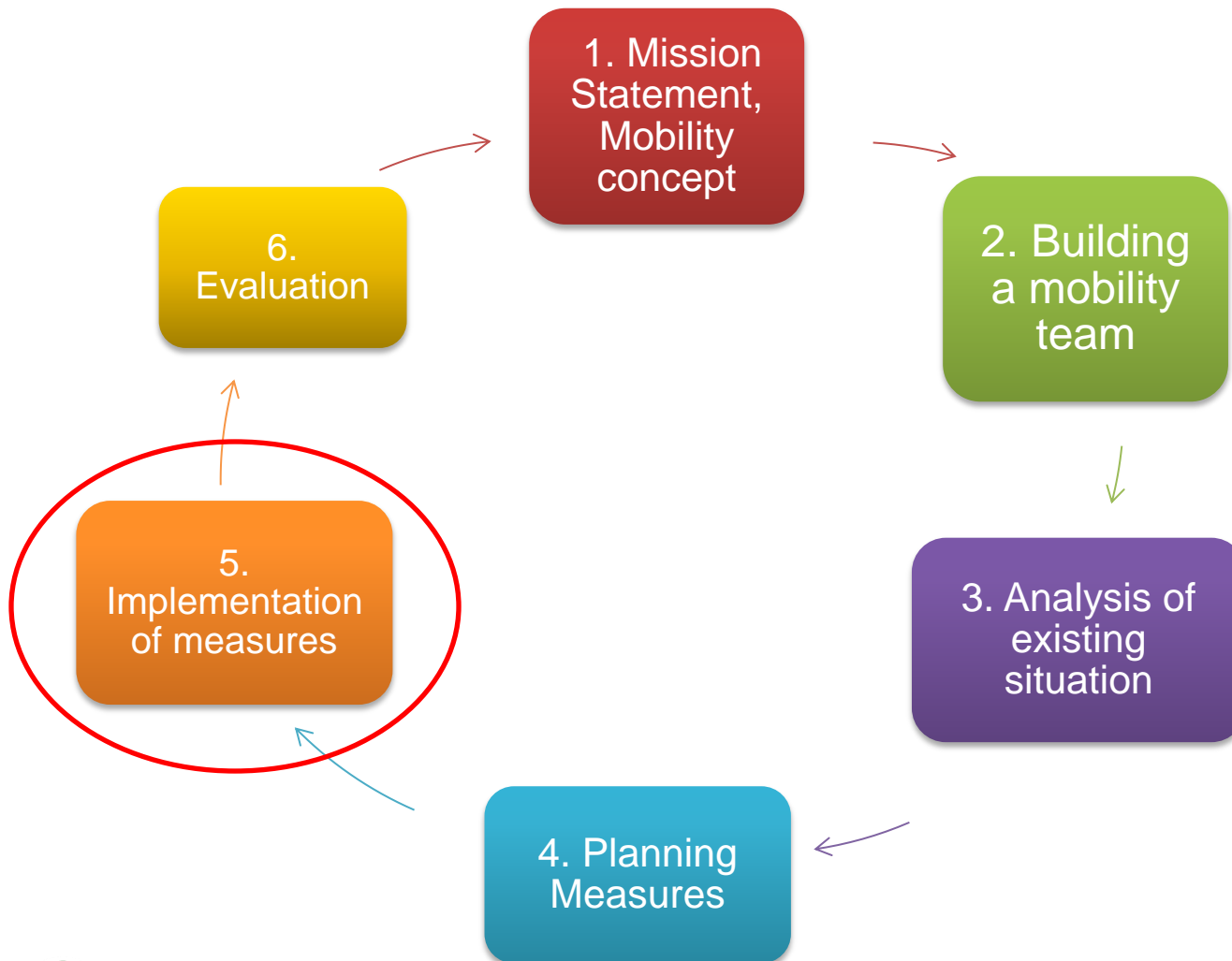
Developing a catalogue of measures

Brainstorming

Which measures of the mobilityplan could be influenced by the size of the city? - Is there a difference (which one) between smaller and larger cities?



STAGES OF THE MOBILITY PLAN



5. IMPLEMENTATION OF MEASURES

Implementation of Measures

- Implementation according to the catalogue of measures
- The implementation should not last longer than 2 years (depending of the measures)

- Accompanying all measures with public relations work

Service area on municipal homepage

Local, regional newspaper etc.

Social media

- Representatives of the municipality act as role models



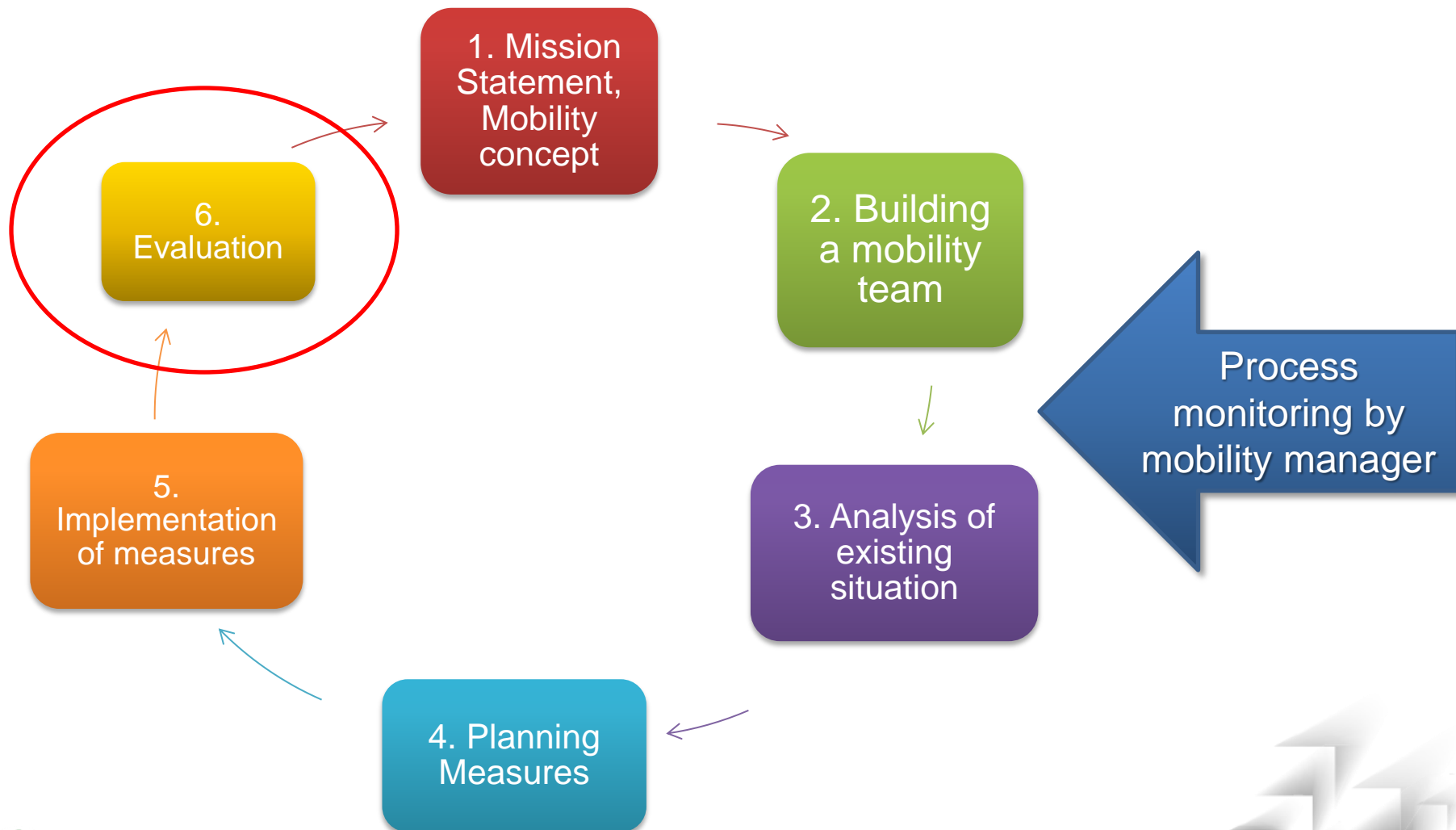
5. IMPLEMENTATION OF MEASURES

Timescale for implementation of certain measures

	scheduling	implementation
promotion car-pooling	3-6 months	1-3 months
homepage optimisation	3-6 months	1-3 months
strengthening of local suppliers (campagne)	3-6 months	1-3 months
welcome folder for new citizens	3-6 months	1-3 months
increase of parking fees	6-9 months	1-3 months
preparation and distribution of public transport plan	1-3 months	3-6 months
expansion parking space management	6-9 months	1-3 months
info meeting	1-3 months	1-3 months
making busstops more attractive	3-6 months	1-3 months
implementation try out tickets	1-3 months	1-3 months
awareness-raising bicycle traffic	1-3 months	3-6 months
purchasing of e-bikes+construction of 2 charging stations	3-6 months	1-3 months
more attractive bicycle racks	1-3 months	1-3 months



STAGES OF THE MOBILITY PLAN



6. EVALUATION

Monitoring + communication + evaluation

- Possibility to make changes and corrections
- Adaption of certain measures
- ...



6. EVALUATION

Monitoring

- Monitoring by the mobility team (during implementation of measures)
- Enables to react quickly to adjust certain measures
e.g. costs or usage of new measures,...



6. EVALUATION

Communication

- Good communication during the whole process is very important!
- Kick off Event
- During the Process:

Newsletter, reports at meetings, small competitions,...



6. EVALUATION

Evaluation

- Mobility survey of the employees
- Evaluation after Implementation of measures
- Modal split
- Final meeting/event



Costs for parking (€)

	bike rack	car parking
without roof	100	3000
roofed	1000	8000
indoor	3000	16000



Carpooling

- By having more people using one vehicle, carpooling reduces each person's travel costs (fuel costs, tolls, and the stress of driving).
- it reduces carbon emissions, traffic congestion on the roads, and the need for parking spaces.



general

- We care about improvement of gentle mobility in our city
- We have financial resources and clear responsibilities
- There is a mobility commissioner
- Schools and companies are involved in our activities
- We inform and communicate about our activities
- Policymakers are role models
- We encourage our employees to use gentle mobility



general

- Car sharing
- Car pooling promoted
- Parking space management
- Just very efficient cars are bought (ideally hybrid or electric)
- Municipality cooperates with regional companies



cycling

- The most important destinations (city centre, schools, companies, railwaystation, administration, shops) are easy accesible
- Cyclists are safe on the road
- enough bike racks in many important places
- bicycle commissioner
- Company bikes
- Clear road signposts for cyclists



walking

- Pedestrians are safe and comfortable on their way (administration, shops)
- The most important areas in the centre are attractive for pedestrians
- Enough road crossings for pedestrians
- Pupils are safe on their walk to school

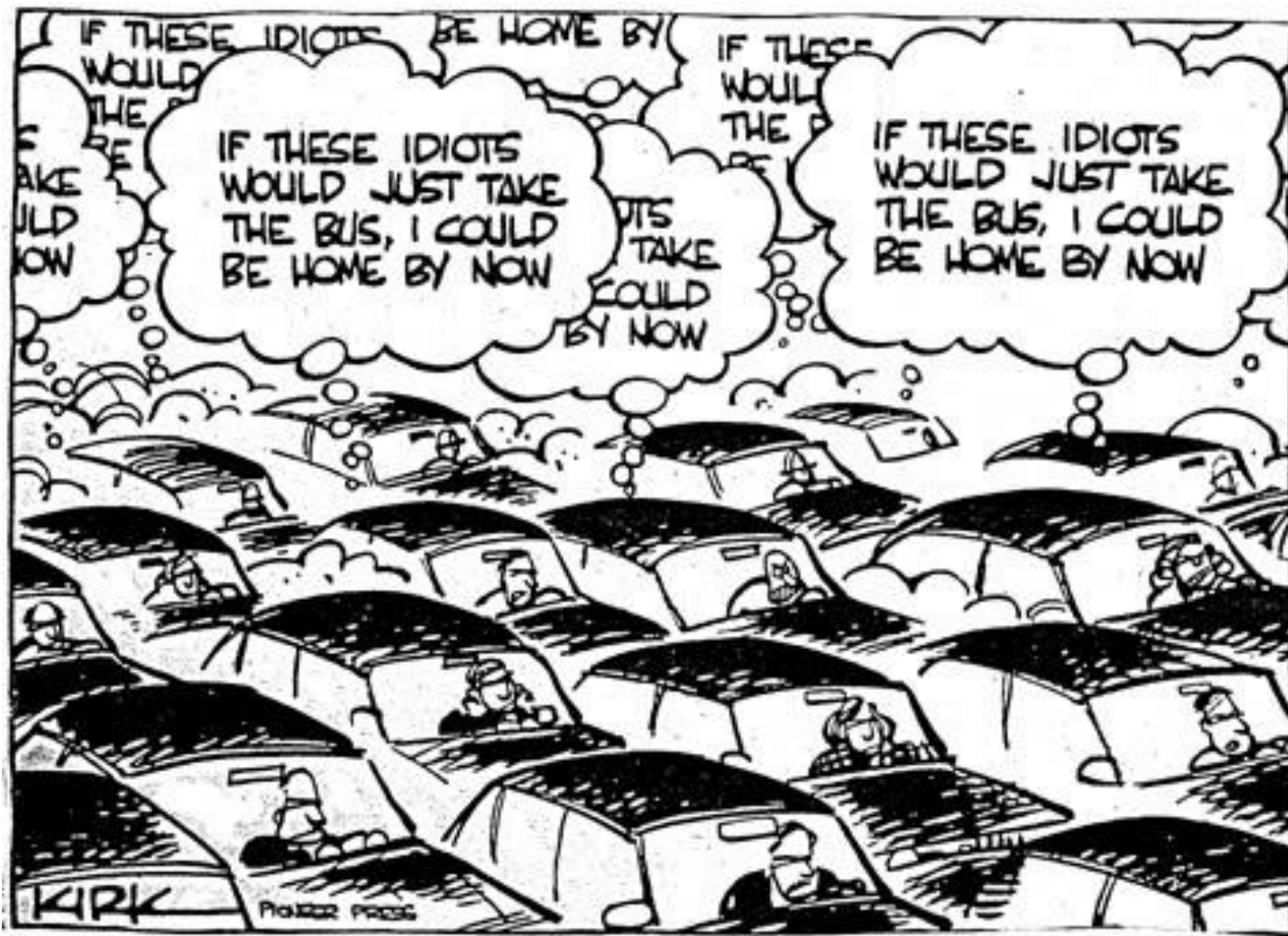


Public transport

- Attractive range of busses, trams and trains
- Stops are attractive and clean
- Enough park & ride abilities
- Maps of the city area with public transport stops
- We offer try out tickets
- Service point for questions concerning public transport



THANK YOU!





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