
Planning strategies in Vienna/Austria to raise the rate of bike traffic

The Promotion of cycling in the city using the example of the exhibition *fahr_rad_in_wien* (held from 14.4. – 3.7.2009)

Introduction

The bicycle has evolved from recreational and sports equipment to a mode of transport for everyday life. In the urban area the bike is the fastest mode of transport for distances up to five kilometres. Cycling also contributes significantly to climate protection and supports reducing the emissions of greenhouse gases in Vienna.

The objective of the City of Vienna is to raise the rate of bike traffic in the modal split from the actual 5% to 8% until 2015. This objective was anchored in planning strategies, programmes and plans. But not only structural measures are of importance so the City of Vienna also focuses on awareness raising strategies to promote and communicate cycling.

fahr_rad_in_wien (“cycle in Vienna”) was an exhibition held by the City of Vienna and was dedicated a 100% to the promotion of cycling in the city. In the following this paper describes the circumstances and basic conditions for the creation of the exhibition, a general description of the main contents, results and feedback from the city and visitors.

1.) Planning strategies to increase the share of bike traffic

1.1) *Programme for climate protection in Vienna 1999*¹

To follow the objectives for sustainable development adopted through the Agenda 21 the City of Vienna has set itself the goal to reduce the emissions of greenhouse gases and in particular carbon dioxide by 71000 tons until 2010. As CO₂ emissions are constantly raising Vienna has developed the programme for climate protection to counteract against this tendency.

The different fields of action to reach the aim of reducing greenhouse gas emissions are long distance heating and electricity generation, habitation, companies, mobility and city administration.

Field of action - Mobility

The requirement of mobility of the city population is raising and therefore also the ecological damage. Within the field of action of mobility Vienna has set itself the goal of reducing the traffic volume and raise the efficiency of vehicles by:

1. increasing the usage of public transport from 37 to 43%,
2. increasing the rate of cyclists and pedestrians from 26 to 32%,
3. reducing the car traffic from 37 to 25%.

“Kommt Zeit - kommt Rad“ – a package of measures to foster the usage of bicycles in the city²

The package includes the following measures:

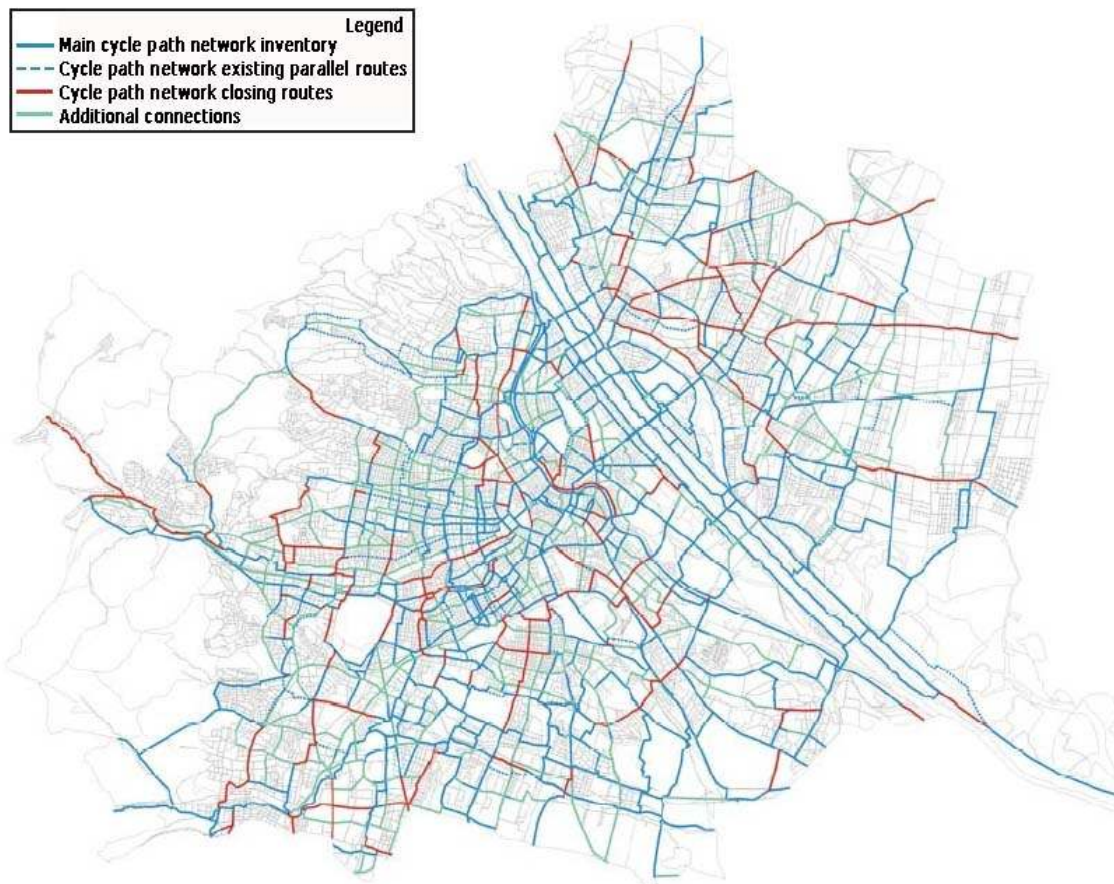
- to raise the rate of bike traffic in the modal split from the actual 5% to 8%. Which means 8% of all trips on weekdays shall be covered by bicycles.

- to enlarge the bicycle-path-network up to 800km and more
- in the whole urban area it shall be possible and legal to ride by bicycle against the direction of one-way streets
- attention shall be put to bicycle traffic in terms of all important planning actions and construction projects
- 50 percent of all car rides are shorter than five kilometres what makes it the ideal application area for bicycles. Apart from using the bicycle in the free time it shall be promoted to use it also to go to work or to school.

Examples of implementation

- Expansion of the bicycle-path-network

The city is constantly expanding the bicycle-path-network and the objective from 1999 (800 km) has already been achieved: actually there are 1071 km of bicycle paths in Vienna – see Image 1: Bicycle Path Network in Vienna 2008



Source: <http://www.wien.gv.at/stadtentwicklung/verkehrsmasterplan/radverkehr.htm>

- Citybike Vienna

The Citybike Vienna system is an innovative and environmentally friendly means of public transport. It is possible to hire the bikes at 58 bike stations across Vienna and return them at any station, independent of where you started your trip. 24 hours a day, 7 days a week. (For more details and the Citybike station map see endnote 3)³

- Sponsorship for the installation of bicycle stands on private ground by the City of Vienna

Juristic or natural persons are eligible to apply for a sponsorship up to 350 EURO for each bicycle stand on private ground.

One important example of implementation created from the programme for climate protection in Vienna is the *Transport Master Plan 2003* (evaluated in 2008).

1.2) *The Transport Master Plan 03/08* ⁴

The City of Vienna develops a strategic traffic and transport concept every ten years. The most recent concept, the *Transport Master Plan*, was drawn up in 2003. It pretends the urban transport development for the next 20 years and was decided by the municipal council in 2003 and displays the advancement of the transport concept from 1994.

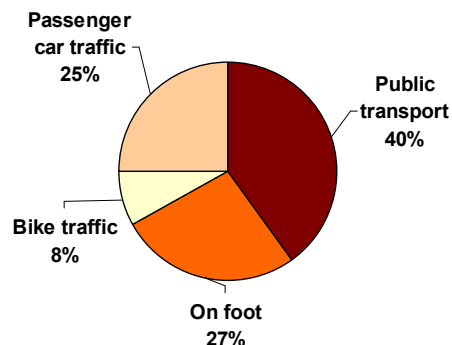
Its objectives and measures were defined by both municipal and external experts in co-operation with citizens. After five years, the Master Plan was evaluated in 2008. Based on the results of this evaluation, the Master Plan was now adapted and the outcome is an updated traffic and transport concept geared to address the mobility-related challenges of coming years as efficiently as possible.

The “Vienna Region” is a prospering metropolitan region which lives through the activities of its citizens and economy. Mobility is a key prerequisite towards this goal, although it must never impair the current or future quality of life for the population.

The Transport Master Plan Vienna 2003 defines this need for mobility under the heading “intelligent mobility” and prioritises “smart moves”. Two strategies can be derived from this claim – traffic reduction and traffic redistribution. In concrete figures this means:

- reducing private car traffic to 25% of all journeys made by 2020,
- increasing the share of bike traffic to 8% until 2015,
- increasing the share of public transport to 40% by 2020, and
- keeping the share of trips undertaken on foot at the current high level of 27% until 2020.

Figure 1: Aimed-at transport mode choices of Vienna’s population:



Source: “Smart Moves – Strategies and Measures of Vienna’s Transport Policy”, City of Vienna, 2009, page 3

The next tables and figures show the development of mobility in Vienna considering main objectives from the Master Plan 2003:

Table 1: Intermediate evaluation of the target achievement of the main target – avoiding car traffic – selected criteria:

EVALUATION CRITERIA (AVERAGE DAILY TRAFFIC)	INITIAL POSITION 2001	2006	TARGET 2020
Million kilometres travelled by vehicle	12,96 km	13,48 km	<13,0 km
Average path length of the citizens from Vienna in Vienna	5,1 km	5,4 km	≤ 5,1 km

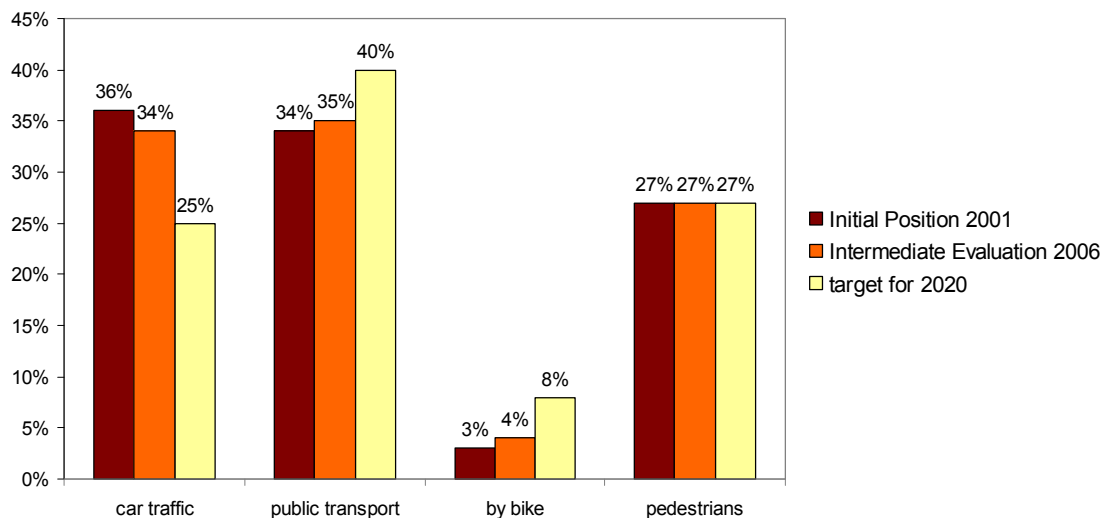
Source: Mobil in Wien, Master Plan Verkehr 03/08, Werkstattbericht, Vienna, November 2008, page 12

Table 2: Intermediate evaluation of the target achievement of the main target – traffic relocation:

EVALUATION CRITERIA	INITIAL POSITION 2001	2006	TARGET 2020
Modal Split of the citizens of Vienna	36% car traffic 34% public transport 3% by bike 27% pedestrians	34% car traffic 35% public transport 4% by bike 27% pedestrians	25% car traffic 40% public transport 8% by bike 27% pedestrians

Source: Mobil in Wien, Master Plan Verkehr 03/08, Werkstattbericht, Vienna, November 2008, page 14

Figure 2: Modal Split of the citizens of Vienna – Diagram:



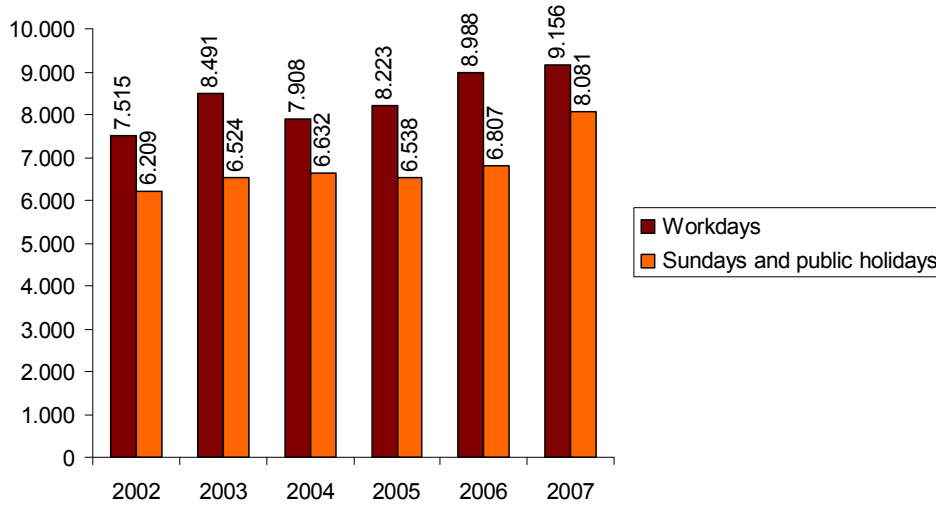
Source: Mobil in Wien, Master Plan Verkehr 03/08, Werkstattbericht, Vienna, November 2008, page 14

Bikes are welcome!⁵

Biking has become more and more popular in Vienna and the number of cyclists is constantly rising.

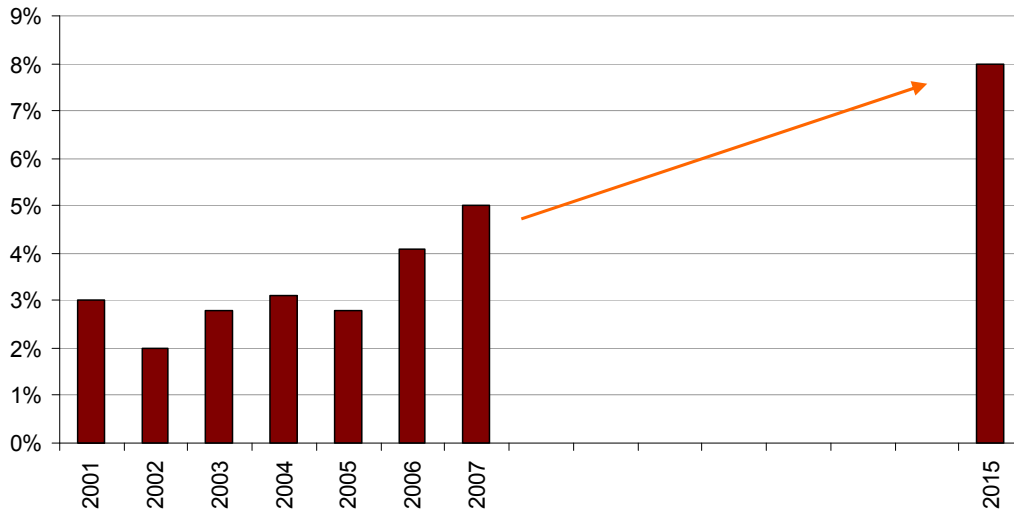
One of the projects laid down in the Transport Master Plan 2003 was to increase the share of bike traffic to around 8% by 2020. But the positive developments of recent years have motivated the City of Vienna to anticipate this target date to 2015. Some statistics underline this development:

Figure 3: Average Number of cyclists per day, 2002 – 2007 (sum total of 8 recording points):



Source: “Smart Moves – Strategies and Measures of Vienna’s Transport Policy”, City of Vienna, 2009, page 7

Figure 4: Share of bike traffic during evaluation period 2001 – 2007



Source: “Smart Moves – Strategies and Measures of Vienna’s Transport Policy”, City of Vienna, 2009, page 7

Awareness raising⁶

The example of the Wiener Linien (= local urban transport company in Vienna operating metro, bus and tramway) shows the efficacy of a continuous and targeted publicity: In 1992 they have begun with a publicity campaign through which it was possible to significantly increase passenger numbers and the degree of satisfaction improved significantly.

The improvement of knowledge about the transport policy objectives for the citizens, the politicians and the administration as well as their acceptance will be amending the traffic behaviour. To achieve these progressive goals packages of measures shall be pursued in the

areas of promotion (e.g. communication of the Transport Master Plan 2003, event-driven public relations, traffic safety campaigns, promotion modules for the districts, marketing initiatives for walking, cycling and urban policy for traffic calming), information and knowledge management as well as mobility education (e.g. comprehensive mobility education instead of auto-oriented road safety, project days in schools).

2.) Awareness raising strategies - promoting and communicating cycling

The continuously increase of the use of bicycles depends not only on urban planning, technical and organizational conditions. Millions of people can - if they want - immediately transfer onto a bike. They just must have the will to do so.

So a good way to get the best access to the wishes and desires of the people is through advertising and communications. Through a targeted media campaign citizens and politicians can be emotionally thrilled for cycling.

Already in 2007 the working group *ARGE fahr_rad_in_wien* – which consists of representatives from the fields marketing, Public Relations, organisational development, social sciences and transport planning - developed an image campaign and intervention strategies to make cycling in Vienna more attractive. This thematic focus is called *fahr_rad_in_wien* – “cycle_in_vienna”. The measures in general are made to motivate people emotionally to ride a bike in the city and therefore less cost-intensive as constructing measures.

Below there is a list of already ongoing awareness-raising measures, new measures, the image campaign and cost-calculations for 2010 made by the *ARGE fahr_rad_in_wien* for the City of Vienna as part of the thematic focus *fahr_rad_in_wien*. The aim is to nominate the year 2010 as a focus year for cycling⁷:

ACTUAL ONGOING MEASURE	CALCULATED COSTS
Bike Festival, Overview bicycle-map of Vienna, Mobility Week, Mobility Event, Regional maps, Online Route Searching, Route- and area-based bicycle-map, City-Map of Vienna for cyclists (2009)	160 000 EUR
IMAGE CAMPAIGN FAHR_RAD_IN_WIEN	CALCULATED COSTS
Image campaign	500 000 EUR
NEW MEASURES:	CALCULATED COSTS
e.g. the creation of an umbrella brand, professional images to show the state-of-the-art of bicycle infrastructure, cycle initiatives for the youth, cycle-training for elderly people, tips for districts (professional dialogues, brochures...)	405 000 EUR
Total	1 065 000 EUR

Source: „*fahr_rad_in_wien Radlust für Wien*“, Imagekampagne und Vermittlungsstrategien zur weiteren Attraktivierung des Radverkehrs in Wien im Rahmen eines *fahr_rad* Schwerpunktjahres; *ARGE fahr_rad_in_wien*, page 3

As already mentioned these awareness raising strategies shall motivate people to ride bicycles who so far have not used bicycles as an every day life-means of transport. Through expert interviews the *ARGE* found out that the target groups and purposes of trips with the highest capability to acquire new cyclists are:

- elderly people
- adolescent people (10 – 14)
- migrants
- travel to work
- travel for buying

The measures are adjusted to these target groups and purposes of trips.

2.1) *The exhibition fahr_rad_in_wien*⁸

As part of the thematic focus *fahr_rad_in_wien* the City of Vienna is devoting itself to cycling and its promotion. Part of this thematic focus was the exhibition in Vienna at the Planungswerkstatt held from the 14 April to 3 July 2009. It was hosted by the City of Vienna and organized by three institutions – event4you (<http://www.event4you.at>), IG_Fahrrad (<http://www.ig-fahrrad.org/>) and PlanSinn GmbH (www.plansinn.at).



Source: PlanSinn GmbH, July 2009

Content and goals of the exhibition

In the exhibition the current cycle paths projects that were implemented in Vienna in 2008 were shown. Additionally there were information provided about different types of bicycle paths and routes, current construction on cycle tracks, general cycle paths projects and district planning concepts. But generally the issue of safety was in the foreground considering cycling safety when cycling in the city and the necessary equipment for bikes.

Current programme

- Text and visual material considering the topics:
 - Construction programme of bicycle paths and routes in the city with detailed information about selected projects
 - Service offered from the city - bicycle stands, Online Route Searching Programme, cycling survey
 - “Safe on the way” – equipment for bicycles (demonstration bike), health, rules for cycling in the city, different types of bicycle paths, tips before buying a bike, tips for your own bike maintenance
 - Presentation of thematic bicycle paths – e.g. Danube, inner city ...
 - Information to each bicycle exhibit
 - Photo stories about how and for what distances people use their bikes
 - Image Photos of people who use bicycles in their everyday life
- Actual bicycle path network printed on a table
- Service Station – to fix your own bike
- Citybike Station – to register for the Citybike rental system
- Bike exhibits
- Selected Bicycle Short Films from the Vienna Bicycle Film Festival 2008
- Trend show with an outstanding variety of bicycles, locks and lighting appliances
- Workshops and guided tours for schools and groups (9-18 years) with the topic “safety and road traffic”

“Activity-Thursdays”

In total there were five “Activity-Thursdays” offering a special programme:

- Bicycle Flea Market – private persons could either sell or buy used bikes
- Free Bike Testing – visitors could test the bikes from the trend show for half an hour
- Free Bicycle Coding through the Viennese police
- Guided tours without previous reservation
- Bike helmet raffle
- Panel discussions to different topics like bike rental systems, planning strategies, bicycle and economy and a dispute between pedestrians, cyclists and drivers.

Photos from the exhibition fahr_rad_in_wien

fahr_rad_in_wien

Exhibition in the Wiener Planungswerkstatt, 14.4. - 3.7.2009

Exhibition



Number of visitors: 3542
Participants at workshops and guided tours: 248
Bikes for sale at the bike flea market: ~ 350
Bikes sold at the bike flea market: ~230
Number of bicycles coded: 200
Citybike-Registrations: 30

Guided Tours and Workshops



Panel Discussions



Activity-Thursday



Bicycle-Flea-Market



Trend Show



Bicycle-Coding



Service-Station

The outcome of the exhibition – Feedback and Reactions

As the exhibition had an educational approach and was a technical exhibition the number of visitors – 3542 - was low compared to an event for the broad public like for example the bike festival – 300 000 - which takes place in Vienna every year in March or April and is the biggest bike event in Austria to open the bicycle season.

But in general the reactions were positive and it was the exhibition with the highest number of visitors held in the Wiener Planungswerkstatt. Therefore the City of Vienna has a positive opinion about the exhibition and about the continuation with the thematic issue *fahr_rad_in_wien* to raise the rate of bike traffic.

The following experiences are from four persons who were in charge of the exhibition itself, guided tours and workshops:

- Workshops and guided tours

Pupils and teens preferred the following stations/activities:

- Role-playing (sharing experiences and traffic behaviour)
- Discussions:
E.g. pros and cons concerning cycling; traffic behaviour, cycling on the sidewalk ...
- Trend-bikes
- Actual bicycle path network-table: by this people could get an overview of the location of bicycle paths and it was easier to measure distances.
- Demonstration-Bike
- Raffle of bike helmet

The following topics induced high interest:

- Citybike Vienna – bike rental system
- Discussion about the obligation to wear helmets or not: In Austria there is no obligation to wear bike helmets but many teens thought so. Anyway they would not want to wear helmets because of their look although they think it were safer...
- Alcohol and cycling
- telling own experiences
- cycling against the direction of one-way street: although it is legal parents do not want their children to cycle against the direction of one-way-streets

In general the previous knowledge and interest in bicycle traffic was varying a lot. For example some of the pupils and teens estimated the bicycle rate at 20%.

- General comments

- The „Activity-Thursdays“ became very popular and many visitors came even twice.
- People were interested especially in “Folding-Bicycles” and “Electro-Bicycles” and they wanted to have more to test for comparison.
- The acceptance of the service-station was very high.
- Some visitors did not realize that the exhibition was also open because of the dominating bike-flea-market on “Activity-Thursdays”.
- Many visitors made use of the possibility to fill out a feedback card. The most frequented wish addressed to the City of Vienna was the improvement of the infrastructure for cyclists in Vienna.

My conclusion and own opinion

From my opinion the exhibition *fahr_rad_in_wien* was a good intervention from Vienna as a kick-off for further promotion of cycling in the city. The number of visitants shows that the concept of a combination of information and activities as well as a playful access to the topic cycling and safety was good and people gladly accepted it.

Still I think that there are two relevant questions to be considered:

1. Is/was it really possible that the exhibition can/could animate people to give attention to the topic in their everyday life or even ride a bike?
2. Do non-cyclists come to visit an exhibition about cycling or was it only relevant for the people who already ride bikes?

Ad 1: I personally think that the exhibition itself could not attract and animate people to suddenly ride bikes in their everyday life. It offered a lot of information about the topic but reading text messages and looking at images is usually not enough to motivate someone to cycle.

Only in the workshops the guides had the chance to discuss with pupils and adolescents the topic “cycling in the city” and that way they put attention to it, talked about it and could ask questions about uncertainties when riding a bike. Thus it was finally possible to raise the awareness of the workshop participants for cycling in the city.

Ad 2: I think that of course mainly the people who ride bikes were attracted by the exhibition. But it was already a success if some of them were accompanied by people who are generally not interested in the topic. As I mentioned in my paper it was an exhibition with an educational and technical approach and it had no event character which generally attracts more people.

Another important part plays the Vienna Bike Lobby which exists since the beginning of the 80s and which is highly motivated to lobby for the rights of cyclists and for improvements in the infrastructure and traffic planning for cyclists and pedestrians.

The Lobby is made of people who have been riding bikes in the city for decades and therefore their objective is to reach a smooth going through the road traffic in the city. They have formed their opinion about biking in the city and what changes in strategies, policy, constructions and regulations are necessary. They see deficiency in the infrastructure provision for cyclists and therefore prefer to see the money spent in improvements of the infrastructure. But as the main objective of the City of Vienna is to animate more and new people to ride bikes through awareness raising measures instead of constructing measures it is obvious that the Vienna Bike Lobby is very critical with the City and awareness raising strategies.

So in the future it is very important for the City to work more intensively together with the Vienna Bike Lobby and to attract it as a consultant for further measures and strategies as the Lobby has a long year and valuable experience with the topic.

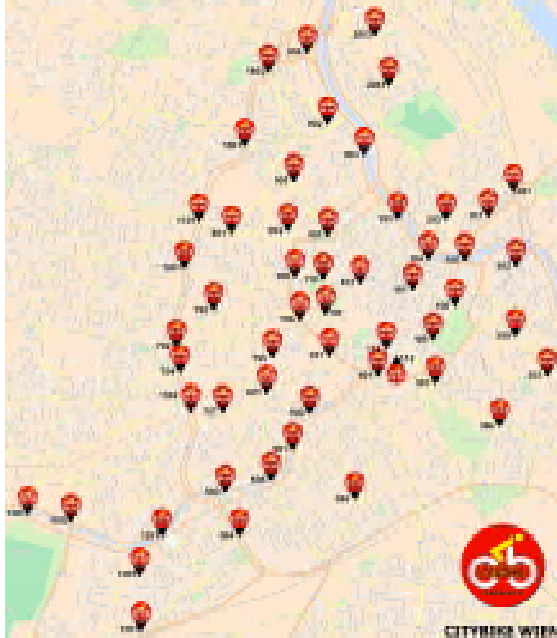
Stephanie Rüsç, PlanSinn GmbH, Austria

¹ Reference: <http://www.wien.gv.at/umwelt/klimaschutz/klip/>

² Reference: <http://www.wien.gv.at/umwelt/klimaschutz/klip/mobilitaet/zeitrad.htm>

³ For details see <http://www.citybikewien.at/> (site in German and English)

Citybike Vienna Station Map:



Source: <http://www.citybikewien.at/>; July 2009

⁴ References: <http://www.wien.gv.at/stadtentwicklung/verkehrsmasterplan/>

„Mobil in Wien - Master Plan Verkehr 03/08“, Werkstattbericht, Vienna, November 2008
“Smart Moves – Strategies and Measures of Vienna’s Transport Policy”, City of Vienna, 2009

⁵ Reference: “Smart Moves – Strategies and Measures of Vienna’s Transport Policy”, City of Vienna, 2009, page 7

⁶ Reference: <http://www.wien.gv.at/stadtentwicklung/verkehrsmasterplan/bewusstsein.htm>

⁷ References: „fahr_rad_in_wien Radlust für Wien“, Imagekampagne und Vermittlungsstrategien zur weiteren Attraktivierung des Radverkehrs in Wien im Rahmen eines fahr_rad Schwerpunktjahres; ARGE fahr_rad_in_wien, page 9, Introduction

⁸ References: www.wien.gv.at

PlanSinn GmbH, Office for planning and communication, www.plansinn.at
own experiences and reports from the City of Vienna and from persons in charge of the exhibition