The Austrian Cycling Masterplan and E-Bike Boom

THE PEP Workshop  June 7-8 2012  Moscow
Why Cycling?
The fastest Means of Transport in Town!

- Travel Times in Cities

Source: TRRL, Bracher 1990

door-to-door travel times in cities
Why Cycling?
Bikes attract Public Transport

<table>
<thead>
<tr>
<th>Average speed</th>
<th>Distance covered in 10 minutes</th>
<th>Catchment area</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 km/h</td>
<td>0.7 km</td>
<td>ca. 1.5 km²</td>
</tr>
<tr>
<td>15 km/h</td>
<td>2.5 km</td>
<td>ca. 20 km²</td>
</tr>
<tr>
<td>22 km/h</td>
<td>3.6 km</td>
<td>ca. 40 km²</td>
</tr>
</tbody>
</table>
Why Cycling?
Climate and Environmental Protection!

- **Energy Strategy Austria 2020**

- **EU Roadmap Low Carbon Economy 2050**
  - 54% bis - 67% CO$_2$ Emissions in Traffic Sector (1990-2050)
  - 65% bis - 75% CO$_2$ Emissions in Traffic Sector (2005-2050)

- Noise Reduction …
High Potentials for Cycling

- 25% of all car trips < 2 km = 8 min Biking
- 50% of all car trips < 5 km = 20 min Biking
- 75% of all car trips < 7 km = 30 min Biking

WINTER IN VIENNA
20% less car traffic!
The Austrian Masterplan Cycling

- Published and approved in 2006
- National Strategy: Raising the share of Cycling from 5 → 10 % (in everyday Mobility) within 10 years
The Austrian Masterplan Cycling Evaluation 2011

Austrian wide Share of Cycling
2006, 2011 and objective 2015

Sources: Masterplan Radfahren 2006[4]; Stilmobil 2010[1]
The Austrian Masterplan Cycling Institutional Framework

Austria is a federal Republic of 9 States and 2,357 Communities
Masterplan Cycling
The Strategy

Advising, Motivating and Funding of Partners

Cycling Cluster, Cooperations

Raising Public Awareness

Promoting the Use of Pedelcs

Bike&Ride

klima:aktiv mobil program Focus on Cycling

Economic factor Cycling

Cycling and Health

New technologies (E-Bikes)

Cycling & Public Transport
All 9 States are klima:aktiv partners
More than 700 klima:aktiv mobil project partners (including 100 communities)
Saving of 76,000 Tonnen CO₂-emissions / year
20 Mio. Euro national Funds for projects, implying investment of 96 Mio. Euro for Cycling
Creating 1,100 green jobs
Mobility – Means of Transport Development in selected Cities

Rising share of cycling since the 90ies!

Source: Cities of Salzburg 2004, Wien 2008
Pedelcs in Austria

- **Pedal Electric Cycle (=Pedelec)**
  - Elektric motor assists when pedaling
  - Motor assists up to 25 km/h
  - Recharges when going downhill

- **Range of 30-80 kilometers without recharging**

- **Costs: 1.500-2.500 Euro (for a good Pedelec)**

- **Energiecosts**
  - Pedelcs: 0,12 Cent / km
  - Car: 7,0 Cent / km
Users of Pedelecs

Fotos: Niko Formanek / BMLFUW
Users of Pedelecs
Users of Pedelecs
Pedelcs in Tourism

http://www.youtube.com/watch?v=LskLSlbtTZZs

Source: www.flachau.com
Pedelec-Boom in Austria

Sold E-Bikes in Austria

- **sold E-Bikes**
- **with klima:aktiv mobil funds**

Source: Lebensministerium, 03.2011
Thank you for your attention!

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