Promoting Cycling -
A „must have“ of sustainable urban mobility – Austrian good practice examples
Development of mobility behaviour and some consequences

• Share of car travel is rising

• Walking as a means of transport is diminishing

• Cycling as a means of transport was diminishing until the 1980-ies

→ Diseases – lack of movement
Motorized Mobility and the consequences

The solution (?)
## Climate protection - Efficiency of measures

<table>
<thead>
<tr>
<th>Category</th>
<th>Efficiency</th>
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</thead>
<tbody>
<tr>
<td>Cycling</td>
<td>Very efficient</td>
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<tr>
<td>Speed limits</td>
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<tr>
<td>Bio fuels</td>
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<td>Public Transport</td>
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<td>Telematics</td>
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<tr>
<td>Very efficient</td>
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<td>Not efficient</td>
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</tbody>
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High Potentials for cycling !!

...10% of car rides are shorter than 1 km!
...35% of car rides are shorter than 3 km!
...50% of car rides are shorter than 5 km!

...when it snows ...
25% less of motorized traffic!

But how to activate the potentials ?
Mobility – Means of Transport Development in selected Cities

Source: Cities of Salzburg 2004, Wien 2008

Rising share of cycling since the 90ies!
Promoting Cycling is more than building cycling paths

Promoting Cycling
Important elements:

- Infrastructure
- Service
- Information Motivation Communication
- Pedelcs E-Mobility
Infrastructure
Main connections

City of Salzburg
Infrastructure
Streets for cycling everywhere
Infrastructure
Another way of thinking
Infrastructure
Parking

Wir lassen Bergheimer Radfahrer nicht im Regen stehen!
DIE GEMEINDE
Service
Motivation
Cycling Barometer

And the winner is ...
Public Awareness

RESONANZ REKORD
Heifen Sie mit, die geräuschvollste Radkolonne Österreichs zu bilden. Tolle Preise für die originellsten TeilnehmerInnen bzw. Gruppen.

Samstag, 18.9.10
Treffpunkt: ab 15:00 Uhr am Holzplatz in Langenlois, Ortszentrum LANGENLOIS
Anfahrtsplan: www.langenlois.at (unter „Service“)
Abschluss: ca. 17:00 Uhr, Schloss Haindorf, Krumpöckallee 21, 3550 Langenlois beim 3. Internationalen Gaukler- und Kleinkunstfestival
Anfahrtsplan: www.haindorf.at
Bitte anmelden bei: cornelia.glp@oön.at
www.radland.at

Stärkung und Eintritt gratis!
2 leise Fahrräder zu gewinnen!

Helmut Koch
Motivation + Information

- Campaigns for target groups
- Better service for cyclers
- Supporting the communities in implementing innovative measures
- No big infrastructure investments

Bitte nehmen Sie Platz

RADLN im Ernst!

Wer pro Woche 50 km mit dem Radl statt mit dem Auto fährt, spart jährlich ½ Tonne CO₂. Möglicherweise macht Ihnen radln auch noch Spaß - vor allem ist das Radl aber ein äußerst intelligentes und klimafreundliches Verkehrsmittel - ganz im Ernst!
The Effects:
Small Town with 25,000 Inhabitants
Motivation
Cycling mayor
Pedelcs
A new impulse for cycling?
Electrodrive - Combining E-mobility and public transport in Salzburg

Pay a lump sum per month including

• Using a pedelec
• Electricity
• Free use of public transport (Trolleybus)
People who care ...

Successful cities and regions have an official and authorized person that cares about cycling!

- Contact person for cycling people
- Internal quality management
Mobility Management for Cities, Communities and Regions

The program offers

• Cost free basic check,
• Report with a proposal for measures to be implemented,
• Federal funds for implementation
• Membership of klima:aktiv family
Klima:aktiv Results after four years

130 Agreements of objectives,
75,000 tons CO$_2$-Emissions saved (per year)
Conclusions
Action Points for Policymakers
Promoting cycling is successfully when ...

1. the community **works consistent** over a longer period
2. there is at least **one person who cares** and is responsible for promoting cycling
3. there is are **sufficient funds** for investment in cycling facilities and motivation
4. **opinion leaders** use bicycle frequently.
Thank you for your attention,

Have a good trip!