Implementing
THE PEP Vienna Declaration
Austrian Examples

Update for the Steering Committee, Geneva 17-19 Oct 2022

DI Robert Thaler
Head of Department Active Mobility and Mobility Management,
Austrian Federal Ministry of Climate Action, Environment, Energy,
Mobility, Innovation and Technology
THE PEP
Ambitious objectives and commitments

- European level – Fit for 55 package: decreasing GHG emissions by 55% until 2030 and reaching climate neutrality by 2050
- Austrian Government programme: Reaching climate neutrality by 2040 (net zero)!
- Mobility Master Plan Austria – Avoid, Shift, Improve Transport
- THE PEP Vienna Ministerial Declaration – “Building forward better by transforming to new, clean, safe, healthy and inclusive mobility and transport.” calls for promotion of mobility - cycling and walking - all over Europe.
- THE PEP Partnership Active Mobility: new focus on walking
Example 1: Federal government programme gives priority to active mobility

• “Package for cycling and walking – offensive for active, soft mobility”
  – Development and implementation of national master plan walking
  – Increasing the attractiveness of walking
  – Federal co-financing for the extension of walking infrastructure

• Implementation on the way:
  – Development of National Master Plan Walking with horizon 2030
  – Priority for active mobility in the national klimaaktiv mobil programme
  – Increase of klimaaktiv mobil budget for co-financing the extension of high quality infrastructure for active mobility
Example 2: klimaaktiv mobil
Massive increase of funding and new focus on active mobility

- Sustainable framework for the management of klimaaktiv mobil and its programmes
- Klimaaktiv mobil funding guidelines extended till 2031
- Massively increased budget allows ambitious and enlarged actions - 4.5 Mio up to 60 Mio Euro p.a.
- New focus on the co-funding of the extension of high-quality walking and cycling infrastructure in cities and regions
klimaaktiv mobil funding programme priorities 2022
Federal financial support to companies, cities and municipalities

• Walking promotion and walking infrastructure
  20% to 50% of eligible costs

• Bicycle sharing, job bikes, bicycle parking
  20% to 30% of eligible costs

• Regional bicycle networks and bicycle highways
  40% to 50% of eligible costs

• Mobility Management for companies, cities, etc
  20% to 30% of eligible costs

• E-Cargo Bikes, E-Mobility
  jointy with vehicle sector, flat rate funding
klimaaktiv mobil builds on target group approach and partnerships

- Klimaaktiv mobil – national programme to motivate, activate and support
  - companies, developers, fleet operators, mobility providers, tourism
  - cities, municipalities and regions
  - schools, driving schools, youth
  - households and citizens
to implement active mobility, mobility management, e-mobility
- 27,000 partners implementing projects for active mobility and mobility management, practical trainings and certification schemes, awareness supported by klimaaktiv mobil
- Strategic partners: Federal States, Association of Cities and of Municipalities, Economic Chamber, Austrian Federal Railways ÖBB, Austrian Post, Postbus etc.
## klimaaktiv mobil portfolio

<table>
<thead>
<tr>
<th>Advisory programmes</th>
<th>Free assistance with the development, implementation and submission of financial support for climate protection measures for climate-friendly mobility.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Financial support programmes</td>
<td>Financial support for companies, cities, communities and associations for active mobility and mobility management, alternative transport systems, fleet conversions and e-mobility.</td>
</tr>
<tr>
<td>Education and certification schemes</td>
<td>Training and certification: cycling trainers, eco-driving trainers, e-mobility experts, klimaaktiv mobil driving school, bike technician and much more.</td>
</tr>
<tr>
<td>Partnership and awarding</td>
<td>Awards for companies, municipalities and associations as klimaaktiv mobil project partners by the Minister of Climate Action.</td>
</tr>
</tbody>
</table>
**klimaaktiv mobil: successful results 2007–2020**

<table>
<thead>
<tr>
<th>Financial support approx.</th>
<th>Green jobs secured/created</th>
<th>Environment-related investment triggered</th>
</tr>
</thead>
<tbody>
<tr>
<td>€ 167.5 million</td>
<td>10,700</td>
<td>€ 1.2 billion</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Children/young people in projects</th>
<th>klimaaktiv mobil competence partners, (eco-driving trainers etc.)</th>
<th>klimaaktiv mobil driving schools</th>
</tr>
</thead>
<tbody>
<tr>
<td>88,000</td>
<td>2,400</td>
<td>45</td>
</tr>
</tbody>
</table>

Logos: National Environment Promotion, Climate and Energy Fund, Austrian Car Importers, Austria Motorcycle Association, Austrian Economic Chamber/Fashion and Leisure Items
New **klimaaktiv mobil** focus: „Active mobility – cycling and walking“

- New: Massive financial support for high-quality cycling and walking infrastructure for cities, regions and municipalities
- New: Promotion of the development of local master plans/strategies for walking as a precondition for funding
- Focus on walking and cycling also in the advisory programmes
- Austria-wide training program on active mobility planning for stakeholders in federal states and municipalities, companies, developers, architects, ...
- Awareness raising: Annual Cycling Summit and annual national conference on walking
Example 3: Cycling Infrastructure Investments in Austria

- National cycling coordination and national agreement on cycling promotion between Federal Ministry and Federal States, Association of Cities and of Municipalities

- Financial & technical support programme klimaaktivmobil for cities, regions and companies - focus on regional cycling networks and cycling highways with cycling strategies as precondition for funding - funding rates 30% up to 50% of eligible costs

- 15 fold increase of federal funding up to 60 Mio Euro p.a. for active mobility infrastructure and mobility management

- Public Private Partnership with bicycle businesses: financial support scheme for (E-) Cargo Bikes for citizens and companies – funding flat rate 800Euro
Masterplan Cycling and Cycling Promotion in Austria

- Relaunch Austrian Masterplan Cycling 2030
- Reform of Austrian Traffic Code to improve situation for cyclists
- Annual National Cycling Summit – Vienna 2022
- National cycling campaign: Österreich radelt - Austria is cycling
- Cycling trainers and cycling training courses for kids in all primary schools
Example 4: Austrian National Master Plan for Walking 2030

- Objectives – Increase of walking in Austria
- Status of walking in Austria
- Benefits of walking
- 10 fields of action
- 50 recommendations to promote walking on all levels
- Official launch of the new master plan for walking at national walking conference walk&space 06.-07.10.2022, Korneuburg, AT
- Important tool to implement the national master plan for walking: Federal klimaaktiv mobil programme with the focus on walking promotion
Precondition for federal funding of walking:
Local master plan/strategies for walking

- Manual to facilitate the development of local master plans/strategies for walking in cities and regions
- Includes guidelines and examples on how to create local master plans/strategies for walking e.g.: targets, state of walking, analysis infrastructure, planning of networks, list of measures for extension of walking infrastructure, walking promotion
- Checklists for the funding application
- Local strategies for walking: municipalities up to 15,000 inhabitants
  Local master plan for walking: cities over 15,000 inhabitants and districts in City of Vienna
Principals and rates for federal funding for walking infrastructure

• **Precondition for Federal funding** is an adopted local master plan/strategy for walking!

• **Major areas for funding:** investments in walking infrastructure, pedestrian networks, redesign of public space to be pedestrian friendly, pedestrian zones, shared space areas, enlargement of sidewalks, traffic calming measures and residential streets etc

• **Funding rate:** the more measures foreseen to be implemented, the higher the Federal funding rate for infrastructure.
  Basic funding rate: 20% up to maximum 50% of eligible costs;

• **Special funding bonuses** are granted if walking infrastructure measures are accompanied by measures of land use and urban planning, SUMPs, awareness raising and involvement of other actors.
10 local master plans/strategies for walking and funding applications in Austria in 2022
Example 5: Reform of Traffic Regulation

- Vehicles are not allowed to pass by trams and busses in stops while passengers are getting in and out.
- No protruding of parking cars into the sidewalk.
- Introduction of School Streets: Driving ban for motorised vehicles at the beginning or end of school lessons.
- Signalling for pedestrians and cyclists: passing through dead end roads is possible.
Example 6:

Klimaticket - One ticket for public transport all over Austria

• Since October 2021:
Klimaticket - Austrianwide ticket for public transport: all trains, regional and urban buses, trams etc
Austria 3 Euro per day = 1095 Euro for 12 months

• Additional regional “Klimatickets” valid for one Federal State or more Federal States
Vienna 1 Euro per day = 365 Euro for 12 months

• Big Success: after only one year of operation:
180.000 Austrianwide Klimatickets already sold

• New offer:
Travel 13 months, pay only 12 months
Example 7: European co-operations - THE PEP Partnerships

- THE PEP Partnership on Active Mobility and Interreg Project Danube Cycle Plans
- THE PEP Partnership on Sustainable Tourism Mobility and Interreg Project Trans Danube
- THE PEP Partnership on Children Youth Mobility
- THE PEP Partnership on Eco-Driving
Let’s cooperate in THE PEP!

Let’s be klimaaktiv mobil!

Thank you!