

# STEP 2025

THEMATIC  
CONCEPT

## URBAN MOBILITY PLAN VIENNA



SHORT REPORT

**Wien!**  
**voraus**  
Das Zukunftsressort

StadT#Wien

## FULFILLING THE SUSTAINABLE URBAN MOBILITY PLAN CRITERIA

In the Urban Mobility Package [COM (2013) 913 f] published in December 2013 the European Commission defined the requirements to be fulfilled by urban planners to ensure sustainable mobility. Under the motto “Planning for People”, the Commission advocates the SUMP idea Europe-wide, thus fostering a clear shift from car- and traffic-focused urban planning towards more of a balance between all modes of transport, aiming at improved quality of life.

The City of Vienna hired an external quality assurance team to support the development of the urban mobility plan and to do the first structured assessment

based on the Sustainable Urban Mobility Plan approach ever done in Europe. Out of 100 possible points, the Vienna Urban Mobility Plan achieved 82, which spells excellence.

In all assessment areas, performance was above 50%. All mandatory criteria were fulfilled. The Vienna Urban Mobility Plan is an ambitious and high-quality document meeting Europe’s SUMP requirements, which makes it a paragon of sustainable urban mobility planning.

Frank Wefering and Siegfried Rupprecht,  
Rupprecht Consult – Forschung & Beratung GmbH  
April 2015



The SUMP criteria relate to six areas. A fact which deserves special mention is that top scores were reached in two areas: in respect of integration, the guiding principle of any SUMP (including interdepartmental planning groups, intersectoral participation, the combination of urban planning and coordinated regional development, ...), the Vienna Urban Mobility Plan was fully in line with international standards. The same applies to the sophisticated evaluation method with its extensive and innovative set of indicators. This is crucial for implementation and ensures that the Plan is regularly revisited and updated.



If we want environmental and climate protection, we have to start working where there is a need to catch up. In Vienna, this applies to traffic. Between 1995 and 2013, energy consumption in this area rose by 50%, in particular due to car traffic. No other field has seen a similar growth rate. The problem is aggravated by the fact that 95% of fuel used in traffic is mineral-oil based whilst climate change is becoming more and more noticeable in Vienna. The Vienna Urban Mobility Plan is a package of measures devised by the City of Vienna to improve the quality of air and leading to noise abatement, exhaust gas reduction and more green areas in the coming ten years.

This short report of the Vienna Urban Mobility Plan highlights the most important solutions. It ties in with the success stories of the past five years: a marked price reduction for annual public transport season tickets, the expansion of parking space management, traffic

calming projects and a massive boost to cycling and public transport. Building on this foundation, the Vienna Urban Mobility Plan leads the way to a mobility system of the future by defining ambitious goals and the measures required to reach them. The exclusive reliance on infrastructure expansion has already proven insufficient in the past. Under the motto “Together on the move”, diverse and coordinated approaches will make it possible for transport in Vienna to continue being reliable while affecting life in the city as little as possible and meeting a wide variety of needs.

**Maria Vassilakou**

Deputy Mayor  
Executive City Councillor for  
Urban Planning, Traffic and Transport,  
Climate Protection, Energy and  
Public Participation

# FOREWORD

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# TOGETHER ON THE MOVE

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“Mobility requires human-scale and eco-compatible forms of transport. The City of Vienna is committed to prioritising public transport, pedestrians and cycling as the most environmentally friendly mobility modes. “Vienna embodies a future-oriented urban mobility policy that is not only ecologically, but also economically and socially acceptable and hence sustainable. It is economically sustainable because it is based on long-term investment that pays off for the city and location. It is socially sustainable because its declared goal is to ensure mobility for all citizens irrespective of their income, social position and life situation. It is ecologically sustainable because it helps to conserve natural resources and contributes to realising the Smart City Wien objective.”

Quote from STEP 2025

The Vienna Urban Mobility Plan reflects the consistent implementation of a vision of the city enshrined in the Urban Development Plan STEP 2025: mobility in Vienna should be fair, healthy, compact, eco-friendly, robust and efficient. “Together on the move” is the buzzword. In the years to come, Vienna transport policy will be uncompromisingly geared to fostering eco-mobility. Expressed in modal split indicators, the target of STEP 2025 is “80:20”, which means that the citizens of Vienna are to use public transport, cycle or walk to cover 80% of the trips they need to make, whilst the share of car transport should decrease from the present 28% to 20%. Walking and cycling are modes of active mobility, which means that they are conducive to health. Eco-mobility is considered an integrated system in this concept - with optimised interfaces between modes of transport and additional services of city-compatible mobility (e.g. mobility cards, bike sharing and car sharing systems).

Wherever additional high-capacity roads are needed in new neighbourhoods of the city, these will be planned in a

city-compatible way – offering sufficient space to pedestrians and cyclists as well as public transport, and attractive design which invites people to linger. The aim is to develop and use urban infrastructure as a resource in the most efficient way possible.

“Enabling mobility without car ownership” is a central transport-policy concern. The level of motorisation of Vienna’s population, i.e. the number of motor vehicles per inhabitant, has been decreasing to 381 passenger cars per 1,000 inhabitants in the past ten years – which indicates that the principle of transport modes combined flexibly according to people’s needs and circumstances is already working well as an appealing and crisis-proof (hence robust) alternative. This requires compact urban development and the continued expansion of the city’s highly efficient public transport infrastructure so it fulfils the needs of a growing metropolis. Improvements in the suburban railway and underground networks will remain the mainstay but at the same time, areas in between also need to be provided with tangential tram



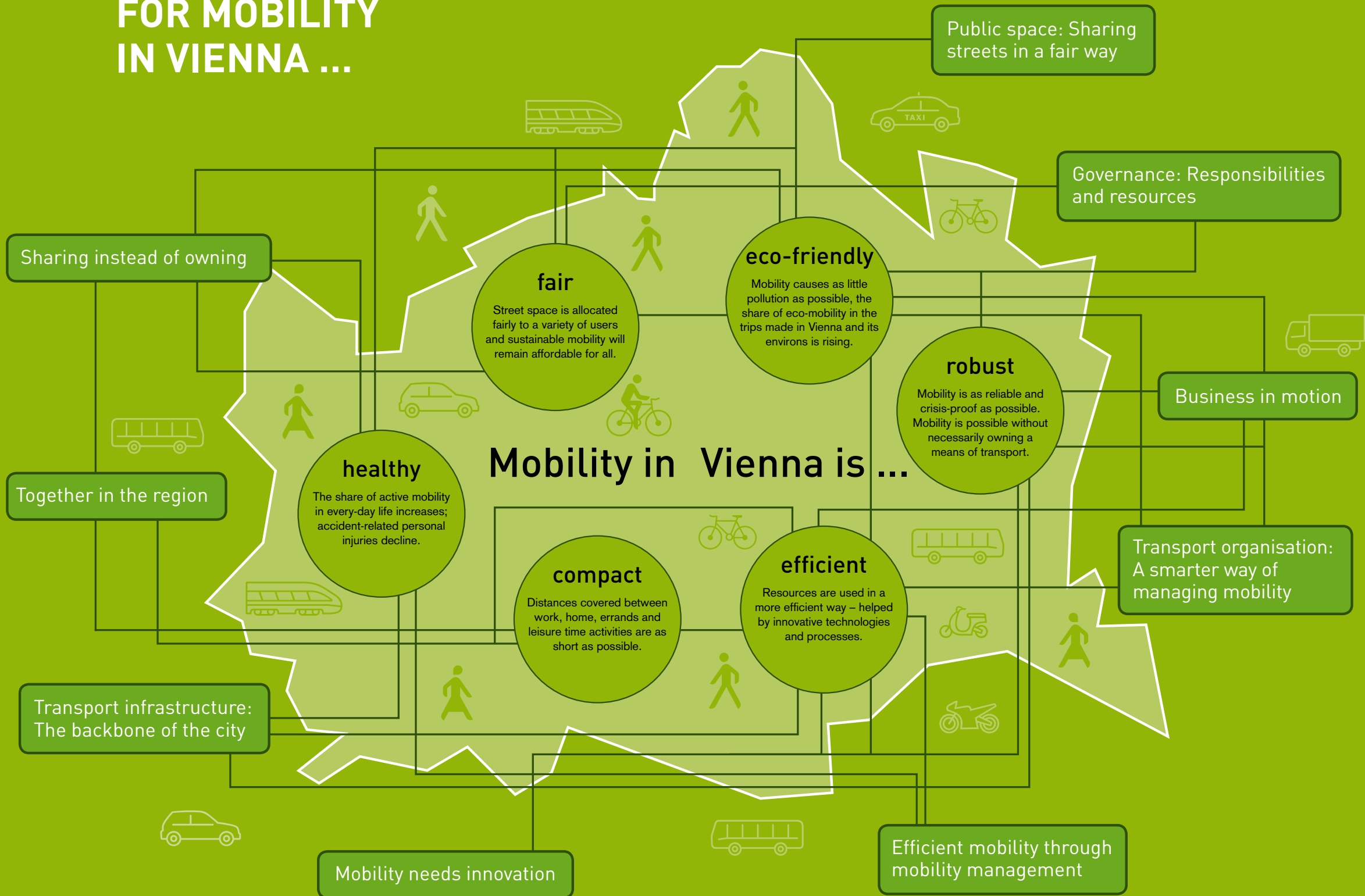
and bus lines to create a dense public transport network with good connections within the city and between the city and the surrounding region.

Close coordination and cooperation in matters of transport and spatial planning within the entire Eastern Region is crucial for the success of Vienna's transport policy. This is why for the first time ever, the Vienna Urban Mobility Plan includes a regional mobility plan prepared and supported by the three provinces Burgenland, Vienna and Lower Austria; it forms the basis of all local and regional measures in the mobility sector and thus fills the idea "Together on the move" with life.

The Vienna Urban Mobility Plan was prepared by means of a far-reaching discussion process bringing together many institutions and representatives of organisations. The input generated by a Citizens' Council was likewise incorporated. The Vienna Urban Mobility Plan was adopted by the City Council as part of the Urban Development Plan STEP 2025 in December 2014. Tying in with STEP 2025 the Vienna Urban Mobility Plan provides detailed pointers for sustainable mobility in Vienna. Goals were defined and 50 packages of measures were devised to contribute to reaching the goals.



# FIELDS OF ACTION FOR MOBILITY IN VIENNA ...



## AMBITIOUS GOALS LEAD THE WAY

The future of mobility in Vienna is characterised by six goals which are pursued simultaneously and considered to be equivalent: fair – eco-friendly – robust – efficient – compact – healthy. To reach these goals, numerous measures are required and these need to be implemented in a coordinated way. These measures and processes have been clustered in nine fields of action.

## INDICATORS MAKE IT POSSIBLE

### TO KEEP TRACK OF MOBILITY DEVELOPMENT

Indicators were identified for each of the six goals in the Vienna Urban Mobility Plan; these will make it possible to keep track of and control development in the next few years. For example, the share of surface areas being made available for cycling, walking and public transport is to be raised in all conversion and renewal projects under the “fair mobility” goal.





# NINE FIELDS OF ACTION

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The Vienna Urban Mobility Plan lists measures leading to the goals in nine fields of action:

Public space:

Sharing streets in a fair way

Governance: Responsibilities and resources

Efficient mobility through mobility management

Sharing instead of owning

Transport organisation:  
A smarter way of managing mobility

Transport infrastructure:  
The backbone of the city

Business in motion

Mobility needs innovation

Together in the region

All measures and processes incorporate the following principles:

**Traffic safety:** Due to a wide variety of measures, traffic safety in Vienna has risen continuously for decades. The goal of the City of Vienna in traffic safety is "Vision Zero", i.e. no more fatal traffic accidents in the city.

**Barrier freedom:** In the past few years, many steps have been taken towards a barrier-free system in traffic and transport. Lowered kerbstones, acoustic traffic lights and tactile guidance systems contribute to making it easier for persons with permanent or temporary restricted mobility to move around the city.

**Gender mainstreaming and diversity:** The proposed measures were tested for the way in which they affect various user groups and adjustments were made on the basis of results ("Fairness Check").



# PUBLIC SPACE: SHARING STREETS IN A FAIR WAY



## **MORE SPACE FOR PUBLIC TRANSPORT, CYCLISTS AND PEDESTRIANS**

In the past, the design of streets was oriented towards cars. At present, more than 65% of street surfaces are used for the flow of motorised traffic and parking even though only 28% of all trips are made by car. In the past few years, an increasing number of people switched from driving a car to eco-mobility. This is why pedestrians, public transport and cycling are to be given more space in the future.

Streets which are appealing to pedestrians and cyclists are important for more people deciding to walk or use a bike.

## **COEXISTENCE IN TRAFFIC**

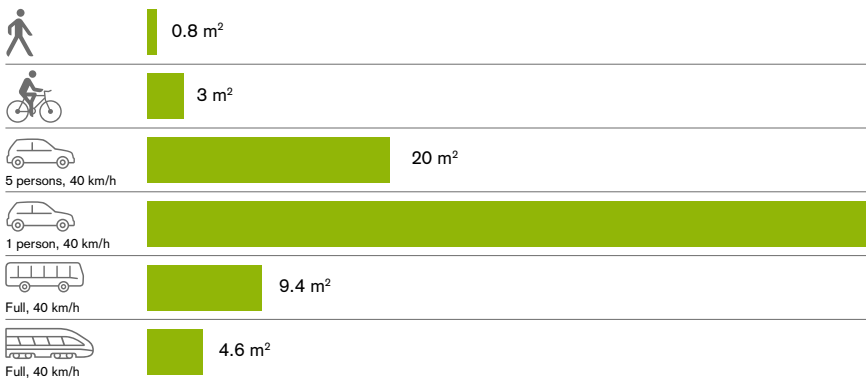
Many conflicts between road users emerge due to the fixed allocation of space to individual transport modes and the insistence on one's own rights when different interests meet. In the future, the

aim is to see pedestrians, cyclists, public transport users as well as those who drive a car or ride a moped or motorbike use space in a fair and considerate manner. In this context, the City of Vienna supports the introduction of more shared spaces and temporary pedestrian zones. These measures are to improve coexistence in traffic and the quality of rest and recreation.

## **ACTIVE AND SAFE MOBILITY FOR THE YOUNGEST**

On their way to school, more than 87% of 6- to 14-year-olds walk, use bicycles or travel on public transport. The quality and safety of school forecourts is to be improved, so that there is enough open space for children to arrive at and depart from school safely. This is not only a way of giving children more space in general but also to facilitate safe trips to school and back home when they are on their own.

### Space used per person according to mode of transport



There is a tendency for the infrastructure capacity in a growing city to be overused, so that existing space must be used in the best way possible. The diagram shows the space used by each mode of transport.

Adapted on the basis of: John Whitelegg (1993), *Transport for a Sustainable Future: The Case for Europe*, Bellhaven Press (1993).  
Representation by: Flow(n)/Mobility in Chain

## EXEMPLARY MEASURES

### A focus on coexistence in traffic

The City of Vienna supports measures for better “coexistence in traffic” aiming at fair and considerate cooperation, e.g. the creation of shared spaces.

### More quality and safety of school forecourts

No-vehicle or traffic-calmed zones are created in front of schools and nursery schools. Temporary no-vehicle zones in front of schools are being tested as pilot projects before school starts in the morning.

### Temporary opening of streets for active mobility

Suitable street sections are turned into temporary pedestrian zones, e.g. play streets, at weekends – both in densely built-up inner city districts and more suburban areas.

### Repurposing street areas

Wherever this is possible, selected areas currently used as traffic lanes or for turning/parking are made available for lingering, walking, public transport and cycling.

# GOVERNANCE: RESPONSIBILITIES AND RESOURCES



## NEW APPROACHES IN ADMINISTRATION

With the city and the districts being faced with new challenges, new approaches are needed in administration. Societal tasks and problems become ever more complex, the interests of different stakeholders are more diverse than ever. To master the challenges new forms of cooperation and steering in the administrative context as well as with the stakeholders outside the public administration are sought.

## INTERACTION OF PUBLIC AND PRIVATE PLAYERS

“Governance” stands for a culture of good cooperation in decision-making and thus emphasises the interaction of public and private players. In the planning and execution of projects, public institutions increasingly look for cooperation with other stakeholders, such as enterprises, citizens and interest groups. The level of the city districts is especially important for the urban mobility plan: Many of the measures proposed fall within their remit.

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## EXEMPLARY MEASURES

### Local mobility plans

The challenges which certain larger parts of the city, i.e. districts or neighbourhoods, are faced with require integrated solutions across transport modes. This is particularly true of the suburbs. Often enough, diverse measures and coordinated projects are needed, and these will in the future be developed in the shape of local mobility plans across districts. Regional connections across the city limits reaching out into the environs are likewise of central importance.

### New priorities and requirements for transport expert assessments

At present, expert assessments for the construction of new roads or street conversion mainly look at private motorised transport. In the future, transport expert assessments will pay more attention to the transport modes of eco-mobility.

### Coordination and classification of the street and route network

This classification serves to visualise the functions and type of each street. It is a basis for the targeted expansion and conversion of Vienna’s street network and an important prerequisite for further planning, e.g. assessments as to where traffic calming or public transport prioritisation is possible and necessary.



# EFFICIENT MOBILITY BY MOBILITY MANAGEMENT



Efficient mobility management influences the mobility behaviour of traffic participants by information, advice and a well-coordinated range of services. After all, sustainable mobility is not only a matter of infrastructure but also of efficient use of what is available.

gives faster access to various offerings, e.g. the annual public transport season ticket, indoor car parks and bike-sharing stations, are trend-setting. Info points should continue to exist for everyone who does not use a computer and smartphone.

## BETTER CONNECTIONS THANKS TO EXTENSIVE INFORMATION

Many people use a variety of transport modes every day, and this trend will not abate. This is why information about modes of transport and changing between them should be improved even more – both in digital form and as classic person-to-person information. Innovations such as the mobility card, which

## MOBILITY CONSULTANCY AT THE RIGHT TIME

Mobility-related information and consultancy are most successful when they are available at turning points in life, when habits have to be adapted to new circumstances - e.g. when children start school, when people move or begin working in a new job.

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## EXEMPLARY MEASURES

### Multi-modal mobility consultancy: a one-stop shop

In the past few years, the range of mobility services has become larger but also less easy to keep track of. A Vienna "Mobility Centre" will in the future bring together all information and become a one-stop shop for end users and a hub for initiatives pertaining to all eco-mobility modes.

### Mobility management in schools and enterprises

Schools and enterprises are important places in which to start fostering active mobility on the way to work or school. The City of Vienna will therefore do even more for mobility management in schools and enterprises.

### Mobility management for new neighbourhoods

People who move to a new home often use this as a reason to rethink their mobility needs. In the future, information on mobility options will be distributed among all the people moving into new housing estates and more options will be available to them.

### Private-law agreements on mobility issues

These complement the zoning and land-use plan when defined urban planning objectives are to be implemented. In the future, mobility issues will be part of such private-law agreements for the benefit of public interests.

# SHARING INSTEAD OF OWNING

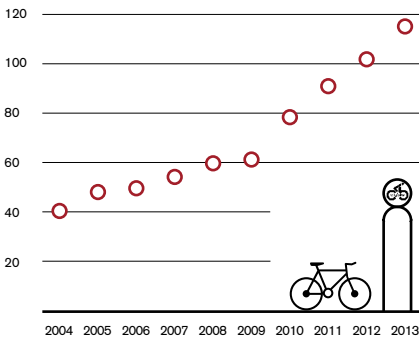


“Sharing instead of owning” is an international trend. Flats, furniture, gardens, equipment and even cars and bikes can be used by several persons. Access to shared use becomes more pragmatic, with efficiency, convenience and cost reduction being the most important motifs. The clear tendency among young people in big European cities is not to consider the car a (status) symbol any longer, they have less of a wish to own one. Car sharing and bike sharing are booming in many cities and regions, they are seen as a complement to public transport. Permanent Internet access via smartphones facilitates the use of these services.

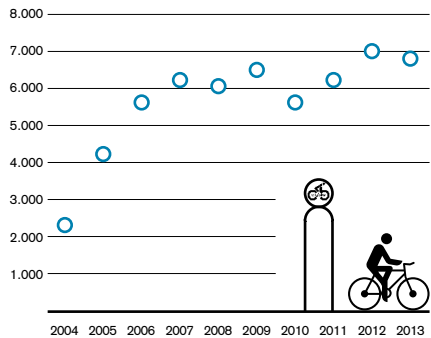
## CARS AND BIKES FOR TEMPORARY USE

The City of Vienna banks on bike sharing and car sharing as complementary to public transport or walking for people who do not own a car. One vehicle in a car sharing system replaces about 4-8 private cars. By 2025, 50% of the population should have a car sharing location within a maximum radius of 500 metres from their home, and 40% should be able to find a bike sharing station within a maximum reach of 300 metres.

**Bike sharing stations**



**Trips on shared bikes per station**



## EXEMPLARY MEASURES

### Further development of bike sharing systems

Bike sharing is an eco-friendly multi-modal service; the systems in the centre of the city and in the suburbs as well as (under regional cooperation) in the Eastern region of Austria is being expanded. Connections with public transport are easily feasible there.

### Closer interlinkage of car sharing and public transport

Together with the public transport provider Wiener Linien, the City of Vienna has prepared a car sharing strategy to give providers wishing to do business in Vienna clear framework conditions.

### Establishment of mobility points

Mobility points give uncomplicated and fast access to low-emission mobility around the clock.

# TRANSPORT ORGANISATION: A SMARTER WAY OF MANAGING MOBILITY

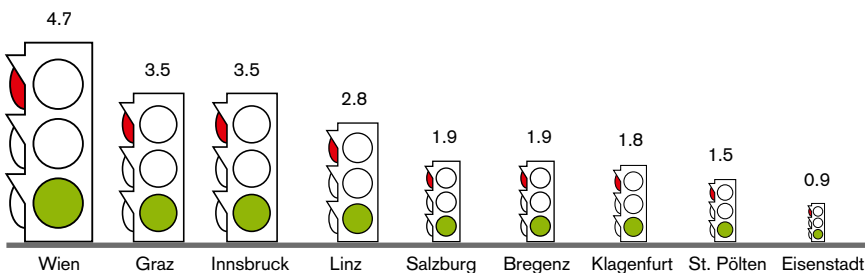


The effective interlinkage of public transport, walking and cycling is one of the keys to strengthening eco-mobility. Apart from street conversions, changes in transport organisation are required to make this work. The advantage of such measures is that they can be taken relatively quickly and at comparatively little cost. Shorter waits at intersections, short and safe routes and punctuality of buses

and trams make it particularly attractive to move around on foot, by bike and on public transport.

In general, Vienna is a city with many rules and regulations. In the future, they are to be reduced. New measures of transport organisation can contribute to better "coexistence" in traffic.

**Traffic light installations in Austria's provincial capitals in relation to length of street network**  
(Number of installations\* per 10 km of street)



\*Number of intersections with traffic lights, including crossings for pedestrians and cyclists

Data source: VCÖ 2014

## EXEMPLARY MEASURES

### Shorter waits for pedestrians and cyclists

The shortest possible maximum waits for pedestrians and cyclists are an important target in the programming of traffic lights. To this end, the cycle times of traffic lights are to be shortened.

### More intersections with simplified control

At present, Vienna has about 1,300 traffic light installations. By international and Austrian comparison, this is a large number. In the future, intersections at spots with low traffic density should be organised without traffic lights to the extent that this is safely possible.

### Accelerating major public transport lines

The acceleration of public transport so as to actually shorten of door-to-door transit times in surface transport, as well as reliable, regular operations in keeping with the timetables, and well-designed accessways to and exits from stops are crucial.

### Shortening distances for cyclists

Opening one-way streets for two-way cycling to the greatest possible extent in Vienna is to make cycling in the city even more appealing.



# TRANSPORT INFRASTRUCTURE: THE BACKBONE OF THE CITY



Functioning transport infrastructure is a central requirement for quality of life and business activities, ensuring that people and goods reach their destinations and safeguarding supply.

Much is already being done in Vienna to facilitate short distances between work, school, supplies for daily needs, place of residence and leisure time facilities. Nevertheless, more traffic is expected due to the increase in population figures and increased mobility. A shift towards eco-mobility is seen as desirable so that the number of trips in cars decreases or at least does not rise – in spite of an increase in the number of inhabitants. Bicycle and pedestrian traffic will grow at the same time. Hence, investments into related infrastructure are especially effective and thus urgent.

## EXPANSION OF PUBLIC TRANSPORT

Underground, suburban railway and tram lines are being expanded and made more attractive. The principle of developing public transport in new neighbourhoods in a timely manner is continued. The Vienna Urban Mobility Plan lays the foundation for another 12 km of underground lines and 18 km of tram lines.

## OUT AND ABOUT ON FOOT

Sufficiently wide pavements (2 metres continue to be the minimum width), direct and appealing pathways should attract the population to walking more, not just during leisure time and when running errands but also on the way to work and in every-day situations. The Vienna City Route Network will in the future offer barrier-free and convenient links between parts of districts, public transport hubs and other important destinations in the city.

## CYCLING ON A DAY-TO-DAY BASIS

Vienna's cycling routes are to become even better in quality in the future, and gaps in the networks will be closed so that cycling becomes a matter of course for the majority of the population. Organisational measures – including the abolition of obligatory cycling path use, changes in traffic light phasing or the conversion of surfaces no longer in use for car traffic – will complement these measures. The long-distance cycling routes with their particularly high standards serve as a flagship project in this context.

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## EXEMPLARY MEASURES

### Multi-modal stops

Primary hubs and highly frequented stops are important leverage points for the bundling and reconsidering of multi-modal infrastructures. The design of stops and their immediate environment will be in the focus of attention so that public transport and additional transport

options can be used conveniently. This can bring added value to public transport in the suburbs and the greater region, thus attracting potential new users.

### Developing strolling promenades

On a total of seven strolling promenades marked as such pedestrians will find

particularly high standards. The first two projects of this kind will be implemented by 2018.

### Developing long-distance cycling routes

To foster long-distance cycling, including commuting by bike, the first long-distance route will be established by 2013, with more to follow by 2025.

### Stepping up rail transport services for the city and the region

The “suburban train package” includes improved services due to shorter intervals, better quality and coordinated marketing. The first elements can be felt in the short range; further improvements will depend on future infrastructure projects of the Austrian Federal Railways network in the long run.

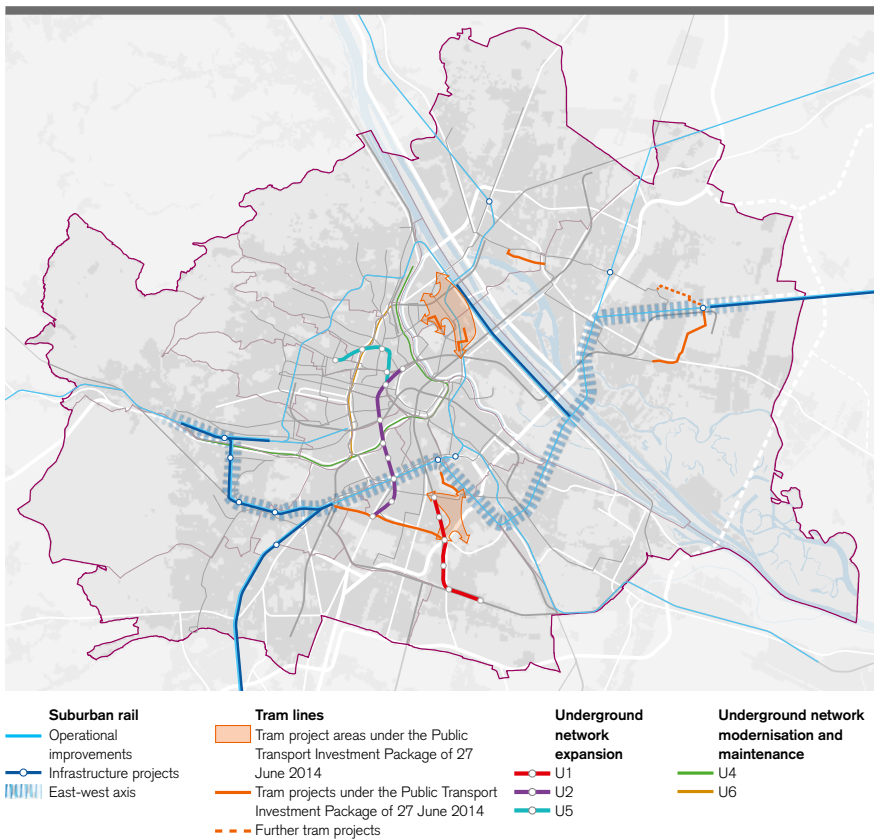
### Expanding the underground network

By extending U1 to Oberlaa, modernising U4 and U6 as well as extending U2 and building the new U5 line, the network will be improved and the burden on existing lines will be distributed.

### Optimum connections for new urban development areas

In many cases, trams are the best solution when it comes to connecting large new urban development areas. Whenever mid-range transport capacity is required, construction and operating costs only amount to a fraction of the expenditure involved in building underground lines and it is easier to serve larger areas. New tram lines are being planned to provide feeder services to the underground and suburban train networks and they are also useful tangential links.

### Focal areas in public transport expansion



# BUSINESS IN MOTION



The establishment and strengthening of efficient transportation and logistics systems is a central concern of the City of Vienna. Individual enterprises benefit as much from good conditions for commercial transport as do customers who receive goods in an expeditious and cost-effective way - and Vienna as a competitive business location on the whole.

## FUNCTIONING COMMERCIAL TRANSPORT IN A GROWING CITY

If traffic increases on the whole as expected due to the forecast population growth, Vienna's streets will be highly congested unless there is a change in habits. Modal shift towards eco-mobility thus continues to be crucial to keep

journey times for commercial transport constant or improve them.

## MORE EFFICIENCY, FEWER EMISSIONS

If it generates low noise and emission levels, logistics can make a significant contribution to increasing the quality of life and the environment in Vienna. The City of Vienna has identified a potential for e-mobility in vehicle fleets running up enormous mileage. Freight bikes are well suited for short-haul transport in the city. They need little space for parking, are low in operating costs and can also be used in traffic-calmed zones. Goods can be delivered without generating noise and emissions, a fact which makes them particularly efficient.

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## EXEMPLARY MEASURES

### Further development of goods distribution centres

The two goods distribution centres in the port of Vienna and at the goods terminal of Inzersdorf are being developed further.

### Multifunctional lanes and loading zones for private and business transport

Multifunctional lanes are foreseen for use in new urban development areas and existing neighbourhoods, where they will replace conventional lanes for kerbside parking. Parking will remain possible but these lanes can be put to other uses, too.

### Community parcel boxes

Community parcel or mailboxes are lockable containers in which parcels can be deposited and from which delivered goods can be collected. They may be housed in empty ground floor shops or near major public transport hubs, thus helping reduce the number of failed delivery attempts and avoiding long trips to collection points.

### Good conditions for freight bikes

The City of Vienna will create the required conditions to make the use of freight bikes materialise and also use more of them in the municipal services.

### Targeted funding of e-mobility

The City of Vienna offers grants for the purchase of electric vehicles, in particular for company fleets.



# MOBILITY NEEDS INNOVATION



Research and innovation play a key role when it comes to reaching the ambitious mobility objectives Vienna has set for itself. Therefore, related measures aim at enabling the City of Vienna to contribute to lively developments in research and innovation which it will also be able to use in practice.

## VIENNA INNOVATION FOR MOBILITY

Vienna has developed international innovation in the fields of urban or public transport on several occasions. Transport information systems such as the user

portals “qando” and “AnachB I VOR”, marketing approaches such as the annual season ticket for EUR 365.00 or vehicle technology, including the ULF trams, the lowest ultra-low floor tram world-wide, offer particular added value to users.

The City of Vienna would like to continue to actively advance research and development, particularly in the context of projects and applications which serve to strengthen eco-mobility. Multi-modality as well as walking, public spaces and cycling will be in the focus of developments to a greater extent than previously.

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## EXEMPLARY MEASURES

### Targeted use of funding in research and innovation

The City of Vienna provides considerable funding to business via its funding agencies. When preparing calls, aspects relevant to mobility are to be included.

### Close cooperation with researchers and teachers

Apart from direct bilateral contacts between the City of Vienna and teachers in institutions of tertiary education, instruments such as endowed professorships, PhD colleges, platforms for diploma theses and research cooperation intensify this cooperation.

### Broadening existing innovation

Existing innovations such as the prototype of an integrated mobility platform, “SMILE” (which combines route planning, information on the availability of public transport and ticket prices, as well as direct booking and payment functions for various modes of transport) or the graph integration platform (a digital representation of the transport network as a basis for applications including traffic information and route planning as well as traffic modelling) are to be maintained or expanded.

# TOGETHER IN THE REGION

Close coordination and cooperation with other players in the entire Eastern Region of Austria is essential for the success of transport policy in Vienna. For this reason, the provinces of Vienna, Lower Austria and Burgenland have prepared the ground and developed measures in this field of action jointly for the first time.

The common challenges to the region include population growth – in particular in the near environs of Vienna where most trips to the city are done by car - increasing freight transport and the organisation of public transport outside the main agglomerations.

There is shared awareness as regards the importance of public transport as a solution. Spatial planning and regional development are called upon to act appropriately; after all, dispersed settlement structures are to be avoided whilst primary public transport has to be available on the main routes whilst also making it accessible to less densely populated areas, e.g. by way of demand-responsive transport services. The provinces also agreed on a position on transnational initiatives, such as the development of mobility projects in the centropole region in cooperation with neighbouring regions in the north and east, or the Trans-European Networks.

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## EXEMPLARY MEASURES

### **Regional mobility partnerships for the Greater Vienna area**

So-called "regional mobility partnerships" with common goals, measures and projects are to be developed along corridors – in a similar vein as the pilot action in a regional mobility concept for the corridor Schwechat – Vienna Airport Region.

### **Cycling across the city limits and in the regions**

To intensify cycling, public relations measures and the extension of important cycling routes crossing the city limits for use in day-to-day traffic were agreed upon.

### **Joint orders for rail transport**

The three provinces aim at a joint basis for negotiating rail transport orders once the existing rail transport service contracts have expired.

### **A cross-border multi-modal traffic information system**

The availability of mobility information for travellers in the entire centropole region is to be improved. The long-term target is to develop an application along the lines of AnachB.at

## Fünf

Je weiter sich der Zug von der Küste entfernte, desto mehr verlor die Landschaft ihre liebliche Sanftheit und wurde immer rauer und wilder; der Rhythmus der Hänge wurde schroffer, da und dort ragten nackte Felsen und Zacken auf, verdunkelten die Sonne und fielen in Steilwänden zu Schluchten mit reißenden Flüssen und kleinen Bächen ab. Ich stand am offenen Fenster im Gang, atmete die bereits kühle Luft und versuchte mich an die Namen der Ortschaften und an die Entfernungen zu erinnern, wie ich sie in einem alten Atlas in Menorca gesehen hatte; ich hoffte, es sei noch ein wenig warm sein, bevor alles völlig kahl und hart und düster war. Ich erkundigte mich auf dem winzigen Bahnhof von Nivola, aber bis zum nächsten Morgen fuhr kein Bus nach St. Gaudemart, wo Misia lebte. Es gab auch keine Taxis oder öffentlichen Verkehrsmittel, und so machte ich mich zu Fuß auf den Weg zu ihr, winkte jedem der wenigen vorbeifahrenden Autos mit erhobenem Daumen. Bald fand ich mich in einem abgelegenen Gelände wieder, wo der Asphalt, über den ich bisher lief, die einzige Spur von menschlichem Leben war. Hier, soweit das Auge reichte, nur Felsen und harte Büsche, kühles Gras und Gebüsch, zerklüftete Felsen, steile Abhänge, über die ein Wind legte, der mich zum Übergeben zu gehen, und mir so um die Ohren schlug, dass ich mich immer wieder umdrehte und über-

legte, ob ich nicht ins Dorf zurückkehren und alles auf morgen verschoben sollte. Aber ich war zu begerig, Misia wiederzusehen, und je mehr mir klar wurde, was für einen Menschen sie sich ausgesucht hatte, desto stärker wurde mein Wunsch, sie zu sehen.

Erstlich ließ ein rotgesichtiger alter Bauer in einem Lieferwagen an und nahm mich mit. In meinem miserablen Hinterwäldchen fragte ich ihn, ob er zufällig die sieben jungen Leute kenne, die zusammen in St. Gaudemart lebten, er bejahte lächelnd, sagte immer wieder einen Satz, der witzig sein sollte, den ich aber nicht verstand. Er zeigte auf mein zerwundenes Haar, deutete mit der Hand einen Ziegenbart am Kinn an, lachte wieder los. Er stank nach Wein und Schweiß und organischem Dreck, sein Gesicht war von Wind, Sonne und Kalte mit einem Netz von Furchen überzogen, und trotzdem war klar, daß er in ihnen und auch in mir kantonische Wilde sah; er konnte kaum an sich halten. Ich machte mit der Hand ein Zeichen, das Kind bedeuten sollte, er nickte, machte »Mäh, mäh«, deutete eine Ziege an, lachte erneut. Auch ich lachte, aber frustriert und beunruhigt, nicht mehr so sicher, ob es eine gute Idee gewesen war, so spontan Misias Spuren zu folgen.

In einer Kurve innerhalb eines Felsvorsprungs hielt der Lieferwagen an, zeigte auf zwei Steinhäuser viel weiter unten, die ich selber in der kahlen, abschüssigen Landschaft vielleicht nicht einmal gesehen hätte. Es war Spätnachmittag, das Licht war merkwürdig farblos, als würden die Sonnenstrahlen durch eine riesige graue Linse dicht über den Walden getrieben.

Ich ging den un asphaltierten, steilen Weg voller Furchen

# ALL MEASURES

## **Public space: Sharing streets in a fair way**

---

Focus on coexistence in traffic

---

More quality and safety of school forecourts

---

Temporary opening of streets for active mobility

---

More quality of street spaces – appealing design and amenities

---

Repurposing of street areas

---

High importance of eco-mobility in new street spaces

---

## **Governance: Responsibilities and resources**

---

More resources for active mobility

---

Cooperation and services of the City Administration to the districts

---

Local mobility plans

---

Planning tools and processes for the future of public transport

---

Coordination and classification of the street and route network

---

New priorities and requirements for transport expert assessments

---

Creation of a data sharing system on mobility

---

## **Efficient mobility through mobility management**

---

Consultancy on multi-modal mobility: a one-stop shop

---

Mobility management in schools and enterprises

---

Mobility management for new neighbourhoods

---

Introduction of an online housing and mobility calculator

---

Private-law agreements on mobility issues

---

## **Sharing instead of owning**

---

Further development of bike sharing systems

---

Closer interlinkage of classic car sharing with public transport

---

Support to new systems of car sharing

---

Establishment of mobility points

---

## **Transport organisation: A smarter way of managing mobility**

---

Compilation of a Vienna intersection register

---

Shorter waits for pedestrians and cyclists

---

More intersections with simplified control

---

Accelerating major public transport lines

---

Shortening distances for cyclists

---

## **Transport infrastructure: The backbone of the city**

---

Multi-modal stops – more than simple public transport stops

---

Expanding bicycle parking facilities on private and public land

---

More convenience for pedestrians: the "Vienna City Route Network"

---

Developing strolling promenades

---

Improving availability and quality of cycling infrastructure

---

Developing long-distance cycling routes

---

Stepping up rail transport services for the city and the region

---

Strengthening primary routes in public transport by expanding the underground network

---

Optimum public transport services for new urban development areas

---

New streets for new neighbourhoods

---

## **Business in motion**

---

Vienna –within easy reach internationally

---

Further development of goods distribution centres and a concept for commercial use areas

---

Multifunctional lanes with loading zones for private and business transport

---

Creation of joint loading yards

---

Community parcel boxes for deliveries

---

Good conditions for freight bikes

---

Targeted funding of e-mobility

---

Introduction of a general truck toll

---

## **Mobility needs innovation**

---

Innovation needs assessment through the monitoring process

---

Active steering of innovation projects

---

Targeted use of funding in research and innovation

---

Close cooperation with researchers and teachers

---

Broadening existing innovation

---

## **Together in the region**

---

Cross-border multi-modal traffic information system

---

Attractive tickets for cross-border passenger transport

---

Implementation of projects along TEN rail corridors

---

Intensified cooperation in transport on the Danube

---

Exchange of information and coordination

---

Cooperative processes

---

Projects

---



# THE WAY TO THE URBAN MOBILITY PLAN

The urban mobility plan is a consistent reflection of the change of paradigm from transport planning as a primarily technical-logistic task to mobility as an interdisciplinary challenge to society at large.

This resulted in principles of work which tied in with the general idea:

## THE URBAN MOBILITY PLAN AS THE OUTCOME OF A PROCESS

The urban mobility plan was developed in a moderated, interdepartmental process to bring key players on board from the start. The following formats of work deserve special mention:

- The mobility team, bringing together employees of all the departments of the City Administration working with mobility issues, was in the centre.
- The 23 districts of Vienna were invited to two rounds of district fora to discuss the contents of the mobility plan.
- In the early summer of 2014 the City of Vienna Administration reached out to citizens, inviting persons chosen at random to join a Citizens' Council on the Urban Mobility Plan.
- All measures in the Urban Mobility Plan underwent a "fairness check" to consider the interests of groups with special needs.

Work on the Vienna Urban Mobility Plan does not end when the plan has been completed or adopted by the City Council. The next step is to trigger the implementation processes, and it is taken immediately. So-called implementation partnerships, formed between the City of Vienna and external partners, are important tools. They are invariably created where, in view of the complexity of issues, the participation of many players is needed for the sake of progress.

## THE URBAN MOBILITY PLAN AS PART OF THE REGIONAL STRATEGIES

The big opportunity was that Lower Austria and Burgenland worked on their mobility plans at virtually the same time. It was an important step to identify focuses, measures and projects together with the two other provinces and in particular to adopt the strategic documents in all three provinces at around the same time.

## THE URBAN MOBILITY PLAN AS A FRAMEWORK AND COMPASS

The plan has to be able to respond to changes in the requirements for transport planning. This is why statements are not so much geared to "plans" in the sense of distinct locations. Much rather, principles and policies and a programme listing important measures provide guidance in specific situations. By regular observation of the steps taken and the development of central mobility indicators, progress is to be recorded and need for action can be identified early on.

## SUSTAINABLE URBAN MOBILITY PLAN

Development of the Vienna Urban Mobility Plan adhered to the EU standards of the Sustainable Urban Mobility Plan (SUMP).

## Legal Notice

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