

Austrian Cycling Strategy with mid-term evaluation

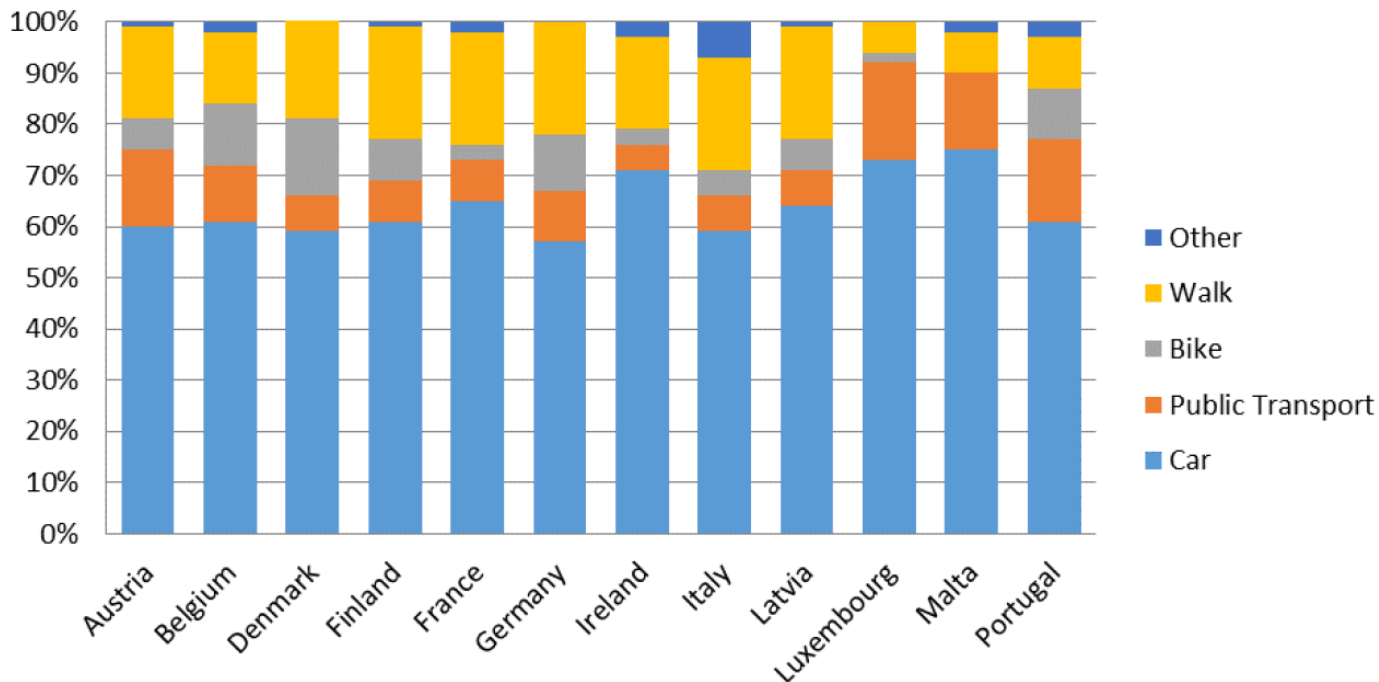
2nd Slovenian National Cycling Conference

Martin Eder
National Cycling Officer / Federal Ministry for Climate Action Austria
Celje, 12th June 2023

- How ist the cycling situation in Austria?
- Who should promote cycling?
- Why to promote cycling?
- How to promote cycling?



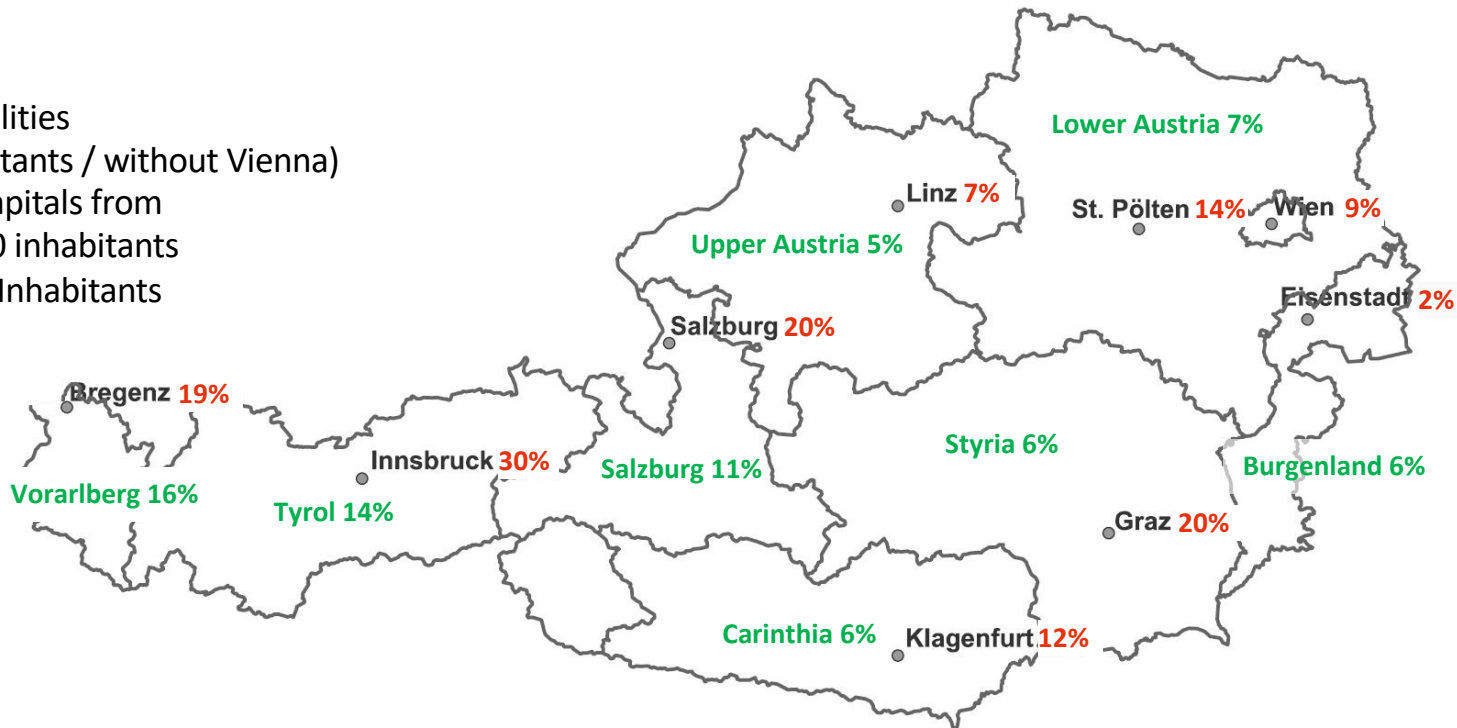
Modal Split National Travel Surveys



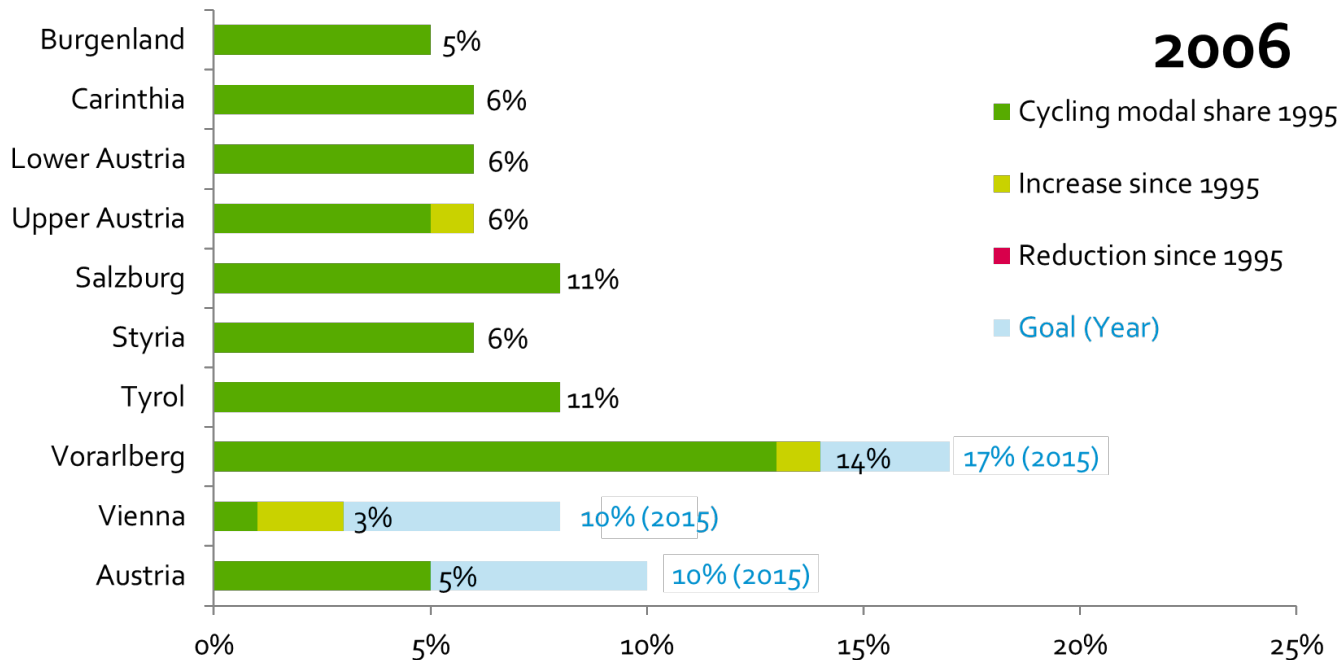
Source: EU-Wide Passenger Mobility Survey 2022

Cycling modal share (%) in Austria (different years)

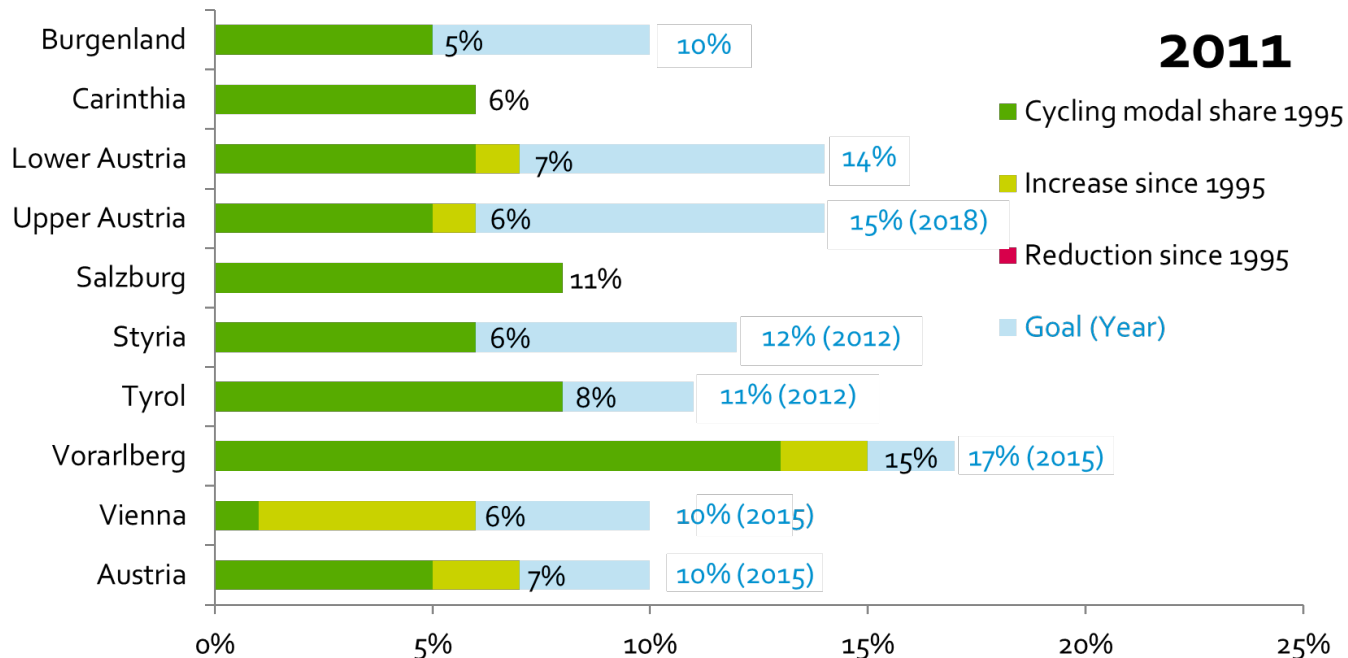
- 9 federal states
- 2.353 municipalities
(Ø 2.800 inhabitants / without Vienna)
- Federal state capitals from
13.000-360.000 inhabitants
- Vienna: 2 Mio. Inhabitants



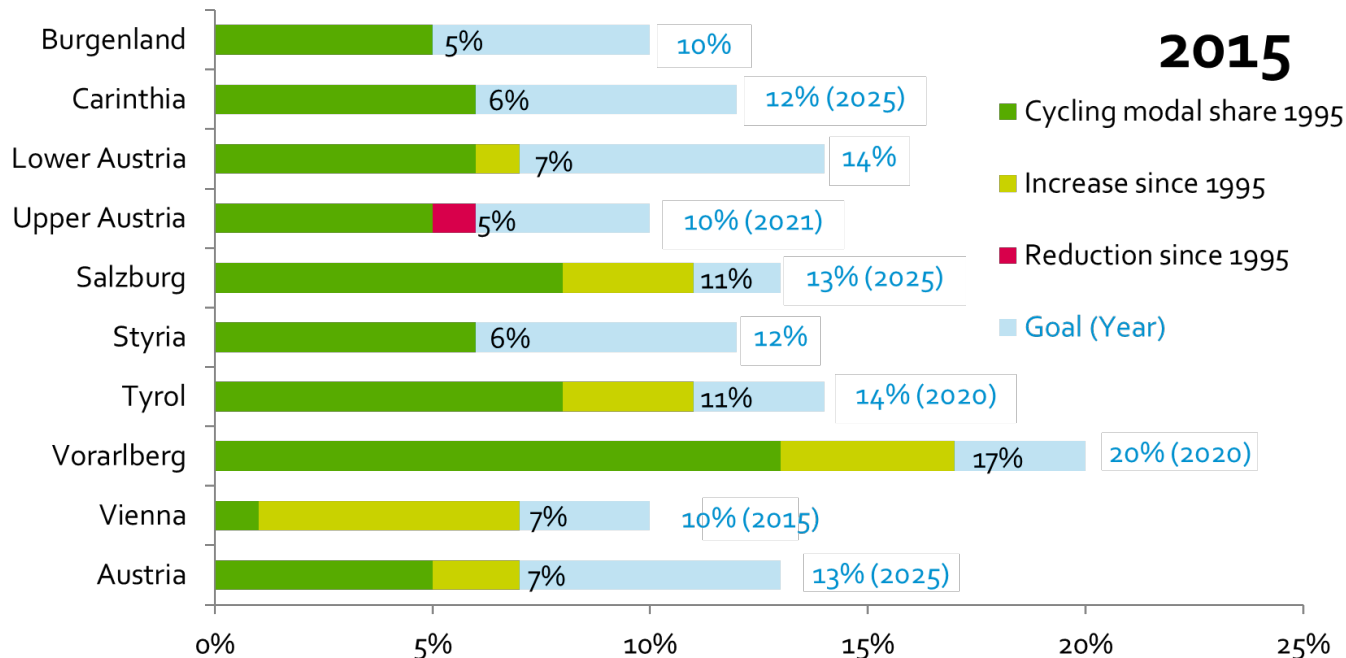
Cycling modal share (%) in Austria



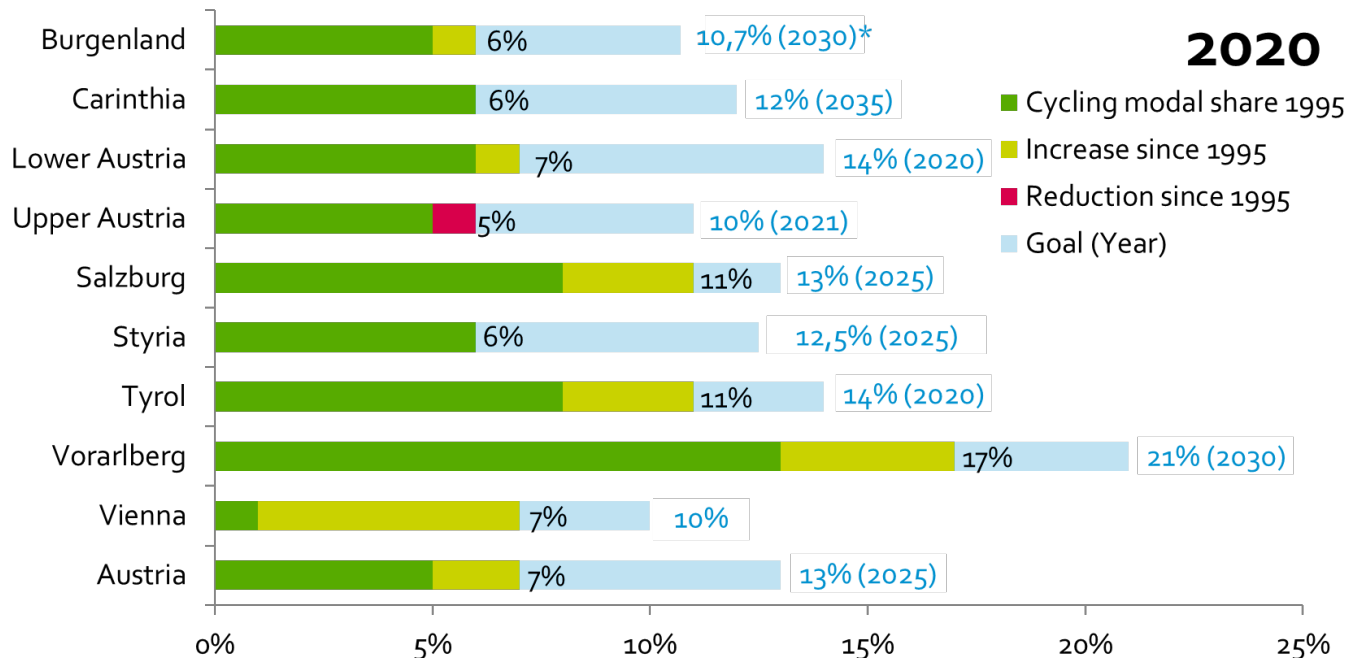
Cycling modal share (%) in Austria



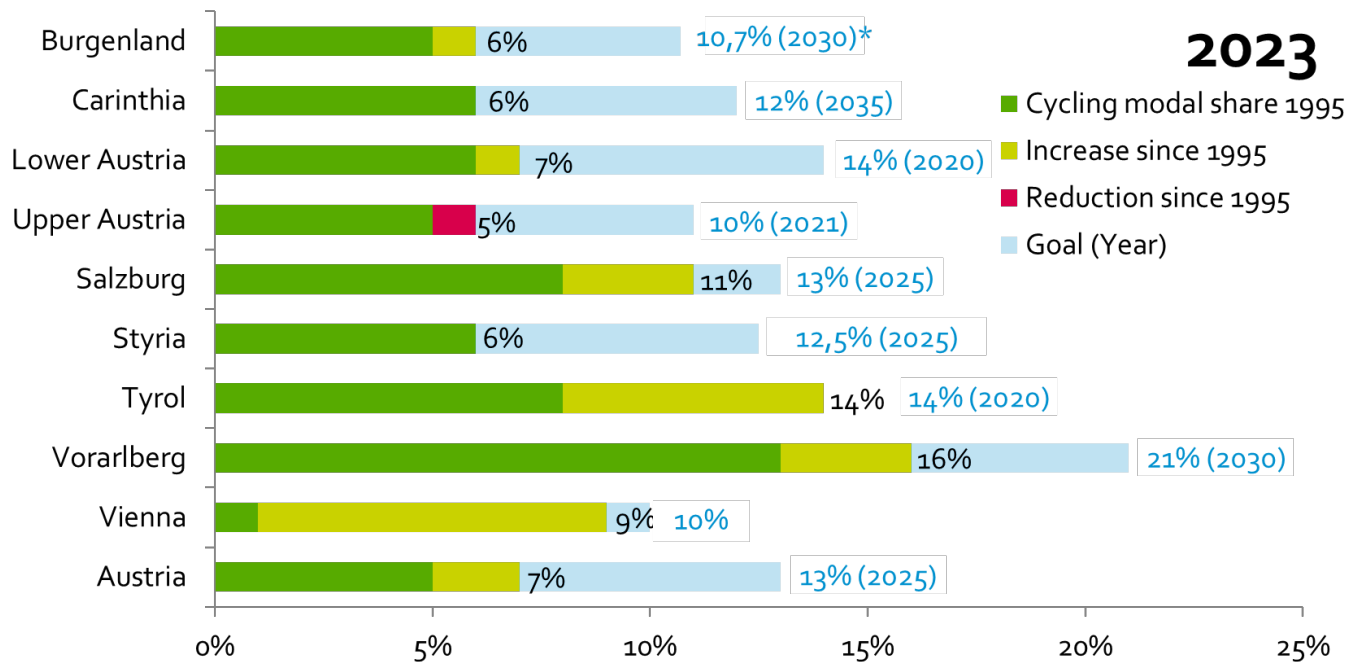
Cycling modal share (%) in Austria



Cycling modal share (%) in Austria



Cycling modal share (%) in Austria



Who should promote cycling?

Austria (8,9 Mio. inhabitants)

- 2.353 Municipalities
 - Ø 2.800 inhabitants / municipality (without Vienna)
 - spatial planning
- Municipalities association
 - Regio Bregenzerwald 1970 or radplan b
- 84 Districts Administration
 - enforcement of national legislation
- 9 Federal States
 - competece for building code, spatial planning & enforcement of national legislation
- National
 - Republic
 - Road Code, Taxes, Climate Protection, Health

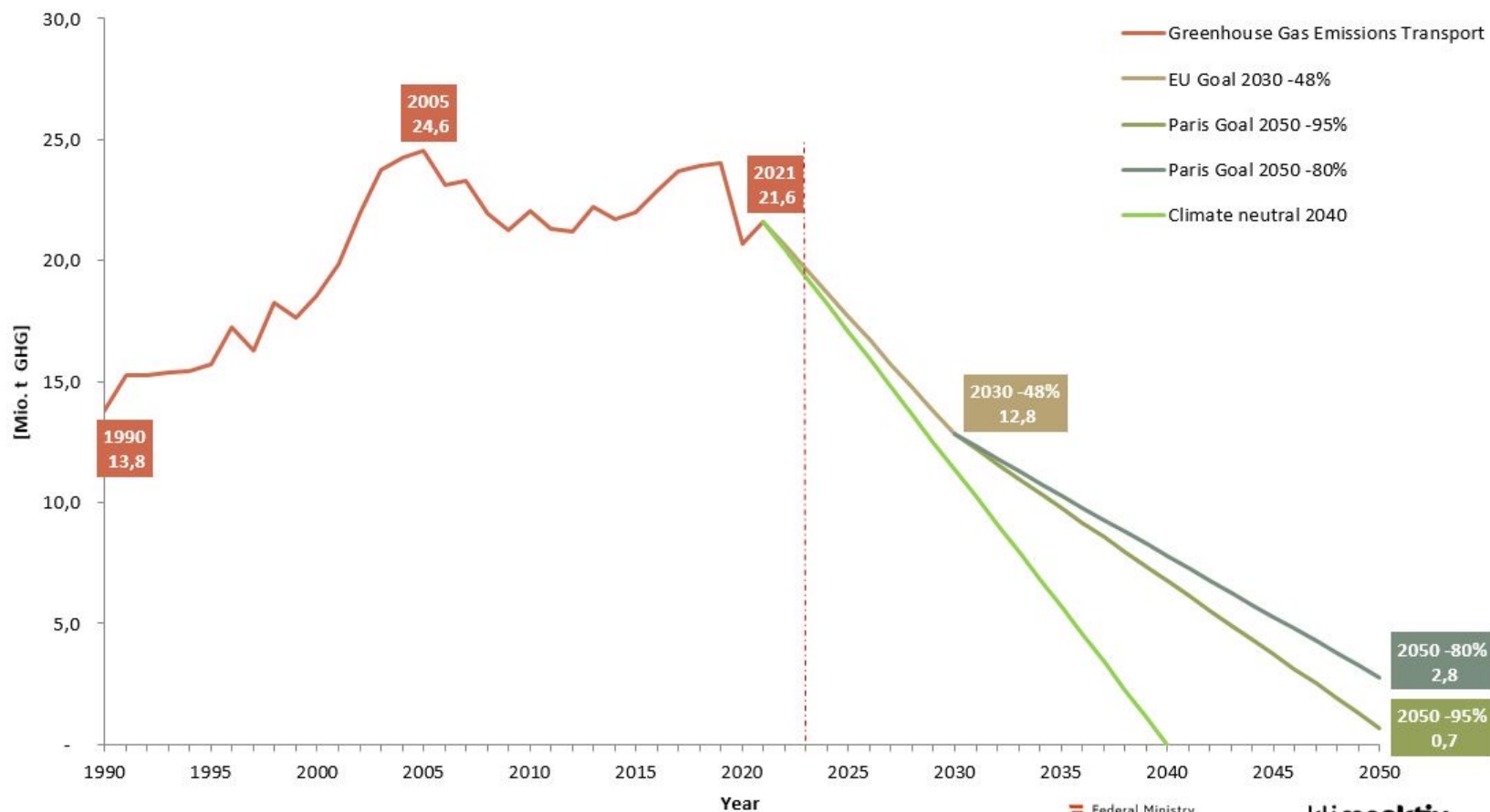
Slovenia (2,1 Mio. inhabitants)

- 212 Municipalities & cities (občine)
 - Ø 8.500 inhabitants / municipality (without Ljubljana)
- National
 - Republic
 - Road Code, Taxes, Climate Protection, Health

-
- European Union
 - Treaty of Lisbon
 - European Institution: European Council, European Parliament, European Comission
 - International Organisation
 - Law of nations
 - UNECE, WHO, IPCC

Greenhouse Gas Emissions within transport sector

without emission trading / including goals 2030 and 2050



How to promote cycling? Influencing factors for cycling

Comparison of municipalities in Lower Austria (7% cycling share) and Vorarlberg (15% cycling share)

1. Time: Cycling promotion needs to take time and is an ongoing process
2. Increasing cycling needs a strategy with clear goals
3. Clear responsibility (responsible person per municipality) and budget for cycling
4. Regular and manifold awareness raising
5. Adequate and attractive bicycle parking
6. Involve citizens through civic participation
7. Forward-looking spatial planning for local cycling connections

Masterplan Cycling 2006-2015 / 2015-2025



- **Masterplan Cycling 2006**
 - goal: double cycling modal share from 5% to 10% until 2015
- Mid-term evaluation 2011
 - cycling modal share increased from 5% (2006) to 7% (2011)
- **Masterplan Cycling 2015-2025**
 - goal: increase cycling modal share from 7% to 13% until 2025
 - 24 measures (f.e. cycling coordination, bike & ride, etc.)
- Mid-term evaluation 2021
 - delay due to COVID19 pandemic & lack of human resources
 - Mobility Masterplan 2030 as framework in Austria for climate and energy goals in the transport sector

Mid-term evaluation - stakeholder survey 2021

- for 71 % of respondents the Masterplan Cycling is needed
- 72 % says, that the Masterplan Cycling is influencing cycling in Austria positively
- best implemented measures
 - promoting the electric bicycle
 - cycling investment campaign and cycling funding programme
 - road safety education and cycle training
- least implemented measures
 - further development of Austrian Road Traffic Regulations and adjustment of guidelines and standards at national level
 - cycle-friendly settlement structure through spatial energy planning
 - making the transport of bicycles on trains and buses more attractive



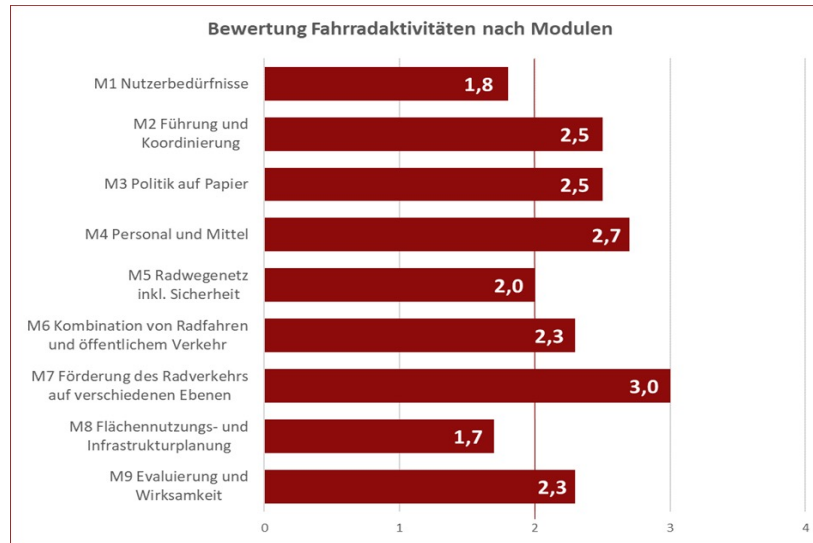
Mid-term evaluation – Bicycle Policy Audit (BYPAD)

- Cycling policy self-assessment through politicians, administration and advocacy
- First time ever made for countries 2022 – failed to involve politicians
- Good status quo picture & new measures proposed
- bypad.org



Mid-term evaluation - BYPAD results for Austria

- Good average for Austria, but still potential for improvements



- + Cycling promotion on all levels (national, regional, local)
- + National fundings increased fifteenfold
- + Motivation campaign „Austria cycles“
- + Multi-level governance



- Cycling not considered in spatial and infrastructure planning
- Cyclist's needs not enough considered
- Lack of human resources at administrations
- No comprehensive cycling network (safety)

Draft Masterplan Cycling 2030



- 26 measures (2 new measures)
- NEW: National law for Active Mobility and Mobility Management
 - Legal and long-term financial basis for the national cycling promotion
- NEW: „Target“ cycling networks
 - Development of „target“ cycling networks for each Federal State for a focused cycling infrastructure development
- Still to be discussed
 - Goal of 13% modal share until 2030
 - Goal: 5.000 bicycle parking places nearby train stations / year
 - New national law for active mobility and mobility management
 - Implementation of a national bicycle sharing system (like OVFiets)

Implementation

- Measure: National Cycling Coordination
 - 1 Person, Ministry of Environment, since 2008
- National Cycling Working Group
 - Federal Ministries (Environment, Transport, Health, Sports, Education, Tourism, Youth and Interior) Federal States, State Capitals, Austrian Association of Cities and Towns, Austrian Association of Municipalities
 - different locations (if the mountain will not come to Mohammed, Mohammed must go to the mountain)
- klimaaktiv mobil (Ministry of Environment)
 - climate protection programme in the transport sector
 - cost-free consultancy, financial support



Klimaaktiv mobil

Cost free consulting

- Municipalities & regions
- Companies & administrations
- Schools, kindergarden & youth groups
- Leisure & tourism
- Real estate developer

Development of cycling shemes

Financial support

- Implementation of cycling shemes
- up to 50% of investments
- Funding flat-rate for bicycel parking, cargo bikes, folding bikes and E-bikes

Implementation of cycling shemes

Partnership & awards

- Awards for project partner
- Partnership with Chamber of Commerce, Associations of Municipalities

Promotion for cost free consulting and financial support

Awariness & information campaigns

- National Cycling Conferences („Radgipfel“)
- Media campaigns
- „Austria cycles“

Promotion for all-day cycling



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lebensminis

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Österreichs
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303

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Energie, Digitalität,
Innovation und Technologie

klimaaktiv

zu Fuß gehen
Mobilitätsmanagement
Saubere Mobilität
mobilität
kostenlos

Energie, Mobilität
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18

Cycling promotion is a long ride to the peak

www.cyclecompetence.at



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