

The EXCITE series workshop features existing best practice examples of environmentally friendly modes of travel throughout municipalities. This particular instalment of the series focused on the Mobility Agency Vienna’s initiative to improve infrastructure for pedestrians.

BEST PRACTICE – VIENNA ON FOOT

“Walking in the city is eco-friendly and good for your mood and health.”
– Petra Jens, Walking Officer of the City of Vienna



<https://www.wienzufuss.at/masterplan-gehen/>

Since 2013, the Mobility Agency Vienna has been pursuing the goal of enhancing pedestrian-friendly infrastructure throughout the City of Vienna by raising awareness and motivating citizens to walk. Particular attention is paid to districts with high vehicle traffic.

Challenges

What Were the Challenges at the Beginning?

When the initiative was still in its infancy, a negative review published in a local newspaper shook confidence of the Mobility Agency Vienna, that the long-term goal of walking as a primary mode of transportation could not be accomplished. However, strong interest expressed by citizens encouraged further steps. Over time, the initiative has proven to be successful.

Road Safety

Road Safety for pedestrians is continuously monitored and developed by the City’s Road Safety Department.

Comfort for pedestrians

Sharing pedestrian zones with cyclists and e-scooter users may discourage citizens from walking, especially children and the elderly. These hurdles are continuously tackled by adapting traffic restrictions to public space to calm down traffic areas.

Obtaining Data for the Analysis

To get meaningful data on walking patterns, high-density pedestrian zones were identified by analysing cellular data.



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Logistical Issues

Infrastructures that accommodate car traffic such as **long traffic light intervals** make walking seem time-consuming.

Appointing a Contact Person for Citizens

The Mobility Agency Vienna has created a new position called ‘Walking Officer’, a person who represents pedestrians and works to develop pedestrian-friendly conditions throughout Vienna to raise awareness and motivate citizens to walk.

Application ‘Vienna on Foot’

In an effort to reach a wide target audience, the state-of-the-art app ‘Wien zu Fuß’ (eng. Vienna on Foot) was developed, which allows users to register and record their walking mileage as a means to redeem goodies at local establishments. Statistics record approximately 1000 users, who use the app on a regular basis, resulting in an average of approximately once a week.

Encouraging Citizen Engagement through Events

Public engagement and event management are a crucial part of the Mobility Agency Vienna’s dissemination strategy. For example, a large-scale map of Vienna is laid out at public events (see picture below) on which visitors are encouraged to join in a conversation about walking behaviour.

This interactive method facilitates conversations among individuals as well as between the Mobility Agency and interested individuals.

**Getting
Citizens on
Board –
Highlights**



At public events, the map of Vienna was rolled out in order to encourage active participation on the topic. The ‘Vulnerability Analysis’ highlights areas, in which participants see larger potential for walking and pedestrian zones.

Providing Material

Another pillar of the Mobility Agency Vienna’s initiative to increase the share of trips made on foot is the development of ‘**walking plans for Vienna**’. These are available to interested individuals and are continually updated.

Creating a Website to Raise the Visibility of Walking

The Mobility Agency Vienna created a website (<https://www.wienzufuss.at/>), currently available in German, in order to publish information about relevant actions and upcoming events, e.g. the schedules for the so-called ‘Walking Cafés’ as shown in the picture below.



Participants at a ‘Walking Café’ event

Lessons Learned

‘Slipper Radius’ and ‘Walking Worm’: Helpful Instruments to Engage Citizens

The two interactive icebreakers ‘Slipper Radius’ and ‘Walking Worm’ were developed to help participants ease into conversation.

The ‘Slipper Radius’ creates a geographic profile of local points of interest within a short walking distance. In the picture below, the concentric circles indicate the distance within a 5-minute, 10-minute or 15-minute walking.

The ‘Walking Worm’ made of flexible wire marks a path connecting two specific points on the map (red in the picture below). Hereby, a set measure of distance can be adjusted to follow pathways and pedestrian zones near a specific point, such as an individual’s residence.



'Slipper Radius' and 'Walking Worm' created by participants

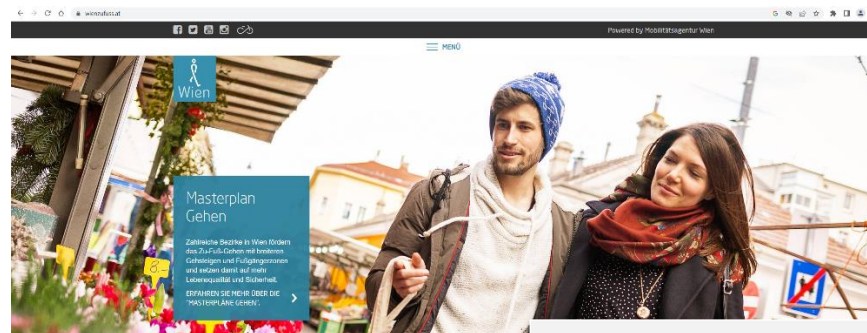
Personal and Mutual Benefit

Another objective besides promoting walking itself is to emphasise the benefits of using an environmentally friendly mode of travel for one's own health and the wellbeing of everyone.

Lessons Learned

Visualising Walking and Creating a Brand (Brand Identity)

Fabricating a logo, developing a user-friendly app and publishing short videos on their website further improved awareness and increased the recognition factor of the campaign. The Mobility Agency Vienna created this logo/brand:



<https://www.wienzufuss.at>

Branding on the website

Creating Initiative by Granting Funds

Under the federal umbrella, klimaaktiv mobil supports municipalities whose planning exceeds the minimum standard of "Masterplans for Walking", which are strategic plans for pedestrian pathways in order to provide an attractive incentive and increase the interest of other municipalities.

<https://www.wienzufuss.at/masterplan-gehen/>

Contact

Ms Petra Jens
Mobility Agency Vienna

office@mobilitaetsagentur.at

<https://www.mobilitaetsagentur.at/>, available in German

<https://www.wienzufuss.at/>, available in German

