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Citizens: cyclists and non-

cyclists

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CYCLE TRAFFIC 2000: IMPLEMENTATION WORK IN VIENNA

Local politicians.

decision makers

Starting situation

1994: Traffic city plan: Municipality of Vienna decided, that the share of cyclists should increase from $3\,\%$ to $6\,\%$ until 2010

1999: An analysis of the cycle situation in Vienna showed: Share of cyclists still ₹ %→The **Department 18** city development and city planning (Magistratsabteilung 18 Stadtentwicklung und Stadtplanung) was ordered to revise the cycle concept. The project "**Cycle traffic 2000**" was started → **Starting point of the projekt:**

CYCLING CAN BE SUCCESSFULLY PROMOTED, ONLY IF ALL PEOPLE INVOLVED - RESPONSIBLE PERSONS AND USERS - ARE PARTICIPATING IN THE PROCESS OF PLANNING

Employees of different other Departments, who are directly or indirectly concerned with cycling matters: E.g. cycle planners, employees of the finance department, etc.

Nov. 1999:

Meeting with the heads of all 23 districts of Vienna

Aim.

- Presentation and discussion of the Workshop results and discussion of the LSP
- Presentation of the planned marketing measures

Results:

Agreements concerning the LSP with small modifications

Nov.1999 - Jan. 2000:

In-depth interviews with the heads of the districts

Aim:

- What kinds of problems do they have in connection with cycle policy
- What do they think of different marketing measures

Results:

- Advantages and disadvantages of cycling according to the politicians' opinions
- Organisational problems
- Good and efficient marketing measures according to the politicians

April to May 2000:

Exhibition "Cycle traffic 2000: bicycle infastructure – planning - projects"

Aim:

Communication of Department 18 with

Information of the citizens about LSP etc.

April to May 2000:

Standardised interviews with exhibition visitors

Aim

What do cyclists and non-cyclists think about cycle traffic

Results:

- Wish to improve and to complete the main cycle network
- Good infrastructure solutions according to the citizens' opinions
- > Differences between the politicians' and the citizens' opinions.

IMPLEMENTATION OF:

- LSP within the next five years with financial support of the central departments of the municipality of Vienna in a way that all respons ible officials and involved/affected citizens agree with
- Marketing measures: For instance, an internet page for cyclists (has already been produced), incentives for employees of the municipality of Vienna (a pilot project for mobility management is already running in one department) etc.

May 1999:

Workshop with employees of different departments

Aim:

Problem analysis in two fields: Organisation 8 finances and aspects of marketing

Results:

- ➤ Improving the cycle infrastructure above all closing of the main gaps in the cycle network "Lückenchlußprogramm (=LSP)" → Co-operation with local politicians is necessary
- ➤ Systematic project management → political decisions and support are necessary
- Suggestions for marketing measures