

Masterplan Walking 2030 Austria + klimaaktiv mobil

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Transport – problem for climate and health?

- De-weaving of urban functions (Charta of Athens)
- Structures and infrastructures are based on **cheap fossile energy**
- -> suburbanisation, higher distances, more traffic, less walking
- Society and economy oriented on this for the last 50+ years
- Developments contra productive to climate crisis
(bigger-faster-stronger-wider)
-



Structural problems

- Statistical under-representation of walking in mobility counting methods
 - Main-mode-concept vs trip-concept
 - What you don't see large enough in statistics you won't make policies for
- Building (high speed) infrastructure for „time saving“ (not „pleasant quality“)
- Higher speeds -> Higher distances = less attractive for walking
- Car trips often in active mobility distance (19% of car trips <2.5 km)
 - High potential to shift to active mobility, but only if infrastructure „pleasant+safe“

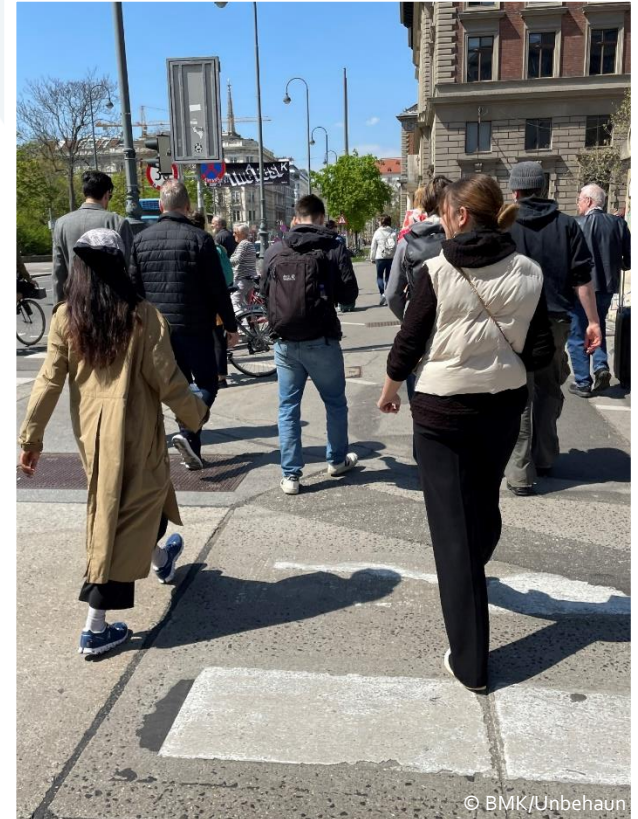
Ambitious objectives and commitments

- 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 active mobility - cycling and walking - all over Europe
- THE PEP Partnership Active Mobility: new focus on walking

Why walking?

Walking is ...

- Climate-friendly, resource-efficient, zero-emission
- Good for health (mental, body)
- cost-efficient (users, communities)
- Inclusive (age, social-economic-status, abilities)
- Safe
- essential for quality of life of citizens, in communities
- Support for local economies
- In the responsibility of communities



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Why walking?

- **Walking is the most important mode in the biodiversity of transport modes**
- **Walking touches all – local health, equity, inclusion, community, sustainable transport, space, inflation and the costs of resources, active mobility, healthy communities and urban planning**
- **Walking is undervalued in its importance – for health, for the local economy, for the social fabric, for the transport system**

Why a Masterplan Walking?

- **Walking has to be ...**
 - Integrated with all other mobility modes in infrastructure-planning & urban planning on a equal basis with other transport modes
 - Promoted by a supportive frame and base
- **raise awareness about the significance of walking in the overall transport system**
- **upgrade local walking promotion to a supportive national framework**
- **Federal Masterplan as a lead strategy to develop local Masterplans**



Why a Masterplan Walking?

- Federal structure in AT
 - Federal € only for highspeed infrastructure, no € for walking and cycling
 - financing of community streets out of community budgets -> community streets according to community's history, knowledge, awareness, tax income
- In AT Masterplan Walking 2030 for Austria on a federal level -> invites communities to establish local masterplans, tailored to the specific needs of the respective community, process of doing equally important than finished document!

→ **General aim on all levels to raise share of active mobility**

Austrian National Master Plan for Walking 2030

- Objectives: Increase the modal share of walking
 - Elaborated in the frame of the national Working Group on Walking (involving the representatives from ministries, the Austrian Federal States, associations of cities and of municipalities, NGOs and the economy sector)
 - 10 fields of action + 50 recommendations
 - launch by Federal Minister 2022
- ➔ **Important tool to implement the national master plan for walking: Federal klimaaktiv mobil funding program with focus on walking promotion in communities**



Master Plan Walking 2030 - 10 Fields of Action, 50 Measures

1. Walking strategies and coordination (*e.g. coordination, local masterplans/strategies*)
2. Funding and investment initiative for walking (*e.g. klimaaktiv mobil financial support*)
3. Pedestrian-friendly development of walking infrastructure (*e.g. safety, accessibility*)
4. Pedestrian-friendly spatial and urban planning (*e.g. 15 minutes cities approach*)
5. Walking and multimodality (*e.g. integration of walking in transport planning*)
6. Legal framework for walking (*e.g. pedestrian friendly reform of Traffic Regulation*)
7. Information, digitalization and awareness raising (*e.g. internet-platform, navigation*)
8. Health factor walking (*e.g. using THE PEP WHO HEAT-Tool*)
9. Economic factor walking (*e.g. cooperation with economic sector, local shops*)
10. High-quality Database, statistics and monitoring, training and research on walking

Implementation Initiatives in Austria

- Walking Promotion is part of the **Austrian National Energy and Climate Plan** and a priority in the *Coalition agreement of the Austrian Government*
- **National Working Group Walking** established including federal, regional and local governments
- Special focus on walking in klimaaktiv mobil
- Webinars and **capacity building** for experts
- Annual national walking conference (Oct 11-12 2023)



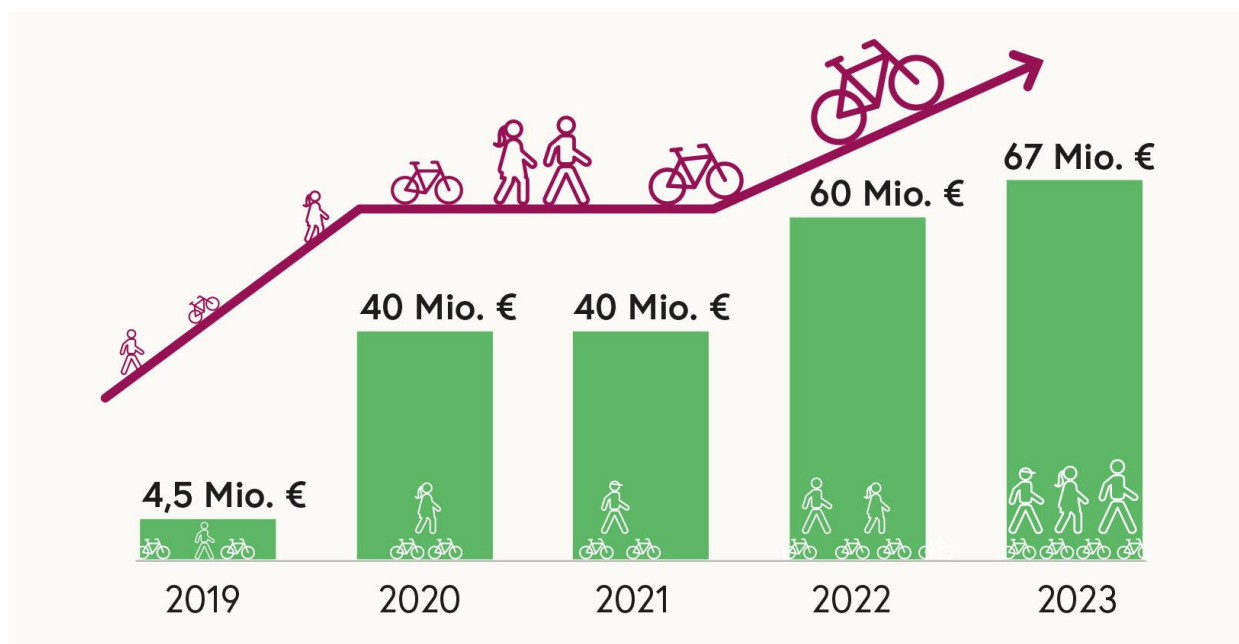
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klimaaktiv mobil

- National Program to Promote Active Mobility and Mobility Management, New focus on Walking
- international awarded successful climate initiative (federal €)
- New: support of high-quality infrastructure for walking & cycling in communities up to 50% of eligible costs
- Multi-level governance instrument
- motivates, activates and supports for implementing active mobility, mobility management and e-mobility



klimaaktiv mobil: increase of funding & new focus on active mobility



klimaaktiv mobil – the 5 pillars



Advisory programmes

Free assistance with the development, implementation and submission of financial support for climate protection measures for climate-friendly mobility.



Financial support programmes

Financial support for companies, cities, communities and associations for active mobility and mobility management, alternative transport systems, fleet conversions and e-mobility.



Awareness raising

Information campaigns on the advantages of climate-friendly mobility: cycling, public transport, fuel-saving training and alternative vehicles and drives.



Education and certification schemes

Training and certification: cycling trainers, eco-driving trainers, e-mobility experts, klimaaktiv mobil driving school, bike technician and much more.



Partnership and awarding

Awards for companies, municipalities and associations as klimaaktiv mobil project partners by the Minister of Climate Action.

klimaaktiv mobil builds on target groups and partnerships

- Target groups:
 - companies, developers, fleet operators, mobility providers,
 - Tourism (regions, communities and businesses)
 - cities, municipalities and regions
 - Schools and education organisations, driving schools, youth organisations
 - households and citizens
- 27.000 partners implementing projects supported by klimaaktiv mobil
- Strategic partners: Federal States, Association of Cities and of Municipalities, Economic Chamber, Austrian Federal Railways ÖBB, Austrian Post, Postbus etc.

Local Masterplan Walking as precondition for federal funds for infrastructure for walking

- Manual to facilitate the development of local master plans for walking in cities and regions by federal ministry
- Includes guidelines and examples on how to create local master plans 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

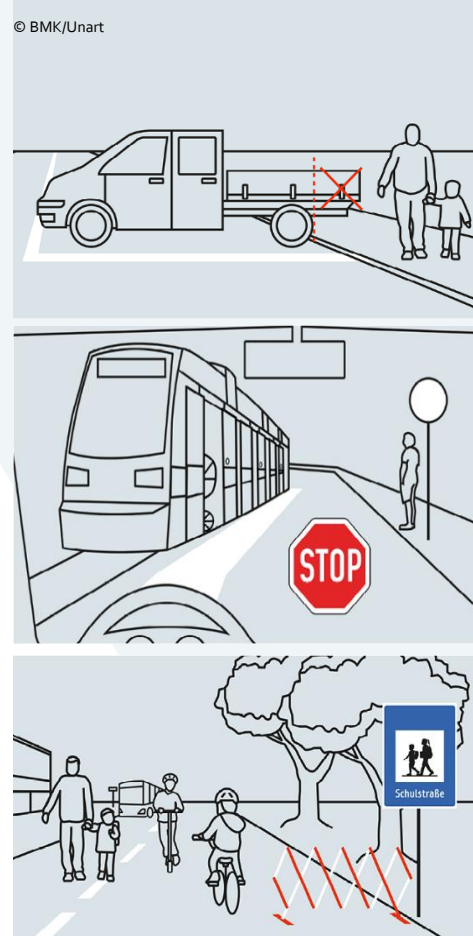
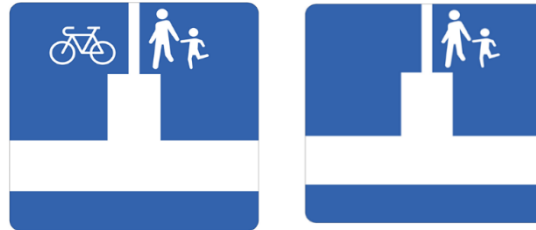


Principles for federal funding for walking infrastructure

- **Precondition for Federal funding** is an adopted local master plan 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:** Basic funding rate: 20% up to **maximum 50% of eligible costs**; the more measures to be implemented the higher the Federal funding rate for infrastructure - **funding bonuses** for infrastructure measures accompanied by measures of land use and urban planning, SUMP, awareness raising, involvement

Parallel initiatives – update of traffic code (StVO)

- Vehicles are not allowed to pass by trams and busses in stops while passenger are getting in and out
- No protruding of parking cars into walkways, no parking on walkways
- Introduction of School Streets: Driving ban for motorised vehicles at the beginning or end of school
- New signalling for pedestrians and cyclists: passing through dead end roads is possible



Parallel initiatives – European mobility week

- EU-initiative for raising awareness for climate friendly mobility, transport challenges and their possible solutions
- People can *feel* the advantages of a car-free surrounding and can try out different options and solutions
- <https://mobilityweek.eu/home/>

