

# MASTER PLAN FOR WALKING

## NATIONAL STRATEGY TO PROMOTE WALKING IN AUSTRIA

prepared by

Austrian Federal Ministry of Agriculture, Forestry,  
Environment and Water Management

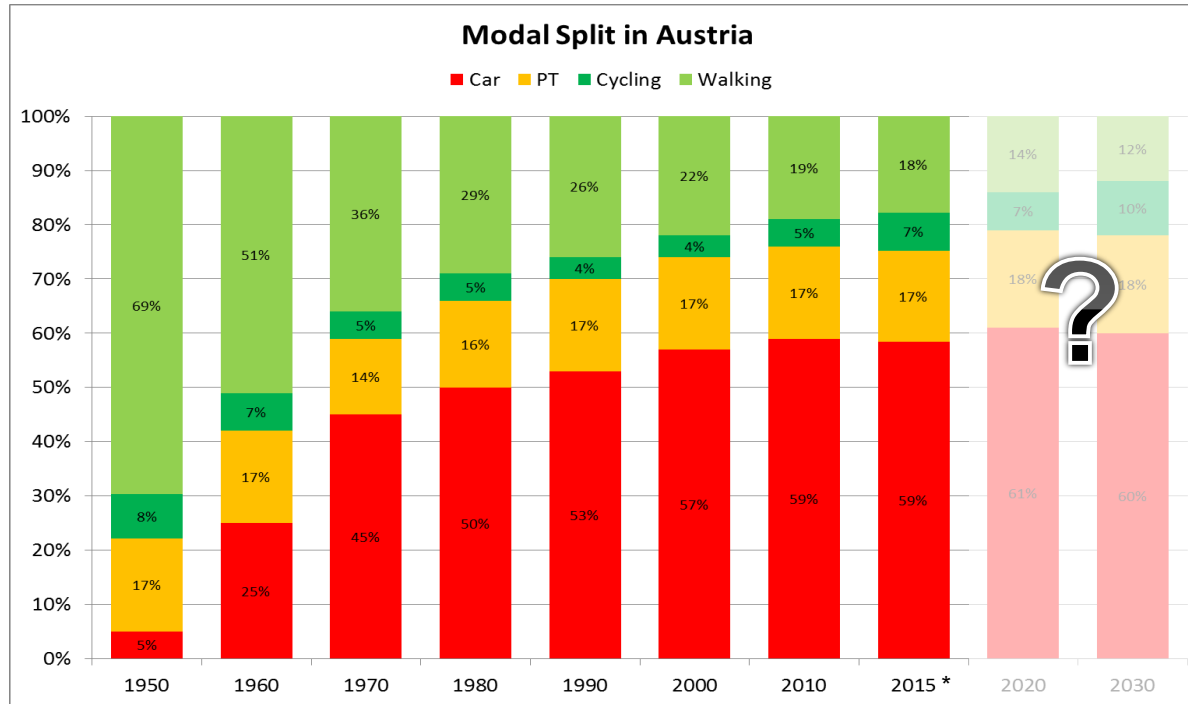
Austrian Federal Ministry for Transport, Innovation and  
Technology

supported by

Umweltbundesamt - Environment Agency Austria

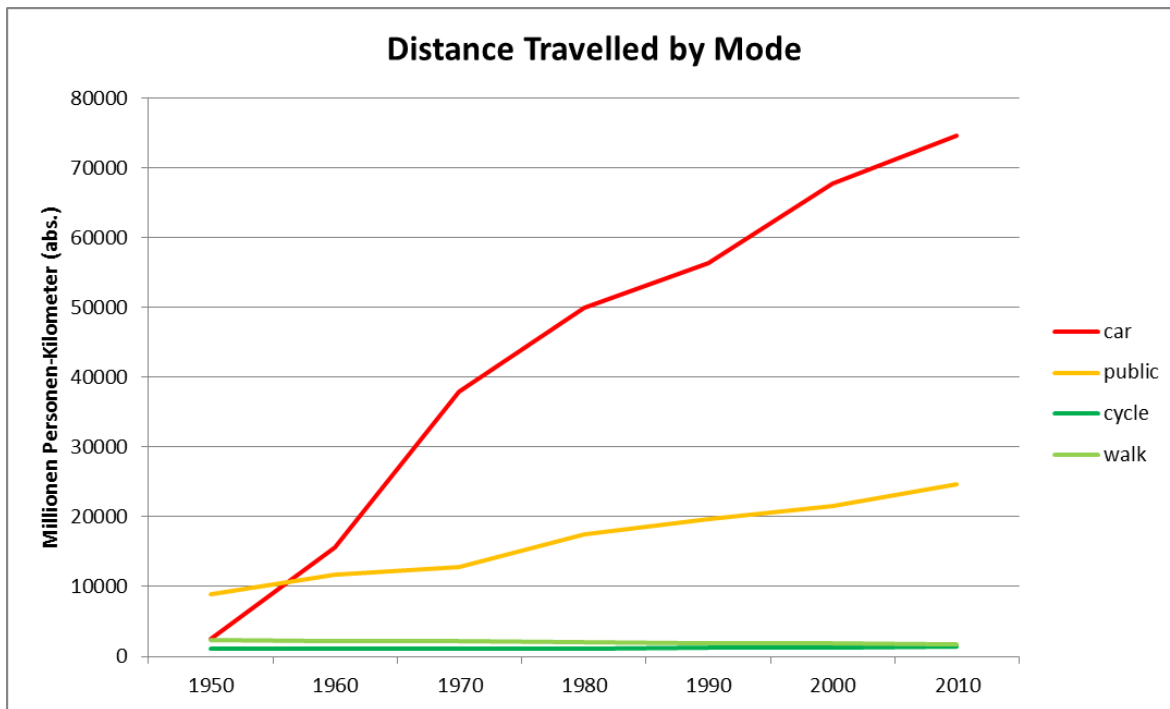


# Walking figures – Modal Split



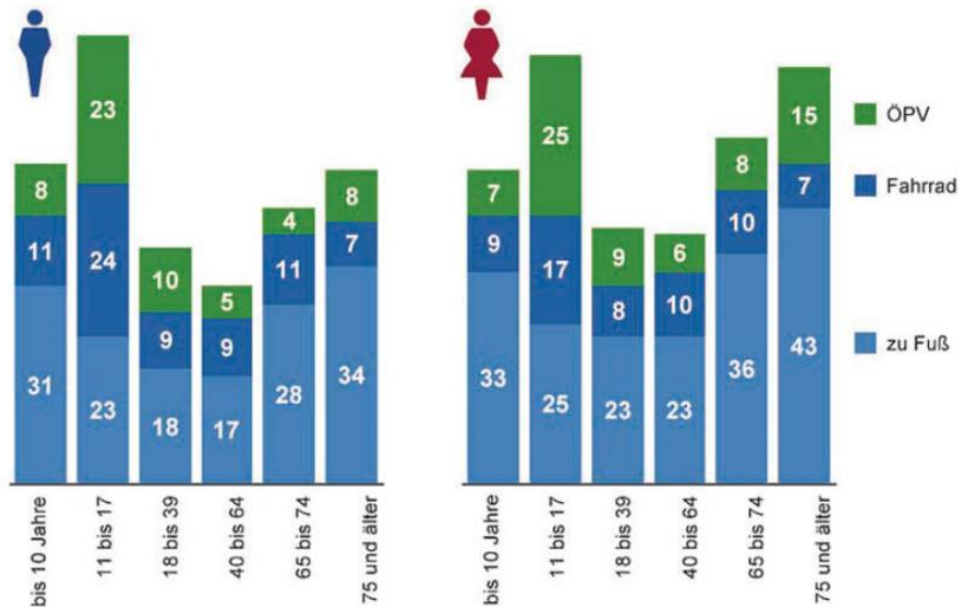
\* Source: Österreich unterwegs, BMVIT 2016, Modal Split Austria 2013/2014,

# Walking figures – Modal Split



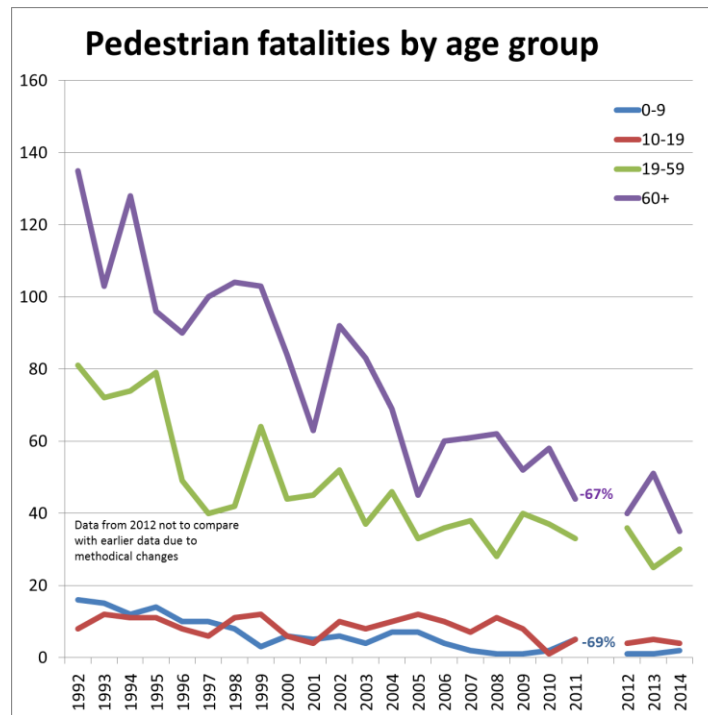
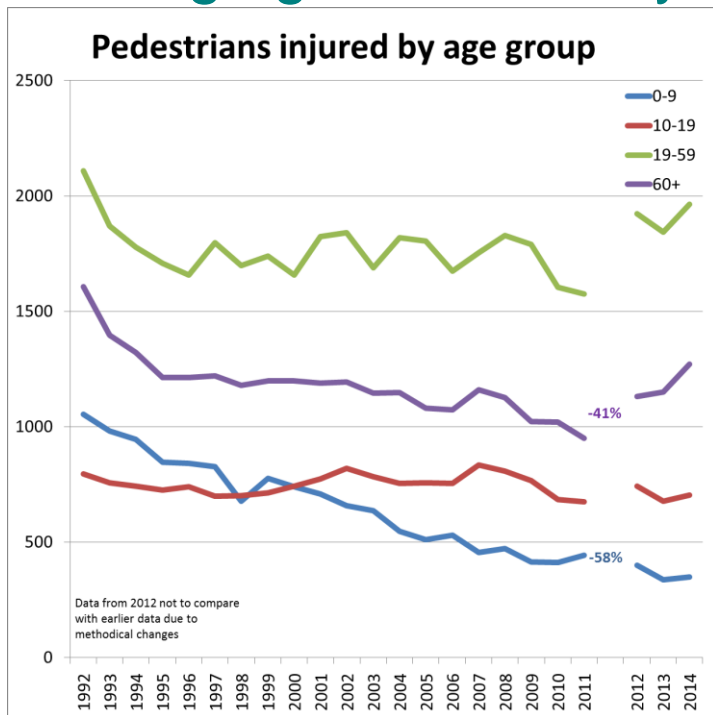
# Walking figures – Demand by age & gender

Modal Split nach Alter und Geschlecht (in %)

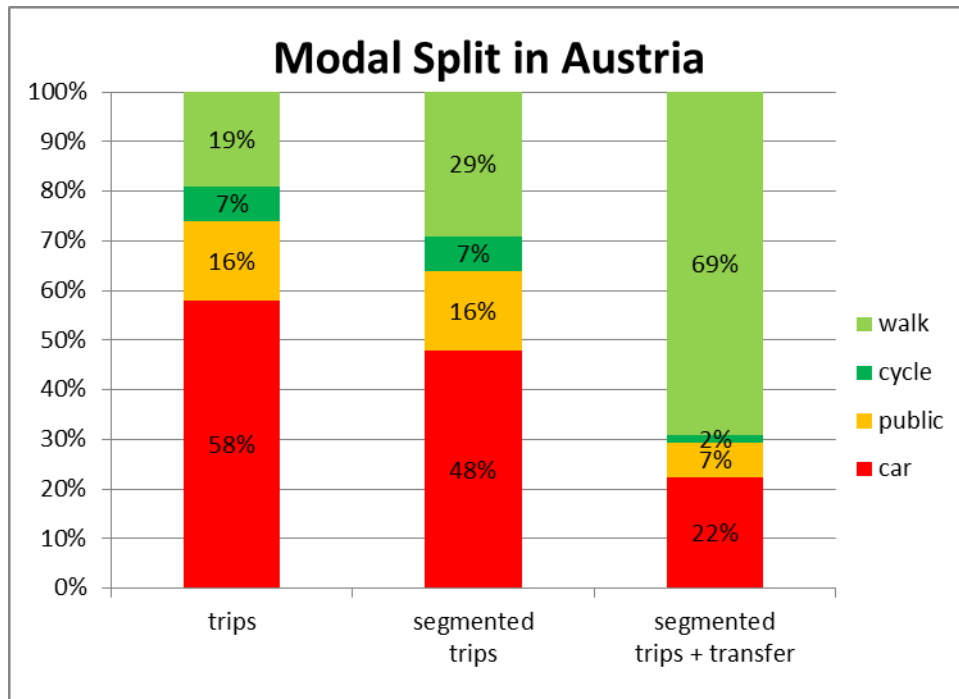


Modal Split-Anteile von nicht motorisiertem Verkehr und öffentlichem Verkehr nach Geschlecht und Altersklassen (Deutschland, 2008)

# Walking figures – Safety



# Walking figures – the statistical gap



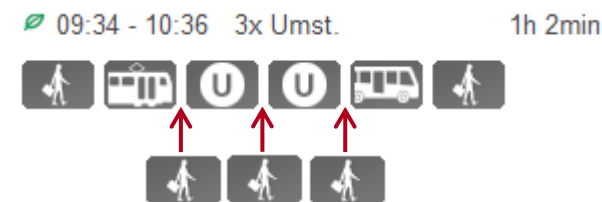
1) trip concept:



2) Segmented trip concept:



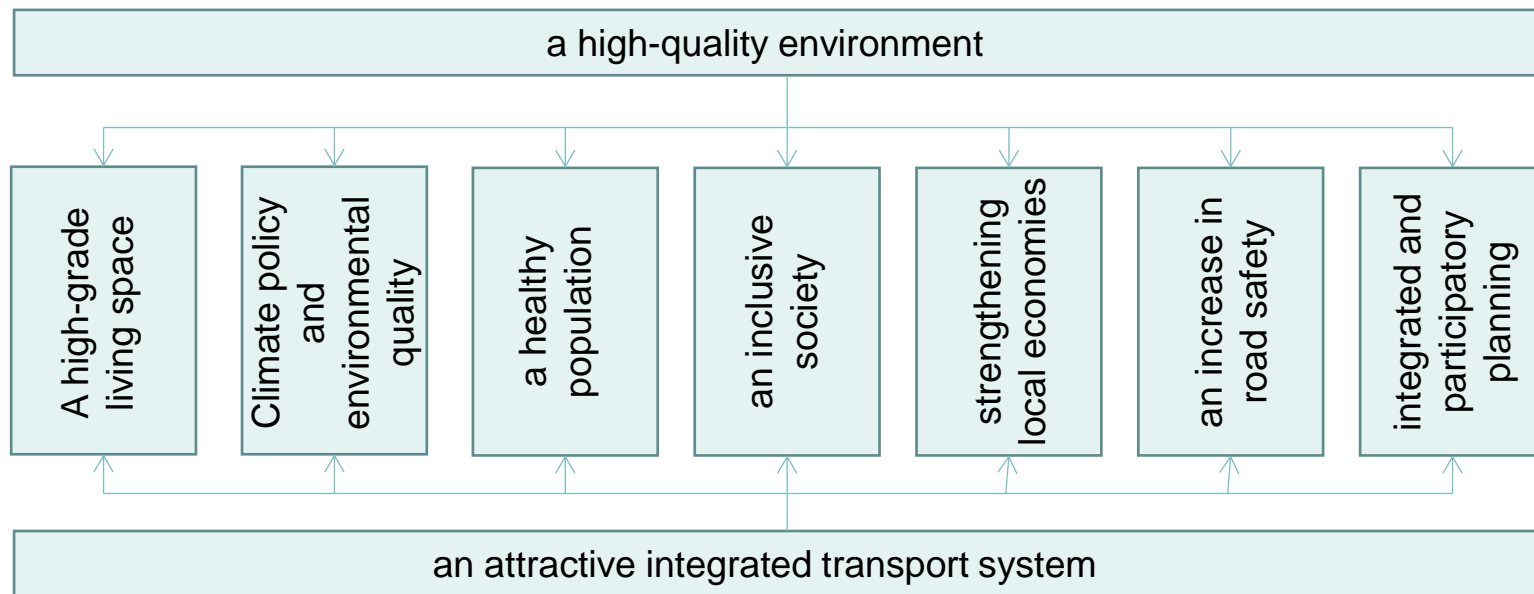
3) Segmented trip concept + transfer:



provided by: [www.verkehrsauskunft.at](http://www.verkehrsauskunft.at) **VA O**

# Austrian Master Plan for Walking

## OVERALL OBJECTIVES



# Austrian Master Plan for Walking - Objectives

## FROM HIGH QUALITY OF URBAN SPACE FOR CARS



© Alexander Haiden



# Austrian Master Plan for Walking - Objectives

## TO A HIGH QUALITY OF URBAN SPACE FOR HUMANS

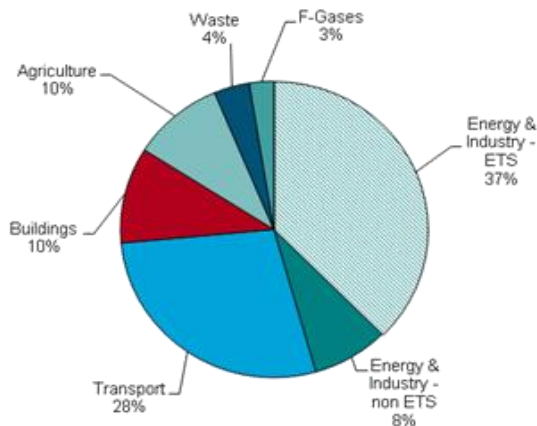


© Umweltbundesamt/Bernhard Gröger

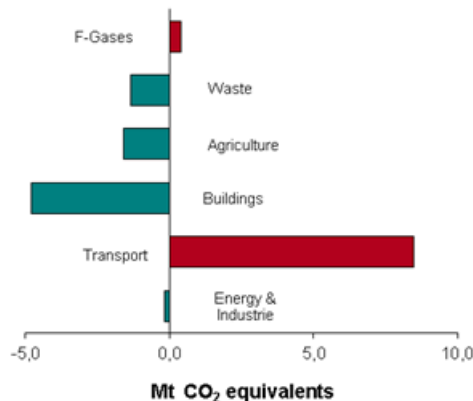
# Austrian Master Plan for Walking - Objectives

## CLIMATE AND ENVIRONMENTAL CHALLENGES: TRANSPORT EMISSIONS

Share of GHG emissions in 2013

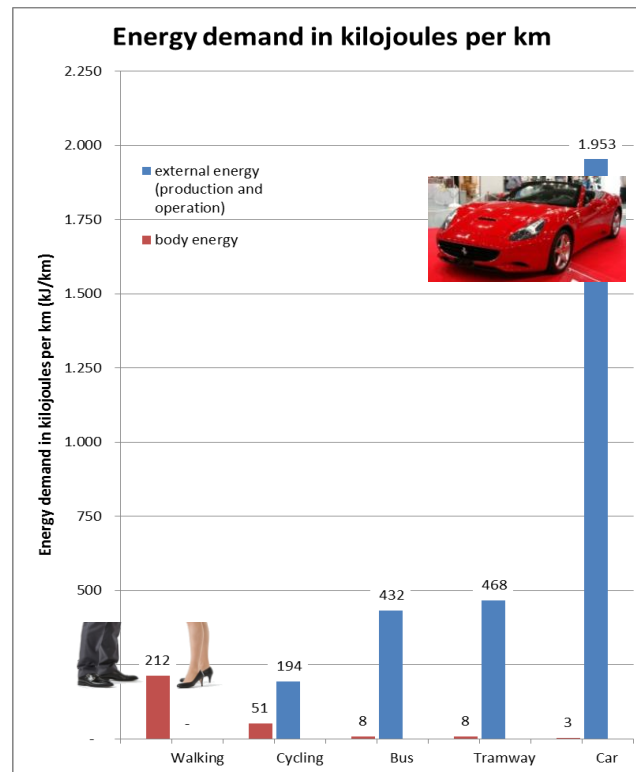


Changes in emissions between  
1990 and 2013



## Austrian Master Plan for Walking - Objectives

**CLIMATE AND ENVIRONMENTAL CHALLENGES:  
DRIVING A CAR – THE BIG TRAP OF LAZINESS AND SWEET PERSUASION – REPLACING BODY ENERGY WITH FOSSIL FUELS**



# Austrian Master Plan for Walking - Objectives

## CLIMATE AND ENVIRONMENTAL CHALLENGES: CAR ORIENTED LAND USE AND LIFESTYLE, URBAN SPRAWL IS FASHIONABLE



© pixabay.com/public domain

© Umweltbundesamt/Bernhard Groeger

# Austrian Master Plan for Walking - Objectives

## IMPORTANT EUROPEAN GOALS TO ACHIEVE

### ● 2020

- 20% reduction of GHG emissions from 1990 levels
- 20% of energy from renewables (10% renewables in transport)
- 20% increase in energy efficiency

### ● 2030

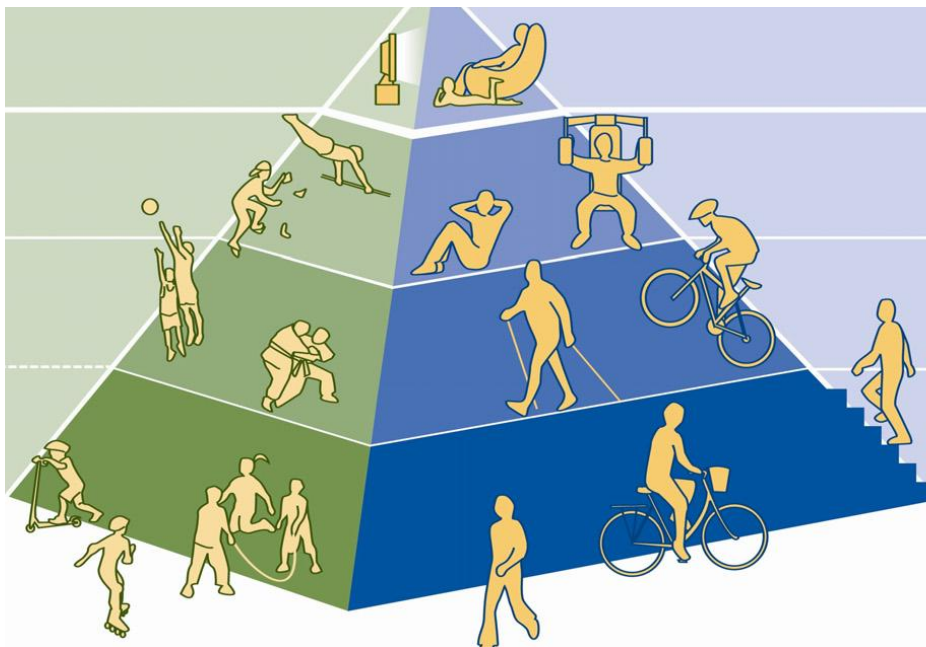
- 40% reduction in GHG emissions from 1990 levels
- 27% share of renewable energy
- 27% increase in energy efficiency

### ● 2050

- EC's Transport White Paper: 60% reduction of GHG emissions in transport
- EU low-carbon economy roadmap: 80% reduction of GHG emissions
- Paris Agreement: Decarbonisation in the transport sector

# Austrian Master Plan for Walking - Objectives

## CONTRIBUTING TO A HEALTHY POPULATION



**Children: 60+ minutes moving daily**  
**Adults: 30+ minutes moving daily**

**Sitting leisure:**  
Children/Adults: the less the better

**Weight training:**  
Children: 2-3 x per week depending on your mood  
Adults: 2-3 x per week, 10min minimum

**Endurance sports:**  
Adults: 3-5 x per week, 20min minimum

**Daily physical activity:**  
Adults: **everyday, 30min minimum**

**Daily physical & endurance activity:**  
Children: Together at least one hour daily

Source: <http://www.forum-ernaehrung.at/artikel/detail/news/detail/News/bewegungspyramide-zum-download/>, 10.8.2017

# Austrian Master Plan for Walking - Objectives

## CONTRIBUTING TO AN INCLUSIVE SOCIETY

© iStockphoto.com/aldomurillo



© .shock - Fotolia.com



© Viktor Kuryan - Fotolia.com

# Austrian Master Plan for Walking - Objectives

## STRENGTHENING LOCAL ECONOMIES

© [www.gea-moedling.at](http://www.gea-moedling.at)



© WavebreakMediaMicro – Fotolia.com



© zest\_marina - Fotolia.com



# Austrian Master Plan for Walking - Objectives

## SAFETY

European  
Road Safety Action  
Programme  
2011-2020

Public consultation results

Brussels, 2 December 2009

### Road Safety in Austria Annual Report 2013

Road Safety Work  
Implementation of the Road Safety Programme



bm vti  
Bundesministerium  
für Verkehr,  
Innovation und Technologie

Österreichisches  
Verkehrssicherheitsprogramm  
2011-2020

1. Auflage, Jänner 2011

# Austrian Master Plan for Walking - Objectives

## INTEGRATED AND PARTICIPATORY PLANNING



© Christian Fürthner



© walk-space.at

# Austrian Master Plan for Walking - Objectives

## ANALYSIS OF THE POLICY FRAMEWORK

### ● International level

- UNECE Convention on Road Traffic, UN Sustainable Development Goals, UNFCCC Climate Convention, UNECE/WHO THE PEP – Paris declaration, WHO CEHAPE, ...

### ● European level

- Environmental energy package, Air quality legislation, Ambient noise policy, Road safety, Action Plan on Urban Mobility, EC Transport white paper, TEN-T, Sustainable urban mobility plans, EP Charta for walking (1988),...

### ● National and level

- Austrian Road Traffic Code, Climate Act, Air Quality regulations, Climate strategy, Sustainability strategy, Austrian Transport Plan, Master Plan for Cycling, funding programs: e.g. public transport, klimaaktiv mobil; Action plan for physical activity, RVS guidelines and rules for road construction, motorways, railways and airport ...

### ● Regional and local level

- Regional planning laws and land use regulations, regulations for settlements, zoning and building, parking regulations, road infrastructure – including walking

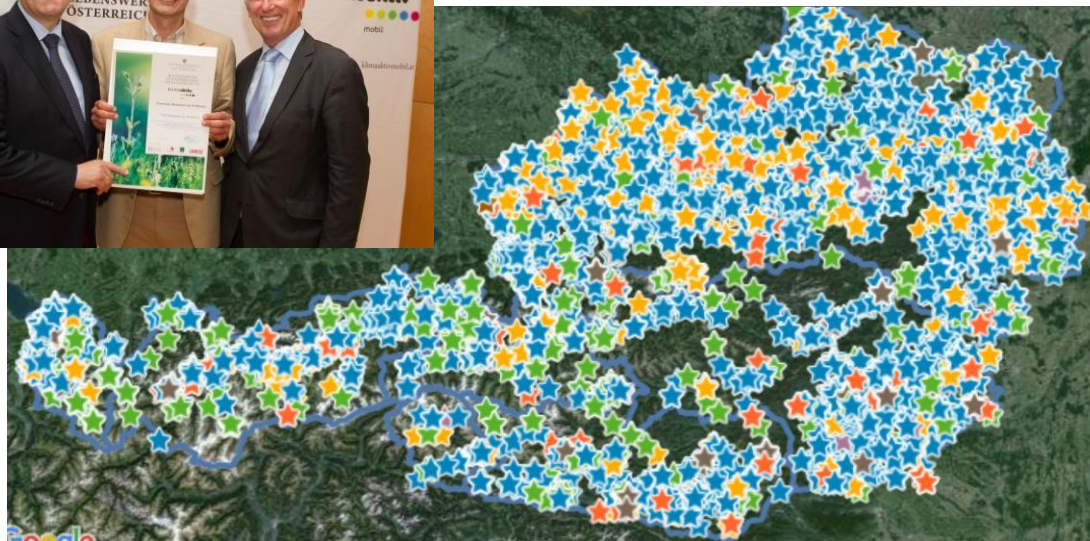
# Austrian Master Plan for Walking

## 10 FIELDS OF ACTION WITH 26 CONCRETE MEASURES

- I. Increased cooperation and coordination
- II. Promotion of mobility management to increase walking
- III. Infrastructure improvement and investment initiative



# Austrian Master Plan for Walking KLIMAAKTIV MOBIL – NATIONAL PROGRAM TO SUPPORT AUSTRIAN MUNICIPALITIES TO REDUCE CO<sub>2</sub>



5.700  
partners  
saving  
590.000t  
CO<sub>2</sub>/year

# Austrian Master Plan for Walking

## 10 FIELDS OF ACTION WITH 26 CONCRETE MEASURES

- IV. Pedestrian-friendly transport, settlement and urban planning
- V. Pedestrian-friendly transport organisation and improved road safety
- VI. Optimisation of connections to other transport modes

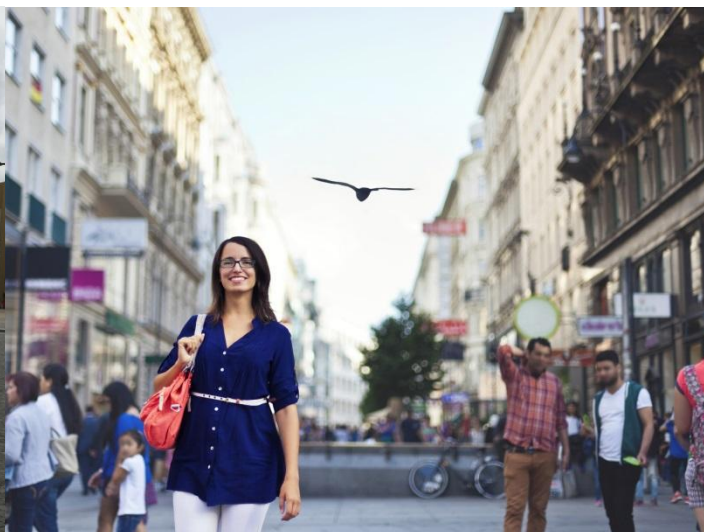


# Austrian Master Plan for Walking

## PEDESTRIAN FRIENDLY INFRASTRUCTURE



© Helmut Koch, komobile



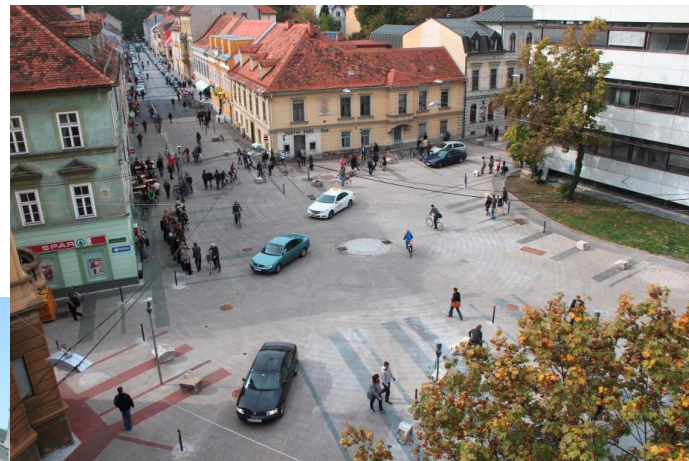
© Creativemarc – Fotalia.com



© Christian Fürthner

# Austrian Master Plan for Walking URBAN SPACE DESIGN

© Heike Falk,  
Stadt Graz



© Amt der Kärntner Landesregierung, Abteilung 9 Straßen und Brücken, Straßenbauamt Klagenfurt



# Austrian Master Plan for Walking

## OPTIMIZATION OF LINKS WITH OTHER TRANSPORT MODES



© ostertag ARCHITECTS ZT GmbH



© pixabay.com/public domain



© Umweltbundesamt/Bernhard Groeger

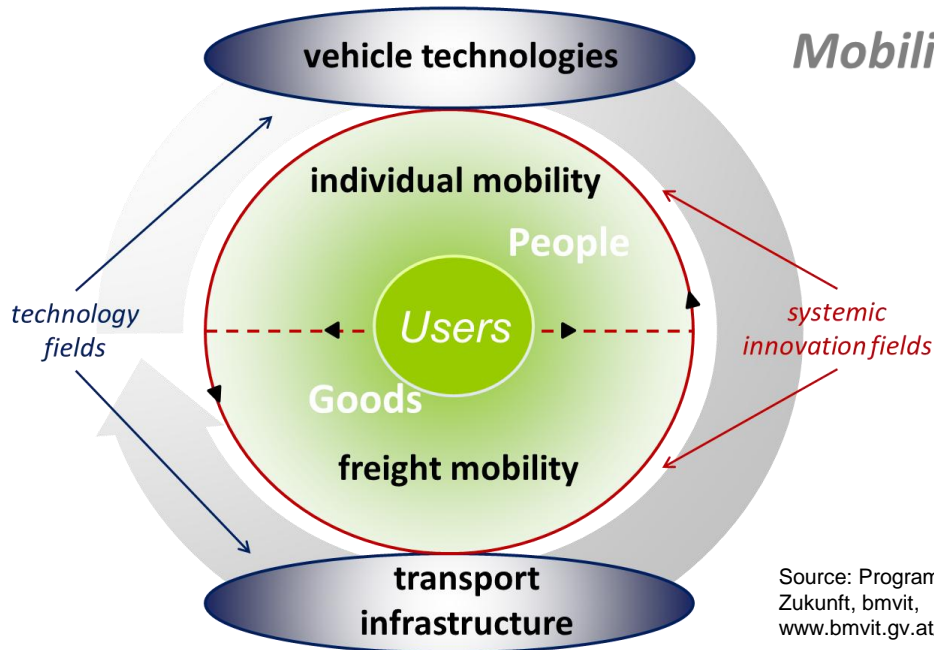
# Austrian Master Plan for Walking

## 10 FIELDS OF ACTION WITH 26 CONCRETE MEASURES

- VII. Information systems and awareness raising
- VIII. Research focus on pedestrian traffic
- IX. Education and training
- X. Data and monitoring



# Austrian Master Plan for Walking RESEARCH FUNDING – “MOBILITÄT DER ZUKUNFT” (“MOBILITY FOR THE FUTURE“)



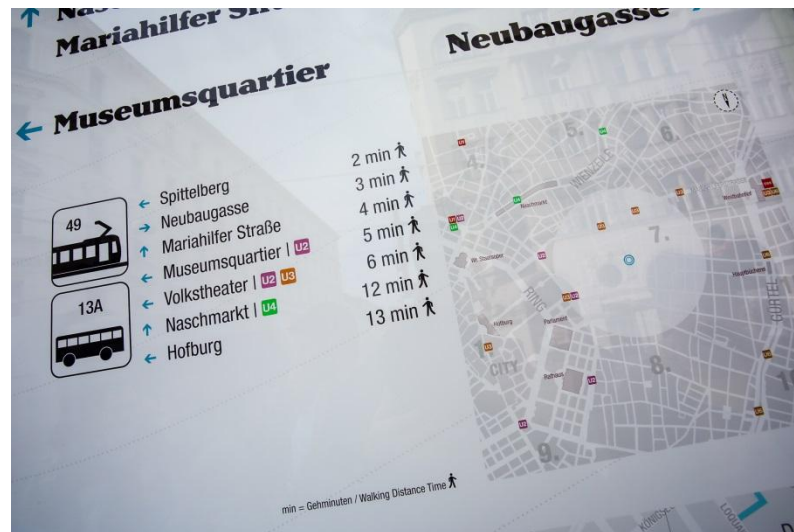
Source: Programm Mobilität der Zukunft, bmvit,  
[www.bmvit.gv.at/mobilitaet/index.html](http://www.bmvit.gv.at/mobilitaet/index.html)

# Austrian Master Plan for Walking

## INFORMATION AND AWARENESS-RAISING



© Veronika Hotz



© Christian Fürthner

# Austrian Master Plan for Walking

## PEDESTRIAN CHECKS



© walk-space.at

# Austrian Master Plan for Walking

## CONCLUSIONS

### Promoting walking is essential!

- Walking is the most sustainable, environmentally-friendly, individual, independent and the healthiest mode of mobility
  - Walking is socially inclusive and affordable for all groups of society
    - Walking is a strong stimulator for local and regional economy

**Promoting walking = promoting quality of life for our cities and citizens!**

**Promoting walking = promoting environment and health, economy and social fairness!**

# Austrian Master Plan for Walking IMPETUS

- The *Master Plan for Walking* advocates for taking advantage of the benefits of walking
- The *Master Plan for Walking* calls for making full use of the potential of walking for short trips
  - 20 % of all car trips is shorter than 2 km
  - Implementation of the principles of “short distances and mixed land use”
- With the *Master Plan for Walking* the ministries for environment and transport provide for the first time a national strategic framework for the promotion of walking in Austria

# Austrian Master Plan for Walking

## FURTHER STEPS

- Implementation of the *Master Plan for Walking* is an essential contribution to achieve environmental, transport and health policy targets
- The *Master Plan for Walking* is a strategic tool to broadly improve the condition and status of pedestrians in planning, constructing infrastructure and policy making
- The *Master Plan for Walking* calls upon all relevant actors on federal, regional and local level to cooperate and implement the recommended measures and make all efforts to increase the share of walking



A JOURNEY OF A THOUSAND MILES BEGINS WITH A  
SINGLE STEP ...

LET'S WALK!



© pixabay.com/public domain

# CONTACT & INFORMATION

Nick Ibesich

+43-(0)1-31304 5578,

nikolaus.ibesich@umweltbundesamt.at

Umweltbundesamt  
[www.umweltbundesamt.at](http://www.umweltbundesamt.at)



ICC International Cycling Conference 2017  
C1: Health & Active Mobility  
Mannheim • 19.09.2017