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

Modal Split in Austria

- Car
- PT
- Cycling
- Walking

* Source: Österreich unterwegs, BMVIT 2016, Modal Split Austria 2013/2014,
Walking figures – Modal Split

Distance Travelled by Mode

- Car
- Public
- Cycle
- Walk

Millionen Personen-Kilometer (abs.)

Walking figures – Demand by age & gender
Walking figures – Safety

Pedestrians injured by age group

Pedestrian fatalities by age group

Data from 2012 not to compare with earlier data due to methodical changes
Walking figures – the statistical gap

Modal Split in Austria

1) trip concept:
- 09:34 - 10:36
- 3x Umst.
- 1h 2min

2) Segmented trip concept:
- 09:34 - 10:36
- 3x Umst.
- 1h 2min

3) Segmented trip concept + transfer:
- 09:34 - 10:36
- 3x Umst.
- 1h 2min

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OVERALL OBJECTIVES

- A high-quality environment
- A high-grade living space
- Climate policy and environmental quality
- A healthy population
- An inclusive society
- Strengthening local economies
- An increase in road safety
- Integrated and participatory planning

an attractive integrated transport system
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FROM HIGH QUALITY OF URBAN SPACE FOR CARS

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TO A HIGH QUALITY OF URBAN SPACE FOR HUMANS

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CLIMATE AND ENVIRONMENTAL CHALLENGES:
TRANSPORT EMISSIONS

Share of GHG emissions in 2013

Changes in emissions between 1990 and 2013

Energy & Industry - ETS 27%
Energy & Industry - non ETS 8%
Transport 28%
Buildings 18%
Agriculture 10%
Waste 4%
F-Gases 3%

Mt CO₂ equivalents
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CLIMATE AND ENVIRONMENTAL CHALLENGES: DRIVING A CAR – THE BIG TRAP OF LAZINESS AND SWEET PERSUASION – REPLACING BODY ENERGY WITH FOSSIL FUELS
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CLIMATE AND ENVIRONMENTAL CHALLENGES:
CAR ORIENTED LAND USE AND LIFESTYLE, URBAN SPRAWL IS FASHIONABLE

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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
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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

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CONTRIBUTING TO AN INCLUSIVE SOCIETY
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STRENGTHENING LOCAL ECONOMIES

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SAFETY
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INTEGRATED AND PARTICIPATORY PLANNING

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**ANALYSIS OF THE POLICY FRAMEWORK**

- **International level**
  - UNECE Convention on Road Traffic, UN Sustainable Development Goals, UNFCC Climate Convention, UNECE/WHO THE PEP – Paris declaration, WHO CEHAPE, …

- **European level**

- **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
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**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
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KLIMAAKTIV MOBIL – NATIONAL PROGRAM TO SUPPORT AUSTRIAN MUNICIPALITIES TO REDUCE CO2

5.700 partners
saving
590.000t CO2/year
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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
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PEDESTRIAN FRIENDLY INFRASTRUCTURE
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URBAN SPACE DESIGN

© Heike Falk, Stadt Graz

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OPTIMIZATION OF LINKS WITH OTHER TRANSPORT MODES
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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
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RESEARCH FUNDING – “MOBILITÄT DER ZUKUNFT” (“MOBILITY FOR THE FUTURE“)

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INFORMATION AND AWARENESS-RAISING
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PEDESTRIAN CHECKS

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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!
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.
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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!
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