

EXAMPLES FOR SUSTAINABLE NEIGHBOURHOODS IN AUSTRIA

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A SHORT INTRODUCTION ...

Austrian Mobility Research, FGM-AMOR

- Non-profit organisation
- Founded in 1993
- Situated in Graz, AT
- Currently 47 employees (24♂ 23♀)
- One of the leading companies on the European market for mobility research
- 70% European Projects, 30 % National Projects
- Research, counselling, training and project realisation in the field of mobility management for European Commission, Austrian and Styrian Government and for the City of Graz

people • mobility • environment

We develop ecological and humane concepts for the public traffic and its handling.

www.fgm.at

The city of Graz

Graz is the capital of the province of Styria

Inhabitants Graz 257,328

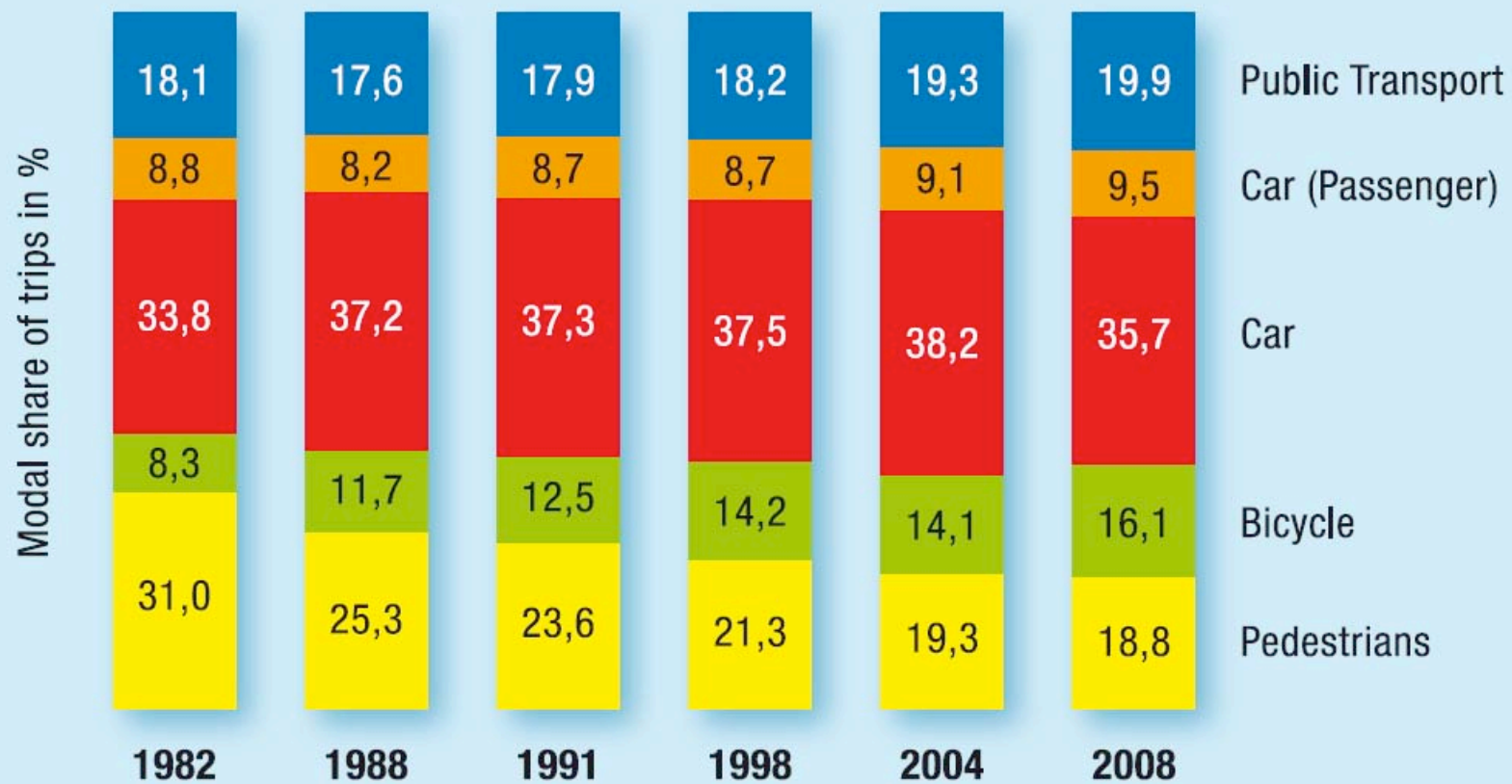
Inhabitants Styria 1,208,544

- Chartered as city in the year 1247
- Second largest city of Austria
- Four universities and 40,000 students
- World Heritage Site (1999)
- First European Human Rights City (2001)
- European Cultural Capital (2003)

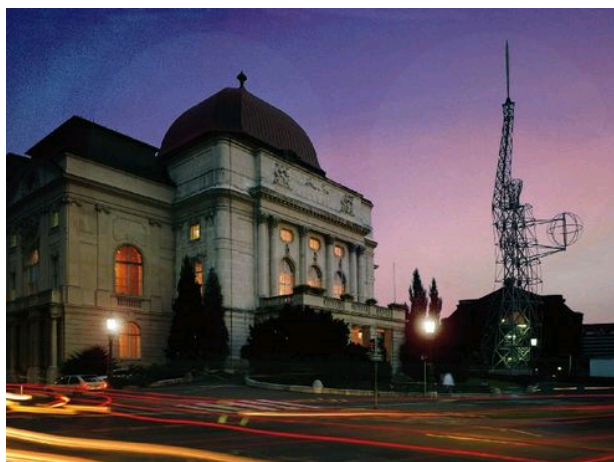
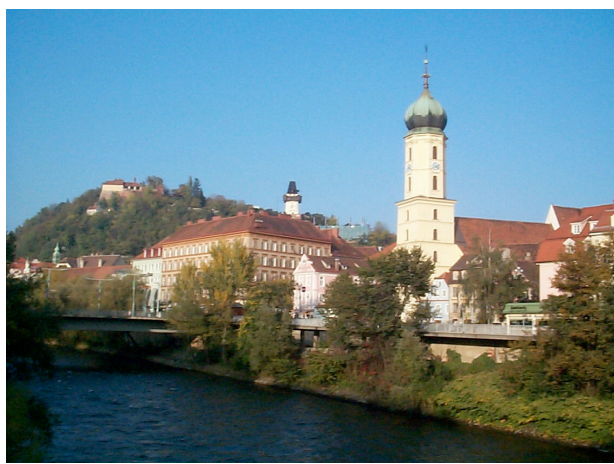




The modal split of Graz



... some impressions from Graz



... some impressions from Graz





ALPHAWOLF SETTLEMENT, Graz

What was the initial question?



... in other words ...



Theoretically, there is a free choice - different transport means can be chosen for each trips starting at home.

BUT – how do the options look like in reality?

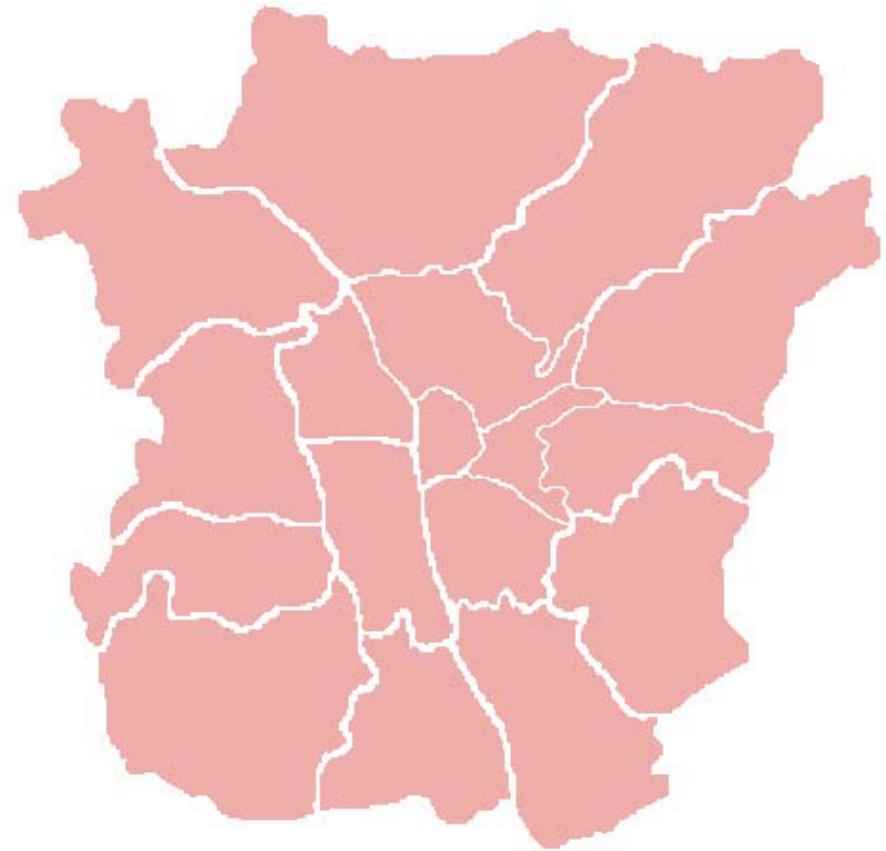
What we need is to design an environment to guide people in their choice!

Adapt accessibility and user perception and motivate them to test and use alternative options!

Where is ALPHAWOLF located?

GRAZ

- 257,328 inhabitants
- 12,758 ha



Where is ALPHAWOLF located?

GRAZ

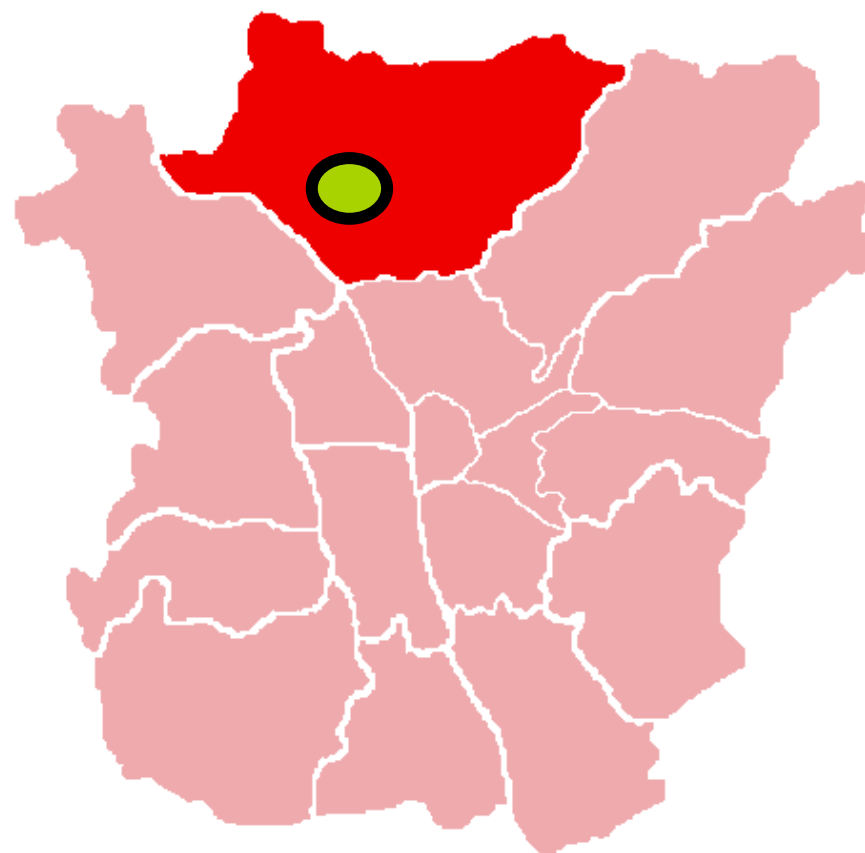
- 257,328 inhabitants
- 12,758 ha

LOCATED IN THE DISTRICT ANDRITZ

- 18,000 inhabitants
- 1,850 ha

SETTLEMENT ALPHAWOLF

- 500 inhabitants
- 41,2 ha



Some general information ...

LOCATION

- 150 housing units
- Terraced houses, multi-storey houses and complex
- Very attractive location on a small hillside





„ALPHAWOLF“



How to reach the settlement?

ACCESSIBILITY OF SETTLEMENT



Paths within the settlement are well developed, but no direct connection of the settlement with Andritz



Connection of Andritz with Graz city centre, but no connections to the settlement, despite the street network itself



Connection of settlement with district and city centre, even by tramways and bus to main railway station



Direct access to the city centre and to regional / national road network

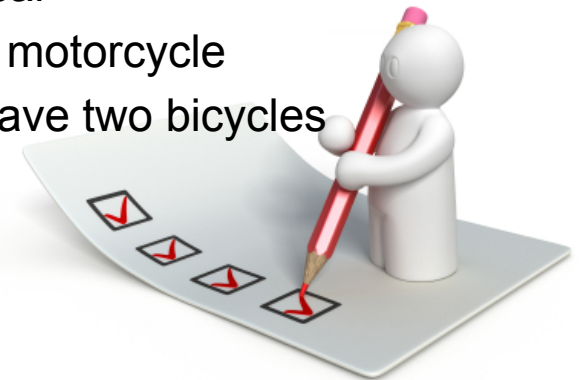
What was the first step to take?

STARTING POINT: SURVEY

- All households have been included in a survey to determine the current mobility patterns and behaviours as well as wishes and needs of the ALPHAWOLF inhabitants regarding mobility and accessibility.

OUTCOMES OF THE SURVEY

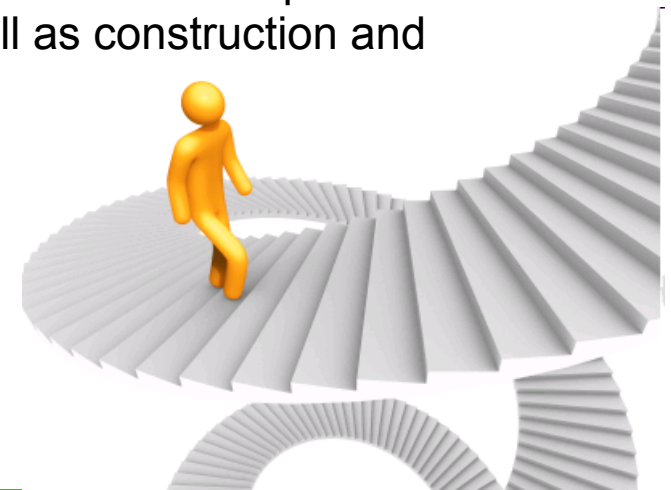
- Public transport of minor importance – 16% have a season ticket
- 88% possess a driving licence – 79% possess a private car
- 48% have a driving licence for motorcycles – 10% own a motorcycle
- 92% of the inhabitants have at least one bicycle – 24% have two bicycles
- 23% are familiar with CarSharing – 0% using CarSharing
- 22% showed interest to introduce CarSharing



What to do with these outcomes?

TARGETS TO REACH

- Increase the actual transportation choice of the current inhabitants
- Reduce the number of trips in total by clustering trips or substituting them with services
- Increase the general awareness concerning the economic, health-related and ecologic effects of their individual mobility behaviour
- Raise awareness for sustainable transportation at home within public administration, public transport companies as well as construction and property management companies



How to reach these targets?

THREE MAIN FIELDS OF MEASURES

- I) Creation of short distance connections for walking within the settlement
- II) Installing delivery services
Implementing bicycle services for maintenance of inhabitants bicycles
Organising jointly shopping trips
- III) Implementing awareness campaigns on daily and spare time transportation with sustainable transport means (intranet information platform for the settlement with mobility information, information material promoting sustainable mobility in daily and spare time activities)



Who is important to involve?

TARGET GROUPS

- Inhabitants of the ALPHAWOLF settlement
- Multi-stakeholder group (public administration, public transport company as well as construction and property management companies)



What made this project so successful?

KEY TO SUCCESS

- Involvement of both, the inhabitants as well as other entities, like policy makers and suppliers!
- Involve them from the very beginning of the planning process and continuously during the implementation phase!
- With this involvement, especially the inhabitant feels that the activities are related to himself and his personality, so the participation in the process of a respective action has a significant effect on the inhabitants' daily life!
- This marks the commitment with which the inhabitants recognise and accept the respective activity!



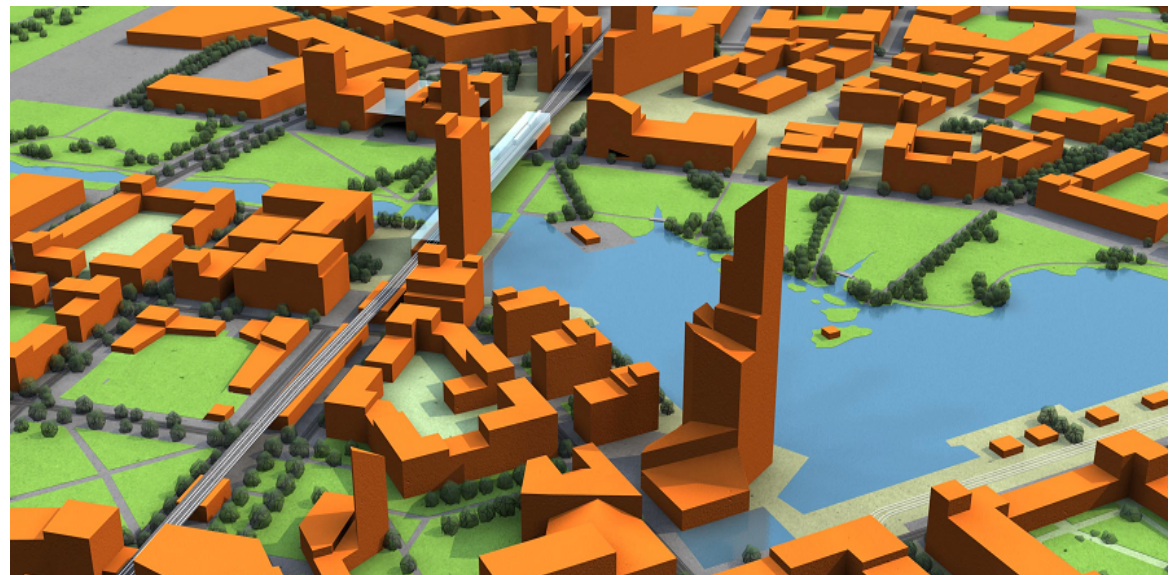


SEESTADT ASPERN, Vienna

Some general information ...

SEESTADT ASPERN

- Currently one of the biggest city-building projects of Europe
- Formerly an airport, later an extension area for a factory
- It will become a new city quarter with 240 ha in the west of Vienna
- Construction period 2009 - 2025
- 25,000 inhabitants



Where is Aspern located?



Greater Area of Vienna

How Aspern will look like?



Before

How Aspern will look like?



After

How to finance sustainable housing in Aspern?

CREATION OF A MOBILITY FOND

- Reduction of parking space – reduction of building costs
 - Through legal possibilities of Viennes garage-law
 - Through creation of collective garages
- Using a part of this reduction for soft measures
 - Cheaper public transport tickets for inhabitants
 - Hire-vehicles (e.g. pedelecs, settlement-cars)
 - Shopping- and bicycle services
 - Building bicycle storage facilities
 - Increasing attractivity for public transport
 - Creating new stops for public transport

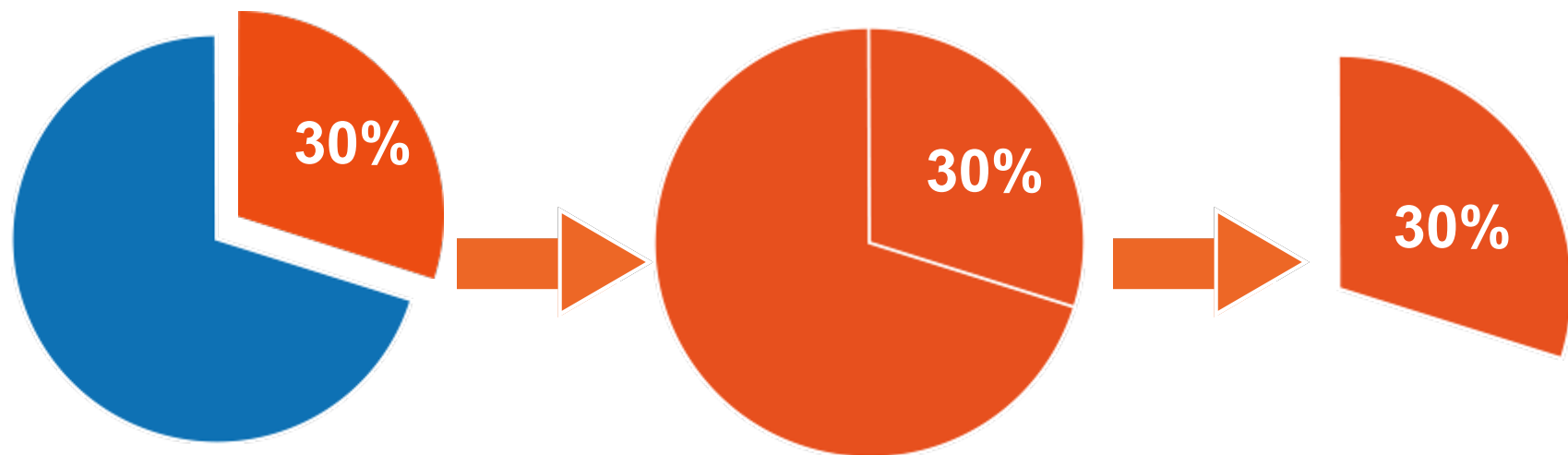


How to create money for sustainable housing?

Costs for parking space

30%

Mobility Fond



> 1,052 parking places
> Costs: EUR 28,404,000

> 316 parking places
> Costs: EUR 8,521,200

> 30% of the costs
> Costs: EUR 2,556,360

Some conclusions ...

- Changes in mobility behaviour are best achieved by the direct and in-depth integration of the respective residents
- Anyway, it needs boosters to communicate the offers and motivate test behaviour
- Construction and property management companies need to become active in terms of their clients' mobility
- Construction and property management companies need information on the subject of mobility and their clients' needs concerning it

STAY SUSTAINABLE!



MERCI POUR VOTRE ATTENTION!

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