



THE VIENNA CYCLING MANIFESTO

Eight Strategies for Promoting
Cycling in Vienna

The Vienna Cycling Manifesto: Eight Strategies for Promoting Cycling in Vienna

The Vienna Cycling Manifesto was formulated during the Cycling Year 2013 to summarise the objectives laid down in the “Policy Decision on Cycling in Vienna” and the body of know-how obtained through hosting the Velo-city 2013 conference. A big thank you to the competent municipal departments of the City of Vienna and the Vienna Mobility Agency for their contributions to the development of this document.

Wolfgang Dvorak,
Conference Director, Velo-city 2013

As part of the Velo-city 2013 conference in Vienna, a crowdsourcing initiative called „Learning from Velo-city 2013“ was carried out. All experts participating in the conference as well as the international urban cycling community were invited to participate in an online questionnaire regarding urban cycling in Vienna. The resulting compilation of professional know-how provides Vienna with new approaches for promoting urban cycling. Some of the responses to „Learning from Velo-city 2013“ are included in this document.



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Cycling in Vienna -
Learning from Velo-city 2013

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“Our aim is to accommodate common urban trends such as individualization, digitalization, increasing diversity, and new lifestyles, as well as goals for public health, climate protection, and energy efficiency. Related key features in our cities, therefore, are intermodal mobility and cycling as a rediscovered mobility culture.”

From: “Vienna Memorandum of Mayors’ Cycling Summit”



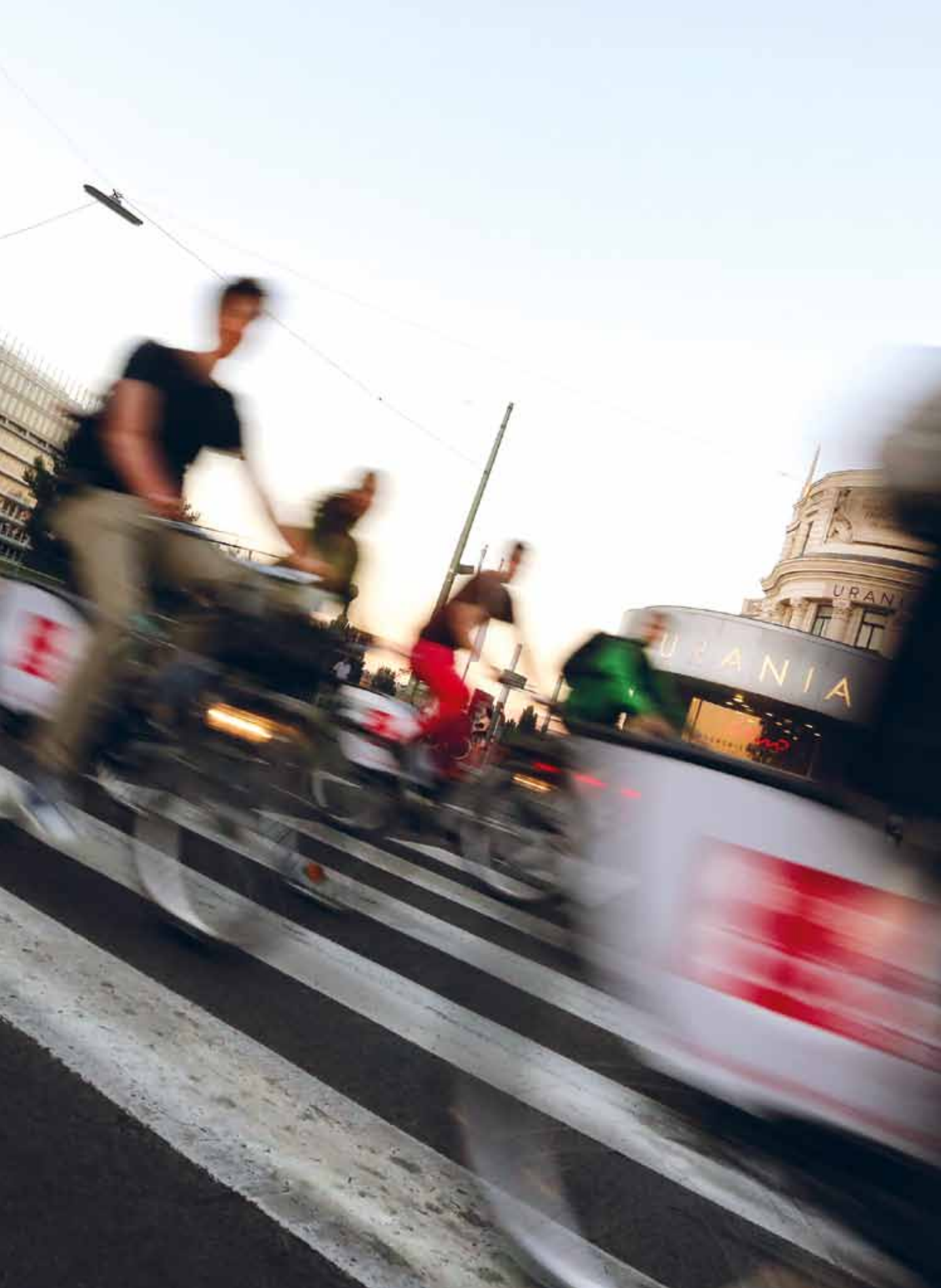
Maria Vassilakou
Vice-Mayor and
Vice-Governor; Executive
City Councilor for
Urban Planning, Traffic
& Transport, Climate
Protection, Energy, and
Public Participation

Vienna is a metropolis with outstanding quality of life. More and more people want to live here – in two decades, Vienna will be home to over two million inhabitants. One of the key tasks of any modern city lies in providing sustainable, affordable, and efficient mobility for its population. In addition to public transport, cycling plays a central role in achieving this goal, especially because Vienna still presents major development potential with regard to cycling. A city where many people use the bicycle to go to work, school, and university, for shopping and for leisure, is a livable city for all.

It is our goal to make sure that by 2025 85% of all trips taken in Vienna will rely on eco-friendly modes: walking, cycling, or public transport. Thereby Vienna would thereby become a world champion in terms of environmentally friendly mobility. For this purpose, the share of cycling in Vienna must be significantly increased. By 2015, 10% of all everyday trips in Vienna should be travelled by bicycle. This objective is helped by the fact that car ownership in Vienna is declining, especially among younger citizens; moreover, people appreciate and demand short distances and flexible, cost-efficient mobility services.

Cycling is the “glue” in everyday urban traffic. Urban cycling in Vienna will play a central role among eco-friendly means of transport as a connecting element that facilitates the seamless transition between modes. The international experts at Velo-city defined the strengthening of eco-friendly mobility and the close cooperation between cycling, public transport, and pedestrian traffic as crucial for Vienna. In view of dwindling budgets for large-scale infrastructure and rising passenger volumes on buses, trams, and subways, urban cycling is a critical driver of ecologically-friendly urban development.

Cycling inspires the city. A local bicycle culture is evolving in Vienna; a remarkable variety of bicycle scenes and cultures has already sprung up and continue to grow. The systematic interlacing of the cycling world with the creative industries by means of the competitions “Cycling Affairs” (national) and “Cycling Visionaries” (international) achieved a lot for the city. A key aspect of these competitions was to suggest solutions that motivate persons who currently cycle only occasionally – such as women, migrants, the elderly, or young people – to ride a bike on a daily basis. This calls not only for efficient infrastructure, safe parking facilities, and intuitive wayfinding systems, but also for service, training, coaching, and – very importantly – for cooperation with Vienna’s municipal districts.



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Cycling improves the quality of life for all people in the city. Cycling stands for active public space use and more intensive interpersonal contacts and hence contributes to smoother coexistence in everyday life. As this is particularly true with a cycling mode-share in excess of 10%, this must be our goal. The resulting added quality of life will prove above all beneficial for those who depend to a particular degree on safe, easily useable public space: our children, elderly persons, and persons with reduced mobility. Thus cycling is also at the focus of a redefinition and redistribution of public space – an approach that the City of Vienna will systematically continue to pursue.

Cycling keeps us fit and makes us happy. For the World Health Organization (WHO), cities that promote cycling are allies in the effort to enhance public health and cost efficiency. Vienna is proud to be singled out by WHO as one of these cities. The economic benefits of cycling result above all from daily physical exercise – a significant advantage that cannot be overestimated. Moreover, studies have shown that cycling can indeed make us happy.

Therefore, the switch from the car to the bicycle as part of a modern and sustainable mobility approach generates new qualities for the city. These changes in the lifestyle of individual citizens generate a sum total of positive effects for society as a whole. The strategies for urban cycling listed in this manifesto will serve as a mainstay of mobility policy in the next few years. It is on this basis that we must engage in a dialogue with all relevant actors to develop future specialized concepts and plans for cycling in Vienna. Vienna is justly respected as a particularly livable metropolis and as a smart city. The bicycle is a driving force toward both goals!

Maria Vassilakou
Deputy Mayor of Vienna

Vienna aims to employ the following eight strategies to promote urban cycling and to tie in with the “Policy Decision on Cycling in Vienna” as well as with Velo-city 2013.

1

Promoting smooth coexistence

Fair road-sharing and courteous interpersonal communication: both in everyday traffic and in planning processes, the focus should be on smooth coexistence for the continuous improvement of Vienna’s traffic culture.

2

More and better infrastructure

The redesign of open zones and traffic areas offers an opportunity to create future-oriented public spaces and to further step up the city’s cycling infrastructure in favor of active mobility.

3

Speed reduction for greater safety

Speed reductions in road traffic ensure greater safety for all, support cycling, and help to improve the quality of life of local residents.

4

Effective protection against theft

Protection against bicycle theft is to be improved by means of integrated, multilevel security solutions.

5

The bicycle as a connecting element

Cycling is an essential connecting element for the efficient integration of different transport modes and enables the creation of intermodal routes in Vienna.

6

Reaching out to new target groups

Bicycles should be used by as many people as possible for a great variety of everyday trips in the city.

7

Urban development for bicycles

In the rapidly growing metropolis Vienna, cycling is increasingly accounted for by architects, urban developers, and open space designers.

8

Vienna as a pioneer

The City of Vienna will fulfill its pioneering role for the benefit of sustainable mobility and thus will also promote cycling vis-à-vis its own staff.





At Velo-city 2013, Line Kildegaard Grot presented the “Good Karma” campaign of the City of Copenhagen. This campaign honors the “good karma” of cyclists and hands out tongue-in-cheek rewards for positive examples of friendly behavior in urban traffic.

Campaign video: <http://vimeo.com/28766140>

1

Promoting smooth coexistence

Fair road-sharing and courteous interpersonal communication: both in everyday traffic and in planning processes, the focus should be on smooth coexistence for the continuous improvement of Vienna’s traffic culture.

Smooth and courteous interaction between all road users provides a solid basis for further developing a traffic culture of mutual respect. Both in everyday traffic and in planning processes, the focus should be on smooth coexistence, above all of pedestrians, cyclists, and car drivers, but also including public transport users. This coexistence in everyday traffic situations is promoted through PR efforts and campaigns.

Urban cycling is an important element of any liveable city. Its added value for the quality of life in the city is to be conveyed as an affirmative and positive atmosphere, thus fostering smooth coexistence in everyday traffic. To strengthen fairness and interaction in road traffic, all road users including cyclists are called upon to take up responsibility for this smooth coexistence.

“Cycling encourages people to interact with each other while moving through the city, as it allows for social encounters that are prevented by the enclosure of a car.”

From: Vienna Memorandum of Mayor’s Cycling Summit

Innovative planning processes in urban development will increasingly focus on active mobility and hence also on cycling. New cooperation formats in municipal administrative procedures are to support cycling at all administrative levels. The representatives of Vienna’s districts, municipal politicians, administrators, lobbyists, NGOs, and business circles are working together to further improve quality of life, enhance climate protection, recover public space, and promote health by increasing the the mode-share of cycling.

2

More and better infrastructure

The redesign of open zones and traffic areas offers an opportunity to create future-oriented public spaces and to further step up the city’s cycling infrastructure in favor of active mobility.

The City of Vienna is steadily extending its cycle way network and will systematically continue this effort. The redesign of traffic areas in Vienna follows the principle of active mobility. This offers an opportunity to shape public space in a future-oriented manner while improving cycle infrastructure.

Where possible, the further upgrading and enlargement of Vienna’s cycling infrastructure will aim for **the construction of segregated cycle facilities**; conversely, the introduction of new cycle ways on sidewalks is largely avoided to reduce the potential for conflict. Well-planned and smartly laid-out cycle ways are especially important to motivate less experienced riders, children, and elderly persons to take up cycling. Everyone should feel safe when cycling. This is achieved by creating wide, well-marked cycle ways that are separated from traffic lanes used by cars and by marking bike lanes clearly on carriageways. To enhance the safety of cyclists and the other road users, streets with tram tracks are to be optimized for all.

“Integral cost calculations – including the health, environmental, social, and economic costs and benefits – show a high return on investment (ROI) for cycling infrastructure.”

from: Vienna Memorandum of Mayor’s Cycling Summit

To complete the cycle way network, **one-way streets** are to be increasingly opened to contraflow bicycle traffic, especially in **30 kmh zones**. Examples from other cities such as Brussels show that the results of allowing contraflow bicycle traffic on one-way streets is largely positive. Where useful and not impeded by traffic safety considerations, the legal obligation of riders to only use cycle ways will be further suspended.

Vienna’s cycle way network is being continuously enlarged, e.g. by means of routes crossing the historic city center. Radial or tangential **main cycling routes** are to be traced and given priority in implementation. As an addendum, long-distance cycling routes will be created as well. Special, high-quality, bicycle-friendly streets/bicycle streets that assign priority to bicycle traffic will complement these main routes.

Another key objective of the next few years lies in steadily improving the existing **cycle way network**. In this respect, it is essential to eliminate network flaws and to upgrade older cycle ways to modern standards. For this reason, systematic and continuous evaluation of the current routes is to lead to constant adjustments of the cycle way network for greater efficiency, comfort, and safety.

Cyclists need **clearly visible signage to guide** them through urban traffic. Existing wayfinding signage along cycle routes will be optimized and complemented by additional signage for main cycle ways, thereby making it easier to follow these routes, which often use smaller side streets. In the future, cyclists in Vienna will find it even simpler to find their way around the city, for example by means of new versions of web-based route planners or personalized mobility services. Existing and smoothly functioning web-based cycle way finders (e.g. www.anachb.at) will be further developed.

The traffic situation at intersections is to be improved. **Color markings** in critical spots and larger bike boxes offer good options in this regard. In general, the visibility of bicycle traffic must be enhanced. Ground markings will be complemented where necessary and improved where defective. The range of available ground markings will be extended as well.

Innovative traffic control installations are to contribute to shortening travel times for cyclists. Already implemented examples include bicycle counting stations at Esperantopark and on Praterstrasse and phased traffic light control at the intersection of Seegasse and Rossauer Lände.

Vienna’s **bike-share system**, Citybike, will be upgraded and renewed over the next few years. According to a survey conducted among Velo-city participants, recommended additions and improvements of the bike rental system should include the following: high-quality bicycles, more stations at transport hubs, and strategic co-operation with tourism bodies and big companies. Moreover, interviewees suggested that the system revamping should also target the following aspects: full network coverage, rental station locations, user-friendliness of the rental system, and costs for users.

Compared to other mode types such as public transport or (high-level) road infrastructure for motorized traffic, measures to promote urban cycling require a small financial input. For economic reasons, it therefore seems sensible and expedient to make sure that a maximum of urban trips be taken by bicycle because this significantly reduces the costs otherwise incurred by the municipal administration for infrastructure upgrading and upkeep on behalf of motorized individual traffic and public transport.

A good practice from Vienna: Ottakringer Strasse

In Ottakringer Strasse, a continuous cycle lane going in both directions was built. To enhance riding comfort, bike parking facilities and a new Citybike rental station were installed close to Ottakringer Strasse.

New solutions for bicycle traffic were also found with regard to tram stops: cyclists are directed to pass new tram bulbs via a separated cycle way. A scientific analysis of this structural innovation will show whether it is equally effective for all road users.

At Velo-city 2013, Benoît Dupriez and Isabelle Chalanton spoke about safety in relation to contraflow cycling in Brussels. Roughly one-fourth of all Brussels cycle ways allow for contraflow cycling on one-way streets. The study presented at the conference indicated that the accident risk for contraflow cyclists travelling in one-way streets is actually lower than for general (uniform) flow cyclists.

For more information: http://velo-city2013.com/wp-content/uploads/20130613_benoitdupriez.pdf



3

Speed reduction for greater safety

Speed reductions in road traffic ensure greater safety for all, support cycling, and help to improve the quality of life of local residents.

“30 kmh zones have 100 % positive effects. By reducing car speeds, walking and cycling become faster since crossing-time losses disappear. Car drivers become more cooperative. Perceived safety is enhanced. And actual safety is improved enormously by a 40-60% reduction in severe and fatal accidents. A general 30 kmh speed limit would be very beneficial.”

Heiner Monheim, ADFC, VCD & University of Trier
Crowdsourcing „Learning from Velo-city 2013“

Ensuring the safety of cyclists is essential for increasing the mode-share of cycling. Hence 30 kmh zones (“Tempo 30”) serve as a particularly effective measure to enhance traffic safety and are thus a key element of the Memorandum of the “Mayors’ Cycling Summit” adopted by 15 cities. Many European cities are embracing 30 kmh zones, as such areas cut the number of lethal and serious accidents. Thus, expanding 30 kmh zones within municipal territories is an important step to render traffic in Vienna even safer.

“Aiming at lowering speed limits, preferably to a level of 30 kmh for urban and residential areas, makes streets more livable.”

from: Vienna Memorandum of Mayors’ Cycling Summit

The objective lies in attaining comprehensive traffic calming, which will make walking and cycling safer and more attractive. Moreover, 30 kmh zones generate additional positive effects (such as reducing the noise level) that can entail a significant improvement of the quality of life for local residents.

Away from the main thoroughfares of motorized traffic, cycling in mixed traffic thus becomes more comfortable and safer. Other measures that could be drawn upon include “encounter zones” (shared space) and the joint use of street surfaces by non-motorized traffic and public transport.



4

Effective protection against theft

Protection against bicycle theft is to be improved by means of integrated, multilevel security solutions.



A good practice from Vienna: bike garage at Kennedybrücke

A bicycle garage was constructed in 2010 at the Kennedybrücke public transport hub to ensure safe bike parking for commuters. The garage was built by using eco-friendly techniques and is designed as a transparent glass-steel structure, which allows for a high degree of social control and, hence, security.

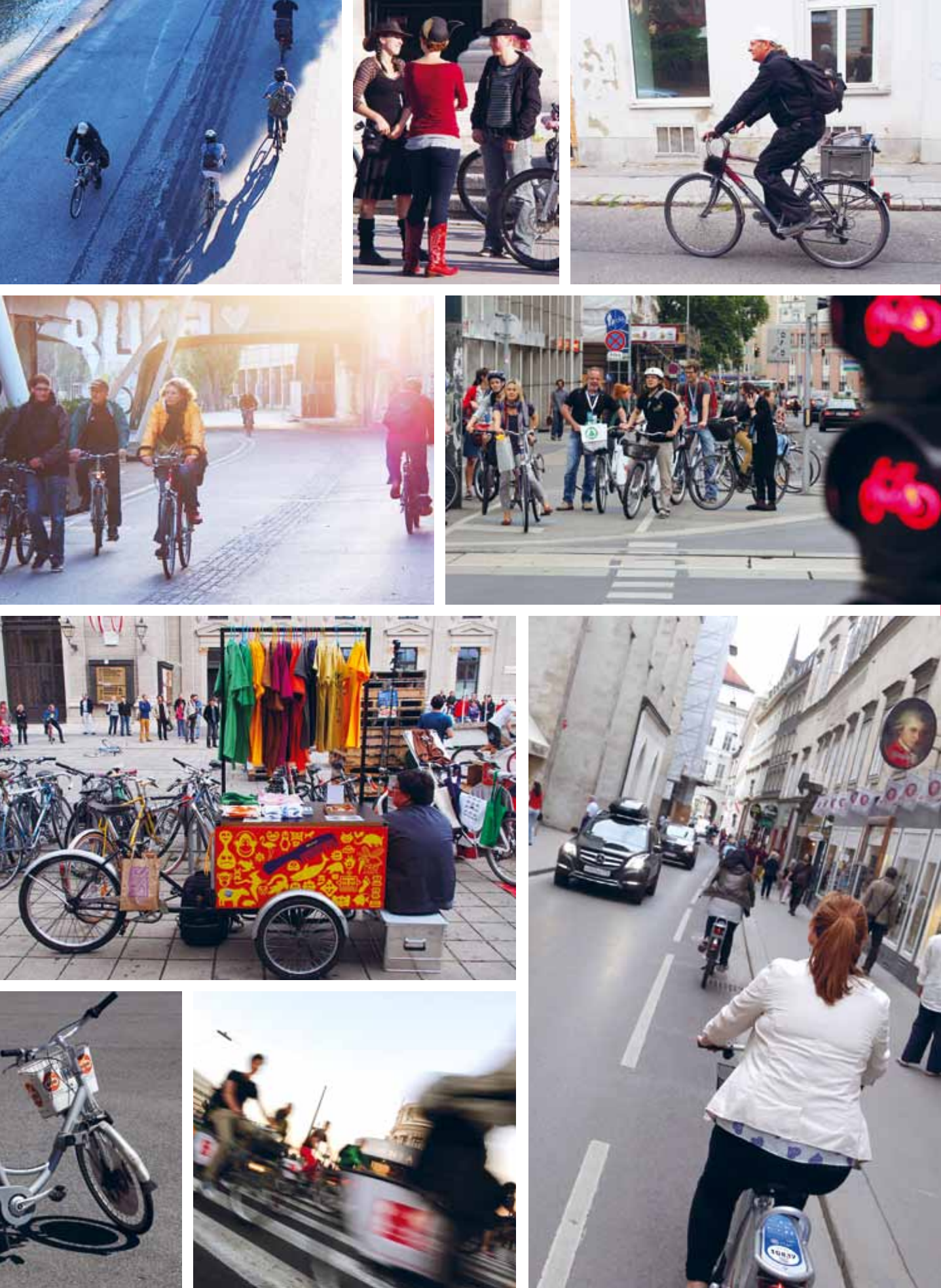
Nationwide, the highest number of bicycle thefts is recorded in Vienna. The City of Vienna wants to remedy this situation. Information about correct bicycle parking to protect one’s property as well as about different types of bicycle locks and their functioning is crucial to protect bicycles against theft. In addition, multilevel security solutions are to be employed as well.

New **bicycle parking facilities** of the “Vienna bike stand” type correspond to the demands of theft prevention and are mainly set up around railway stations, public buildings, shopping malls, and in other locations drawing large crowds. Bicycle garages, too, can afford effective protection against theft. **Bicycle garages** and bicycle boxes are to be installed at public transport hubs. For example, Vienna Main Station will feature a new bicycle parking facility (garage) that offers protection from both theft and inclement weather.

Cooperation with the police is likewise being intensified and improved to further enhance theft prevention. Further measures against bicycle theft will thus be taken in consultation with **law enforcement**. Moreover, information campaigns are to advise the population about effective anti-theft strategies (fixing bikes correctly to a stand, choosing the right bicycle lock, etc.).

To render the overall bicycle parking situation more attractive, a greater number of high-quality facilities will be installed. These include above all **effective weather protection** (covered bike stands) but also parking facilities that are close to key destinations and smartly hooked up to the adjoining cycle way network. Only a combination of all these factors will lead to a lasting improvement in user satisfaction as compared to the status quo.





The bicycle as a connecting element

Cycling is an essential connecting element for the efficient integration of different transport modes and enables the creation of intermodal routes in Vienna.

Cycling is an important connecting element of multimodal mobility. On intermodal trips, cycling can provide the essential “glue” linking different transport modes while handling the first or last kilometer of trips.

Vienna’s excellent public transport system and the city’s compact size offer optimum conditions for **bike-and-ride** combinations. The Austrian capital is committed to an even stronger integration of public transport and bicycle traffic. At the urban periphery and in urban expansion zones, bikes are to play a central role as a “feeder” to public transport stops.

“In an intermodal combination with public transport, cycling is a sustainable and very equitable way to meet people’s mobility needs.”

From: Vienna Memorandum of Mayors’ Cycling Summit

From the perspective of the experts participating in Velo-city 2013, strengthening the position of eco-friendly traffic modes in general and the related cooperation with public transport and pedestrian traffic was deemed vital for Vienna. Stockholm, Budapest, and many other cities offer excellent examples from which to learn. This also includes the public transport operator Innsbrucker Verkehrsbetriebe, which strongly supports bicycle traffic. In view of declining budgets for large-scale infrastructure and rising passenger volumes of buses, trams, and subways, cycling constitutes an essential action-area for prioritizing eco-friendly transportation.

The City of Vienna will pursue the concept of a **comprehensive mobility card** that also includes the rental of bikes within the Citybike system. The opening of many bus lanes to cyclists is one example of the efficient cooperation between cycling and public transport. Additional bus lanes are to be gradually opened to bicycle traffic. In the near future, it is furthermore planned to organize more courses for bus and tram drivers to enable them to deal effectively with novel situations resulting from the rising number of cyclists.

At intermodal hubs that link buses, trams, or subways with bicycle traffic, improved **guidance systems** are to facilitate rapid transit and hence the seamless integration of bicycle into daily, multimodal traffic patterns. By the same token, intermodal **mobility services** (apps) will highlight efficient combinations and linkages of travel modes even more proactively, with a particular focus on integrating the bike.

“Bikes are a perfect complement for public transport. When public transport operators recognise this, they will recognise a big set of new customers and, more importantly, a huge number of people willing to support more sustainable transport – public transport operators must recognise that bike riders could be great allies, helping both modes.”

Andy Nash, GreenCityStreets.com

Crowdsourcing “Learning from Velo-city 2013”

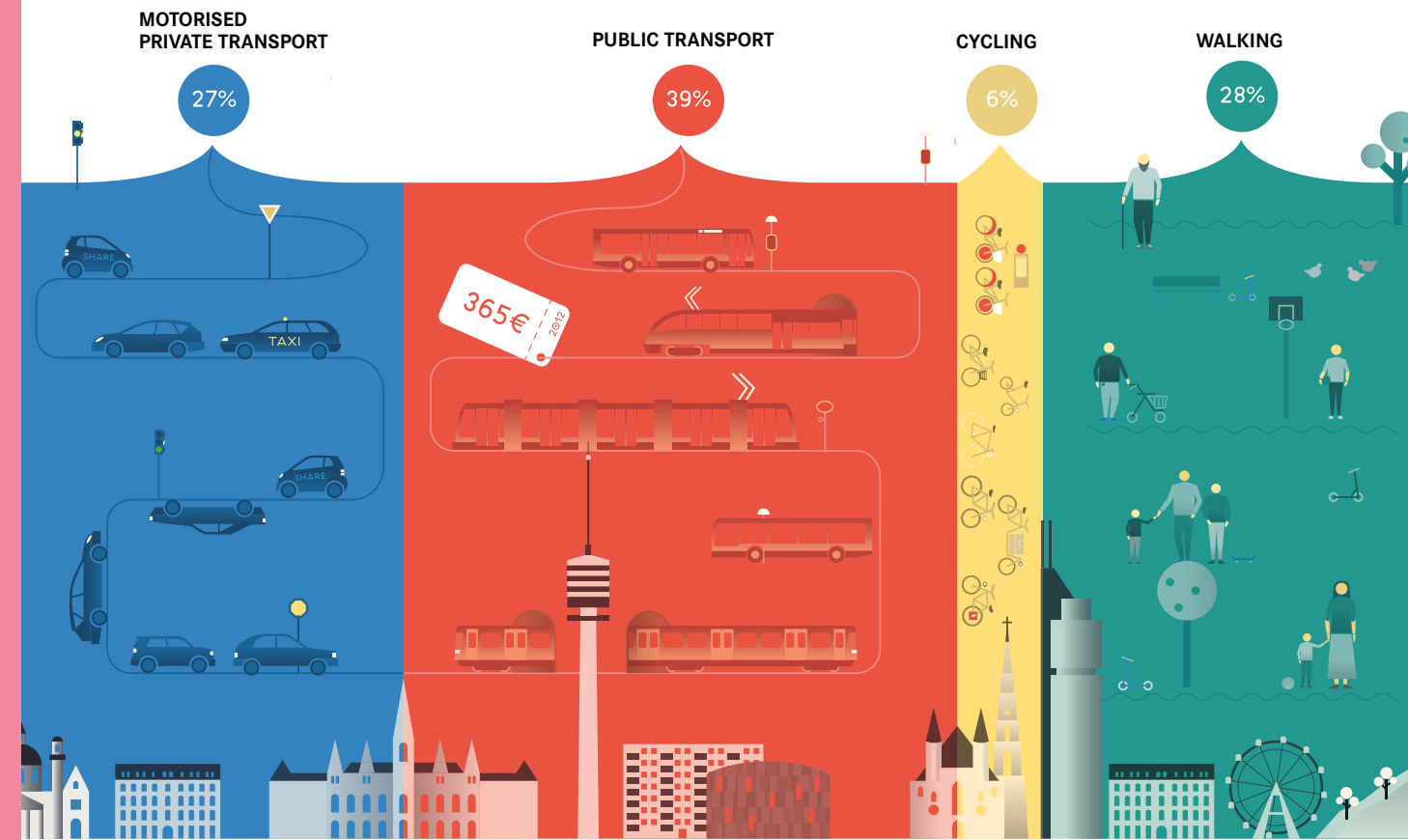
Crowdsourcing

“Learning from Velo-city 2013”:

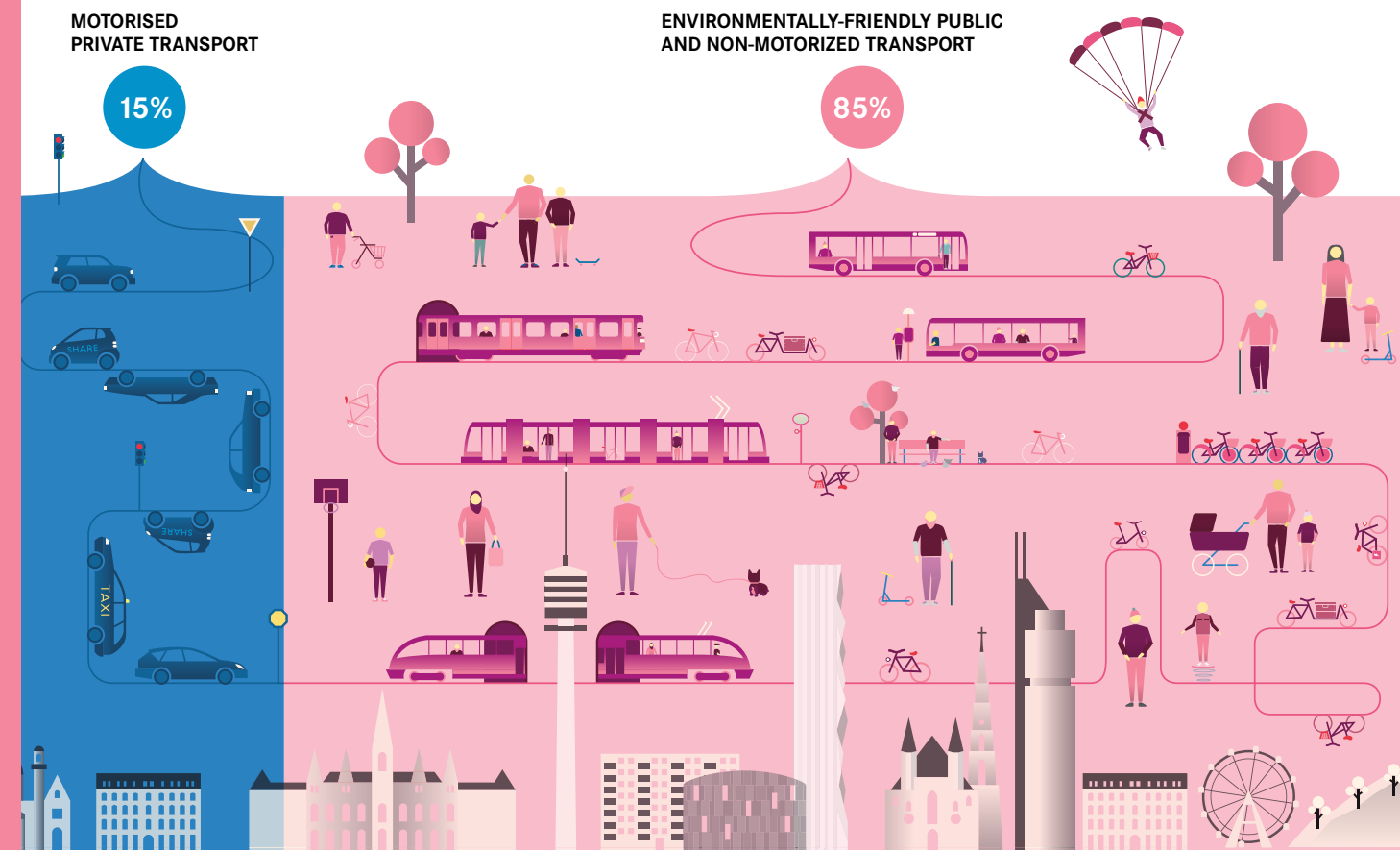
In San Francisco, the “San Francisco Bicycle Coalition” offers training for public transport drivers. These courses are to support the coexistence of public transport and bicycle traffic.

Video link: <http://www.youtube.com/watch?v=fv-6DmdYLFY>

TRIPS 2012



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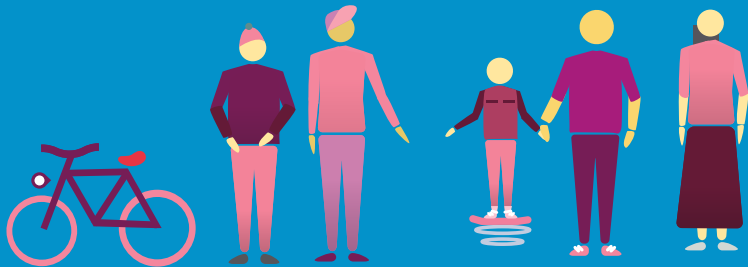




6

Reaching out to new target groups

Bicycles should be used by as many people as possible for a great variety of everyday trips in the city.



At Velo-city 2013, the presentation on cycling campaigns „with a difference“ by Julian Baker, traffic planner with kontextplan in Solothurn, Switzerland, was met with great interest. Baker reported that Solothurn had been looking for creative ways to make cycling interesting for all age groups. To encourage older persons to cycle, the city turned not to coaches or cycling experts but to trusted local family physicians. Doctors were appointed leaders of cycle groups, and their patients eagerly joined on group rides. Such effective and low-cost peer-to-peer measures could also be launched in Austria.

The Viennese campaign “**Fahrrad Wien**” for the promotion of urban cycling was judged very positively by the notably critical expert audience at Velo-city 2013: a survey conducted among all participants showed that the awareness-building measures taken in Vienna were classified as good to excellent by 79% of interviewees. This favorable response and the experience from other European cities encourage us to continue our PR work to promote urban cycling. As in the past, our communication measures will focus on the positive effects of cycling at the level of both the individual and society at large. Events and activities such as “Wien radelt zur Arbeit” (Biking to Work in Vienna) or “Mit dem Rad in den Sommer” (Biking Through the Summer, with free bike check-ups) will be further developed.

“Encouraging families to cycle and thereby raise children with positive experiences of cycling will have long-lasting effects towards sustainable urban mobility and a healthy society.”

from: Vienna Memorandum of Mayors’ Cycling Summit

Reaching out to **new target groups** is one key objective for future activities. This means involving groups who are currently underrepresented in Vienna’s cycling sector. New offerings geared toward these target groups – such as cycling classes, campaigns, and information activities – are to inspire families, youth, and the elderly, as well as other groups as yet uninterested in cycling, to mount the saddle. Testimonial campaigns with prominent role models will reinforce the positive image of the bicycle as a transport mode.

Experts at the Velo-city conference suggested employing creative and unconventional methods to compel **schools, enterprises, and cultural institutions and organizations** to embrace urban



“Ride along every street with a novice cyclist and ask that cyclist what sort of treatment would help them pedal along more enjoyably without ever worrying about being hit by a car. Then look at all those problem places and redesign them in a way that would allow your six-year-old child or your grandparent to walk or cycle through it safely. No fancy design from another city will ever beat this test.”

Sue Knaup, One Street
Crowdsourcing “Learning from Velo-city 2013”

cycling. Joint initiatives, public-private partnerships, competitions, incentives, awards, and similar measures can be effective complements to infrastructure and support the general cycling trend in modern society. Interesting a young, urban audience in cycling is an investment in the future. In Vienna, cooperative projects involving **universities** should be further explored, as the more than 150,000 students in the city represent enormous potential for expanded adoption of urban cycling. Enterprises, too, are to be mobilized to motivate their employees to bike to work.

Velo-city 2013 highlighted the great effectiveness of **peer-to-peer** measures: projects such as biking with a partner (Cycling Buddy) or group cycling (Bike Train and similar approaches) come to mind in this regard. Special activities for women could help to increase the share of female cyclists, as projects from such disparate countries as CChile, New Zealand, and Japan have shown. First attempts have already been launched in Vienna as well.

“Promote the mainstreaming of cycling in the educational system so that future adult residents of Vienna are already fully accustomed to using a bike.”

Bernard Gyergyay, Rupprecht Consult
Crowdsourcing “Learning from Velo-city 2013”

Engaging the youngest generation in cycling was likewise discussed at Velo-city 2013 as an efficacious and important step to increase the mode-share of cycling. **Cycling classes** for school-children, cycling exams, bike excursions, biking days or biking weeks – analogous to week-long skiing courses – are a simple but lastingly effective method to establish cycling as a means of transport among young people and thus to raise the mode-share of cycling in the long run. The teaching of cycling skills is to be integrated more strongly into the curricula of kindergartens and schools. The bicycle playground for kids – a Belgian idea – was just one of many good international examples to activate children. Traffic calming in areas around origin and destination points (e.g. schools) can make parents feel more at ease when allowing their children to travel by bike.

Older people are another key target group to promote urban cycling. **Elderly persons** in particular can retain their health and mobility by means of regular cycling. The City of Vienna will launch targeted information activities to help older persons rediscover the bicycle as a means of transport and leisure pastime.

Inexperienced riders in particular must be able to rely on safe infrastructure. Segregated cycle ways encourage this target group to try cycling in the city. In order to ascertain which qualities are most important for inexperienced cyclists, cycling infrastructure tests by newbies or cycling instructors can yield valuable insights. Test groups of residents could improve public participation in cycle planning.

It also became clear at Velo-city 2013 that Vienna harbors a high potential for **cargo bikes**. To explore this potential, a variety of pilot projects are possible, e.g. the cooperation with big enterprises that present suitable mobility profiles, in order to test cargo bike use across a broad front. Pilot projects implemented during large-scale events can equally provide settings to highlight the varied application possibilities of cargo bikes. Such examples would include the (partial) organization of waste logistics or catering services for large-scale events, all handled by cargo bikes.

According to the European Cyclists’ Federation (ECF), up to 25% of all current transport needs in cities could be handled by cargo bikes.	
For more information: http://velo-city2013.com/wp-content/uploads/20130613_robking.pdf	
	Supported by the “Radlust” campaign, the City of Munich managed to step up the mode-share of cycling from 10% in 2002 to 17% in 2011.
	For more information: http://velo-city2013.com/wp-content/uploads/20130612_hepmonatzeder.pdf Munich Radlust campaign: http://radlust.info/

Urban development for bicycles

In the rapidly growing metropolis Vienna, cycling is increasingly accounted for by architects, urban developers, and open space designers.

Vienna is one of the world’s most livable metropolises and growing annually by approximately 20,000 inhabitants. This poses concrete challenges regarding the available space for living in both public and private settings.

The City of Vienna aims to **improve the quality of urban neighborhoods** to meet the needs of users, with a particular focus on the integration of cycling. The improvement of open space quality in the city can be ideally combined with improvements of the cycling infrastructure. This is related to a systematic **parking space management** policy that is accompanied by a reduction of parking spaces for cars in public areas, resulting in benefits not only for cycling but for all eco-friendly means of transport.

“Design and legislate design assuming a high cycling mode-share.
If a new housing block has 30% bicycle use, where would the bikes go
and be kept safely?”

Mark Mullen, Free City Bikes
Crowdsourcing “Learning from Velo-city 2013”

Plans for **new residential buildings**, housing projects, and urban quarters already provide inviting and comfortable cycling infrastructure. This not only calls for good cycle ways but also, and above all, for theft-proof bike parking spaces and covered bicycle garages of sufficient size and quality. For **Vienna’s Gründerzeit quarters**, concepts must be developed and implemented that ensure safe bicycle parking, for example by building bicycle garages for local residents in vacant shop premises or installing bicycle boxes in public space.

During Velo-city, already realized flagship projects, such as the “Car-free Model Development” and the “Bike City” housing project, met with great interest. With their particularly bicycle-friendly architecture and appointments, these ventures are also international reference projects. Additional showcase projects of this type are called for. The positive experience derived from these pilot efforts should increasingly be made part of Vienna’s housing construction sector. Plans for new urban quarters must assign high priority to bicycle-friendly structures.

The Vienna Garage Act, the Building Code for Vienna, and the housing promotion scheme should be revised to integrate bicycles even better into new and existing buildings and to safeguard improved, adequate, and easily accessible parking facilities as a basic standard. The legal obligation to provide a specific number of parking slots for every new housing project was rendered more flexible in the recent amendment to the Building Code for Vienna, which constitutes one step toward a reorientation of the statutory basis.

A good practice from Vienna: Bike City

Bike City is a Viennese flagship project of bicycle-friendly, “car-reduced” housing and fosters everyday bicycle use by means of the following measures:

330 bicycle parking spaces, i.e. more than three spaces per flat

Two lifts for transporting up to three bikes and three persons in one go

Only 56 underground car parking slots provided for 99 flats

One parking slot for a car-sharing vehicle

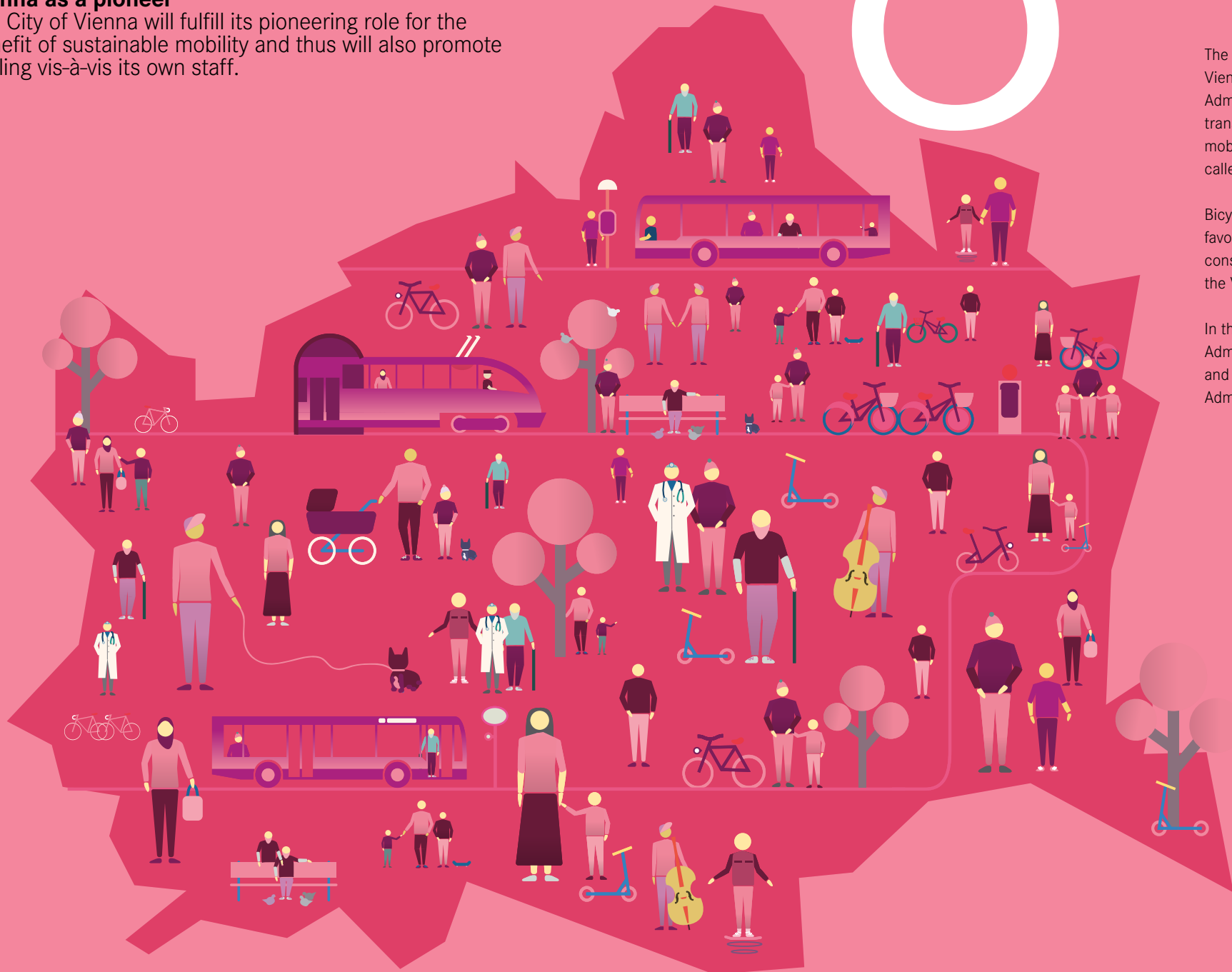
One bicycle repair and service station with water connection and air pump in the interior courtyard

Bicycle parking spots on all floors, lockable rooms on every floor

Bicycle parking spots directly outside the flats, special rooms for children’s bicycles

The City of Vienna will fulfill its pioneering role for the benefit of sustainable mobility and thus will also promote cycling vis-à-vis its own staff.

The City of Vienna will fulfill its pioneering role for the benefit of sustainable mobility and thus will also promote cycling vis-à-vis its own staff.



The administration of a city can also act as a leader of cycling promotion in its own right. The Vienna City Administration wants to serve as an example to emulate. A new concept for the Administration's own internal **mobility management** with regard to office bicycles, internal transport logistics, and access to bike rental systems will advance the integration of bicycle-based mobility in everyday work. The utilities and enterprises operated by the City of Vienna are likewise called upon to further develop their bicycle-based mobility.

Bicycle-specific **incentive models** and campaigns can trigger a change in employee mobility that favors cycling. The “MagistRAD” initiative and an inter-municipal dialogue process on bicycle traffic constitute key steps to assist and implement the move toward greater bicycle-based mobility within the Vienna City Administration.

In this context, special importance must be assigned to the **external effect** generated by the City Administration: every client calling in person at a municipal office should be able to arrive by bicycle and be certain to find an attractive place to park his or her bike. In this way, the Vienna City Administration wants to become an example to follow for many other (private) service providers.

VELO-CITY VIENNA

In recent years, Vienna has noticeably evolved as a cycling city. Over the past decade, the volume of bicycle traffic in the Austrian capital has more than tripled. The objectives of the city government are clearcut and aim at a mode-share of 10% for cycling by 2015. The further promotion of cycling and the (traffic) culture related to bicycles in Vienna are key pillars for attaining a sustainable overall mobility pattern for the city. The strategies and suggested actions presented in this document are to offer support toward this goal.

Velo-city 2013 has proven that Vienna boasts a lively and vibrant bicycle culture that need not fear international comparisons. Rather, comparisons with other international players are important and useful, both in terms of self-evaluation and in the development of of uniquely local approaches to urban cycling.

A stocktaking of Velo-city also shows that Vienna can serve as an interesting example for Eastern and Southeastern European cities of how to promote bicycle traffic. In the course of the conference, it was in fact proposed that Vienna should communicate its experience to these regions.

Ultimately, though, it is Vienna’s population who stands to benefit most from all future positive effects of bicycle traffic in the metropolis. By increasing the mode-share of cycling, the quality of living in the Austrian capital will improve further, thus helping Vienna to become a “smart city”, whose sustainable and active mobility options enable people to travel through their city in an efficient, healthy and eco-friendly manner.

The team of Velo-city 2013 Vienna

Legal notice

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