

CIVINET SLOVENIJA-HRVATSKA

Planovi održive mobilnosti – koncept i primjena u Sloveniji, Hrvatskoj
i susjednim zemljama

4. studeni 2014 | Zagreb

Iskustva grada Judenburga i Graza, Štajerska

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WHO AM I AND FOR WHOM AM I WORKING?

We develop ecological and humane concepts for mobility and its handling

- Private, non-profit research, consulting and educational organisation
- Founded in 1993 and situated in Graz, Austria
- 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 fields of mobility management, mobility education, cycling, traffic safety, alternative fuels, e-mobility, tourism and leisure travel and transport telematics for the European Commission, Austrian and Styrian Government, for national and international cities

people • mobility • environment

IN MY PRESENTATION I AM GOING TO ...

- I. ... tell you a little bit about the [ADVANCE project](#) and
- II. ... how it was applied in the [City of Judenburg](#), and afterwards I will provide you with
- III. ... a short overview on sustainable urban mobility planning in the [City of Graz](#)

THE ADVANCE PROJECT | A short introduction

THE ADVANCE PROJECT |

A short overview

ADVANCE, a European project, co-funded under the Intelligent Energy Europe II – Programme, aims to improve the urban transport systems in European cities. It supports cities and municipalities on their way towards a more sustainable urban mobility, thus assisting them to set up and improve the quality of Sustainable Urban Mobility Plans (SUMP) and policies.

To reach these goals ADVANCE develops, tests and applies an audit scheme to assess the quality of mobility planning on a municipal level

www.eu-advance.eu



THE ADVANCE AUDIT |

Some definitions (I)

Target and target group

The ADVANCE Audit is a practical audit tool for improving Sustainable Urban Mobility Plans. It provides a systematic evaluation method and guidance, and shows the potential for a successful SUMP and hence gives added value to small, medium and large sized cities.

Approach

Comparison of existing mobility plan to an ideal SUMP.

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Some more definitions (II)

Implementation

Interactive process of 4 – 6 months and consists of a working group, which is established by an external auditor (moderator, mediator, expert in mobility field), and working group (city administration, lobbies, transport operators, ...).

Self-assessment

The main tool of the ADVANCE Audit is the self-assessment questionnaire that is based on 5 Mission Fields and 8 Action Fields. It is filled in by the members of the ADVANCE working group (cities representatives and internal stakeholders).

Outputs and results

- Local action plan → recommendations to city
- Audit report → documentation of audit process
- Certification → certification by auditor

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5 Mission Fields – 8 Action Fields

The ADVANCE Audit **compares** the cities' mobility planning to an ideal sustainable urban mobility planning process.

ADVANCE defines **5 Mission Fields and 8 Action Fields** as the main elements of a SUMP.



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The five main steps of the ADVANCE Audit



ADVANCE AUDIT IN PRACTICE |

The City of Judenburg, Styria (Austria)

THE CITY OF JUDENBURG



- Historic town in Styria, Austria
- Total area of 13 km²
- 9,191 inhabitants
- Administrative centre of the newly established Murtal district
- Area was settled at least since the days of the Celtic kingdom of Noricum
- Judenburg was first mentioned in 1074

THE ADVANCE AUDIT IN JUDENBURG | First contact

Presentation of ADVANCE Audit

- Mayor, mobility councillor, environment councillor

Selection of working group members

- Vice mayor and city councillor
- Director of urban planning
- Director of urban environmental unit
- Development rights unit
- Representative of neighbouring towns



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Step I – Analysing the status

Documents, policies and strategies

- Mobility concept 1994 and 2010
- Sustainable Energy Action Plan (SEAP)
- Bicycle-climate assessment 2007, etc

Data

- Structural data (inhabitants, GDP, etc)
- Mobility data (modal share, public transport, etc)

On-site visit

- Cycling through Judenburg (auditor, working group)
- Photo documentation

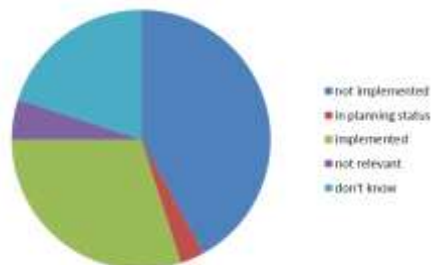


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Step II – Assessment on the example of an Action Field (I)

Overall analysis of Questionnaire with about 100 questions

Result on the topic of Mobility management

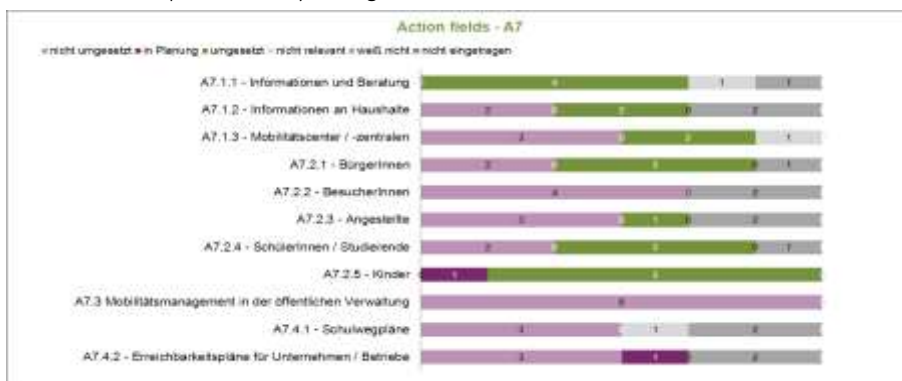


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Step II – Assessment on the example of an Action Field (II)

Detailed analysis of Questionnaire with about 100 questions

Result on the topic of Mobility management



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Step II – Assessment on the example of an Action Field (III)

Discussion and consensus

Person X: „A welcome package for all new residents is available, but does not include any information on mobility.“

Person Y: „I even didn't knew that such a welcome package exists!“

Consensus: The welcome package for new residents will also include information on mobility and transport.



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Step II – Assessment on the example of an Action Field (IV)

Definition of the measure

Description: New residents will receive a welcome package including information on sustainable mobility (cycle-map, public transport ticket, ...) to motivate them to use more sustainable modes of transport.

Involved institutions: Transport unit, environment unit, city marketing

Costs: EUR 2,000 – 5,000



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Step III – Priorisation (I)

Selection of proposed measures

Selection is done by voting according to importance, available budget, time, etc



THE ADVANCE AUDIT IN JUDENBURG | Step III – Priorisation (II)



Overview of proposed measures

Auditor provides overview on all measures according to their prioritisation

[illegible]

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Step IV – Final action plan




33 measures in both fields, Action Fields and Process Fields

Each measure consists of

- Target and Aim
- Description of measure
- Responsibility
- Priorisation
- Time-plan
- Budget
- Way of financing


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Step V – Audit report and certification

[Audit report](#) with 45 pages
[Certification](#) for five years





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The benefits

- [Action plan](#): 33 concrete measures
- [Positive image](#): innovative and sustainable city with certification
- [Advantage in competition](#): SUMP might be a precondition for future EU-funded projects
- [Internal communication](#): improvement of knowledge on sustainable mobility
- [External auditor](#): moderator and expert in the field of urban mobility with a view from outside

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Some conclusions

It's **not about giving grades** like in school!

It's **not about benchmarking** with other cities, as internal assessment is the basis!

It's **a standardised process** to assess mobility planning!



... Judenburg is a small city and is about to start, whereas the City of Graz is already a little bit more advanced ...

SUSTAINABLE URBAN MOBILITY PLANNING |

The City of Graz, Styria (Austria)

THE CITY OF GRAZ



- Second largest city of Austria (127 km²)
- 267.000 inhabitants
- 70, 000 daily commuters
- 4 Universities with 40,000 students
- 40% green space
- 53.000 m² of designed pedestrian zones
- 80% of all roads with 30km/h speed limit
- UNESCO World Heritage since 1999
- City of Human Rights since 2001
- European Cultural Capital City 2003
- CIVITAS City of the Year 2008
- UNESCO City of Design since 2011

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A long tradition in planning for people

Road safety

Reduction of GHG emissions

Reduction of noise

Put people first!

Give the space back to people!



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Mobility strategy 2020

The current mobility strategy of Graz builds on [sustainability](#) and consists of two elements:

- [Strategy on transport policy 2020 Graz](#) („Verkehrspolitische Leitlinie 2020 Graz“)
- [Mobility concept 2020 Graz](#) („Mobilitätskonzept 2020 Graz“)



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Strategy on transport policy 2020 Graz

Basic principles

- Sustainability is in the focus
- Graz as a city of short distance
- Mobility is an integral part of the „whole“
- Mobility in urban areas means priority for soft mobility
- Graz, as part of a region, sees cooperation as an elementary part

More information: <http://www.graz.at/cms/beitrag/10192603/4438879>

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Strategy on transport policy 2020 Graz

Basic principles

- Sustainability is in the focus
 - Social inclusion
 - Mobility starts in the mind
 - Public involvement
- Graz as a city of short distance
- Mobility is an integral part of the „whole“
- Mobility in urban areas means priority for soft mobility
- Graz, as part of a region, sees cooperation as an elementary part

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Strategy on transport policy 2020 Graz

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Basic principles

- Sustainability is in the focus
- **Graz as a city of short distance**
 - Attractive residential areas
 - Attractive public transport
 - Graz as a city of tramways
 - Good connection between all city districts
- Mobility is an integral part of the „whole“
- Mobility in urban areas means priority for soft mobility
- Graz, as part of a region, sees cooperation as an elementary part

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Strategy on transport policy 2020 Graz

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Basic principles

- Sustainability is in the focus
- Graz as a city of short distance
- **Mobility is an integral part of the „whole“**
 - Push & Pull measures
 - Graz as city which is easy to reach
 - Easy flowing traffic
 - Intermodality for both, transport of persons and goods
- Mobility in urban areas means priority for soft mobility
- Graz, as part of a region, sees cooperation as an elementary part

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Strategy on transport policy 2020 Graz

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Basic principles

- Sustainability is in the focus
- Graz as a city of short distance
- Mobility is an integral part of the „whole“
- **Mobility in urban areas means priority for soft mobility**
 - Mobility management, awareness raising, campaigns
 - Focus on public transport
 - Improvement of modal share towards more sustainable modes
- Graz, as part of a region, sees cooperation as an elementary part

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Strategy on transport policy 2020 Graz

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Basic principles

- Sustainability is in the focus
- Graz as a city of short distance
- Mobility is an integral part of the „whole“
- Mobility in urban areas means priority for soft mobility
- **Graz, as part of a region, sees cooperation as an elementary part**
 - Mobility policy in accordance with regional plans
 - Consideration of urban sprawl in regional planning
 - Consideration of demographic change

THE CITY OF GRAZ | Mobility concept 2020 Graz

Content and requirements

- Agreement on desired development
- Agreement on regular evaluation
- Definition of meaningful and measurable variables
- Regular assessment of variables
- Applying structural economic observation variables
- First evaluation is planned in 2016

More information: <http://www.graz.at/cms/beitrag/10191191/4438924/>

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THE CITY OF GRAZ | Further example: Guidelines for property developers

To raise awareness amongst property developers and to include the topic of sustainable mobility in their building projects

- Road network and accessibility
- Parking facilities for bikes
- Integrated services to decrease private car use
- Information on public transport, etc

More information: <http://www.graz.at/cms/beitrag/10120554/2346678/>

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Further example: Welcome package for new residents

[Comprehensive information on sustainable mobility for new residents in dedicated residential areas](#)

- Information on public transport
- Trial ticket for 10 trips by public transport
- 3,000 welcome packages since 2011



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Further example: Awareness raising

[Mobility management for schools](#)

- Guidelines for mobility management for schools
- Action programme for 23 schools and ca. 2,500 pupils

[Mobility management for companies](#)

- Guidelines for mobility management for companies
- Contest for SME's

[CityRadeln in Graz](#)

- More than 5,000 people participated since 2013

[Bicycle-training for children](#)

- To prepare children on cycling on the street



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Challenges for the future

How to finance development of the backbone of urban mobility: public transport?

- Currently the needed budget is not available!
- No overall strategy for congested areas in Austria is available!

How to decrease the car-use and improve accessibility?

- The topic of access regulation is a hot potato!
- And so is public participation!
- Not easy to involve the public, decision makers and business at the same time!

REFERENCES |

Websites, contacts, ...



ADVANCE project | www.eu-advance.eu

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City of Graz | www.graz.at/verkehrsplanung

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HVALA VAM NA PAZNJI!

*A good city is like a good party –
people stay much longer than
really necessary because they are
enjoying themselves*

- Jan GEHL

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