

# TEMPLATE

## Output factsheet: Strategies and action plans

Version 1

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| <b>Project index number and acronym</b>   | CE25 MOVECIT  |
| <b>Lead partner</b>   | LP - Development Agency Sinergija, Slovenia   |
| <b>Output number and title</b>  | O.T3.1.1 13 mobility plans developed for 13 Central Europe municipality's units to fostering CO2 reduction                      |
| <b>Responsible partner (PP name and number)</b>                                       | PP3 - Climate Alliance Austria, Austria   |
| <b>Project website</b>  | <a href="http://www.interreg-central.eu/Content.Node/MOVECIT.html">http://www.interreg-central.eu/Content.Node/MOVECIT.html</a> |
| <b>Delivery date</b>  | January 2018  |
| <b>Summary description of the strategy/action plan (developed and/or implemented)</b> |   |

In the Workplace Mobility Plan (WMP) for Mödling an Action Plan with 12 different mobility measures was developed. Measures were developed for enabling an increased use of sustainable mobility modes by the employees of the municipality in order to achieve reduced CO<sup>2</sup>-emissions within the region. The twelve measures are based on a cooperative process with Mödling's stakeholders and employees.

| TYPE OF MEASURE          | NUMBER OF MEASURES |
|--------------------------|--------------------|
| Strategic Measure        | 6                  |
| Promotional Measure      | 6                  |
| Walking Measure          | 5                  |
| Cycling Measure          | 9                  |
| Public Transport Measure | 4                  |

The action plan contains altogether 12 measures. 6 of them are strategic measures, 6 are promotional, 5 walking and 9 cycling measures and further 4 measures are planned in the context of Public Transport. Most of the measures were categorized in several types so that half of the measures are expected to have strategic impact and the other half can be seen as promotional measures.

Concerning mobility modes, the municipality of Mödling focusses on the cycling and walking modes because nearly 50 % of the asked employees live in Baden and more than two thirds have a daily commuting distance of less than 5 kilometers. - And 75 % percent have their own bicycle. However, on travel distances of more than one kilometer the Individual Motorized Traffic has the highest share of the modal split. Related to that, improvements on cycling facilities and the implementation of awareness building measures are of great importance. Within the ongoing WMP development process Mödling has implemented a cost-free service station at the railway station and has increased the number of bicycle holders in the inner city. According to that the municipality of Mödling is going to provide E-Bikes for the employees working at the city hall, is going to provide more roofed bike stands and suitable washing and changing facilities. In the context of walking the planned measures are mainly addressing employees engaged in sedentary work. Because measures are focusing on health aspects and the topic is going to be transferred into a longer-term walking event with competition character.

In the Public Transport (PT) sector an information campaign with testing events and mobility folders for all employees are expected to make existing sustainable mobility infrastructure and its advantages in different ways like cost saving, health and environmental aspects, etc. visible. At the same time these measures should help to reduce psychological barriers in relation to the use of sustainable modes and also show options for the combined use of different modes. The offer of discounted PT tickets for employees is one more of the planned measures. Half of the measures have a low complexity, half have medium complexity. Each measure contains indicators, type, costs, sources of financing, complexity, responsibility and the implementation date.

### NUTS region(s) concerned by the strategy/action plan (relevant NUTS level)

The districts of Mödling and Baden are part of the NUTS region AT127 Wiener Umland/Südteil. As nearly 80 % of the asked employees live within the district of Mödling and nearly 15 % live in the district of Baden, the NUTS region AT127 will be mainly affected by the developed action plan. AT130 Vienna and AT122 Niederösterreich Süd are adjacent NUTS regions with very few commuters and are going to be slightly affected by the action plan for Mödling. The NUTS regions with its relevant infrastructure for sustainable mobility modes were analyzed within the Workplace Mobility Plan for Mödling, e.g. regional and transregional bus lines, Park&Ride facilities, and facilities and terms of use for Lower Austrian's Bike Sharing System "Nextbike", etc.

To improve connections between Mödling and its surrounding municipalities the Action Plan focusses on cycling measures and on optimizing multi modal traffic systems for example by providing relevant information and offering cost free PT tickets for employees.

## Expected impact and benefits of the strategy/action plan for the concerned territories and target groups

The aim of the Workplace Mobility Plan is to reduce the motorized transport by the employees of the municipality of Mödling. Different measures in the field of cycling, walking and public transport in a sense of awareness raising and improvements on infrastructure and facilities are going to be implemented. These measures are developed for inducing mobility behavior change of the employees to minimize the individual motorized transport and to reach the target of decreased CO<sup>2</sup> emissions.

Other aims are:

- To raise the proportion of sustainable mobility
- To improve the physical health of employees by raising awareness of walking and biking
- To improve the infrastructure for sustainable mobility
- To reduce costs for business-trip
- Awareness raising and sensitization of employees on the topic sustainable mobility
- Increase pedestrian awareness by creating maps with walking destinations and other competitions
- To be a best-practice example for other municipalities

## Sustainability of the developed or implemented strategy/action plan and its transferability to other territories and stakeholders

Although, the Workplace Mobility Plan and the included Action Plan were developed for the municipality of Mödling related to the city's specific traffic situation, it can be a good guideline for other municipalities. The city of Mödling is currently a frontrunner in the context of sustainable mobility. As a first step Workplace Mobility Plan gives an overview about existing and well-developed sustainable transport infrastructure. On the other hand, the Action Plan provides supplementary measures in the specific context of workplace mobility. Currently, the city of Mödling has the fourth highest share of cyclists (14 %, Radbericht Mödling 2016) in Austria. With the action plan the municipality of Mödling wants to encourage more of its employees to change their mobility behavior into a more sustainable one. The developed measures are expected to make existing infrastructure more accessible for employees and to ensure a more comfortable use of sustainable mobility modes. With the implementation of interconnected measures in the context of sustainable mobility for the municipality's employees the city of Mödling is going to foster its role as a forerunner and as such Mödling can have an important impact on other municipalities. Stakeholders of other municipalities can overtake implemented measures and can benefit from Mödling's experiences.

## Lessons learned from the development/implementation process of the strategy/action plan and added value of transnational cooperation

- It is very important to make local stakeholders enthusiastic for targets of the Workplace Mobility Plan because they overtake a very important linking function to other stakeholders and employees and they are very often important decision makers and contribute essentially to the implementation of the action plan.
- It is important to make your picture of the traffic situation within a municipality. By exploring the city by walking, cycling and using public transport you can get a good impression of the local traffic situation.
- It is good to involve the heads of the different departments in the city to develop well-adapted measures for individual initial situations at different locations
- A constant working process with an encouraged mobility team is very useful for the progress.
- Use examples of other partners not everything has to be reinvented.

**References to relevant deliverables and web-links**  
**If applicable, pictures or images to be provided as annex**

D.T3.2.6 Workplace Mobility Plan for Mödling