

# Mobility Agency for Vienna

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DI Bernhard Engleder,

Head of department

Vienna City Administration

Municipal Department 28 - Road Construction and Maintenance

# ESTABLISHMENT OF A MOBILITY AGENCY FOR VIENNA

## Introduction

The current coalition agreement between the Social Democratic Party and the Green Party contains a twofold objective

Double the share of bicycle traffic from 5 to 10% by 2015 and

Keep the modal split of pedestrians at a continuously high level

Towards this purpose, it is planned to further upgrade public space.

# Goals of traffic and transport policy

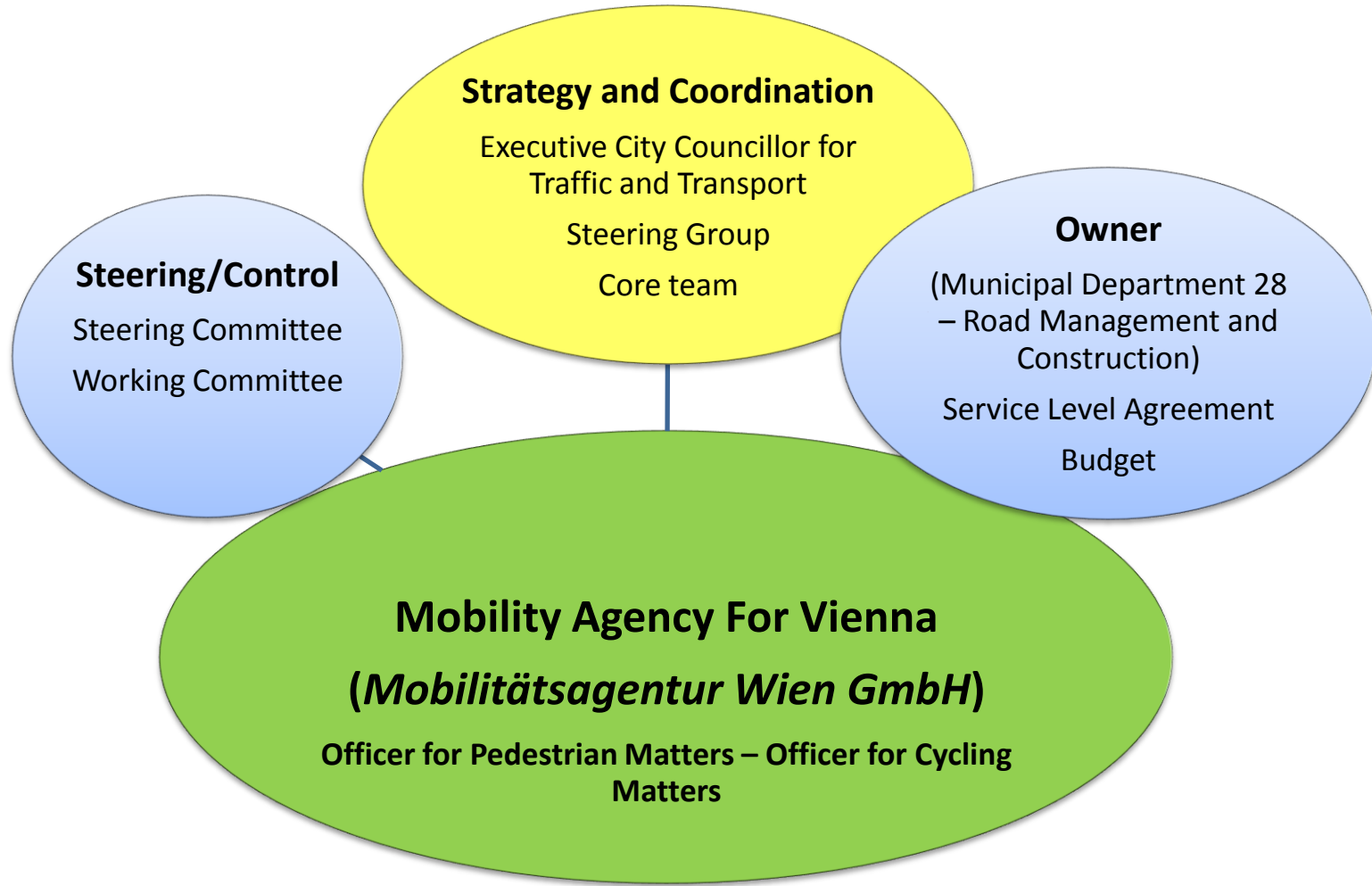
Vienna's traffic and transport policy will focus on the development and promotion of environmentally friendly mobility.

The new Mobility Agency constitutes an important measure to achieve these transport policy goals.

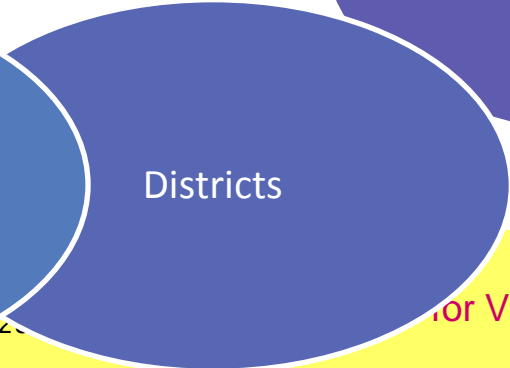
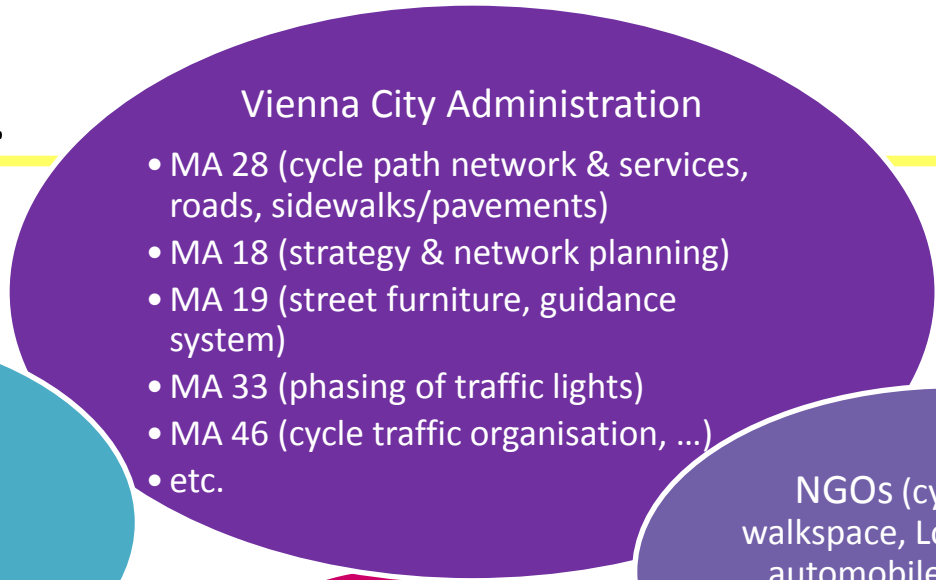
Support the concerns of cyclists and pedestrians.

Improving the frame conditions for pedestrians and cyclists in public space.

# Mobility Agency For Vienna



# Cooperation. Networks.



# Steering Committee

The task of the Steering Committee lies in providing control and monitoring

Essentially, the Steering Committee must approve of the following matters and activities:

- Strategic orientation of PR work for pedestrians and cyclists
- Work schedule and annual programme

- Financial planning and annual financial framework of the Agency
- Business plan, annual report and year-end financial statement
- Awarding of contracts for products and services in excess of a certain financial account

A permanent Working Committee was set up for the technical discussion and preparation of decisions.

- The Mobility Agency was set up as a limited-liability company
- Managing Director and
- Steering Committee
- The Mobility Agency is a full subsidiary of the City of Vienna (Municipal Department 28).
- The Agency is funded through the annual budget
- The money for this funding is provided by the revenue from parking space management.



## Steering Group, chaired by Executive City Councillor

Defines main features and key objectives for the future development of cycling and walking

It continuously evaluates ongoing activities and lays down guidelines for the further development of the two areas “Cycling” and “Walking”.

# Concrete tasks of the Mobility Agency

In addition to its principal tasks the Mobility Agency fulfils above all the following tasks and roles:

- Target-oriented PR work in consultation with all relevant bodies
- Collecting and developing ideas and concepts to increase and improve pedestrian and bicycle traffic
- Organising information and events on pedestrian and bicycle traffic

- Acting as a contact point for all organisations concerned with pedestrian and bicycle traffic (communication platform)
- Active customer centre for pedestrians and cyclists including the management of suggestions and complaints
- Interface function between City Administration and pedestrian/cyclist communities
- Quality management for pedestrian and bicycle traffic

- Networking of pedestrian and bicycle traffic in various social segments (e.g. schools, universities, enterprises, NGO, workers' representatives, etc.)
- Developing partnerships, above all with enterprises, cultural and educational institutions
- Acting as a contact point for concerns of pedestrians and cyclists in Vienna
- Initiating advertising campaigns and a guidance system for pedestrians in Vienna

- Implementing and communicating the concept of “walking in Vienna”
- Developing a “master plan for pedestrian traffic” in co-operation with various municipal departments and adapting this instrument on an ongoing basis

# Agreement concluded between the City of Vienna and the Mobility Agency

The activities are concretely defined by an agreement concluded by its owner (City of Vienna) and the Agency's management.

The budget of the Mobility Agency is safeguarded until the end of 2015.

Hence the amount of € 8.9 million has been provided for the Agency's work until the end of 2015.

Additionally commissioned projects may also be implemented, but will be budgeted separately.

# SUMMARY

- The establishment of the Mobility Agency has thus laid the organisational basis for the promotion of cycling and walking in Vienna.
- The implementation of the Agency's concrete tasks is already fully underway.
- Roughly eighteen months after its inception, it is thus possible to draw a very positive interim balance for the "Cycling" section of the Agency.
- The "Walking" section was implemented one full year later.

- However, intensive preparations for larger events planned for the near future are likewise proceeding as well.
- Moreover, intensive fundamental work is being done to further develop public space and hence render pedestrian traffic more attractive.



# Thank you for your attention!

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