

Case Study:

VIENNA ON FOOT: LONG-TERM COMMUNICATION TO PROMOTE WALKING



Project Summary

The city of Vienna aims to further increase the level of walking trips to ensure a combined goal of 80 percent of mobility by the year 2025 being by walking, cycling or public transport.

The city walking strategy is based on five defined priorities:

- Measuring walking: Collecting data to identify barriers for more walkability
- Finding friends: Building up relationships with stakeholders to make walking a cross-departmental topic
- Change the culture: Connecting single projects into sustainable processes
- Listen and help: Offering services to facilitate walking
- Make walking glamorous: Promoting walking as an urban lifestyle

Walking policy has been integrated into different strategies and plans, including: Vienna's Smart City Framework Strategy; Urban Development Plan 2025; and Pedestrian Traffic Strategy Paper.

The city established an independent Mobility Agency for Vienna in 2013 with its own officers for walking and cycling. Supportive infrastructure measures were complemented with encouraging communications.



LOCATION:

Vienna, Austria



ORGANISATION:

Vienna City Government



KEY OUTPUTS:

New walking agency; Year of Walking campaign; gamification walking app



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Walking Promotion campaign in Vienna

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Continued:

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Some of the most notable actions include:

- The Year of Walking campaign in 2015 - including led walks and street festivals
- Creation of a Walking Map and Walking app for the city.
- Investment in shortcuts, school streets and footpath widening
- Detailed modal share surveys including understanding perceptions and priorities.
- Projects targeting schools, parents and kindergartens
- Walking challenges in suburban districts
- Networking events and an online community platform www.wienzufuss.at

A personalised travel planning campaign encouraging people to replace short car trips with walking and cycling.

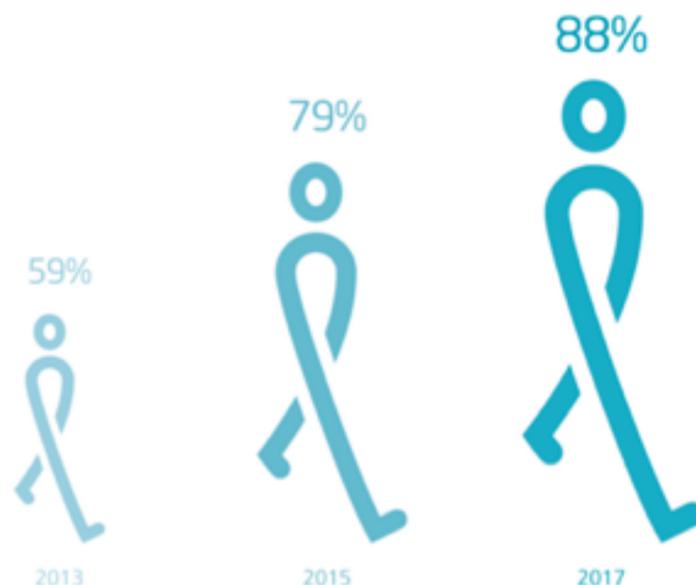
To measure the impact of the walking strategy the city conduct a representative survey every two years. It explores the image of walking among Vienna's population, the infrastructure deficiencies and the wishes of pedestrians.

Between 2013 and 2017 there was a 1% increase in walking in the city and 29% increase in satisfaction.



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„I like walking“



Increase in positive image of walking, 2013 - 2017, the Vienna Walking Report 2017