

TEMPLATE

Output factsheet: Strategies and action plans

Version 1

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

In the Workplace Mobility Plan (WMP) for Baden an Action Plan with 16 different mobility measures was developed for enabling an increased use of sustainable mobility modes by the municipality's employees in order to achieve reduced CO²-emissions within the region. The sixteen measures were developed in a cooperative process with Baden's stakeholders and employees and are well adapted to the different locations of the municipality.

TYPE OF MEASURE	NUMBER OF MEASURES
Strategic Measure	12
Promotional Measure	8
Walking Measure	5
Cycling Measure	11
Public Transport Measure	3
Motorized Traffic Measure	3

The action plan contains altogether 16 measures. 12 of those are strategic measures, 9 Promotional, 5 walking and 11 cycling measures and further 3 measures each are planned in the context of Public Transport and Motorized Traffic. Most of the measures were categorized in several types and twelve of sixteen measures are expected to have strategic impact.

Concerning mobility modes, the municipality of Baden focusses on the cycling and walking modes because a third of the asked employees live in Baden and more than two thirds have a daily commuting distance of less than 10 kilometers. In the Public Transport (PT) sector information campaigns about available PT connections and cost savings by the usage of time tickets is one of the planned measures. To promote Carpooling and to provide platforms

for employees to get in contact with colleagues living close to each other is an important target on regional level. In context of Motorized Traffic that measure can fill certain gaps within the Public Transport Network in rural areas and reduce Individual Motorized Traffic at the same time. Since the beginning of the WMP development progress in Baden several mobility measures targeting the decrease of CO² emissions were already implemented: E.g. a cargo bike for employees to do their business trips, improvements on cycling facilities like showers and lockers, providing E-Car-Sharing for employees, flexible working hours and also e-cars for the fleet of the municipality were purchased. 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 action plan is expected to have effects on three NUTS regions which include the districts of Baden, Mödling, Wiener Neustadt and Vienna. The affected regions are the NUTS-3-Regions AT122 Niederösterreich Süd, AT127 Wiener Umland Südteil and AT130 (Vienna). As most of the employees live in Baden or commute from neighbouring municipalities, the NUTS regions AT122 and AT127 will be more involved than Vienna, which already provides very well-developed Public Transport connections to Baden. The city of Baden as well as surrounding municipalities and parts of Vienna analyzed to generate a data basis for the development of CO² decreasing mobility measures in addition to the mobility survey.

Most of the regions are affected by measures related to cycling, by measures connected to Public Transport and by measures for reducing Individual Motorized Traffic. Important measures in this context are info campaigns about existing facilities at employees' places of residence, e.g. Park&Ride facilities and Nextbike-Stations ("Nextbike": Public Bicycle Sharing System) but also information about regional cycle tracks and available infrastructure like cost free service stations, storing facilities and showers at the locations of the municipality. The participation on the cycling competition event "Radelt zur Arbeit" ("Bike to Work") is expected to encourage commuters to cycle longer distances, too. Further, especially, commuters from municipalities along the railway tracks like Wiener Neustadt and Leobersdorf can benefit from flexible working hours in case of delays. And commuters from regions with less-developed Public Transport networks like Alland or Schöndorf an der Triesting will be mainly addressed with the Carpooling Information Campaign.

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

The aim of the Action Plan is to reduce the Individual Motorized Transport to cause a decrease of CO² emissions. Different measures in the field of bicycle, walking, public transport, carsharing and carpooling facilitates to reduce the motorized transport and save CO₂. 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
- × To raise the proportion of daily working ways with bike

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

Although, the action plan was developed for the municipality of Baden and was adapted for Baden's different working locations, strategies and measures of the action plan can offer a guideline for other municipalities. The city of Baden already has well-developed infrastructure of sustainable mobility modes and can be seen as frontrunner in a context of sustainable mobility. With the implementation of the Action plan on the example of Baden, effects of a comprehensive mobility concept can become visible. For instance, the combination of providing well developed infrastructure for sustainable mobility and fostering specifically awareness raising and information campaigns at the same time is expected to generate synergy effects that deliver important results for the development of mobility concepts in other municipalities. Further, employees of the municipality of Baden who commute from other municipalities can become multipliers for sustainable mobility behavior at their places of residences.

In any case, Baden is going to overtake an exemplary function and will be a role model in the context of sustainable mobility for other municipalities and Stakeholders. Other municipalities can overtake implemented measures and can benefit from made experiences in Baden.

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

The output factsheet refers to:
D.T3.2.5 Workplace Mobility Plan for Baden