

About Vienna

Name: Vienna

Country: Austria

Population: 1.7 million inhabitants

Size: 414.89 km²

Modal split: Walking: 26%

Car: 27%

Motor bike: 1%

Cycling: 7%

Public Transport: 39%

Topography: Mostly flat

The city hosted the world's largest cycling conference **Velo city** in 2013 and will also host the **Walk21** in 2015, proclaimed "Year of Walking"

The SWITCH campaign in Vienna

Why start a SWITCH campaign?

The city's population is expected to grow in the coming decades, resulting in a population of more than 2 million by 2030. This is a major challenge for both urban development and the transport system. A promising strategy to accommodate the expected increased mobility in an environmentally friendly way is to encourage new citizens (target group for the Vienna campaign) to walk and cycle rather than develop car-based mobility habits.



Target group & approach to reach SWITCHers

Target groups are: people who (i) moved house or (ii) received medical advice to increase their physical activity. As Vienna has a very low car availability of 386 cars per 1,000 inhabitants and very good public transport infrastructure, a very important challenge of the recruitment process is to identify and reach people that are using the car more or less regularly for their daily trips.

Recruitment started in April 2015. Different channels are used to recruit participants for the campaign:

- Sending out/delivering announcement letters and free-return post cards,
- Distributing free-return post cards at events,
- Distributing free-return post cards at doctors and medical centers,
- Announcing the campaign on social media



Timeline & Activities

The SWITCH-Campaign in Vienna is conducted by the Mobilitätsagentur Wien and the University of Natural Resources and Life Sciences, Vienna. A personalised travel planning approach will be combined with motivating gamification elements provided by Smartphone-Apps and with information on the individual health benefits of active travel.

Preparation of the Campaign and partnerships

Autumn and Winter 2014

The preparation of the SWITCH Campaign in Vienna started in autumn 2014 when the campaign was designed. In early winter 2014 strategic partnerships with stakeholders of the transport, health and housing sector were established.

Communication

All channels for participation and communication are offered: web registration, telephone and (e-)mail registration. A call-centre is managing the communication with participants.

Motivation

A wide range of features are offered:

- Information material on active travel and its health benefits,
- Personalised travel plans,
- Personalised travel planning talks,
- Attractive incentives and raffles, as well as
- the "Wien zu Fuß" App offering step counting, pedestrian routing, a treasure hunting game, several vouchers and goodies to reward active travel, and competitions.

Local contacts:

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PTP phase

May-June 2015

The personal delivery of information packages starts in May 2015. In June and July 2015, the personalised travel planning talks as well as further side events are taking place.

Post-campaign surveys

July and September - October 2015

End of July 2015 the participants are asked for their behavioural change and feedback on the campaign.

A further contact is planned for September and October 2015 to learn about the longer term effects of the Viennese SWITCH-Campaign.

Expected outcomes and results

The Viennese SWITCH Campaign has the following outcomes:

- Local SWITCH campaign is conducted with at least 2,500 persons contacted;
- Information package are developed to inform all target persons on active mobility in Vienna;
- Local SWITCH campaign is implemented with at least 1,500 participants and 1,000 delivered information packages;
- 750 citizens changed travel behaviour towards active travel, and decreased their road-traffic induced GHG-emissions for 10%.

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