



con·sens
mobilitätsdesign



Triggering attentiveness by colourful road designs

An Austrian pilot project at a
provincial town in the federal
region of Lower Austria

POLIS Annual Conference
29. Nov. – 01. Dec. 2022, Brussels

WHO ARE WE? WHAT ARE WE AIMING FOR?



- Radland Niederösterreich
→ **Agency for Active Mobility in Lower Austria**
- 100% owned by state administration
- Promotion and encouragement of **cycling** and **walking**

AWARENESS RAISING

- Courses & workshops
- Communication & Public relations & social media
- Image campaigns
- Grants (e.g. folding bikes)
- Competitions
- Certification of communities
- Operation of bike-sharing system „nextbike“

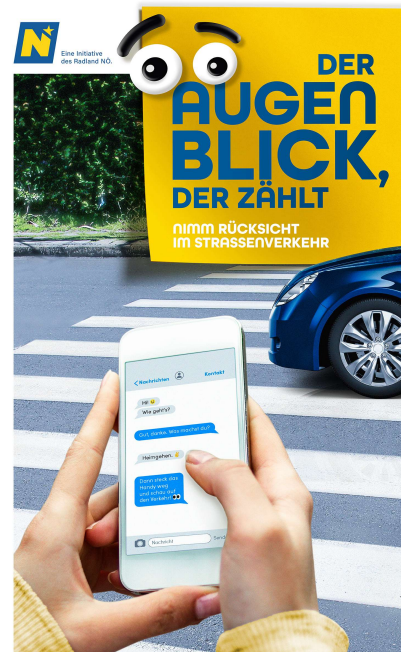


ROAD SAFETY – THE CAMPAIGN I

„Give me a **MOMENT** – Take care on the road“
→ Mutual thoughtfulness of all road users



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ROAD SAFETY – THE CAMPAIGN II



- Development and disposal of **teaching material** (primary school)
- Information regarding **road safety and visibility** (parents)
- **Further professional education** on the importance of active mobility and safety issues (primary school teachers)
- Increased number of **training courses** and **workshops** for cycling (kids and senior citizens)



PILOT PROJECT – COLOURFUL ROAD DESIGN



- Major pilot project within the road safety campaign
- City of Perchtoldsdorf (≈15.000 inhabitants)
- Project partner
 - *KFV (Austrian Road Safety Board)*
 - *Con.sens - Traffic planning & mobility design*
 - *Röhslers & Co - road marking specialist*



EVALUATION



- Colourful designs on roads nothing „revolutionary“ ...
- But for the first time in Austria
 - including a thorough **evaluation**
 - *Measurement of speed & traffic count*
 - *Online survey among residents of the community*
 - **Only** coloured / geometrical elements

TYOPOLOGY OF ZONES



- Two different typologies for two different zones/areas
 - *Typology 1: Crossing point*
 - *Typology 2: Main passage through road*



DESIGN - MAIN CRITERIA



- **Easily perceptible** for car drivers

- Do not animate children to play („hopscotch“)



- Aiming for an **optic narrowing of streets**

- **Avoid confusion** with or distraction from regular road markings

- No 3-D Designs

- **„Safety Paradoxon“**



SAFETY PARADOXON



„MAKING THINGS LESS SAFE
MAKES THEM MORE SAFE“

(David Engwicht)



APPLICATED DESIGNS I

Typology 1 „crossing point“ (school environment)

Two-coloured several, small structured triangular patterns

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APPLICATED DESIGNS II

Typology 2 „passage through road“

Two-coloured belt / shark teeth

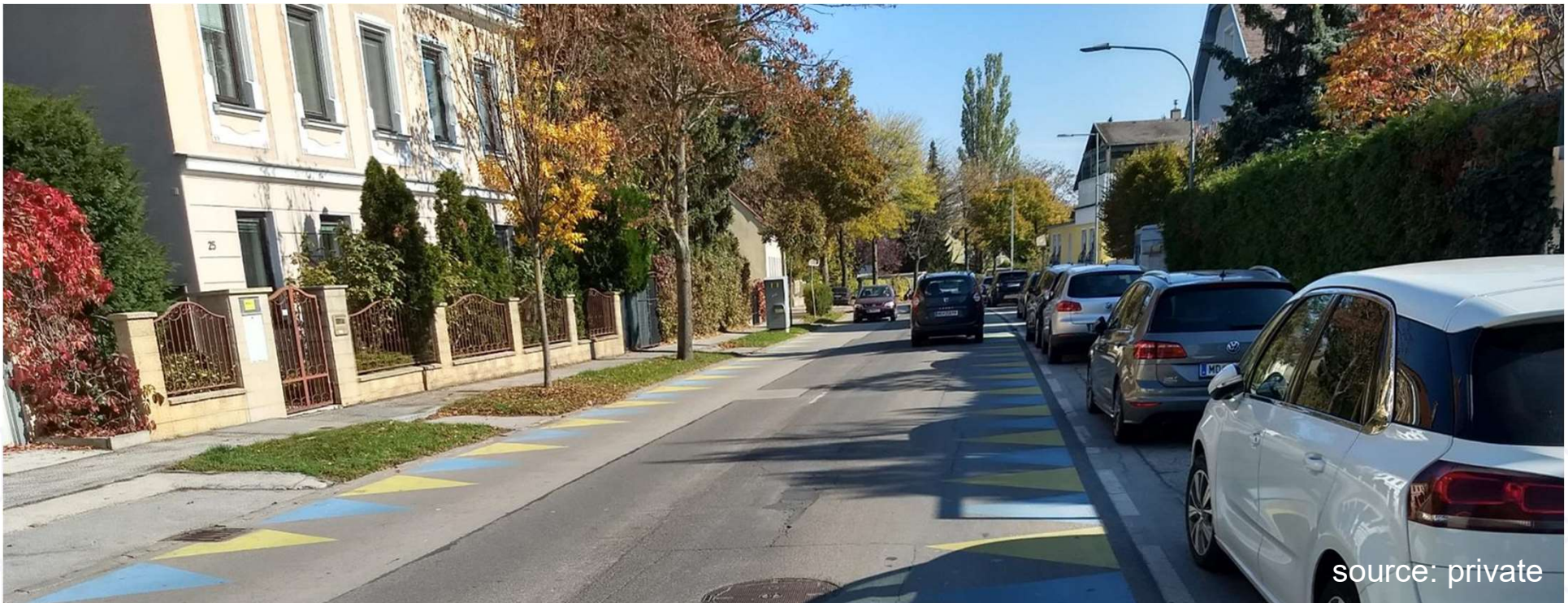
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FACTORS EVALUATED



Before / after comparisons

- Walking lines of pedestrians
- Average speed (cars)
- Subjective perception of speed (cars)
- Subjective perception of readiness to stop (zebra crossing)


WALKING LINES PEDESTRIANS

Ganglinien Perchtoldsdorf - Rosegggasse/Tröschgasse (Donnerstag, 23.06.2022) 

Uhrzeit: 7:00 - 8:00
Besonderheiten: -
Wetter: sonnig, trocken, heiß

Legende
+ 1 Person
+ 20 Personen
+ 40 Personen



Ganglinien Perchtoldsdorf - Rosegggasse/Tröschgasse (Donnerstag, 29.09.2022) 

Uhrzeit: 7:00 - 8:00
Besonderheiten: -

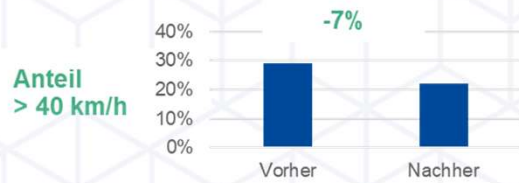
Legende
+ 1 Person
+ 20 Personen
+ 40 Personen



AVERAGE SPEED

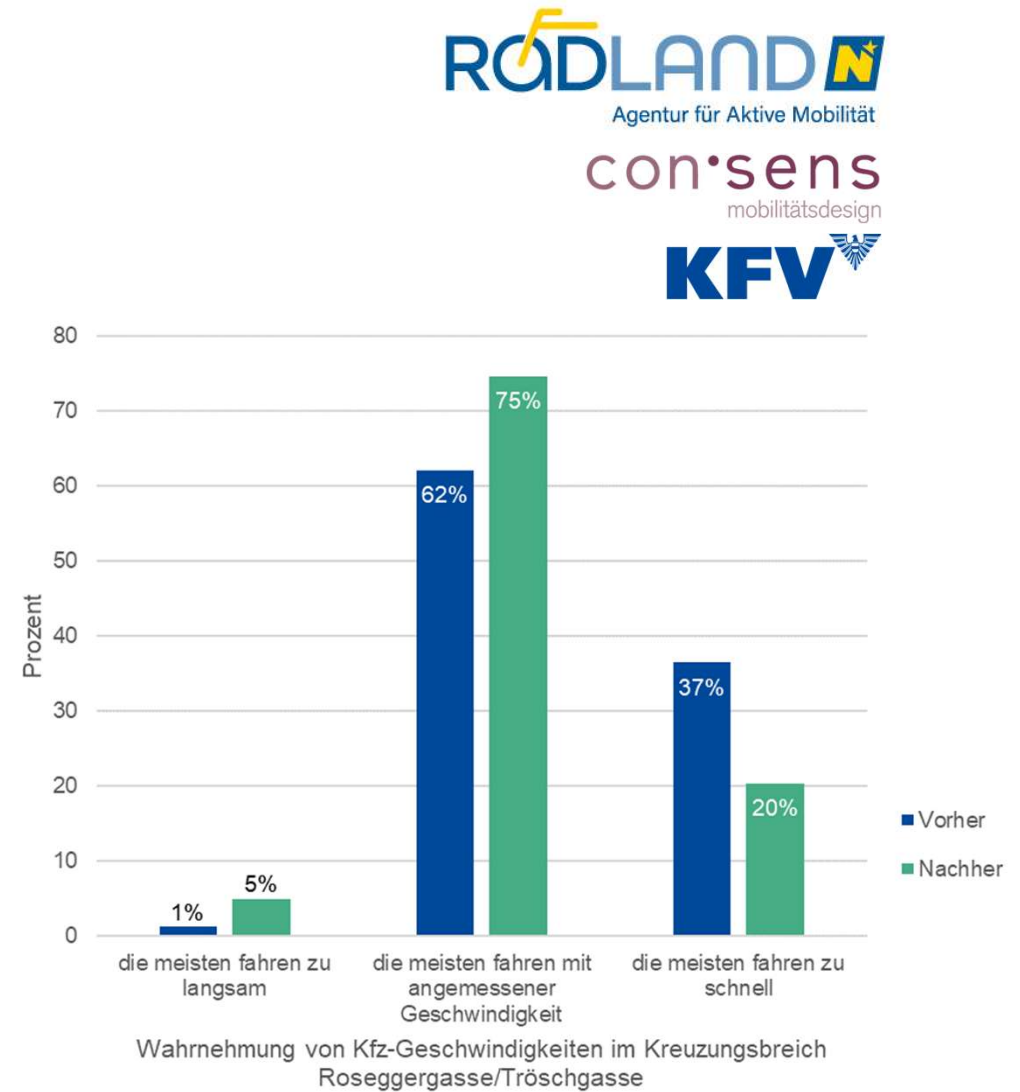
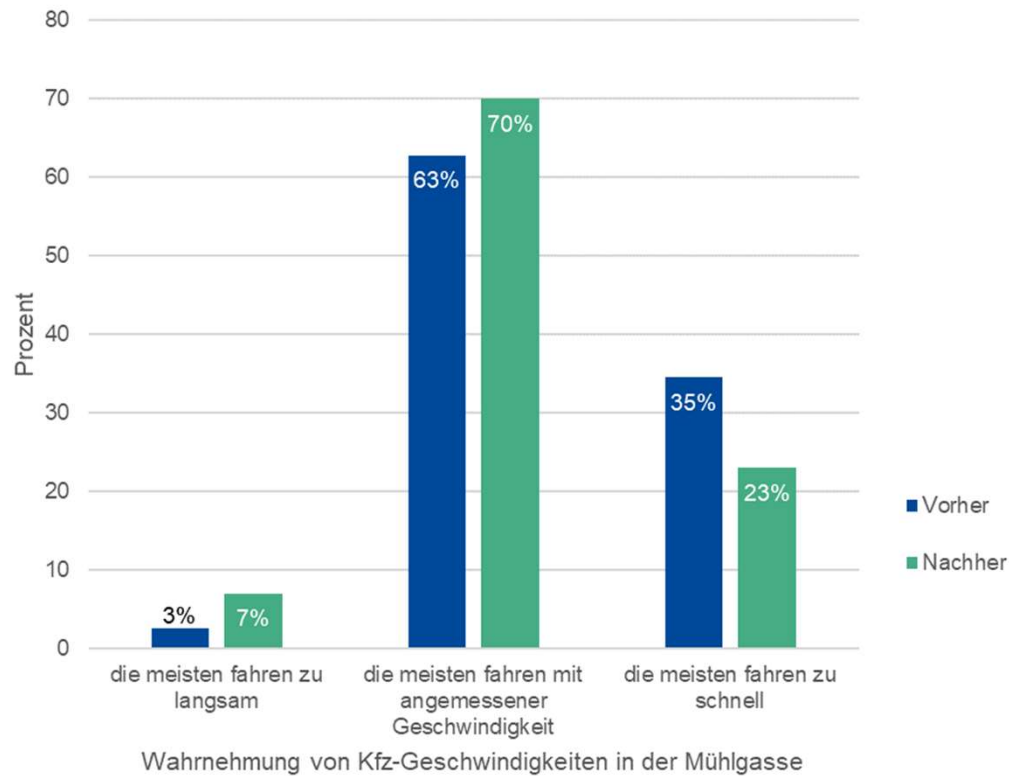
Typology 1 „Crossing“

Typology 2
 „Through Road“

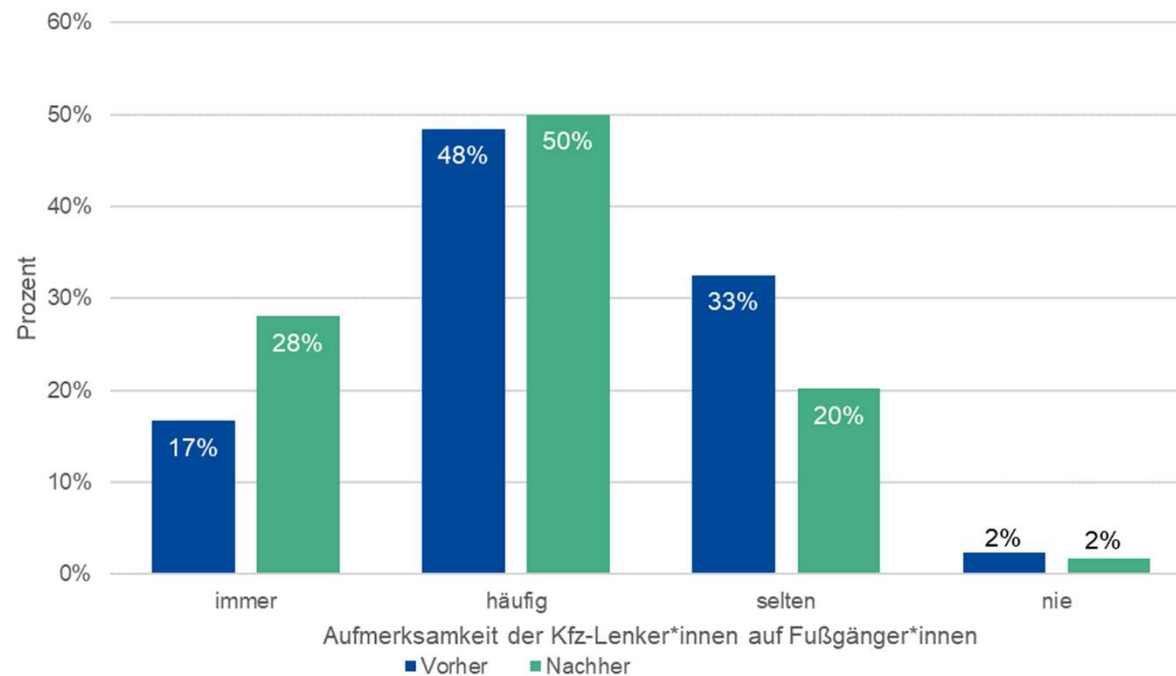


PERCEPTION OF SPEED

Before / after comparisons



PERCEPTION OF READINESS TO STOP



ADDITIONAL OUTCOMES



- Do not underestimate regulative requirements ;)
- Communication with residents is crucial
- Next step: Guidelines for interested communities
- 3rd evaluation in June 2023 to measure long term effects / habituation



SPECIAL THANKS TO ...

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Michael Skoric



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Thank you!

Susanna Hauptmann

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