

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

ANNUAL
CONFERENCE
2024

27-28 NOVEMBER 2024

KARLSRUHE (DE)



Baden-Württemberg
Ministry of Transport



Karlsruhe



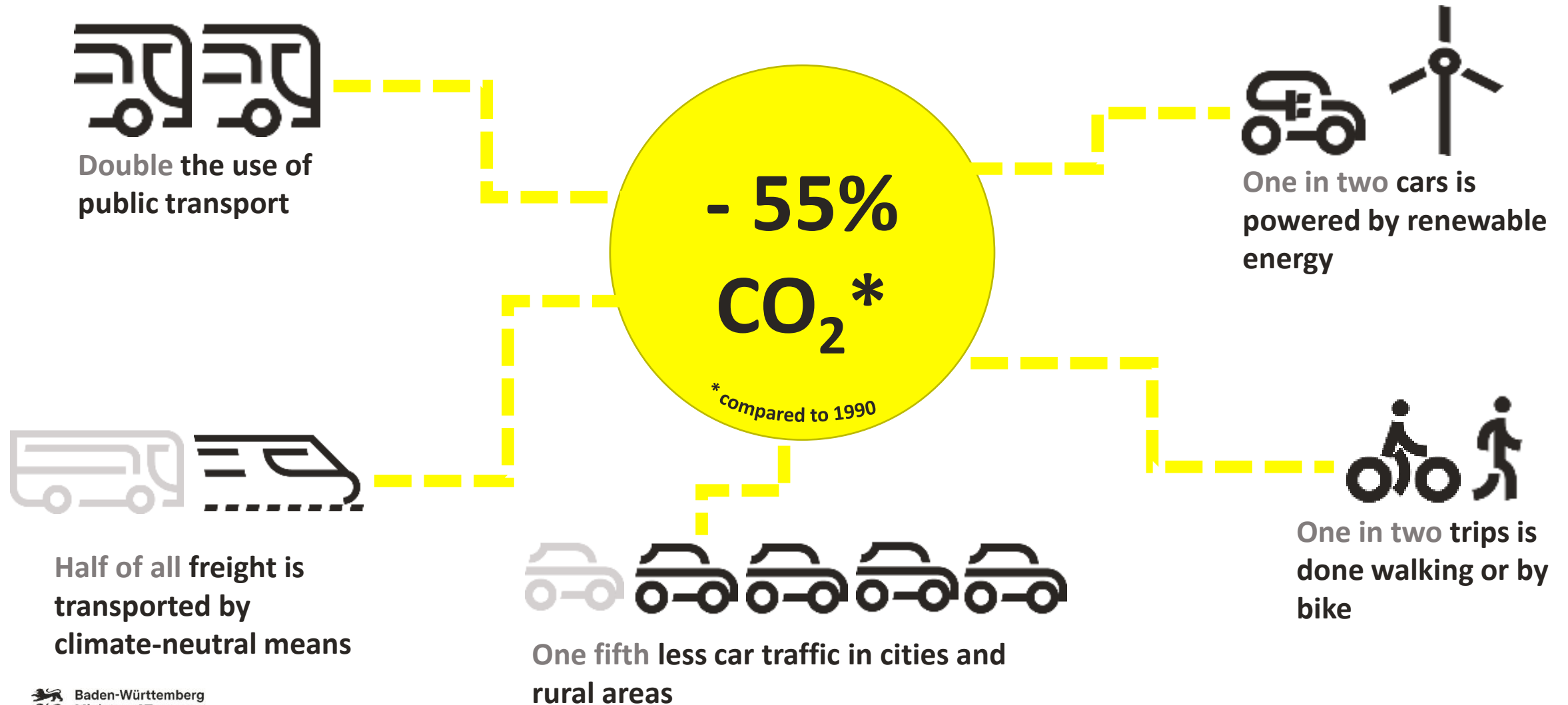
"Ortsmitte" (town center):

The Baden-Württemberg approach to sustainable mobility for rural areas

Dr. Alexandra Kaiser

Baden-Württemberg Ministry of Transport

Transforming the Transport Sector by 2030



Ortsmitten in BaWü: Status quo

- Too many “Ortsmitten” (town centers) **lack quality of life and quality of stay**
- Too many **main through roads** especially in rural areas put **car demands first** and have **insufficient infrastructure for walking and cycling**
- Too many “Ortsmitten” **lack green areas** and trees facing **climate change** and the **need for climate adaption**



Göppingen-Jebenhhausen

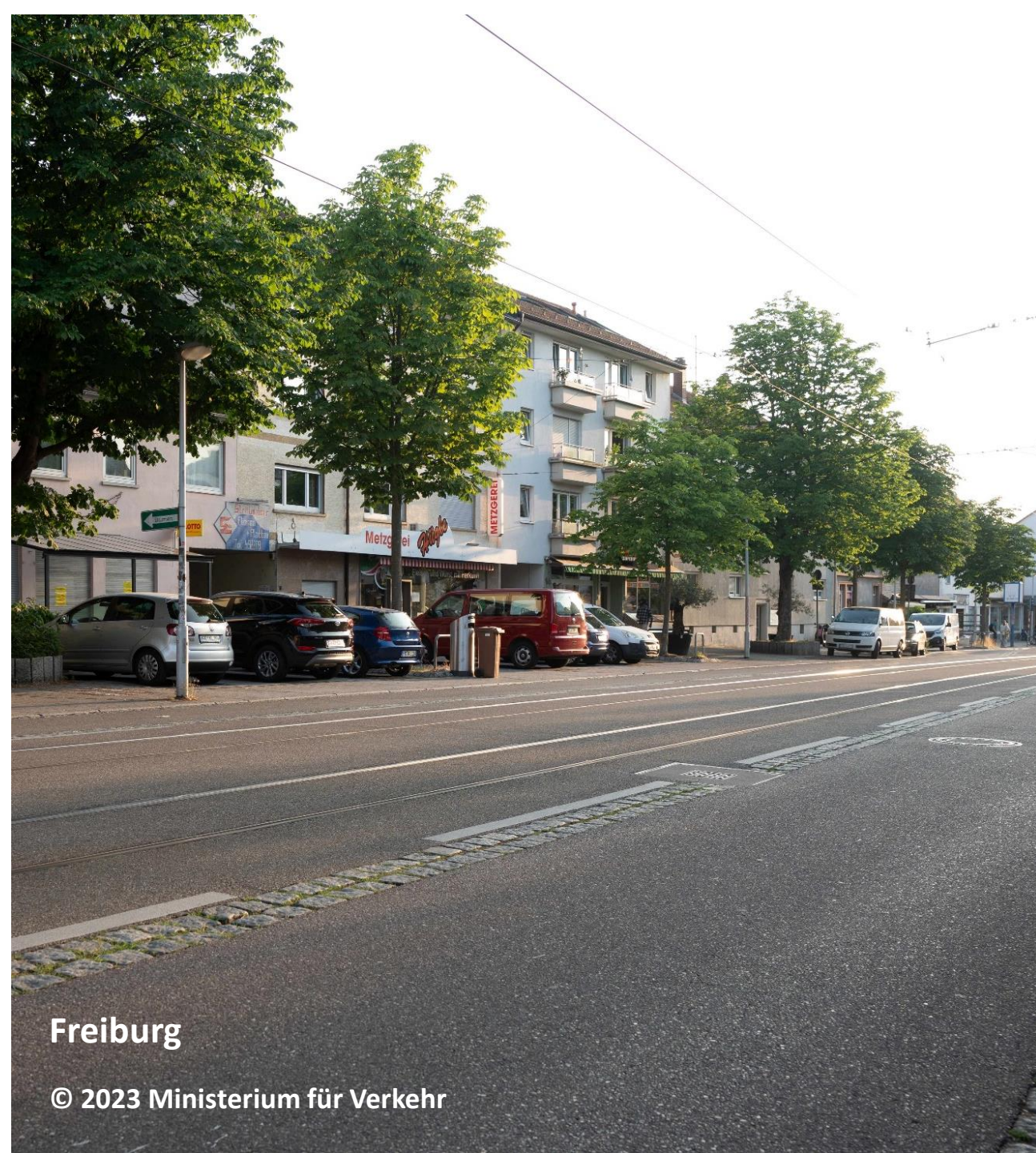
For more vibrant and traffic-calmed Ortsmitten!

- Aim: **500 “lebendige und verkehrsberuhigte Ortsmitten”** (d.i. vibrant and traffic-calmed town centres) **by 2030** in cities, towns and villages
 - enhancing **quality of life** of citizens
 - **reducing space** for **individual car traffic**
 - prioritizing **active mobility, public transport** and **shared-mobility** options
 - realizing **more green areas**
 - turning the “Ortsmitte” into a place where **people can come together** and **identify** with



Ortsmitten in BaWü: Funding

- **Infrastructure funding**
("Landesgemeindeverkehrsfinanzierungsgesetz") to support specific reconstruction measures in town centres
- **Concept funding** for specialized concept development and the facilitation of town centre dialogue processes
- **Funding for personel positions** to support the structural development necessary in public administration



Ortsmitten in BaWü: Support measures

- **Support service** for municipalities concerning “Ortsmitten” (NVBW, Baden-Württemberg regional transport company)
- **Quality assessment** (NVBW)
- **Visualization tool**
- **Temporary installation of furniture**



Ortsmitten in BaWü: Quality assessment

- Service is conducted by **planning experts**
- Assessment of the **current status of main through-roads** in town centres among six categories
- Current **potential of the “Ortsmitte”** is highlighted
- Municipalities get **practical impulses for action**



Handlungsimpuls Nr. A

Kommune / Ortsteil	Musterdorf
Straßenkategorie	Landesstraße
Baulastträger Straße¹	Land
DTV²	5.000 [Kfz/24 h]
V _{zul}	30 km/h

Lage
Hauptstraße Nr. 10 (Bäckerei)

Mangelbeschreibung

Der Fußgängerüberweg (Zebrastrifen) ist nicht barrierefrei und daher nicht für alle zu Fuß Gehenden ohne Einschränkungen nutzbar.

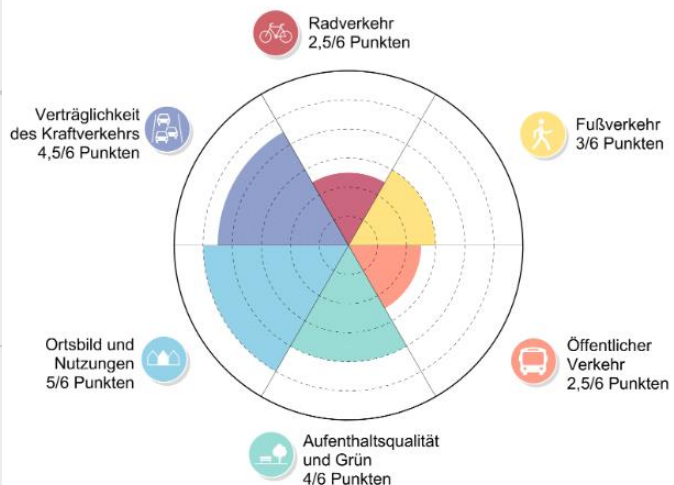
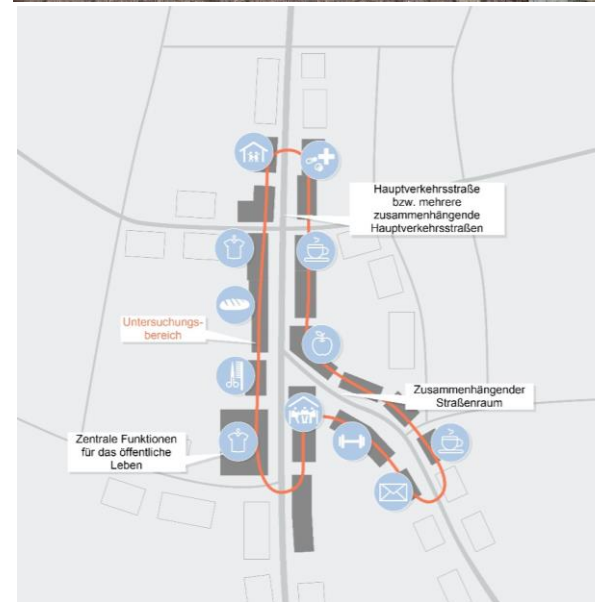


Kategorie Fußverkehr



Handlungsimpuls

Barrierefreier Ausbau des Fußgängerüberwegs. Durch den barrierefreien Ausbau der Querungsanlage wird die Voraussetzung für die eigenständige und sichere Verkehrsteilnahme von Menschen mit Einschränkungen geschaffen. Der barrierefreie Ausbau umfasst taktile Leitsysteme und abgesenkte Bordsteine, am besten in Form von differenzierteren Bordhöhen.



Ortsmitten in BaWü: Visualization tool

- Before-and-after visualizations
 - show **alternative design possibilities**
 - facilitate and **support local discussion**
 - make abstract questions **conceivable** and **envision** “how it could be”
- **Free service** for municipalities and civil society groups
- Attractive for **smaller municipalities** without own planning capacities



Bad Friedrichshall-Duttenberg



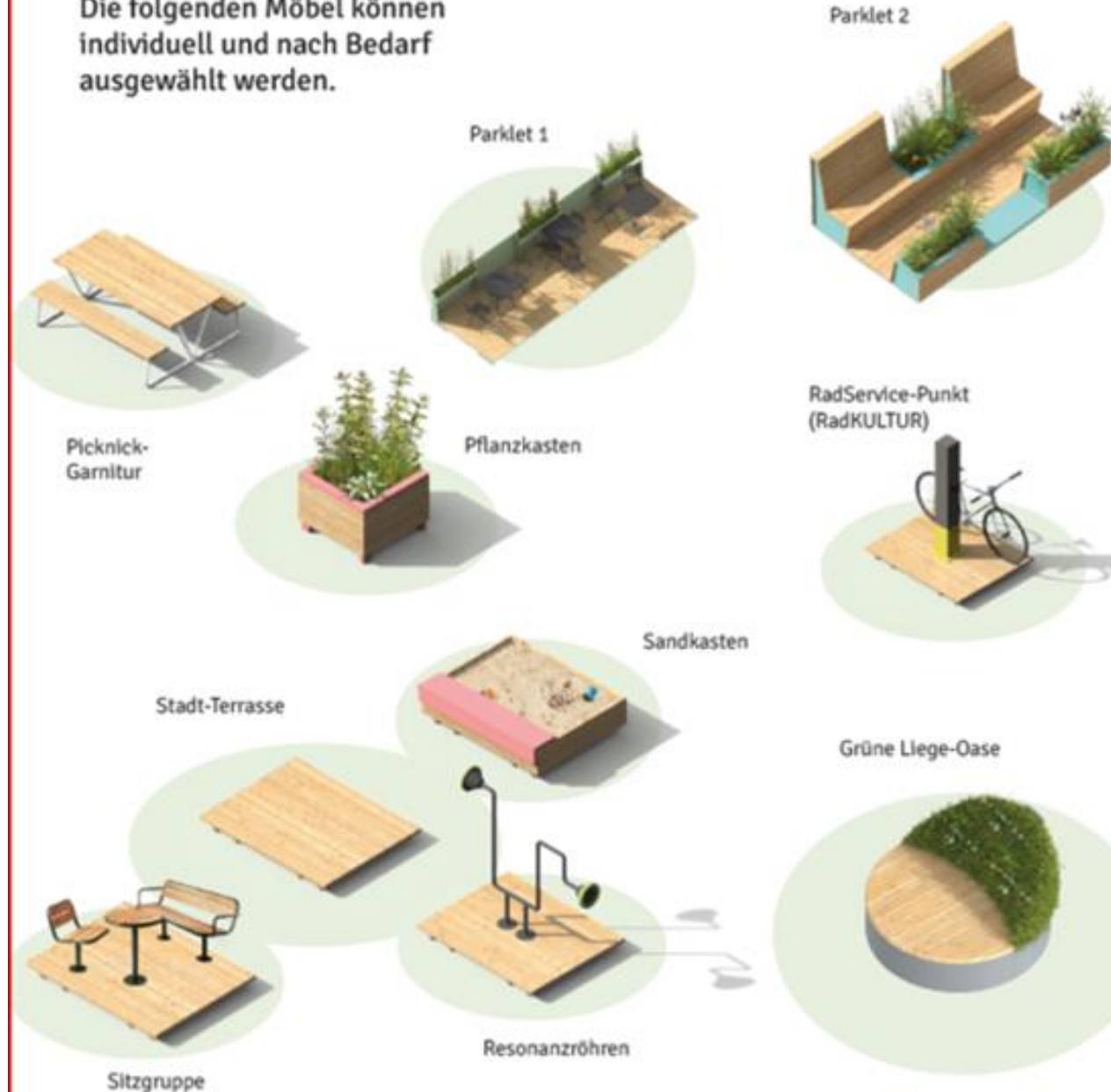
© 2024 Ministerium für Verkehr,
Bearbeitung Planersocietät und Pesch
Partner

Ortsmitten in BaWü: Temporary installation

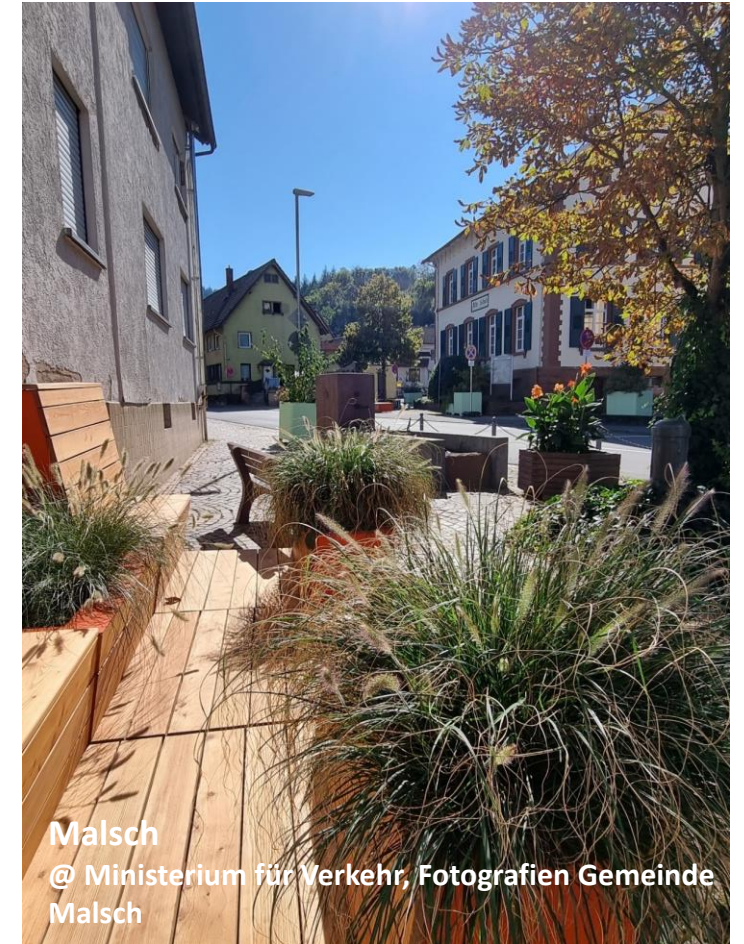
- Modular street furniture
 - helps to **temporarily test a redesign** of the “Ortsmitte”
 - makes the **change accessible and tangible** on site
 - can ease an access to change because of its **time limitation**
 - **first step** into a **permanent redesign**

ERWEITERUNGS-MOBILIAR

Die folgenden Möbel können individuell und nach Bedarf ausgewählt werden.



Ortsmitten in BaWü: Temporary installation



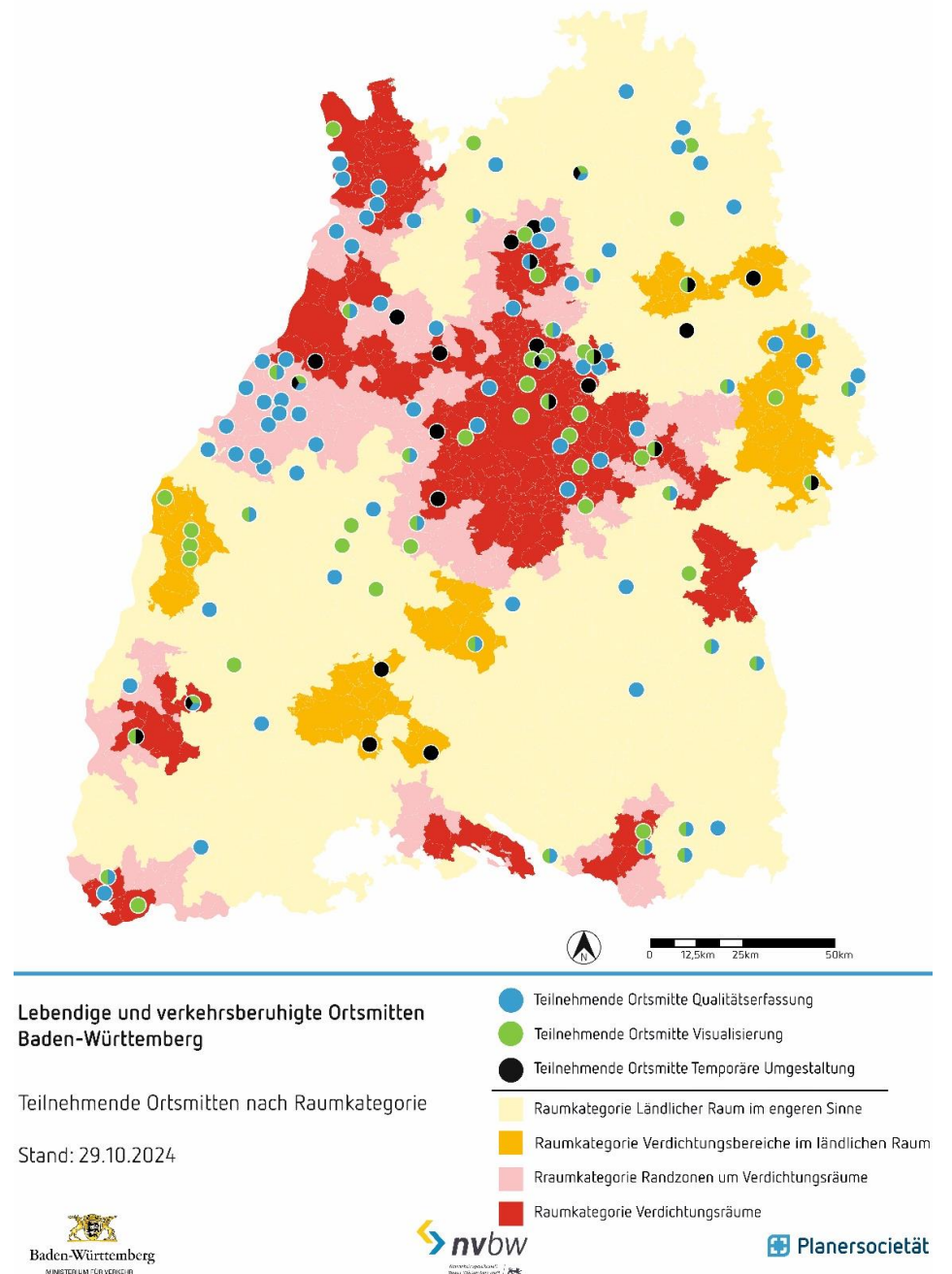
Reporting Support Measures (11/2024)



- **308 municipalities** in contact with the **support service** for “Ortsmitten” since the start of the project in 2023
- **100 municipalities** submitted their **expression for interest** for the **quality assessment**, **89 municipalities** take part
- **28 municipalities** tested **temporarily** a **redesign** with street furniture
- Over **70 visualizations** have been commissioned, **30 are already published** on the website aktivmobil
- <https://www.aktivmobil-bw.de/ortsmitten/>

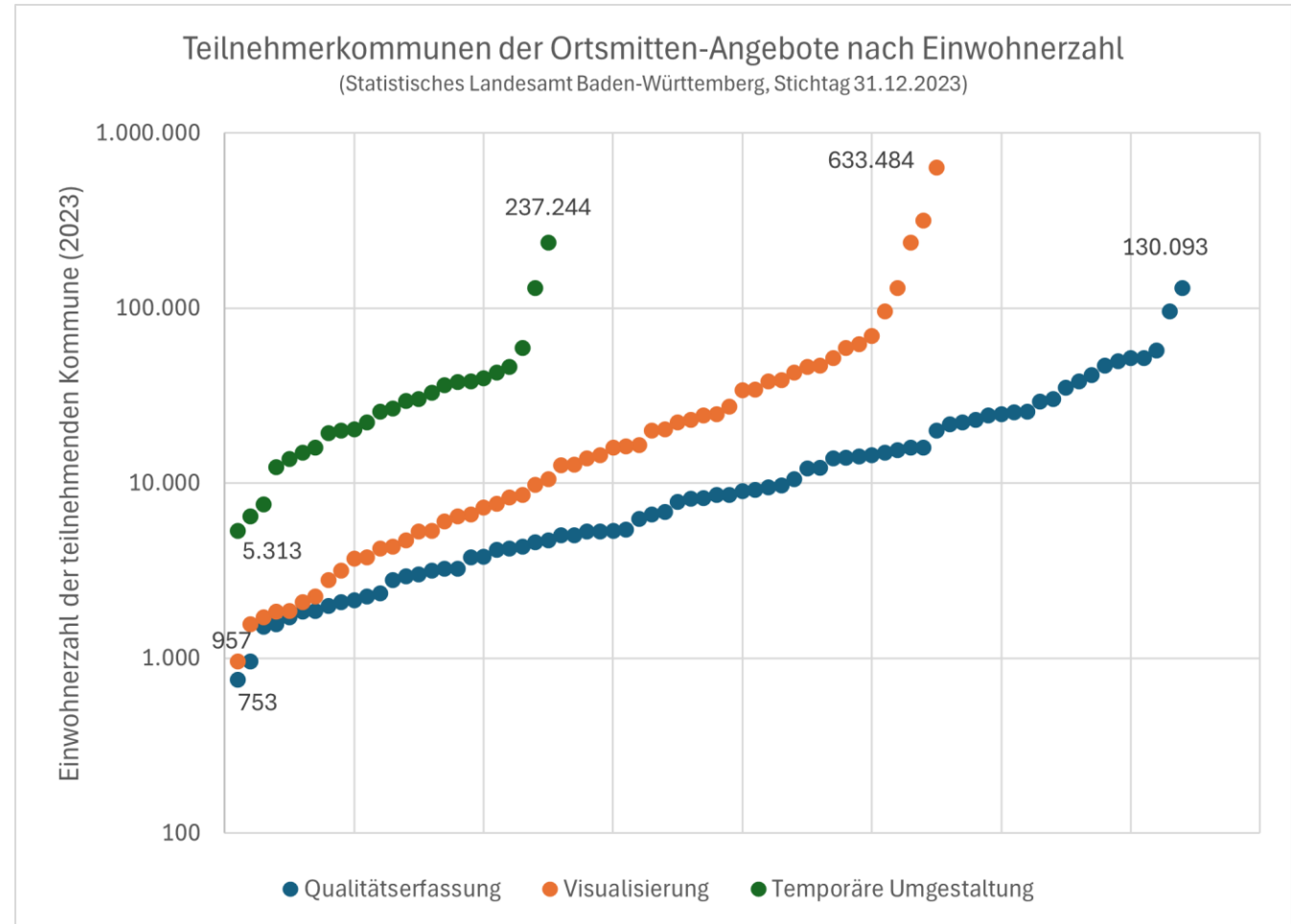
Overview participating Municipalities

- Many Municipalities also in **rural areas** participate in the programme
- Participating municipalities often “**infect**” other municipalities nearby
- A number of municipalities **combines** quality assessment und visualisation
- Participating municipalities often **send different districts or suburbs** in the race



Overview Size of Municipalities

- In particular **smaller municipalities** make use of the support measures within the “Ortsmitten”-programme
- The **average municipality** participating in the **quality assessment** has about **16.000 inhabitants**
- **58% of the municipalities** using the support measures have less than **10.000 inhabitants**



Next steps



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- **Sample solutions** for the reconstruction of “Ortsmitten”
- More **systematical addressing of municipalities** concerning the quality assesement
- Greater **coordination** between support service and the regional authorities
- Focussing on **retail sector** as main stakeholder (THE STÄDT)

Ortsmitten – the Baden-Württemberg approach to sustainable mobility in rural areas

- “Ortsmitten” are **flagship projects** for the **transport transformation**
- Climate protection **and** increased quality of life go hand in hand
- **Positive storytelling** for “reducing car traffic”





**Thank you for
your attention!**



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