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CYCLING
MASTER PLAN
2015–2025



**The BMLFUW would like to thank all partners and everyone
involved for their contributions to the Cycling Master Plan 2015-2025**

MASTHEAD

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CYCLING MASTER PLAN 2015–2025 PREFACE

TOWARDS A MOBILITY TRANSITION BY CYCLING

Transport is one of the biggest challenges for climate and energy policies both in Austria and in Europe. It is responsible for one third of Austria's greenhouse gas emissions. 93 % of Austrian transport depends on oil. Oil imports for transport cost 6 billion euros each year, money that ought to be invested in environmentally friendly mobility solutions. What we need is not only an energy transition but also a mobility transition if we want Austria to be a country that is worth living in. And here cycling is of crucial importance.

With the Cycling Master Plan 2015-2025 we continue our successful promotion of cycling. The aim is to increase the cycling mode share to 13 per cent by 2025. This is to be achieved through an even broader implementation of the Cycling Master Plan and by setting new impulses. Apart from establishing cycle-friendly conditions, we need to put sufficient future investment into high-quality cycle infrastructures and increase the awareness of cycling as part of the everyday routine.

As Federal Minister for Agriculture, Forestry, Environment and Water Management, my aim is that Austria continues to set the tone for Europe's climate and energy policies. Austria's activities for the promotion of cycling are exemplary at the international level, and a Pan-European Master Plan for Cycling is currently being developed thanks to Austria and France taking the initiative. Cycling is an important element that contributes to our progress towards the European target of a low carbon economy in 2050.

I call on everybody to stand together and actively support the implementation of the Cycling Master Plan. Taking a deliberate decision to adopt environmentally and climate friendly transport and mobility is an important contribution to a liveable future in Austria.



A handwritten signature in green ink, appearing to read 'Andr  Ruppreehter', written in a cursive style.

Andr  Ruppreehter
Federal Minister for Agriculture, Forestry,
Environment and Water Management

CYCLING MASTER PLAN 2015–2025
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SUMMARY

WITH THE CYCLING MASTER PLAN 2006 AND IN SETTING THE PRIORITY FOR IMPLEMENTATION IN THE KLIMAAKTIV MOBIL PROGRAMMES ON CYCLING, the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW) launched a new campaign to support cycling in Austria. In 2011 the measures were evaluated and new priorities for implementation were formulated for the period 2011-2015. Along with the klimaaktiv mobil cycling campaign, moves were also made to bring the importance of cycling as an economic and health factor increasingly into focus, and priorities were defined for the promotion of electric bicycles and for linking cycling to public transport.

Between 2006 and 2010 the share of cycle travel in Austria increased from 5% to 7%. The target for 2015 is a 10% share. The results of a nationwide household travel mobility survey (“Austria on the move”) will be published during the year 2015. Documented increases in local cycle mode shares already show that the direction taken by promoting cycling in Austria is correct and that the federal government’s aim of increasing the share of cycle traffic to 13% by 2025 is attainable with consistent implementation.

Despite the successes achieved in the promotion of cycling over the last few years one can see that there is still more potential for further development, which is why new measures have been developed and are to be implemented together with the measures from the implementation period 2011-2015 which have been adapted to current challenges. For the implementation period 2015-2025 the following priorities have been formulated:

- **the klimaaktiv mobil cycling campaign:**
The successful nation-wide coordination of cycling ensures consulting, promotion, and awareness-building with regard to cycling on all levels and shall initiate an investment drive via klimaaktiv mobil for the promotion of cycling.
- **cycle-friendly conditions:**
Cycle-friendly settlement structures, the development of infrastructure, cycle-friendly legal conditions and a pan-European Master Plan for Cycling Promotion in the context of the UNEC/WHO Transport, Health, Environment Pan-European Programme support cycling.
- **information systems and awareness raising:**
Promoting an appreciation of cycling as an everyday means of transport is necessary for the sustainable promotion of cycling. Image campaigns, cycle training and bicycle compatibility assessments should contribute to this.
- **optimising connections to other means of transport:**
The combination of cycling with other means of transport, in particular ecomobile transport choices (walking and public transport) provides an essential foundation for climate-friendly mobility.
- **cycling as an economic factor:**
The growing economic significance of cycling is accounted for by the development and marketing of high-quality products and services from Austria.
- **cycling for the promotion of health:**
To maximise the economic benefits of cycling through improved health, the aim of increasing the cycling mode share should be increasingly communicated and firmly established, as a health-promoting measure, in the health sector.

To these six priorities 24 measures have been assigned.

PRIORITIES AND SUCCESSES IN THE IMPLEMENTATION OF MEASURES

BLMFUW ACTIVITIES

With the **klimaaktiv mobil** programme the Federal Ministry of Agriculture, Forestry, Environment and Water Management (BMLFUW) provides important impetus for the promotion of eco-friendly mobility, and makes an important contribution to the achievement of environmental targets and compliance with legal obligations in Austria and the EU.

As part of the **klimaaktiv** climate initiative of the BMLFUW, the **klimaaktiv mobil** programme supports businesses, fleet operators and property developers, as well as cities, municipalities and regions, and players from the tourist industry, schools and youth initiatives, in the development and implementation of mobility projects that are aimed at the reduction of CO₂ emissions.

klimaaktiv mobil investment support for alternative vehicles and electric mobility, for cycling infrastructure extensions and mobility management, is an important contribution to the Climate Change Act and the Federal Energy Efficiency Act and also provides important economic impetus. **klimaaktiv mobil** contributes to job security and to the creation of “green jobs”.

klimaaktiv mobil helps us protect our natural environment, combat climate change and improve the quality of life of Austria’s citizens. At the same time **klimaaktiv mobil** offers new opportunities for business and the economy, as well as for cities and municipalities.

With its continued promotion of cycling, **klimaaktiv mobil** makes a key contribution to the implementation of the Master Plan for Cycling and to increasing the share of cycling in Austria. Here the close cooperation which exists between the BMLFUW and the Austrian federal provinces deserves special mention, as does their coordinated approach to extending the cycling infrastructure.

Four advisory and funding programmes have been designed to support the federal provinces, cities and municipalities, as well as businesses, tourism associations, schools and youth organisations in the development and implementation of cycling promotion schemes:

- mobility management for businesses, property developers and fleet operators
- mobility management for children, parents and schools
- mobility management for cities, municipalities and regions
- mobility management for leisure, tourism and young people

Of these projects, which are distributed all over Austria, about 2,000 (as of May 2015) have a particular bearing on cycling. Through the implementation of these initiatives, annual CO₂ savings of about 87,000 tonnes are achieved. Detailed information on the projects can be found at klimaktivmobil.at/maps.

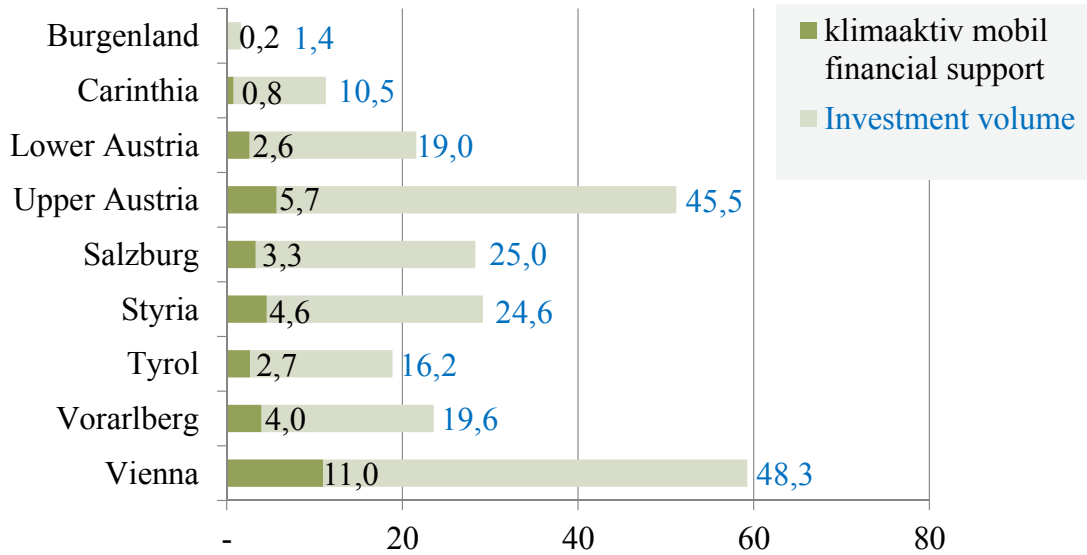
These specific projects, which are implemented with the support of the **klimaaktiv mobil** programme together with the Climate and Energy Fund and which are funded by the BMLFUW, have provided significant impetus for the promotion of cycling and thus for improving the image of cycling in Austria.

By placing the focus of funding under the **klimaaktiv mobil** programme on cycling, 34.7 million euros have been made available from the funds of the BMLFUW, with the support of the Climate and Energy Fund, to promote 152 cycling projects in the federal provinces, municipalities, businesses and associations. These funds triggered investments of 210 billion euros in total, resulting in CO₂ reductions of 19,000 tonnes per year.

In 2014, about 5.8 million euros were made available to support 22 projects, triggering investments of about 27.5 billion euros. Thereby an annual CO₂ reduction of about 4,600 tonnes was achieved or, referring to the technical working life, a CO₂ reduction of about 138,000 tonnes.

klimaaktiv mobil: Financial Support for Cycling

klimaaktiv mobil: financial support for cycling and investment triggered 2007-2014 (in million euros, rounded)



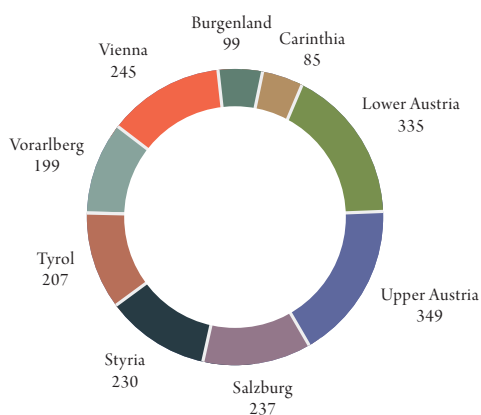
Source: BMLFUW 2015

The measures included in the klimaaktiv mobil projects range from comprehensive multi-annual cycle expansion programmes undertaken by the federal provinces – which, along with infrastructural developments, also comprise

awareness-raising measures such as campaigns, initiatives, topical events and information platforms – to measures undertaken at the municipality level such as the establishment of bicycle parking stations and cycle lanes.

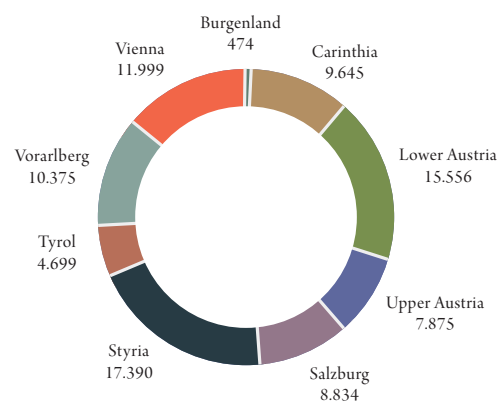
Number of klimaaktiv cycle projects

by federal province



CO₂ reduction through klimaaktiv mobil cycle projects

in tonnes/year for each federal province



In 2014 48,000 electric bicycles were sold. This corresponds to a market share of about 12%. With the electric bike promotion scheme for companies and municipali-

ties, klimaaktiv mobil made an important contribution to the electric bike boom and a successful market introduction in Austria.

BMVIT ACTIVITIES

Non-motorised transport, including cycling, is regarded as the backbone of the overall transport policy pursued by the Austrian Ministry for Transport, Innovation and Technology (BMVIT). The overall transport plan for Austria (BMVIT 2012a) is based on the following principles: social, safe, eco-friendly and efficient – thus aiming at smart connections between different transport options. Cycling is an important part of an inter-connected, multi-modal transport system. This is why it is given particular attention.

The BMVIT has assumed a leading role in overcoming conflicts and removing barriers within government so that steps can be taken to improve the conditions for cycling significantly. This can be illustrated by the following examples:

- By setting up a cycling sub-committee of the Road Safety Advisory Council in 2009 (according to the Accident Investigation Act, Section 23 Paragraph 6), the Ministry established an expert body specialising in environmental issues with a focus on road safety, with a substantial impact on the safe and positive development of cycling all over Austria. The Advisory Council has had a significant influence on the development of the road safety programme 2011-2020 and has contributed to launching other cycle-related activities.
- With the Cycling Package of the Austrian Road Traffic Regulations in 2013, local communities were enabled to meet cyclists' needs in a flexible and demand-oriented manner. Cities and municipalities have been able to establish shared spaces and dedicated bicycle boulevards, and there has been more flexibility in managing the obligation to use cycle paths. An important step towards more safety for cycling was made four years ago when the use of cycle helmets was made compulsory for children up to twelve years of age and an obligation for all road users to be considerate towards each other was introduced. Currently other "cycle packages" are in the process of being prepared and discussed.
- The Cycle Ordinance was amended in 2013 in consultation with the Advisory Board, with adjustments to accommodate technological progress.
- The Road Safety Programme 2011-2020 was developed by the BMVIT in the course of a comprehensive participation process. It is currently being evaluated. The Programme specifies transport-related targets and measures, including those for cycling, for the next 10 years.



- The BMVIT has initiated numerous research projects that are concerned with cycling and related aspects of road safety, e.g. the first, third and fourth public tenders of the Road Safety Fund (VSF). With funds from the VSF research projects for road safety can be supported on a continuous basis, with substantial benefits for cycling as well.
- For many years, the BMVIT has been supporting projects and initiatives to improve road safety. The purpose of some of these projects is to subsidise cycle training courses for younger and older people to give them the skills and confidence required so that they are able to use the roads safely.
- A comprehensive Austrian mobility survey (“Austria on the move” (“Österreich *unterwegs*”) 2013-2015) will provide, for the first time in years, a detailed assessment of the available cycling options and serve as guidance for further plans.
- Since 2009 the BMVIT has been supporting, under the “Intermodal Interfaces in Cycling (ISR)” action programme (BMVIT 2009), the establishment of about 5,000 modern bicycle parking spaces at public transport stations with the aim to improve connections between eco-friendly modes of transport and to provide integrated, seamless mobility and transport solutions. Since 2009, about 7.5 million euros have been earmarked for relevant infrastructure, projects and plans.
- With GIP, a Graph Integration Platform (GIP) has been implemented all over Austria. The aim of the GIP project is to enable the digital administration of traffic data according to harmonised rules. These data include data on infrastructure and rules applicable for cycling.
- Transport Information Austria (VAO) is an integrated transport information portal for the whole of Austria which is based on GIP and includes all modes of transport. It covers the whole transport system. Routing information is made available along with other information on most transport modes, including possibilities for connections – such as car routing, public transport routing, bicycle routing, bike & ride, park & ride, bicycle hire and car sharing offers. Bringing alternative options into greater prominence may facilitate the change to eco-friendly modes of transport and make them better known.

- The BMVIT has published a number of guidance documents, guidebooks and studies to improve knowledge about and understanding of cycling. They are available free of charge at bmvit.gv.at and provide information about e.g. cycling data, while also presenting measures for the promotion of cycling in the municipalities or helping to deter bike theft, or helping children and older people to ride their bikes safely.



- The BMVIT has been providing substantial support for research, innovation and technology projects in the field of *active mobility* (such as cycling and walking) for many years. Over the period 2008-2014 about 25 million euros were spent on supporting about 150 projects in the field of personal mobility-related research. Programmes such as “ways2go” and “Mobility of the Future” help pave the way towards a sustainable transport system.
- The BMVIT also launches numerous initiatives for awareness-raising measures. Information specially designed for different target groups has been disseminated across a variety of media, addressing topics such as “Safe Routes to School” for parents and car drivers, or “Safe Cycling” specially designed for children.

FEDERAL PROVINCES AND MUNICIPALITIES

IN THE FEDERAL PROVINCES, CITIES, AND MUNICIPALITIES, a large number of initiatives and measures have been launched in the last few years. An overview can be found on the following pages. As klimaaktiv mobil partners from the very start, the Austrian Association of Cities and Towns and the Austrian Association of Municipalities support the implementation of the Cycling Master Plan by providing professional assistance for their members and by their active participation in the Working Group for Cycling.

About one third of the CO₂ reductions brought about through klimaaktiv mobil cycling projects is achieved by about 100 local communities and regional associations, which shows how important the local communities are in the field of climate policy and how successfully the Cycling Master Plan has been implemented in Austria.



Karin Hörzing,
Vice-Mayor of Linz
(capital city of Upper Austria),
responsible for transport,
chair of the Transport
Committee of the Association
of Cities and Towns

“In cities and towns, the bicycle is playing an increasingly important role as an eco-friendly mobility mode. Thanks to targeted support for cycling and by increasing its attractiveness, the share of cyclists has been raised significantly in many cities and towns. At the same time, the bicycle has become a daily means of transport for many people especially in inner city areas. Cycling has become more popular than ever. The shared activities undertaken by klimaaktiv mobil and the members of the Association of Cities and Towns for the promotion of cycling have proved to be effective and are thus a good thing.”



Helmut Mödlhammer,
President of the Austrian Association
of Municipalities

“In the Austrian municipalities, cycling is no longer a mere leisure activity but has become an important mode of transport. More and more people are using the bicycle for short and medium distances – a trend that, as we have observed, is becoming more and pronounced not only in conurbations but also in the rural areas. The municipalities are doing everything they can to provide space for cyclists, by building cycle paths on the one hand but also by raising awareness about cyclists and about the fact that they have equal right to use the road. Shared spaces have only recently provided us with a new instrument for giving cyclists more space. To achieve this, the availability of financial resources for the extension of cycle routes or cycle-friendly infrastructure is of course a decisive factor. A master plan at the national as well as at the local level helps to identify needs and to handle this expansion on a step-by-step basis. I am glad that our Ministry, which is working towards an Austria that is worth living in, is providing a valuable basis here, which is of major importance for the municipalities too.”

BURGENLAND

The Burgenland continues to have the reputation of a federal province that is attractive for cyclists. In the past few years the cycling network has been further extended, now offering more than 2,500 km of signposted cycle paths and cycle routes. So far the focus has been mainly on offers for cycling as a leisure and tourist activity. The use of the bicycle for short distance trips is now becoming more and more popular.

- Expansion of the “nextbike” cycle hire system around the Lake “Neusiedler See”
- Expansion of the E-Bike cycle hire system in southern Burgenland
- Almost 100% of children in their third year of primary school are taking a cycling proficiency test (and receive a certificate).
- Yearly participation in the “Austria cycles to work” scheme
- Supporting the “Bikebird” initiative
- Defining the route and setting up signposts for the “Iron Curtain Trail” (EuroVelo 13 route) along the Austro-Hungarian border, including a description in the “Alpstein” online route planner.

CARINTHIA

It is intended to increase the cycling mode share, in Carinthia mainly accounted for by cycle tourism, from currently 6% to 12% in 2025.

- Carinthia’s wider regional network of cycle routes is expected to have a total length of 1,380 km once it is fully established. Up to now 1,000 km have been built. Of these, 500 km were newly established and the other 500 km are on-road bicycle lanes.
- In the last few years, a gap-closing programme has been developed in addition to the expansion of the cycle route network, and the focus has increasingly been on quality improvement.
- With a view to quality improvement, a medium-term restructuring programme has been developed.
- A signposting campaign was conducted, during which all cycle paths were newly signposted.
- Existing cycling facilities have been evaluated in terms of road safety, the quality of the connections between cycling and public transport, the number and quality of rest areas and overnight accommodation as well as the places where cyclists can get food and drink on the route.
- The network of automatic cycling counters meanwhile comprises nine devices.



Hans Niessl,
Governor
of Burgenland

„A household survey conducted under the new overall transport strategy for Burgenland has shown that the citizens of Burgenland would like to use their bicycle not only for leisure purposes but increasingly also as a means of transport for everyday journeys. Being a country of cyclists, Burgenland considers this to be call for optimising its existing cycle network which consists of 2,500 km of (tourist) cycle routes to make it suitable for cycling as a daily routine. The intention is to create a basic network for cycling which promotes – along with additional cycling infrastructure and awareness-raising measures – everyday cycling.”



Rolf Holub,
Member of the
Government of Carinthia

“Admittedly, it takes some effort to mount a bicycle in the early morning hours. But we all know: Cycling is much more fun than sitting in a car and being caught up in a traffic jam. And a comparison in terms of environmental performance shows: The manufacturing of a car alone consumes as much energy and as many resources as the manufacturing of 80-100 bicycles. According to the Energy Master Plan for Carinthia, the share of public transport and cycling in the modal split is currently 29%. It is intended to raise this share up to 40% by 2025. The status of cycling as a sustainable means of transport is set to rise in the future. Combined with bus and rail services, the bicycle is an ideal transport mode for travelling to work every day. And it is a mode of transport which is considered in Carinthia even more than before.”

LOWER AUSTRIA

With the “Cycling Country” campaign (radland.at) the federal province of Lower Austria has set itself the target to increase the cycling mode share to 14% by 2020.

- support key cycling projects in urban areas and cycle paths for daily trips outside urban areas
- establish a cycling academy training course (RADL-Akademie) for municipalities and experts
- create basic regional networks for cycling (connected cycle routes between municipalities)
- continue with the nextbike bicycle hire system in centres and trunk roads
- cooperation with schools (“climate fit to cycling hit” (“*Klimafit zum RADLhit*”), AUVA cycling workshop, BIKEline etc.) and organisation of major publicity events (“cycling picnic” (*RADL picknick*), “we cycle to church” (“*wir RADLn in die Kirche*”), Austrian cycle summit (“*RADgipfel Österreich*”) etc.)
- support the “Lower Austria cycles to work” initiative
- information platform for all matters relating to cycling: radland.at
- provide various brochures such as “Cycling Advice” (“*RADLgeber*”), “Cycling Advice for Kids”, “E-Cycling Advice”.

UPPER AUSTRIA

The federal province of Upper Austria will present its new transport scheme (“On your bike, no excuses” – “*Sei ned fad, nimm’s Rad*”) later in 2015. The current overall transport scheme for the greater Linz area also places a focus on cycling, addressing the main cycle routes and cycle parking facilities.

- More than 90 municipalities are already taking part in the “Upper Austrian Cycling Advice Service” and in cycle networking meetings every year. (for information see: farradberatung.at)
- The Upper Austrian Ordinance on Structural Engineering sets out rules for a minimum number (and quality) of bicycle parking facilities in new buildings.
- Organisation of target group-specific actions such as “Upper Austria cycles to work”, “On your bike, no excuses”, “BIKEline” and “AUVA cycle workshops”
- Development of a main cycle network, together with the municipalities in the greater Linz area, by autumn 2014, to be implemented by means of an increase in regional funds in several stages and according to specified quality standards;
- About 2,100 km of cycle route labelled with uniform signs, along with more than 500 km of designated cycling facilities along the higher speed road network.



Dr. Stephan Pernkopf,
Member of the Lower
Austrian Government

“The aim of the federal province of Lower Austria is to double everyday cycling trips by 2020. The promotion of cycling is important to us, which can be seen from the fact that it forms an integral part of the Lower Austrian transport mobility scheme, the Lower Austrian climate and energy programme and in the Lower Austrian energy roadmap. What is crucial here is that the public transport cycling connections are improved, to make multi-modality possible. The “Cycling Country Lower Austria” (“*RADLand NÖ*») initiative contributes enormously to raising people’s awareness about all there is to know about cycling as an everyday mode of transport.”



Franz Hiesl,
Vice-Governor
of Upper Austria

“Upper Austria is a number one cycling country with direct investments into cycling amounting to 7 million euros every year. With the Danube cycle path, we can pride ourselves on having one of the most popular cycle routes running through our federal province. This means that we are in a top position which I would like to further enhance. Here I am talking not only about cycling for leisure purposes, but also about every day cycling. And an important step towards making cycling part of the daily routine is the implementation of the main cycle routes in the greater Linz area.”

SALZBURG

The federal province of Salzburg aims especially at the promotion of everyday cycling and at increasing the cycling mode share to 13% by 2025, a target which is specified in the general principles for “Cycling in Salzburg” which were developed in 2014 and 2015.

- A yearly programme for the establishment of cycle routes with an emphasis on closing gaps in the cycle network;
- Providing advice and newsletters for municipalities;
- Providing support for bicycle parking facilities at bus stops;
- Follow-on funding to top up klimaaktiv funding for the “revitalisation of bicycle parking”
- Preparing a guidance document on “Bicycle Parking”;
- Establishing bicycle lockers at bus and train stops;
- Organising and supporting school initiatives such as bicycle workshops, “BIKEline” or “Blind Spot” (“*Toter Winkel*”);
- Organising and supporting other campaigns such as cycle training courses for migrants, bicycle checks and a bicycle lighting campaign or a cycling motivation campaign (“As a cyclist, there is a lot to gain” – “*wer radlt, gewinnt*”);
- Internet routing for cycling;
- A joint website shared by the city of Salzburg and the federal province of Salzburg (salzburgrad.at).

STEIERMARK

In Styria, cycling has been important particularly in tourism. By further developing the Cycling Programme 2008-2012, it is intended to gradually increase the cycling mode share in Styria.

- Gaps in the cycling infrastructure have been closed.
- An initiative to support bicycle parking facilities has been launched.
- Projects for assessing the potential for cycling along so-called development axes and a transport mobility survey (KOMOD) provide basic data for target-oriented development.
- Cycling schemes are being developed in destination areas.
- To raise people’s awareness, projects such as cycling competitions (“Styria cycles to work”, BIKEline) have become an integral part of the fund portfolio of the federal province of Styria.
- Information on further “best practice” projects such as an optimised cycling sat nav (“Bike Nature Guide”) can be obtained via the information platform radland.steiermark.at.



Hans Mayr,
Member of
the Salzburg
Government

“In the federal province of Salzburg, we want to make the bicycle more attractive in the next few years, particularly as a means of every day transport. Cycling has a positive effect on every individual human being. It is healthy, cyclists are independent and get around at low cost, and most of the time cycling is fun. Cycling benefits society because it does not take up much space, does not cause noise emissions and it is safe and helps us to reach our climate and environmental targets. We are going to carry on developing the cycling infrastructure in the federal province of Salzburg. In particular, it is planned to close gaps on cycle routes. As far as awareness raising is concerned, there will be more information and more campaigns, and there will be an even stronger cooperation with the municipalities. The aim is that 13% of all trips are made by bike by 2025.”



Dr. Gerhard Kurzmann,
Member of the Styrian
Government

“Mobility behaviour in Styria is changing. More and more people in our federal province use the bicycle for daily trips. Whether they use the bicycle in combination with public transport or whether they cycle all the way to work, school or leisure – the number of cyclists is increasing. And we appreciate this trend towards an eco-friendly and health-promoting mobility behaviour just as we appreciate the Ministry’s valuable initiative and its support.”

TYROL

Under the umbrella brand “Tyrol on the bike” (“*Tyrol auf D’Rad*”), which is part of the “Tyrol mobil” mobility programme, a large number of awareness-raising and infrastructural measures have been initiated, delivering a sustained benefit towards achieving the aim to increase Tyrol’s cycling mode share to 14% by 2020.

- Extension of the Tyrolean cycle route network (e.g. the cycle paths in the Zillertal and Inntal valleys); currently about 800 km of cycle route are available;
- Organisation of the “The whole of Tyrol is cycling” (“*Ganz Tirol radelt!*”) competition: almost 600,000 kilometres have already been travelled (as of May 2015)
- Organisation of a “cycling culture” ideas competition to actively involve communities
- Organisation and support of school campaigns such as BIKEline
- Organisation of cyclist training courses for senior citizens and migrants.

VORARLBERG

Vorarlberg has been a pioneer for cycling in Austria. The cycling mode share is 17% and it is intended to raise it to 20% by 2020. To achieve this, it is planned, among other things, to further develop the “A fresh breeze” (“*Frischer Wind*”) cycling strategy;

- Since 01.01.2012, Vorarlberg has been supporting the planning and construction of its cycle routes (providing up to 70% of the necessary funds), while also supporting BYPAD (Bicycle Policy Audit) as part of the advice scheme for cyclists in municipalities;
- A multi-annual communication scheme for cycling (cycle-friendly) has been in place since 2011 and an annual cycling parade has been organised since 2013;
- Cycle routes included in VoGIS, online route planner and a sat nav for cycling since 2014;
- Establishment of a cycle count network (currently 8 stations) and a modal split assessment carried out in 2013;
- In June 2013 the establishment of cycle parking facilities was introduced as a mandatory requirement in the parking regulations of Vorarlberg;
- Bike & ride expansion at newly built railway stations;
- The Vorarlberg “Cycling Academy”;
- Top-up funding for “Upgrades with covered cycle parking facilities” (new, since April 2015).



**Mag. Ingrid
Felipe Saint Hilaire**
Vice-Governor

“In Innsbruck, the pavements have become wider in the last few years and the gaps on important cycle routes are gradually being closed. In the district capital Reutte the sharrow (i.e. shared land marking) model from San Francisco has been adopted: large cycling pictograms on the roads designed to lead to more careful and slower car driving. We are working on a new cycle route from Innsbruck to the holiday villages nearby which should enable cyclists to reach the lower mountain ranges as well. Between St Johann and Fieberbrunn in the Tyrolean lowlands a cycle path is currently being established. Why are we doing it? Because cycling is healthier, more environmentally friendly and, especially in conurbations, faster than sitting in a car in a traffic jam. This is why I am very glad about the Federal Ministry’s initiative for our cyclists.”



Johannes Rauch,
Member of the Vorarlberg
Government

“Cycling in Vorarlberg is a success story. Vorarlberg is set to increase its mode share of cycling, the highest share in Austria already, from 15 to 20 per cent in 2020. We can achieve this by focusing on raising people’s awareness and on steadily extending our network of cycle routes. It is very important for me that cycling becomes more attractive as an everyday means of transport for the people in Vorarlberg. Half of the distances travelled by car nowadays on a working day are shorter than five kilometres. Here we have to try and introduce the bicycle increasingly as a comfortable, quick, cheap and environmentally friendly alternative. With Vorarlberg’s cycling strategy, and together with the Austrian Master Plan, we are going to achieve our ambitious targets.”

VIENNA

The City of Vienna has set itself the target that by 2025, 80% of all journeys travelled by the Viennese will be made either by public transport or on foot or by using a bicycle. A comprehensive programme has been underway since 2011 with measures designed to increase the modal share made up by cycling.

- The establishment of a cycle path on the external side of the Vienna Ring Road, along with changes to pavement extensions at tram stops in the Ottakringer Road which are now also usable for cyclists and the cycle-friendly Hasner Road have become cornerstones for the cycling infrastructure of Vienna.
- All in all, the network of cycle routes was extended by 96 km between 2010 and 2014. There are now 1,270 km of designated routes (as of 2015). During this period, 9,588 cycle parking spaces were built in the public space.
- For the new expansion areas around Vienna's main station, the lakeside town of Aspern or the premises of the former northern railway station, proper cycling infrastructure has been taken into account from the start.
- The world's biggest international cycling conference (Velo City) took place in Vienna in 2013.
- The Year of Cycling 2013 was the first integrated awareness raising campaign, organised and implemented by the Mobility Agency, to encourage cycling in the City.

BREGENZ

The City of Bregenz has a dense network of cycle paths with links to surrounding areas that are being developed continuously. The Cycle Scheme 2006 specified an increase in the cycling mode share as a major target.

- continuous extension of the cycle network;
- cycling mode share: 20% (plan-b region); target: increase the cycling mode share;
- regular audits since 2005 under the Europe-wide BYPAD programme to ensure an appropriate level of quality for the measures undertaken to promote cycling
- providing company bicycles and a bicycle service station for members of the city council;
- supporting the purchase of bicycle trailers for transporting children and cargo; since April 2014 the purchase of bicycle trolleys has also been subsidised;
- regular public relations activities in the regional media and the organisation of a bicycle market to kick-off the bicycle season.



Maria Vassilakou,
Vice-Mayor of Vienna
(© pid/Fürthner)

“The City of Vienna is fully committed to the expansion of cycling in Vienna. It is planned that by 2025 80 % of all every day trips will be made by environmentally friendly modes of transport – either by bicycle or on foot or by using public transport. This is a target that can only be achieved if there is a continued and strong increase in cycling. Therefore, Vienna will be building long distance cycle routes from the city's boundaries to the city centre, and offer extensive services to cyclists. Vienna is planning to further develop Austria's biggest bicycle sharing system and make it more attractive.”



DI Markus Linhart,
Mayor of Bregenz
(© Reinhard Fasching)

“Half of all car trips made in Bregenz are shorter than 5 km. Bregenz is a typical “city of short distances”. Here the bicycle is an ideal alternative as it is healthy and environmentally friendly. Our policy makers will lend their support to everything that promotes this “soft mobility” mode.”

EISENSTADT

In Eisenstadt, the focus of the measures is on opening up important connections for cycling and making them attractive.

- klimaaktiv mobil project partner in cycling
- The cycling campaign for Eisenstadt was implemented under the slogan “Those who ride bicycles live healthier lives” (“*Wer Rad fährt, lebt gesünder*”).
- In the “Eisenstadt 2030” urban development plan a revision of the cycling scheme was written down including specific suggestions.
- continuous expansions of and additions to the cycle network
- In 2015 the city’s electric bicycle hire system will be overhauled, and docking stations will be established in all three districts of Eisenstadt.



Mag. Thomas Steiner,
Mayor of Eisenstadt

“By opening up the pedestrian zone to cyclists we have been able to connect the districts Kleinhöflein, Eisenstadt and St Georgen, areas which are especially attractive for cyclists. For our efforts to continuously expand the cycle network of Eisenstadt, Burgenland’s capital city, Eisenstadt was given the “cycle-friendly municipality” award by the Austrian Road Safety Board in 2012. Together with our technical operations staff I am trying to further optimise our offers for cyclists. After a two-year process the new urban development plan for “Eisenstadt 2030” was presented at the beginning of 2015, where the issue of cycling is thoroughly dealt with. It is planned to revise the existing cycling scheme in the months to come by introducing specific measures and making suitable suggestions.”

GRAZ

The promotion of cycling has a long tradition in Graz. The “Transport Policy Guidance Note 2020” and the “Mobility Scheme for Graz” together form the “Mobility Strategy of the City of Graz” whose aim is to increase the cycling mode share to 20% in 2021. Having made cycling a top priority in the city as well as in the country around it, several large projects aimed at closing the gaps on pedestrian and cycle paths (graz.at/rad-Projekte) have been implemented since 2011.

- the Riesstraße pedestrian and cycle path, leading to the regional hospital of Graz, was established with retaining walls
- In 2012 the foot and cycle track bridge link Fischer-*austraße-Nord* which is 165 m long was opened.
- In 2013/2014 extensions were made (bridge, footpath, cycle track-ramp) to link up the districts Gösting & Andritz.
- The Gabriachbach stream walking and cycling way was completed in 2014.
- For 2015 the development of a 1.6 km east-west walking and cycling route (*Wetzelsdorferstraße*) and the start of road works at the Eggenberger Gürtel ring road are planned under the “cycling as a top priority” scheme. For these projects, the city and the federal province are providing funds in the amount of 1.275 million € each.



Mag. Siegfried Nagl,
Mayor of Graz

“In the area of transport policies and urban planning, we have been focusing on car traffic flows for a long time. This has left unsightly marks, especially in cities where there is a larger historical centre. These marks are now being removed. This is why today’s approach to attach greater importance to cycling is right. Modern mobility policies must support eco-mobility, i.e. public transport (tram and bus), and cycling and walking. This will ensure a higher quality of life, while also being climate and environmentally friendly and healthy. For younger generations cycling has now become part of a hip lifestyle.”

INNSBRUCK

Innsbruck has 130 km of cycle route, with a high cycling mode share of 23%. To further increase this share and to reach a target of 25% in 2025, Innsbruck is further investing into extensions to its cycle routes.

- As regards infrastructure, a breakthrough connection between Innrain and the Inn river promenade has been realised, and a bridge carrying a footpath and cycle path has been built at the mouth of the Sill river, along with a footway and cycle path link on the Kranebitter Allee, a footway and cycle path link between Olympiastraße and Wiesengasse and a cycle path across the Rapoldi city park.
- A bicycle workshop is organised once a month and a cycle exchange once a year.
- The city of Innsbruck participates in the “The whole of Tyrol is cycling” (“*Ganz Tirol radelt!*”) Tyrolean cycling competition.

KLAGENFURT

The city of Klagenfurt has about 95 km of cycle route. It is intended to increase the cycling mode share, currently 7%, to 10% by 2025.

- continuous extensions to cycle routes including gap closures;
- creation of bicycle boulevards according to the Austrian Road Traffic Regulations, section 67;
- promotion of electric mobility by setting up charging stations;
- establishment of a cycle route planner on the internet;
- development of a cycle scheme as a basis for an efficient and attractive cycle route network with the aim to improve road safety and increase the cycling mode share.



Mag.^a Sonja Pitscheider,
Vice-Mayor
of Innsbruck

“The promotion of cycling guarantees a higher quality of life in cities and municipalities. Short and medium distance journeys can easily be travelled by bicycle. Daily exercise gets you fit, saves money and is less stressful than using the car. Cycling contributes significantly to the revival of inner city life and is a big help for retail trade. The klimaaktiv mobil funds help us in our efforts to meet transport and mobility requirements on our bicycles in a flexible and easy way and to do justice to Innsbruck’s distinction as a “Cycling Capital City” in Austria.”



Dr. Maria-Luise
Mathiaschitz,
Mayor of Klagenfurt

“Our city has attractive cycle routes which are to be further extended, under the urban development scheme 2020+, in order to improve the quality of life and the environment. In the near future it is planned to close gaps on the routes and to establish an electronic bicycle hire system. Because of its topographic position, Klagenfurt is well suited for cycling. Therefore cycle routes serving residential areas are just as important for me as is the availability of sufficient bicycle parking places near new housing developments. This is a requirement which is checked under the city of Klagenfurt’s regulations when building permits are issued.”

LINZ

To promote cycling, the city of Linz uses, apart from extensions to the infrastructure, special incentives such as adaptive traffic lights for cyclists which detect bikes through induction loops, or handles for cyclists to hold on to at junctions. The aim is to increase the cycling mode share from currently 7.8% to 15% in 2025.

- Infrastructural priorities include gap closures, the opening of bus lanes and one-way streets, the design of cycle lanes in such a way that cyclists have a dedicated waiting area at junctions in the front of the cars, and red surface crossings for cyclists
- a bicycle trailer hire system that is free of charge to increase the bicycle's potential as a mode of transport
- The numbers of cyclists in the city are counted regularly at several intersections. The results have shown a continuous increase in the number of cyclists.
- Awareness-raising measures such as "The Municipal Departments are getting on their Bicycle" ("cycle to work") or "Spring Cycling in Linz" are organised to help cycling catch the public's attention.

SALZBURG

The city of Salzburg has been building on its success story and asserted its position as the leading "Cycling Capital City" in Austria. Thanks to an extensive funding programme, the cycling mode share has increased even more – from 16% (2004) to 20% (2012).

- Over the last few years, the focus was on the promotion of bike & ride and on the improvement of signposting, the development of an online cycling map ([radlkarte.info](#)) including a cycling app, the provision of more bicycle parking facilities and self-service stations as well as on important gap closures on cycle routes.
- The Wilhelm Kaufmann bridge in the south of Salzburg, the foot and cycle bridge over the Rudolf-Biebl street and the bike & ride facilities at Salzburg's main station should be mentioned as the most important building projects in the last few years.
- A "Guidance Document for Bicycle Parking", prepared by the city together with the federal province of Salzburg, and the funds provided by both the city and the federal province of Salzburg to establish bicycle lockers at train and bus stations are the result of a fruitful cooperation between the city and the federal province of Salzburg.
- In 2015 funding was provided for bicycle trailers and cargo bicycles for the first time..



Klaus Luger,
Mayor of Linz

"There have been significant increases in cycling in the cities in the last few years. More and more road users are discovering that cycling is healthy and environmentally friendly, that cycling is fun and more flexible and that it saves time and money. According to the Austrian Statistical Office, two thirds of the over 15-year-olds use the bicycle at least occasionally on a daily basis. The promotion of cycling is thus becoming a major challenge. Apart from consistent improvements to infrastructure, better links between cycling and public transport will be necessary along with more high-quality bicycle parking facilities. Moreover, positive effects on public opinion can be achieved with public relations campaigns."



Dr. Barbara Unterkofler,
member of the government
of Salzburg

"Cycling has become an integral part of transport in the city of Salzburg. About 20% of all road users use the bicycle as an environmentally friendly mode of transport. To ensure that this trend will continue in the future, the city of Salzburg invests about one million euros a year in the development of its cycling infrastructure. The Cycling Master Plan is an important guidance document and gives us ideas on how to make cycling attractive in the city of Salzburg."

ST. PÖLTEN

The latest update of the general transport scheme includes the target that the city of St Pölten has set itself – to increase the cycling mode share to 15% by 2025. Under the general transport scheme of St Pölten the following measures are envisaged to achieve this:

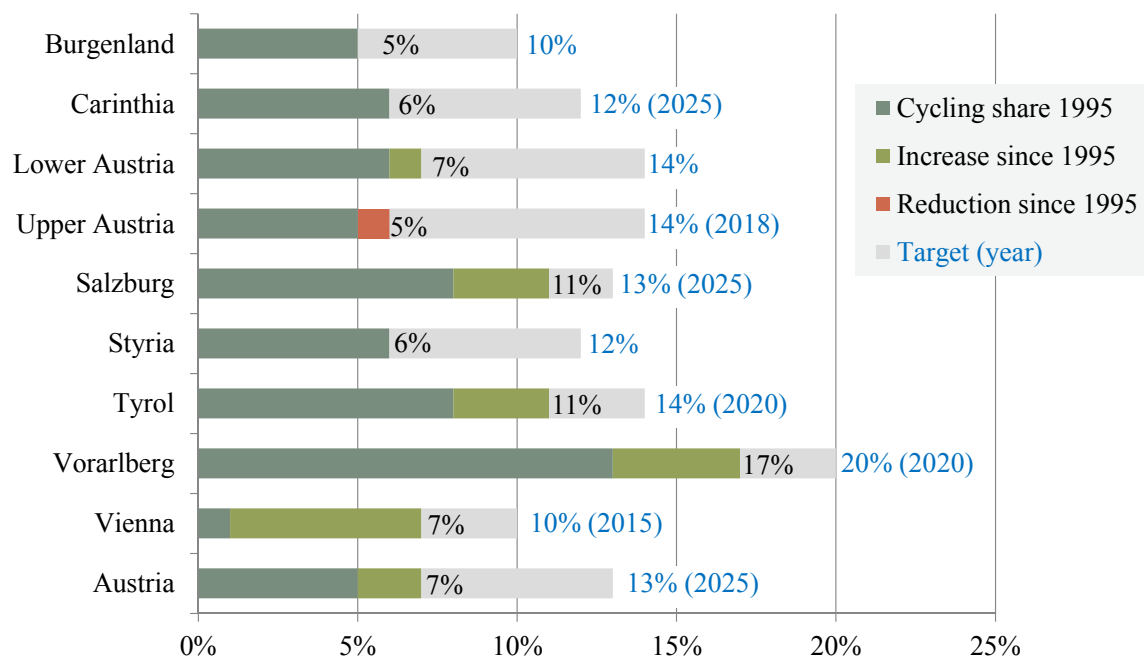
- diverting motorised individual traffic to bypass roads and recovering urban road space as a place to be shared by pedestrians and cyclists, together with local public passenger transport.
- continuing the gap-closing programme on cycle routes in the city centre and along streets with heavy traffic,
- further development of the “nextbike” bicycle hire system (introduced in 2010) which, since its introduction, has seen growth rates of 30%-50%. Bike hire in winter (November until March) meanwhile accounts for about one third of total bike hire in St Pölten



Mag. Matthias Stadler,
Mayor of St Pölten

“In our general transport scheme we have deliberately put the focus of our activities on cycling, as cycling is an efficient mode of transport in St Pölten, with a huge potential in urban traffic. The positive responses that we received from our citizens when we consulted them about a revision of our general transport scheme have further supported us in our plans.”

Cycling's Modal Shares in Austria



Source: different regional travel mobility surveys (2008, 2011, 2012, 2013, 2014)

THE IMPLEMENTATION MEASURES IN DETAIL

STAKEHOLDER SURVEY

As with the interim evaluation of the Cycling Master Plan in 2011, cycling practitioners, experts and key players from all over Austria were also involved in the evaluation and further development of the Cycling Master Plan 2015-2025.

The questionnaires were answered by 54 stakeholders:

- 87% had known about the “Cycling Master Plan – Successes in the implementation of Measures and New Priorities” 2011-2015” since 2011.
- 76% thought that a national cycling strategy was necessary/required.
- 57% stated that the Cycling Master Plan had an impact on the development of cycling within their remit.
- 83% saw a connection between the Cycling Master Plan and the successes achieved with the promotion of cycling in Austria.

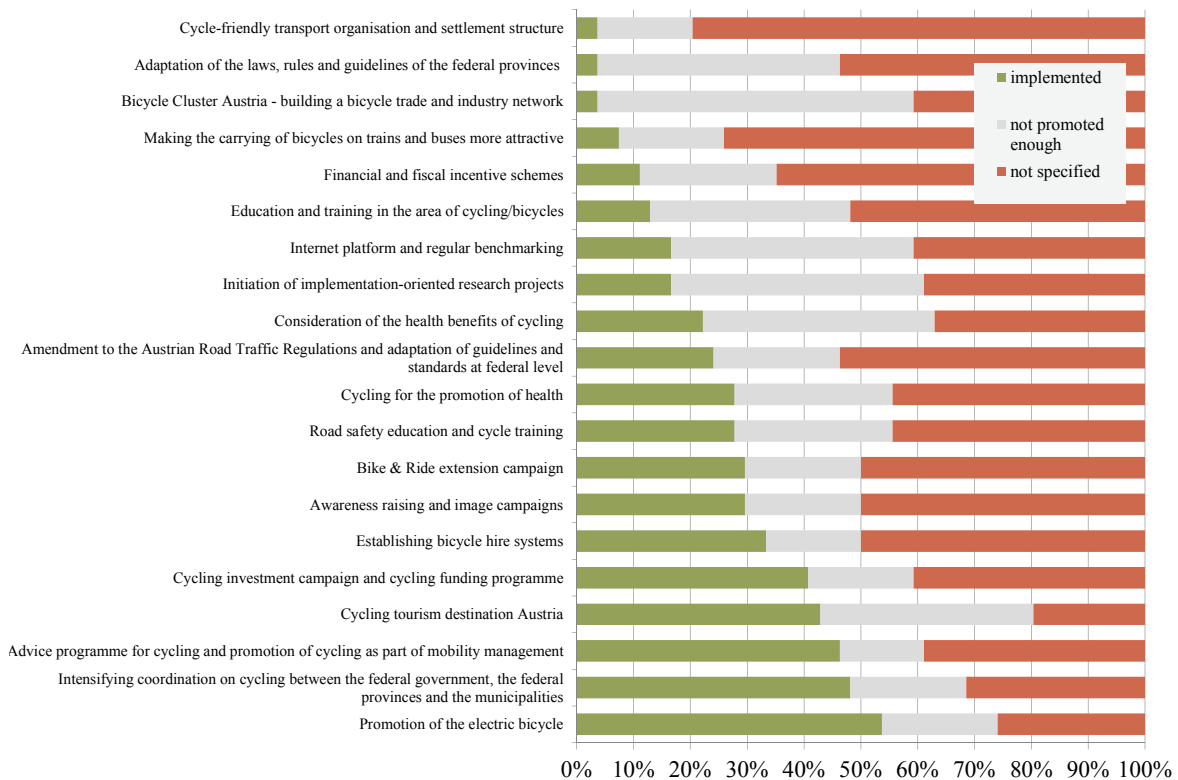
- The biggest impact was identified for the “klimaaktiv mobil cycling campaign” priority (74%), followed by the “electric bicycle” priority (67%). The third identifiable priority was “the bicycle and public transport (48%), closely followed by “cycling for the promotion of health” (44%). The lowest impact was identified for the priority “cycling as an economic factor” (33%).

The following measures of the Cycling Master Plan are considered to be of key importance:

- cycling investment campaign and cycling funding programme
- cycle-friendly transport organisation and settlement structure
- making the carrying of bicycles on trains and buses more attractive.

Results of the Stakeholder Survey

What measures have, in your view, been implemented (successfully, fully) or not promoted enough?



Source: Stakeholder survey, Umweltbundesamt 2015

IMPLEMENTATION MEASURES

The “Cycling Master Plan – Successes in the Implementation of Measures and New Priorities for 2011-2015” (BMLFUW 2011) takes all aspects of the promotion of cycling into account. It sets 5 priorities and defines a total of 20 measures: Given the wide variety of players and responsibilities, the intensity with which these 20 measures have been implemented has been varied as well. Some of the measures have been fully implemented, others are in the process of being implemented and some are about to be implemented.

PRIORITY 1: THE KLIMAAKTIV MOBIL CYCLING CAMPAIGN

Intensifying coordination on cycling between the federal government, the federal provinces and the municipalities

Cycling coordinators are key contributors when it comes to making cycling an issue that is addressed and supported at different levels of administration. Cycling coordinators were established both at federal level and in the federal provinces in the course of the implementation of the Cycling Master Plan 2006. During the period 2011-2015 new cycling coordinators were nominated in the administrative units of the municipalities and in interest groups. All in all, the network of cooperation has been intensified and improved over the last few years, which is due to the establishment of a “Working Group for Cycling” and a “Bicycle Summit” organised every year.

Internet platform and regular benchmarking

Latest news and information on cycling in Austria can be accessed online on a national klimaaktiv mobil internet platform. A “bicycle newsletter” provides information about news, events and topical issues of cycling four times a year, and also gives readers an opportunity to look beyond Austria’s borders. All of the federal provinces and interest groups have an internet presence of their own about the issue of cycling. Progress has also been made in the field of cycle routing. Cycle routes for the whole of Austria can be accessed at anachb.at, which is provided by the Austrian transport information service, and Bike-citizen, a klimaaktiv mobil partner, provides a cycle routing app as well.

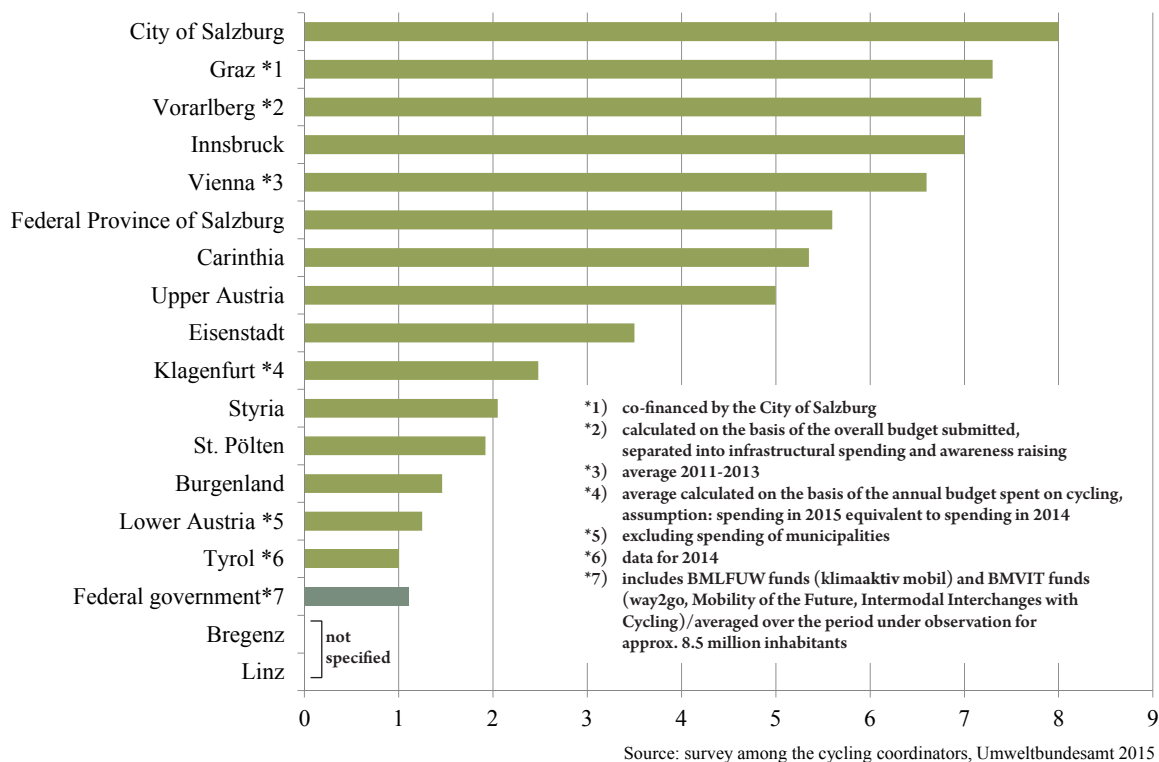
With respect to benchmarking (comparative analysis), an Austria-wide mobility survey was conducted in 2012. The results are expected in 2015/2016. In addition to that, permanent cycle counting stations have been established in the federal provinces (e.g. Carinthia, Vorarlberg), improving the data available in Austria considerably. Since 2009 it has been possible for municipalities and regions to perform a so-called BYPAD (bicycle policy audit, bypad.org). So far 38 cities and municipalities and 2 of the federal provinces (Styria and Vorarlberg) have taken the opportunity to have an audit.

Cycling investment campaign and cycling funding programme

The cycling investment campaign was continued in the period 2011-2015. Financial support was provided by the klimaaktiv funding programme for businesses, municipalities, associations as well as tourism and educational organisations, to support the implementation of cycling measures ranging from cycling infrastructure and bicycle hire systems to cycling representatives, including bonuses to support awareness raising activities and combinations of measures. Funding was also provided for electric bicycles and cargo bicycles and a funding campaign was carried out for bicycle parking facilities (“revitalisation of bicycle parking”). With klimaaktiv mobil, an average of about 4.3 million euros was invested in cycling every year, along with another 0.3 million euros which were invested in coordination management, awareness raising, as well as consultancy and studies. To these investments, another 4.8 million euros (approximately) were added per year from the funding programmes of the Federal Ministry of Transport, Innovation and Technology (ways2go, Mobility of the Future and Intermodal Interchanges with Cycling). All in all, the funds provided by the federal government to promote cycling amounted to about 1.10 euro for each inhabitant per year. According to a survey among the cycling coordinators in the federal provinces and the capital cities, an average of about 4 euros was invested per inhabitant each year in the federal provinces. The capital cities spent an average of about 5 euros per inhabitant each year to promote cycling. In the Netherlands by comparison, a sum of 24 euros per inhabitant each year (and all administrative levels taken together) was invested in the promotion of cycling.

Investment in the Promotion of Cycling

Average investments at the respective levels of administration,



- *1) co-financed by the City of Salzburg
- *2) calculated on the basis of the overall budget submitted, separated into infrastructural spending and awareness raising average 2011-2013
- *3) average calculated on the basis of the annual budget spent on cycling, assumption: spending in 2015 equivalent to spending in 2014 excluding spending of municipalities
- *4) average calculated on the basis of the annual budget spent on cycling, assumption: spending in 2015 equivalent to spending in 2014 excluding spending of municipalities
- *5) data for 2014
- *6) data for 2014
- *7) includes BMLFUW funds (klimaaktiv mobil) and BMVIT funds (way2go, Mobility of the Future, Intermodal Interchanges with Cycling)/averaged over the period under observation for approx. 8.5 million inhabitants

Advice programme for cycling and promotion of cycling as part of mobility management

This measure is implemented mainly by the BMLFUW through the klimaaktiv mobil advice programme. It has been running since 2006. The mobility management advice programmes are targeted at different user groups: “businesses, building developers and fleet operators”; “cities, municipalities and regions”; “tourism, leisure and youth”; and “children, parents and schools”. The guidelines for the promotion of cycling (BMLFUW 2012) assist project managers in the selection of appropriate funding measures and instruments.

Awareness raising and image campaigns

Cycling has been successfully integrated in the klimaaktiv mobil awareness raising programme from its inception. The e-bike boom, for example, was triggered, amongst others, by the cycling campaign initiated by the BMLFUW and an electric bicycle race on the Großglockner.

Every year, a large number of events and campaigns are organised by different stakeholders at all levels all over Austria, e.g. the cycling campaign of the city of Wiener Neustadt or the “Austria cycles to work” motivation campaign of the Austrian cycling lobby.



Cycle-friendly transport organisation and settlement structure

An important step towards cycle-friendly road space had been made by amending the Austrian Road Traffic Regulations: Since March 2013 shared spaces have been permitted on Austrian roads. A shared space is a street whose carriageway is designed for shared use by vehicles and pedestrians and with a maximum speed limit of 20 km/h. In a shared space cyclists and pedestrians must not be put into danger or obstructed, and cyclists are allowed to cycle next to each other. Since the legal basis was established more than 20 shared spaces have been put into place in Austria.

With settlement structures enabling short distance travel, spatial planning can support cycling significantly. The idea of planning short distances to strengthen eco-mobility systems has been adopted as an important area of activity for Austrian energy-spatial development partnerships (ÖREK) (2014). In a guidance document entitled “Rely on your bicycle” (“*Bau aufs Rad*”) (BMVIT, 2012), the Austrian Ministry for Transport has collected ideas and suggestions for taking the bicycle into account in building developments (in both spatial and building plans) from the design stage.

Road safety education and cycle training



A large number of road safety education and cycle training measures and campaigns are performed both at the national level and in the federal provinces. For children in their 4th year of primary school a cycling proficiency test is an integral part of the syllabus, and a majority of the children take such a test. To promote and implement a 2-stage cycle training programme (training in a low-traffic space, training in a road environment) across the

whole of Austria, it is intended to offer a basic standard course for cycling instructors in Austria which is due to start in 2015 (BMLFUW 2015b). Road safety education, and more specifically the modern road safety paradigm are at the centre of a transboundary networking platform for educationalists in Tyrol and South Tyrol (schulmobil.at) whose aim is to steer their students towards new and modern habits in the context of road transport and eco-mobility.

At the federal level the Federal Ministry of Education and Women’s Affairs has created a comprehensive platform for road safety education in schools in the form of a “road safety education network” (netzwerk-verkehrserziehung.at). With a variety of actions such as the “Bikeline” competition where kilometres travelled by bike are collected Austria-wide (bikebird.at), or the “velobus” (like the “pedibus”), cycling to school every day is practised and made more attractive.

PRIORITY 2: CYCLING AS AN ECONOMIC FACTOR

Bicycle Cluster Austria – building a bicycle trade and industry network



To improve the situation for cyclists, the “Cycling Competence Austria” (“*Radkompetenz Österreich*”) platform, founded in 2014, has set itself the aim to offer the best possible cycling solutions of Austrian provenance, launch international networking activities and to provide for knowledge transfer between anyone who is interested in Austria and the whole of Europe. The 17 founding members of “Bicycle Competence in Austria” are a selection of the best enterprises and institutions in Austria in the fields of planning, consulting, service provision, manufacturing and research. Furthermore the Bicycle Working Group (ARGE Fahrrad), a group of manufacturers and suppliers of the Austrian bicycle industry, was formed, also in 2014, under the umbrella of the Association of Sports Equipment Manufacturers in Austria (VSSÖ 2015).

Bicycle tourism in Austria

Bicycle tourism in Austria is an important sector of the economy and an important tourism product. In 2010 a working group was established, chaired by the Federal Ministry of Agriculture, Forestry and Water Management. Innovation workshops (BMFWF, Austrian Advertising) on “Austria – a tourism destination for cycling” were organised with large numbers of participants from the local communities. In 2011 “quality criteria for cycle routes and bicycle businesses in Austria” were published, along with guidelines for cycle-friendly businesses and for the optimisation of cycle routes.

Thanks to tourism and the support of klimaaktiv mobil, high-quality bicycle infrastructures and services have been established and promoted, especially in the electric mobility sector, which can also be used for everyday transport.

Bicycle/Road cycling: training and continuing education

Since 2007, a bicycle summit has been organised once a year as Austria’s topical event on cycling that addresses a variety of themes. Since 2012 there has also been a klimaaktiv mobil Cycling Academy, which takes place once a year. The Cycling Academy organises excursions to demonstrate good-practice examples of cycling as part of the daily routine at home and abroad. The aim is to achieve a better understanding of cycling as a part of the daily routine and possible solutions. Together with the WIFI further education institute, a “cycling technique” course that consists of 3 modules has been offered successfully since 2011. In transport planning, a publication entitled “Cost-efficient measures for cycling in municipalities” (BMVIT 2013) has been produced, which serves as a guidance document for the local implementation of cycling projects (including an optimisation of the cycle network, cycle parking, servicing and maintenance, information and communication, as well as organisational measures and a general conditions).

PRIORITY 3: CYCLING FOR THE PROMOTION OF HEALTH

In the National Action Plan on Physical Activity (BMLVS 2013) every day cycling is cited under the target No. 13 (“increase the share of physical activity and mobility across the population”) as a physical activity that needs to be promoted. The promotion of cycling is also considered in the national health target No 8 (To promote healthy, safe exercise and activity in everyday life through appropriate environments).

Austria’s experiences have moved on to the European level. At the ministerial conference 2014 of THE PEP (Transport, Health and Environment Pan-European Programme) Austria and France started a partnership with the aim of promoting cycling in Europe. In the framework of this partnership a pan-European Master Plan for the promotion of cycling will be developed to implement the decisions adopted by the ministers in Paris. The Master Plan is expected to be completed before the 5th THE PEP ministerial conference in Vienna in 2019.



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Consideration of the health benefits of cycling

Under the THE PEP Transport, Health and Environment Pan-European Programme, the World Health Organization (WHO) has developed a Health Economic Assessment Tool (HEAT), to determine the economic health benefits of every day cycling in monetary terms. Online training sessions for users of this assessment tool take place on a regular basis. As yet, the assessment tool has not been incorporated into the Austrian Code for the Design, Construction and Maintenance of Roads (RVS) (RVS 02.01.22).

Financial and fiscal incentive schemes

The aim of this measure was to reform the mileage system on the basis of a fixed mileage rate, irrespective of the transport mode used. The purpose of the measure was to put the bicycle (and the bicycle in combination with public transport), for longer business trips, on an equal footing with the car in financial terms.

In 2011 the mileage allowance for journeys travelled by bicycle was standardised at 38 euro-cents, corresponding to an increase in short-distance travel overall. A standardisation of the (partial and comprehensive) mileage allowances for commuters, for the purpose of supporting combinations of cycling and public transport for travelling to work, has not been achieved, and the minimum number of kilometres between the home and the workplace of commuters (currently 2 km) which entitles them to a comprehensive mileage allowance has not been increased (to 5 km) either.

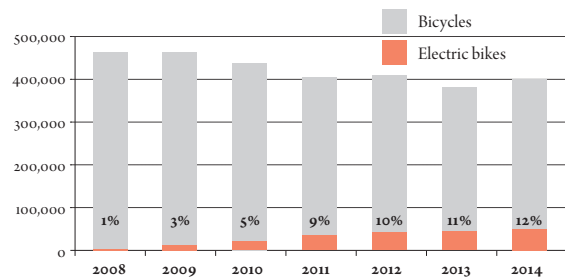
PRIORITY 4: ELECTRIC BICYCLE

Promotion of the electric bicycle

E-bike boom

Bicycles and electric bikes sold in Austria

Source: Association of the Austrian Vehicle Industry, VSSÖ



Market share of 12%: e-bikes

Electric bike stock (accumulated 2008-2014): 204,000 e-bikes

Electric bike density 2014: 2.4 e-bikes per 1,000 inhabitants

Campaigns to promote electric bicycles, including the **klima-aktiv** mobil activities for the promotion of electric bicycles in businesses and companies or promotion projects, have brought the electric bicycles to people's attention. The boom of the electric bicycle continued during the period 2011-2015. The number of e-bikes sold is increasing. The promotion of electric bicycles has made cycling more attractive for older age groups and other people who are not so strong or sporty. In general, cycling has become trendy again and also increasingly important even in municipalities located in hilly areas because of the boom of the electric bicycle. In cities the electric bicycle is also used as an alternative to public transport. With the number of electric bicycles on the increase, the issue of different ways of charging them has arisen, especially in the context of tourism.

Initiation of implementation-oriented research projects

In the last few years a variety of research projects addressing the issue of cycling have been conducted. Under the "ways-2go" research and technology promotion programme (until 2012) of the Federal Ministry of Transport, Innovation and Technology (BMVIT), focused on personal mobility, a "Bike Wave" project was carried out to develop a route planner app for the smart phone with minimal waiting times at traffic lights between A and B, and a "BIKE SAT NAV" project to establish an intermodal and interactive open platform navigation system for cyclists. In 2012 a new "Mobility of the future" research programme was launched by the BMVIT to address a group of themes including personal mobility, and to promote bicycle projects. Since 2007 the BMVIT has also been organising a series of

events under the title "mobility research forum for everyone" ("*Forschungsforum Mobilität für Alle*") with the aim to inform people about the current status of research and innovative solutions in the field of mobility and transport. The "mobility research forum for everyone" is also intended as a discussion and networking platform for researchers and an interested professional audience. At the research forum 2014 where the focus was on E-mobility, questions relating to the E-bike were dealt with (amongst others).

Amendment to the Austrian Road Traffic Regulations and adaptation of guidelines and standards at federal level

Amendments to the Road Traffic Regulations in 2011 and 2013 resulted in several major changes in the Austrian regulations for cycling. The new rules include a law that makes cycle helmets compulsory for children and introduce the obligation to be considerate to other road users, while also establishing bicycle boulevards and shared spaces. Under the new regulations, roads or road sections can be designated as bicycle boulevards, and the compulsory use of cycle paths and walking and cycling trails can be suspended under certain conditions. Furthermore there are regulations about how bicycles in Austria have to be equipped.

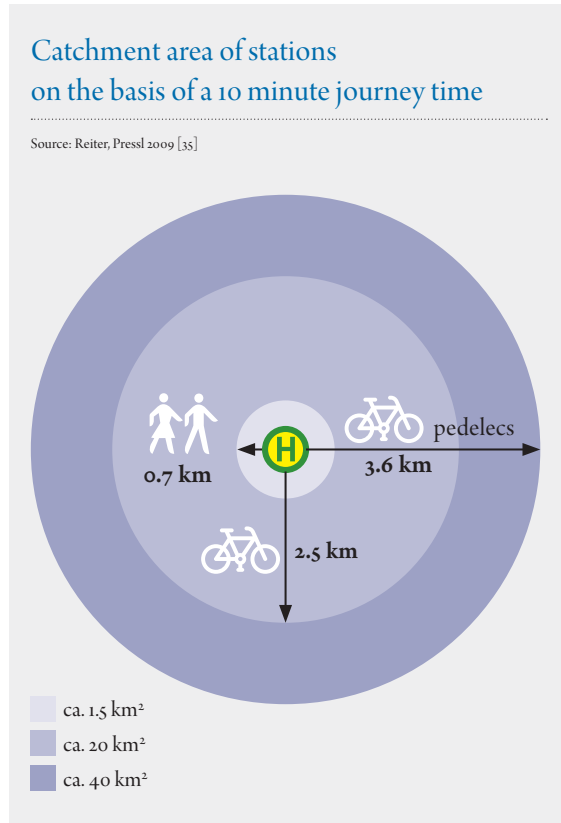
Moreover, an Austrian Code for the Design, Construction and Maintenance of Roads for Cycling (RVS 03.02.13) was published by the Road-Rail-Transport Research Society in 2011 – another important step towards increasing the quality and safety standards of the cycling infrastructure.

Adaptation of regional laws, guidelines and rules in the federal provinces

Many legal regulations in the federal provinces have an impact on cycling. The situation of bicycle parking in buildings for example is regarded as a particularly relevant aspect. Provisions relating to bicycle parking facilities are included in the building regulations of the federal provinces. Eight out of the nine federal provinces (BMVIT 2012) take cycling into account in their building regulations, e.g. by making the establishment of designated cycle parking areas compulsory. The parking regulations in Vorarlberg were amended in 2013, and since then the setting aside of a certain number of designated cycle parking spaces has been compulsory in Vorarlberg as well. In a guidance document entitled "Rely on your bicycle" ("*Bau aufs Rad*") (BMVIT, 2012), the Austrian Ministry for Transport has collected ideas and suggestions for taking the bicycle into account in building developments (in both spatial and building plans) from the design stage.

**PRIORITY 5:
THE BICYCLE AND PUBLIC TRANSPORT**

Bike & Ride



The needs of cyclists are increasingly taken into account in route planning, especially by providing cycle parking facilities at railway stations to give cyclists access to public transport. In the last few years cycle parking facilities have increasingly been established. The city and province of Salzburg offer a special service by means of a funding campaign for weatherproof “cycle lockers” that keep bicycles safe from theft in sheltered spaces at stations of the public transport network (radbox.at).

The Climate and Energy Fund supports infrastructural measures at key local public passenger transport interchanges via a funding line known as “Intermodal Cycling Interchange”, in order to further increase public acceptance of cycling. In 2012 alone 15 projects were funded in this way.

Establishing bicycle hire systems

In the last few years several bike hire systems have been established. A survey conducted in 2015 showed that in 8 out of the nine federal provinces – and in 7 out of the 9 capitals – bike hire systems were available. The “Citybike” hire system in Vienna, for example, was firmly established, as well as the “nextbike” system in Lower Austria. The hire systems have partly been combined with tourist maps (e.g. the “Lower Austria Card”). Cycle hire schemes (especially electric bikes) have also been promoted in tourism, not least because of the funds provided through the klimaaktiv mobil funding lines.

**Making the carrying of bicycles
on trains and buses more attractive**

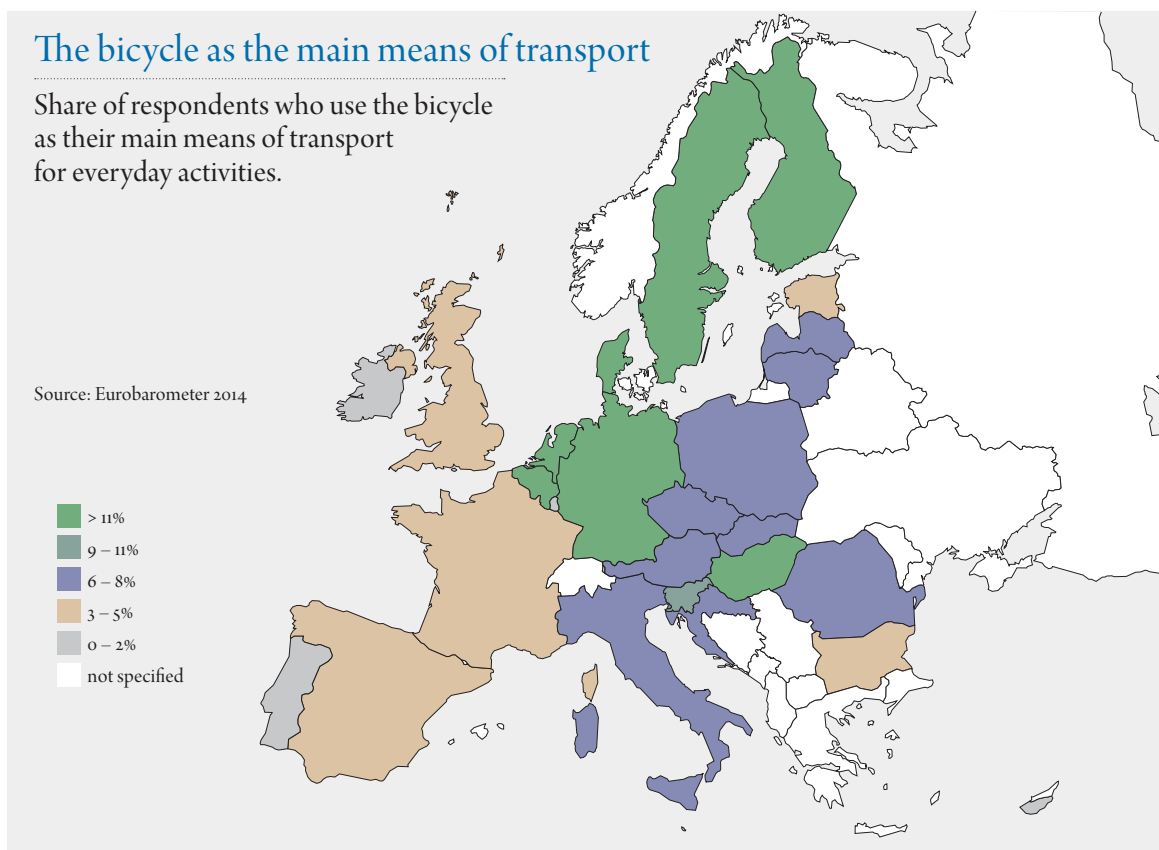


Under the “RegioBiking” scheme bicycles can easily be carried on local and regional trains. The “Einfach Raus” ticket of the Austrian Railways is a special offer for groups who wish to take their bicycles on local and regional trains.

On long-distance train journeys, the carrying of bicycles is more problematic, as recent years have shown. At the moment bicycle compartments are gradually being installed in the “Railjet” carriages of the Austrian Federal Railways (to be completed in 2016). It is intended that every train should have one bicycle compartment where up to 5 bicycles can be carried. It has been planned that as a first step, the southbound trains (Vienna – Linz, Vienna – Graz) should be equipped with bicycle compartments by the end of May 2015. For taking the bicycle on long-distance trains it is necessary to make a reservation in advance.

DEVELOPMENTS IN EUROPE

PROMOTION OF CYCLING IN EUROPE



According to a comparison of the 28 European Union member states, there are or have been national and/or regional plans and strategies in place for the promotion of cycling in 17 countries. This includes the countries in which at least 8% of the respondents to an EU-wide Eurobarometer survey name the bicycle as the mode of transport most often used on a typical day. The list is unequivocally topped by the Netherlands with approx. 36%, followed by Denmark (23%) and Hungary (22%). 6% of the respondents in Austria said they used the bicycle as their main mode of transport.

	National government investments in cycling		Overall investments in cycling	
	million euros per year	euros per year, inhabitant	million euros per year	euros per year, inhabitant
NL	49	3	410	24
DK	27	5	67.5	12
HU	6.5	0.65	36	3.6

Source: ECF-Factsheet „National investments in cycling“ (2013), partly updated

The securing of funds is crucial for the effective promotion of cycling. Thus, the three most cycle-friendly countries share a common characteristic, namely the strong financial support of cycling projects by national governments. In 2012 in the Netherlands, such funding amounted to 49 million euros and thus 12% of the overall budget of 410 million euros (24 euros per inhabitant) available for promoting cycling on the national, regional and municipal levels (ECF 2013). From 2009 to 2014, the national government of Denmark invested 27 million euros into cycling annually, corresponding to 40% of the overall budget of 67.5 million euros. Likewise, in Hungary, the national government supported cycling projects with funding in the amount of 6.5 million euros annually from 2007 to 2013 (18% of the overall budget). Moreover, the promotion of cycling in Hungary is characterised by a high rate of EU funding in the amount of 24 million euros annually. During said period, the overall budget amounted to 255 million euros.

Six European countries have installed a cycling coordinator to support implementation of the national cycling promotion strategy or plan. Aside from Austria, these countries are Belgium, Germany, France, Slovakia, and the Czech Republic.

All existing national and regional strategies and plans for the promotion of cycling share the goal of boosting the national share of cycling and deal with the same issues in varying scope and detail.

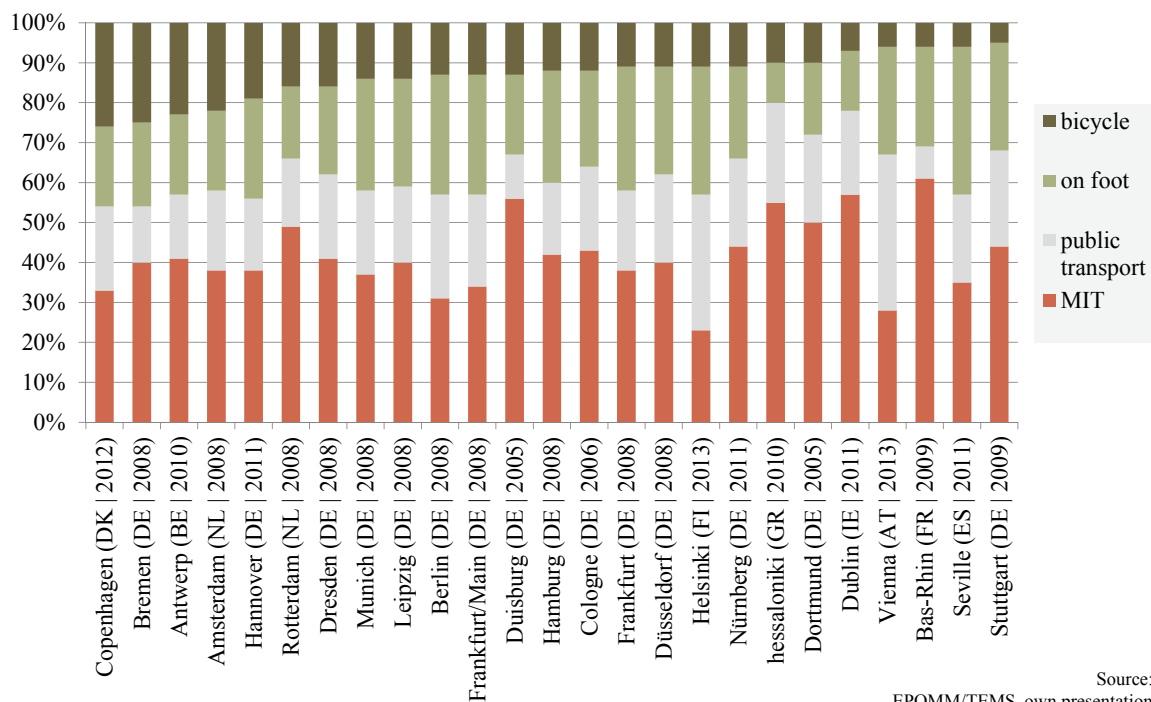
These are as follows:

1. Improvement of infrastructure
2. Expansion of the range of services
3. Intermodality & traffic organisation
4. Awareness-building & motivation
5. Promoting the bicycle as an everyday means of transport
6. Increasing traffic safety
7. Bicycle tourism & bicycle industry
8. Electromobility
9. Political and budgetary conditions
10. Measure evaluation.

CYCLING IN THE URBAN AREAS OF EUROPE

Modal Split in European Cities

with more than 500,000 inhabitants



Source: EPOMM/TEMS, own presentation

15 German cities rank among the 25 European cities with more than 500,000 inhabitants and the highest cycling mode shares. Traditionally at the top of the list is the Danish capital city of Copenhagen (26% in the reference year 2012), followed by Bremen (25%, 2008), the Belgian Antwerp (23%, 2010), and the Dutch capital city of Amsterdam (22%, 2008). 23 out of 25 cities share the common feature that their respective national governments have developed strategies and plans for the promotion of cycling.

The high cycling mode shares in the cities listed shows that the bicycle is already highly valued as an everyday means of transport. Numerous initiatives and campaigns on national and European levels bear testimony to the fact that new cities may rise to rank in the top 25 list in the years to come. While Berlin already ranks third among European capital cities, behind Copenhagen and Amsterdam, London and Paris, for instance, have likewise recognised the potential of cycling to solve urban mobility problems.

In **Berlin** the share of cycling doubled to roughly 13% between 1992 and 2008 (more recent data will be published some time in 2015). The network of bicycle facilities measures 1,433 km in overall length (964 km thereof are constructed bicycle lanes) and includes 16 dedicated bicycle boulevards (Berlinbaut 2014). In Berlin, the development of cycling is determined by monthly traffic counts. Growth rates of 90% were determined at the counting stations in Berlin Mitte and Kreuzberg between 2004 and 2012. Efforts to implement uniform signposts for cyclists have been ongoing since 2013. Diverse map material, a dense network of high-quality bike & ride facilities and many campaigns (berlin-nimmt-ruecksicht.de/) and events (ich-fahr-mit-herz.de/) further promote the development of cycling. An online platform serves as an information hub. Berlin has had a cycling strategy since 2004 which was updated and extended in 2013. The growth of cycling mode shares from currently 1.5 million routes by an additional 0.6 to 0.9 million routes by 2025, the extension of the average bicycle route length of 3.7 km to 4.6 km and the share of routes combined with public transport from currently 3% to 5% are outlined as targets (Berlin 2013). In addition, 5 euros per inhabitant and year shall secure the financing of measures and programmes for the promotion of cycling by 2017.

The Mayor's Vision for Cycling in **London** (Greater London Authority 2013) has provided a reference document since 2013, establishing the strategic framework for the promotion of cycling in London. This vision describes a dense, high-performance bicycle lane network, more safety for cyclists in road traffic and improved quality of life in London. Its central aim is to increase the cycling mode share to 5% by 2026. Aside from other planned measures to achieve this goal, 12 Cycle Superhighways shall be created, the first 4 of which are already complete. In February 2015, the further development of these four facilities and the new construction of four additional rapid bicycle routes was decided for which dedicated funding in the amount of roughly 214 million euros was provided. In the meantime, the cycle hire scheme that launched operation with 5,000 bicycles at 315 cycle hire stations in July 2010 has grown to 11,500 bicycles at 748 cycle hire stations (Greater London Authority 2015,

last updated: May 2015). The further development of the cycle hire system "Santander Cycles" is planned. A large-scale traffic count at 164 counting stations in Central London in summer 2013 already reported 350,000 counted cyclists corresponding to 16% of all counted vehicles. Although this count is not representative for all of London and the London tube was not taken into account, the efficacy of the measures taken so far may already be deduced.



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Cycle Superhighway 3, London

On 13 April 2015, the City Council of **Paris** adopted the Cycling Plan "Plan Vélo 2015–2020". The plan envisages investments of more than 150 million euros with which to double the current length of bicycle facilities from currently 700 to 1,400 km and to treble the cycling mode share from currently 5% to 15% by 2020 (Mairie de Paris 2015). In terms of infrastructure, plans include development of two rapid bicycle routes (in a North-South direction and an East-West direction). In addition to the development of cycling infrastructure, the plan also envisages the opening of one-way roads to cyclists and the ubiquitous establishment of 30 kmh zones (with a small number of exceptions). Furthermore, the city plans to improve cycling comfort and safety by means of new traffic regulations. With 283,000 subscribers, the cycle rental system "Vélib" launched in 2010 delivered a record year in 2014. Meanwhile, the service range has been extended to include pedelecs ("Vélib' électriques") and children's bicycles for hire ("P'tit Vélib"). As a result, Paris is well on its way to achieving its ambitious goal of becoming world cycling capital by 2020.

TREND CARGO BICYCLES

In addition to the rapid rise of the electric bicycle/ pedelecs in recent years, the cycling environment is now changing due to the advent of cargo bicycles. Cargo bicycles are one- or multiple-track bicycles used both privately and commercially for the transport of people, products and goods. Depending on their structure, front, rear or base cargo bicycles with or without electric assistance are distinguished, which are used to transport loads ranging from 80 kg to 300 kg. They combine a number of advantages over competing passenger vehicles or light utility vehicles, in particular in urban areas:

- **Time advantage:** In urban areas, average speed of motorised individual transport is between 20 km/h and 30 km/h. Electrified cargo bicycles achieve speeds of roughly 25 km/h, spend less time stuck in traffic jams, are not subject to parking restrictions and can utilise shortcut bicycle facilities. This offers a considerable time advantage.
- **Cost advantage:** Cargo bicycles are cheaper to purchase than cars and light utility vehicles, incur low (electricity) or no fuel costs and comparably low insurance, maintenance and repair costs. In urban delivery traffic, this adds up to a competitive edge, due to lower transport costs.
- **Ecological benefit:** The use of cargo bicycles is resource conserving and causes no or only very low CO₂ emissions, no air pollutants such as fine particulates and NO_x, no noise pollution and is characterised by lower use of space. The use of cargo bicycles thus improves the quality of life in highly sensitive environments and makes a valuable contribution to the achievement of the EU target of achieving CO₂-free city centres by 2030.
- **Health advantage:** The WHO recommends at least 30 minutes of daily exercise through everyday activities like cycling. Both the private and commercial use of cargo bicycles reduces the risk of illness, improves general well-being and is thus in line with the aims and requirements of the National Action Plan on Physical Exercise (NAPb).



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The range of cargo bicycle types available is growing steadily, now comprising more than 100 models for various purposes according to the database of Verkehrsclub Deutschland. These range from private uses for the transport of children and purchases to commercial uses such as business and service trips by tradespeople and delivery services for goods and groceries.

On an EU average, the EU-funded project Cyclelogistics establishes that 25% of all urban trips by motorised individual traffic or 51% of all motorised trips involving the transport of goods could potentially be shifted to (electrified) cargo bicycles. Based on this, the Environment Agency Austria has calculated a savings potential of roughly 1.4 million tonnes of CO₂ for all urban areas in Austria.



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MEASURES

OBJECTIVES OF PROMOTING CYCLING

The share of cycling in Austria climbed from 5% to 7% during the period from 2006 to 2010. The objective stated for the year 2015 is a cycling mode share of 10%. The results of “Austria on the move” (“Österreich unterwegs”), the nation-wide household survey on mobility, will be published some time during 2015. However, documented increases in local cycle mode shares already show that the direction taken by promoting cycling in Austria is correct and that the federal government’s aim of increasing the share of cycling to 13% by 2025 is attainable with consistent implementation. The Cycling Master Plan promotes cycling as a contribution to the achievement of national and international environment, energy and health goals.

- **Reduction of air pollutants:** The promotion of cycling and the shift from MIT to the bicycle contributes to the reduction of particulate matter pollution and the emission of nitrogen oxides.
- **Climate:** With regard to the achievement of the EU climate targets for 2030 and 2050 and the Austrian climate strategy, the promotion of cycling represents an important measure for the reduction of greenhouse gasses and better transport efficiency.
- **Reduction of road traffic noise pollution:** A reduction of car traffic significantly reduces noise pollution.
- **Energy:** As an energy-efficient means of transport, the bicycle plays an important role in the reduction of energy consumption in short-distance traffic. The Cycling Master Plan and the promotion of cycling thus support the implementation of the Energy Strategy Austria.
- **Positive health effects:** The positive impact of everyday cycling on health and life expectancy are significant. Investments in cycling “pay off” as a result of health care savings.

NEW PRIORITIES IN THE CYCLING MASTER PLAN 2015–2025

Despite the successes of promoting cycling in recent years, sufficient potential for further development is still obvious, which is why new measures were both newly developed as well as adopted from the 2011–2015 implementation period and adapted to present-day challenges. The following priority areas were defined for the 2015–2025 implementation period:

- **klimaaktiv mobil Cycling Campaign:** The successful nation-wide coordination of cycling ensures consulting, promotion, and awareness-building with regard to cycling on all levels and shall initiate an investment drive via klimaaktiv mobil for the promotion of cycling.
- **Cycle-friendly conditions:** Cycle-friendly settlement structures, the development of infrastructure, cycle-friendly legal conditions and a pan-European Master Plan for Cycling Promotion in the context of the UNECE/WHO Transport, Health, Environment Pan-European Programme support cycling.
- **Information systems and awareness-building:** Promoting an appreciation of cycling as an everyday means of transport is necessary for the sustainable promotion of cycling. Image campaigns, cycle training and bicycle compatibility assessments should contribute to this.
- **Optimising connections to other means of transport:** The combination of cycling with other means of transport, in particular ecomobile transport choices (walking and public transport) provides an essential foundation for climate-friendly mobility.
- **Cycling as an economic factor:** The growing economic significance of cycling is accounted for by the development and marketing of high-quality products and services from Austria.
- **Cycling for the promotion of health:** In order to maximise the economic benefits of cycling through improved health, To maximise the economic benefits of cycling through improved health, the aim of increasing the cycling mode share should be increasingly communicated and firmly established, as a health-promoting measure, in the health sector.

In the following, measures are assigned to the five priorities.

KLIMAAKTIV MOBIL CYCLING CAMPAIGN

Measure: Intensifying coordination on cycling between the federal government, the federal provinces and municipalities (incl. development of the internet platform)

Goal	Cycling coordinators represent an important institutional prerequisite for the efficient promotion of cycling and quality assurance. Measures such as nation-wide cycling coordination and the establishment of cycling coordinators on state and city levels have proved successful and efficient. Intensified coordination and the development of the internet platform klimaaktivmobil.at/radfahren for the sharing of information between all stakeholders must be aimed for.
	Austria-wide coordination is an important condition for the successful implementation of the Cycling Master Plan. The appointment of a cycling coordinator by the BMFLUW has proved to be useful. In the meantime, all the Austrian federal provinces and their capitals have likewise appointed cycling coordinators. The Working Group for Cycling (Arbeitsgruppe Radverkehr) has proved to be an efficient coordination and operation instrument for the sharing of information between the federal government, the federal provinces, cities and municipalities. Stronger cooperation and coordination with other national cycling coordinators must be sought on the European level. In order to strengthen coordination between the federal ministries, the nationwide Working Group for Cycling should be enlarged by representatives of the following federal ministries BMWFW, BMG, BMLVS, BMBF, and BMI. The internet platform klimaaktivmobil.at/radfahren and the quarterly cycling newsletter are other important elements for the building of networks between all the stakeholders mentioned and for providing them with information. The further development of the internet platform comprises in particular the intensification of cooperation with the German cycling portal by expanding the database of practical examples to include Austrian best-practice examples, participation in the literature database and the development of a cycling database for experts.
Effectiveness	Benefits: Increased efficiency of the means deployed, more attractive offer, quality assurance and information exchange and use of synergies (e.g. in tourism) with the help of the internet platform Costs: Low, staff and operating costs (internet platform) for the public sector
Measure effectiveness	High
Affected policy areas	Environment, transport, health, tourism, economy, innovation
Implementation	Europe (ECF), federal government (BMLFUW, BMVIT, BMWFW, BMG, BMI, BMBF, BMLVS), federal provinces, municipalities, transport companies, transport associations, Austrian National Tourist Office, tourism organisations in the federal provinces
Next steps	Extending networks on national and European levels, compiling the additional contents for the internet platform
Time horizon	2015–2025

Measure: Cycling investment campaign and cycling funding programme

Goal	The ongoing investment campaign for the benefit of cycling by the federal government (klimaaktiv mobil, BMVIT), the federal provinces and the municipalities should be continued with a commitment to upholding high quality standards. The long-term securing of the cycling promotion instrument klimaaktiv mobil and of the co-financing of cycling infrastructure by the federal government, the federal provinces and municipalities in order to achieve the aims of the 2025 Master Plan should be aimed at.
	The cycling investment campaign was launched and further developed with the support of the klimaaktiv mobil promotion programme. Already, multiple-year extension programmes for a safe cycling infrastructure have been initiated as a result of co-financed cycling promotion projects in the federal provinces and municipalities, defined quality criteria for subsidies and mid-term planning. The klimaaktiv mobil promotion programme with its emphasis on the promotion of cycling should be continued. Further sufficient funding and the establishment of a stronger legal basis are central to this. Increasing the cycling budget on the level of the federal provinces, as well on the city and municipal level is necessary to achieve the target. The BMLFUW has made EU-cofinancing of klimaaktiv mobil cycling projects possible via the ELER during the period 2015-2020. Co-financing from EU funding programmes for cycling projects (e.g. ELER; INTERREG, LIFE+) should be intensified. The cost-benefit relationship for cycling investments is hugely positive: one euro invested into cycling generates a national economic benefit of more than 5 euros (DfT 2014). Therefore ensuring sufficient financial resources for cycling is in line with an efficient use of funds.
Effectiveness	Benefits: Cost savings in the areas of environment, mobility, and health, securing "green jobs", utilization of synergies Costs: Measure-related, re-allocation of means in existing transport and health budgets
Measure effectiveness	Very high
Affected policy areas	Environment, transport, administration, health, tourism, economy, labour market
Implementation	Federal government (BMLFUW, BMF, BMVIT, BMG, BMBF, BMWFW), federal provinces, cities, and municipalities
Next steps	Securing funds and establishing a legal basis for the klimaaktiv mobil financial support programme for cycling, promotion of cycling in the federal provinces and municipalities
Time horizon	2015–2025

Measure: Advisory programmes for cycling and the promotion of cycling in the context of mobility management

Goal	The successful mid-term continuation of the klimaaktiv mobil advisory programmes for the promotion of cycling in the context of mobility management for the coming years must be ensured.
	<p>The provision of advice and motivation to stakeholders and the parties carrying out the measures in combination with facilitation have proved to be an efficient instrument for the implementation of the Cycling Master Plan. The existing cycling priorities for cities, municipalities and regions, for companies, public administration and developers, for tourism, leisure and young people and for children, parents and schools should therefore be continued. The further continuation of the klimaaktiv mobil programmes for cycling should be ensured by securing funds.</p> <p>The experiences and best-practice examples from the promotion of cycling in Austria should be shared with all stakeholders in an appropriate form (brochures, internet) in order to facilitate the better dissemination of know-how.</p>
Effectiveness	<p>Benefits: Contribution to the achievement of climate targets, technical support of all parties carrying out measures, (sustainable) savings in terms of environment, mobility and health costs</p> <p>Costs: Measure-related</p>
Measure effectiveness	High to very high
Affected policy areas	Environment, transport, tourism, health, education, traffic safety
Implementation	Federal government (BMLFUW, BMBF, BMWFV), Austrian Federal Economic Chamber, federal provinces, municipalities, transport companies and associations, companies, schools
Next steps	Securing of funds and the possible adaptation of the klimaaktiv mobil consultation programme under the law on energy efficiency (EEffG)
Time horizon	2015–2025

CYCLE-FRIENDLY CONDITIONS

Measure: Cycle-friendly settlement structure through spatial energy planning

Goal	Climate change mitigation through spatial energy planning as a determinant for energy transition and climate change mitigation is an important prerequisite for the establishment of cycle-friendly traffic organisation and compact settlement structures with short distances.
	<p>Often, existing settlement structures offer few incentives to shift from the car to the bicycle or other eco-mobile means of transport (public transport, walking). At the same time climate-friendly mobility can and must contribute to the needed energy transition since area structures impact both energy consumption and the usability of renewable energy sources.</p> <p>The term spatial energy planning subsumes the planning principles that result in compact settlements with short distances and functioning town structures in accordance with the principle of mixed uses. These planning principles must be applied to both new and also existing settlements and require among other things</p> <ul style="list-style-type: none"> --- lobbying efforts to promote an appreciation of cycling --- identification of cycling needs and requirements and --- support and advisory services for the parties carrying out measures, in particular on municipal level. <p>The consideration of energy and mobility criteria in public housing subsidies or the designation of building land depending on accessibility by bicycle and public transport and cancellation of the exemption from property tax for traffic areas are essential elements along the path to the creation of cycle-friendly settlement structures.</p> <p>Overall, there is a strong connection with the measures <i>Further development of Austrian Road Traffic Regulations and adjustment of guidelines and standards at national level</i> and <i>Adjustment of the laws, guidelines and regulations of the federal provinces</i>.</p>
Effectiveness	<p>Benefits: Achieving climate targets, cost savings in infrastructure spending and health costs by increasing the cycling mode share, making cycling more attractive as an everyday means of transport</p> <p>Costs: Low (measure-related)</p>
Measure effectiveness	High
Affected policy areas	Environment, transport, construction, regional planning
Implementation	Federal provinces, municipalities, federal government (BMLFUW, BMVIT)
Next steps	Awareness-building among the parties carrying out the measures, development of draft amendments to regulations and laws on housing subsidies, building code, zoning, etc.
Time horizon	2015–2025

Measure: Development of fast cycling routes

Goal	Fast cycling routes serve the management of cycle traffic in bundled traffic streams while ensuring high travel speeds, minimum time losses through detours or stopping at (light-regulated) intersections and generously dimensioned road widths. They constitute high-quality infrastructure elements for cycling, they interconnect the compact settlements that we ought to aspire to and are indispensable for the sustainable increase of the cycling mode share.
	The rising volume of cycle traffic, higher travel speeds in cycling traffic (also the rising use of electric bicycles and pedelecs) and the call for spatial energy planning with appropriate energy and area efficiency create a demand for high-value cycling infrastructure. In order to meet this demand, efforts should be intensified to build cycling routes that enable people to cycle at faster speeds without detours and where there are minimum waiting times. The quality standards for fast cycling routes should be defined in the Austrian Code for the Design, Construction and Maintenance of Roads (RVS) 03.02.13 on Cycling. In analogy to the regional cycle routes in Vorarlberg and the basic cycle network in Lower Austria, fast cycling routes should be defined in areas with a high cycling potential. In view of spatial energy planning, the areas required for facilities to be newly established must be kept free in zoning plans (in analogy to energy grid planning). The integration of regional cycle paths into national street laws in analogy to the road network (based on the Carinthian model) ensures the securing of the required budget, implementation and legal mandate.
Effectiveness	Benefits: Cost savings in terms of infrastructure spending, making cycling more attractive as an everyday means of transport Costs: Medium
Measure effectiveness	High
Affected policy areas	Environment, transport, construction, regional planning, revenue equalisation
Implementation	Federal provinces, municipalities, federal government (BMLFUW, BMVIT)
Next steps	Definition of quality standards, recast of national street laws
Time horizon	2015–2025

Measure: Road safety for cyclists

Goal	In addition to the advantages of flexibility, environmental friendliness, cost efficiency and health promotion, a high level of safety must also be achieved for cycling in road traffic. A high cycling mode share, infrastructure measures and traffic education and mobility education provide the basis here.
	11% of all injured road traffic victims and 6% of all road traffic fatalities are cyclists. 82% of all accidents involving cyclists occur in urban areas. At the same time, more than half of all fatalities involving cyclists happen there. By 2020, the Austrian Road Safety Programme 2011–2020 endeavours to reduce the number of road traffic fatalities by 50%, of severely injured victims by 40% and of accidents involving personal injury by 20%. Increasing cycling traffic safety is one of the measures necessary to achieve these targets. The most effective instrument for improving the safety of cyclists on the road is to increase the share of cyclists in itself (safety by numbers). The more cyclists are on the road, the more strongly all the other traffic participants are made aware of the motion lines and space requirements of cyclists. The aim is an equitable co-existence of all means of transport to improve the traffic safety of the weak traffic participants (cyclists and pedestrians). Another starting point for improving cycling traffic safety is to improve the visibility of cyclists. This requires, for example, the improvement of visual appearance, in particular in densely built-up urban areas, as well as building measures in accordance with the issue-relevant Austrian Code for the Design, Construction and Maintenance of Roads (RVS) based on state-of-the-art knowledge. Road safety education (to learn the correct and safe handling of bicycles in road traffic) and mobility education (to reinforce sustainable and environmentally-friendly mobility behaviour) at an early age are a valuable contribution to improving traffic safety, both for road cycling and in terms of the overall transport system (see measures <i>Bicycle compatibility assessment and cycle check, Awareness raising and image campaigns, Traffic education and bicycle training</i>).
Effectiveness	Benefits: Improving road safety, saving health costs, making cycling more attractive as an everyday means of traffic Costs: Measure-related
Measure effectiveness	Very high
Affected policy areas	Traffic safety, transport, health
Implementation	Federal government (BMVIT, BMLFUW, BMG), federal provinces, cities, municipalities, companies, schools, planners, Austrian Association for Research on Road – Rail – Transport (RVS), KfV
Next steps	Implementation of the Austrian Road Safety Programme
Time horizon	2015–2025

Measure: Further development of Austrian Road Traffic Regulations and adjustment of guidelines and standards at national level

Goal	Further improvements of the Austrian Road Traffic Regulations (StVO) are necessary based on improvements for cycling in the context of the 24 th and 25 th StVO amendment. Likewise, further development of national-level guidelines relating to cycling (RVS, OIB guidelines) should continue on an ongoing basis.
	<p>With the introduction of shared spaces and bicycle boulevards and the abolishment of the compulsory use of cycle lanes, numerous demands contained in the Master Plan of 2011 have been met by being included into the wording of the law. The continuation of the cycling subcommittee of the Austrian Road Safety Advisory Council and a further improvement of the status of cyclists in road traffic through modification of the Austrian Road Traffic Regulations (StVO) are certainly desirable.</p> <ul style="list-style-type: none"> --- Establishment of signposting for cyclists --- Reform of the special priority rule for cycle traffic --- Contraflow lanes in urban areas as a standard with the option of establishing limitations --- Improvement of the situation for children riding their bicycles <p>Coordination to achieve the uniform application and interpretation of the Austrian Road Traffic Regulations (StVO) should be encouraged in the Working Group for Cycling. In order to achieve a uniform application of the minimum quality standards of RVS Cycling in Austria, they should be made legally binding. Two planning principles should be included into the RVS to promote cycling: prioritisation of active mobility in the planning principles and stepping up the use of sharrows in cases where space is limited.</p>
Effectiveness	Benefits: Making cycling more attractive, (sustainable) savings in environmental, mobility and health costs Costs: None
Measure effectiveness	Very high
Affected policy areas	Environment, transport, health
Implementation	Federal government (BMVIT, BMLFUW, BMI, BMG), federal provinces, municipalities, Austrian Association for Research on Road – Rail – Transport (RVS), NGOs, KfV
Next steps	Preparation of a draft amendment to the Austrian Road Traffic Regulations (StVO) by the BMVIT, revision/update of the RVS with regard to improving the profile and prioritisation of active mobility, standardisation/revision of standards related to cycling
Time horizon	2015–2025

Measure: Adaptation of the laws, guidelines and rules of the federal provinces

Goal	The aim continues to be the sustainable strengthening of the position of cycling by its comprehensive integration in construction and regional planning legislation following the example of existing innovative laws of the federal provinces (e.g. bicycle parking facilities), with the provision that the regulations in the various federal provinces should be harmonised. The consideration of cycling in all relevant guidelines and regulations of the federal provinces, such as for example the building regulations, housing subsidies and the like should be ensured.
	<p>Regional planning and building legislation in the federal provinces significantly determine the quality of cycling in terms of short distances and parking facilities in buildings. In the medium term, funds such as housing subsidies contribute to settlement structures that facilitate or impair cycling, as already highlighted in the Master Plan 2011. Since, with only a few exceptions such as in the federal provinces of Salzburg, no significant improvements can be identified in this area, the call for a cycle-friendly reform of issue-relevant laws in the federal provinces (incl. housing subsidies) is reiterated.</p> <p>In the area of parking facilities, the amendments to building legislation in the federal provinces and construction engineering regulations support the promotion of cycling. Nevertheless, further improvements should be aspired to such as amendment of the legal parking facility obligation following the example of the Viennese Garage Act (exchange car parking spaces for bicycle parking – provide 6 bicycle parking spaces instead of 1 car parking space) in order to reduce areas for stationary motorised individual traffic and to boost the bicycle's significance as an everyday means of transportation that enjoys equal rights. Furthermore, minimum quality criteria for bicycle parking facilities (installation area, theft-proof, ground-floor, distance to the entrance, and areas for bicycle trailers) should also be established in the statutory provisions. In the medium term, accessibility by public transport and the bicycle should be taken into consideration in zoning for building developments.</p>
Effectiveness	Benefits: Drop in development costs (public sector), attractive parking facilities and accessibility, (sustainable) saving of environment, mobility and health costs Costs: Low (system users)
Measure effectiveness	Very high in the medium and long term
Affected policy areas	Regional planning, building legislation, financial equalisation, housing subsidy
Implementation	Federal provinces, federal government (BMF, BMLFUW, BKA), municipalities, research association, planners
Next steps	Strengthen cooperation efforts with federal provinces and cities, initiate uniform cycling-promoting amendments to building regulations, suggestion with minimum criteria for the promotion of cycling
Time horizon	2015–2025

Measure: Creation of cycle-friendly conditions in Europe and stronger international cooperation

Goal	The building of close networks between national cycling coordinators and their combined efforts result in a higher appreciation of cycling and the creation of cycle-friendly conditions throughout Europe.
	Through awareness-building, information exchange and the harmonisation of quality standards using countries with high cycling mode shares as benchmarks, the share of cycling in all countries of Europe can be raised and cycle-friendly conditions created throughout Europe. Networking and cooperation between the national cycling coordinators creates the foundation for developing transnational measures in the area of data collection, the standardisation and utilisation of European financing instruments also for cycling (TEN-T). On the initiative of Austria and France, the Ministerial Declaration in Paris on the UNECE/WHO Transport, Health and Environment Pan-European Programme (THE PEP) adopted the development of a Pan-European Master Plan for Cycling Promotion and the establishment of a THE PEP Partnership on the Promotion of Cycling. Austria will be responsible for the project management together with France, thus contributing actively to European cooperation.
Effectiveness	Benefits: Exchange of information across the federal provinces, exploitation of synergy effects, contribution to the achievement of climate targets Costs: Low
Measure effectiveness	Very high
Affected policy areas	Environment, transport
Implementation	UNECE/WHO THE PEP, EU, the federal government (BMLFUW, BMVIT, BMG)
Next steps	Strengthening European cooperation initiatives, development of the Pan-European Master Plan for Cycling Promotion and adoption 2019 at THE PEP Ministerial Conference in Vienna, declaration of transregional cycle paths and routes as TEN network
Time horizon	2015–2025

Measure: Initiating implementation-oriented research projects

Goal	The successful integration of cycling into the BMVIT research programme „Mobility of the Future“ should be continued. The research priorities should be placed on electric bicycles, (electrified) cargo bicycles, theft protection, changes in traffic behaviour and mobility data collection.
	The electrification of the bicycle on the one hand and the (commercial) use of cargo bicycles on the other hand generate a large number of new opportunities and products (e.g. electronic immobilisers, integrated LED lighting, GPS tracking, standardisation of charging devices, automatic electric cycle hire systems, parcel boxes at the destination or even the development of the appropriate cargo bicycles themselves) that should lead to innovations and products under implementation-oriented research projects with the bicycle industry. Aside from product-oriented research (for cyclists as users of the result) research projects should also be initiated to investigate changes in traffic behavior or in the area of human mobility data collections on cycling using smartphones or GPS tracking (for the local authority as the user of the result). Likewise, road safety research should be consistently pursued in the area of cycling, in particular with a view to new vehicle developments and accident analysis.
Effectiveness	Benefits: Efficiency increase, technological edge Costs: Project-related
Measure effectiveness	Very high
Affected policy areas	Environment, innovation, economy, science promotion, transport, health
Implementation	Federal government (BMVIT, BMWF), the federal provinces, universities, research facilities, various funds (Austrian Traffic Safety Association, FGÖ etc.)
Next steps	Strengthening the cycling research focus in the BMVIT research programme, building a network between the bicycle industry, its customers and the research facilities
Time horizon	2015–2025

INFORMATION SYSTEMS AND AWARENESS-BUILDING

Measure: Cycling statistics and benchmarking

Goal	Comprehensive and up-to-date cycling statistics form a key basis for making decisions in terms of the efficient use of resources. A harmonised approach to traffic counts is necessary for benchmarking in order to establish a nationally uniform cycling traffic counting system.
	In the area of benchmarking, the call is renewed for a harmonised cycling traffic count system by the federal government, the federal provinces, municipalities and tourism, consisting of automatic counters, mobility surveys, interviews and surveys („Cycling Climate Test“). The results of the 2012 Austria-wide mobility survey expected for 2015 should provide the basis for a cycling benchmarking system in order to create high-quality cycling statistics for the sustainable promotion of cycling. The indicators for the benchmarking system should be developed in the national Working Group for Cycling. Data collection should also be coordinated with cycling data collections as required on the European level.
Effectiveness	Benefits: Quality assurance, efficient use of funding (public sector) Costs: Medium
Measure effectiveness	Very high
Affected policy areas	Transport
Implementation	Federal government (BMVIT, BMLFUW), federal provinces, municipalities
Next steps	Evaluation of the results of the mobility survey 2012, development of cycling statistics specifications or a benchmarking system
Time horizon	2015–2025

Measure: Cycling infrastructure check and transport and regional planning

Goal	Bicycle compatibility assessments and road cycling checks serve the quality assurance of facilities planned and already built or of facilities with exposure to cycling and should be applied nationally in a harmonised manner and, if possible, spelled out in the legal framework.
	Both in the transport negotiations, regional planning concepts or the development of traffic regulations as well as the planning and implementation of transport schemes, transport facilities and (semi-)public and private overground and underground structures, the concerns of non-motorised traffic are not taken into account – either not at all or only marginally. A reduced quality of (adjoining or connecting) infrastructure is the consequence for transport users. In order to take into account the requirements of cycling (as a basis for funding) across several departments and at an early point in time, binding bicycle compatibility assessments must be defined and if possible, spelled out in a legal framework. The bicycle compatibility coordinators of the federal provinces and municipalities should be given the opportunity to submit their opinions and comments. Mandatory checks of planned and already implemented facilities in the context of the road cycling checks serve as quality assurance, thus playing an important role in the promotion of cycling. BYPAD (Bicycle Policy Audit) is a tool developed by international cycling experts for the evaluation of a municipality's, city's or region's cycling policy and was translated into a check list in Upper Austria. Check lists with different priorities are also available in Tyrol and Vorarlberg. The responsibilities with regard to check list application have proved to be comparably inconsistent. A comparison and harmonisation of check lists and the staff responsible for their application should be aimed for.
Effectiveness	Benefits: Making cycling more attractive, quality assurance, efficient use of resources (public sector), basing for decision-making in planning, improvements of road safety Costs: Low
Measure effectiveness	High
Affected policy areas	Environment, transport, building legislation, road safety
Implementation	Federal government (BMVIT, BMLFUW), federal provinces, municipalities
Next steps	Define and provide a legal basis for bicycle compatibility assessments, introduce compulsory harmonised road cycling checks
Time horizon	2015–2025

Measure: Awareness raising and image campaigns

Goal	The sustainable promotion of cycling requires awareness-building among decision makers with regard to the value of cycling. Developing the image of cycling as a smart and environmentally-friendly means of transport among citizens is of prime importance. Personal benefit should be highlighted in particular (quality of life, health, fast on short trips).
	<p>In order to raise awareness about the (national economic) benefit of the promotion of cycling, regular internal workshops should be held for responsible traffic officers, experts, lawyers etc. In addition, cycling should be addressed in all internal administrative processes, such as for example budget preparation, issue-relevant planning and meetings etc. and a positive cycling image should be promoted in public relations activities. This process includes both decision makers in the areas of traffic and mobility and issue-relevant technical areas with links to (bicycle) traffic – such as for example the health sector – and serves the purpose of advertising the bicycle regularly as an everyday means of transport.</p> <p>The klimaaktiv mobil awareness-building programme should continue to place a focus on cycling and propagate it in a target group-oriented manner. National competitions (e.g. "RadelzurArbeit.at") should continue to animate citizens to use their bicycles more often and propagate a cycling culture lifestyle. In cooperation with the federal provinces, an annual topical communication focus and a coordination of activities related to this topic should be agreed. The Master Plan recommends spending an average of 10% of the entire cycling expenditure over several years on measures for awareness-building and encouraging the everyday use of the bicycle and a further development of the cooperation with the bicycle industry.</p>
Effectiveness	<p>Benefits: Image advantage for cyclists, making cycling more attractive, exchanging information, quality assurance, (sustainable) savings with regard to environmental, mobility, and health costs, efficient use of resources (public sector), contribution to the achievement of climate targets</p> <p>Costs: Measure-related (public sector)</p>
Measure effectiveness	High
Affected policy areas	Environment, transport, health, fiscal
Implementation	Federal government (BMLFUW, BMVIT, BMBF, BMG, BMWFW, BMI), FGÖ, Austrian Traffic Safety Association, federal provinces, municipalities, transport companies and associations, social insurances, insurances, AUVA, advocacy groups, Austrian Federal Economic Chamber, NGOs, companies, schools
Next steps	Securing funds and establishing a legal basis for the klimaaktiv mobil awareness-building programme for cycling, integration of regular workshops on the subject of cycling into the relevant administrative processes
Time horizon	2015–2025

Measure: Road safety education and cycle training

Goal	Cycling is a fast and wide-spread form of mobility that must be learned at an early age, and particularly in connection with other road users. In this context, the sound and thorough training of cycling instructors and high quality training to acquire the ability to deal with road traffic safely are of central importance.
	<p>As a result of social changes (e.g. migration, parent taxi), practical cycling skills among children are slightly declining. At the same time, as a result of the implementation of all-day schooling and afternoon care facilities, and through daily physical education lessons, the need for more facilities for exercising is rising. As a result, cycle training and – in particular in schools – cycle motivation campaigns that advertise the bicycle as a means of transport (like the BIKEline and Velobus projects) should be offered increasingly to all relevant target groups (children, adults, senior citizens, migrants).</p> <p>The development of a nationwide standardised training scheme for bicycle instructors and its integration into educational training should be aspired to. A high-quality continuation of the vastly successful training and implementation of the cycling proficiency test should be secured and ensured. The existing road safety education classes should motivate all road users to be considerate to others and – with regard to a sustainable and resource-efficient transport system – highlight the positive aspects of cycling (fun, health). The request for the inclusion of a cycling unit in the context of the driving lessons to be taken for the driving test is still valid, to give learners a practical demonstration of the cyclist's point of view in road traffic.</p>
Effectiveness	<p>Benefits: Cost savings in school student transport, improved road safety, (sustainable) savings of environmental, mobility and health costs</p> <p>Costs: Low to medium</p>
Measure effectiveness	High
Affected policy areas	Environment, transport, health, education, traffic safety
Implementation	Federal government (BMBF, BMVIT, BMLFUW, BMI), AUVA, federal provinces, school, driving schools, WHO/UNECE (THE PEP, CEHAPE)
Next steps	Development of training guidelines for cycling instructors, establishment of cycling instructor training as an optional module in teacher training, definition of bicycle training contents for all target groups, optimisation of the documents used in driving schools
Time horizon	2015–2025

OPTIMISING THE CONNECTION TO OTHER MEANS OF TRANSPORT

Measure: Bike & Ride extension campaign

Goal	The potential of cycling in intermodal traffic is significant, because it combines the advantages of public transport (quick point-to-point traffic) with cycling (territorial coverage). The target of this measure is to provide intermodal interchanges at public transport stops and to increase the use of the bicycle in pre- and onward carriage by the further extension of high-quality, safe and sufficient bicycle parking facilities.
	With the initiation of an extension campaign to allow for an optimum connection of cycling (in particular as an everyday means of transport) to public transportation, the extension of high-quality system interchanges has already begun. This extension should be moved forward with greater involvement of the traffic expert in the respective federal province. One of the aims continues to be the establishment of an Austria-wide definition of the need for various types of bicycle parking facilities (bicycle station, bicycle garage, bicycle lockers, bicycle racks), depending on their main function before or after using public transport. In this context, binding quality standards should be established for parking facilities in consideration of the requirements of both e-bikes (charging possibility, theft-proof) and cargo bikes (more space required). The Master Plan recommends the development of an Austria-wide Bike & Ride development programme with a status analysis, the setting of priorities, an implementation plan and accompanying quality-assuring measures and their integration into the Park & Ride programme. The development of an Austria-wide business and operator model for bicycle stations and bicycle lockers, co-financed by the users, is aimed for. Financing shall be ensured through the utilisation or optimisation of existing Park & Ride funding structures and in the context of the <i>Cycling investment campaign and cycling funding programme</i> .
Effectiveness	Benefits: Facilitating the combination of bicycle/public transportation, promoting an efficient use of means of transport, reducing environmental and health costs Costs: Measure-related, low user charges (system users)
Measure effectiveness	High, partial refinancing through user fees
Affected policy areas	Transport, health, tourism, economy, public transport
Implementation	Federal government (BMVIT, BMLFUW), federal provinces, municipalities, Austrian Federal Railways (ÖBB), transport companies
Next steps	Development of an Austria-wide Bike & Ride development programme, integration of Bike & Ride into the Park & Ride programme, development of business and operator models for cycle stations and bicycle lockers
Time horizon	2015–2025

Measure: Expansion of cycle hire systems

Goal	In tourism, and due to the electric bicycle, private cycle hire systems have emerged alongside automatic cycle hire systems. Further developments of both systems and the securing of synergies and customer friendliness are the goals for the coming years.
	With Citybike and nextbike and tourist hire systems like VeloVital and KALOVEO, bicycle hire systems in Austria have established themselves in recent years. A survey carried out in 2015 demonstrated that cycle hire systems are now available in 8 out of the 9 federal provinces and in 7 out of the 9 capital cities. A further expansion of the cycle hire systems is planned if there is sufficient utilisation potential. Special attention should be paid to the expansion of the hire system to include e-bicycles, folding bicycles, bicycle trailers and cargo bicycles according to the city of Graz example. With a view to customer friendliness, cooperation between different systems should be strengthened with the goal of a standardised Austria-wide customer interface, so that system registration is required only once or so that identification in the hire process is standardised. The coupling of cycle hire system fees with transportation company tariffs following the example of the WienMobil card or of the tariff reductions for holders of the ÖBB VORTEILScard should be increased. The provision of sufficient surface area for cycle hire systems at train stations for better connections of cycle hire systems to public transport (see measure <i>Bike & Ride extension campaign</i>) should be encouraged. The development of a national, harmonised expansion plan for Austria and the inclusion of the cycle hire systems in the transport graphs of Transport Information Austria should be ensured.
Effectiveness	Benefits: Increasing the attractiveness of public transport by covering the “last mile”, attractive offers for the intermodal utilisation of ecomobility, strengthening soft mobility holiday offers by on-the-spot mobility with the (e-)bike Costs: Low, operation refinanced through advertising and user fees
Measure effectiveness	High
Affected policy areas	Transport, tourism
Implementation	Federal government (BMVIT, BMLFUW, BMWFW), cycle hire operators, federal provinces, municipalities, transport companies, transport associations, tourist industry
Next steps	Strengthening cooperation in its various forms, harmonisation of access systems, expansion of the offer, preparation of an Austria-wide expansion plan
Time horizon	2015–2025

Measure: Making the transport of bicycles on trains and buses more attractive

Goal	The carriage of bicycles on public transport is an important service that encourages eco-mobile transport choices, in particular for leisure transport, and is therefore highly relevant from a cycle tourism perspective. Efforts should be made to improve the service, in particular for long-distance transport.
	<p>The transport of bicycles on local trains is generally permitted. However, incentives are still lacking to make the transport of bicycles comfortable as there are limitations such as time restrictions (Vienna underground) or because of the absence of transport capacities and unattractive prices (only day passes for bicycles, not distance-related). The uncomplicated, spur-of-the-moment and attractive transport of bicycles on all relevant means of public transport should be ensured throughout Austria following the example of the Innsbruck public transport system. Information materials for public transport companies on technical and legal issues of bicycle transport in or on busses should be incorporated into tenders for services or for the purchase of vehicles.</p> <p>The issue of bicycle transport, in particular for long-distance rail transport, should also be considered in terms of luggage transport. Passengers should have the possibility of taking along large items of luggage themselves –ski equipment, pushchairs or bicycles. The legal basis for the provision of appropriate areas for large luggage items on long-distance transport should be dealt with on a pan-European level. The general call for multiple-purpose areas in trains and transportation in buses remains valid.</p>
Effectiveness	<p>Benefits: Facilitating the combination of bicycle/public transportation, Savings in terms of environmental and health costs, promotion of environmentally-friendly bicycle tourism</p> <p>Costs: Low (system users), additional income for transport companies</p>
Measure effectiveness	Medium (sometimes a high effort involved in achievement of environmental goals)
Affected policy areas	Environment, transport, health, tourism, economy, public transport
Implementation	Federal government (BMVIT, BMWF, BMLFUW), federal provinces, municipalities, transport companies, transport associations, tourism organisations in the federal provinces, Austrian National Tourist Office
Next steps	Clarification of the technical and legal possibilities for bicycle transport on buses and generation of relevant information material across Austria, development of bicycle transport price offers, (EU-level) provision of a legal basis for multiple-purpose areas for large luggage items
Time horizon	2015–2025

CYCLING AS AN ECONOMIC FACTOR

Measure: Cycling Competence Austria – building a bicycle trade and industry network

Goal	The cycling transport industry in Austria provides more than 18,000 jobs. The newly established Cycle Competence Austria should be supported in its efforts towards stronger networking and synergy-building between companies related to cycling in Austria (production, trade, service) and for presentation abroad.
	<p>Cycle Competence Austria was established in late 2014. It is a platform of shared interests and was initiated by the Austrian Bicycle Lobby and the BMLFUW. It supports climate-friendly aims in the area of transport as illustrated by the klimaaktiv mobil Cycling Master Plan, and it contributes to the improvement of the cycling situation in Austria with the help of the best possible solutions in the area of cycling and their implementation using Austrian products and services and it presents and disseminates these by means of information events and marketing activities in Austria and abroad. Cycle Competence Austria endeavours to support a rapid response of Austrian companies to international market movements and to strengthen exports in the area of cycling with the help of a shared (international) promotion of cycling and appropriate products and should therefore be more strongly involved in Austria's export campaign.</p> <p>In addition to this, existing cooperative efforts in the cycling industry should be further developed (ARGE Fahrrad; cooperative efforts of WKÖ, WIFI, BLFUW; klimaaktiv mobil programme partnerships and projects). With the help of research activities related to cycling (see measure <i>Initiating implementation-oriented research projects</i>) international technological leadership in subareas should also be achieved. Opportunities for innovative Austrian products and services should be used by means of stronger international cooperation such as e.g. in the Transport, Health and Environment Pan-European Programme (THE PEP).</p>
Effectiveness	<p>Benefits: Information exchange, utilisation of synergies</p> <p>Costs: Low, structural costs incurred by the bicycle industry</p>
Measure effectiveness	High
Affected policy areas	Environment, economy, innovation
Implementation	Federal government (BMLFUW, BMWF, BMVIT), WKÖ, Cycle Competence Austria, bicycle industry, research facilities
Next steps	Building and development of Cycle Competence Austria, integration of Cycle Competence Austria into the Austrian export campaign, strengthening existing cooperative efforts in the cycling industry.
Time horizon	2015–2025

Measure: Cycling tourism destination Austria

Goal	The Austrian tourism strategy for 2010 also invests in the cycling tourism sector by developing cycle routes. The establishment of the Bicycle Tourism Working Group (Arbeitsgruppe Radtourismus), presided over by the BMWFW, represents a first successful step towards coordination and networking. Cooperation and synergies in the cycling tourism industry and between cycling tourism and everyday cycling should be further strengthened and developed.
	Aside from establishment of the Bicycle Tourism Working Group presided over by the BMWFW, numerous cooperation projects were implemented in recent years, such as the Austria-wide cycle route planner (based on the Graph Integration Platform) or the publication of quality criteria for cycling routes and bicycle companies in Austria commissioned by the BMWFW (March 2012). These efforts should be increased and additional cooperation projects should be developed and implemented by all stakeholders in the area of bicycle tourism. Examples of possible cooperation projects are: --- Uniform signposting on the basis of national routes in addition to the EuroVelo network (comparable to SchweizMobil and Vision D-Netz in German; see measure <i>Further development of Austrian Road Traffic Regulations and adjustment of guidelines and standards on a national level</i>), --- Provision of cycling-relevant information and environmentally friendly travel information on booking platforms --- New product developments in bicycle tourism on the basis of innovation workshop results, --- Investments in transregional cycling infrastructure for bicycle tourism (e.g. see measure <i>Development of fast cycling routes</i>), --- Joint marketing, joint market research and analyses (survey, payments; see measure <i>Cycling statistics and benchmarking</i>). Close networking between the Working Groups Bicycle Tourism and Bicycle Transport should be maintained to make the best possible use of synergies.
Effectiveness	Benefits: Information exchange, utilisation of synergies, new products, more bicycle tourists in Austria Costs: Low structural costs for the tourist industry, measure-related (public sector)
Measure effectiveness	High
Affected policy areas	Environment, tourism, business, transport
Implementation	Federal government (BMWFW, BMLFUW, BMVIT), federal provinces, tourism organisations in the federal provinces, WKÖ, Austrian National Tourist Office, tourism associations, municipalities, transport companies
Next steps	Verstärkung der Kooperationen innerhalb der Radtourismusbranche, Entwicklung und Umsetzung neuer Kooperationsprojekte
Time horizon	2015–2025

Measure: Education and training in the area of cycling/bicycles

Goal	Based upon the success of the Master Plan for 2011–2015, technical know-how on cycling and bicycles should be further developed. In this context, knowledge transfer should be further strengthened notably in the areas of business, transport planning and public administration.
	Significant progress has been made in the area of knowledge building with respect to the requirements of cycling and modern methods of transport planning for cycling. This knowledge should be extended and substantiated. Bicycle and cycling matters should be included in academic road safety education. Specialist knowledge inputs in the framework of continuing education for administrative employees, such as technical experts, decision makers and authority representatives, are provided at the annual Bicycle Summit. These continuing education measures should be extended by issue-relevant courses, technical excursions and specialist events. For stakeholders in the industry, both the electric bicycle and the cargo bicycle have created new training needs that will necessitate the establishment of the profession of a bicycle mechanic. In addition, a continuous supply of skilled professionals in the area of bicycle technology must be ensured by the provision of adequate training places. Education cooperation projects with WKÖ and WIFI for bicycle retail and bicycle technology should be encouraged. In this manner, the electric bicycle and the (electrified) cargo bicycle can be introduced specifically to interested business people. In combination with the measure <i>Cycle Competence Austria – building a bicycle trade and industry network</i> , well-grounded education and training specifically benefits an export-oriented bicycle industry.
Effectiveness	Benefits: Innovative lead, creation of qualified “green jobs”, reduction of environmental, mobility and health costs Costs: Low to medium
Measure effectiveness	High
Affected policy areas	Environment, transport, education, labour market, innovation
Implementation	Federal government (BMLFUW, BMWFW, BMWF), Austrian Federal Economic Chamber, WIFI, educational facilities, federal provinces, municipalities
Next steps	Initiation of new training programmes according to current developments, integration of cycling into existing (academic) training
Time horizon	2015–2025

Measure: Promoting the electric bicycle

Goal	By dint of the electric bicycle's advantage of providing a means of covering larger distances, new target groups have emerged and significant market penetration has already been achieved. With regard to a further increase of the cycling mode share, efforts to further promote use of the electric bicycle should be stepped up.
	<p>The use of the electric bicycle in Austria spread particularly fast in tourism and many regions now have an area-wide charging station network for electric bicycles. There is still much potential for increases in the areas of theft-proof parking facilities, establishment of a technical standard for electric bicycle components (e.g. standardised charging plug in line with the European standard on EnergyBus), fiscal advantages and supported purchases, initiation of a nationwide repair network for electric bicycles (e-bike breakdown service), promotion of electric bicycle hire systems at train stations and increase of the density of the charging station network. Appropriate business models for an increased use of electric bicycles (e.g. e-bike service bicycle leasing) must be developed. The klimaaktiv mobil fixed-rate funding for electric bicycles should be continued.</p> <p>As a result, the electric bicycle should be taken into account as a cross-cutting element particularly under the measures <i>Education and training in the area of cycling/bicycles</i>, <i>Initiating implementation-oriented research projects</i>, <i>Cycling for the promotion of health and consideration of the health effects of cycling</i>, <i>Bike & Ride extension campaign</i> and <i>Expansion of cycle hire systems</i>. Opportunities for innovative Austrian products and services should be used through stronger international cooperation such as e.g. in the Transport, Health and Environment Pan-European Programme (THE PEP). The legal clarification for S-pedececs (up to 45 km/h) should be stepped up on the European and Austrian levels.</p>
Effectiveness	<p>Benefits: Reduction of environmental and health costs by increasing the cycling mode share, technological advantage, improved intermodal interchange electric bicycles/public transportation</p> <p>Costs: Low, user-financed</p>
Measure effectiveness	Very high
Affected policy areas	Environment, transport, technology, building legislation, fiscal, health
Implementation	Federal government (BMLFUW, BMVIT, BMF, BMG), federal provinces, municipalities, transport companies, businesses
Next steps	Definition of a uniform technical standard for electric bicycle components, support of developments and initiatives supporting the continued spread of the electric bicycle
Time horizon	2015–2025

Measure: Promotion of the transportation of passengers and goods by bicycle (cargo bicycles, trailers, e-bikes and trailers, e-cargo bikes)

Goal	Bicycle trailers and cargo bicycles are used to transport large and heavy loads, without causing emissions of air pollutants or noise. In particular in urban environments, savings and mode shift potentials can be achieved as a result that should be used both for private and commercial transport purposes.
	<p>Close to 60% of freight and commercial transport in Austria's cities is accounted for by light-weight utility vehicles with often less than 13% load capacity utilised (corresponding to roughly 200kg). The use of cars often also appears necessary for private shopping and accompanying trips, but on the EU average, some 51% of all trips in urban environments could be shifted to cargo bicycles or bicycles combined with trailers. If the cargo bicycle is then equipped with an electric motor, its area of application increases as larger loads and greater ranges are possible. The use of cargo bicycles is currently experiencing a renaissance in Austrian cities. This trend should be encouraged by a new klimaaktiv mobil promotion campaign for cargo bicycles.</p> <p>In order to increase utilisation for private purposes, appropriate leasing models for private households should be developed. Hire systems following the Graz model (Das Transportrad Graz), a sales network and a repair network should be developed. The same requirements as those established in the measure <i>Promotion of the electric bicycle</i> apply to charging devices and charging stations for electrified cargo bicycles. The dynamics of vehicle movement and the space requirements of cargo bicycles should be specifically considered when preparing guidelines, in particular with regard to the dimensions of cycling facilities and bicycle parking facilities (see measure <i>Further development of Austrian Road Traffic Regulations and adjustment of guidelines and standards at national level</i>).</p>
Effectiveness	<p>Benefits: Upgrading the environment by reducing emissions from motorised traffic, securing "green jobs", reducing environment, mobility and health costs, technological advantage</p> <p>Costs: Low, user-financed</p>
Measure effectiveness	High
Affected policy areas	Environment, transport, technology, building legislation, fiscal, health
Implementation	Federal government (BMLFUW, BMVIT, BMF, BMG), federal provinces, municipalities, transport companies, businesses
Next steps	Target group-oriented information events, development of a sales network, more financial support for bicycle trailers and cargo bicycles to be provided the municipality, the federal provinces and federal government (e.g. by the klimaaktiv mobil fixed-rate funding for cargo bicycles)
Time horizon	2015–2025

CYCLING AS A HEALTH FACTOR

Measure: Cycling for the promotion of health and consideration of the health effects of cycling

Goal	By dint of the strong health benefits of everyday exercise – such as cycling – the increase of the cycling mode share is a crucial contribution to health promotion.
	<p>Everyday cycling is an important contribution to health promotion. The WHO recommends 30 minutes of exercise every day as a health-promoting measure, including bicycling to and from work. Accordingly, increasing the share of cycling as part of the health-promoting activities of all stakeholders (health promotion in the workplace, Fund for a Healthy Austria, etc.) should continue to be considered. Every euro invested in health promotion boosts economic benefits five-fold. The aim is thus to increase the overall economic efficiency of government activities by taking into account the health benefits of cycling.</p> <p>In the National Action Plan on Physical Activity (NAP.b) (April 2013; Target 13: increase the share of physical activity and mobility across the population), everyday cycling was adopted as an efficient and low-cost measure promoting physical activity and thus promoting health. The promotion of cycling is also part of the national framework health target 8 – To promote healthy, safe exercise and activity in everyday life through appropriate environments. The increased involvement of “beneficiaries” should be aspired to in terms of the Health in All Policies approach such as social insurances, health insurance funds and healthcare funds in technical events and awareness-building campaigns (such as the campaign “Österreich radelt zur Arbeit”, “Austria cycles to work”, for workplace health promotion). In addition, greater account should be taken of the health benefits of cycling when it comes to transport planning projects and transport policy activities (see measures <i>Awareness raising and image campaigns</i> (incl. internal awareness-building for public authorities) and <i>Bicycle compatibility assessments and road cycling check</i>).</p> <p>The WHO calculator of the health benefits from cycling (HEAT for cycling) is a simple tool provided to assess health benefits when planning and evaluating transport projects and other cycling-related government activities. The Master Plan recommends the integration of this tool into the RVS 02.01.22 cost-benefit assessments in transport. International cooperation and networking under the Transport, Health and Environment Pan-European Programme (THE PEP) should be further developed in the context of innovative cooperation projects such as the Pan-European Master Plan for Cycling to be developed in the context of THE PEP Work Plan 2014–2020</p>
Effectiveness	<p>Benefits: Reduction of environmental and health costs by increasing the share of cycling</p> <p>Costs: Medium, refinancing through lower health costs</p>
Measure effectiveness	Very high
Affected policy areas	Environment, health, transport
Implementation	Federal government (BMLFUW, BMG, BMVIT), health insurance funds, social insurance funds, FGÖ, WKÖ, research association, federal provinces, municipalities, companies, planners
Next steps	Greater involvement of social insurances, health insurance funds and healthcare funds in awareness-building campaigns, integration of Heat For Cycling into the RVS 02.01.22
Time horizon	2015–2025

Measure: Financial and fiscal incentive schemes

Goal	From an environmental perspective, the goal is to put the bicycle and public transport on an equal footing with cars with unchanged fiscal benefits (internalisation of external costs). Moreover, from a health perspective, bicycle use should be rewarded with a „health premium“ (internalisation of external benefits).
	<p>A reform of the mileage allowance rules on the basis of a fixed kilometre rate that is not dependent on any particular means of transport and without a cap would place the bicycle and the combination of bicycle and public transport on an equal footing with the car for long distance business trips, which is why the call for reform has been repeated. Moreover, a “health premium” of at least 50 euro-cents per km to reward use of the bicycle should be considered. The current distinction between partial and comprehensive commuter allowance should be removed in the interest of promoting the use of the combination of cycling and public transport on the way to work. It continues to appear reasonable to increase the current kilometre limit from 2 kilometres to 5 kilometres for the comprehensive commuter allowance (approx. 20-minute bicycle ride). Tax incentives for bicycles should be stepped up, such as the better position of company bicycles over company motor cars by exempting non-cash benefits from the wage tax. For example, a push should be made to allow the tax-free purchase of company bicycles or full tax deductibility for the employer.</p>
Effectiveness	<p>Benefits: Reduction of external costs of traffic, simplifying administration (public sector) financial advantages through the use of bicycles (and public transportation)</p> <p>Costs: None (revenue-neutral ecological tax reform)</p>
Measure effectiveness	Very high
Affected policy areas	Environment, fiscal, transport, health
Implementation	Federal government (BMF, BMLFUW, BMVIT, BMG), federal provinces, municipalities
Next steps	Implementation-oriented financial model calculations and studies, promotion of a cycle-friendly tax reform by the BMF
Time horizon	2015–2025

IMPACT (ECONOMY, HEALTH, CLIMATE)

CYCLING CALCULATOR FOR COMPANIES*

The cycling calculator calculates corporate cost savings as a result of reduced sick leave costs due to employees switching to the use of their bicycles to go to work. In this manner, the company is provided with a tool that illustrates the long-term monetary benefit of implementing one or several cycling infrastructure measures.

Depending on the number of potential switchers, which in turn depends on the size of the company, this results in average annual cost savings of roughly EUR 300 for small companies to approximately EUR 9,000 for large companies.

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Anzahl der UmsteigerInnen von Pkw auf Rad:

Für wieviele Jahre soll die Einsparung berechnet werden?
Anzahl Jahre:

Ergebnis - Einsparung

Krankenstandstage je Person und Jahr

Untergrenze:	0,00
Mittelwert:	0,00
Obergrenze:	0,00

Kosteneinsparungen aller UmsteigerInnen pro Jahr

Untergrenze:	0 €
Mittelwert:	0 €
Obergrenze:	0 €

Kosteneinsparungen aller UmsteigerInnen für 0 Jahre

Untergrenze:	0 €
Mittelwert:	0 €
Obergrenze:	0 €

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Cycling calculator for companies;

* mobilitaetsmanagement.at/radrechner/rechner.html

HEAT

In the context of the Transport, Health and Environment Pan-European Programme (THE PEP), the WHO has developed a model for the reduction of health costs by cycling: the “Health Economic Assessment Tool (HEAT) for Cycling” (RUTTER 2007). This allows the measure-specific calculation of national economic health benefits resulting from an increase in the share of cycling. A calculator based on this model incl. a manual is provided by the WHO (heatwalkingcycling.org).

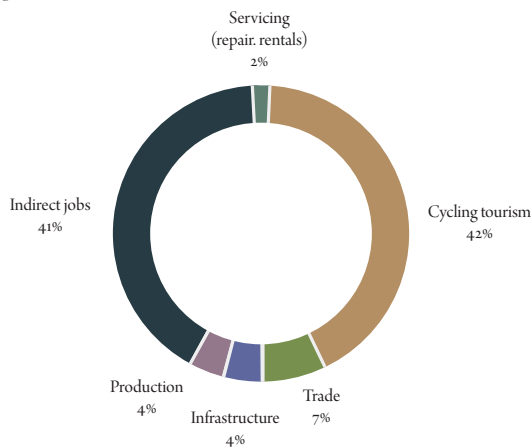
The cycling mode share in Austria was 7% in 2010 with an average distance covered of 2 km. According to the WHO calculator, the resulting average health benefit was 725 million euros for 2010. With a target of cycling mode share of 13% to be achieved by 2025, the annual health benefit will increase to 1.4 billion euros.

JOBS IN GREEN AND HEALTHY TRANSPORT (WHO EUROPE 2014)

On the one hand, these jobs are part of a broader solution for climate change by bringing about necessary emission reductions and improvements in energy efficiency (hence the term green). On the other hand, these jobs also contribute to the promotion and use of safe, clean and active forms of locomotion that can directly reduce health risks (hence the term healthy).

Jobs related to cycling in Austria

in percent



All jobs related to cycling fall in this definition.

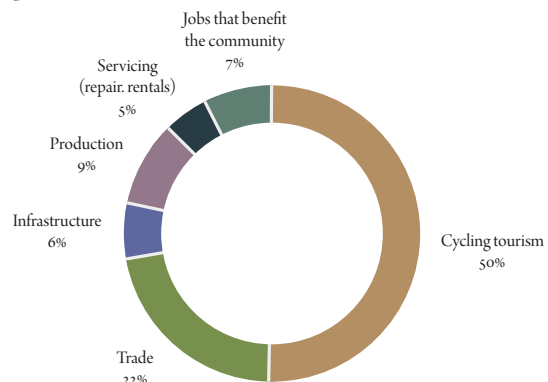
There are several estimates on how many there are:

- USA: 1.1 million
- Germany: 278,000
- Austria: 18,000
- France: 33,000

According to estimates, almost 10 jobs are created for every EUR 1 million turnover in the bicycle industry, while the same amount creates only 2.5 jobs in the car industry.

Jobs related to cycling in France

in percent



CLIMATE

With the 17% reduction of overall greenhouse gas emissions in 2011 (compared to 1990), the EU is on track to achieve the targeted reduction of GHG emissions by 20% by 2020 (EEA 2013). Austria must reduce its greenhouse gas emissions from sources not included in emission trading by 16% by 2020 compared to 2005 levels. The European Commission bases the assumptions in its updated reference scenario (EC 2013) on a GHG reduction of 24% by 2020.

In the Commission's communication dated 22 January 2014 (EC 2014a), the European Commission proposes an EU-wide GHG reduction target of 40% by 2030 compared to 1990 levels. This target should be considered a milestone on the way to the achievement of a long-term reduction of 80% by 2050 compared to 1990 levels (EC 2011). In its communication (EC 2014a), the EC proposes to split the 40% target for an overall GHG reduction (compared to 1990 levels) into a 43% reduction in the ETS (compared to 2005 levels) and a 30% reduction in the non-ETS (emissions trading) (compared to 2005 levels) – with the transport sector being part of the non-ETS area.

Cycling is included in the action programme 2013/2014 which, in accordance with the Climate Change Act (KSG 2013), stipulates the “development of cycling or a continuation of regional cycling schemes”. In the current action programme up to 2020 under the Climate Change Act, negotiations are currently underway with regard to a separate measure, i.e. “the promotion of active forms of mobility”.

As a result of increasing the cycling mode share throughout Austria from 5% in 2006 to 7% in 2011, roughly 66,000 tonnes of CO₂ less have been emitted annually, taking into account the increased use of electric bicycles.

If the targets of the Cycling Master Plan are fully achieved – i.e. increasing the cycling mode share throughout Austria to 13% by 2025 – annual CO₂ emission can be reduced by an additional 128,000 tonnes.

Therefore, compared to 2006 levels, an overall CO₂ reduction potential of some 200,000 tonnes of CO₂ per year can be expected as a result of the implementation of the Cycling Master Plan. This constitutes an important step towards the achievement of the EU climate and energy targets and also represents an efficient measure from a national economic perspective.

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