

City of Salzburg - Enhancing mobility behaviour change in new building and refurbishment projects

By Gerhard Ainz with support of Mailin Gaupp-
Berghausen

CAIC 19, Workshop „Joint Efforts on the Local
Mobility Transition“, University of Rostock,
27 September 2019

Location of Pilot Area



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Stadt Salzburg

Pilot Areas

Pilot area:
Kendlerpark
New building project



Pilot area:
Friedrich-Inhauser-Straße
Refurbishment project



Aim of the two pilots

To raise awareness of the benefits of sustainable mobility in the two pilot areas in order to:

- Reduce (short) urban car trips and to integrate sustainable mobility into people's everyday life
- Raise awareness for the benefits of sustainable mobility for (new) inhabitants
- To improve the quality and well-being of inhabitants in the pilot areas
- To set a sign for sustainable transport



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4 key components

to supporting a switch to active travel



Life Change Moments



Mobility advice



Provision of information material



Motivation through incentives and ICT



Life Change Moments

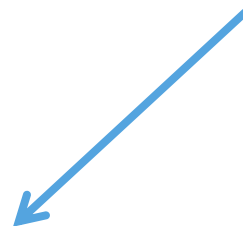
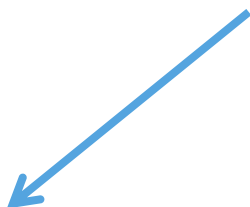
- People's mobility patterns are rarely based on cognitive decisions
 - We typically travel in „autopilot mode“ through our cities and don't question why we travel the way we travel
- in other words, we are guided by extremely powerful habits**

Life Change Moments

- However, at certain points in our life we are forced to rethink our routines
- E.g. because our car has broken down, we have started a job in new location, we have moved house etc.
- **→ These “life change moments” inject a moment of reflection into our lives and they offer unique opportunities to create new, healthier and more sustainable routines**

Life Change Moments

Within the 2 pilot cases



Kendlerpark New building project



Friedrich-Inhauser-Straße Refurbishment Project



Provision of information material

Site-specific mobility brochures including:

- Maps
- Information on sustainable modes (walking, cycling, PT, car-sharing)
- Information on local shops and leisure opportunities ...without using the car



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Information material:

- Highlighting the benefits of different sustainable modes
- For different target groups (e.g. children, parents, elderly people)



Motivation through incentives and ICT

→ Use of Incentives and ICT tools to motivate and support behaviour change

- Incentives should have a thematic relation to sustainable mobility
 - The selection will be discussed with experts and potential sponsors during a WS session



- ICTs should be able to provide practical information in an simple and interactive way



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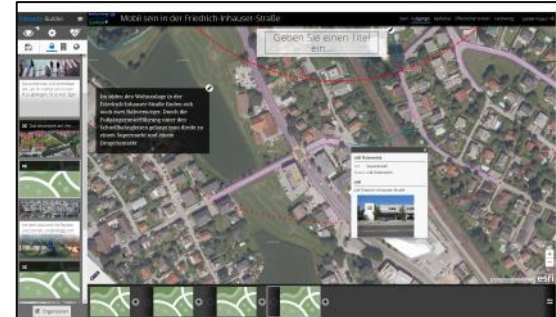
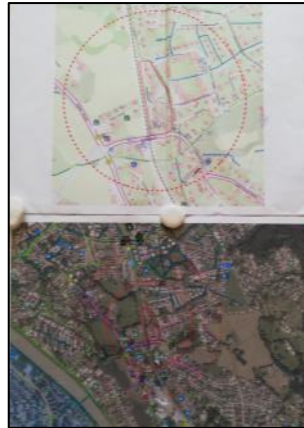
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Motivation through incentives and ICT

- The use of so called **Story Maps** which combines different elements (like videos, pictures, text) into a digital presentation
- A special feature is the integration of interactive map elements
- This tool is a simple and interactive tool to inform different target groups (e.g. new residents) about mobility offers, local shops and leisure opportunities in their area



Site-specific Story-Maps



Mobility advice

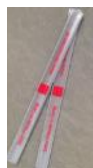
new residents can select
information they are
interested in

- Individual/collective mobility consultations



Selection of developed and collected material

- incentives
- site-specific mobility brochures and story maps
- additional information material



Want to learn more?
Get in contact!

SaMBA – Sustainable Mobility Behaviours in the Alpine Region

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