



Wien zu Fuß 2015
Vienna Walking
Facts and Figures on Pedestrian Traffic



Foreword



Maria Vassilakou

Deputy Mayor
of the City of Vienna

Walking means quality of life

Vibrant streets and squares are a typical trait of cities with high quality of life. One reason for the growing popularity of Vienna lies in the good conditions for walking it offers as well as in the short and attractive routes linking home, work, shopping, leisure and educational facilities.

Walking is healthy – not only for every single individual, but for the entire city, too: places where many people move around on foot boast higher social security and flourishing businesses. For this reason, the new Urban Development Plan and the Thematic Concept for Mobility assign priority to walking. In addition to a number of infrastructure-related measures, the Strategy for Pedestrian Traffic adopted by the Vienna City Council also provides for comprehensive monitoring. The first step in this direction is taken with the present report containing current data and findings with regard to pedestrian traffic.

I wish you pleasant reading.

Maria Vassilakou

Walking concerns all of us

Walking is one of the most fundamental activities of everyday life – and truly concerns all of us. But what preconditions do people need to enjoy walking? What are the major difficulties involved, and how much space is assigned to pedestrians? These and many other questions are answered in the “Vienna on Foot” report based on recent studies. It explains key areas of action and offers specialised in-depth knowledge. The present report is dedicated to all people committed to the promotion and advancement of walking – in the city, the district, the neighbourhood.

Petra Jens



Walking - the best indicator of real-life

For more than 15 years now many cities around the world have appreciated that one of the best indicators of real-life in any city is to measure its walking. Not just observing who walks and where, but asking people why they walk, for how long and with what purpose. It doesn't need to be a complicated study, in fact it shouldn't. The important thing to learn from such studies is both what the barriers to people choosing to walk more are, as well as what would support them to stay on their feet more often and for longer?

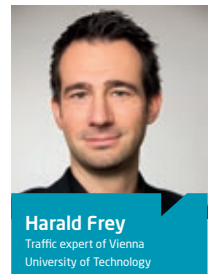
Jim Walker



Walking is smart

Walking infrastructure is a precious public good because it can be used to an equal degree by all categories of persons. Investments in walking thus comply with the principle of “mobility for all”. The “Wien zu Fuß 2015 - Vienna Walking” report shows that the Austrian capital takes an international top position among cities with regard to walking, but it also underscores the effort required to maintain and further improve this high standard. The potentials for walking are ample – let's tap them!

Harald Frey



Walking in Vienna and on an international scale

The modal split - the key indicator of traffic behaviour

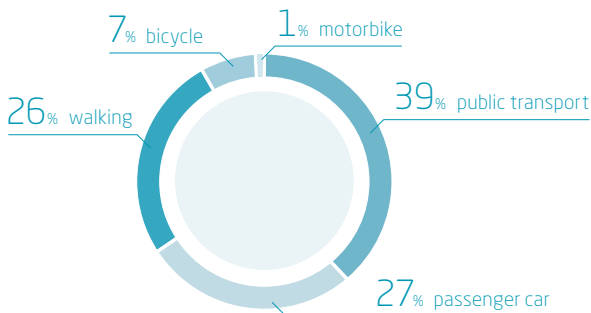
The modal split is the key indicator of traffic behaviour. It defines the choice of main mode of transport in passenger traffic and is shown in relation to the percentage of trips in total.

The modal split does not take account of distances travelled on foot in combination with other means of transport. However, a closer look shows that distances covered by walking constitute the overwhelming majority of our out-of-home movements: no matter whether we want to reach the nearest public

transport stop, our parked bicycle or the parking lot of our car, we always walk the first part of any trip.

Due to urban population growth, the absolute figure of trips made on foot is increasing even if the modal split as such remains roughly unchanged. This impacts the design and dimensioning of walking infrastructure.

Modal split in 2014



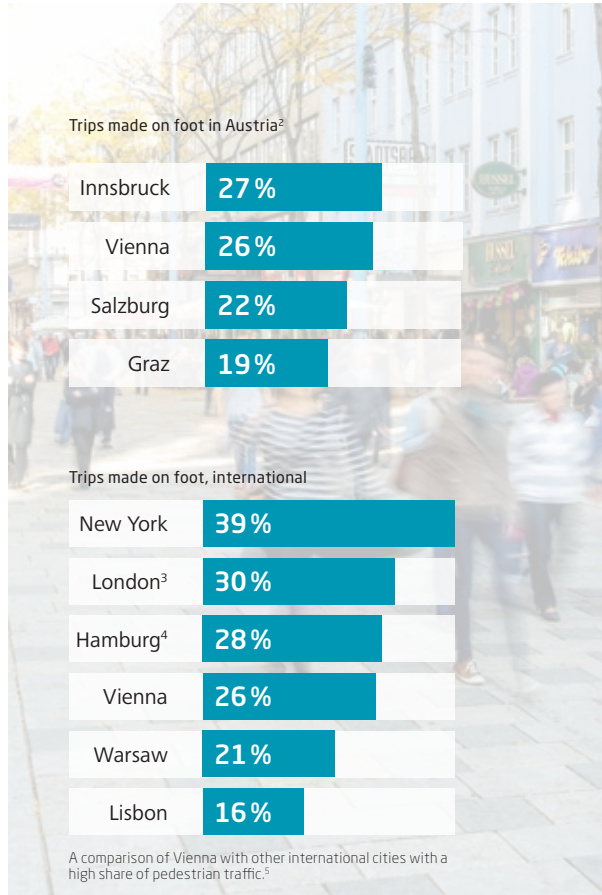
Vienna's modal split in 2014¹

Vienna's modal split

The modal split of Vienna is determined through annual, representative household surveys with mobility diaries (of approx. 2,000 persons). Since 1993, the share of pedestrians in Vienna has remained roughly the same at 26% to 28%.

International situation

An international comparison with other cities of at least 1 million inhabitants likewise shows that Vienna's share of trips made on foot is very high.



¹Wiener Stadtwerke (2014) modal split survey, http://www.wienerlinien.at/media/files/2015/modalsplit_144345.jpg

²Vienna: 26% (modal split 2014); Innsbruck: 27% (2003); source: Mobilitätsanalyse 2002/2003; Innsbruck Stadt und Umlandgemeinden – Kurzbericht. Commissioned by: Municipal Department III, Office of the Tyrolean Government, Department for Integrated Traffic Planning; Innsbruck 2003; Salzburg: 22% (2004); source: Municipal Administration of the City of Salzburg, http://www.stadt-salzburg.at/internet/wirtschaft_umwelt/verkehr/verkehrsplanung/fussverkehr_412661.htm; Graz: 19% (2013); Mobilitätsverhalten der Grazer Wohnbevölkerung 2013. Project commissioned and managed by: Municipal Administration of the City of Graz, Department for Traffic Planning, http://www.graz.at/cms/dokumente/10192604_4438856/12001819/Mobilitätserhebung%20Graz_Wohnbevölkerung%202013.pdf

³Transport for London: "Travel in London" Report 5 (2012), p. 28: <http://bit.ly/1C2Rnaf>

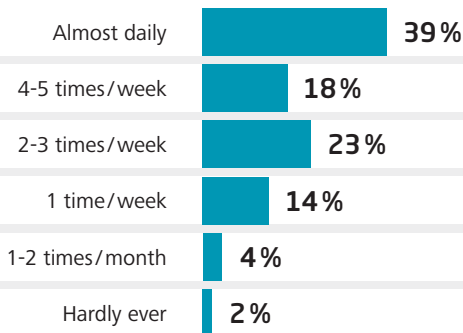
⁴<http://bit.ly/1BX0i0P>

⁵<http://www.epomm.eu/tems/>

How often do people walk?

A representative survey conducted in 2013 indicated the frequency of trips on foot taken in Vienna. This revealed that over one third of the respondents (39%) handle their (almost) daily trips exclusively by walking. Walkers combine their trips mostly with public transport. Persons who take trips exclusively on foot fewer times than twice per week disposed of a passenger car significantly more often (51% as compared to 35%)⁶

Frequency of trips made on foot



More than one third of the respondents take trips exclusively on foot on an almost daily basis – a sign of the high priority assigned to walking in Vienna.⁶

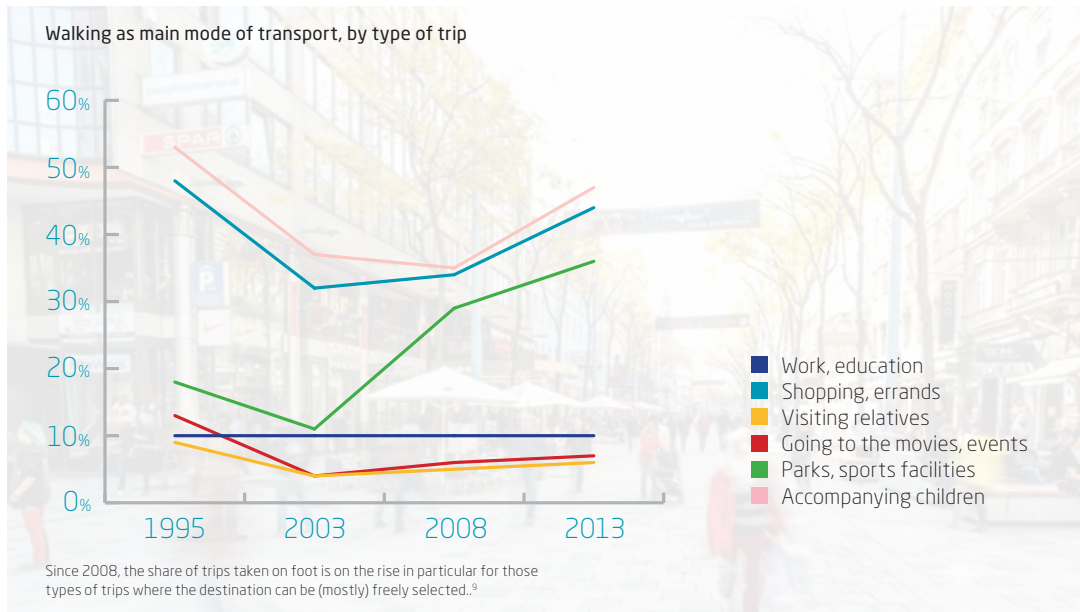
18% of the respondents stated that they like to walk but do not do so very often. It seems obvious that this group harbours the biggest potential for promoting walking in Vienna. Walking is not only moving on foot from point A to point B, but rather entails considerable added value for public health as well. The World Health Organization (WHO) recommends walking 10,000 steps or one hour per day, which is also reflected in the recommendations issued by Fonds Gesundes Österreich (FGÖ).⁷ At the moment, around 23% of Vienna's inhabitants walk more than 30 minutes per day during their daily routine trips (this does not comprise planned physical activity or exercise related to work).⁸

The Wiener Lebensqualitätsstudien (socio-scientific basic research studies for Vienna) address the role of walking for different types of trips. After a decline of walking for the purpose of shopping and accompanying minors between 1995 and 2003, this share began to rise once more from 2008 onward. This increase tends to concern those types of trips where the destination can be freely selected: walking is on the

rise whenever there are nearby destinations – e.g. shops or sports facilities – to choose from, which is also indicative of the improved quality and acceptance of facilities close to home.⁹

A comparison with Austria's other federal provinces shows that young people in Vienna are far ahead, as they choose to walk for 62% of all trips taken in their spare time.¹⁰

In their spare time, young people in particular mostly tend to walk or use public transport (combined with walking).



⁹Ausserer et al. (2013): NutzerInnenbefragung: Was gefällt am Gehen und was hält davon ab? Study commissioned by Municipal Department 18 – Urban Development and Planning, Vienna, 2013.

⁷Titze et al. (2012): Österreichische Empfehlungen für gesundheitswirksame Bewegung. Commissioned by Gesundheit Österreich GmbH / Geschäftsbereich Fonds Gesundes Österreich.

⁸Omilitrend (2014): Marktforschung für die Wiener Linien, Mobilitätsverhalten 2013, additional evaluation commissioned by Municipal Department 18. Thematic Concept for Mobility, STEP 2025. Draft for submission to Vienna City Council. <http://bit.ly/2106z67>.

⁹IFES (2013): Sozialwissenschaftliche Grundlagenforschung Wien II, study commissioned by Municipal Department 18 – Urban Development and Planning and the Institute for Sociology of the University of Vienna.

¹⁰Ausserer et al. (2013): NutzerInnenbefragung: Was gefällt am Gehen und was hält davon ab? Study commissioned by Municipal Department 18 – Urban Development and Planning, Vienna, 2013.

Where do people tend to walk a lot?

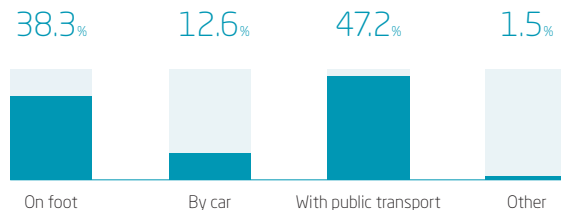
Together with the City Administration, the Vienna Economic Chamber (VEC) has been monitoring the number of pedestrians on 40 Viennese shopping streets every other year since the 1970s. The counts are conducted at 49 counting stations during normal business hours. In the long term, these periodic counts permit deriving not only key information regarding the development of Vienna's shopping streets;¹¹ rather, they also serve as an important indicator of the intensity of urban life in the respective neighbourhoods.¹²

The counts are carried out on one Thursday and Saturday each. People have fundamentally different reasons for spending time on a shopping street depending on the day of the week: on Thursdays, most trips are motivated by work and education; on Saturdays, the chief purpose of visits lies in shopping, strolling and leisure activities.

A survey conducted in 2008 showed that shopping streets are mainly reached on foot or with public transport.

Pedestrian survey of VEC*

How (using which means of transport) did you arrive at this shopping street?



Pedestrians' choice of mode of transport to arrive at selected Viennese shopping streets. The importance of walking for shopping traffic is often underrated. Pedestrian-friendly design of shopping streets increases atmospheric quality and attracts more people.¹²

*Saturday, 11 October 2008; all streets surveyed: Graben/Kärntner Strasse, Hernalscher Hauptstrasse/Etzerleinplatz, Hietzinger Hauptstrasse, Hütteldorfer Strasse, Landstrasser Hauptstrasse/Rochusmarkt, (Äussere) Mariahilfer Strasse, Meidlinger Hauptstrasse, Nussdorfer Strasse/Alserbachstrasse, Praterstrasse, Wiedner Hauptstrasse¹¹



Overview of counting stations

	Thursday	Saturday
Kärntner Strasse 16/19	55,049	65,046
Graben 13/28	56,288	62,215
Mariahilfer Strasse 36/47	42,672	61,662
Mariahilfer Strasse 80/85	40,776	53,774
Kärntner Strasse 38/47	43,179	46,918
Favoritenstrasse 107/126	38,653	36,483
Mariahilfer Strasse 117/118	33,580	38,239
Kohlmarkt 11/16	25,268	31,014
Rotenturmstrasse 14/19	27,529	27,877
Mariahilfer Strasse 7/10	22,364	28,251
Meidlinger Hauptstrasse 71/80	23,692	20,517
Meidlinger Hauptstrasse 47/54	17,734	17,302
Landstraßer Hauptstrasse 2C/3	18,788	12,905
Neubaugasse 7/10	15,419	15,982

Overview of selected counting stations of the pedestrian survey of 2014, ranked by pedestrian frequency. The highest frequencies occur in pedestrian zones and streets with pedestrian-friendly design.¹¹

¹¹Vienna Economic Chamber (2015). PassantenInnenzählung 2014 inkl. Entwicklung der PassantenInnenanzahl in Wiener Geschäftsstraßen. Stadtprofil Band 49. Vienna

¹²Häberlin (2010). Beiträge zur Stadtentwicklung. PassantenInnenzählung. Quantitative data collection and analysis commissioned by Municipal Department 18 – Urban Development and Planning. Vienna, 2010.

What motivates people to walk?

In 2013, a street survey of more than 600 Viennese pedestrians was conducted to find out about their walking-related needs and requirements. The interviews were to yield quantitative information about what motivates people to walk or, respectively, keeps them from walking.¹³

Three quarters of the respondents claimed that an attractive and varied environment can offer a very strong incentive for taking trips on foot.

Effective transport solutions and a reward, e.g. shopping discounts, might motivate about half of those interviewed to opt for walking. Moreover, it became evident that the constant availability of a car plays an important role in mode choice.¹³

The survey underscored the importance of high design quality for public space in order to promote walking. This calls for green spaces as well as open and tranquil zones in the streets to reflect the different needs of various user groups. Infrastructure should be self-explanatory, easy to understand and free of a long list of prohibitions and rules.

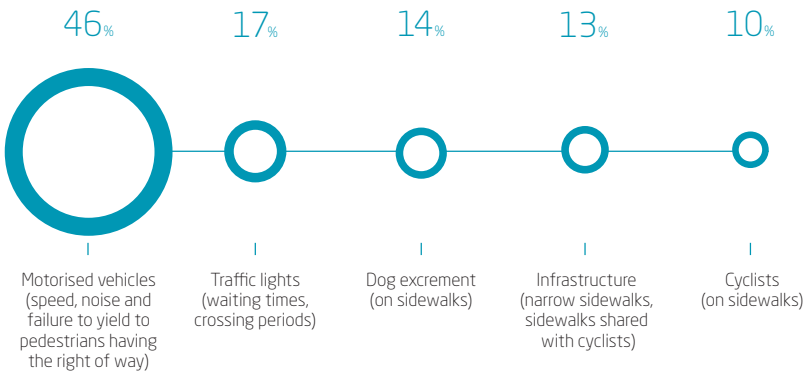


A high-quality environment and easy-to-understand, self-explanatory infrastructure motivate people to walk in the city.¹³

What keeps people from walking?

The greatest barrier for pedestrians is posed by motorised traffic (46%). On the one hand, car traffic signals to pedestrians that they are not truly safe on the streets. On the other hand, high speeds, the failure of car drivers to yield to pedestrians having the right of way as well as the noise and fumes of motorised traffic also curtail comfort for walkers.

Short street crossing periods and long waiting times at traffic lights, dog excrement, too narrow sidewalks and a lack of space were named as further barriers to walking.



For many pedestrians, motorised traffic is a key reason that keeps them from walking more in the city. The high speeds typical of motorised individual traffic are experienced as major barriers.¹³

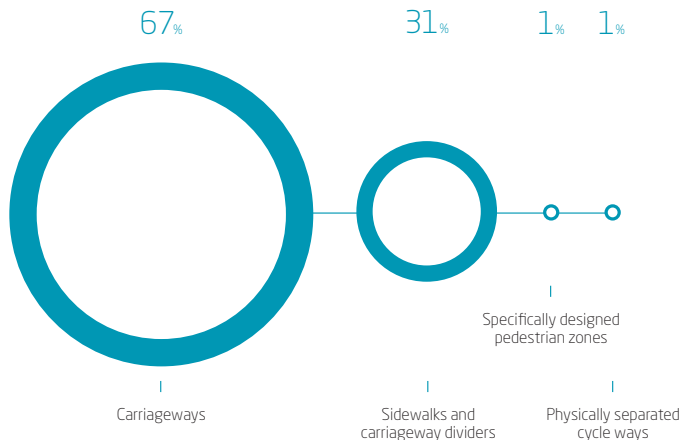
¹³Ausserer et al. (2013). NutzerInnenbefragung: Was gefällt am Gehen und was hält davon ab? Study commissioned by Municipal Department 18 - Urban Development and Planning, Vienna, 2013.

— Pedestrian infrastructure

In Vienna, 337,000 square metres – roughly the size of 31 soccer pitches – of all traffic surfaces are designed as pedestrian zones (as per 2013). Since 2003, this figure has risen by 20%. However, the share of specifically designed pedestrian zones equals only approx. 1% of the municipal road network. If sidewalks, traffic islands and other carriageway dividers are considered as well, the proportion of traffic surfaces mainly destined for pedestrians rises to roughly 30%.¹⁴

A cross-section of Vienna's streets

A 2013 cross-section study of Vienna's streets compares and analyses eleven streets located across Vienna, all of which present a width of approx. 18 metres. The study looked in detail at the street profiles as well as at street sections of 100 metres' length each: what functions does each section serve? Is it divided into zones, does it feature urban furniture, how pedestrian-friendly is the street design, etc.?



Two thirds of the entire municipal street network of Vienna is taken up by carriageways, while only approx. 1% of all surfaces is made up by pedestrian zones specifically designed as such.¹⁴

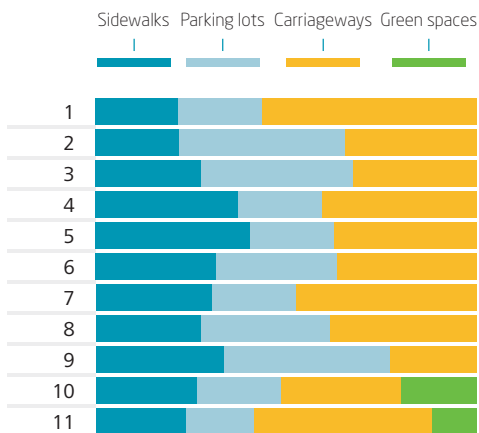
Pedestrian-friendliness includes such aspects as sidewalk width, duration of crossing phase for pedestrians, street crossing aids (zebra crossings, traffic lights, etc.) and lack of noise.¹⁵

All eleven streets examined present a nearly homogeneous division of space: the major share of street profiles is dedicated to carriageways. Greened median strips and trees are scarce. Each of the street sections analysed – no matter whether these are condensed inner-city spaces or lined with lower-density structures – presents potentials for designing public space and upgrading the conditions for pedestrian traffic.

A guidance system for pedestrian traffic

Walking in the city is facilitated by good orientation and information. A new guidance system for pedestrians is to offer improved orientation along key walking routes through the city and draw attention to special features in the environs. Maps on illuminated information

columns state distances and walking times to nearby public transport stops, car sharing and Citybike stations or public toilets. In addition, shortcuts – such as passageways across buildings and courtyards – are also shown, as well as information on whether these routes are barrier-free.¹⁷



The functional division of eleven different street cross-sections in Vienna shows that most of the traffic surface is taken up by motorised traffic, while many potentials to enhance urban quality lie fallow.¹⁶
 Areas examined: 1. Donaufelder Strasse, 2. Ybbsstrasse, 3. Grosse Stadtgutgasse, 4. Taborstrasse, 5. Seilerstätte, 6. Gumpendorferstrasse, 7. Reinprechtsdorferstrasse, 8. Mollardgasse, 9. Arndtstrasse, 10. Hetzendorferstrasse, 11. Endresstrasse¹⁶

¹⁴<http://www.wien.gv.at/statistik/verkehr-wohnen/tabelle/verkehrsflaechen-rad-zr.html>

¹⁵Lička et al. (2013) Wiener Querschnitt – Spezifika im Wiener Straßenraum. Study by University of Natural Resources and Life Sciences Vienna – Department of Landscape, Spatial and Infrastructure Sciences – ILA Institute of Landscape Architecture. Commissioned by Vienna City Administration, Municipal Department 19 – Architecture and Urban Design.

¹⁶Wiener Querschnitt – Spezifika im Wiener Straßenraum. Study by University of Natural Resources and Life Sciences Vienna – Department of Landscape, Spatial and Infrastructure Sciences – ILA Institute of Landscape Architecture. Commissioned by Vienna City Administration, Municipal Department 19 – Architecture and Urban Design.

¹⁷<https://www.wien.gv.at/verkehr/zufussgehen/veranstaltungen/leitsystem.html>

Safety for pedestrian traffic

Vision Zero - safety for pedestrian traffic

The certainty of travelling safely as a pedestrian as well as the feeling of being perfectly safe in public space contribute enormously to enhancing the attractiveness of walking. With "Vision Zero", the city pursues the long-term objective of reducing the victims killed on Vienna's streets to zero.

An evaluation of the accident data for a total of 15,960 accident victims in Vienna highlights the severe consequences for pedestrians involved in such situations. While approx. 11 % of pedestrians involved are seriously injured or killed, this figure is less than 1 % for car drivers and their passengers. Generally, it may be said that the risks for pedestrians are mainly caused by motorised traffic.¹⁸

For this reason, traffic calming including such measures as encounter zones, speed bumps and similar structural devices as well as comprehensive "Tempo 30" (20 mph) speed limits in residential neighbourhoods are among the most important strategies to render walking in Vienna even safer.

With regard to pedestrian accidents in Vienna in 2013, a reduction by 4.6 % as compared to the previous year was recorded. 20 % of all persons injured and 59 % of all persons killed were pedestrians. Ten out of a total of 17 traffic deaths concerned pedestrians. Cars are the most frequent cause of pedestrian accidents: 70 % of all traffic accidents of pedestrians in Vienna involved cars. The willingness of car drivers to stop at unregulated pedestrian crossings remains low.¹⁹



¹⁸Ausserer, K., Braguti I., Füssl E., Höfferer G., Risser A., Risser R. (2009) Bef(w)usst unterwegs: Fußgängerstudie in Wien. Forschungsarbeiten aus dem Verkehrswesen, Vol. 191, Austrian Federal Ministry for Transport, Innovation and Technology, Vienna.

¹⁹Austrian Road Safety Board, www.kfv.at

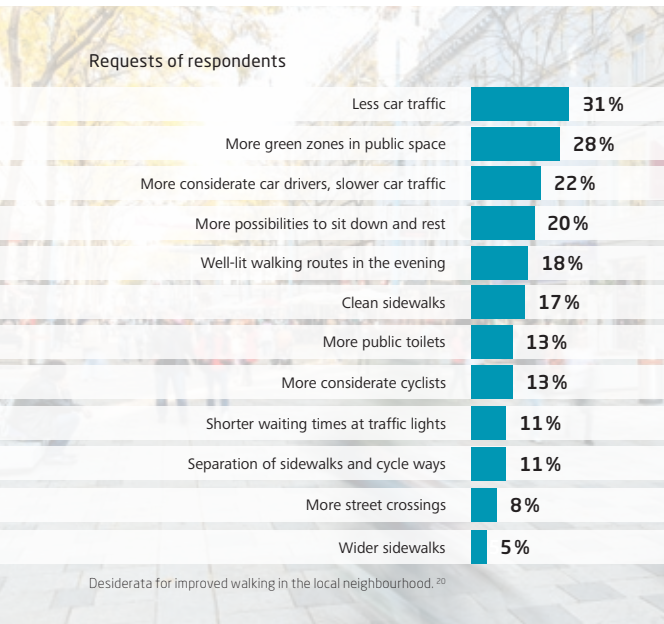
Requirements of pedestrians

The requirements of pedestrians were explored in the context of a user survey conducted in 2013 on behalf of the City of Vienna. The survey showed that the prime desideratum is to curtail car traffic, followed by the wish for more green zones in public space. More considerate behaviour and slower car speeds were frequently mentioned as well. Possibilities to sit down and rest, well-lit walking

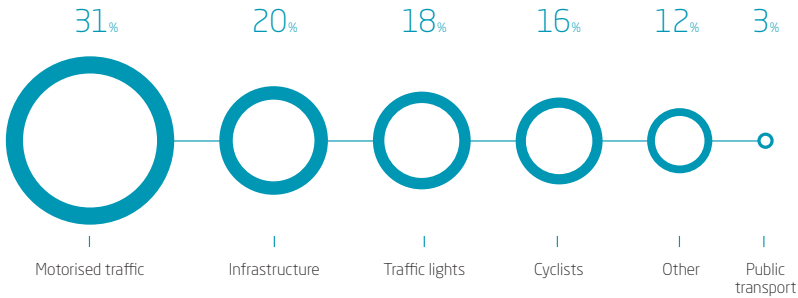
routes and a clean environment are further requests voiced by pedestrians.

Wish-box of the Vienna Mobility Agency

An evaluation of the request management of the Vienna Mobility Agency documented a demand for barrier-free routes, shorter waiting times at traffic lights, more pedestrian crossings and traffic calming measures. In 2014, the Mobility Agency dealt with 580 inquiries relating to pedestrian traffic. 64% of these concerned infrastructure (quality of traffic areas and traffic lights, etc.), while 26% referred to the behaviour of road users and 10% raised general questions. The most frequently expressed wish of pedestrians related to more space for walking (requested by more than 300 persons).



Subjects of requests received



Requests received by the Mobility Agency are mainly related to motorised individual traffic, followed by requests concerning bicycle traffic and traffic lights.²¹

Requests of children and older people

The degree to which a city was planned and designed with all generations in mind can be gleaned from the presence or absence of children and older persons on the streets. These two categories of persons tend to walk particularly often and make specific demands on public space. In 2014, these needs were analysed in detail in the context of a qualitative study.²²

Generation-sensitive infrastructure comprises street crossing aids as well as seating or room to rest and linger in public space. Both older persons and children have a particular need of this "hardware". However, "software" – such as considerate behaviour and respect – is as necessary to ensure that people will feel safe in public space and will be

able to walk anywhere without anxiety or physical barriers.²²

Travelling actively through the city on foot helps children to train their locomotor system and at the same time motivates them to explore their environment. Moving around on one's own moreover furthers the development of the child's personality. For older persons, walking is a low-stress form of movement that also counteracts the feeling of social isolation. To make sure that children and older persons will feel at ease on the streets, the following points are of particular importance:

- they must be able to move around without barriers,
- they must have enough space, and
- they must be able to walk without anxiety and on their own.

²¹Ausserer et al. 2013: NutzerInnenbefragung: Was gefällt am Gehen und was hält davon ab? Study commissioned by Municipal Department 18 – Urban Development and Planning, Vienna, 2013.

²²Evaluation of request management of Vienna Mobility Agency for 2014: <http://www.wien21.at>

²³Ausserer et al. 2014: Gehen aus der Perspektive von Jung und Alt. Study commissioned by Municipal Department 18 – Urban Development and Planning. Edited by FACTUM Chaloupka & Risser OG Verkehrs- & Sozialanalysen, Vienna, 2014.

Findings and perspective

People tend to flock to public space if they experience walking as pleasant – a certain indicator of a vibrant and vital city.

Political goals

At the last City Council session of 2014, pioneering steps towards the further promotion of pedestrian traffic in Vienna were taken by means of the Policy Decision on Pedestrian Traffic and the Thematic Concept for Mobility; moreover, clearcut goals were formulated with regard to infrastructure.

Attractive street space

In recent years, numerous strategic measures were taken in Vienna to render pedestrian traffic more attractive. Some examples include the restructuring of Mariahilfer Strasse into a modern, wide strolling boulevard, the refurbishment of Meidlinger Hauptstrasse and the extension of “Tempo 30” zones (20 mph zones) in residential neighbourhoods.²³

Pedestrian traffic monitoring

In addition to the gradual expansion of the guidance system and long-term PR work, a comprehensive and informative

data basis is necessary to be able to adapt plans and projects even better to the requirements and needs of pedestrians. Comprehensive monitoring ensures a reliable and sustainable policy for pedestrian traffic.

2015 is the “Year of Walking”

The year 2015 is entirely dedicated to walking. Vienna’s first map of pedestrian routes as well as a smartphone app will be available from spring 2015.

Information and services related to walking, events, join-in activities and offerings for schools call attention to walking as a healthy, practical and sustainable form of mobility.

www.wienzufuss.at

A festival for urbanites

The Streetlife Festival first launched in Vienna in 2014 is to create broad-based awareness of the value of public space for artistic and sports activities and in this way kicks off the European Mobility Week in Vienna.

www.streetlife-festival.at

The capital of walking

Walk21, the biggest specialised conference on walking, will bring international know-how to Vienna and generate the necessary impulses to strengthen pedestrian traffic. Experts from all over the world will highlight the role of walking in a smart city.

www.walk21vienna.com





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