About Vienna

Name: Vienna
Country: Austria
Population: 1.7 million inhabitants
Size: 414.89 km²

Modal split: Walking: 26%
Car: 27%
Motor bike: 1%
Cycling: 7%
Public Transport: 39%

Topography: Mostly flat

The SWITCH campaign

Target group & approach to reach SWITCHers

The Viennese SWITCH campaign focused at the beginning on people who have recently moved houses and those who received medical advice to increase their physical activities. As many other people were interested in the campaign, the SWITCH target groups eventually included people who experienced a life change moment in the last 12 months (e.g. child birth, change of workplace, etc.). People who recently moved houses were contacted via real estate developers, neighbourhood associations or face-to-face interviews at new housing projects. Face-to-face contacts were also established in leisure and recreation areas with other target groups. Partnerships with different doctors, hospitals and Health centres were established and announcement postcards were disseminated to reach people who recently received medical advice to increase their physical activity level. To reach more people, Nordic Walking groups of elderly people were visited as well as specific public events such as the Experience exhibition for active elderly. A broad range of communication channels were available for potential participants: email, text messages, a hotline number, postcards, the local SWITCH website or a QR-Code.

Distribution of information and incentives

The choice of information material in Vienna builds up on Mobility Agency Vienna’s existing walking and cycling campaigns and their information materials and incentives. More information material was provided by governmental and non-governmental organisations. Special focus when collecting materials was on integrated information on mobility and public health, on information for specific segments of the target group, and on the walking and cycling benefits. Further, if people requested information on their specific daily travel routes, the local SWITCH team provided a Personalised Travel Plan with tailor-made information (e.g. distance, duration, CO₂ production and calorie consumption for different modes). In addition different incentives were provided on the service sheet (multifunctional scarf, bike saddle cover, shoelaces with instructions, snapband). The requested information material in Vienna was either delivered to the address of livings with active modes or in case of logistically inefficiency by mail. Three interviewers started with the distribution of the information bundles but due to the raising amount of bundles and the large spatial distribution further interviewers helped out.

Personalised Travel Planning (PTP)

As part of the Viennese SWITCH project, participants could also request a PTP consultancy talk. As PTP consultants, four interviewers of the call centre received a special training and offered knowledge and expertise on different topics regarding active mobility to participants. For a PTP talk, they prepared four different stations where participants received special information on:

a. mobility and health,
b. the Viennese bike sharing system,
c. the use of different routing-apps & calorie calculators and
d. the use of different available maps of Vienna.

In addition, different bike repair workshops were offered to participants.
Health

The local SWITCH team in Vienna was supported by the Vienna Regional Health Insurance Fund and by different doctors, hospitals and health centres to reach people with the medical advice to increase their physical activity level. Further, different events were visited such as health fairs and other meeting points such as fitness centres or Nordic walking groups. In order to reach people suffering from diabetes or obesity, articles were published in health-related magazines and on the website of the Austrian Diabetes Association. Special focus when collecting materials was on integrating information on mobility and public health and on the walking and cycling benefits of health and wellbeing. During the organised PTP talks one consultant was specialised on mobility and health and offered specialised information to participants.

ICT applications

Different ICT tools were used during the Viennese SWITCH campaign. The project partner Mobility Agency for Vienna developed the app Wien zu Fuß (Vienna on foot), which included a step counter and a treasure hunt game for Vienna’s Year of Walking campaign. In addition, the local team also promoted the app AnachB (AtoB) and a SWITCH-tailored version of the Moves app, which connects to the Moves API and uploads the users’ activity data to the SWITCH server. Especially young people who found conventional paper maps inconvenient were interested in different ICT technologies. Also the opportunity to win prizes was an important factor to participate and to increase the daily amount of physical activity.

Results

Participants
Start of the campaign: 1,541
Shortly after the campaign: 609
3 months after the campaign: 403

Travel behavior of SWITCHers

Car use (at least once a day)
Before the campaign: 16.1%
Shortly after the campaign: 13.6%
3 months after the campaign: 9.5%

Cycling (at least once a day)
Before the campaign: 6.5%
Shortly after the campaign: 8.2%
3 months after the campaign: 5.1%

Impact of SWITCH on health

Awareness of health benefits of active travel
Before the campaign: 98.4%
Shortly after the campaign: 98.1%
3 months after the campaign: 99%

SWITCHers (participants having access to a car and who reduced car trips):

Walking (at least once a day)
Before the campaign: 48.9%
Shortly after the campaign: 51.2%
3 months after the campaign: 53%

3 months after, participants who...
Reduced their number of car trips: 7.7%
Walked more: 11.7%
Cycled more: 5.7%

SWITCH’s impact on environment

Car kilometers saved: 4,278 km per week
Fuel saved: 342.24 liters per week
CO₂ saved: 855.6 kg per week
Total cost saved: 24914.76 euros per year*

* The total cost saved through energy savings and CO₂ per year

Local contacts:

DI Petra Jens
Mobilitätsagentur Wien GmbH
Große Sperlgasse 4 - 1020 Wien
Austria
E-Mail: petra.jens@mobilitaetsagentur.at
Phone: +43 1 4000 49906

DI Wiebke Unbehaun
University of Natural Resources and Life Sciences Vienna
Institute for Transport Studies
Peter-Jordan-Straße 82 - 1190 Vienna - Austria

For further information please visit www.switchtravel.eu

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