

Candidature for holding the 14th European Conference on Mobility Management (ECOMM) in Graz in 2010



GRAZ - 2010

Stadt **GRAZ** Verkehrsplanung

 Das Land
Steiermark
→ Verkehrsressort



klima:aktiv 

lebensministerium.at

Herewith the City of Graz announces its candidature to hold the 14th European Conference on Mobility Management. Graz is supported in this candidature by the region of Styria and the Ministry of Agriculture, Forestry, Environment and Water Management (also representing Austria as EPOMM-Member).

The Vice Mayor and City-Councillor for Transport and Environment
The Minister of Environment
The Styrian Councillor for Mobility

In the following the programme is set out:

Central theme and main topics

The EPOMM task force on Mobility Management has set out several main issues¹ to be tackled. We hope that the MAX-project and the ECOMM 2009 will deal with the issue of the cost benefit and evaluation of MM.

Graz, Styria and Austria are engaged in all fields proposed by the Task Force. Graz proposes a whole range of fields to focus on, listed in the following themes:

1. **Effectiveness of MM:** Presentation of international **best practice examples for modal shift to environmentally friendly traffic modes.**
2. **Better incorporation of MM into transport policies and budgets**
Graz rather calls this MM in the service of modal shift. It is a central policy of the new conservative-green city government to reduce the modal share of single car driving, and it is well aware that this also means that Mobility Management should have a central place in the overall transport policies and budgets. To this end, a whole range of MM measures has been implemented and continues to be implemented in the coming years. Graz plans to be a showcase for the incorporation of MM into transport policies by 2010. This topic also touches the next one (see 3.). On the national level the promotion of MM is a key policy activity of the Federal Ministry of Agriculture Forestry, Environment and Water Management, which has launched a Federal programme on MM - klima:aktiv mobil - as part of the implementation of the National Strategy on Climate Protection as well as the National Strategy on Sustainable Development. The klima:aktiv mobil programme is targeting the relevant actors (enterprises and public administrations, cities, municipalities and regions, schools and youth, tourism and leisure etc) in transport offering technical consulting, -financial support schemes and awareness raising campaigning financed by the Federal Ministry of Agriculture Forestry, Environment and Water Management.
3. **Impact of MM measures in combination with conventional traffic measures**
Graz is introducing a range of new traffic measures: extension of parking regulation, new bus lanes, new cycling infrastructure and improved public space, to name but a few. Mobility management – good communication and marketing – should be an integral part of this and not a mere add-on. In this way it is possible to strongly increase the impact of these measures. The first example for this new

¹ The Task Force, constituted by EPOMM in 2007, presented the following main issues at the ECOMM 2008 in London:

1. Better incorporation of MM into transport policies
2. Usefulness and effectiveness of MM
3. MM in tourism and leisure
4. Impact of MM measures in combination with conventional traffic measures
5. Marketing MM within/ to non-transport organisations
6. New target groups for MM

policy is the much larger use of the European Car Free Day as tool to increase awareness on new mobility solutions, implemented just a few weeks ago.

4. **MM in urban leisure travel**

Everyday leisure trips (e.g. to the cinema, to restaurants, to the fitness center etc.) as well as weekly outings as well as leisure travel by visiting tourists are on the rise. Graz actively addresses this with Mobility Management measures, offering for example excellent mobility advice in the first mobility centre of Austria, and it will soon routinely offer bicycles for hotel guests.

5. **MM in tourism**

For the Province of Styria, mobility management in tourism is important, it is the first region in Europe to implement the BYPAD-process and it is currently building up a network of Mobility Centres in its touristic regions, 5 of which are already operative.

On the national level, klima:aktiv mobil has an own programme focussing on MM measures for climate friendly mobility in leisure and tourism.

6. **New target groups for MM: migrants and aging population**

Graz has a large immigrant population as well as an aging population – and needs to focus on these two target groups.

7. **Women**

Traffic planning is dominated by men. Mobility management is not. Both the Vice Mayor for transport and the Styrian Councillor for transport are women and consider it important in their policies to put a focus on the support of women in transport and mobility management policies.

As new themes we propose the following:

8. **Changing ingrained values towards child friendly mobility and settlements**

Car culture has pervaded many aspects of childrens' life: the usual car drive before birth, the safety chair for babies, childrens' toys, childrens' books, the drive to school, traffic safety education in schools, etc. etc. It leads to a socialisation of many children to take the car mode for granted, and the other modes as the unusual. How can MM address this phenomenon and avoid that these attitudes become ingrained, hard to change values? Austria is one of the lead countries within the WHO CEHAPE (Children-Environment-Health Action Plan on Europe) focussing on the regional priority goal to promote safety and physical activity of children in our settlements, e.g. by traffic calming on the one hand and supporting walking and cycling to school on the other hand. Furthermore klima:aktiv mobil has launched a program targeting schools and youth helping to developing sustainable MM solutions.

9. **Active travel as a positive lifestyle**

Recently going on foot and cycling are more and more called "active travel modes". A clear attempt to come away from the image of slowness, alternativeness – to invoke positive emotions, not just addressing the rationale. How can the "boring" theme of MM become more attractive, a lifestyle issue? For example a "golden mobility card" or classy luxury bikes as status symbol instead of the usual company car so dominant in most salary negotiations... With its "Masterplan Cycling" the Ministry of Agriculture, Forestry, Environment and Water Management nationwide supports initiatives to promote cycling in everyday life and has launched a special award for bike to business (B2B).

10. **Telematics and MM**

Graz is a pioneer in this field, using the most advanced technologies in its traffic light network, establishing an internet-based multi-modal-real-time route-planner,

using floating car data to gauge the traffic situation. It is time to re-establish the connection between traffic management and mobility management

11. MM and the growing city and the growing metropolitan area

Although in general the population in most countries in Europe is shrinking, there is a trend in many cities in Europe to grow again, the phenomenon is even stronger when looking at metropolitan areas. We propose to take a special look at what this growth phenomenon means for cities and how they cope with it. How can cities become more attractive, but also more efficient in their mobility? This is an issue that directly touches upon the issue of connecting new citizens and new housing with Mobility Management – both within the city and within metropolitan areas.

12. MM and Shared Space

Graz already has many well designed public spaces. However, there is ample room for improvement. Recently, efforts are going into the experimental design “Shared Space”, as first implemented in the Netherlands. Graz and Styria aim to become an important node in the European Shared Space network, we propose Shared Space as a subtopic in the ECOMM.

This range of topics is of course too long to represent a focus. As of yet, Graz has not set a central main theme. We would like to select the main theme and the subtopics in cooperation with EPOMM. The themes and subtopics should be announced at the ECOMM 2009 in San Sebastian.

The Federal Programme on MM (klima:aktiv mobil), launched by the Ministry of Agriculture, Forestry, Environment and Water Management, to promote the implementation of MM is the core part of Austria’s activities in the field of MM. All main actors (companies, public administrations, towns, municipalities and regions, schools and youth, leisure and tourism, real estate developers, media and the broad public) have been approached by appropriate programmes with the main target of reducing GHG (green house gas) emissions from transport.

The structure, the contents and the results of this programm is of considerable interest for other European countries and will be part of ECOMM 2010 in Graz (successes, lessons learned etc).

Both, the city of Graz and the Federal State of Styria are implementing projects in the field of cycling and are partners of the klima:aktiv mobil programme.

Therefore the Ministry will act as a co-host and supports the candidature of the City of Graz to host ECOMM 2010 and will financially contribute to the conference as reported in the first budget draft.

First draft of the budget

Revenue estimate

Delegate fees (calculation basis 400 delegates)	
Sponsors	
Support by three hosting organisations	
EPOMM	
Sum	

Expenditure estimate

Venue	
Interpreters	
Catering incl. Gala-Dinner	
Extra services EPOMM (e.g. Website, Call for papers, Jury)	
Conference organisation	
Support personnel	
Keynote speakers	
Printed materials	
Sum	

Each of the three hosting organisations agreed to support the ECOMM with 25.000 in case revenue from other sources is not high enough.

It is estimated, that EPOMM will support the ECOMM more than in the past because substantially higher membership (20.000 for keynote speakers and supporting services of the EPOMM consortium).

Description of the venue

The conference and events will take place in the Stadthalle, Graz' most modern convention center:



The Stadthalle, designed by the internationally acclaimed Architect Klaus Kada opened just in time for 2003, the year Graz was the Cultural Capital of Europe.

Below a spectacular roof construction an architectural room concept unfolds and opens in all directions. 3 spaciouly designed entrance halls (south, north, center) give a total of 3,000 m²; ticket office, toilets also accessible for the disabled, sanitary center, information office, utility elevator, and public catering.

The versatility of the convention center, is best emphasised by the modern conference centre located on the first floor. Space for seminars and plenary meetings from 55 m² up to 630 m², VIP-café, terraces, press club and video conferencing room.

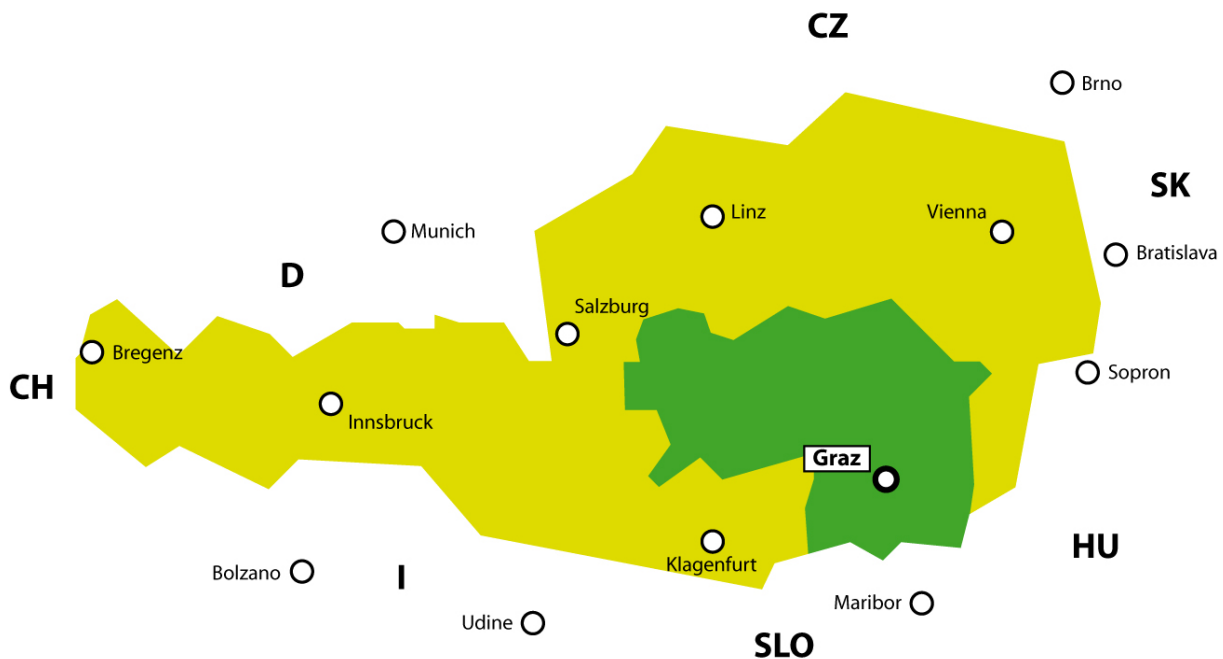
The Stadthalle is located just 1 km from the city centre, well accessible by bicycle (5 minutes) on foot (15 minutes) and by two tram lines (peak hour service every 5 minutes).

Graz is well connected to several European capitals by train. Especially for attendees from neighbouring countries, the train is an attractive environmentally friendly way of coming to the venue.

Graz has a small but efficient international airport connected to the international network by at least daily flights to Vienna, Frankfurt, Stuttgart, Berlin, Munich, Düsseldorf, Cologne, Zürich and several flights per week to Barcelona and London.

Specific Information on the City

Location



The City of Graz – a few facts

Graz has a history of over 850 years. For some time it was the Imperial residence, since the 14th century it is the capital of the Province of Styria. Graz currently has over 250.000 permanent inhabitants, and a residence population of over 280.000 – the metropolitan region has over 400.000 inhabitants.

Graz has four Universities with 40.000 students.

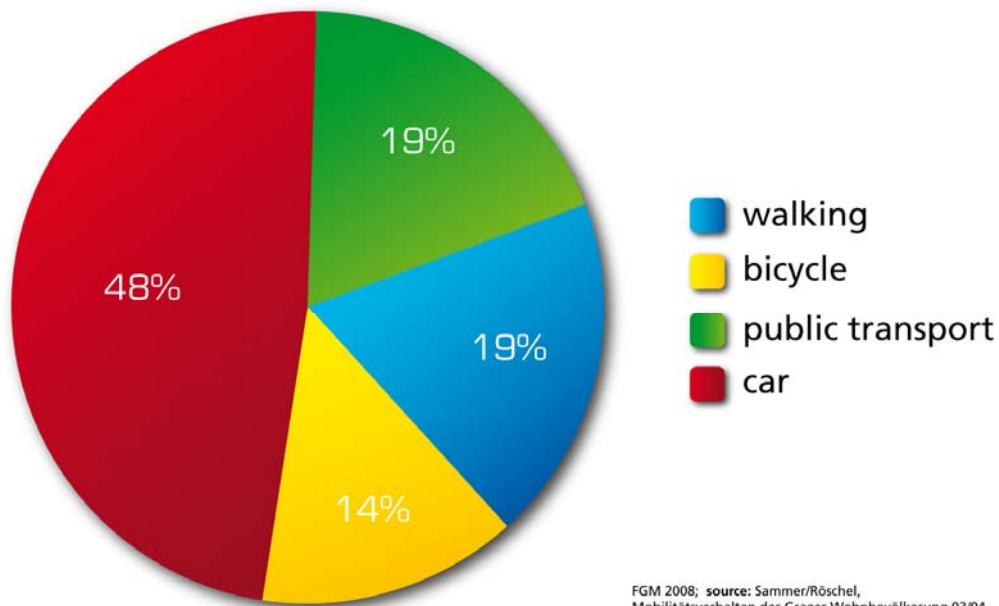
Traditionally, Graz has excellent contact to neighbouring cultures – as it is less than 70 km to both the Hungarian and Slovenian border, and less than 300 km from the Adriatic cities Rijeka, Trieste and Venice. This cultural proximity give it a distinct southern touch.

Graz has a very attractive city centre, with large pedestrian zones, one of the largest historic centres in Middle Europe, a river promenade in the centre of the city, its "Schlossberg" – the castle hill – but also some widely acclaimed pieces of modern architecture. In 1999, this exceptional city center became the title UNESCO world cultural heritage. The award was a great honor for Graz, but it also poses a great challenge and a mandate to continue efforts to further preserve the old town. 2003 was one of the most significant years in our history. The city was named "Cultural Capital of Europe" by the EU Ministries of Culture, and a colorful cultural program attracted visitors from all over the world.

And, in contrast to many other attractive cities, it is not swamped by tourist streams, as it still has the status as insiders' tip.

Mobility in Graz

Graz has a fairly attractive modal split:



FGM 2008; source: Sammer/Röschel, Mobilitätsverhalten der Grazer Wohnbevölkerung 03/04

Since March 2008, Graz has a new conservative-green coalition – that has set the ambitious goal of lowering the modal share of the car from currently 48% to 40%. Due to severely limited budget, it will have to do this through very cost-efficient measures: such as extending bus-lanes, extending the bicycle network, but also through many awareness and mobility management measures. Fortunately, it can build upon a good tradition of innovations in Graz:

- Graz abandoned the concept of city highways in 1973, initiated by public initiatives
- The first pedestrian zone was introduced in the seventies, and the pedestrian zone has continuously been expanded and is now one of the largest in Europe for cities of comparative size
- The city fortunately has maintained its tram network (when many others abandoned it) and has recently expanded the network
- The county of Styria since 1994 has an integrated tariff system, bus, tram, train in all of Styria can be used with the same ticket.
- Graz opened the first mobility centre in Austria in 1997, and it is still a model case, regularly receiving fact finding delegations from all of Europe
- Graz is a pioneer in biodiesel: all of its bus fleet is operating on biodiesel, most of it generated from used cooking oil collected from households and restaurants in the region
- In 2005 Graz opened the first Cycling Station in Austria
- Graz was and is a pioneer in parking policy in Graz:
 - The first city in Austria to introduce paid on-street parking
 - The first city to introduce reduced tariffs for low exhaust level cars
 - The first city (2007) to introduce a combined park+ride ticket (valid before actually paying)
 - Continuous extension of the paid parking zone

- Graz was the first city in Europe to introduce in 1992 speed limit 30 for ALL non-priority roads
- Graz was the first city in Austria to introduce private parking and speed policing
- The Province of Styria supports Graz in many aspects, to mention but two projects
 - The establishment of a network of main cycle routes, crossing the city borders to the metropolitan area
 - The step-by-step establishment of the "S-Bahn Steiermark", a high quality commuter railway system for the greater metropolitan area of Graz.

But Graz is also a city of cars: a large part of its economy (with over 10.000 employees) is thriving on the "automobile cluster", where companies like Magna produce state of the art car parts and there are assembly lines for car companies like Chrysler, BMW and Mercedes. So Graz is no enemy of cars, but its policy makers are aware that especially in cities, its negative effects and its share in the overall mobility have to be limited.

Graz as centre for EU-projects

The City of Graz has its own department for coordination and execution of EU-projects.

The European wide renowned consultancy FGM-AMOR is based in Graz and on behalf of the European Commission operates the networks of CIVITAS and ELTIS, and currently is also coordinating EPOMM.

Graz has profited from this through participation in many European projects, such as PIMMS, TRANSPower, CENTAUR, MOMENTUM, MOST, CIVITAS-Trendsetter, CIVITAS-Catalist, SMILE, ASTUTE, CAPA-CITY and many more.

Graz is therefore a pioneer in many mobility management issues: it is active in mobility management for companies, schools, events, housing; it has the first mobility centre of Austria, carsharing in Austria started in Graz and major extension is planned for 2009, Graz has regularly participated in the car free day initiative etc. etc.

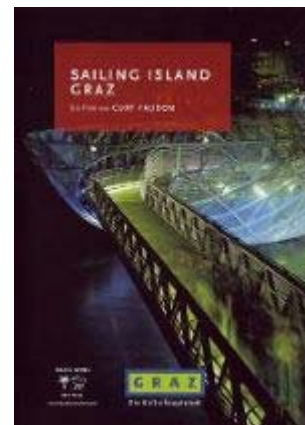
Graz as partner in the Federal program of klima:aktiv mobil

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The film about Graz

To get a first impression about Graz we recommend you to watch the 5-minute video "Sailing Island Graz" attached to this candidature.



Organiser's details

The conference will be coordinated by the offices of the Vice-Mayor, the Styrian Councillor for Mobility and the Federal Ministry of Agriculture, Forestry, Environment and Water Management and organised by the city-departments for Traffic Planning and EU-Projects.

In case of acceptance of the candidacy, the Vice-Mayor and the Styrian Councillor for Mobility as well as representatives of the Federal Ministry would personally like to visit the ECOMM in San Sebastian, to report on MM-policy in Graz and to extend an invitation to the ECOMM 2010 in Graz.

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