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

By Gerhard Ainz with support of Mailin Gaupp-Berghausen
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The SaMBA project is co-financed by the European Regional Development Fund through the Interreg Alpine Space programme.
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Pilot Areas

Pilot area: **Kendlerpark**
New building project

Pilot area: **Friedrich-Inhauser-Straße**
Refurbishment project
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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**
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
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.
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Within the 2 pilot cases

**Kendlerpark**
New building project

**Friedrich-Inhauser-Straße**
Refurbishment Project
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

Information material:

- Highlighting the benefits of different sustainable modes
- For different target groups (e.g. children, parents, elderly people)
→ 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
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
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Motivation through incentives and ICT

Site-specific Story-Maps
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Want to learn more?
Get in contact!

SaMBA – Sustainable Mobility Behaviours in the Alpine Region

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