



Mobility survey in the Simmering shopping center 2016 © Jana Hann

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Simmering

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AIT and GB*

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For more details see
www.smartertogether.at

Project context

From a mobility perspective, CO2 savings in the project area of Simmering can only be achieved if the new mobility offers are actually used. Comprehensive knowledge of the target group is necessary to get residents to change their existing routines, to develop the appropriate offers and to continuously improve them.

Smarter Together measures

Initially, two large-scale mobility surveys were conducted in the project area, partly in person and partly online. The survey conducted between August and December 2016 was aimed at taking stock in order to be able to develop attractive mobility offers. The second survey, carried out in September and October 2018, examined how familiar and satisfied residents were with the new mobility services and where they needed to be improved.

A third survey was implemented in November 2020 in order to determine the success of the Smarter Together measures.

Research design

As the partners responsible for the projects sometimes had very specific questions for the residents of the study area regarding the design or the costs of services, it was decided to divide the survey into sub-areas. The mobility surveys in the project area thus comprise a core survey, while further surveys on specific topics are covered in focus groups and individual interviews.

Topics

People aged 18 and over with access to all modes of transport (including cars) were surveyed. Topics of the first interviews were:

- the respondents' current mobility behaviour;
- the means of transport used by respondents';
- prevailing attitudes towards different forms of travel;
- preferences regarding service expansion;
- willingness to engage in active mobility;
- changes in behaviour since the respondents' last moved to a new home;
- evaluation indicators.



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As a lot had happened since the first survey in 2016, further contents were added for the second survey to get respondents' views on the following issues:

- experiences with mobility services (e-bike sharing at the Central Cemetery, e-car sharing at Hauffgasse, WienMobil Station, mobility/energy counselling from GB*, services at VHS Simmering, etc.)
- scooter sharing providers
- parking fees, ticket prices, etc.
- additional offers in the vicinity, e.g. Austrian Railways Rail&Drive
- parking permits (then being introduced in the area).

Lessons Learned

The survey results were an important input for the implementation partners in terms of enabling them to provide their services in a tailor-made way. It was therefore essential to reach as many different population groups as possible.

In multicultural Simmering, it was particularly useful to involve trained people with foreign language skills so that the surveys could be conducted in Arabic, Turkish, Bosnian/Croatian/Serbian, French and other languages, and a large number of people could be reached who would otherwise have been excluded from the surveys due to insufficient knowledge of German.



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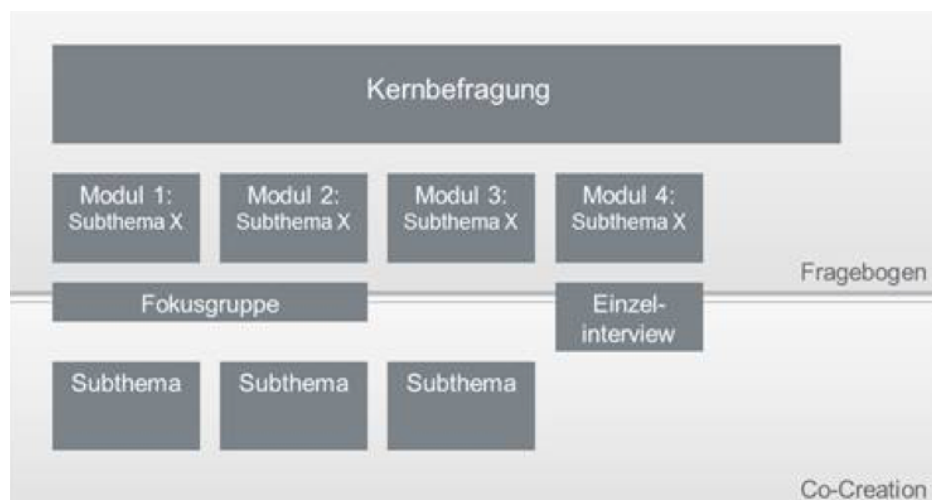
Replication

The topics of the mobility survey were discussed with the project partners from Munich and Lyon and the questionnaire was shared so that they could conduct their own surveys if necessary.

It has been shown that surveys can be helpful, especially in the newly developed resp. new built area in Munich, in order to be able to steer residents' mobility behaviour towards low-emission transport modes at an early stage by providing appropriate mobility offers. Accordingly, the approach can be used for areas earmarked for urban development in Vienna.

Ensuring tailor-made offers

- Smart City projects focus on a variety of technical and infrastructural solutions.
- It is important to adapt these solutions to local conditions and the needs of the residents, because only then will they actually be seen as generating added value by the population.
- Surveys are an important tool in the development of new services.



Structure of the mobility survey © AIT