

2015 – The Year of Walking

Evaluation Report on the Walking Campaign of the City of Vienna



2015
Jahr des
Zu-Fuß-Gehens



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Wien!
voraus

Das
Zukunftsressort

Stadtwien



Walking improves quality of life

By 2025, 80 percent of all trips travelled in Vienna are to involve eco-friendly means of transport, i.e. bicycles, public transport or simply walking. By declaring 2015 the “Year of Walking”, the City of Vienna launched a clear signal to motivate Vienna’s inhabitants to opt for walking in their city even more than they do so today.

Maria Vassilakou

Deputy Mayor of the City of Vienna, Executive
City Councillor for Traffic and Transport



Walking brings people together

Why give special attention to walking if everybody does it anyway? As the Officer for Pedestrian Matters of the City of Vienna, I am often confronted with this question. The answer is a simple one: it’s because walking is the backbone of every transport system, and hence the basis of urban life. No other type of mobility is so close to people as walking. It is healthy and exercises both body and mind. It is environmentally sound and generates neither emissions nor noise. One might also say that “walking brings people together”.

People in Vienna walk a lot. Almost one third of citizens travel all of their daily trips on foot. But only 18 percent actually enjoy this. And only a few view themselves truly as “pedestrians”. In the “Year of Walking”, my team and myself were faced with the task of encouraging the Viennese to engage more in walking as the most natural form of locomotion. Vienna is the first city worldwide to conduct a walking campaign of this scope.

Our pioneering work met with great interest all over the globe: our “Year of Walking” garnered attention from Los Angeles to Singapore. Cities throughout the world are following the example of Vienna’s ambitious goals to foster active mobility. The present report offers an overview of the effects triggered by the “Year of Walking”.

Petra Jens

Officer for Pedestrian Matters of the City of Vienna



Come on, let's take a walk through Vienna.

The starting point

Today, more than half of the global population lives in cities. The street as a living environment for humans is increasingly gaining in importance over the street as a mere transit space.

In our part of the world, an area characterised by lots of pedestrians usually equals high quality of life. Comprehensive measures – both in the field of infrastructure and with regard to communication – are required to maintain the high level of walking in Vienna. The departments and divisions of the City of Vienna and the Mobility Agency co-operate closely to create better conditions for pedestrian traffic – step by step.

Walking as an urban trend

- **Walking** is part of a modern, urban lifestyle, as are attractive public spaces and lively streets.
- **Walking** is smart. After all, walking is often the fastest means of transport over short distances and helps to save time, resources and money.
- **Walking** is environmentally friendly. Every kilometre covered by walking contributes significantly to climate protection as well as to improving the quality of air and life in our city.
- **Walking** is for everybody, irrespective of age or financial status.
- Finally, **walking** is healthy. Walking just 30 minutes five times a week is already enough to boost the energy level and keep fit.



Wien zu Fuß (Vienna on Foot) - About us

The Vienna Mobility Agency (Mobilitätsagentur Wien GmbH) is an enterprise of the City of Vienna charged with creating and cementing awareness for walking as a smart form of mobility in the minds of Vienna's citizens by realising projects, events and campaigns. "Wien zu Fuss" (Vienna on Foot) is the brand used by the Mobility Agency to promote walking in Vienna. The Mobility Agency is the central point of contact for all concerns related to walking.

The year 2015 marked an important milestone: the "Year of Walking", a widely disseminated image campaign, was implemented. The first map of pedestrian routes through Vienna was published and a special app was developed, both customised to meet the needs of pedestrians. The organisation of two events – Streetlife Festival and Urban Village – provided the highpoints of the campaign year. Moreover, "Vienna on Foot" was represented at numerous events, such as the Festival of Pleasure (Genussfestival) and the Danube Island Festival, to reach out directly to the population in order to encourage walking. All these measures followed a common objective: motivating the Viennese to engage in walking even more often than before.





Wien

KOMM,
WIR
GEHEN
DIE STADT
ENTDECKEN.



Wien

Wien

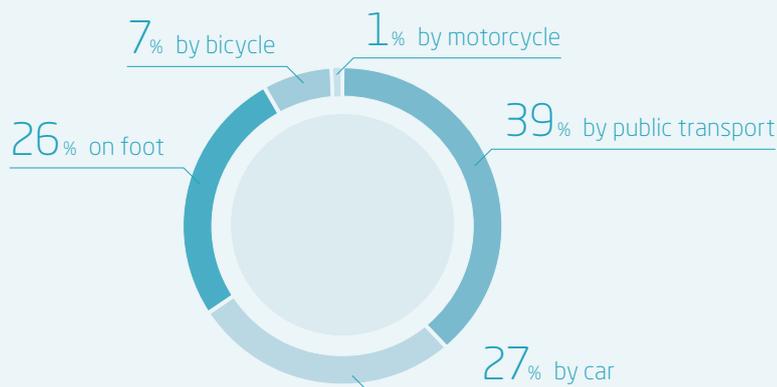
Wien

Wien

Wien

Modal Split The choice of transport modes

The modal split provides information about the preferred choice of transport of Vienna's population and shows how citizens mostly cover distances in the metropolitan area. Fortunately, more than one fourth of all trips taken in the Austria capital are made on foot. To maintain this high percentage in the future requires concerted efforts.



Source: Wiener Stadtwerke (2014) Modal split survey: http://www.wienerlinien.at/media/files/2015/modalsplit_144345.jpg

Frequency of trips travelled on foot

A representative inquiry conducted in 2013 revealed that more than one third of respondents (39%) travel on foot nearly every day. Close to one fifth (18%) replied that they like to walk but do this only rarely. During the "Year of Walking", one particular goal lay in reaching this group in order to motivate them to walk more.

How frequently do you walk in Vienna?



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

Come on, let's go and bring about change.

The campaign

Starting point and target group

The Viennese walk often. More than one third travel distances on foot every day, yet only 18 percent of respondents stated that they truly like to walk. This definitely offers potential for improvement. To enhance the image of walking in a sustainable fashion and at the same time to guarantee the high level of pedestrian traffic, a year-long integrated campaign was developed. It targeted all grown-up Viennese citizens, irrespective of their age, social status or educational attainments.

Strategy

But what is a sure way to motivate people to walk more often and discover their city on foot? The solution is to infuse walking with greater variety, entice people to go on "discovery walks" through their city and offer some sort of reward for their effort. A traditional-style advertising campaign was developed for this purpose to foster interest in walking. The basic visual motifs used for the campaign were different types of pedestrians who kindly invited readers and app users to accompany them on their walks through the city.

Message

The theme-specific claim "Come on, let's go", which invites citizens of Vienna to walk more, enhances the activating spirit of the images.

The claim was always linked to a concrete advantage of purposeful walking – from health-related and environmental aspects to greater experience value when roaming through the city – that transformed the appeal of the slogan into a relevant promise for the audience. This resulted in a simple and clearcut presentation of the positive facets of walking.

Implementation

The classic-style advertising campaign consisted of four phases with a reach of about 75 percent of the target group. Ads were placed in print media to comprehensively advertise urban walking and the products and services specially developed for the "Year of Walking", such as the pedestrian route map or the "Vienna on Foot" app. In addition to these traditional ads, co-operation projects with dailies were organised as well.

In order to reach the widest possible audience, online banners designed analogously to the print media ads were moreover published on various websites. Furthermore, illuminated City Lights posters provided information about the "Year of Walking"; in addition, spots were shown on information screens to round off this cross-media campaign. The spots were screened around the turn of the year, at the launch of the "Year of Walking" as well as before the Urban Village event in October.

The Streetlife Festival – the biggest event organised by the Mobility Agency during the run of the campaign – was advertised in the context of a fifth campaign phase. Apart from the ads, posters, Rolling Boards and City Lights were used as well. To reach a younger urban target group, the festival was also announced on TV (gotv channel) and radio (FM4 channel).

The Urban Life magazine was published in September 2015. This special issue focusing on walking as an urban trend took the form of a newspaper supplement for the dailies "Kurier" and "Der Standard" and was moreover distributed across Vienna as well (total circulation: 150,000 copies).

**KOMM,
WIR
GEHEN**
DIE STADT
ENTDECKEN.

2015
Jahr des
Zu-Fuß-Gehens

App gratis laden: Im Frühling entwickelt Wien einen ganz besonderen Charme, den man beim Zu-Fuß-Gehen noch intensiver erleben kann. Entdecken Sie die Stadt – mit unseren kostenlosen Services wie der ersten **Wiener Fußwegkarte** und der **„Wien zu Fuß“ App** inklusive Routenplaner, Schrittzähler und einem spannenden Gewinnspiel.

Wien zu Fuß ist die Servicestelle für alle Fußgängerinnen und Fußgänger. Gemeinsam machen wir das Zu-Fuß-Gehen in Wien noch attraktiver und sicherer.

www.wienzufuss.at

Wien! voraus
Stadtkultur

**KOMM,
WIR
GEHEN**
WAS ERLEBEN.

2015
Jahr des
Zu-Fuß-Gehens

App gratis laden: In Wien lässt sich auf Schritt und Tritt Neues entdecken. Geschäfte, Lokale und Events laden dazu ein, etwas zu erleben. Wer es ruhiger angehen will, macht es sich am besten am Wasser, auf Wiesen oder in Parks gemütlich. Erleben Sie Wien zu Fuß. Holen Sie sich die kostenlose **„Wien zu Fuß“ App** und tauschen Sie jeden Ihrer Schritte für Gutscheine ein.

Wien zu Fuß ist die Servicestelle für alle Fußgängerinnen und Fußgänger. Gemeinsam machen wir das Zu-Fuß-Gehen in Wien noch attraktiver und sicherer.

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Wien! voraus
Stadtkultur

**KOMM,
WIR
GEHEN**
UNS SCHLAU
MACHEN.

2015
Jahr des
Zu-Fuß-Gehens

App gratis laden: Wer öfter zu Fuß geht, bleibt von Kopf bis Fuß fit. Durch regelmäßiges Gehen lässt man den Stress hinter sich, stärkt sein Immunsystem und steigert seine Leistungsfähigkeit. Und ganz nebenbei lernt man Wien auch mal aus einer anderen Perspektive kennen. Machen Sie sich Schritt für Schritt fit – mit der kostenlosen **„Wien zu Fuß“ App**.

Wien zu Fuß ist die Servicestelle für alle Fußgängerinnen und Fußgänger. Gemeinsam machen wir das Zu-Fuß-Gehen in Wien noch attraktiver und sicherer.

www.wienzufuss.at

Wien! voraus
Stadtkultur

**KOMM,
WIR
GEHEN**
ZEIT SPAREN.

2015
Jahr des
Zu-Fuß-Gehens

URBAN VILLAGE

Für kurze Strecken im Stadtgebiet ist Zu-Fuß-Gehen oft das schnellste Fortbewegungsmittel. Denn so kommt man ohne Parkplatzauche oder Staus entspannt ins Büro oder nach Hause. Wer Zeit und Geld sparen will, geht zu Fuß – und plant seine Route mit der kostenlosen **„Wien zu Fuß“ App**. Wer mehr über Zu-Fuß-Gehen in Wien erfahren möchte, besucht das **Urban Village** am Rathausplatz vom 16. bis 18. Okt. 2015 und feiert mit uns das Jahr des Zu-Fuß-Gehens.

Wien zu Fuß ist die Servicestelle für alle Fußgängerinnen und Fußgänger. Gemeinsam machen wir das Zu-Fuß-Gehen in Wien noch attraktiver und sicherer.

www.wienzufuss.at

Wien! voraus
Stadtkultur



Presentation on the "Vienna on Foot" report. Left to right: Harald Frey/traffic expert of Vienna University of Technology, Maria Vassilakou/Deputy Mayor of the City of Vienna, Petra Jens/Officer for Pedestrian Matters of the City of Vienna

“Wien zu Fuß 2015 - Vienna Walking” report

At the moment, pedestrian traffic still plays a subordinate role in basic research and urban traffic planning. In the “Year of Walking”, the Vienna Mobility Agency published the first report focusing on this aspect. In addition to interesting facts and figures, this publication offers pedestrian traffic-related findings from different perspectives. The statistically derived data provided the basis for the “Year of Walking” campaign.

Pedestrian route map

The first-ever pedestrian route map for Vienna was developed in the context of the “Year of Walking”. This city map highlights pedestrian routes and hiking paths with special recreational and experience value and moreover contains lots of useful information about markets, shopping streets, shoemakers’ stores, drinking fountains, public restrooms as well as many other useful and fun facts. The demand was enormous: after only two weeks, the pedestrian route map was already out of stock and had to be reprinted. In all, 80,000 copies were handed out to interested citizens.

Shoe-tying folder

A newly-developed folder focused on clever techniques of tying shoelaces. As a special gimmick, the colourful laces that came with the folder enabled users to have a go at the various tying methods on the spot. 30,000 folders were handed out as giveaways at several events and met with great acclaim. This promotion ensured another playful rapprochement to the “walking” theme.

Campaign video

To offer an overview of the various communication measures conducted during the “Year of Walking”, a special campaign video was shot as well. The video presents a woman walking through Vienna. To experience the “Year of Walking” in Vienna at first hand, just click on the link below to view the video showcasing the entire campaign.



Come on, let's go and discover the city.

The "Wien zu Fuß" app

A central element for interactively appealing to the target group and motivating them to walk more was provided by a specially designed "Vienna on Foot" app. Customised to meet the needs of pedestrians, it opens up new ways and means of experiencing a walk through Vienna. The app offers users valuable additional information and draws on playful elements to transform walking into a veritable adventure:

1

• Pedometer

There are many pedometers on the market. But this is the only one to reward users for walking, since the total number of steps counted could be exchanged for gifts – from shoehorns to museum tickets or shopping trolleys. These goodies were offered free of charge by numerous co-operation partners.

2

• Route planner

The route planner highlights new ways of walking through the city and singles out interesting features, such as sights en route. A POI function enables users to personalise their route. The following options are available:

- parks and gardens
- sights
- pedestrian zones
- diamonds

3

"Treasure hunt" game and raffle

1,000 virtual diamonds were hidden all over Vienna. These could be hunted down via augmented reality technology by making use of the mobile phone camera function when walking through the city. The first prize – a pair of custom-made shoes worth Euro 1,000 – was offered by the Vienna Provincial Shoemakers' Guild and assigned to the first participant to collect all 1,000 diamonds. All players who had managed to collect at least 500 diamonds took part in a raffle with hiking weekends in Alpine Pearls regions as main prizes.

Moreover, the treasure hunt truly "caught people on the right foot", as diamond collectors praised the user-friendliness, excellent functionalities and underlying idea of the game: (re) discovering Vienna in a playful manner while having a fun experience.

Results*



downloads

* 8 May to 7 November 2015



2.421

registered users



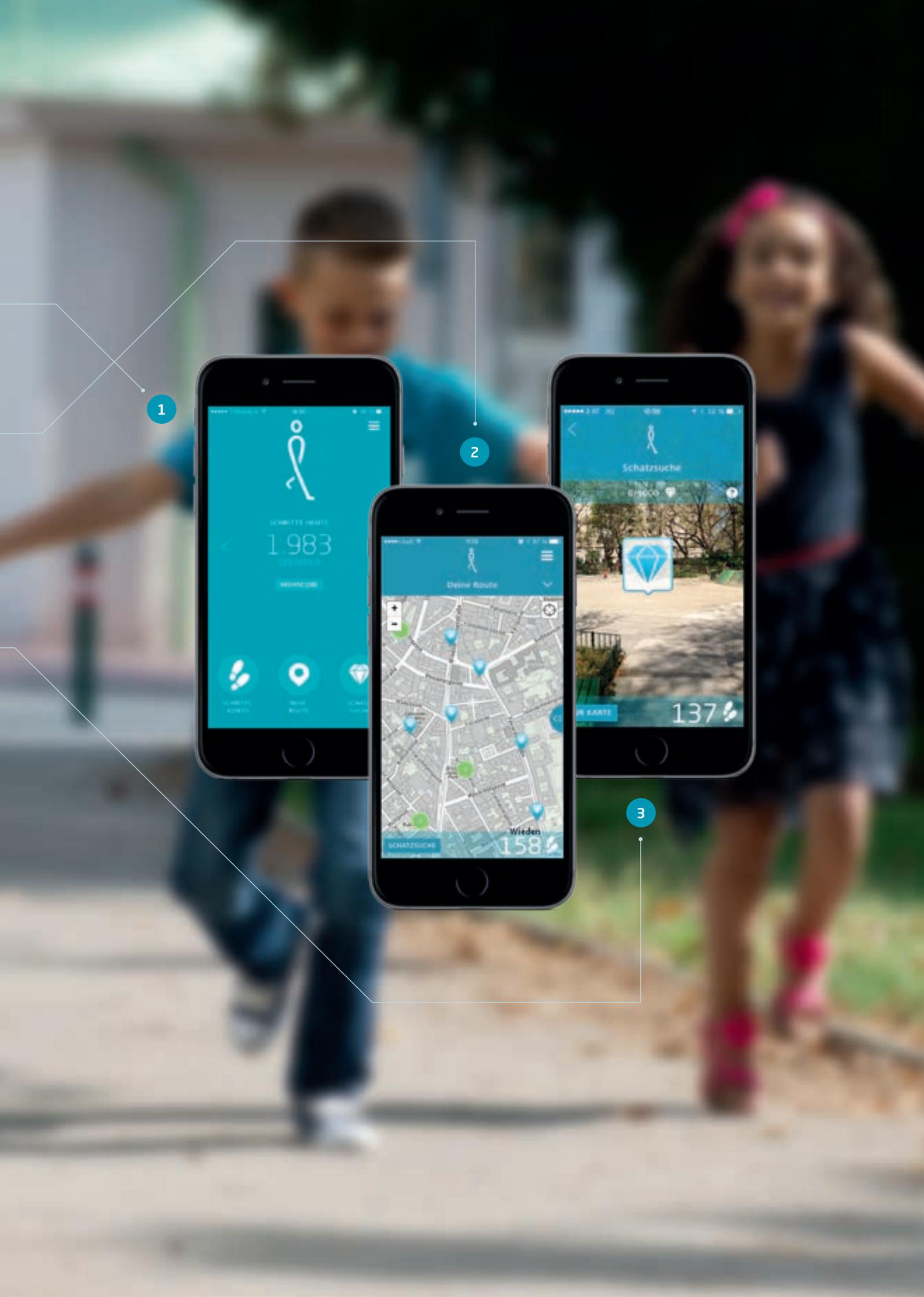
26.333

diamonds collected



194.517.609

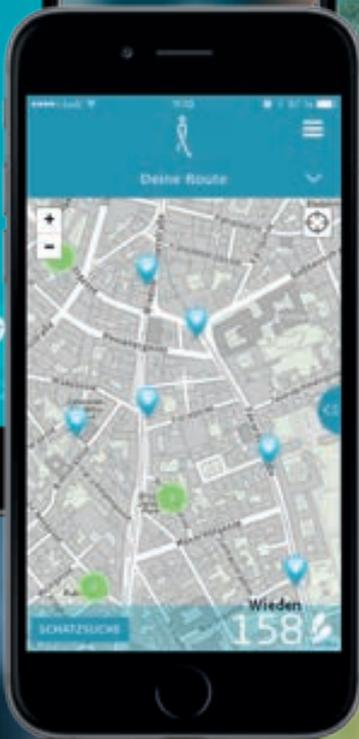
steps in total



1



2



3



Come on, let's take a walk together.

Co-operation projects in the "Year of Walking"

VIENNA BIENNALE

The Austrian Museum of Applied Arts (MAK) and "Vienna on Foot" invited the Viennese to walk to the "city of tomorrow", with the VIENNA BIENNALE providing indications of how the future might look like. In addition to MAK, Kunsthistorisches Museum, Kunsthalbe Wien and Architekturzentrum Wien also took part in the campaign.

"GeHtränk"

The soft drink "GeHtränk" was developed together with the Austrian beverage producer Vöslauer. 20,000 units were bottled and distributed at various events. Thirsty walkers could moreover exchange steps calculated using the "Vienna on Foot" app for such a "GeHtränk" (the name is a German-language pun on the words for "walking" and "drinking").

Vienna's footwear trade and the Vienna Provincial Shoemakers' Guild

Avid walkers need good footwear. The steps counted with the "Vienna on Foot" app could be exchanged by users for shoe accessories or shoe repair vouchers at 28 shoe stores located all over the city. Vienna's footwear trade and the Vienna Provincial Shoemakers' Guild were also active at the Urban Village event and informed passers-by about their work.





Co-operation partners

Wien zu Fuß would like to thank all co-operation partners for supporting the "Year of Walking".



Come on, let's go and have fun.

Events during the "Year of Walking"

At many events, patrons are mainly about on foot: guests at the Danube Island Festival alone circle the world 300 times, year after year – all strictly on foot, of course. It seems therefore logical to win more attention for this attractive means of locomotion through direct, personal contact.

For this reason, "Vienna on Foot" was present at numerous events of 2015. Vienna's event calendar featured many suitable occasions that tied in perfectly with a strong focus on walking: thus the Mobility Agency offered information about walking at the Festival of Pleasure, the Danube Island Festival, the wienXtra youngsters' Holiday Games party and the Bike Festival. In all, approx. 200,000 persons were reached at events held during the "Year of Walking".

New Year's Eve Trail

The "Year of Walking" was ushered in at the Vienna New Year's Eve Trail with a video projection as a prelude to many forthcoming events and activities that invited citizens and guests to discover the city on foot.

Inauguration of new Mariahilfer Strasse

Over 100,000 visitors took part in the inauguration of new Mariahilfer Strasse – the biggest and most important project for pedestrian traffic in Vienna over the past few years – and enjoyed a comprehensive cultural and sports programme. From a picnic on green roll turf to the world's best sports climbers engaging in a friendly climbing competition or an eight-hour live music programme, lots of options ensured fun for young and old.

Streetlife Festival

As the highpoint of the "Year of Walking", the Streetlife Festival heralded the start of the European Mobility Week in Vienna. Over the weekend from 12 to 13 September 2015, huge crowds and lots of good humour enlivened Babenbergerstrasse in Vienna's old city. "Vienna on Foot" invited everybody to join in this "Festival for Urbanites", and 20,000 visitors came for a close-up experience of street sports, street art and innovative mobility options. The Streetlife Festival set a strong and positive signal for streets as places of encounter, communication and quality of life.





STREETLIFE
festival 2015



Come on, let's go and be enchanted: Vienna Illuminated 2015

To tie in with the International Year of Light and the "Year of Walking", "Wien leuchtet 2015" (Vienna Illuminated 2015) drew attention to the importance of light as well as to the significance of public space. By means of spectacular light projections adorning the façades of Kunsthistorisches and Naturhistorisches Museum, artists transformed the nocturnal Maria-Theresien-Platz into a sea of light and colour that enthralled young and old. This event was implemented by Municipal Department 33 – Public Lighting with the support of "Vienna on Foot".

"Geh-Cafés"

"Geh-Cafés" (Walking Cafés) are meeting-points for people who like to be about on foot, discover lively neighbourhoods and exchange ideas with others in a cosy and relaxed atmosphere. Between March and October 2015, a total of six "Geh-Cafés" were organised, offering guided walks focused on exciting themes and attracting 300 visitors.



Urban Village

During the run-up to Walk21, the international conference on pedestrian traffic, “Vienna on Foot” invited Vienna’s citizens to take part in the Urban Village event in City Hall Square. Art and design, culinary delights from Austria, the FM4 silent disco and a giant labyrinth engaged eyes, ear and feet with lots of interesting input. 12,000 visitors enjoyed a varied programme. The Urban Village highpoint was provided by the biggest-ever map of Vienna. Visitors could inscribe their walking routes through the city in this 900-square-metre map. The finished artwork was then lifted up by two cranes and made visible for all.



Come on, let's go and generate electricity.

Event Tools

Mobile phone charging station and "Wien zu Fuß" wheel of fortune

How to recharge your mobile phone while out and about in Vienna? At several events throughout the city, "Wien zu Fuß" offered a unique opportunity to do this simply by moving – be it walking, jumping or dancing. This mobile phone charging station – the only one of its kind in Austria – was specially developed for the "Year of Walking". At the Danube Island Festival, kids, women and men enjoyed a first tryout of this novel event tool. Another highlight at all events was the "Wien zu Fuß" wheel of fortune with its motto: take 100 steps and win a prize.





Come on, let's go and surf the Web.

Owned and earned media

1

Website

During the "Year of Walking", the wienzufuss.at website counted **148,996** page views. **55,214** visitors used the site throughout the year to obtain information about current topics. From January to November, 35 published blog contributions offered topical news about walking in Vienna. Roughly 74 percent of all hits originated in Vienna. The access rate was particularly high in early January, which marked the kickoff of the "Year of Walking". Another month with a massive number of page views was April, when the first pedestrian route map for Vienna was published.

2

Facebook

Due to the strong presence of the Mobility Agency during the "Year of Walking", the popularity and recognition factor of the "Vienna on Foot" Facebook page augmented significantly. The number of **Facebook Likes** increased from 1,400 on 1 January 2015 to **11,000** on 24 November 2015. Throughout the year, the interaction of Facebook users was excellent, with marked peaks in September, the month of the Streetlife Festival and the Mobility Week, as well as in October, the period of the Urban Village event and the Walk21 conference. Posts about the Streetlife Festival met with above-average audiences of up to 60,000 persons. The Urban Village event, too, proved a main draw on Facebook. A post showing a dancing crowd at the silent disco in City Hall Square was viewed by 12,000 persons.

The most successful post during the "Year of Walking" was a photo of the artistically illuminated Kunsthistorisches Museum, which was to draw attention to the "Wien leuchtet 2015" event. The post garnered 518 Likes and 45 Shares. In all, "Wien leuchtet 2015" resulted in a major success, both offline and on the Facebook page of "Vienna on Foot". 44,338 persons registered their participation in the event on Facebook. 2.5 million persons were reached, with a tally of 57,939 relevant interactions.

The "Year of Walking" in the media

Rarely has there been such massive media interest in walking as in 2015. Both Austrian and foreign journalists expressed their interest in this most natural way of locomotion by discussing and writing about the issue. Already in September 2014, when the "Year of Walking" was announced at the Streetlife Festival, the media response was notable, with 25 articles about the "Year of Walking" published at the time.

In 2015, a total of 182 reports dealt with the "Year of Walking". Of these, 46 percent concerned print media (mostly dailies), while 6 percent involved TV, 4 percent radio and 44 percent online reports. 156 of these items featured photos. The media coverage resulted in an audience reach of 88.965,809*, which in its turn corresponded to an advertising value of approx. Euro 3.9 million.** Topics of particular interest for the media included the first pedestrian route map for Vienna and the Streetlife Festival and Urban Village events, as over one third of the reports addressed these themes.

*Extrapolated on the basis of published media reach data

**The advertising value was calculated on the basis of media reach: for 1,000 contacts, a baseline value of Euro 100 was assumed and then multiplied by factors, i.e. image present = factor 1, no image present = factor 0.5; length factor: long = 1, medium long = 0.5, short = 0.25

2



1

1

Come on, let's go and take stock.

The survey results

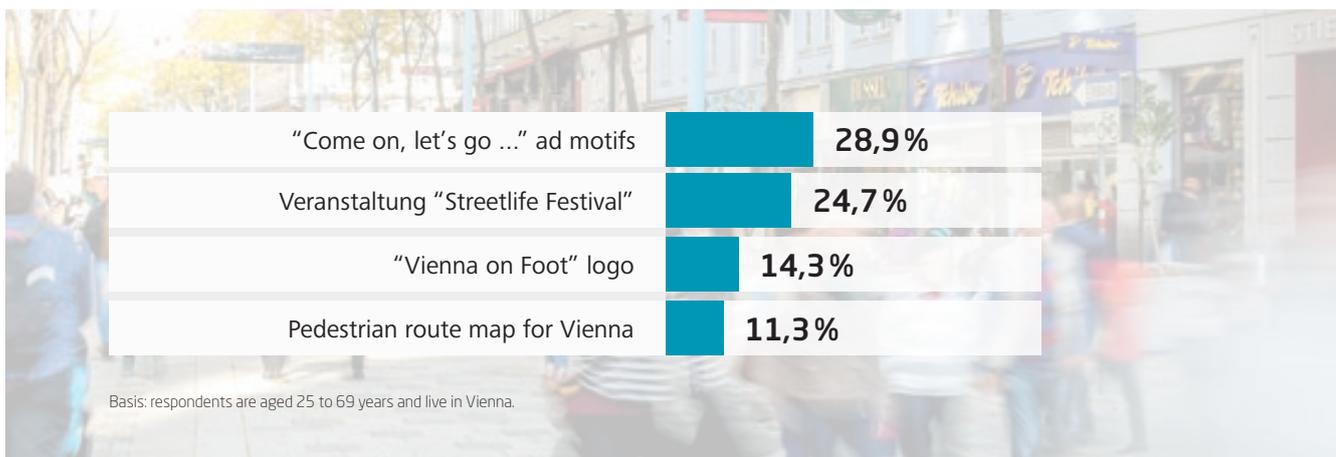
Reactions of the Viennese to the "Year of Walking 2015" campaign



To ascertain the recognition level of the "Year of Walking" as well as of individual campaign elements and their effect on the Viennese population, the marketing and opinion research institute Marktagent.com was commissioned by the Mobility Agency to conduct a quantitative survey.

Recognition level of individual elements

Individual activities and elements of the campaign met with a good recognition effect on their own, above all the Streetlife Festival, which was known to almost one fourth of respondents. Among the young target group of persons aged 25 to 29 years, about one third of respondents were familiar with the event. The pedestrian route map had a recognition rate in excess of ten percent. 15.1 percent of respondents recognised at least one of the four ad motifs, while **40.3 percent** were aware of one or more elements of the campaign as such. The recognition rate of the "Vienna on Foot" logo increased by 8.9 percent, thus attaining 14.3 percent. Moreover, brand awareness augmented during the campaign year as well.



725.000 VIENNESE CITIZENS ARE AWARE OF THE CAMPAIGN FOR THE "YEAR OF WALKING".

24,7 %

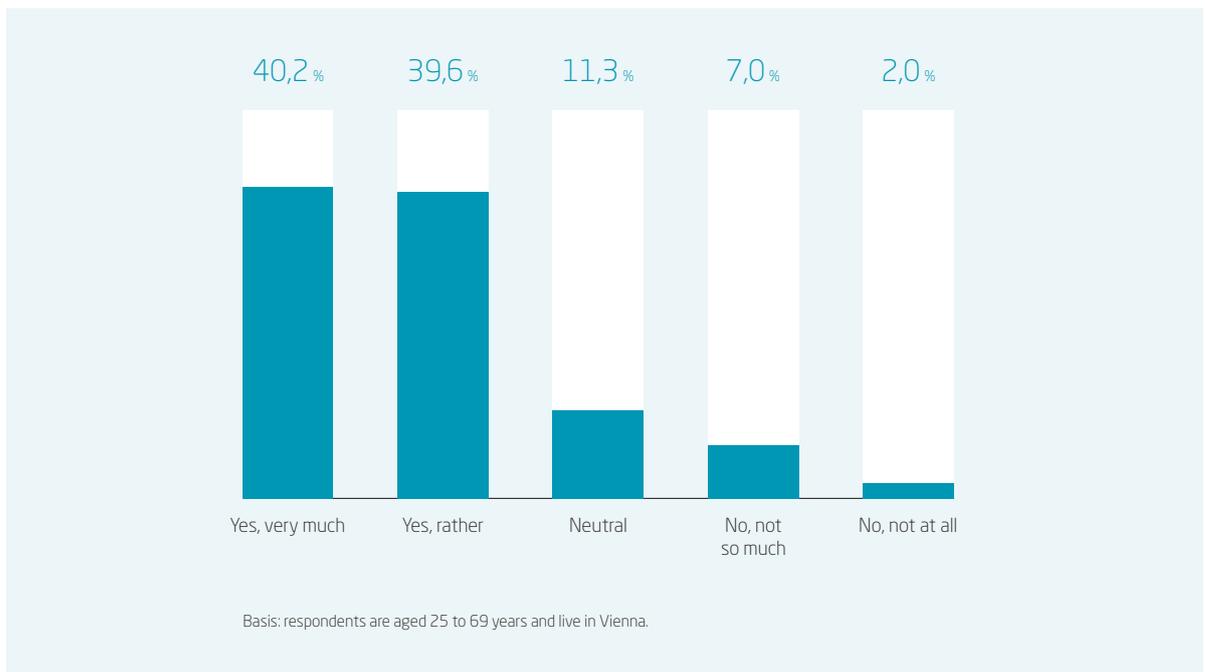
ONE FOURTH OF VIENNESE
CITIZENS KNOW ABOUT THE
STREETLIFE FESTIVAL



Beliebtheit des Zu-Fuß-Gehens Popularity of walking

In the context of the survey, it became clear that walking is very popular in Vienna. The question “Do you like walking in Vienna?” was answered in the affirmative by a majority. Asked about their main motivation for walking, 20.9 percent claimed that this allows them to see more of the city and to discover new things.

Do you like walking in Vienna?



Vienna’s image as a city suitable for walking has improved. The survey results show that a better outcome with regard to factors such as comfort, attractiveness and safety was attained during the campaign period.

After the campaign, 49.9 percent fully agreed that there are enough paths for pedestrians in Vienna; before, that figure had only been 43.7 percent. By comparison, too, before the campaign merely 20.4 percent of respondents had claimed that the City of Vienna showed sufficient support of pedestrians.



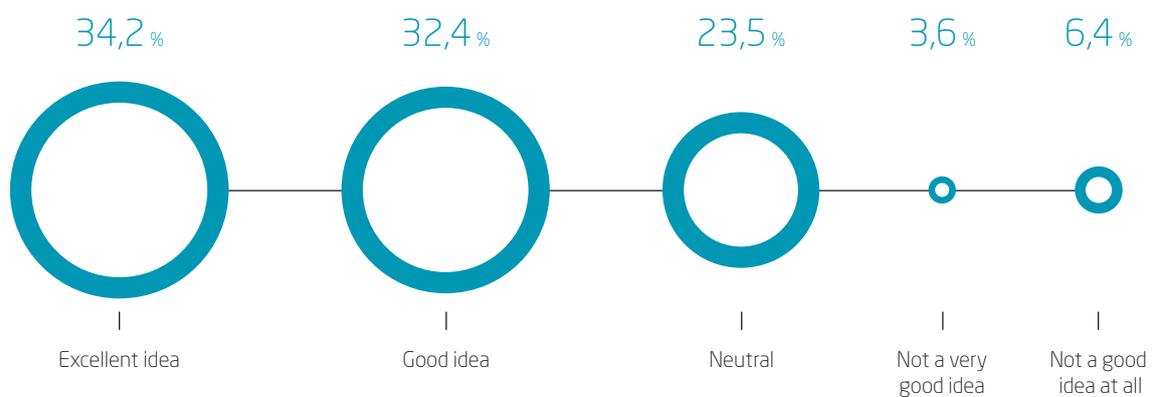
66,6 %

TWO THIRDS OF VIENNESE CITIZENS BELIEVE THAT THE “YEAR OF WALKING” IS A GOOD IDEA. ONE THIRD OF ALL RESPONDENTS EVEN CONSIDER THE IDEA EXCELLENT.

Opinions about the “Year of Walking”

During the “Year of Walking”, events, join-in activities and a variety of measures (e.g. ads) were employed to stimulate interest in walking as a healthy, practical and sustainable form of mobility.

It became evident that the idea of organising a “Year of Walking” has met with largely positive reactions. 34.2 percent of respondents thought that this was an excellent idea, while 32.4 percent considered it a good initiative. Only 6.4 percent held a completely negative attitude towards the idea.



Basis: respondents are aged 25 to 69 years and live in Vienna.

66,6 %

think that the "Year of Walking"
is a good idea 80,000 pedestrian
route maps

80.000

pedestrian route maps

148.996

website visits

11.925

app downloads

11.000

Facebook Likes

20.000

visitors at the Streetlife
Festival

