



Mobility behaviour in Austria

AI-CENTIVE Presentation

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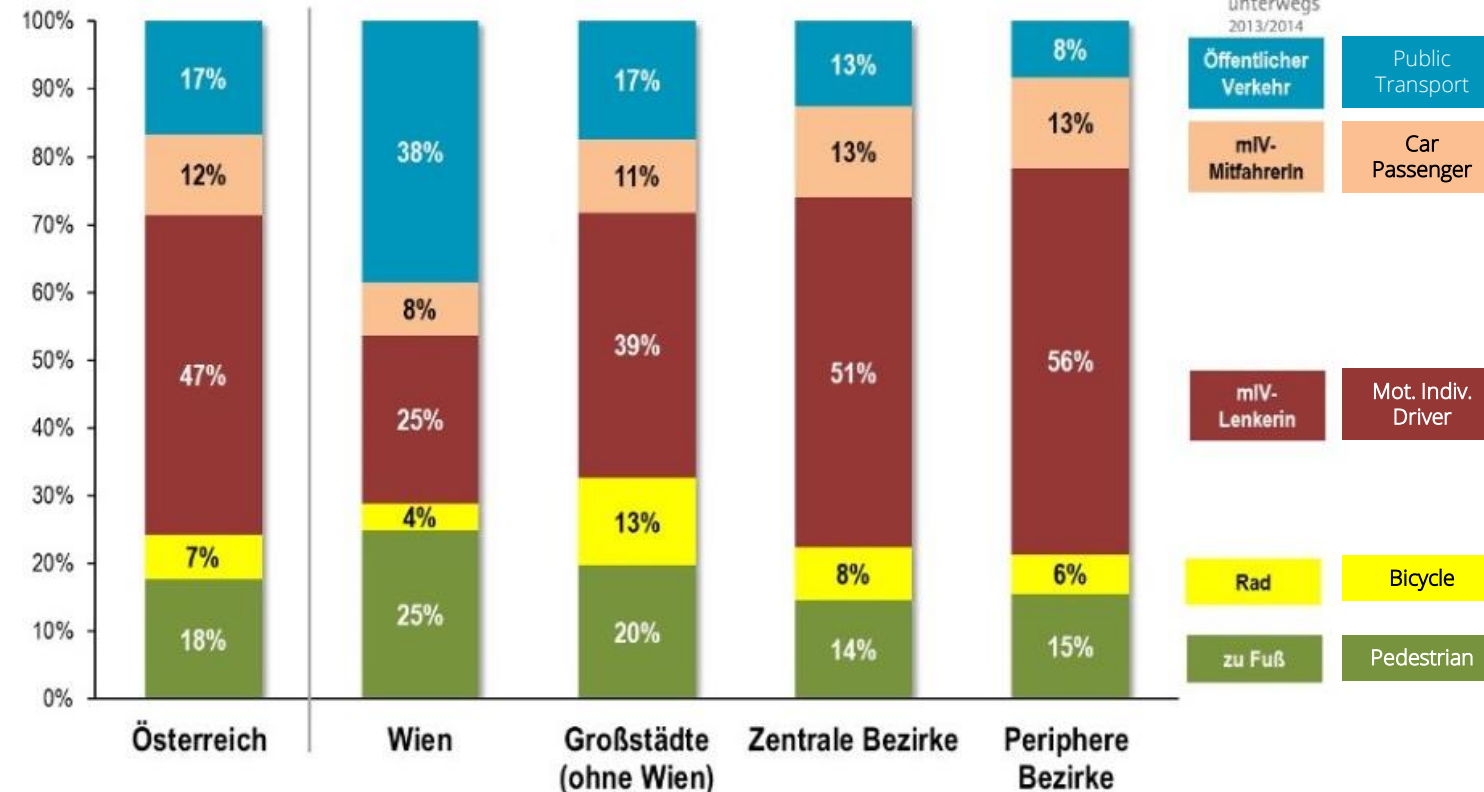


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Current Mobility Behaviour

- In Vienna, about 2/3rd of trips are made by environmentally friendly modes, mainly PT
- In other larger cities, this drops to ~50%, but we see a higher share of cycling
- Outside larger cities, trips are mainly made by motorised individual transport (mainly car)
- A more recent survey by BOKU found very similar values (lower public transport -> COVID, no school children)

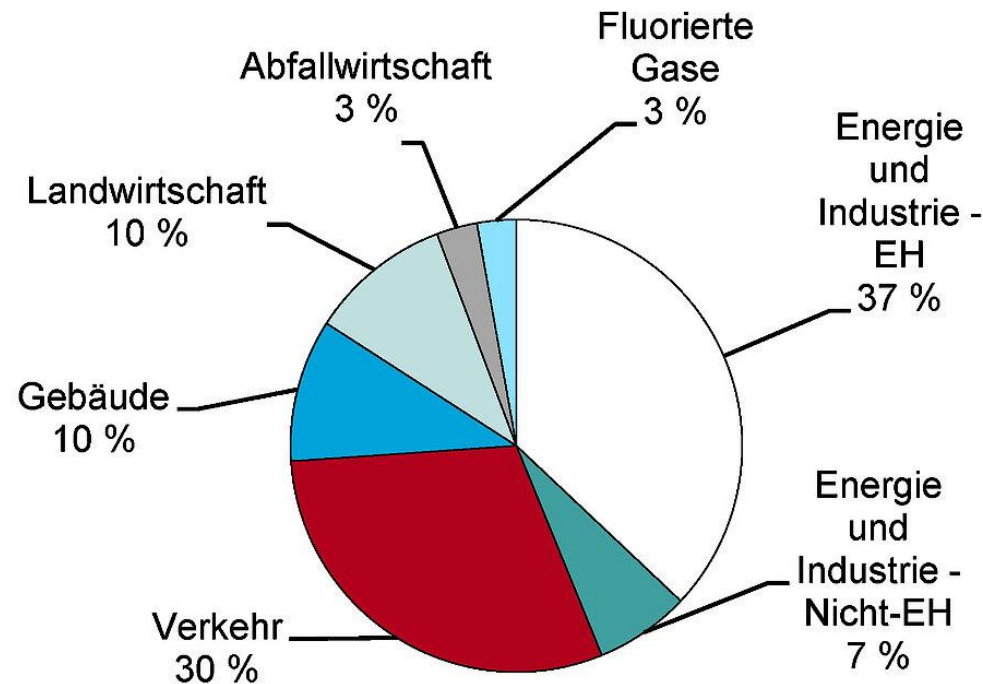
Wie legen ÖsterreicherInnen ihre Wege zurück?
Anteil an Wegen je Hauptverkehrsmittel und Raumtyp (Modal-Split)



mIV: motorisierter Individualverkehr (PKW, Motorrad, Moped etc.);
Gliederung der Bezirke: siehe Karte zu den Raumtypen
Wochentag; Werktag; Jahreszeit: Gesamtjahr; Stichprobe n=145.483 Wege

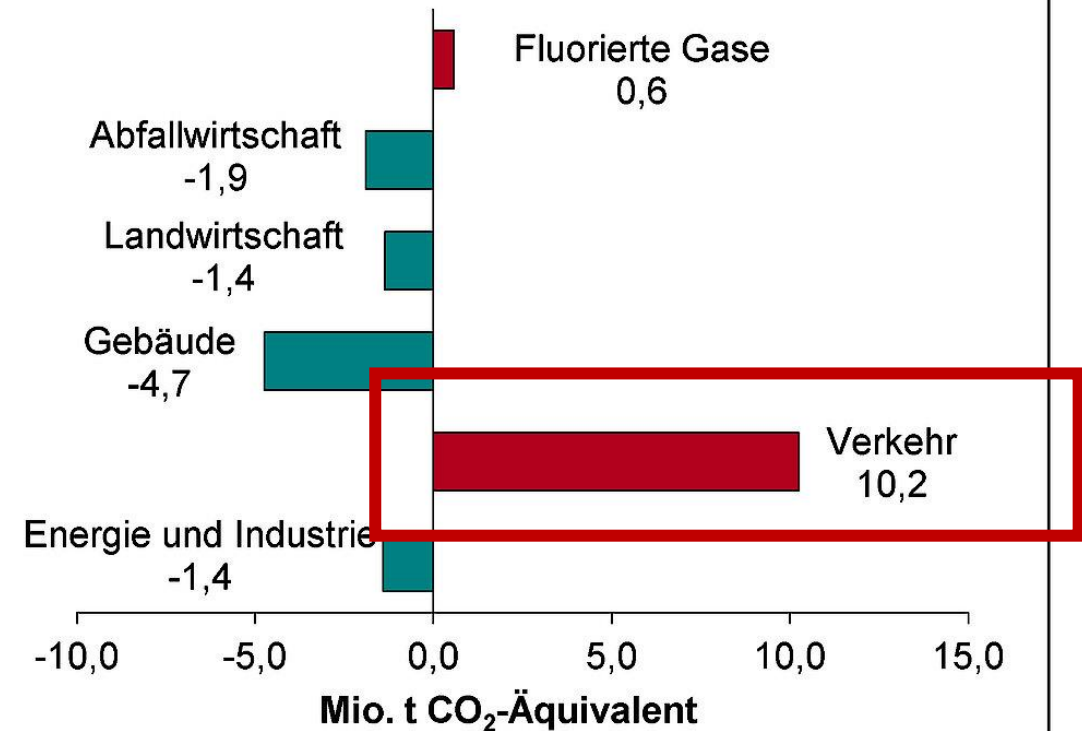
Unsustainable Transport in Austria - Example Greenhouse Gas Emissions

Anteil THG-Emissionen 2019
(Gesamt: 79,8 Mio. Tonnen)



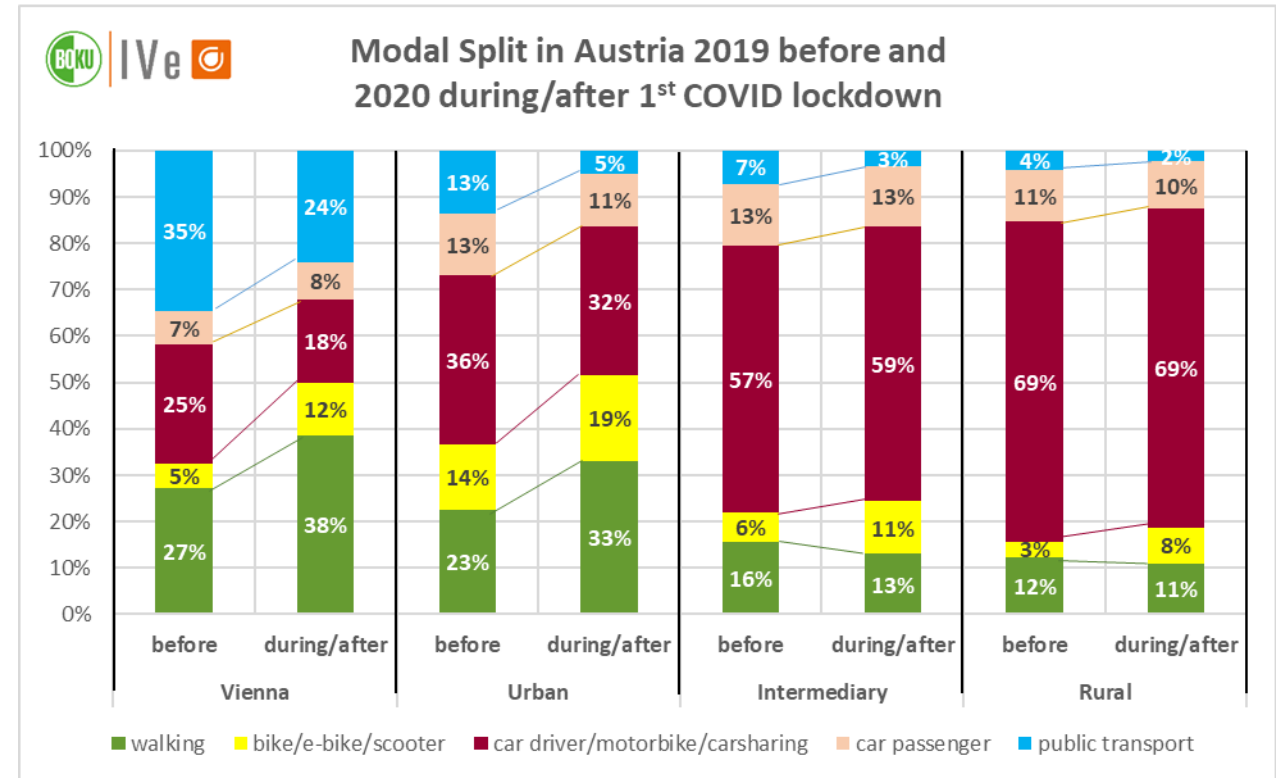
Quelle: Umweltbundesamt (2021)

Änderung der Emissionen zwischen
1990 und 2019 in Mio. Tonnen



Challenges to changing mobility behaviour

- Changing **routines** and **habits** (exception: disruptions)
- Changing **perceptions** and **beliefs** about mobility options (example cycling after COVID lockdown)
- Limited **acceptability** of „hard“ **policy** measures
- Make as much use of „soft“ **measures** and **incentives** as possible



How can we incentivise sustainable mobility behaviour?

Possible types of incentives (Kusumastuti et al., 2011):

- **Real-time information** in a peer-to-peer exchange system:
 - Accuracy, timeliness & relevance of information crucial
- Feedback and **self-monitoring & Social networks** and incentives
 - Diverse responses by different users
- **Rewards** and points
 - Tangible rewards more productive (e.g. gift vouchers for DRT use, Minnich et al., 2022)

Findings BOKU survey

- Use of apps (electronic devices) currently limited, use increases in unfamiliar situations
- ⇒ Need to provide **accurate information** to optimise usefulness and deliver suitable incentives

