

The Potential of Cycling for Sustainable Mobility in Metropolitan Regions

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The facts behind the Success Story of Innsbruck

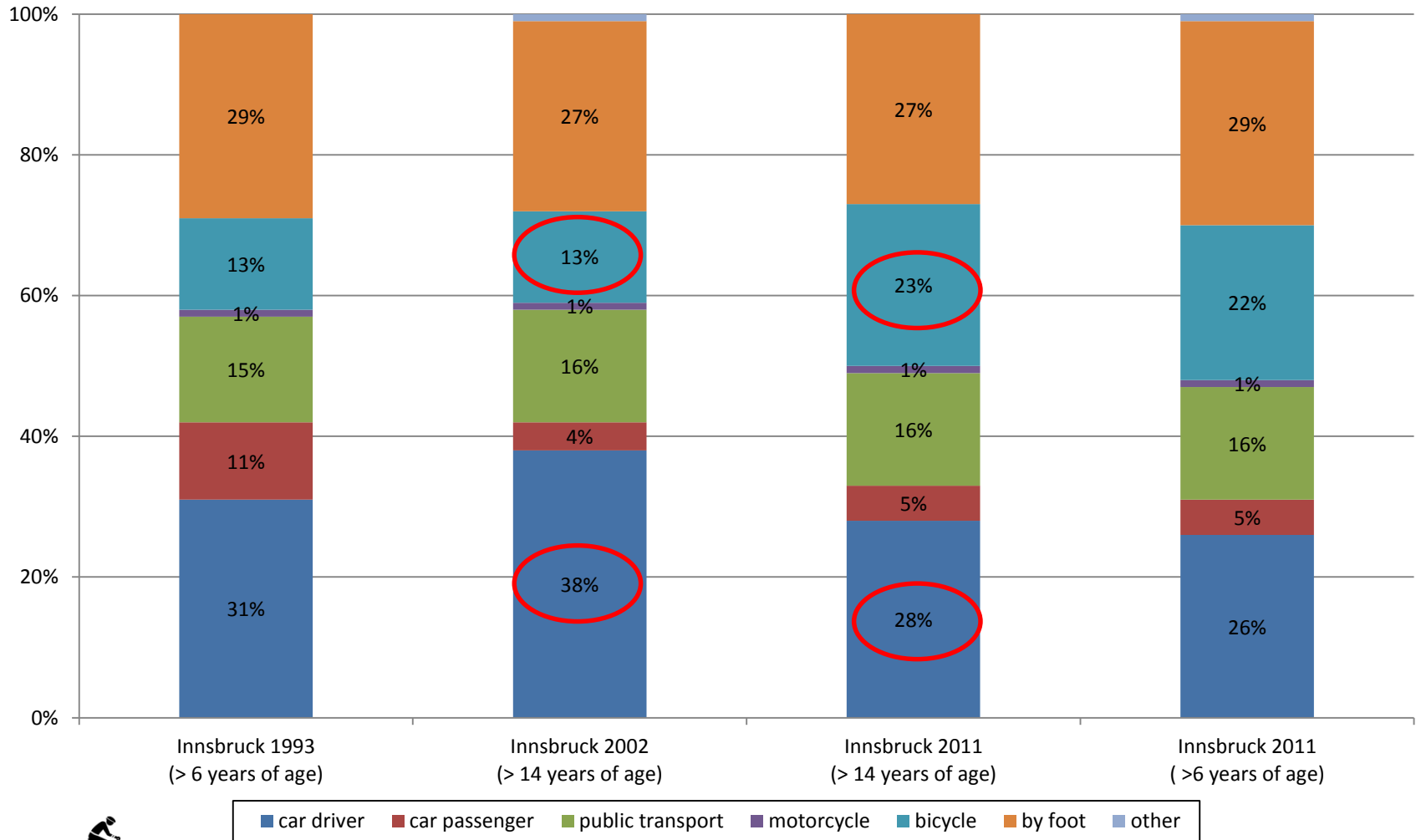
19.05.2014 – mobil.TUM



With a share of
23 %
of the Modal-Split Innsbruck is the
“Cycling-Capital” of Austria

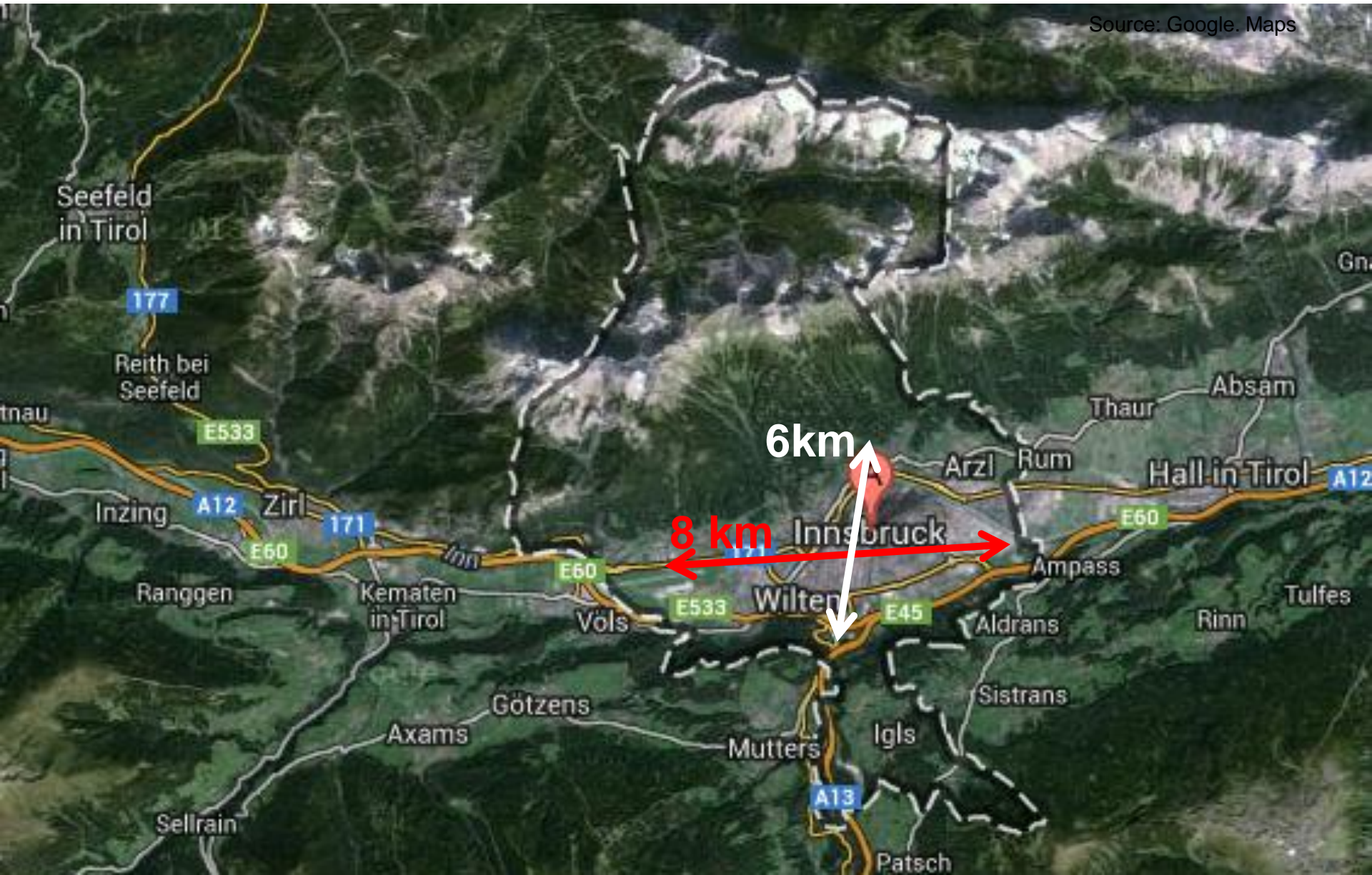


Modal Split in Innsbruck

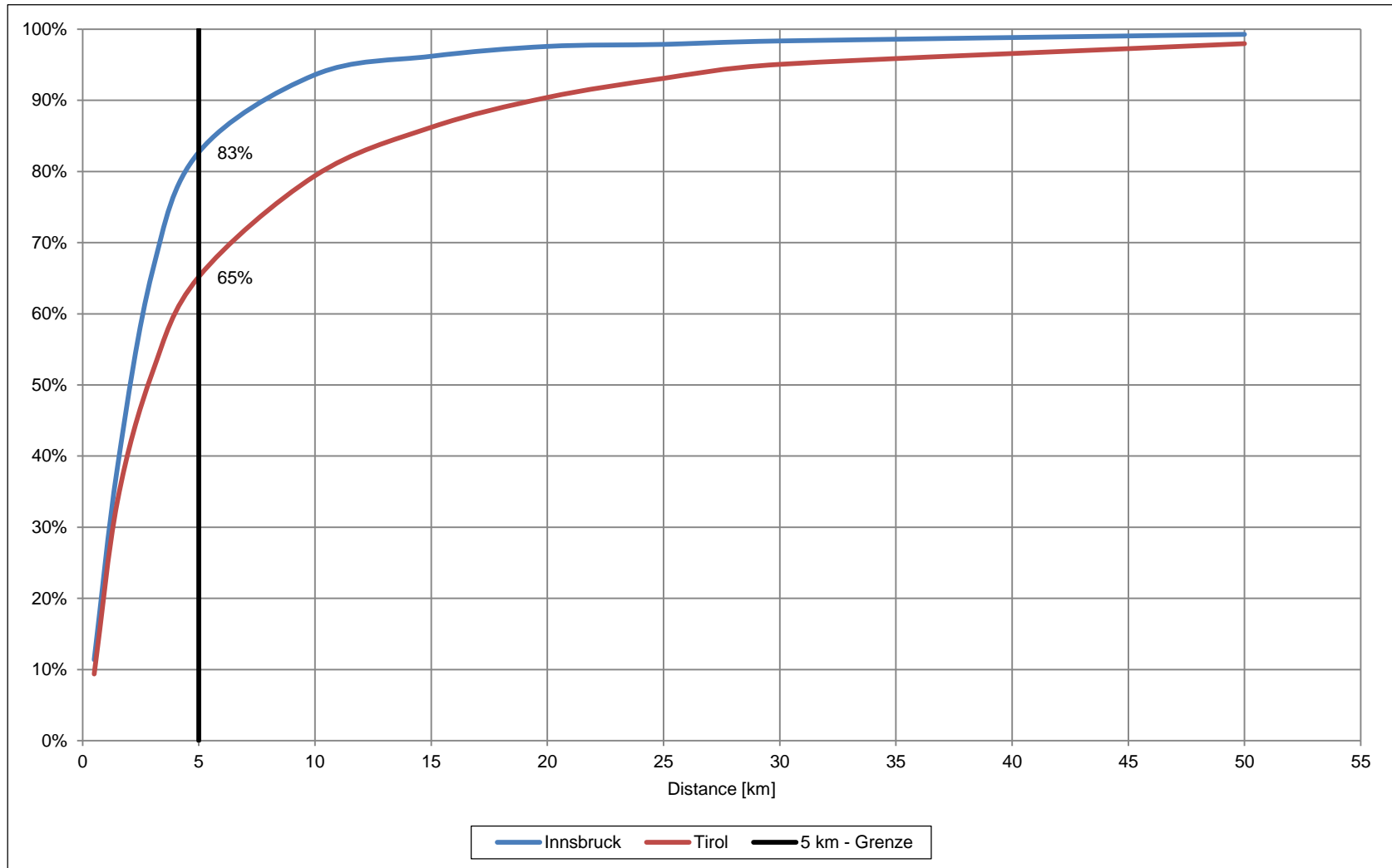


Cycling in Innsbruck – An Introduction

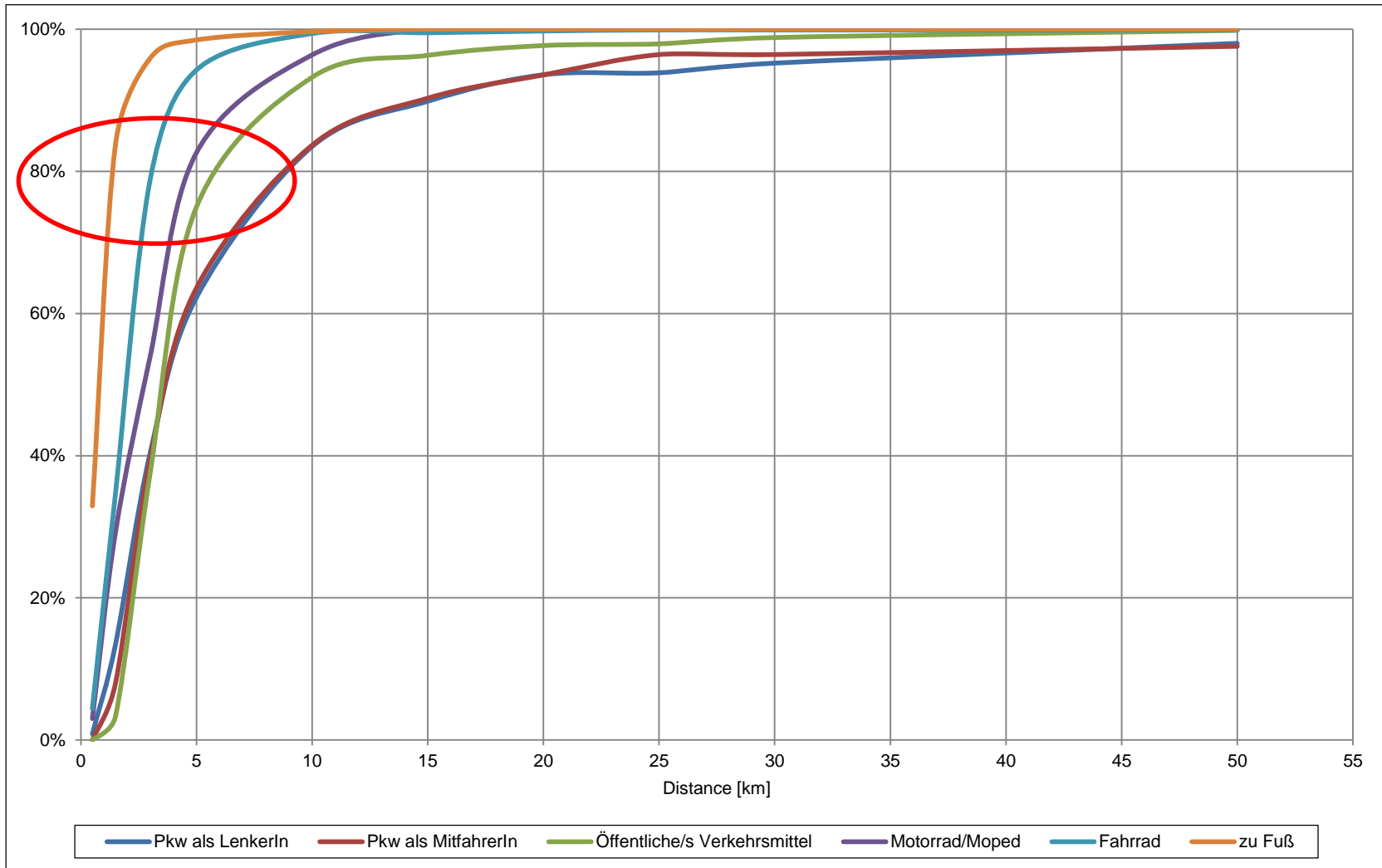
Source: Google Maps



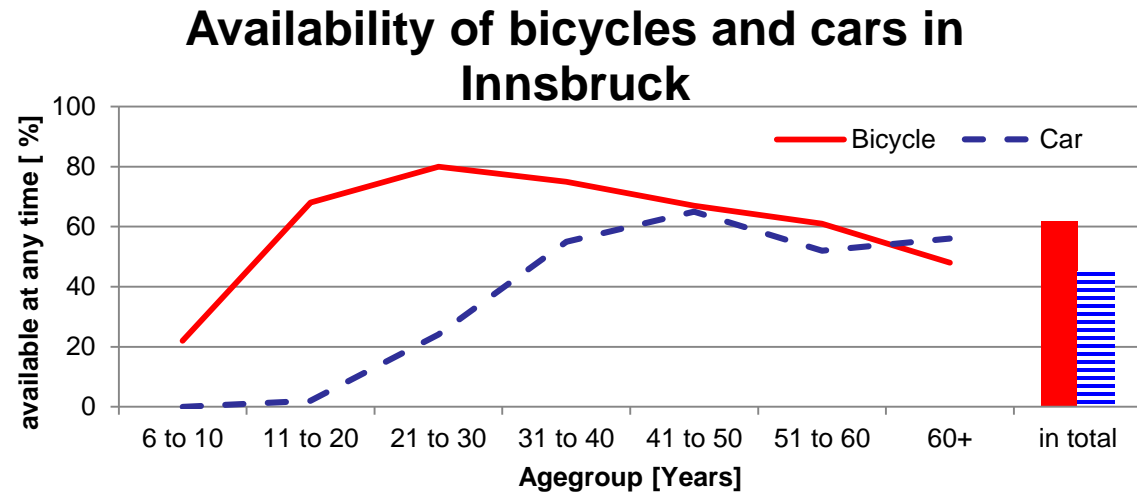
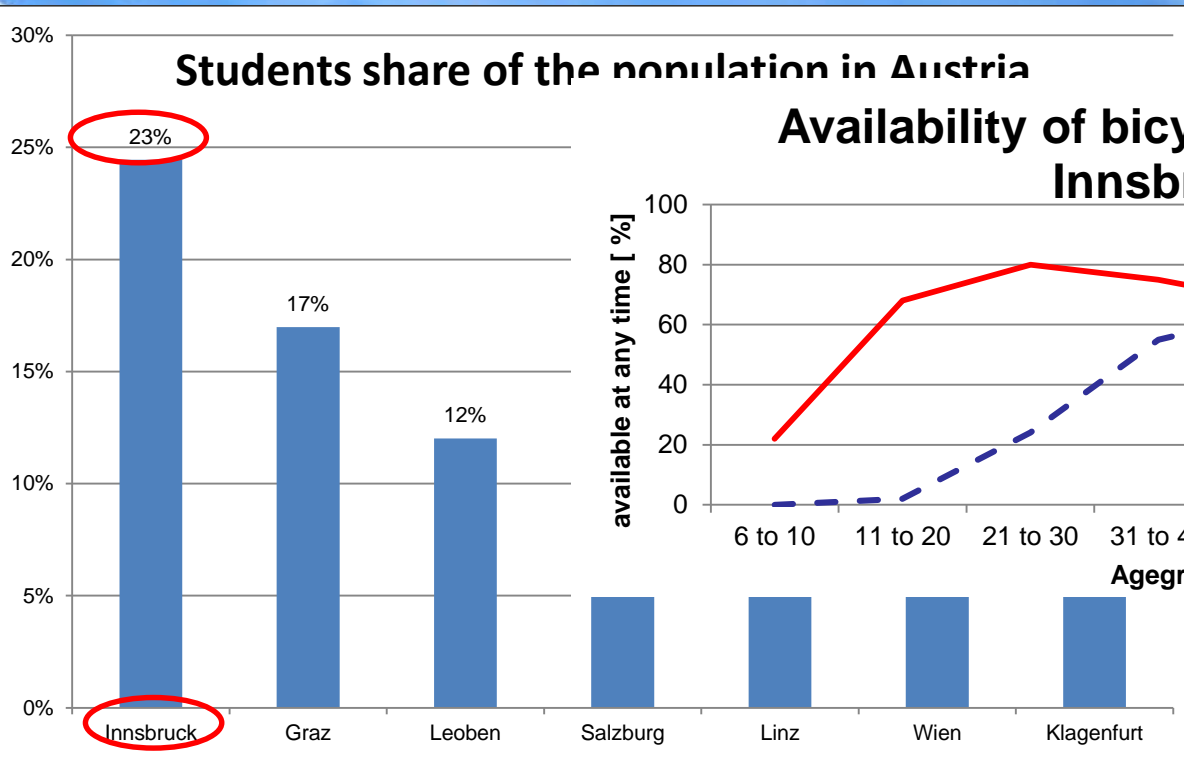
Distances of all Trips



Distances of all Trips

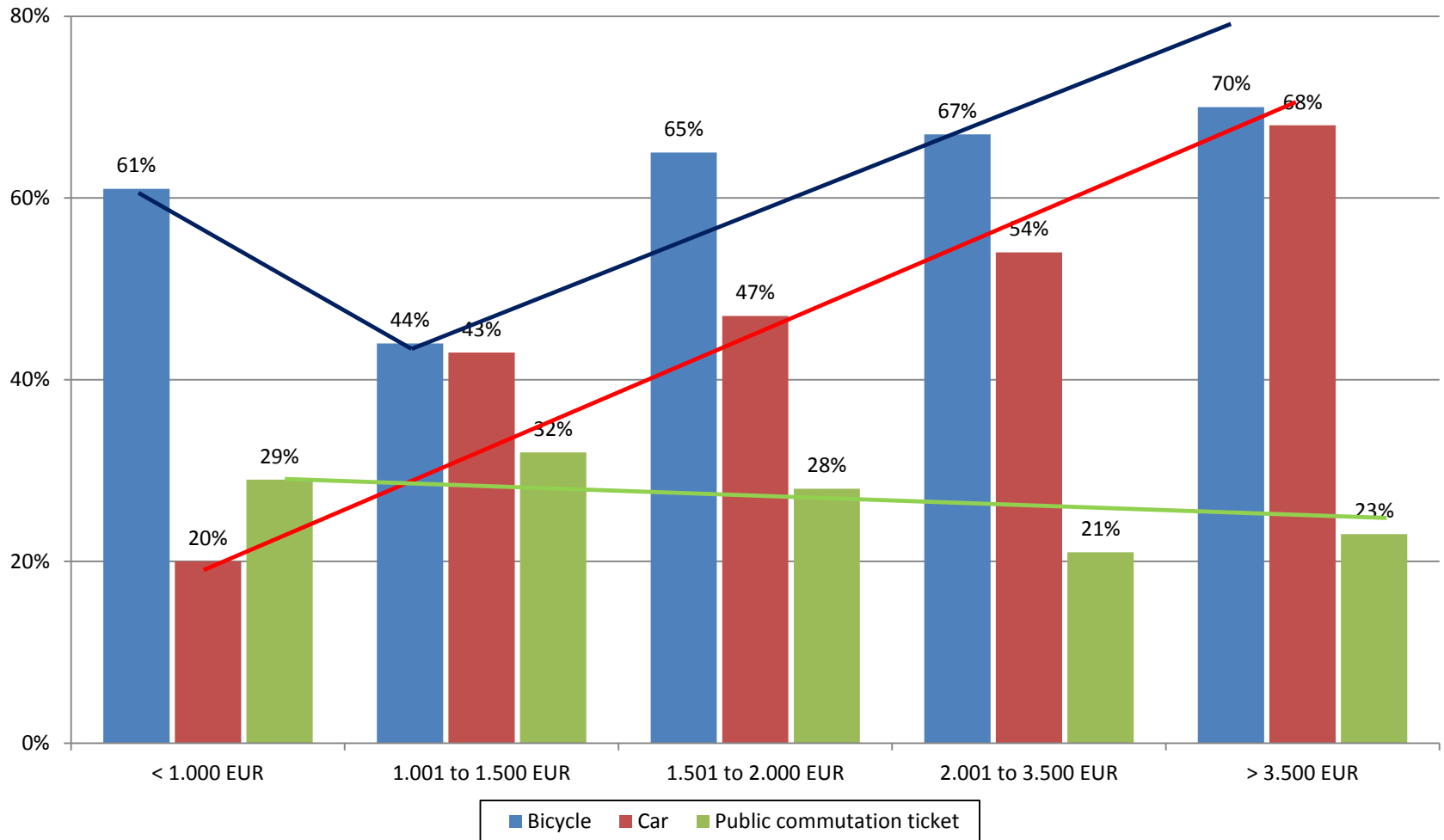


Cycling in Innsbruck – An Introduction

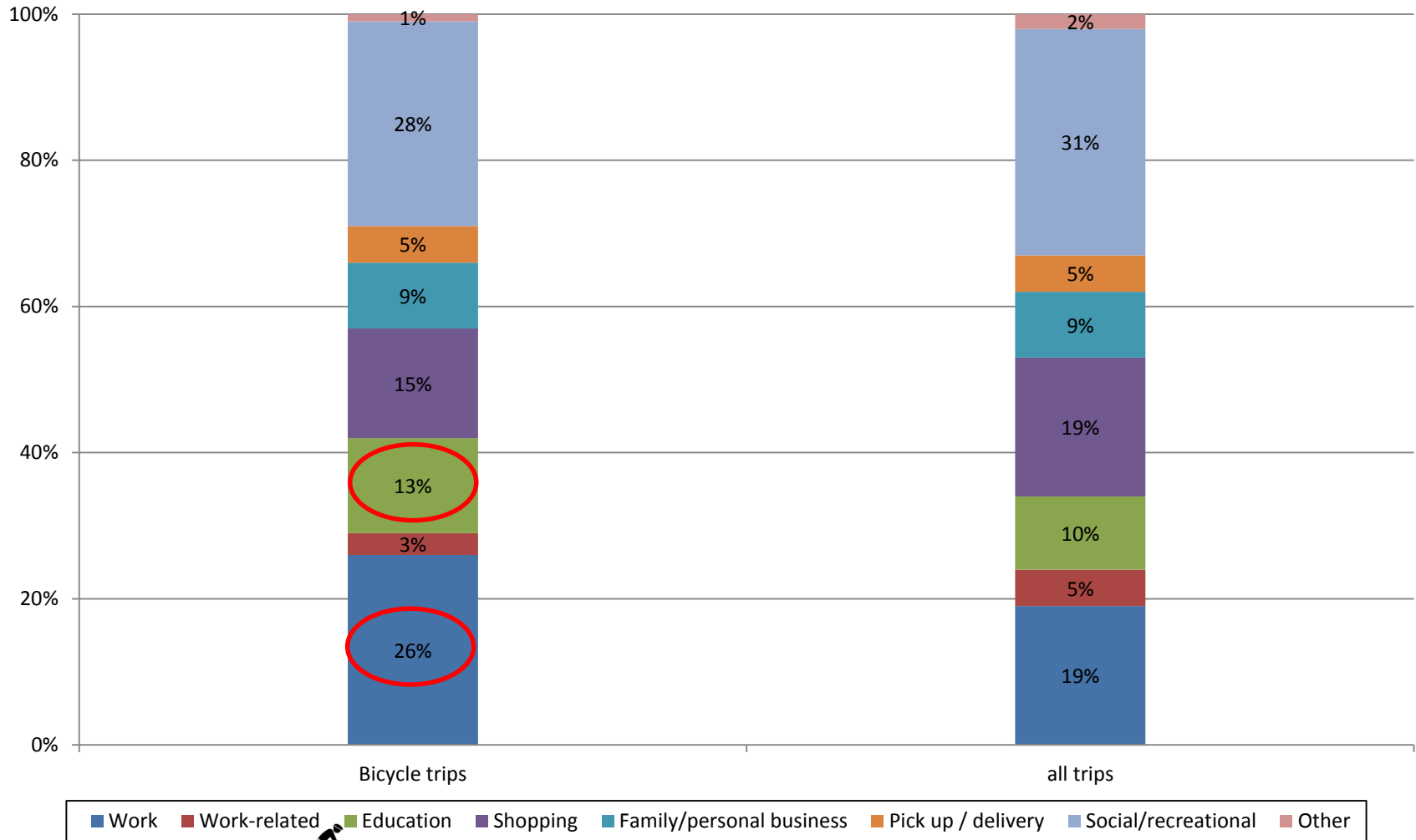


Cycling in Innsbruck

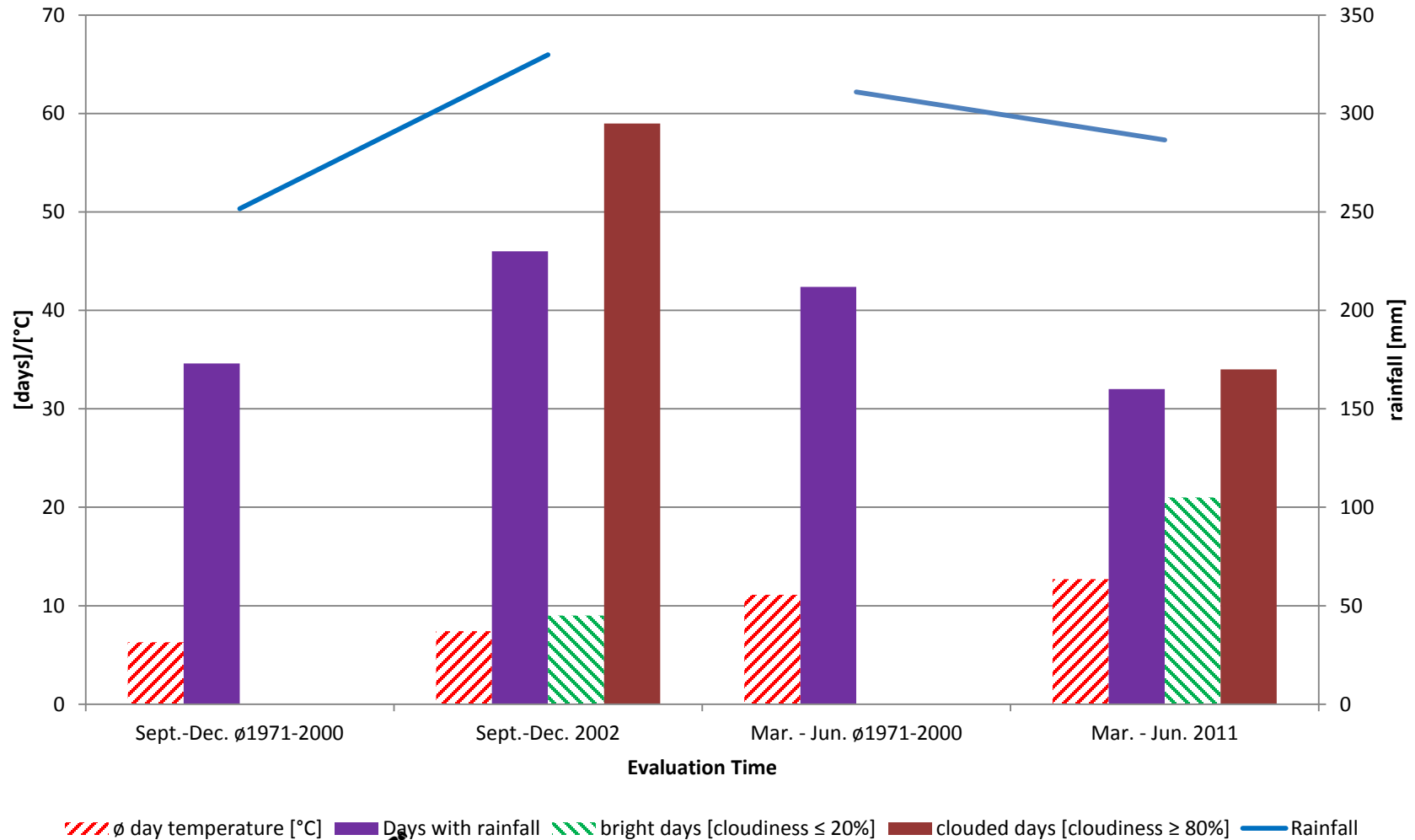
Availability in connection with the income



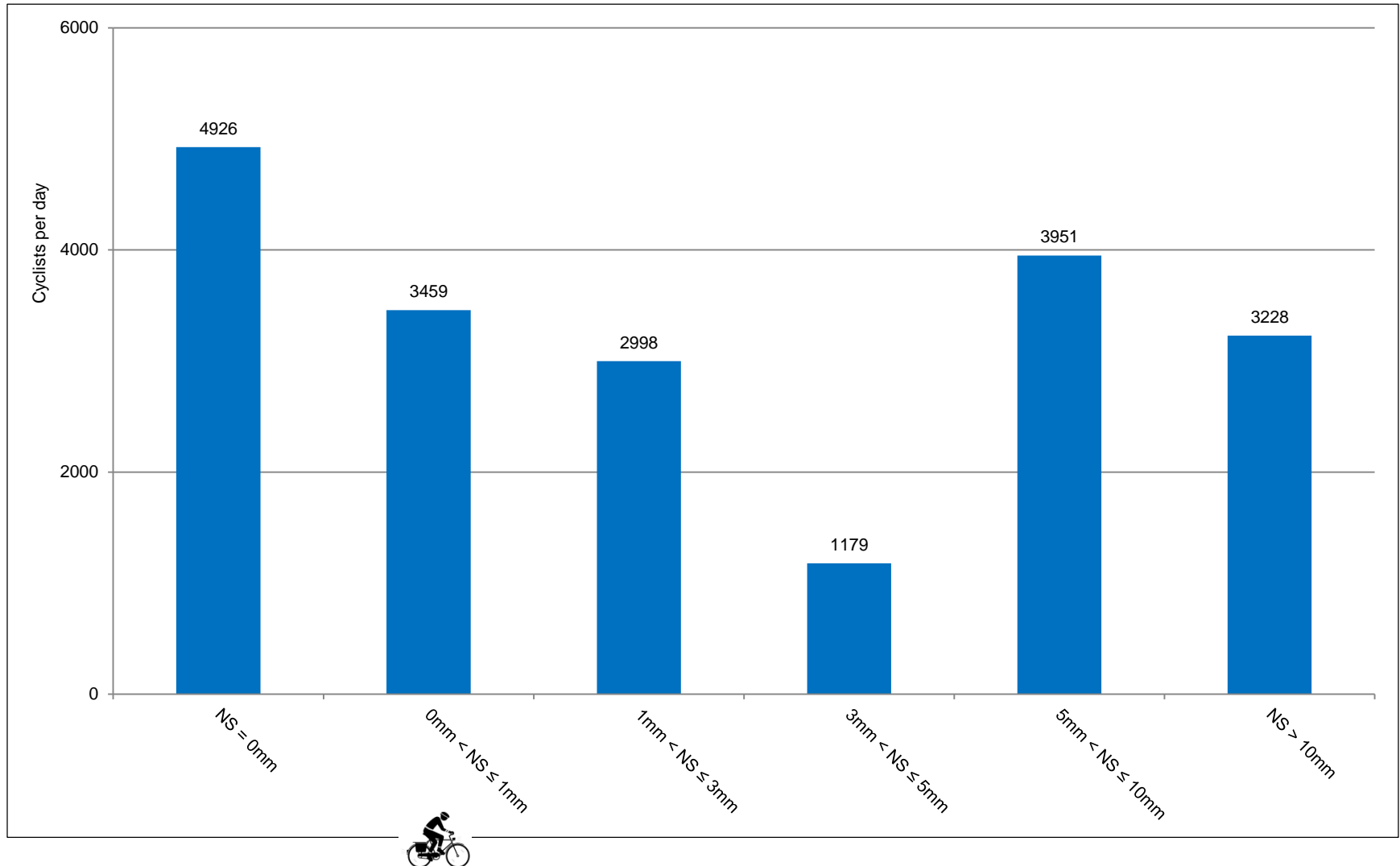
Bicycle trip purposes in Innsbruck



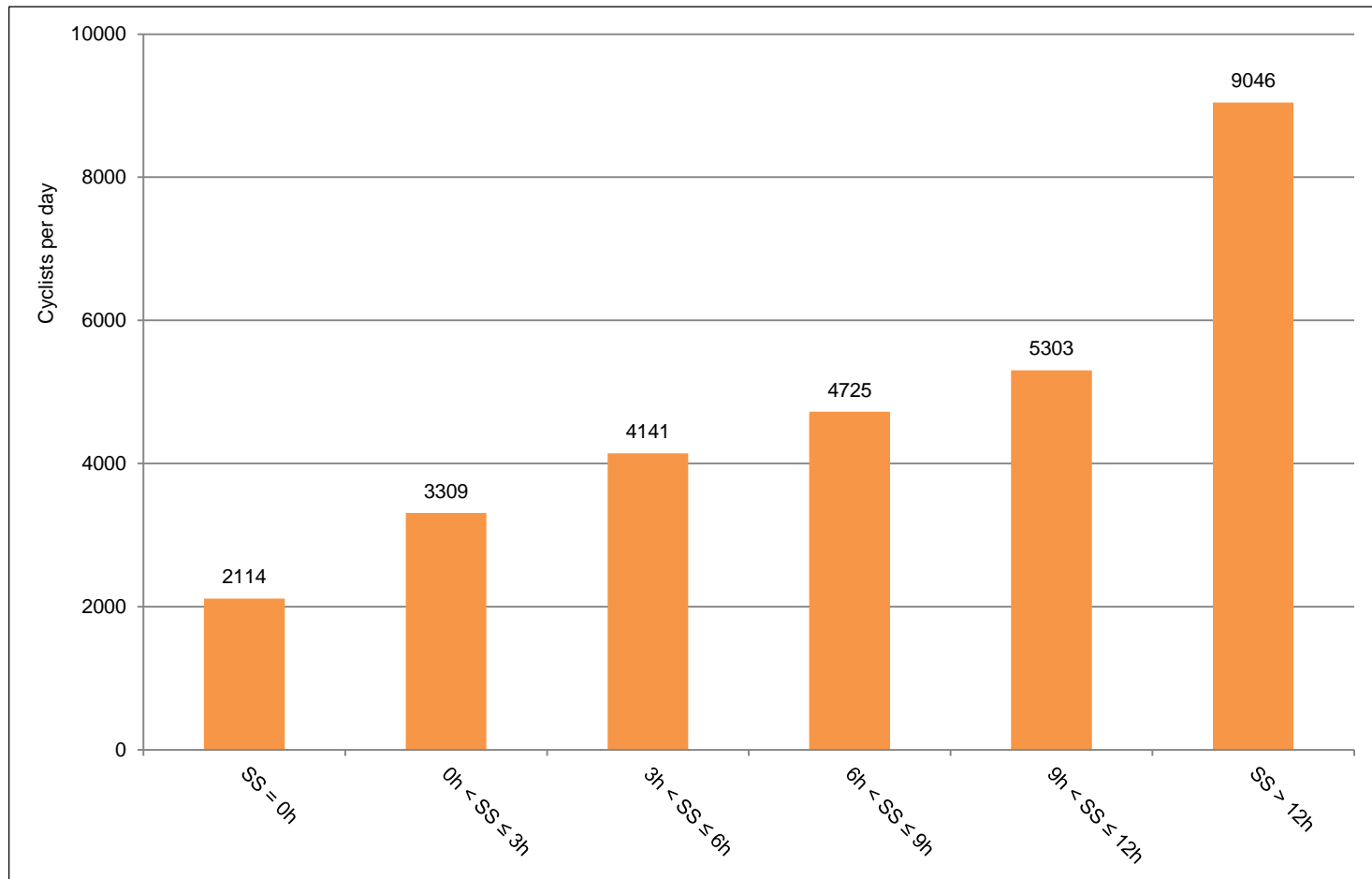
Weather situation during the surveys



Cycling during Rainfall

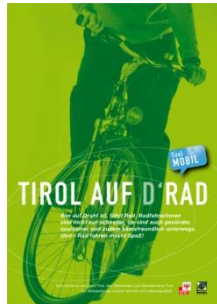


Sunshine-cycling



Initiatives and promotions for cycling

klima:aktiv
mobil



Initiatives and promotions for cycling

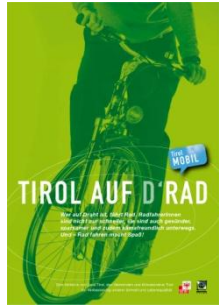


Initiatives and promotions for cycling

klima:aktiv
mobil



bm **v** **it**



AVVA RADWORKSHOP 

Tirol MOBIL
FAHRRAD WETTBEWERB

Gemeinden MOBIL

Mit dem Fahrrad mobil
ARGUS
DIE RADLOBBY

 **RADLOBBY.AT**



 klimabündnis
Tirol

VEREIN WAMS
CONRAD
RUND UM'S RAD

Tirol MOBIL

BIKeline
gemeinsam mit dem Rad zur Schule



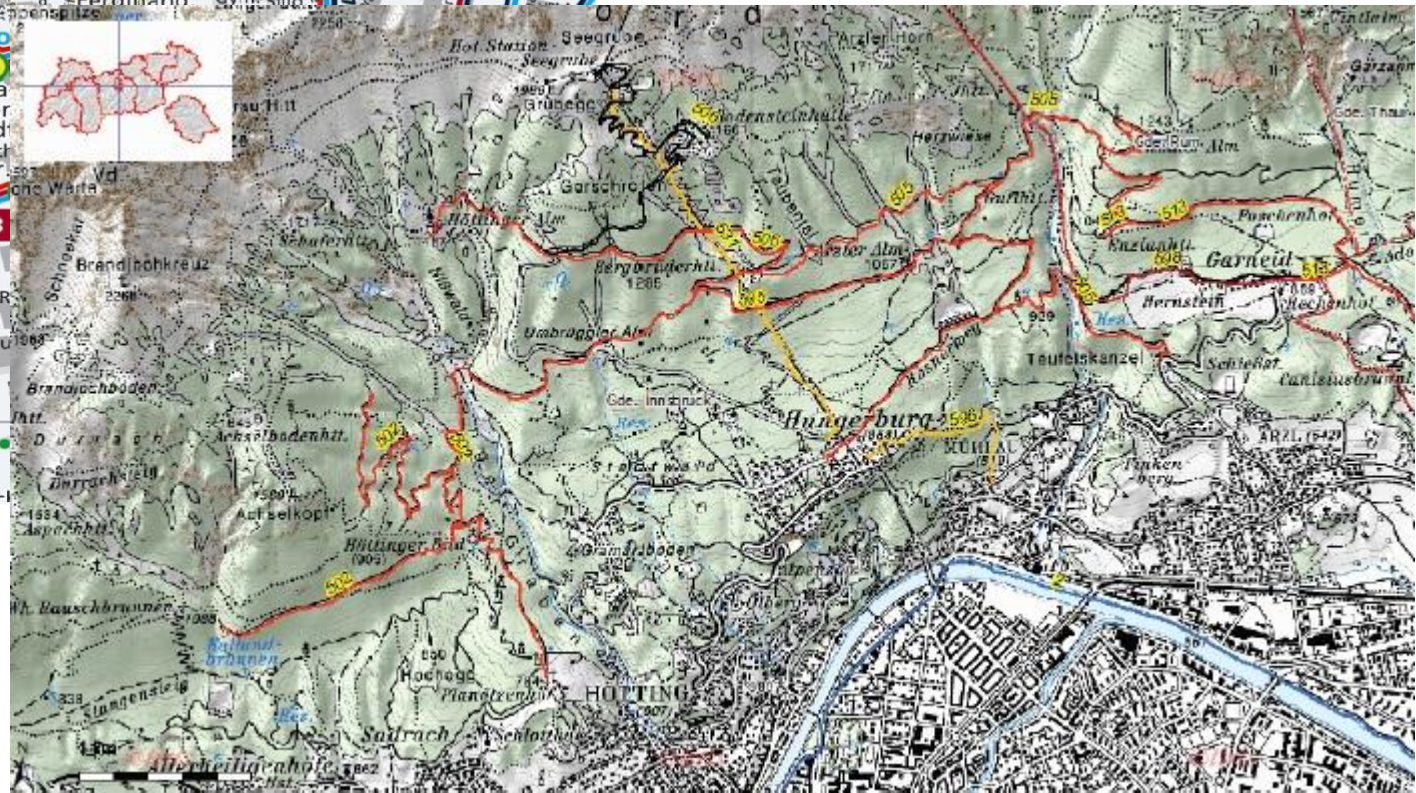
Schulen MOBIL



Initiatives and promotions for cycling



Reasons for the increase



New Infrastructure



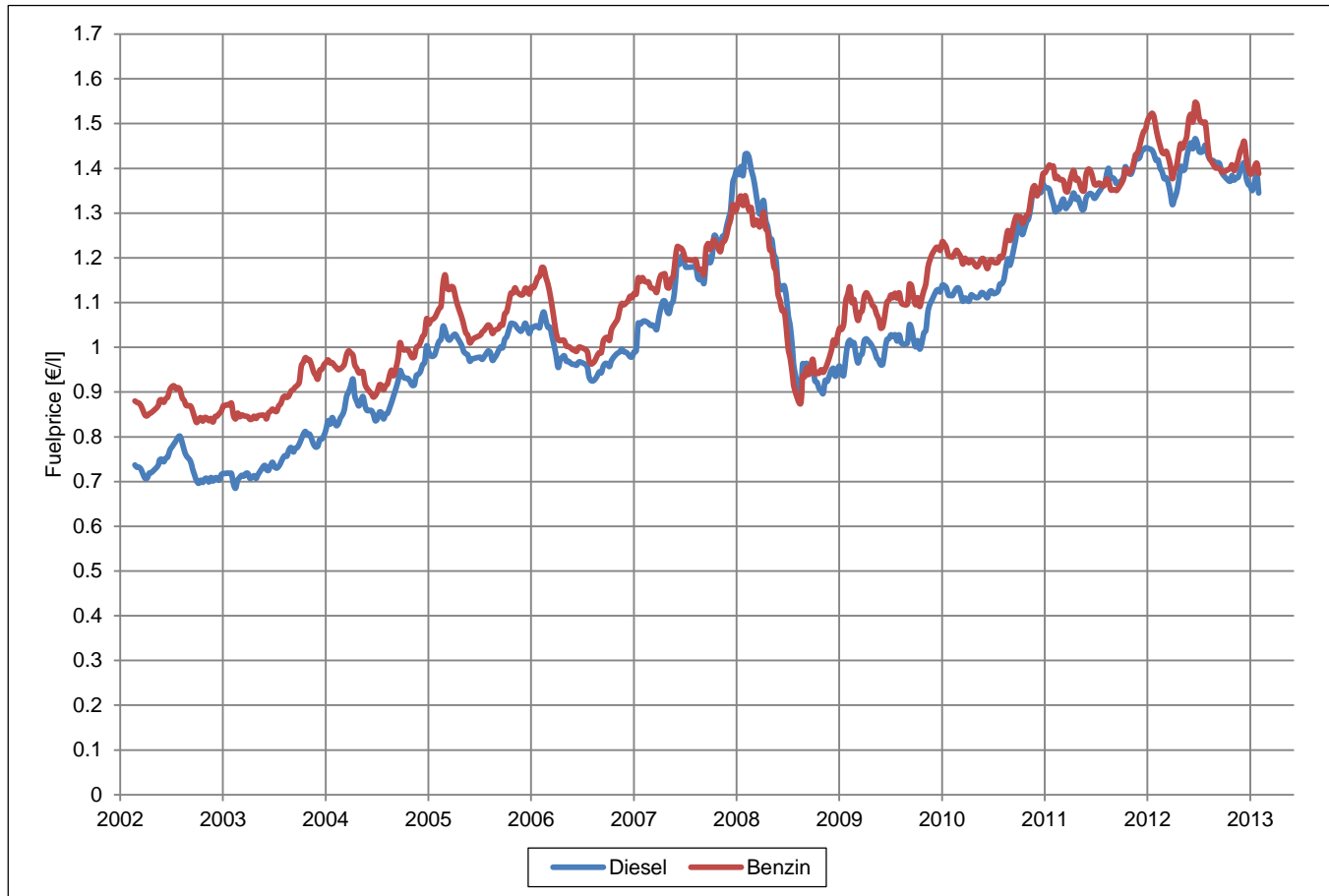
Source: Argus Radlobby



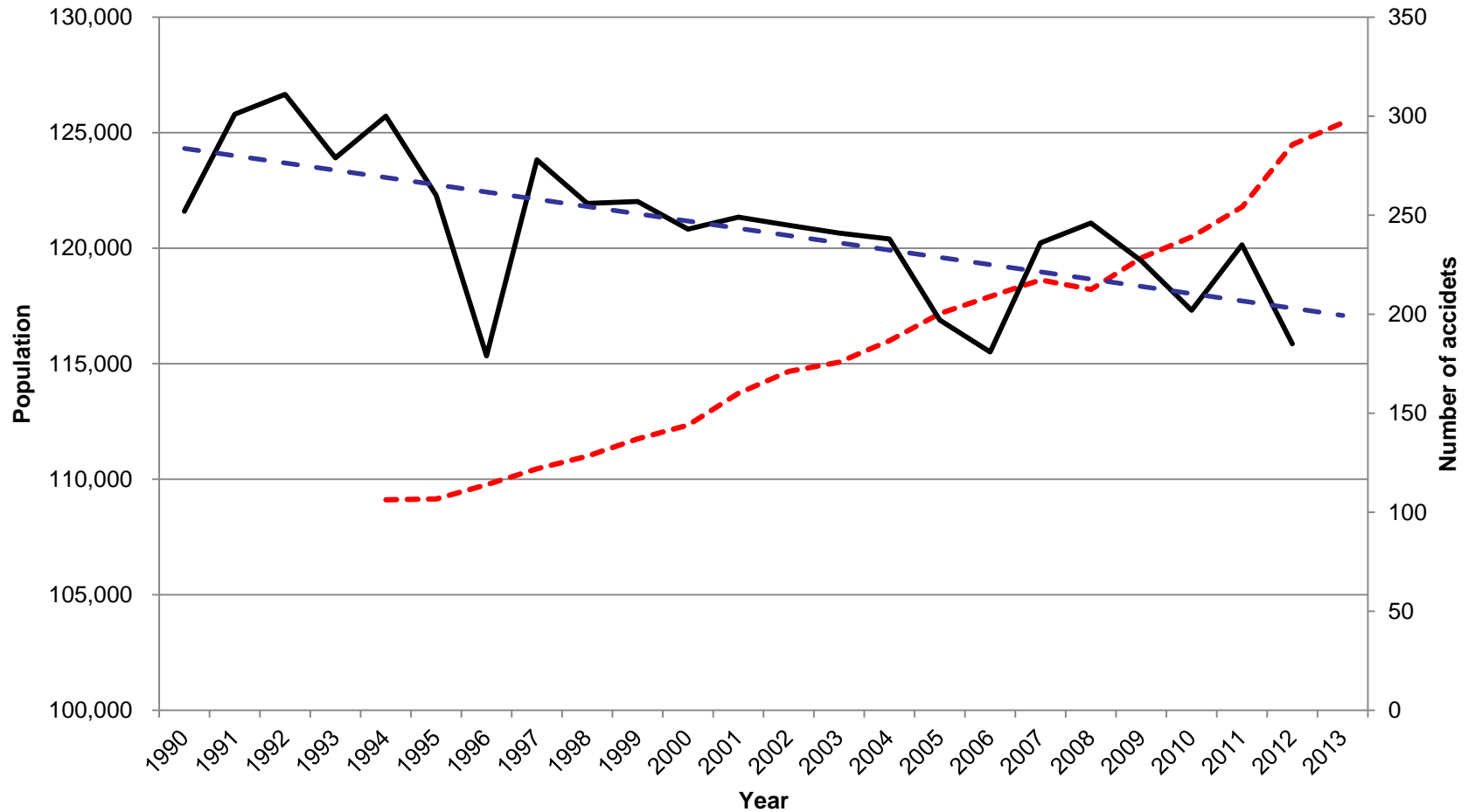
Rising Fuel prices – 70% (2002 – 2011)



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Cycling to safety

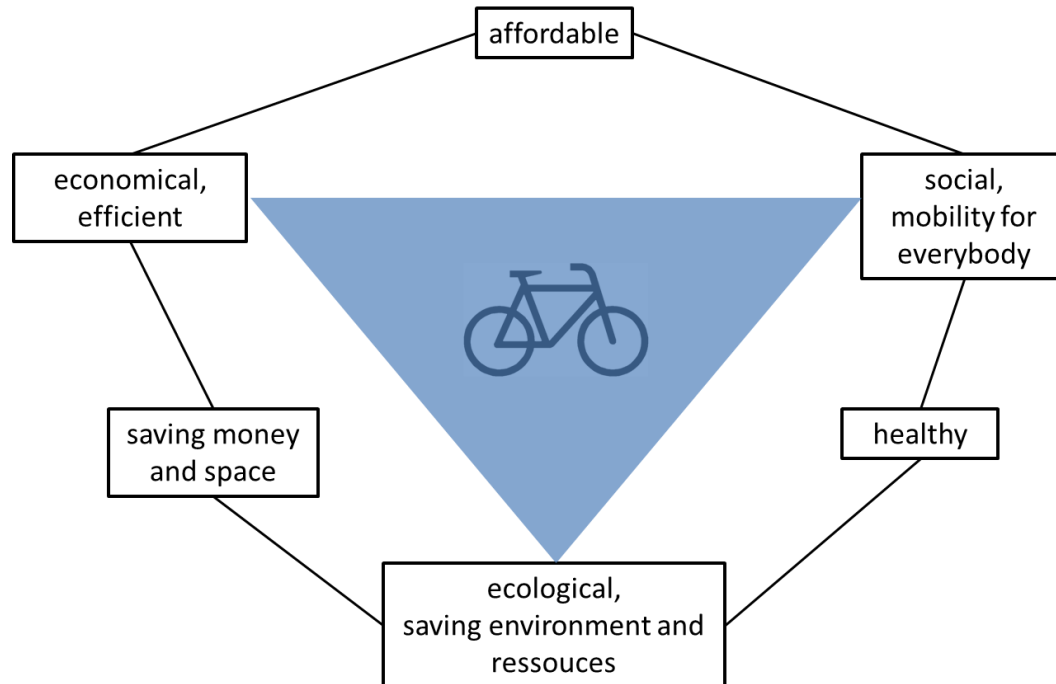


--- Population in Innsbruck
 — Injured cyclists
 --- Trend of the injured cyclists

Interpretation of data from Kuratorium für Verkehrssicherheit and the city of Innsbruck



Cycling as a sustainable means of transport



Referring to VCÖ-Forschungsinstitut, 2009

Conclusions

High share of 23 % of all trips made by bike is a result of:

- Short distances with under 5 km
- Overrepresentation of students in 2011
- Fine weather conditions during the survey in 2011
- Fuel price rise of 70% from 2002 – 2011
- New bridges and infrastructure for cyclists
- Changing social behaving
- Huge number of encouragements and initiatives



Keep on
cycling!

