



Encouraging Active Travel for Short Trips
to Improve Health and the Local Economy

ACTIVE ACCESS

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Local Economy

Implementations in Graz

Budapest

June 2012

Graz

Second largest city in Austria
with ca. 260.000 inhabitants

First city in Europe that introduced
30 km/h speed limit for the entire city
(except main roads)



Walking / Cycling Audit

Walking audits with the following target groups have been carried out:

Senior citizens

School children



Street reclaiming event

Actions:

- Street reclaiming
- Breakfast for passers by



Walking with the vice mayor

Actions:

- Checking problems
- Discussing solutions



Senior Citizens: Project

Actions:

- Analysis of mobility pattern
- Information meetings
- Pedelec testing actions
- Trolley testing for shopping
- Joint walks / cycle tours



Senior Citizens

- Objective:
Check if pedelecs are appropriate for elderly people
- Co-operation
Energy provider of the province
- Idea:
Test new behaviour
Fill in a mobility diary



Senior Citizens



Bike Repair Days



Health related activities

Actions:

- Prescriptions for physical activities
- Convincing weight watchers for walking (joint walks)



<input type="checkbox"/> Auto <input type="checkbox"/> Moped <input type="checkbox"/> Motorrad <input checked="" type="checkbox"/> Zu Fuß <input checked="" type="checkbox"/> Fahrrad	Rezept zum Wohlbefinden			
	1 Weg zur Arbeit	2 Spaziergang	3 Aufzug	4 Wenden
Aussteller - bitte Felder ankreuzen!				
(gültig ab Verordnung) _____ Minuten flotter Fußmarsch _____ mal pro Woche _____ Minuten Radfahren _____ mal pro Woche				
Rezeptgebühr erfüllt				
Stempel und Unterschrift des Arztes				

Information packages for newcomers

Actions:

- Design and dissemination of package to people that registered new in the borough of Andritz.



Activities for children

The First Steps Campaign

- Objective:
 - Emotional approach to raise awareness
- Target groups
 - Parents with young children
 - General public
- Co-operation
 - Newspaper
- Idea:
 - The campaign invites young families / parents, proud of their child's first attempt at walking, to record (photo, video etc.) and publish these "first steps", similar to birth announcements, in local newspapers / homepage





Many thanks

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