



FGM-AMOR. ACTIVE ACCESS ACTIVITIES IN GRAZ, AUSTRIA

Mobility pattern of senior citizens

A walking audit and survey of mobility patterns has been conducted with senior citizens in Graz. Based on the results, the following actions for senior citizens have been carried out:

- Information given on active travel to senior citizens at their regular meeting (approx. 100 participants)
- Pedelec testing for senior citizens (report available)
- Actions to transfer active mobility into the life of middle aged and senior weight watchers
- Preparation of 6 walks around the neighbourhood of Andritz -production of a walking guide booklet and test walks before the full implementation will be carried out in spring / summer / autumn 2011.

The results of the survey are currently only available in German, but an Executive Summary of the results in English will be available soon.

Welcome package for new comers

In 2011 every new member of the community within the catchment area of the borough of Andritz will receive a welcome package containing relevant local information about amenities, recreation, culture, soft mobility (PT and bicycle information) and further information about municipal centres. Also included will be a voucher for public transport & coupons for shops in the neighbourhood.

Exercise prescriptions

Doctors are being visited in Andritz and other boroughs of Graz by members of the Active Access team and encouraged to embrace the topic of walking and pass it on to their patients on a long-term basis. Doctors are being asked to prescribe to their patients regular walking (e.g. 3-4 times a week for 30 minutes) within Graz and in the surrounding areas, through the use of specially designed 'exercise prescriptions' – see attachment. Evaluation on the progress of this campaign is planned for spring 2011.

Campaign first steps

The 'First Steps' campaign will be carried out in late 2011 and 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 or on the Graz-homepage. This could also be combined with a competition.

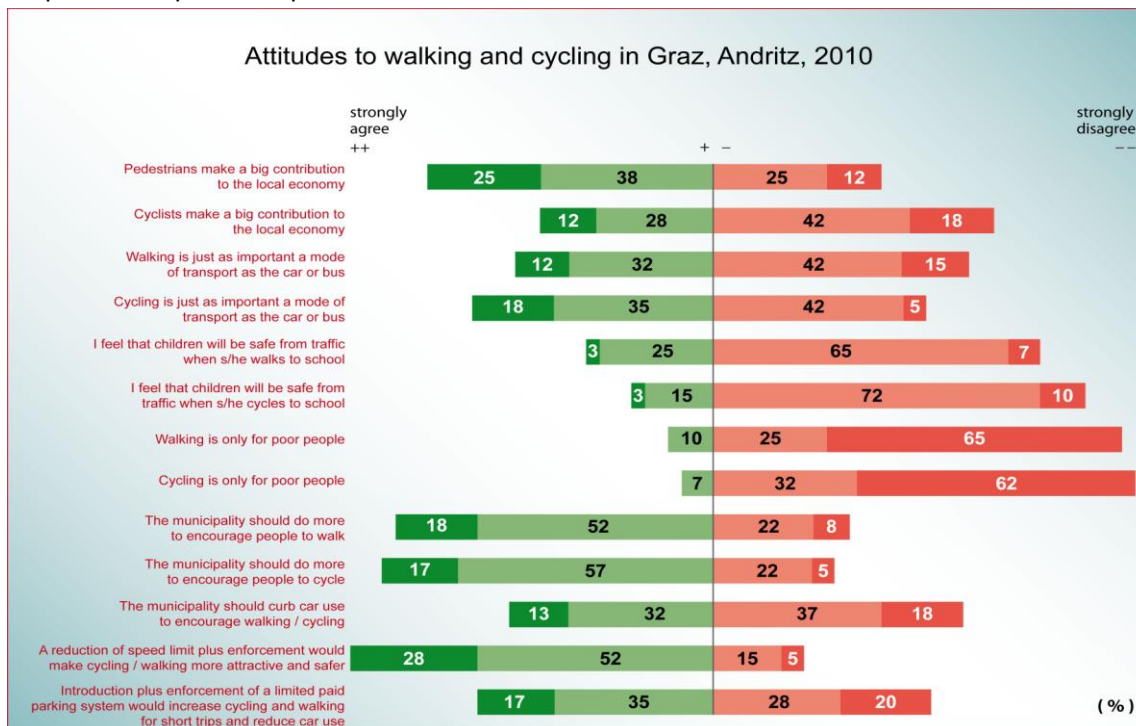
Additional activities

Several activities based on the results of the extensive walking audit are currently in implementation. These activities concern the increase of walking conditions - not only for senior citizens but for all of the cities inhabitants. A list will be published once the City of Graz has given the final OK to these measures.

BASELINE SITUATION

The baseline situation in Graz was ascertained through a total of 433 questionnaires and interviews. The key findings were as follows:

- Bicycle storage needs to be improved
- Signposting for walking should be improved
- Walking should be promoted – Year 2011 - Year of Pedestrian
- Shopping by bike should be increased by increasing the perception that cyclists make a big contribution to the local economy
- The fact that active modes to school are seen as dangerous needs to be addressed
- The number of people who think that active modes of transport are as important modes of transport as the car or public transport needs to be increased
- Acceptance for push and pull measures should be increased.



STAKEHOLDERS INVOLVED

The following stakeholders have been involved in Active Access, in Graz, to date:

Stakeholder	Role
Lisa Rücker	Vice Mayor (Green Party)
Gudrun Uranitsch	Adviser of the Vice Mayor for Mobility
Thomas Lampesberger	Adviser of the Vice Mayor for Economy and Environment
Johannes Obenaus	Politician of the Borough (Conservative Party)
Heinrich Hackl	Politician of the Borough (Social democrats)
Ruth Bartussek	Politician of the Borough (Green Party)
Othilde Enderle	Head of association of elderly people
Anna Kirchengast	Representative of the Parish
Walfred Slansek	Head of association of local economy
Martin Kroißenbrunner	Head of Transport Department
Daniela Hörzer	In charge of the project from the City of Graz
Nicole Kuss	PR Lady City of Graz
Martin Fellendorf	Technical University of Graz, Head of Institute of Road & Transport
Franz Narrenhofer	Police of the Borough

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