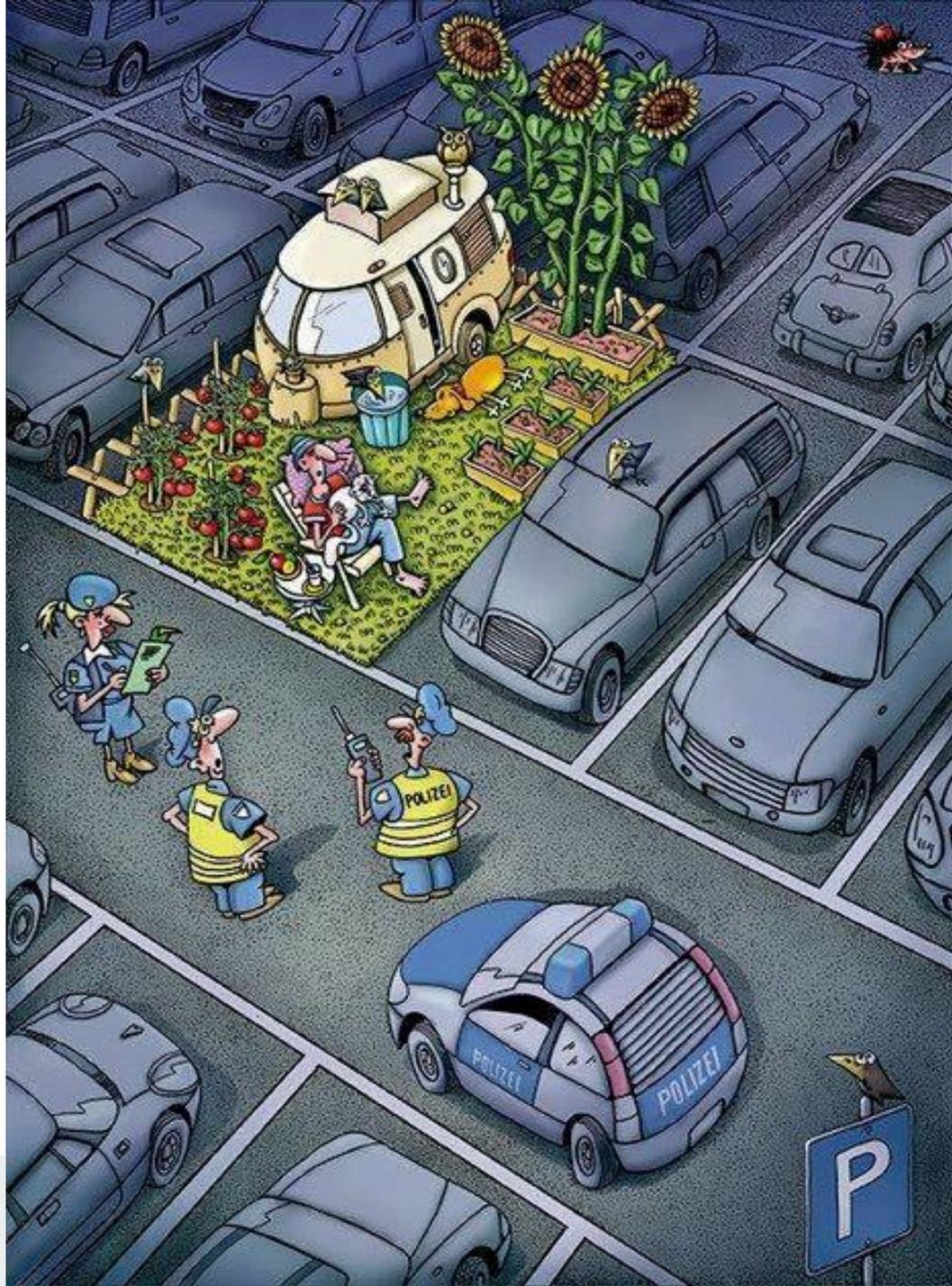




METAMORPHOSIS

Metamorphosis
*Transformation
of neighbourhoods
in a child-friendly way
to increase
the quality of life
for all citizens*

Karl Reiter
*Austrian Mobility Research
FGM - AMOR*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 723375



“

***Using SUVs in cities
is like cutting butter
with a chain saw***

Urs Muntwyler (CH)

”



We have accepted that...

- Children disappeared from streets
- > 90% of the space for stationary traffic is reserved for parked cars
- 24/7 allowance for car traffic even in front of schools
- Traffic rules for the requirements of car traffic
- That cars are a big source of danger for pedestrians and cyclists

“

*What make liveable cities
better than other cities?*

- like Vienna (AT)*
- Groningen (NL)*
 - Bolzano (IT)*
 - Freiburg (DE)*
 - Odense (DK)*
 - Ljubljana (SI)*

”

School Street Model Bolzano „Traffic-Acupuncture“

To free streets in front of the schools for 15–30 min in the morning/afternoon



“

Drivers:

- Police***
- Mayor***

Opponents

- School administration***
- Parent organization***

”



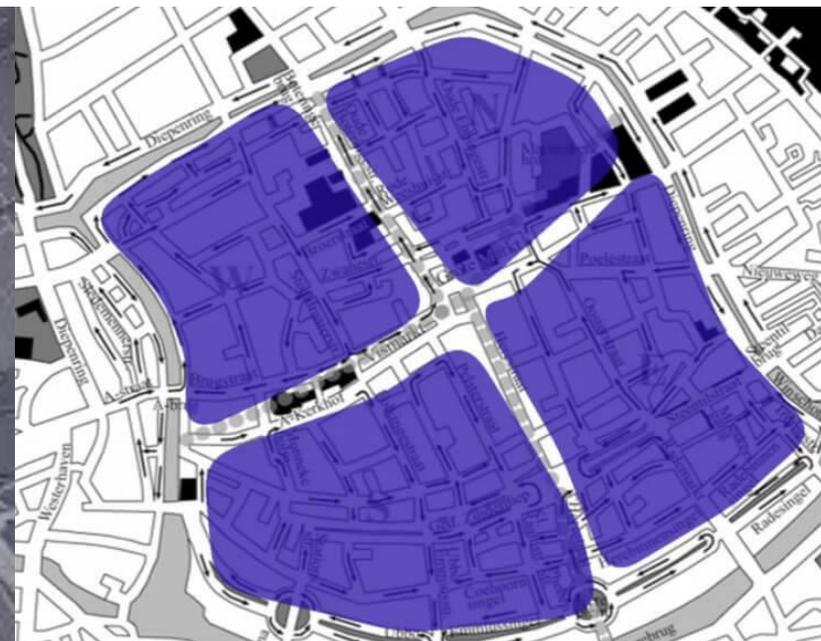
On street lesson in math's in Odense (DK)



GRONINGEN

Traffic regulation plan –simple idea big change

Lots of opposition



Priority for Bicycle traffic – save, calm, CO₂ efficient



STARRING



Klaus , Münster

3 - 4 trips
1 - 2 activities
1-1,5 h travel time



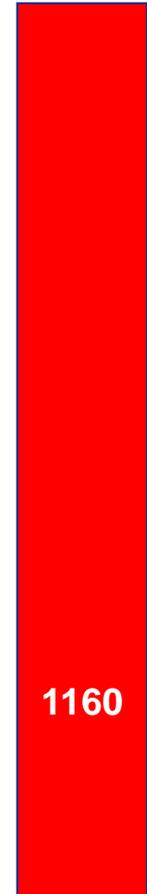
Isabella, Rennes

3 - 4 trips
1 - 2 activities
1-1,5 h travel time



Jim, Cork

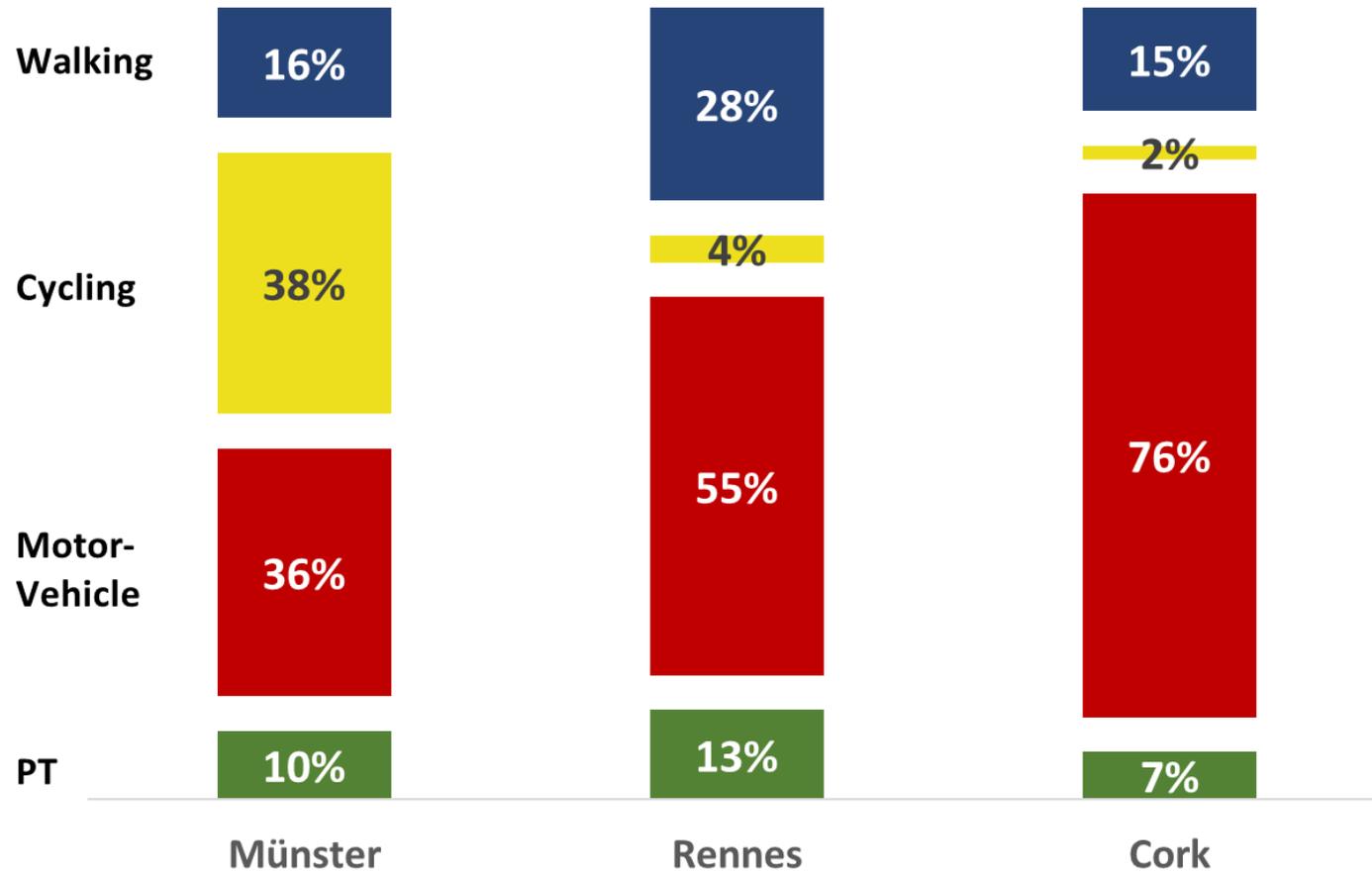
3 - 4 trips
1 - 2 activities
1-1,5 h travel time



Fuel consumption per capita and year (litre)

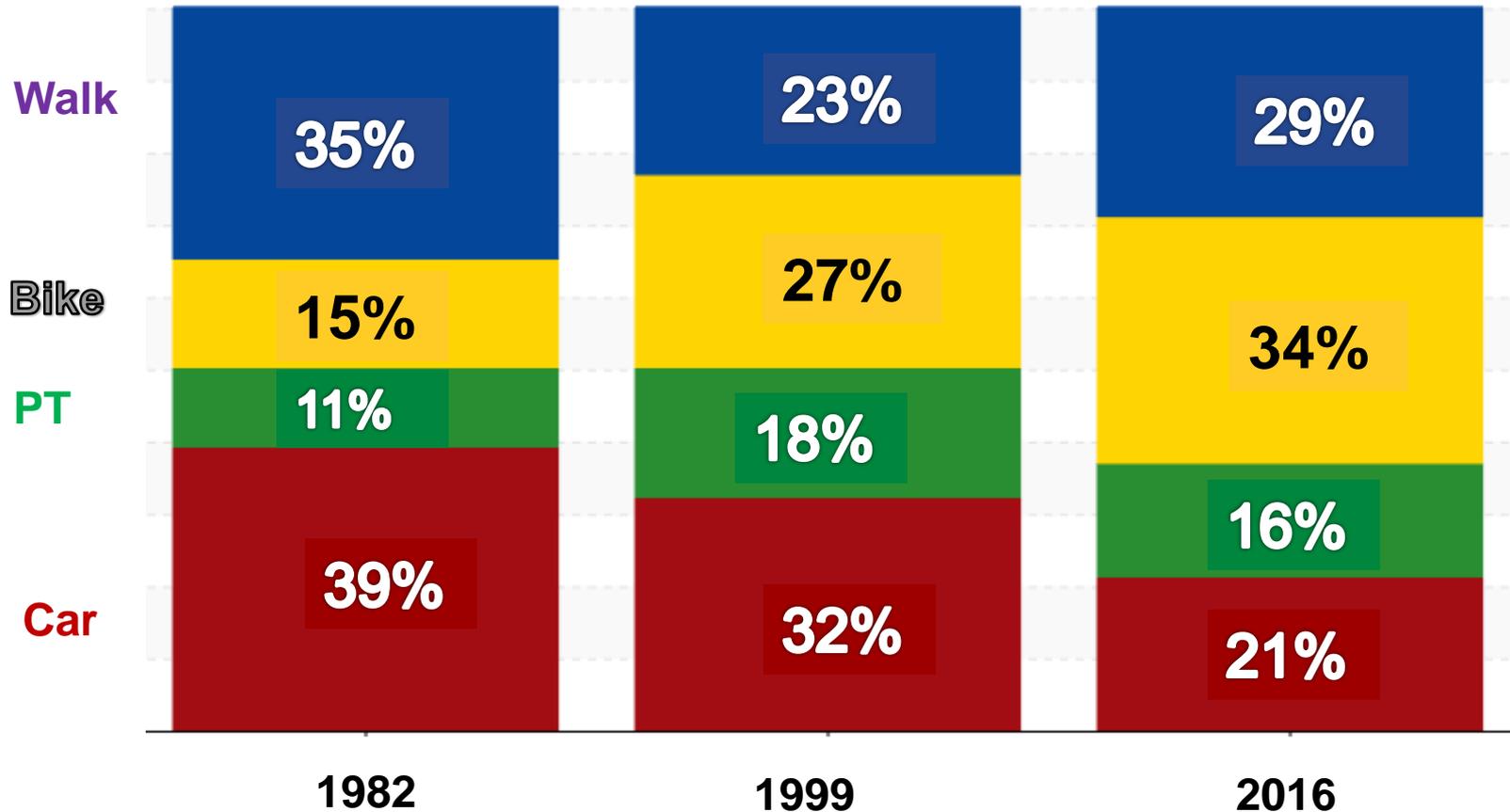
Source: FGM 2018

Transport behaviour is a product of human decisions



Change is possible!

Modal Split Freiburg im Breisgau (DE)



Source:
TEMS
Modal Split
Database



Catalogue of inspiring activities Freiburg: 199 Home Zones

Mariahilferstraße, Vienna – Encounter Zone



“

BEFORE:

Extreme opposition from political parties (Conservative, right wing) and boulevard media

AFTER Implementation:

***It worked out very well
no one could remember to be ever
against it***

”

Mariahilferstraße - today



VIENNA:

Same play – protest against cycling measures before implementation from the conservative party
We wait ...who will remember after implementation

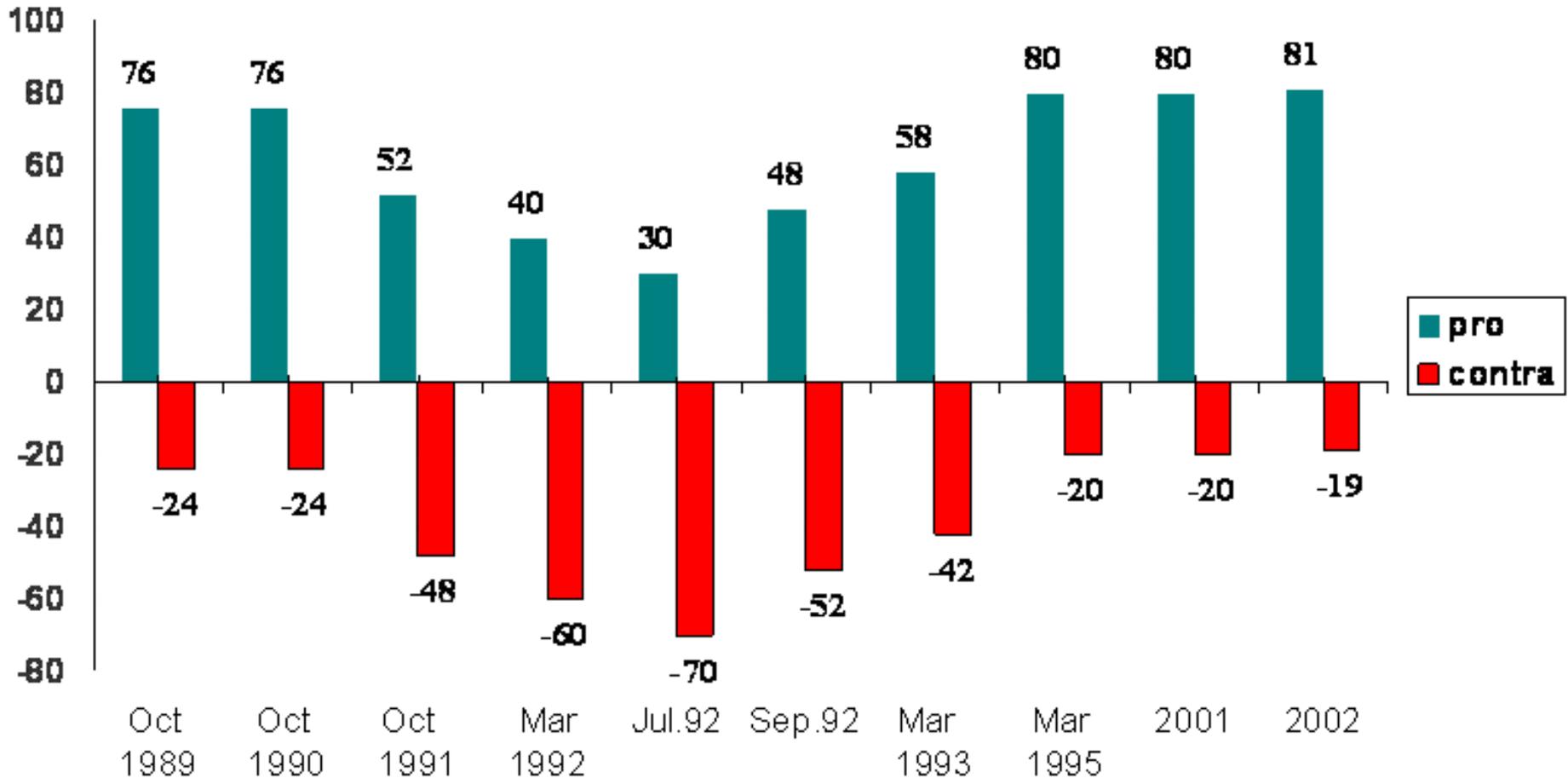


City wide speed limit of 30 km/h



Opinion of the citizens related to the measure

Time of introduction: August 1992



Graz: Contraflow cycling allowance – first in Austria

Massive media campaign against the measure

- we will see blood on the pavement
- why playing with the lives of citizens



**Ljubljana: Slovenska main traffic
corridor before - after**





On-street
Car Parking



92 %

Bus-, Tram-,
and train
stops



3 %

Benches and
street cafes



3 %

Bicycle
Parking



2 %

**BIG
potential
for
change**

Graz: 2016, Daten
Holding Graz,
Parkraumreferat Graz



Platz für **Menschen**



Reclaim streets for one day:

z.B. Car Free day

Several days and regular street openings

z.B. week of Lendwirbel, mobility week etc.

Permanente freeing from car traffic for school hours

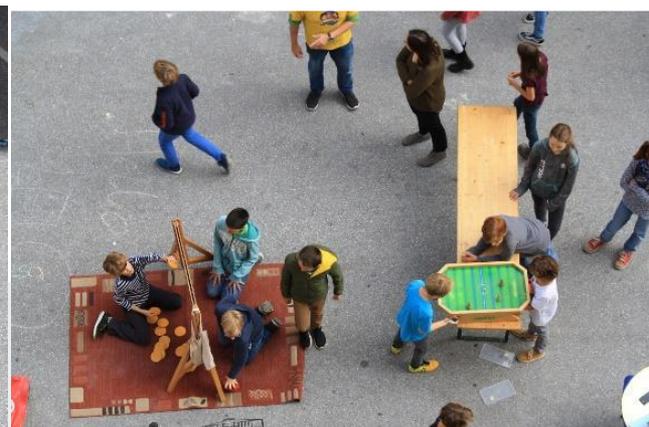
e.g. school street model odense

Integration of traffic calming in the school lessons

Integration into teaching, exercises, homework,

Inspire activities in residential areas near schools

Street parties, Awareness raising for home zones







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METAMORPHOSIS

**Thank
you!**



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EUROPEAN UNION



METAMORPHOSIS



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Duration 3 years (until end of May 2020), 12 Partners, 3,4 M€

Call: «New ways of supporting development and implementation of neighbourhood-level and urban-district-level transport innovations»

Implementing Cities

Munich (DE)

Zürich (ZH)

Southampton (UK)

Graz (AT)

Tilburg (NL)

Alba Julia (RO)

Meran (IT)

Workpackages, and responsible partners

Management FGM-AMOR (AT)

User Involvement and Analysis - SOTON (UK)

Innovative Concepts FGM-AMOR

Implementation Trials – SYNERGO Zürich (CH)

Capacity Building - Buas (NL)

Monitoring & Evaluation

Technische Universität Dresden (DE)

Communication & Dissemination

Ökoinstitut Südtirol (IT)

Ethics requirement - FGM-AMOR

