

TRAINING EXERCISE ASPERN

Please read the material on this and the next page carefully. They form the basis for solving the assignments on the third page.

Aspern is a new development at the edge of the city of Vienna, about 14km from the centre. The winner of a European wide contest made a Master Plan for this new city district, which will have about 20.000 inhabitants and companies and institutions offering about 20.000 jobs.

Vienna is a large and fast growing city (1% per year) with a population of about 1.9 million. The modal split is very good, 27% of trips are made on foot, 7% by bicycle, 39% by public transport and only 27% by car. However, in peripheral regions of the city like in the districts around Aspern, the share of the car is normally higher than 50% - due to - in comparison to the more central parts of Vienna - less density, less excellent PT service and on average larger distances to shops, schools, workplaces and the city centre.

The city centre has a large number of so-called blue zones - where parking costs 1,50 Euro/hour. Local residents can get special parking permits in these blue zones that cost 420 Euro/year.

PT has grown from 35% to 39% in the last 10 years. The local public transport company Wiener Linien operates trams, busses, and a world class metro. It will build a new metro line to Aspern (supported by a almost 100% subsidy from city and state) that will be ready when the first residents arrive. There are plans to also operate several bus lines and build and operate a tram line, however, it is not yet clear when this lines will start, as it is uneconomical to operate these lines when there are hardly any customers.

In Vienna, car driving has gone down from 34% to 27% in the last 10 years. There are several carsharing companies in the city - Car2Go, DriveNow operate floating carsharing services, and Flinkster operates a station based carsahring service. There are no stations yet in Aspern and the operating areas of Car2Go and DriveNow do not extend to Aspern.

The modal share of bicycling in the city has risen from about 4% to 7% in the last ten years, and Bicycle parking has become a scarce resource. Recently, bicycle theft is on the rise. Most of the cycling happens in the city centre. There is a station-based bikesharing system with about 150 stations and 3000 bicycles, but they are all in the city centre.

On the next page there are extracts from some fictitious interviews with various stakeholders. For each of the interviewees note their needs and, where appropriate, their existing travel behaviour.



Gertrude Anders, architect

Finally a chance to design really great but affordable housing. But why are there so many rules?



Georg Pichler, planner

We must build the city of the future, where almost everybody will be walking, cycling or take public transport. All cars will be shared. The Master Plan is pretty old fashioned: much too much space for cars!



Maria Berger, resident in neighbour district

It was nice and quiet here, but now they started constructing. It will go on for 20 years! It will be horrible. Well, at least we get the metro now, but the station is far from where I live, I hear.



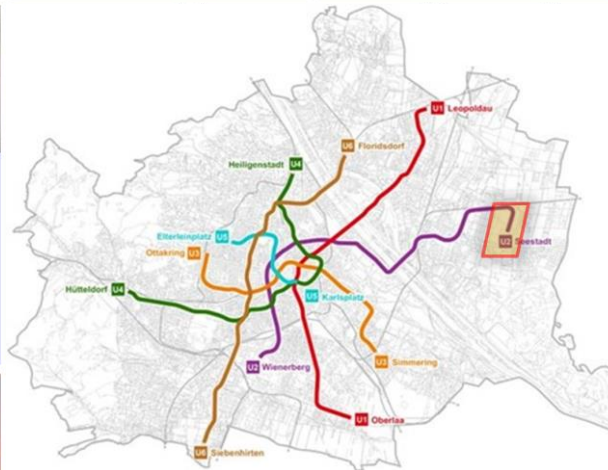
August Kogler, PT operator

They want us to operate a bus right from the start. Fine. But there are almost no customers yet. We can offer a basic service, but not for evenings or weekends. Anyway, our deficit must be financed.



Erwin Pusch, future resident

I'm looking forward to finally get an apartment for a reasonable price. So far, I lived without a car. But I think I will buy one when I'm there – no more problems with parking out there!



Birgit Bacher, real estate agent

Wow, Aspern will be big business. But I've heard they want to strictly limit parking. Idiotic. We're not in the city centre! Out there everybody needs a car! You can't sell a place without parking space!



Andrea Herzog, future resident

I'm lucky, my company will move to Aspern, and I will move with them and get a nice apartment. Wonder if I can maintain my car-free lifestyle, I've heard they want to make this an ecological showcase...



Hermann Groß, future worker

Unfortunately, my company will move out to Aspern in two years – to the other side of the city! My today convenient commute by car will be hell... But they're building a metro...



Dr. Peter Müller, chamber of commerce

There is no room for shopping centres in the Master Plan. Well, then they can't expect business to move there. You need parking space to do business. People need it for transport.



Franz Huber, developer

Well, it might be interesting to build some experimental affordable housing that have much less parking. But will I get support from the city to find enough tenants? What extra services will be offered?



Werner Hofer, city traffic council

If people will do everything by car in Aspern, it will be a desaster. The aim should be that all new residents coming to Vienna should do most of their trips without a car. Only then can we prevent a collapse of our traffic system.



Paul Gutmann, pensioner

My daughter is moving there and suggested I should reserve a place in a home for retired people there. I wonder if that's a good idea. Probably I will have to give up my car as well... and then what?



Otto Schöngest, taxi operator

I wonder if they spare any thought about taxis? We have a costly transition to electric cars but offer excellent service – especially where public transport has limits – in the evening, in the periphery.



Josef Maier, teacher

It will be interesting to teach in the new school. Sort of as a pioneer. I wonder how pupils will come to school... on foot? By bike? Or brought by car... Wonder if there will also be pupils from the neighbouring districts...

Tasks

Role playing

You will each be assigned a role – use your creativity and the clues from the two information sheets to define what your point of view is and what your demands and expectations towards the development and the various other stakeholders are.

Based on this role you should provide arguments from your position and write the demands and arguments on a flip chart.

You then have 5 minutes for a short presentation and to defend your position against the arguments from your colleagues, who represent other stakeholders. Of course you are free to also find creative joint solutions – after all the other stakeholders are not necessarily opponents, they can also be partners.

Main suggested roles to be staffed are:

- The transport politicians from the city council
- The chamber of commerce
- Representatives from the real estate companies developing the area
- An association of future residents
- A representative from the public transport company

Depending on the interests from the trainees, size of the group and time available for the exercise, other roles to be staffed can be

- The local city development company installed by the city
- A representative from the neighbourhood association in the neighbouring district
- A representative of an automobile club
- A member of a lobby organisation for cycling

Discussion

Discuss/describe the role of the acting persons and their demands/supplies to solve the problem.