

Vienna Memorandum of Mayors' Cycling Summit

Hosted by the City of Vienna

For the promotion of smart and intelligent cities, good places for people to live in – especially families and children – we, the Mayors and Vice Mayors hereby sign the Vienna Cycling Summit Memorandum that calls for actions to promote inspiration, participation and interaction of citizens of all ages and walks of life in issues of sustainable urban development. Our aim is to meet common urban trends such as individualisation, digitalization, increasing diversity, new lifestyles as well as public health, climate protection and energy efficiency. One related key feature in our cities therefore is intermodal mobility and cycling as a rediscovered mobility culture.

Cycling is the most environmentally friendly mode of urban transport

- Cycling (as is walking) is a zero-emission mode of transport and creates no air or noise pollution.
- Cycling is the most energy-efficient way of locomotion and is entirely human-powered.
- Cycling is a resilient as well as robust mode of transport and is greatly independent of fossil fuel supply.
- Cycling creates new opportunities for public space
- Cyclists use urban space most productively, both while moving and parking.
- More cycling can reduce traffic congestion leading to a more efficient use of public space.
- Cycling encourages people to interact with each other while moving through the city, as it allows for social encounters that are prevented by the enclosure of a car.

A smart city is a cycling city

- Cycling, in an intermodal combination with public transport, is a sustainable and very equitable way to meet people's mobility needs.
- Cycling is an effective form of urban mobility allowing direct door-to-door ways using time in the most efficient way. For distances below 4 km – which most inner-urban rides are – cycling is the fastest mode of transport.
- The potential of bicycles for transporting goods within cities and towns is high but often underestimated.
- Allocating more urban space to cyclists does support the concept of short ways and close neighbourhoods.
- Cycling is one of the easiest ways to exercise
- More cycling improves people's physical and mental health. Therefore cyclists save societal costs on each kilometre they are riding.
- Cycling to work and school contributes to healthier adults and children due to daily exercise.

Investment in cycling infrastructure pays off

- Safe and comfortable cycling infrastructure enables young and elderly people to be mobile by using a healthy and environmentally friendly mode of transport.
- Cycling comes at much lower costs to society than individual motorized transport, largely due to reduced costs for healthcare and externalized factors such as pollution, noise and congestion.
- Integral cost calculations - including the health, environmental, social and economic costs and benefits - show a high return on investment (ROI) for cycling infrastructure

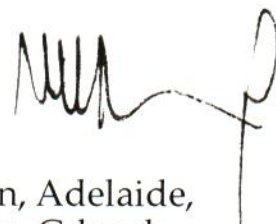
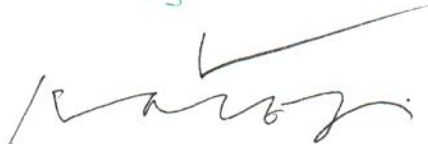
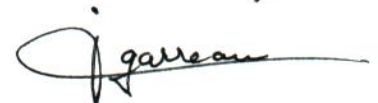
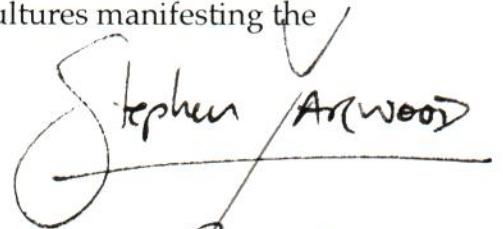
Investment in cycling awareness pays off

- Investing in awareness campaigns for the advantages of cycling is beneficial for society by promoting all of the above qualities.
- Encouraging families to cycle and thereby raising children with positive experiences of cycling will have long-lasting effects towards sustainable urban mobility and a healthy society.
- A city's administration responsive to the concerns of cyclists provides public services to support the everyday use of bicycles. Such an administrative support can successfully increase the share of cycling.

Nowadays many citizens, especially young adults, are moving away from car-oriented transport towards the concept of 'cities for people' by choosing to walk, cycle and using public transportation. We as Mayors and Vice Mayors commit ourselves to encourage sustainable mobility in our local communities. We set ourselves these goals:

- Include cycling in our sustainable transport policies and strategies
- Increase the share of cycling until the year 2025
- Extend cycling infrastructure in the city to make cycling safer for cyclists of any type or age
- aiming at lowering speed limits, preferably to a level of 30 kph for urban and residential areas making the streets liveable
- Provide bicycle parking spaces in the city to encourage people to cycle
- Support seamless transport and intermodal mobility
- Improve and promote the use of e-bike
- Encourage house owners to provide safe, clean and comfortable bike storage
- Cooperate closely with cycling advocacy, promotion organizations and other citizens to encourage cycling and urban cycling policies
- Raise public awareness towards the benefits of cycling in the city
- Set up projects promoting everyday cycling to school, work and for shopping
- Promote cycling among children to raise the share of cyclists in the future

Velo-city 2013 Vienna acts as a catalyst for implementing these goals to facilitate the emergence of diverse urban cycling cultures manifesting the sound of cycling in our cities.



Vienna, Bratislava, Ljubljana, Copenhagen, Adelaide,
Gothenburg, Stockholm, Munich, Nantes, Gdansk,
Budapest, Basel, Villach, Pescara, Bregenz, Luxembourg
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VELO-CITY 2013
THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11 - 14

