



Number of inhabitants:

	SALZBURG CITY	HINTERLAND	TOTAL
2010	147.571	141.552	289.123

Development trend:

	SALZBURG CITY	HINTERLAND	TOTAL
2050	161.589	157.923	319.512

Area of the pilot sites:

SALZBURG CITY	HINTERLAND	TOTAL
65 km ²	1.005 km ²	1.070 km²



Structure:

> 100.000 inhabitants	1 centre (Salzburg city)
5.000 – 15.000 inhabitants	9 municipalities
< 5.000 inhabitants	28 municipalities

Main challenges:

- The decentralized settlement development causes an increase in automobile use.
- The growing number of commuters.
- Public transport is becoming very slow.

Main potentials:

- The implementation of concentration- and densification strategies in the recent past.
- Good accessibility of the transport axes.
- Discussed new lines and planned extensions, cross-border connections and shorter departure intervals in regards to Public Transport.

Tools implemented in the Salzburg Pilot Region:

- 1 The MORECO calculation Tool for Settlement Assessment – the prototype was implemented in the district of the areas surrounding Salzburg.
- 2 The MORECO calculation Tool for Households – a Web-version was implemented in the Province of Salzburg.
- 3 A Policymaker tool (collection of PowerPoint slides referred to as the slide pool) – was developed by the SIR (Salzburg Institute for spatial planning and housing) and used for information and discussions in lectures as well as political- and expert meetings.
- 4 Personal counselling is provided in the housing subsidy counselling service of the SIR (Salzburg Institute for spatial planning and housing) and supported by a new information brochure: "My own four walls".



Needs and expectations expressed by the territory regarding the MORECO tools

The main expectation and target in the pilot sites was the imparting of knowledge for responsible and self-reliant action and good decision making. Transparency of mobility and housing costs was the key-element. The Administrative units requested a tool to compare different settlement areas objectively according to their respective sustainability and resilience.

Private house-hunters wanted to obtain insights on individual future costs by means of a quick and simple online-questionnaire.

Both these points were interesting for political decision makers as it formed the practical basis for the visual MORECO-slide-pool which offers a wide range of information and arguments for smart housing and mobility planning.

MORECO approach to present the tools and stir up the interest of local stakeholders

The prospect of cost transparency and new web-tools was a perfect driving force for stakeholder interest. This enabled us to involve them into 30 stakeholder workshops, meetings, lessons and conferences. Thus we achieved a cross-sector mix of participants ranging from spatial planners, mobility planning experts, transport operators, mayors and local politicians as well as representatives from social housing companies, the housing construction sector, the housing subsidy-department, planning associations etc. In autumn 2013 the final web versions of the MORECO-tools were presented at a press conference and attracted a strong Austria-wide interest.

Evolution of the local situation, regarding the first expectations

The MORECO Tool for Settlement Assessment is concretely used not only in the spatial planning

department of the Province of Salzburg, but also by external planning consultants of municipalities and housing companies.

The MORECO-household-calculator and the derived web-GIS-data (locations of supply facilities, leisure facilities, schools, bus and train stops, medical doctors, pharmacies etc.) are implemented permanently and are available on the internet to anyone for free. Personal counselling on the MORECO-topics is implemented in the housing subsidy counselling service of the SIR (Salzburg Institute for spatial planning and housing) and supported by a new information brochure: "My own four walls".

The impacts of MORECO project

Since the tools are very new it is difficult to assess if they have already improved the local situation. By calculating the number of online visits to the MORECO tools website, the number of users accessing these tools was found to be quite satisfying. Of the 5000 consultations given per year by the SIR (Salzburg Institute for spatial planning and housing), approximately 10 % are MORECO-relevant. In the final project-phase a utility analysis was done in cooperation with experts of the psychology department of the University of Salzburg. They evaluated the MORECO tools in order to propose possible improvements and revealed potential problems.

The integrated and multidisciplinary approach

Definitely! Since the MORECO tools involved a broad range of stakeholders and included knowledge and experience from several experts and other project members, the Project definitely presented an integrated multidisciplinary approach.