

A portrait of Elli Mayr, a woman with blonde hair and blue eyes, smiling. She is wearing a red shirt. The background is a blurred cityscape.

SPÖ

English

Elli Mayr

mutig
für Innsbruck

Housing

4-7

Living

8-9

Future

10-11

Elli Mayr

12-13

Team

14-17



**Innsbruck will elect both a new mayor
and a new municipal council on 14 April 2024.**

All Austrians and EU citizens who have their primary residence in Innsbruck on 16 January 2024 are eligible to vote.

This is a crucial election that affects us all and will have a major impact on how our city is shaped in the coming years. The key issues are housing, living and education.

**No matter who you vote for: Cast your vote and
don't leave the decision to others!**

On 14 April 2024 at your polling station or beforehand via postal vote. You can apply for a postal vote today at the Rathaus (city hall). Your vote must be received there by 12 April 2024.



Dear Innsbruck residents!

It's true: Innsbruck is a truly gorgeous city, rich in quality of life and surrounded by nature. It boasts incomparable locations, places and views.

We are a city of education, culture, sport, internationality and diversity. But one thing Innsbruck could do with is some courage. Courage not to allow our quality of life to be taken away. Not to mention the courage to act solely in the interests of Innsbruck residents, especially when it comes to housing. The fact that young people and families have to move away because they can no longer afford Innsbruck is unacceptable. Or that older people have to tighten their belts more and more so that they can somehow make ends meet.

We need decisive action to ensure that we have access to good programmes for children's education, healthcare and transport. In all these areas, we currently lack staff. And yet these are precisely the key areas required to ensure high quality of life for all. These are areas in which we want to heavily invest. We need to look after the city of Innsbruck together so that the next generation can also enjoy a great quality of life and coexistence in our city.

**Join us in being
courageous for Innsbruck!**


ELLI MAYR

Housing

is in our own hands.

Innsbruck is the most expensive place to live in Austria. Over and over again, politicians have catered to the interests of investors in zoning projects. It's time to put an end to this!

We will no longer allow investors to do as they please. We are taking matters into our own hands. We, the City of Innsbruck, together with the non-profit organisations and our municipal subsidiaries, are building precisely the kind of housing that local people can afford and so urgently need: subsidised, affordable city apartments in all parts of the city, including Igls and Hungerburg. These should be climate-friendly, accessible, energy-efficient and have low operating costs. With this in mind, we intend to launch a major renovation and remodelling campaign for the city's housing portfolio. However, in those areas where we are unable to build subsidised housing because the land prices are in excess of the legally defined maximum rate, we want to take action as well: by competing with private property developers who view apartments as a form of capital investment and instead acquiring the land ourselves. Those apartments that we are either able to build in this way or allocate for municipal use will

be provided to Innsbruck families at cost-covering conditions and without any profit motive.

We are committed to socially fair, transparent and standardised allocation guidelines for city apartments that also benefit the middle class.

Our ultimate goal is to acquire as many plots of land and properties as possible for the city and to secure them for generations to come for the benefit of the general public.

Nevertheless, our concept for urban development goes beyond the construction of municipal apartments, assisted living units and the like; we also want to secure areas for social infrastructure: parks, green spaces, meeting places for young and old, neighbourhood centres, educational facilities, local service providers, doctors' offices, spaces for diverse clubs and associations, and much more. No investor will make this vision a reality. We have to take matters into our own hands.

7,700 apartments in Innsbruck are empty

€25 or more is the cost per m² for an apartment in Innsbruck

100% of Innsbruck's emergency shelters are at full capacity



The key question is: How do we as a city acquire land and residential space? Our answer: By pulling out all the stops!

Introduce the 75% rule: Whenever the city converts available private land into building land, 75% of the total area must be sold to the city – at favourable housing-subsidy conditions! It will then be possible to build affordable apartments or social infrastructure here! If the land is classified as building land, but the city facilitates additional usable space through the development plan, 75% of this must also be sold to the city at favourable housing subsidy conditions. These residential units will be rented out to Innsbruck families at cost-covering conditions.

Designate areas reserved for subsidised housing: This will secure the land for the general public and the future.

Declare a housing shortage: This will allow the city to enter into purchase agreements for private properties, and we can acquire and secure them for the general public.

We will change the rules of the game and put a stop to real estate speculation in Innsbruck.

ELLI MAYR

Combat vacancies: Because apartments exist to be lived in, we will establish the vacancy rate, demand the maximum permissible vacancy tax and at the same time establish a vacancy brokerage service, so that vacant apartments, shops and office spaces can be rented out at reasonable prices.

Stop illegal short-term rentals with the "Airbnb Taskforce": This will enable us to make these spaces available again for their intended purpose: housing.

A return to fairness: Declaring war on inflation.

Families before investors

- Stop selling off our city to investors
- Dedicate 75% of all new building land for affordable housing
- Let's create an Innsbruck for our children and grandchildren

Reduce rents for the city apartments

- Increase housing subsidies
- Offer grants from non-profits and the city
- Make city apartments affordable in the long term

Innsbruck Card for Innsbruck residents and not just tourists

- Put an end to the endless bureaucracy surrounding discounts
- One card for everything: Public transport, swimming pools & recreation!

Warm meals at lunch for every child – free of charge

- Free lunches at municipal full-day schools
- Regional, seasonal, organic – The city as a client for Tyrolean farmers

Good for the climate and the bank account

- Expand funding for renovation works
- Reduce dependence on oil and gas
- Save on operating costs



Our entire **election programme** is available here!

www.ellimayr.at

How can we reduce the burden of housing costs and stop rent increases?

By further increasing rental and housing benefits: From day 1, rent & housing benefits should be available to help those who need them. In the long term, this subsidy should become superfluous due to the expansion of the urban housing supply.

Increase and expand the heating & energy cost subsidy: We want to increase subsidies and broaden eligibility requirements so that more

households receive support.

Stopping rent increases in city apartments: We want to sustainably curb rents by means of subsidies from the city and non-profit property developers as well as by increasing housing subsidies from the state so that interest rate increases are not passed along to tenants.

Boldly addressing opportunities for urban development:

"Innsbruck on the Inn": A worthy concept finally worth realising. Rather than unnecessary fencing along the promenade, we want to improve quality of life in the immediate vicinity of the river. This should include both the Marktplatz square and the area east of the Sanatorium Kettenbrücke private hospital. We also want to check the feasibility of a second, smaller branch of the Sill river through the city centre.

Space for culture and events: We want to make use of potential areas such as St. Bartlmä to create a future cultural district.

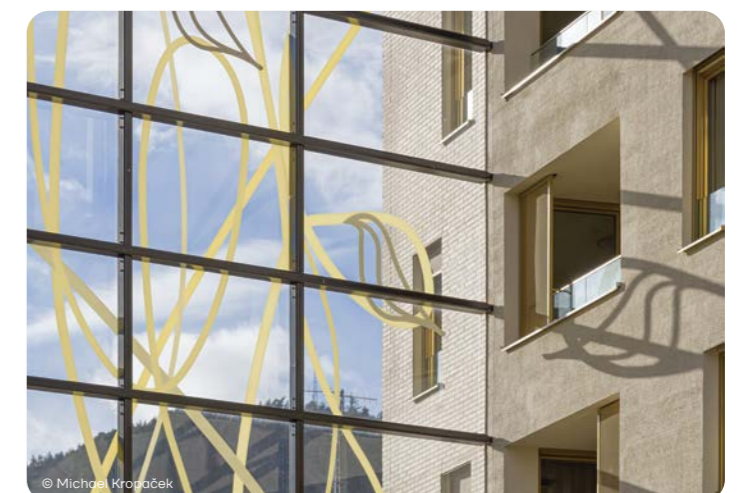
The preservation of inner courtyards and green spaces in residential areas: Based on the urban climate analysis, new green spaces will be created through greenification. The goal is 500 additional trees in the heart of the city.

More intelligent use of scarce property: The shifting of above-ground parking spaces underground. Wherever possible, the roofs should be fitted with solar panels. Wherever possible, we want to encourage building over single-storey retail spaces in a moderate yet consistent manner, e.g. for affordable apartments.

Harness the ideas of the many: Citizen involvement processes, such as those for Mariahilf-St. Nikolaus or Pradler Strasse, must not be relegated to the back burner, but should instead be implemented.

Enable true campus life: Create housing options for students and young people in training so that they can access affordable housing or shared apartments at reasonable prices. This will also reduce pressure on the private rental market.

Implement "Housing First": We want to provide housing quickly and straightforwardly so that homeless people can have a roof over their heads again and to relieve the pressure on emergency shelters.



Living together.

We want an Innsbruck that is vibrant and even greener. A city with attractive squares, parks and seating areas. Boasting cooling shade in summer, and roads cleared of snow and ice in winter. A place where people enjoy being outdoors and moving around, no matter the season or part of the city.



Only together can we shape the future: The best ideas are just good enough for our city!

ELLI MAYR

Space in the city is limited. When it comes to urban planning and transport for the future, the question is fair distribution:

How best should we utilise the limited space available, how can we design places in future so that the quality of life for everyone, even those with fewer financial resources, is maintained or even significantly improved? How can we minimise particulate matter, exhaust and noise pollution whilst also using the land that belongs to us all wisely and for the common good? How can we create usable facilities free of charge for families, the young and the elderly? How do we best create places that offer relaxation and tranquillity, but also places to celebrate and socialise? What kind of social

infrastructure is needed in the neighbourhoods – from neighbourhood meeting places to health-care? We are guided by these key questions and objectives.

Neighbourhood projects

When we redesign spaces, we want to make use of the ideas and suggestions of local residents and work together with neighbours and experts to see how and in what form they can best be implemented – just as we did with the project to redesign the Lugerplatz square and the Olympiapark in O-Dorf. When it comes to urban oases, there is still a lot of potential in Innsbruck's neighbourhoods, as the new trade fair park near the Bögen area illustrates. Together, we can succeed in redistributing public space in a new and fair way.

"For everyone from age 8 to 88"

This is the motto behind contemporary urban spatial and transport planning, as it focuses on safe and accessible movement options for all generations. A bold transport policy is essential for urban quality of life: travelling safely, on foot, by public transport and by bike – these forms of mobility must be the top priority for investment, in precisely this order. This goes hand in hand with

reducing traffic, especially in residential areas and in front of educational and leisure facilities. We, the SPÖ Innsbruck, involve local people, build consensus in favour of implementation and are mindful of the fact that there are people who are dependent on their cars or that there are businesses that need cars and delivery vans etc. for their services.

Public transport as the centrepiece

We believe that well-developed public transport is absolutely at the heart of urban mobility and we want to further strengthen it: with attractive schedules and timetables, every day, at all times of the day, with differentiated fares. Not to mention favourable working conditions for staff!

Fair distribution of space in the city

-  **Trees not concrete:** Creating non-commercial green oases
-  **More living space for young and old:** revitalizing our urban districts
-  **Safe walking and cycling:** A bold investment in expansion
-  **Less is more:** Reduce traffic, especially in residential areas
-  **Reliable transportation from A to B:** Expanding public transport.
-  **Free public toilets in highly frequented places**

1 indoor playground for children to let off steam in bad weather

20 additional community nurses for support in the city districts

500 new trees to provide improved air quality and cooling in city



Future

for all.

We firmly believe that education is the key to leading a successful life, right from the start. Promoting language, awakening curiosity, conveying the joy of movement, creativity and health, understanding learning as discovery and experience, as creating understanding and togetherness, where we foster talents and offer help to those who need support.

We therefore strive to continue investing heavily in the range of children's educational facilities to ensure that all children have access to high-quality facilities close to home. Our goal is to ensure all-day, year-round and free education.

To achieve this legal entitlement, we want to provide all the necessary space and personnel as quickly as possible. To this end, new children's education facilities must be included in the planning of all major construction projects. But space is not enough, we need more teachers and assistants and therefore want to invest heavily in offering optimum working conditions: through training and further education, the use of multi-professional teams, support with administrative tasks, better pay and grants for in-service training.

We want to build on the success of the education campus projects in the city's districts and make our schools the most attractive places in Innsbruck. We want our schools to be climate-friendly, accessible, with sufficient space for high-quality all-day schooling. They should feature space for movement, creative work, boast free, healthy lunches for all children and have attractive open spaces where children can relax

and let off steam together, not to mention outdoor lessons.

We want to bolster our city secondary schools and are fully in favour of becoming a model region for joint schools for all children aged 6 to 14. Rather than the burdensome pressure of grades, expensive extra tuition and the fear of failure from the third year of primary school, we want all children to enjoy learning, even after the first grade. We want to enable all children to learn together and receive individually tailored support, regardless of their family background. After all, this is the greatest gift to us all, to our society and to our future.

More staff and space for education

❌ Implement a legal entitlement: 400 spots for daycares and kindergartens

❌ Introduce healthy, free lunches for full-day schools

❌ Create optimal working conditions, because rooms don't look after children!

❌ Spotlight secondary schools: promote priorities from sport to technology

❌ Enable inclusion and language support right from the start

❌ Education in one place: Continue campus projects in the city districts

**Learning together,
individually tailored support.**

ELLI MAYR

ELLI Mayr

Mayoral candidate for Innsbruck

My name is Elli Mayr and I intend to become the mayor of our beautiful city – the mayor of Innsbruck.

I grew up with my parents and my two older brothers in Pradl in the 1980s. This was a formative time in my life, not least because we had to move out of Innsbruck as a family because our apartment became too small for the five of us and we could no longer afford to live there. Although we made Terfens our home, we always remained "Innsbruckers" at heart. As soon as I was able to decide for myself, I returned to Innsbruck, to "my" city, to our city. Our city is close to my heart.

This is yet another reason why I knew that I wanted to return here after my studies in Innsbruck, Bamberg, and several years in Luxembourg and Göttingen – not only to live here, but also and above all to help shape Innsbruck as a woman. That's why I went into politics.

For me, politics was never just an end in itself, but always the best way to get involved and improve people's lives in a very concrete way. And that's what I have done, first in university politics, then in my professional life and finally, since 2018, in city politics as a city councillor in charge of education, childcare, sport, women's issues, integration and the agenda of the Disability Advisory Council.

I have experienced and learned a lot during this time. In particular, that in politics you can



always achieve a lot if you bring together the right people, build bridges and look for joint solutions.

That is my approach and my style. That's my way of doing politics. Together, to tackle the major challenges. Together, for the best solutions. Together, so that everyone feels at home in Innsbruck and enjoys living here.

I believe that we need more of exactly this kind of politics – much more. We need more collaboration to end the housing shortage. We need more collaboration to make living well in our city affordable again. We need more collaboration, for intelligent and bold transport solutions and to make our city even more liveable for young and old. We need more collaboration for true accessibility. And above all, we need more collaboration to ensure that every child in our city has the same opportunities for the future.

I know that we can do this as a community and as a city. That we must not be afraid of the future, but must look to the future with courage and confidence.

This is what I stand for, and this is what I intend to do. As a force that shapes Innsbruck – as a politician, as a bridge builder, as a visionary, as a woman. As mayor of our Innsbruck.

Not for myself, but because I am convinced that this is exactly what's best for our city. And because I know that we need this new kind of politics and collaboration to move our city forward and shape it for the benefit of everyone.

To be able to do just this, I ask for your vote. On 14 April 2024, cast your vote for me as mayor and for our team in the municipal council elections.

**Every vote counts.
It's about your city.**

Yours sincerely,
Elli Mayr

You can follow me here:

 Elli Mayr

 @ellinnsbruck

 @ellinnsbruck

 @ElliMayrIBK

Team for Innsbruck.

Innsbruck is an open and diverse city. Our team stands for exactly this Innsbruck. For an Innsbruck in which everyone feels comfortable and which looks to the future with courage and self-confidence. We want to shape our city in the coming years. Not for us, but for the people who live, work, study and spend their free time in this unique city. We are your team for Innsbruck.

2



BENJAMIN PLACH
Lawyer and Local Councillor

3



NICOLE HEINLEIN
Educator

6



MARIO DALLASERRA
Entrepreneur

7



HELENA SACHERS
Press spokesperson

8



MARTIN KUPRIAN
Financial Judge

9



DANIJELA RAČIĆ
Equality Ombudsperson

4



DOMINIK PITTRACHER
TIWAG Works Council Chairman

5



DANIELA HACKL
Student

10



DENNIS MIMM
Trade Union Secretary

We don't want to do everything differently, but we do want to it a lot better.

TEAM SPÖ INNSBRUCK



IVANA VLAHUŠIĆ
Social Worker



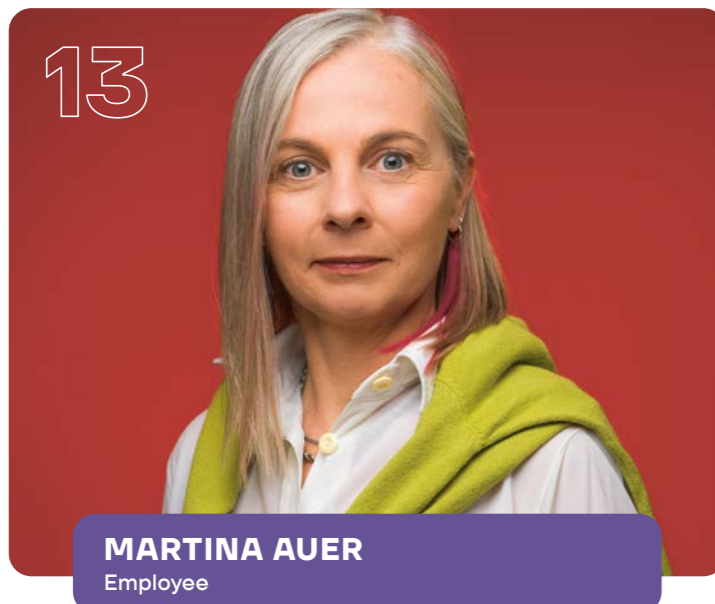
OLIVER RANISAVLJEVIĆ
ÖBB Works Council Chairman



SABINE FAUSTER
Employee



PASCAL HASS-SCHÖNBERGER
Employee



MARTINA AUER
Employee



WOLFGANG GRÜNZWEIG
City Library Staffmember



SELMA YILDIRIM
Member of Parliament



STEFAN GASSER
SPÖ Innsbruck District Manager



CLAUDIA WALLNER
Teacher



SALIH SUNAR
Lawyer



More information
about our candidates and
their ideas is available
online!

www.ellimayr.at

© Michael Kropaček

Invitation

at the start of the election campaign

**2 March, from 2 pm
Maria-Theresien-Straße
(Annasäule)**

**featuring
Andi Babler**

We look forward to seeing you!

Take part today!

Would you like to have a say? Are you keen to help shape Innsbruck for everyone? Would you like to support Elli Mayr as Mayor of Innsbruck? Get in touch with us and become part of a movement that is boldly shaping our city – today and in the future.

You can find all the information you need to take part as well as our contact details by visiting:

www.ellimayr.at

 **Vote SPÖ on 14 April!**

 **Vote for Elli Mayr on 14 April!**



**Our election information is
available in several languages!**

www.ellimayr.at

bold ideas

at a glance:

A stop to real-estate speculation

A paradise for investors no more As a city, we want to build on 75% of the new building land ourselves – so that we can afford to live here.

Urban development only works together

We want to actively involve residents and neighbourhoods in order to implement the best ideas for our city: in the design of spaces, parks and streets.

Let's boldly invest in our future

We want to implement the legal entitlement to child education and childcare – including a healthy, free lunch for full-day schools.

Because children are our future!

Priority for public transport

Expansion of the public transport network and safeguarding good service through better pay for IVB drivers.

Schools as the most amazing places in our city

Our tax money should flow into educational institutions and social infrastructure instead of being wasted on prestige projects.

Health and healthcare for all parts of the city

We all benefit from better working conditions. We want to expand treatment at doctor's practices that treat state-insured patients.

More space for the young and young at heart

We want non-commercial free-spaces throughout the city, both indoors and outdoors. The city belongs to all of us!



More info about our
entire election programme
is available here!

www.ellimayr.at