

CYCLING

IMPLEMENTATION BOOK



IMPRINT

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INTRODUCTION

CYCLING IMPROVES THE CITY

Cyclists need only small space and manage to reach nearly all destinations. Cycling makes traffic and public transport more flexible and individual. Integrating cycling into the multimodal transport system of a city is a win-win-situation for everybody. Cyclists are ever-present in the streets, contributing moderate speed and human scale to mobility culture. Happy cyclists improve the mood of your city. Cycling promotion is an easy way to increase livability in cities and regions. Cycling protects your health, the environment and the climate in a cost saving and easy way. The more people cycle instead of using the car the better it is for your city and the rest of the world. How can we support this?

People want and need very good physical conditions for cycling and tangible safety. Motivating them is necessary to change from car driving to cycling. This change is possible. This book intends to show how you can implement activities to promote cycling.

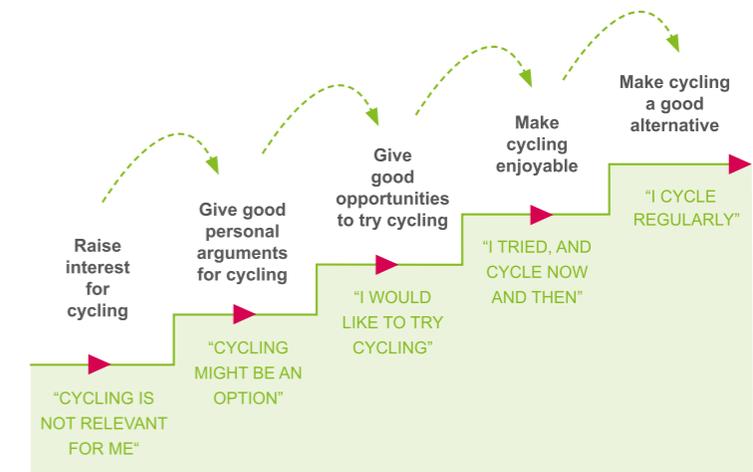
We assume that you are already convinced of the benefits and necessity of cycling promotion and just need some support and guidelines how to implement your ideas. People are waiting for your initiative. Cycling policy meets the interest of people and activates them to participate. Cycling connects - not only people at different places by moving from A to B by cycling - the common goal of promoting cycling

also connects people in the entire world. Promoting cycling means that you will find new friends in the world and in your city. This book relies on the experiences of five partners working together in the South Baltic Region from 2011 to 2014. They learned from their different backgrounds and perspectives to find new approaches and solutions. Read on and join this European cooperation.

HOW TO GET STARTED

There is this one idea to develop your city into a cycling city supporting multimodality and in general a sustainable way of living, but you don't know how to get started? Well, the first step is always the hardest. So, just begin! It will be easy! Having a positive attitude towards the topic definitely

is of advantage but there is a bit more to consider. This book aims to be a resource for those who want to promote the use of bicycles in their city and need support to make their contribution for a corresponding change. We would like to demonstrate how to work most efficiently with very limited resources to achieve something that lasts. The level from where to start might differ, but the planning cycle which is usually comprising the assessment, aims and objectives, actions, implementation and evaluation can be applied and adapted if necessary. In this implementation book you will find general instructions, checklists and good practice examples hopefully inspiring you to get started!



Change of attitude and behavior towards more cycling; source: presentation by Thomas Krag in Gdansk 2012 during the abc.multimodal-meeting.



CONTEXT AND TARGETS

Cycling is not an isolated issue. Before getting started it always is essential to gain knowledge of the status quo of how well cycling is integrated in spatial planning and particularly in urban mobility planning. Have political guidelines on national, regional, local level been drafted already? If yes, do they support our envisaged project? If there is no master plan for transportation or even a sustainable urban mobility plan available yet, does the urban planning provide any indications with respect to promoting cycling and/or how to increase safety and comfort for cyclists within the urban transport system?

OBJECTIVES

Having an idea of what needs to be “changed”, “reduced”, “increased” or simply “maintained” is of course only the very first starting point in the process of successfully implementing a sustainable urban mobility system. It is important to incorporate this “idea” into an integrated approach to ensure that the improvement of performance is in line with the declared goals and objectives of the higher-level strategy.

Please note that you must be clear about your objectives and compile convincing arguments. Clear and measurable objectives ensure that progress can be monitored any time and risks be managed in an appropriate way helping you to understand success of specific measures and prevent failure.

MASTER PLANS

Urban Planning is a comprehensive task each city must perform to ensure long-term sustainable urban development and to harmonize social, economic and ecological demands. It should contribute to a liveable environment and preservation of the natural fundamentals of life. Besides the settlement of formal planning processes such as land use planning the cities draft informal plans being set up voluntarily and having no legal basis, but are to be considered within the process of setting up formal plans. Master plans being generally informal plans help to develop urban strategies and approaches of action.

Planning for a bicycle friendly city is part of the city’s comprehensive and mobility planning processes and therefore should be planned according to the same planning process.

Agreeing on common targets for a bicycle friendly master plan can be the first step of a broad political support.

STEP BY STEP

- Have a look at your city’s policy plans and check whether they consider cycling and when they should be updated.
- Consider strategies on higher level (regional, national, European) which might support your concern.
- Decide about starting the process of developing a master plan considering cycling.
- Conduct an appropriate self-assessment involving relevant stakeholders and inhabitants in consideration of strengths and weaknesses.
- Develop a suitable set of objectives based on a problem and opportunity analysis and linked to the higher level strategy.
- Discuss draft objectives with stakeholders and inhabitants and identify the priorities for mobility.
- Formalize the final draft and let the city council vote for it.

Your politicians are not motivated to promote cycling? Begin with soft measures:

- Start awareness raising activities addressing politicians.
- Find those persons who are in favor of cycling and might support you.
- Focus on what you can achieve.

INTEGRATING CYCLING INTO URBAN PLANNING AND STRATEGIES

ABC-APPROACH

The partners of the project abc.multimodal wanted to find out how a master plan for a bicycle friendly city should look like. They anticipated that a successful master plan helps to generate and fix public, political and administrative support for integrating cycling into multimodal transport system. In order to gain knowledge of existing models they made a research on master plans for multimodal transport systems consider-

ing strategies from local level in their own city to national level in their country. As a result they agreed on ten common visions (objectives) for becoming a bicycle friendly city and drafted five guidelines how to achieve these objectives.

www.abcmultimodal.eu/master-plans.html



OBJECTIVES FOR A CYCLING FRIENDLY CITY

The partner of the project abc.multimodal agreed on ten objectives for becoming a bicycle friendly city:

- 1 Make cycling in our cities a joyful experience where you feel secure, healthy and stimulated.
- 2 Deepen our knowledge about cyclists by performing a monitoring-process including regular counts, surveys/ interviews and other traffic analyses.
- 3 Increase the road safety for cyclists. Our long-term objective is called „Vision Zero“, meaning that no cyclist should be killed or seriously injured on the road.
- 4 Ensure that the standard for cyclists is high at all time, and be an integrated part in all planning activities to make sure that

the cycling routes are optimal and straightforward. Examples for actions could be making use of traffic calming actions/ bike traffic guidance within mixed traffic with cars, cycle- and safety-lanes and cycle paths, opening of 'one-way' streets for cyclists. The standard for cyclists should also be high during construction works.

- 5 Prioritize cycling and walking on short distances over the private car.
- 6 Improve multimodal connections for commuters in connection with the use of the bicycle and public transport.
- 7 Ensure that cycling routes are well signposted and pursue adequate maintenance of cycling infrastructure, including street cleaning and winter service on bike

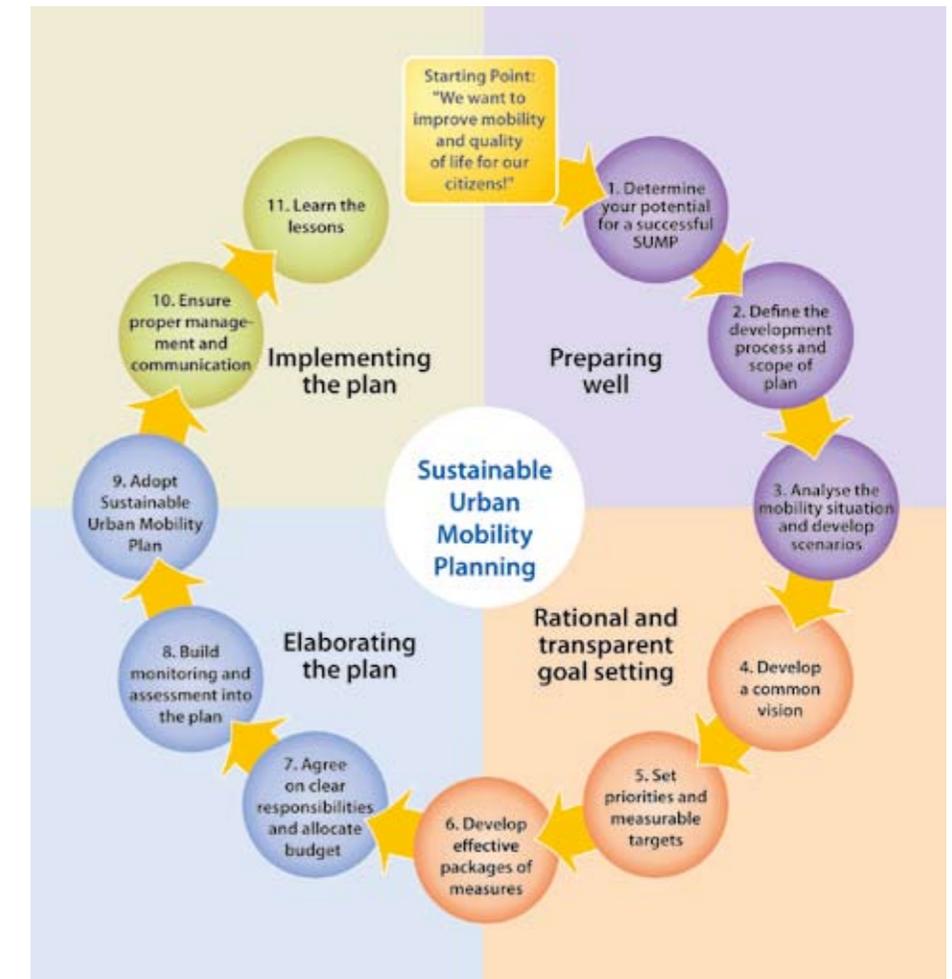
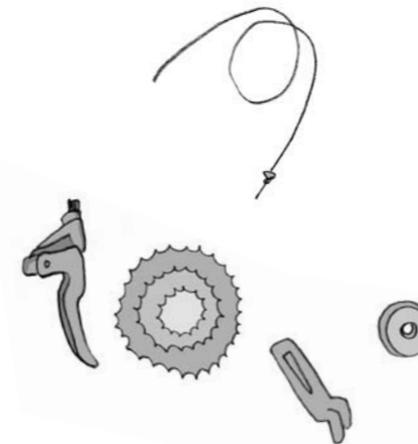
paths. There should also be sufficient parking space at all key cycling destinations and maintained at a high standard and having a high standard of security preventing theft.

- 8 Have good public relations with high citizen participation and make increasingly use of electronic media.
- 9 Make sure that municipal employees are skilled at urban cycling issues and that the municipal funds for cycling traffic are adequate to cyclists' need. The municipality will make sure that the balance between all modes of transport is even.
- 10 Support efforts at various municipal levels to mitigate the negative impact of suburbanization processes.

SUSTAINABLE URBAN MOBILITY PLAN

The Sustainable Urban Mobility Plan (SUMP) is a policy instrument developed in European projects and applied in many cities in Europe. It aims to create a sustainable urban transport system that will satisfy the mobility needs of people and businesses today and tomorrow. The SUMP is the result of an integrated planning approach with high level of cooperation and consultation between all involved authorities and addresses all modes and forms of transport in cities and their surrounding area. Key characteristics include the development of a long-term vision and a clear strategy, transparent goal setting and effective packages of measures, a strong participatory approach as well as a regular process monitoring assessing the progress and quality of measures at any level.

www.mobilityplans.eu



Planning cycle for a Sustainable Urban Mobility Plan © Rupprecht Consult 2013

CYCLING IN MASTER PLANS ON DIFFERENT LEVEL

ROSTOCK

The Hanseatic City of Rostock promotes cycling for many years. The Integrated Transport Concept (IGVK) from 1998 laid the fundament for a positive development of the transport system and an increase of cycling share by more than 100% until 2008. The IGVK defined a network for cycling with different categories of routes and proposed parking facilities at stations. Within the last decade the basic urban planning documents considered cycling as an important means of transport e.g. the Regional Spatial Development Program and the Regional Transport Plan from 2005 as well as the Guidelines for Urban Development of the Hanseatic City of Rostock.



Poster on the new mobility plan in Rostock

The Program to Promote Cycling in Rostock was a result of the Bicycle Policy Audit (BYPAD) in 2005. This program contains 20 points e.g. targets for the modal share of cycling, traffic safety, infrastructure, signposting, traffic regulation, bicycle parking, public relation, evaluation and the installation of a regular working group. Currently the Hanseatic City of Rostock processes the new Mobility Plan Future. This concept represents the continuation of the overall traffic concept from 1998. The new plan puts a stronger emphasis on the promotion of sustainable and climate friendly mobility, the consideration of new forms of mobility and mobility services as well as increased networking and integration of transport modes (intermodality). A broad public participation with classical forms of participation like public citizen forums but in particular with new participation modes like the online-participation assures the involvement of all stakeholders relevant for transportation planning and a transparent and continuous flow of information to all interested parties. It is a crucial element in the process of drafting the new mobility plan.

NATIONAL CYCLING PLAN GERMANY

From 2011 to 2012 the Federal Ministry of Transport in Germany developed the new National Cycling Plan 2020 with an extensive consultation process involving federal ministries, federal states, local authorities and a body of experts which provided major impetus. The National



National Cycling Plan 2020 in Germany

Cycling Plan entered into force on 1st January 2013 as strategy paper of the Federal Government. It focusses on nine action areas:

1. Planning and developing a cycling strategy
2. Infrastructure
3. Road safety
4. Communications
5. Cycle tourism
6. Electric mobility
7. Linkage with other means of transport
8. Mobility and road safety education
9. Create and safeguard qualities

www.nationaler-radverkehrsplan.de

GDANSK

The City of Gdansk is the leading Polish city concerning the development of cycling infrastructure and has acquired extensive experience while implementing various elements contributing to an urban cycling system since 1997. However in 2010 the modal share of cycling has still been only at about 2% of all trips. In 2009 Gdansk has signed the Charter of Brussels and by this agreed to increase the modal share of cycling to a level of 15% in 2020. The Mobile Gdansk Strategic Programme – a part of Gdansk Strategy 2012-2015 – has replaced the previous transport strategy of Gdansk with a shift from the emphasis on building more and more roads and car parks to supporting public transportation, active mobility (walking, cycling) and better mobility management. It puts the strategy in line with strategic documents of the European Union. Goals to be achieved by the programme:

- Gdansk as leader of new mobility culture in Poland, a model city in terms of sustainable transport.
- High quality and available to all public spaces.
- Quality of life at the highest level among Poland's large cities.
- Sustainable, efficient and safe transport network in which public transportation has priority.
- High share of active forms of transport in every day trips.
- Low use of private cars used in every day trips around the city.

CHARTER OF BRUSSELS

During the Velo-city conference 2009 in Brussels 14 cities undersigned the Charter of Brussels. Realizing that "cycling contributes to liveable cities, efficient urban transport, less congestion, less traffic noise, healthy physical activity, road safety, clean air, fighting climate change, saving fossil fuels and sustainable tourism", the undersigned cities committed themselves:

- To set a target of at least 15% for the share of cycling in the modal split of trips for the year 2020 and further growth if this target is already achieved
- To set a target of -50% for cyclists running the risk of having a fatal accident for the year 2020.

They agreed to work on bicycle parking, to increase cycling to school and to work and bicycle tourism. They also called upon the European Commission and the European Parliament to enact concrete steps towards a European bicycle policy.



Cities' representatives signed the Charter of Brussels © European Cyclists' Federation, www.ecf.com

KALMAR

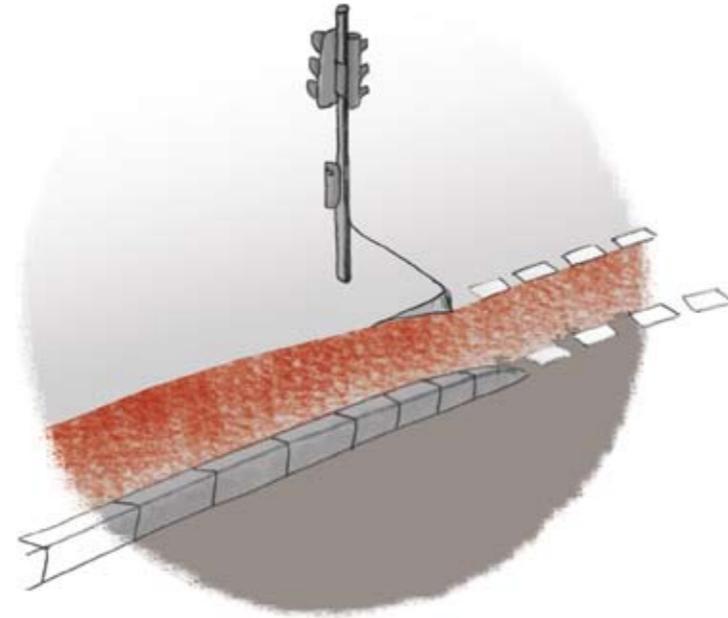
In Sweden the first national plan for all modes of transport has been put into action in 2010 highlighting the high amount of unnecessary car travelling and the need to exchange them into cycling. Also a regional transport plan for Kalmar County has been drafted for the same period of 2010-2021 putting the focus on multimodality and the great potential of cycling.

In the past 10 years Kalmar Municipality has gained increasing experience in bicycle planning, awareness raising, mobility management and general climate issues and puts now high emphasis on improving the conditions of urban sustainable traffic with special attention to cycling.

There is yet no document with all Kalmar cycling aspirations gathered in one. Several documents contain a number of objectives concerning cycling. Among others the Kalmar Master Plan says:

- Cycling should be a joyful experience. This includes e.g. a good feeling of security and attractive surroundings.
- Cycling should have a high standard: both a high standard of comfort but also be perceived as something that people with high standard do. This high standard will lead to high status.
- Cycling routes should be more direct than car routes.
- Kalmar needs to become a more densely built city. This will improve everyday life's tasks.
- Kalmar needs to increase the modal shares of walking, cycling and public transportation.

FOCUS AND ANALYSIS



THEMATIC FOCUS

Though cycling promotion is already a limited focus it's possible to narrow down your activities at the beginning to special topics like cycling to school, cycling to work, cycling as leisure activity. Furthermore, a special focus could also be put e.g. on implementing cycling friendly traffic regulations, on improving bicycle parking facilities or on dealing with traffic safety for cyclists. However, the activities should not be considered too isolated as they have to meet the needs of people cycling from a to b using a bicycle for different occasions. That's why cycling promotion is usually seen as a system of different measures.

PILOT AREA

Usually a city is the target area for a municipal cycling policy. If the city is too big and resources are too limited to achieve fast progress and demonstrate advantages of cycling promotion (esp. in terms of infrastructure), it can be a good idea to focus on a part of the city, a district or a neighborhood. The area should comprise sources and targets for cycling traffic and be large enough to allow distances between one and five kilometers that are ideal for cycling. Such an area can serve as a laboratory for a city. It should be well accessible and attractive for other inhabitants. The successful implementation in such an area will lead to an increasing request for cycling promotion and transfer achievements to other areas or the whole city.

TARGET GROUP

Especially for soft measures of any kind it makes sense to concentrate on a defined target group or at least be aware of different needs and habits of different groups. A target group can be characterized by demographic characteristics, main activity, habits, attitudes or a social milieu. Some might be influenced easier than others, some have influence and can serve as role model. The communication channels differ a lot depending on the target group. To find the most effective way to start activities for cycling promotion it's very important to think about the different opportunities of various target groups. For example to promote cycling to school you can choose to address the pupils themselves, the teacher, the parents, the school's director or facility manager, the minister for education or the media. It might be more promising to address children to change habits of parents than vice versa.

SURVEY

Understanding your target group's situation, its needs and demands is an important step towards success of your project.

To receive more information about the target group it usually is best to conduct a survey. If you plan to do a survey on your own, the following steps will guide you through the process on how to proceed:

1. Define the goal and list the information you are trying to capture
2. Determine your sample
3. Choose the interviewing method
4. Create your questionnaire

5. Pre-test the questionnaire
6. Conduct interviews and enter data
7. Analyze the data
8. Prepare the report with conclusions related to the goal

www.abcmultimodal.eu/analysis.html

STEP BY STEP

- Define opportunities and fields of action where you want to make a change.
- Set priorities on topics that shall be tackled.
- Define the pilot area you want to focus on and the geographical coverage and analyze the problem background.
- Define the relevant target group you want to address.
- Set up your target group survey. Look for advice or subcontract a research institute to conduct your target group analysis in case you lack personnel resources or competences to carry it out yourself.

You want to take the simple way?

- Deal with people you are used to communicate with.
- Begin with the most interested from your own peer group.
- Ask them what they think about cycling and what would make them cycle more often.

Usually a comprehensive master plan comprises action fields and proposals for measures identified to be most effective to meet the predefined objectives. In case there is no master plan dealing with cycling available at this stage you have to set your focus:

- What can I do to achieve first promising results?
- Which target group is predestined?
- Is there a specific city area that should be selected as pilot area having a potential to emit the success to other target groups and/or areas?

The scope of intervention usually depends on your own resources (e.g. available budget, staff, time, power, political influence). If your resources are limited you have the choice to concentrate on certain fields of action:

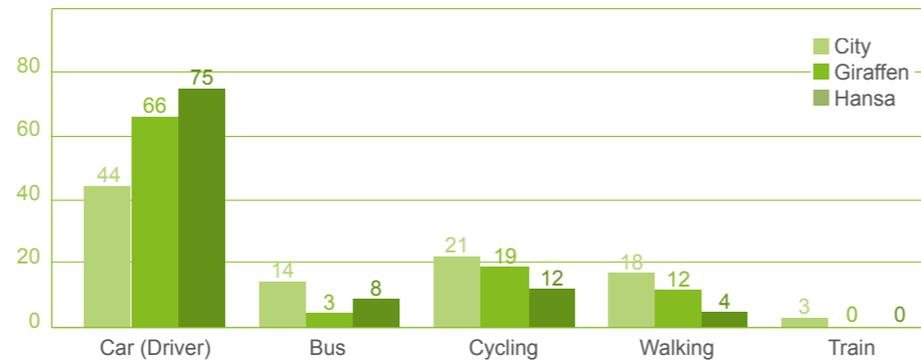


SHOPPING AREAS IN KALMAR

Within the abc-project the municipality of Kalmar has focused on the topic of cycling to shopping. They concentrated on three main areas: the city centre of Kalmar, the Giraffen shopping centre just outside the city centre and the external commercial area Hansa city. This approach included two target groups: First, the consumers visiting the shopping areas and secondly the shop owners and the operators of the commercial areas. The city planners wanted to find out what impact cycling consumers have on the commercial sector and what needs to be changed to get more consumers cycle to the areas of commerce. They hired a research institute with high reputation especially in the commercial sector to make a survey among all costumers visiting the three shopping areas. The aims of this survey were to find out about citizens' attitudes towards Kalmar as a cycling city and towards cycling to commercial areas, to compare cycling to other modes of transport in the selected pilot areas, to map reasons for transportation choices, to gain knowledge of cyclist's consumption and identify obstacles for cycling consumers. Doing this survey the municipality also wanted to involve the retailing sector and raise awareness for cyclists as a worthwhile target group and their specific needs. The research institute interviewed in total 670 costumers. The analysis showed some differences between the areas (see picture). 59% use sustainable forms of transport (cycling, walking, bus or train) to reach the city centre for shopping. 38% of the

consumption in the city centre is generated by cyclists and pedestrians, 28% in the city as a whole. Car drivers mentioned as main reason not to cycle a lack of time or the need to load heavy or bulky objects. The survey among consumers was prepared in close contact with representatives of the commercial sector and was discussed with them afterwards. An analysis of existing cycling facilities and proposals for improvements followed the target group analysis. With the representatives of the Hansa city the municipality also implemented some marketing activities, connected to the opening of the new cycling bridge and other opportunities. It turned out to be a good idea to start the relation with the commercial sector with the survey in all three main shopping areas and then continue to work with those who are most cooperative.

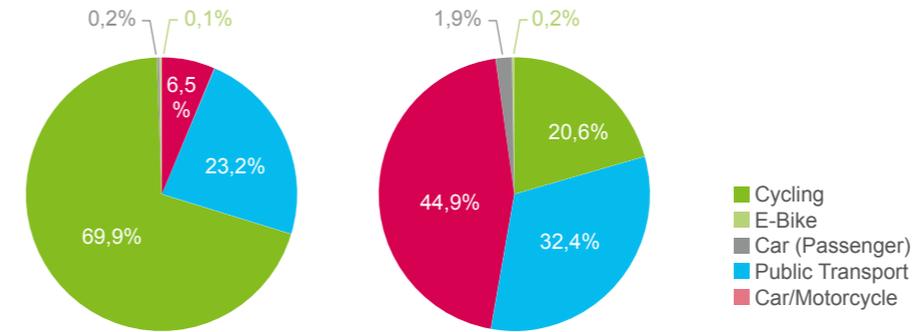
www.abcmultimodal.eu/target-group-analysis-kalmar.html



Transport modes for shopping in %; source: report "Cyklisters betydelse för handeln i Kalmar" by HUI Research on behalf of Kalmar Municipality, Kalmar 2012

COMMUTERS IN ROSTOCK

Rostock's planners focused on the target group "bike affine commuters". They wanted to find out more about the mobility habits, motifs and demands of people who go to work, University or vocational education. An external research institute set up the survey and online questionnaire for employees and students of the University of Rostock (distributed by e-mail), three professional and three secondary schools as well as three companies and for all citizens in general without special designation. 88% of respondents were residents of the City of Rostock and 12% lived outside the city area in one of the surrounding communities. Due to the methodology of dissemination and publicizing the survey a notably high level of participation by students and members of staff from the Rostock University could be recorded, thereby providing a statistically solid and specifically representative reflection



Transport modes of commuters living in and outside of Rostock in %; source: report "Befragung zum Mobilitätsverhalten in Rostock und im Umland 2012" by WIMES Wirtschaftsinstitut on behalf of Hanseatic City of Rostock, Rostock 2012

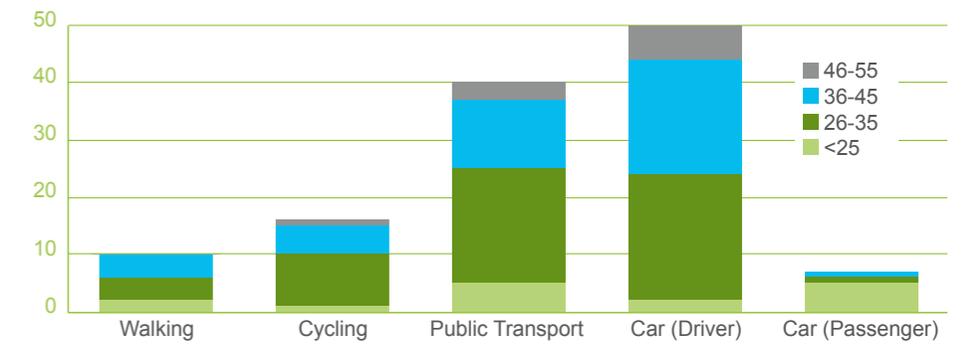
tion of mobility patterns for this particular target group. Health aspects and environmental considerations are the reasons most frequently stated by cycling commuters in Rostock for travelling regularly by bike to their respective place of work, school, University and/or vocational training facilities. The survey showed that there is still a high demand to improve conditions for cycling: additional cycling paths and bicycle lanes as well as cleaning of bicycles path were seen as most important. The carriage of bicycles in public transport is also an important issue. Resulting from the limited scope a new representative commuter analysis for the Hanseatic City of Rostock and surrounding communities is recommended.

www.abcmultimodal.eu/target-group-analysis-rostock.html

JOURNALISTS IN GDANSK

The Active Mobility Unit of the City of Gdansk decided to work with the target group journalists as they have a great influence on citizens and their opinions.

The aim was to receive reliable qualitative and quantitative data and to learn about motivations and views of journalists who are already interested in transport policy. They chose a sample of nine editorial offices (the main newspapers, radio and TV stations, websites and press agencies) and the municipal press office and surveyed 100 journalists and press officers about their mobility habits. Additionally they made in-depth interviews with 5 journalists who cover transport topics. 16% of journalists surveyed declared that



Journalists in Gdansk commuting by age in %; source: report "ANALIZA GRUPY DOCELOWEJ - DZIENNIKARZE" by City of Gdansk, Gdansk 2013

they commute to work on their bicycles. This is an impressive percentage compared to 2% in the whole population. Moreover, 31% would like to cycle to work. Within work 7% use their bicycles for travelling in the city. In the in-depth interviews journalists were quite sceptical when it comes to promoting the bicycle as an everyday transport mode. They mentioned the mentality of residents who are used to their cars and the city's efforts leading to improving driving conditions. However, they were appreciative when it comes to the city's efforts to provide cycle roads and to run certain promotional campaigns. The target group analysis has shown that the relationship with journalists is worth sustaining and that a dialog with them facilitates information exchange and a better publicity for the sustainable mobility topics.

www.abcmultimodal.eu/target-group-analysis-gdansk.html



PLANNING PROCESS

To realize your targets, even if they are limited to a certain focus, you need a plan. Depending on the scope of your project planning is a complex process. Usually it begins with a first draft - an outline - and continues with more detailed planning. A plan may be a precondition to receive permissions or funding. A more detailed planning is necessary for the realisation, the construction work or implementation of soft measures. How the planning process looks like depends on the type of project, the complexity and scope, the legal framework and your creativity. Within this book we would like to present you some thoughts on how to improve the process and the results of your planning by introducing certain elements:

FEASIBILITY STUDY

Before you start planning by determining the place of realization it is advisable to investigate different alternatives of locations, dimensions and qualities. Such a feasibility study should consider all needs and local conditions but be open to different options. Main stakeholders should be already involved. You need to balance strengths and weaknesses of different alternatives. The result can be a clear definition of the project or the awareness that the idea is not realistic.

PARTICIPATION

Today, a strong involvement of all affected authorities and municipal companies as well as the public is considered to be essential for establishing a successful plan. It is important to involve those being affected by your planning. Especially local inhabitants need to have an insight into the transparent planning process and be able

to actively take part. This is an opportunity to integrate local expertise and to avoid resistance later. You can also involve other road users especially when you aim to change their behaviour by offering new infrastructure. Consultation or participation can have different forms. Usually it is not enough to apply formal procedures or work with existing political boards. Participation should have an open character with a high level of transparency about the process and the handling of results. Workshops are a very good possibility when prepared and moderated professionally. Furthermore it is recommended to involve people from different backgrounds and listen not only to those with the strongest voices.

EXPERT WORKSHOP

Some topics and challenges might require an even wider approach favouring external expert workshops to gain stimulus and inspiration from the outside. City's local traffic problems can be seen and discussed through the eyes of external experts such as traffic and city planners or architects as well as people facing these problems on a daily basis.

It is reasonable to use experiences that are already available and get in touch with cities that have implemented likewise actions. This provides a basic knowledge to start a project from an advanced level and avoids lengthy planning mistakes.

ACTION PLAN

An action plan generally defines effective measures and assigns responsibilities and resources as well as a timeline. Identifying the most effective measures is a joint responsibility of all stakeholders involved and usually part of the previously organized

workshop. You need to make sure that all selected measures contribute to achieving the objectives and fit the available resources. Only affordable measures should be taken into account and included in the action plan. Therefore it is essential to keep an eye on the costs and benefits and a timely implementation.

Single measures are often not sufficient to solve a problem. It is recommended to combine several measures in a package and make sure that all problem relevant aspects are covered and tackled and you take advantage of already existing synergies.

STEP BY STEP

- Create a planning team and identify key actors and stakeholders.
- Review availability of required skills and financial resources.
- Organize a local workshop involving all affected institutions and identified key persons.
- Define key problems and discuss problem-solving approaches e.g. invitation of external experts
- Consider a workshop with external experts.
- Set up an action plan with defined measures (hard and soft), responsibilities, budget and timeline.

You don't have the power or time for a long process?

- Invite a friend from outside your city and let him guide you through your city by bicycle.
- Meet and discuss with friends in a café and write down your action plan on a beer mat.

PREPARING MEASURES TO PROMOTE CYCLING

ABC APPROACH

Within the abc-project the city partners developed action plans integrating cycling in their selected areas. They were designed for two years and meant to set off preparatory planning and comprise a prioritized list of investments for infrastructure and service facilities. All partner cities applied similar methods with a strong emphasis on public participation and international knowledge transfer. They involved their identified target group, the public and experts into the planning process to learn about needs and ideas for multimodal solutions including cycling.

The international knowledge transfer was organized mainly within one international think tank workshop in Kalmar, Sweden. The partners invited planners from their country to contribute their knowledge and ideas on innovative service or infrastructure solutions to integrate cycling into the multimodal transport system. Discussing local problems within this international group provided new ideas and approaches which in return inspired the three cities to take further options into account.



Presentation at the think tank workshop

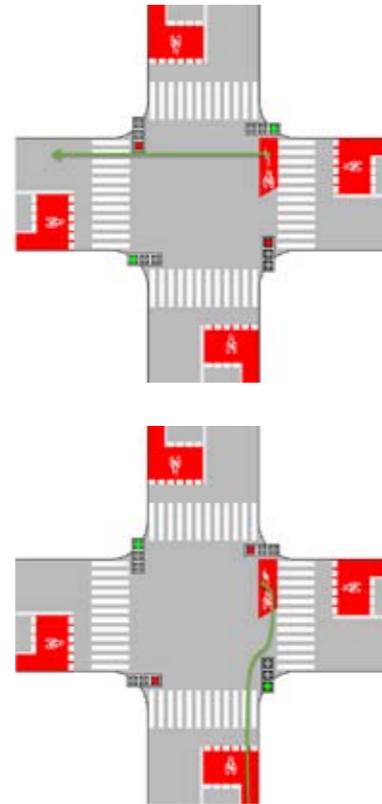
www.abcmultimodal.eu/international-think-tank.html

INNOVATIVE PLANNING IN GDANSK

The City of Gdansk started, continued and even completed several planning processes during the abc-project and successfully applied the approach of the abc-project to use participation and external expertise. Inviting journalists as their special target group to a regional workshop the municipality received a lot of feedback and new ideas concerning their soft measures to promote cycling. Moreover, the City of Gdansk has drafted an action plan listing new investments for hard and soft measures in 2013-2015.

The new traffic organization at Wita Stwosza and Wojska Polskiego streets was one main measure planned and realized within the project abc.multimodal. It is supposed to be the first cycling friendly street in Poland. Due to missing planning guidelines and regulations for bicycle friendly streets in Poland the municipality decided to try out well evaluated measures from other countries in their city. The solution for the new traffic organization includes cycling lanes in both directions next to the cars and bike-boxes with traffic lights at intersections that give priority for cyclists. Since Gdansk residents were quite used to dedicated cycle ways, the city officials invited local inhabitants to answer their questions and help them overcome any doubts, especially regarding cyclists' safety. Inhabitants were also reluctant to accept the new road shape and afraid that they might lose parking spaces, which was not the case, since the new organization was intended to reconcile the potential conflicting needs of all

road users. A series of consultations also inspired the planning process: Inhabitants suggested changes to a few details in traffic organization. Consequently Gdansk's "Strategy for Realization of Cycling Routes" was developed: For roads with the speed limit of 50 km/h cycle lanes rather than separated cycle ways will be provided.



Traffic organisation with facilities for direct and indirect left turn in different situations



Regional workshop with inhabitants in Gdansk



Lenartowicza street before new traffic organization

The City of Gdansk also pushed the planning for a new traffic organization on Lenartowicza street within the abc-project. The general idea behind this project is to transform the street from transit to local traffic where the residential area will obtain high benefits from enhancing the tram system and traffic calming measures. The project also aims to increase the traffic safety especially for pedestrians and cyclists and to improve the access to tram stops. The project was presented at the international think tank workshop in Kalmar in order to generate ideas how to remodel the street.

www.abcmultimodal.eu/gdansk-planning.html

FEASIBILITY STUDY AND PARTICIPATION IN ROSTOCK

The Hanseatic City of Rostock started their planning work within the abc-project with the feasibility study for a bicycle station at the central station to emphasize the importance to connect cycling with public transport from the beginning. Following the analysis of commuter data the planning team developed a vision for a bicycle station with 400 guarded parking places, a workshop, rental bicycles, lockers and a loading station for electrical bicycles. They involved all relevant stakeholders inviting them to a kick-off-meeting and to the presentation of results.



Vision of the bicycle station © matrix architektur



Regional workshop in Rostock



Proposals for alternative routes in Rostock

Another preparatory study was investigating cycling connections in the north-western area of the city. Three different alternatives were analyzed in order to create an attractive bicycle connection between the northwest and the city center. Those are

- a new cycle highway along the railway line,
- a route mainly through existing calm streets,
- bicycle paths along the main roads.

Inhabitants and stakeholders discussed these three alternative routes during a moderated workshop after a common bicycle tour along parts of them.

The necessary crossing of the main road was presented as crucial challenge at the international think tank workshop of the abc project in order to get ideas from other planning backgrounds.

The preparatory planning, the participation and consultation process led to recommen-

datations for the future mobility plan and the following planning process. They included hard and soft measures such as another feasibility study about a bridge, the connection of cycling and a railway line or the installation of bike roads in housing areas on a trial basis.

www.abcmultimodal.eu/rostock-studies.html

GUIDELINES FOR CYCLING FACILITIES IN GERMANY

In 2010 the German Road and Transport Research Association (FGSV) published the new Guidelines for Cycling Facilities (Empfehlungen für Radverkehrsanlagen, ERA 2010). Since the last ERA in 1995, transport safety research clarified essential questions regarding adequate cycling facilities and potential effects on road safety. Many municipalities created innovative examples of how to encourage cycling in their street networks. In 2009 the revision of the Highway Code for Germany (StVO) finally required a new guideline for cycling infrastructure. The ERA 2010 is not binding in all federal states but it represents the state of the art for planning of cycling infrastructure in Germany. The guideline basically deals with infrastructure for cycling (integrated and separated) but also aspects like concept for cycling promotion, outline of a cycling network, maintenance and quality management.

www.nationaler-radverkehrsplan.de/transfersetelle

PLANNING FOR SHOPPING AREAS IN KALMAR

The municipality of Kalmar concentrated their planning efforts during the abc-project on improving the attractiveness of shopping areas for cyclists. They invited shop owners and operators of the two main shopping areas (Giraffen and Hansa City) to local workshops. During these workshops the municipality firstly prepared the survey among costumers concerning their mobility and consumers' habits and secondly presented the results. This participation was not only the preparation for the planning process but created a close relationship which led to common marketing activities to promote cycling and shopping.



Location of shopping areas in Kalmar



Turnover from bicycles and cars

Later on the municipality engaged an external expert to analyse the shopping areas concerning their accessibility for cyclists and give recommendations how to improve the situation. The expert report is based on current cycling policies as well as up-to-date developments in cycling infrastructure and communication. The presented ideas have been discussed thoroughly with civil servants and representatives from the real estate owners. The recommendations aim to be a starting point and inspiration to create an ongoing dialog between the different stakeholders. The report was one of the first of its kind aiming specifically at cycling conditions in large scale, usually car orientated shopping areas.

The shopping mall Giraffen is situated about 2 kilometers from the city center. 30 shops and supermarkets with a retail area of 44,000 m² are mostly located in one large building surrounded by 1600 parking places. As the designated paths across the parking lot are not located at the most logical spots the pedestrians and cyclists have created their own paths through landscaped areas and diagonally across the parking lot. The bicycle parking facilities tend to be overcrowded.

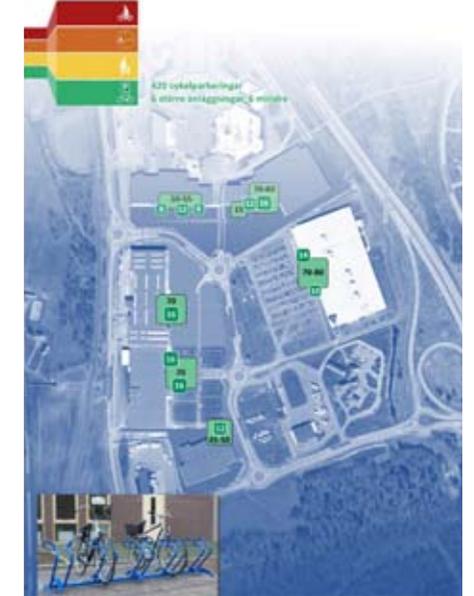


Recommendations for shopping area Giraffen

The expert report gives precise recommendations concerning the improvement of infrastructure for cyclists and pedestrians.

Hansa City is a relatively new shopping area in the outskirts of Kalmar with a 93,000 m² retail area. In 2006 IKEA opened and others followed until 2008. The area consists of large buildings surrounding a parking area for 3500 cars. Despite Hansa City's location in the periphery of Kalmar, it is still well accessible by bicycle from most areas of the city within cycling distance. This is partially due to the opening of the Hansa bridge in 2013, a landmark feature for pedestrians and cyclists. The area is well catered with combined cycling and walking paths. Due to the rapid building phase, there are several missing or unsatisfactory links between the different parts of Hansa City. The expert report recommends creating a consistent and continuous network of pedestrian areas and cycling paths. This includes creating some missing links and improving a couple of existing links. The amount of bicycle stands should be tripled and carefully distributed.

www.abcmultimodal.eu/kalmar-planning.html



Recommendations for Hansa City

HARD MEASURES



Infrastructure related measures such as building cycle paths, cycle friendly streets, bridges and parking facilities for bicycles are regarded as hard measures. A safe and convenient infrastructure for cycling is a precondition of promoting cycling. However, here we will concentrate on some general aspects:

SEPARATION AND INTEGRATION

Cycling infrastructure can be the calm road or a separated bicycle path. In fact there is a big variety of solutions between a “bicycle highway” and “shared space” representing the two principles of separation and integration. Separation has the big advantage of providing subjective safety. People feel safe and appreciate cycling. However, a complete separation is not possible in our cities and the dangerous spots are those where different modes meet without expecting each other e.g. at junctions or in front of your door. The advantage of integrating cycling in the streets is a permanent visibility and the awareness of different transport modes which increases the objective safety. This is also an advantage for those who want to cycle fast but it is usually not

a convincing argument to motivate people with less self-confidence in traffic to use the bicycle, considering that any car is much stronger than they are. In general it can be stated: The more people are cycling on the roads the safer it is for everybody.

SELF-EXPLANATORY AND CONSISTENT

Even though there are a lot of traffic regulations theoretically avoiding accidents it needs to be considered that not everybody is aware of them. Hence transport infrastructure should be very easy to understand; people should know how to use it and should not be stimulated to misuse it (e.g. roads with speed limit that are too wide, long red light phases). Elements for a safe cycling infrastructure can differ significantly, even in bicycle friendly cities that are located close to each other e.g. Copenhagen and Malmö. Do not mix everything but keep the solutions consistent in your city. Usually it is safer to have cycle paths only on the right side of the road like in Copenhagen. But if your city has wide bicycle paths that allow cycling in both directions and everybody (incl. car drivers) is used to it, it also can be safe and more convenient for cyclists as in Malmö.

COMFORT AND SAFETY

The infrastructure of your city should be comfortable and safe also in bad weather conditions and during the night. Consider different needs and habits of various different people cycling: Some want to cycle fast to go to work, others move relaxed in company with a friend. Some ride cargo bikes, others sporty racing bikes. Realize

an infrastructure that meets different needs and not only allows but also promotes the increase of cycling you want to achieve. Ask experts and use approved guidelines.

BENEFITS AND SIGNALING EFFECTS

Good cycling infrastructure elements can make a difference for people. If you provide shortcuts for cyclists, the advantages of cycling will increase and convince more motorists to change the mode. A shortcut can be a one-way street or a dead-end street opened for cyclists or a new bridge to be used by cyclists and pedestrians only. Investing in bicycle friendly infrastructure has also an advertising effect. It shows the appreciation of cyclists.

STEP BY STEP

- Evaluate your existing infrastructure.
- Define principles for a consistent and safe cycling infrastructure in your city.
- Try out innovations on a limited scale and with accompanying public relation.
- Implement high quality infrastructure by calming roads, marking cycle lanes and building cycle tracks.
- Close missing links and remove bottlenecks.

If you need a shortcut or fast success:

- Make the road safe for cycling by introducing speed limit and traffic calming measures.
- Build up a good bicycle stand close to your entrance.

INNOVATIVE INFRASTRUCTURE

CYCLING FRIENDLY STREET IN GDANSK

In Gdansk the Wita Stwosza street, a major street within the university district was completely remodeled in a cyclist-friendly manner. Before the intervention cars and cyclists had to share two lanes in each direction. Now there is one lane for cars and one lane for cycling in each direction in the street. Various other measures have been implemented to transform the street into one that is more cycling-friendly:

Speed limits of 30 km/h aim at assimilating the speeds of cars and cyclists in order to improve traffic safety for all road users. Compared to a speed limit of 50 km/h, the length of the brake path is halved. Speed bumps placed at the lane for motorized traffic prevent drivers from exceeding the speed limit.

Innovative facilities for cyclists turning left have been realized at the intersections:



New cycling facilities at intersections Stwosza street in Gdansk



Intersection with infrastructure for direct and indirect left turn



Cyclist crossing the intersection before cars

Near the traffic lights the bike path is broadened to form a bike box (advanced stop line). That allows cyclists who want to turn left to wait in front of the cars during red light. Thus, they are clearly visible to car drivers. The city also introduced hook turn signs and markings (the first in Poland). During green light cyclists can stop on a

marked space in front of the bike box for cyclists coming from the right. This measure allows cyclists to avoid crossing the car lane during green light when cars may overtake them. Separate traffic lights for cyclists have been installed. They turn green a few seconds earlier than the regular traffic lights. Car drivers can better see passing cyclists before they turn right. The curve radius in all street's intersections is 5-8 m to reduce the speed during turning right. The traffic organization project was prepared by Gdansk's Roads and Greenery Authority employees, who participated in the abc.multimodal study trip to Copenhagen and Malmö. The cost of investment amounted to about 220,000 € only.



New proportion of space for cars and bicycles in Wita Stwosza street in Gdansk

LINKING INFRASTRUCTURE

CONNECTING BRIDGE IN KALMAR



Hansa Bridge in Kalmar

The City of Kalmar built a bridge for cyclists and pedestrians over the motorway E22 which is separating Kalmar's residential areas from the Hansa City, a new business area with IKEA and other retailers. The modern suspension bridge spans 186 m over four lanes of the motorway and another street in the business area. It has closed a gap in the cycling network and improved the accessibility of the Hansa City for cyclists immensely. Hansa Bridge and crossing cyclists are very well visible for all car drivers passing the E22 and by this also promotion for "Kalmar Bicycle City". The bridge was inaugurated during an event together with retailers from the Hansa City. The city also installed the first cycling monitor at the bridge to count the number of cyclists using the bridge and show them that they are appreciated.

ADVERTISING INFRASTRUCTURE

CAR BIKE PORTS IN ROSTOCK

The City of Rostock is investing in bicycle parking facilities to reduce the risk of bicycle theft and to tidy the bicycles at spots with high demand. Bike parking facilities are installed also in smaller scale within streets with shops or other targets for cyclists. As the public space is limited and to a large extent used for car parking the municipality decided to set up two "Car bike ports". These are high quality bicycle parking facilities with the silhouette of a car. They are demonstrating in a very hip and urban way the immense problem of land use for car traffic. After consolidation of bicycle parking they can be replaced by normal bicycle racks. Then they can be easily transferred to occupy another car parking space for bicycle parking.



Car bike port: parking facilities for 10 bicycles behind the silhouette of a car.



Inspiring bicycle parking infrastructure in Malmö.



CYCLING MONITOR

Cycling monitors count and indicate the number of cyclists and provide additional service elements such as temperature and time. They also give a direct positive feedback to cyclists about their contribution to increasing cycling traffic and reducing CO2-emission. The information is visible for car drivers and pedestrians in public space alike placing the positive image of cycling in people's minds.

The data from a cycling monitor is automatically collected using it for further analyses and evaluation purposes. The data can also be published on the city's website. However, there is quite a number of questions to deal with before having a cycling monitor installed:

LOCATION

The location of the cycling monitor is the first decision to be taken. At routes with high frequency of cycling numbers it will be most impressive and many cyclists will notice the monitor. The cycling monitor should be visible from afar by cyclists as well as by motorists if possible.

TECHNOLOGY

There are different technologies to measure the number of cyclists (radar, conductive loops and others). Each method has its pros and cons concerning the reliability of the systems and data. The decision for one or another method also depends on the kind of surface and route (used by motorists or pedestrians), the availability of electricity and risk of vandalism.

DESIGN

The parameters shown on the display, e.g. the number of cyclists today, cyclists so far this year or the temperature are a core element of the cycling monitor. Others may be discussed. The display can also be adapted e.g. to the city's corporate design. In any case it should be considered whether the monitor should be noticeable or melt into the surroundings.

PROCUREMENT

Take advantage of experts in procurement. The process takes time which in turn means that you should start well in advance and specify requirements and preferences early. You also should make a thorough scanning of the market and define what is reasonable and possible to avoid expensive misplanning.

DATA PUBLICATION

In general it is advisable to consider whether or not it is of great value to publish statistics automatically and continuously at your website or rather publish a monthly report. Check the service and costs of your supplier.

When publishing the data over a longer period also think about showing the number of cyclists of last month and/or so far this year compared to the same period the last years.

INSTALLATION

Installing the cycling monitors requires some extra work e.g. to check if a power outlet is nearby to avoid higher mainte-

nance costs of battery driven monitors. Also, contractors involved need to work accurately as mistakes in outlining the induction loops may cause measure errors.

OPENING CEREMONY

In order to make the opening a special and well recognized event check all actions that help to attract the press such as press releases, involvement of a celebrity, invitation of politicians or awarding the first person to pass the monitor e.g. with flowers.

www.abcmultimodal.eu/cycling-monitor.html

STEP BY STEP

- Define what you want to achieve with the installation of a cycling monitor.
- Choose the most effective location.
- Choose the technology most suitable for your purpose.
- Adapt the design to your requirements.
- Involve experts for procurement.
- Plan an opening ceremony that is well recognized.

You think it is too complicated?

Take the easy way:

- Count cyclists regularly (e.g. once a year) during a certain time period including morning peak hour, at a usual work day, under comparable conditions (weather etc.).
- Put up a poster saying "Cyclists welcome!"

CYCLING MONITORS IN PRACTICE

COUNTING FACILITIES IN ROSTOCK

The Hanseatic City of Rostock has invested in a network of counting devices: two different cycling monitors and five counting units obtain reliable figures on cycle traffic at key locations.



First cycling monitor in Rostock

The first cycling monitor was built up in the city in September 2012. It is situated in the "Lange Straße" close to the pedestrian zone in the inner city. The cycling monitor shows the number of passing cyclist per day and per year on a display. The cyclists are counted by a loop in the cycle lane. The display is installed at a lamppost. The whole installation with display and counting unit cost about 10,000 €. This cycling monitor was opened and presented in a ceremony during the car free Climate Action Day 2012.



Inauguration during the car free day 2012

The second cycling monitor was installed at the long distance cycle route Berlin-Copenhagen / EuroVelo 7 which is also an important route for commuters at this place. The cycling monitor is situated close to touristic highlights in the old town, the city harbor and the busiest road in the region. The new cycling monitor indicates the number of cyclists per day and per year on a big display and additionally temperature

and time. This cycling monitor costed about 20,000 € including construction work, data management etc.

Rostock has installed another five counting facilities for cycling on important cycling routes in the city area. These cycling units without display cost about 5,000 € including construction work and data management.



Inauguration of the second cycling monitor 2013



Data from cycling monitor available on the website

As a result there are now seven counting facilities that keep track of the number of cyclists – year-round, 24 hours a day. The city has obtained not only reliable data for evaluation purposes, but also received a lot of positive feedback from cyclists. The devices have generated great interest in public and media; all data are publicly available and can be viewed on the project website:

www.abcmultimodal.eu/rostock-monitor.html

CYCLING MONITOR IN GDANSK

The City of Gdansk has invested in its first cycling monitor in the frame of the abc-project. The monitor is installed at the main road "Aleja Grunwaldzka" and is one of the first cycling monitor in Poland. It measures the extent of cycling and serves to visualise the constantly increasing number of cyclists.



Cycling monitor in Gdansk

The target was to collect reliable data to further develop cycling according to the actual cyclists' needs and develop the bike as a daily transport mode among Gdansk's citizens.

The project team experienced that a cycling monitor as a new and unusual investment requires a longer planning and implementation process, e.g. due to required electrical connectors. On the other side the cycling monitor is a perfect tool to communicate with citizens generating valuable positive media coverage.



Journalists interviewing cyclists

www.abcmultimodal.eu/gdansk-monitor.html

COUNTING CYCLISTS IN KALMAR



Cycling monitor in Kalmar at Hansa bridge

Investing in a cycling monitor Kalmar wants to give positive feedback to cyclists: "You are very much appreciated". The cycling monitor is a highly visual point installed at the newly built bridge leading from the city center to a main shopping area (Hansa City) with IKEA etc. on the other side of a main road. Meanwhile the monitor is almost to be seen as part of the bridge itself and reliable statistics show how the big investment for the bridge is supporting cycling behaviour. Both bridge and monitor support the main goal of Kalmar to convince people working or shopping in the Hansa City to cycle more and use the car less.

www.abcmultimodal.eu/kalmar-monitor.html



SOFT MEASURES



There are various opportunities to promote cycling apart from hard measures like investments in infrastructure. Soft measures directly approach people with communication instruments. The focus is put on the same main target as of all efforts described in this book: Motivate people to change from car driving to cycling - pure or in combination with public transport. So it is all in all a change of behavior we are talking about. Of course, such a change is possible from one day to another as one can see e.g. during public transport strikes. Suddenly everybody is able to use other modes of transport and many people choose walking or cycling. Usually (without any compulsion) a change of behavior is much more complicated. For a long term change of behavior also the attitude has to change. This takes place in several steps each requiring different measures (see figure on page 7). It is important to mention that cycling promotion is not only about motivating people to move up the stair but also to prevent them from stepping down which is easier. Communication is especially important for the first steps:

- raise interest for cycling
- give good personal arguments for cycling.

Communication measures are also effective on higher levels as they acknowledge people who already cycle to continue to do so. There are different kinds of soft measures that help to change the attitude and the behavior:

CAMPAIGN

Coordinated communication activities for a certain period of time to reach defined targets: That's what we call a campaign. This can be on city level with a local reference or on regional, national or even higher level. The target can be promotion of sustainable transport modes or cycling in general or more specific e.g. safe cycling.

PUBLIC RELATION

Cycling should be an integrated part of the communication about transport issues and facilities. Moreover, promotion aspects should be permanently included into the daily communication work.

COMPETITION

To inspire people to try out the bike competitions can be a valuable measure to directly involve them. People cycle for a certain period and join a team or compete with each other.

EVENT

During an event like a car free day everybody can experience alternative modes of transport and livability without cars. It's easier to get a permission for a short time and it is attractive for media. Link it to the European Mobility Week to make it more visible.

INFORMATION

Communication can also be just informing people about new infrastructure or service facilities, publishing a cycling map etc.

STEP BY STEP

- Set your targets.
- Check and plan your resources (financial, personal) necessary to reach your target group and to influence them.
- Adjust your ambitions or go for more resources.
- Hire experts or do it yourself.
- Set up a marketing plan and strategy.
- Involve partners from the beginning.
- Choose marketing instruments.
- Think about how to evaluate the impact of your measure from the beginning.

You think it is too difficult?

Begin with small steps:

- Ask your friend to accompany you on a bicycle tour on a day with good weather. Next time ask your colleague and later on your mayor or local politician.
- Clean your bike in front of your house or invite your cohabitants or neighbors to a bicycle repair party. If you like organize a bicycle day in your street and ask your neighbors to participate in a bicycle flea market and fetch their old bicycles from the cellar.

MOBILITY CAMPAIGNS

NO RIDICULOUS CAR TRIPS

The campaign focusses on getting people to reduce their “ridiculous car trips” by cycling instead of taking the car for short trips. To reach the desired change in travel behavior, the campaign is set up as a long-term project being repeated every year. The project is organized by the City of Malmö and started with a nine day lasting campaign in May 2007.

www.abcmultimodal.eu/no-ridiculous-car-trips.html

BRAINS ON: ENGINES OFF

This multi channel campaign aims for a change of behaviour to double the distances covered on foot or by bicycle. It is supposed to contribute to the aim of the federal government of Germany to reduce CO2 emissions by 40% by 2020. The German Federal Ministry for the Environment provided 4 million € from emissions trading for the campaign.



Promotion team in Dortmund © ARGE ZEM

www.abcmultimodal.eu/brains-on.html

CYCLING COMPETITIONS

CITY CYCLING

The campaign is a competition between cities for climate protection and to promote cycling. In Germany, every municipality is invited to participate. They compete with the aim to mobilize more people to cycle and register their kilometers.

The campaign period runs from May 1 until September 30 each year; the action phase within each municipality lasts 21 consecutive days. The participating municipalities are free to choose the exact campaign dates.

Anyone can participate who lives, works or attends school or university in a participating city. City councillors being THE decision-makers for cycling set up teams with citizens and should assume a role model function as team captains. School classes, clubs, organisations, companies, etc. can also form their own teams. Every participant fills in an online cycle calendar to record the kilometers cycled. The CITY CYCLING campaign exists as a German-wide project since 2008.



National opening event 2012 © City of Nuremberg



Between 2008 and 2012 the campaign was supported by the German federal government. Since 2013 the Climate Alliance has organized this campaign without any national funding.

www.abcmultimodal.eu/city-cycling.html

SOUTHEAST SWEDEN PEDALS

SydostTrampar is a bicycle competition for workplaces focusing on replacing “unnecessary” car driving by cycling. Bicycle teams compete with each other. The winners are the team/man/woman that have travelled most kilometers within all registered trips, commuting trips and business trips. Sydost-Trampar is addressed to private and public employers.



www.abcmultimodal.eu/southeast-sweden-pedals.html

MUNICIPAL COMMUNICATION STRATEGY

MARKETING CONCEPT AND COMMUNICATION PLAN IN KALMAR

The working group “Kalmar Bicycle City” decided not to launch a cycling campaign for a limited time but to elaborate a “Marketing Concept and Communication Plan”. This document contains information about background, purpose, aim, vision, core values, target groups and design for communication activities around “Kalmar Bicycle City”.

The communication strategy clarifies how the project’s message should be communicated in various forums and to various target groups. It creates an understanding of the work and conveys a positive feeling when thinking of Kalmar and cycling. The strategy addresses the following areas:

- Internal dissemination of information
- Communication with the public
- Communication with local politicians
- Communication with other authorities
- Communication with other organizations and companies
- Communication with the media
- Graphical profile

The elaboration of the marketing concept and communication plan was a big effort which pays off. The University of Kalmar and several departments of the municipality have been involved. One student worked with this half a year. As a result all departments use the same strategy and the communication concerning cycling is much more coherent and efficient. All communication activities are supported by

a team consisting of people from different departments and contributing different competences. It also gives flexibility when it comes to funding and budget.

www.abcmultimodal.eu/campaign-kalmar.html

THANK YOU FOR CYCLING

The communication strategy has defined as overall target that cyclists should feel appreciated. The message when approaching the public is “Thank you for cycling”. Cyclists should be encouraged to continue cycling and to be an inspiration for others to start cycling. This approach is based on the theory of peer pressure. The target groups



are people who already cycle or can easily be convinced to cycle and are over 18 years old. Kalmar implemented several Guerilla activities. They are of total surprise and

aim at spreading the message through social media. For example: cycling maps were handed out by tying a map and a balloon to bicycles. The guerilla activities are easily to organize and make cyclists happy. The red balloons, a badge of the activities, made a good impression in public and in addition images could also be used for media work. A cargo bike with a trailer contains all necessary equipment for these activities including a tent. Collaboration with other organizations linking the activities



Balloons saying “Thank you for cycling”

with other events and repetition have been key factors of success.

Another message is the slogan “I bike KLR”, substituting the heart of the well know phrase “I love ...” by Kalmar’s unique bicycle icon. This phrase was first used in Copenhagen to promote cycling.



Handing out cycling maps

MUNICIPAL CAMPAIGNS

CYCLING CITY MUNICH

The City of Munich has realized the most comprehensive campaign to promote cycling referring to a single city in Germany. From 2010 to 2014 the municipality spent 3.8 million € for the campaign. The German title of the campaign “Radhauptstadt München” literally translated means “Cycling Capital Munich” which is true in respect to the unprecedented effort for cycling promotion and for being the capital of the Free State of Bavaria. Many different measures were implemented during the campaign e.g.:

- Munich Bike Night
- Cycling Flea Market
- Competition ‘Munich Bike Star’
- Munich Bike Week
- Munich Bike and Fashion Show
- Large banners on public buildings, posters and postcards

The campaign has been developed and organized by a consortium of contractors which won the European call for tender.



Logo and banner Marienplatz © Wigand von Sassen

www.abcmultimodal.eu/cycling-city-munich.html

ROSTOCK IS GETTING ON ITS BIKE



City light poster with student

The Hanseatic City of Rostock launched a city wide campaign to motivate its inhabitants and commuters to “get on the bicycle”. The German slogan “Rostock steigt auf” also expresses the general ascent of Rostock as an attractive city or implies that the local football team enters a higher division. The first step was already taken in 2007 producing a first city light poster and organizing a promotion week in spring.

Within the abc-project the municipality restarted the campaign in 2012. They contracted an advertising company to realize their ideas and to



contribute expertise and service. The campaign comprised several elements:

- a logo and brand “Radregion Rostock” as frame
- the website www.radregion-rostock.de as main communication platform
- city light posters with 4 different motifs
- a photo shooting during the climate action day 2012
- a photo voting for the face of the bicycle region Rostock
- inauguration ceremonies of cycling monitors
- give aways (e.g. bicycle repair kits, saddle protectors, stickers)

The photo shooting was inspired by a similar activity in Munich’s campaign. The car bike ports are products which have been presented during a study trip in Malmö.



Website as main communication platform

The city light posters are the main channel of the campaign. Friendly people with their bicycles promote cycling in the city in a positive emotional way and support the slogan “Rostock is getting on”. Four different motifs (family, student, seniors and business man) represent the whole population as target group for the campaign. The posters are present two times a year for two weeks on more than 80 city lights. The campaign costs amount to 35,000 € for three years; approximately 40 hours per year are scheduled for the coordination carried out by the city’s project manager. An important aim is to integrate the campaign into the city marketing in future. Rostock should present itself as a cycling friendly city and use happy cyclists as indicator for a good quality of life in the city.



Picture from voting for “The face of the cycling region Rostock”, © Marko Berkolz

www.abcmultimodal.eu/campaign-rostock.html

EVENTS

CAR FREE CLIMATE ACTION DAY



Green parking spot



Gallery on parking spot

In 2012 the Hanseatic City of Rostock organized together with the Local Agenda21 group the first car free Climate Action Day. Important partners were the cycling NGO and the public transport companies. The event took place in the “Lange Straße”, a busy road in the city center with many shops, tramway lines and (usually) car

traffic. During this day in September the street was closed for car traffic and people could walk, cycle or skate on a stretch of about 600 meters. Following the motto “Free Streets! – Open spaces. Insights. Visions.” the street was transformed into a colorful, car-free area. The municipality invited everybody to redesign a parking spot and called it the first PARK(ing) Day in Rostock. Many initiatives and inhabitants created small parks, galleries, resting places or presented climate friendly modes of transport and by this contributed to the success of this event. The inauguration of the first cycling monitor, the photo shooting within the campaign “Rostock is getting on” and the local awarding ceremony for the competition “CITY CYCLING” were also linked to this event and increased the public interest for the event.



Car free climate action day 2013

www.abcmultimodal.eu/event-rostock.html

THEMATIC CAMPAIGNS

BICYCLE FESTIVAL AND PICNIC

The police regularly organizes the event "Rowerem do celu" within the campaign of the Polish Ministry of the Interior.



Bike-shaped biscuits

2010-2012 the City of Gdansk co-organized the event together with the Department of Traffic of the Regional Police Headquarters. The "Bicycle Festival and Picnic" was implemented as a kick off for the bicycle summer in Gdansk and the Pomerania Voivodship.



www.abcmultimodal.eu/bicycle-festival-and-picnic.html

BIKE FRIDAYS

The social campaign "Bike Fridays" aims to promote cycling as a mode of transport and a modern part of mobility culture. The main activities were concentrated on two Fridays in September (annual since 2010) between 6:30 and 9:00 a.m. On ten main road intersections in Gdansk some of the highest civil servants of the municipality and other volunteers gave small gifts (i.e. flowers, make-up products, rain coats and information materials) to cyclists passing by on their way to work or to school. With these gifts they encouraged the cyclists to continue cycling. Advertising in advance and the media coverage motivated people to choose the bicycle as mode of transport.



www.abcmultimodal.eu/bike-fridays.html

GDANSK BIKE FASHION

In 2012 the Municipality of Gdansk launched the project "Gdansk Bike Fashion". The campaign wanted to break with the Polish stereotype that a bicycle is only for those who cannot afford a car and prove that a bike is a trendy and „cool” transport mode.



Portrait of Dorota © Municipality of Gdańsk

The main element was an outdoor exhibition of real-life size photos featuring Gdansk's 15 cyclists selected from ordinary inhabitants. They are pictured in a casual elegant setting with a background of Gdansk city landscape.

www.abcmultimodal.eu/gdansk-bike-fashion.html

CYCLING HEROES

Svensk Cykling launched and organized the campaign "Cycling heroes" in 2010 to test a new approach to motivate pupils for cycling. In 2011 the motif was resumed by the school project "Go and bike to school" which was executed by the Swedish "National centre for promotion of the health of children and youth" for a couple of years already. Main goal of the campaign is to increase the share of children cycling to school. The kids get the chance to learn how to ride a bike or to improve their skills. Furthermore, they learn traffic and behavioural rules. The participating children are in 4th grade (approx. 10 years old). The superhero-theme is designed to attract pupils to experience the joy of cycling: By cycling every child can use their "superpowers" to make their way to school safer and to save the world.

www.abcmultimodal.eu/cycling-heroes.html

U-LOCK-CAMPAIGN

The City of Gdansk has installed a lot of parking facilities in the city in order to encourage cycling and avoid bicycle thefts. The Active Mobility Unit of the municipality developed and implemented a campaign to promote the use of good locks. Each week two staff member distributed vouchers to parked bicycles in different districts of Gdansk. All bikes were photographed and the pictures taken were published on



Voucher to receive an U-lock

the campaign website. Cyclists who found a voucher and a picture of their bike on the website could pick up a new u-lock at the Active Mobility Unit office. Due to the campaign, which was conducted during the summer 2013 and promoted in the local press, a total of 170 cyclists received new u-locks. A gallery on the campaign website gives an impression of the campaign.

www.abcmultimodal.eu/campaign-gdansk.html

TRAFFIC SIGNS FOR SAFE DISTANCE

The Active Mobility Unit at the Municipality of Gdansk has created a new traffic sign to remind motorists of keeping safe distance while overtaking cyclists. 1 m between the outside edge of the exterior mirror of the car and the handlebar of the bike is the minimum distance to keep when overtaking in the city. Cyclists should keep as much distance from parked cars to avoid accidents with suddenly opening car doors. In 2013 the signs have already been attached at over 100 locations. Mutual thoughtfulness between car drivers and cyclists improves road safety.



Traffic sign for safe distance © Municipality of Gdańsk

www.abcmultimodal.eu/campaign-gdansk.html

CAPACITY BUILDING



Changing behavior is not a simple task especially when it comes to the behavior of other people. Of course you can ask colleagues or hire experts who are used to do this but do they know all about the specific topic “cycling”?

Capacity building is another soft measure which aims at motivating, educating and activating people to work for cycling promotion. It also increases our man power and competence for this task. There are various

target groups for capacity building e.g.:

- Municipality's staff for transport infrastructure, service and traffic regulation in general or your specialists for cycling.
- school or kindergarten teachers
- people involved in the education of adults

Depending on your staff and financial resources, time frame, flexibility and the level of interest of your target group you can choose different options of capacity building:

CONFERENCES

Conferences often consist of presentations and lectures but may also include workshops, discussions and excursions to increase people being more interactive. Participants with different skills and functions come together, exchange ideas and connect in (informal) networks. In addition, conferences are a very good opportunity to present the city and existing projects of cycling promotion as well as new ideas.

STUDY TRIPS

Travelling with a group of decision-makers among them mayors, city planners and other experts to a city that is particularly cycling-friendly, is commonly referred to as study trip. This form of knowledge transfer is especially suitable to show decision-makers potentials and innovative solutions in terms of cycling. Participants spend a certain time together, away from the daily and technical work routines at the office. They have the possibility to get an open wide view for new possibilities. Part of the concept is to spend a long time cycling to see and experience good examples of cycling infrastructure. In the course of the guided cycle tour features are explained and illustrated professionally. In addition to lectures it is recommended to offer a know-how exchange for the group and local city planners. The focus is on questions like “what motivates cyclists to cycle more often?” and



“how did the city administration overcome their challenges”. Of course it is also desired that the participants get in touch, share information and plan future collaborations. In many cities there are exceptional approaches to promote cycling which can be transferred to other cities. During such a study trip participants can gather ideas on topics and/or problems that their hometown is dealing with.

TRAINING COURSES

Training courses are an important pillar to transfer knowledge and develop enthusiasm for cycling. Depending on the design, courses for all age and target groups are possible: e.g. teachers can be trained to motivate and educate children in cycling. Together with the children they can observe their school and the surroundings concerning bicycle friendliness. Don't forget to think about coordinating your new multiplier for cycling promotion to make use of their commitment. They especially need to be updated on a regular basis and asked about their progress and success.



Training courses can of course also address the end-user directly who should also be trained and motivated to cycle more often.

STEP BY STEP

- Define your targets.
- Check which target group is most promising for an active support of cycling promotion or consider the group you have the best access to and knowledge about.
- Hire experts or do it yourself.
- Find out about needs and potentials of your target group.
- Choose your form of capacity building.
- Set up a program or training curricular
- Advertise your offering and involve partners to motivate people to participate.
- Think about how to evaluate the impact of your measure before you start.

If you need a short cut:

- Pick up your colleague from home and show her/him the best way to work by bike.
- Invite your target person to a cycling conference or a study trip somebody else organizes.

CONFERENCES

CONGRESS OF ACTIVE MOBILITY

To promote, disseminate and exchange ideas and good experiences while maintaining a high quality of life by improving active mobility like cycling and walking, was the main idea behind the Fourth Congress of Active Mobility in 2013. The Congress in Gdansk has become an established event for representatives of administration, politics, initiatives and experts attracting several hundred participants every year.

CONFERENCE "CYCLING CONNECTS"



Participants at the conference "Cycling connects"

The Hanseatic City of Rostock and the Ministry of Energy, Infrastructure and Regional Development Mecklenburg-Vorpommern jointly organized the conference "Cycling promotion in the South Baltic and beyond". 20 speakers from five countries contributed with their expertise and practical experience to the two-day program. Titled "Cycling connects", the thematic focus was put on communication and cooperation for cycling promotion. The conference was inspired by the Congresses in Gdansk and continued a series of conferences organized by the ADFC Mecklenburg-Vorpommern in Rostock the years before.

www.abcmultimodal.eu/conferences.html



STUDY TRIPS

COPENHAGEN AND MALMO

The abc-partners visited with a group of 25 people two of the most interesting cycling cities in the world: Copenhagen and Malmö. One day for each city has been reserved taking the time to meet experts and experience the infrastructure and bicycle culture during a guided cycling tour. Some of the findings inspired and motivated the participant to try out and implement similar hard and soft measures in their cities.



Cycling culture in Copenhagen



Cycling infrastructure in Malmö

FREIBURG AND BASEL

Freiburg – Germany's Green City is engaged in the development of an environmentally and climate-friendly transport system for more than four decades. The expansion of bike paths and light rail system, the design of the main station as a multimodal transportation hub, the expansion of the pedestrian zone and a new market concept for local supply are part of this policy. The new districts Rieselfeld and Vauban are very good examples for sustainable city development.



Cycling street in Freiburg crossing the main station

Basel, the center of an agglomeration of communities in Switzerland, Germany and France, has a historical structure where cycling and other modes of transport often have to share the limited space. The cycling network consists not only of separated bicycle tracks but also bicycle lanes, one-way streets to be opened for two-way bicycle traffic, zones with speed restrictions of 30 km/h and combined bike/bus lanes.

www.abcmultimodal.eu/study-trips.html



TRAINING COURSES

TRAINING CURRICULUM FOR COMMUNICATION STRATEGY

Kalmar developed a training curriculum on communication and cycling campaigns for its employees. With the finalized marketing and communication plan for cycling promotion in Kalmar, an education program was needed which informs and educates employees how to work with the document in real life. The training consists of half day presentations and exercises.



Cycling promotion in Kalmar

TEACHER COURSE ABOUT CYCLING

The City of Gdansk and the City Council of Road Safety jointly organized a conference for teachers who like to support cycling. The concept is about teachers becoming local experts on cycling, go-to persons in all matters related to cycling, for pupils as well as for colleagues and parents. As a result of the conference cycle trips to attractive destinations in Gdansk and the surrounding area will be organized. The hope is that kids will get more interested in cycling in general and take up cycling to school by getting them used to cycling in urban environment.

EDUCATIONAL AND PROMOTIONAL CAMPAIGN FOR KINDERGARTEN

On initiative of the Polish Union of Active Mobility (PUMA) the edutainment campaign "My First Two Wheels" was carried out to introduce the youngest children to the joy of cycling by providing them with an opportunity to ride 'running' bikes. By this children become much better prepared to start riding a conventional pedal bike and they already have a positive relation to cycling. After evaluation of the campaign, it was developed further into the MP2K Cup - running bike championships for the youngest cyclists.



Child on running bike © PUMA/mobilnosc.org



www.abcmultimodal.eu/training.html



STORYBOOK FOR YOUNG CYCLISTS

The ADFC Rostock elaborated a storybook for young cyclists titled "My bicycle, my city and me". The book contains texts and pictures about the history of cycling as well as the bicycle and its technical details and advantages. Two children are guiding through the book which closes with their advice on how to cycle safely. Photos show the two children in typical traffic situations. The book was printed in 2000 copies and disseminated to kindergarten, the local traffic school and the regional parents' organization. Two videos document the "Making of" the book advertising for it. Further on the ADFC organized workshops for different target groups e.g. students from the university on how to promote cycling among children and how to teach safe cycling. These activities are described in an educational concept.

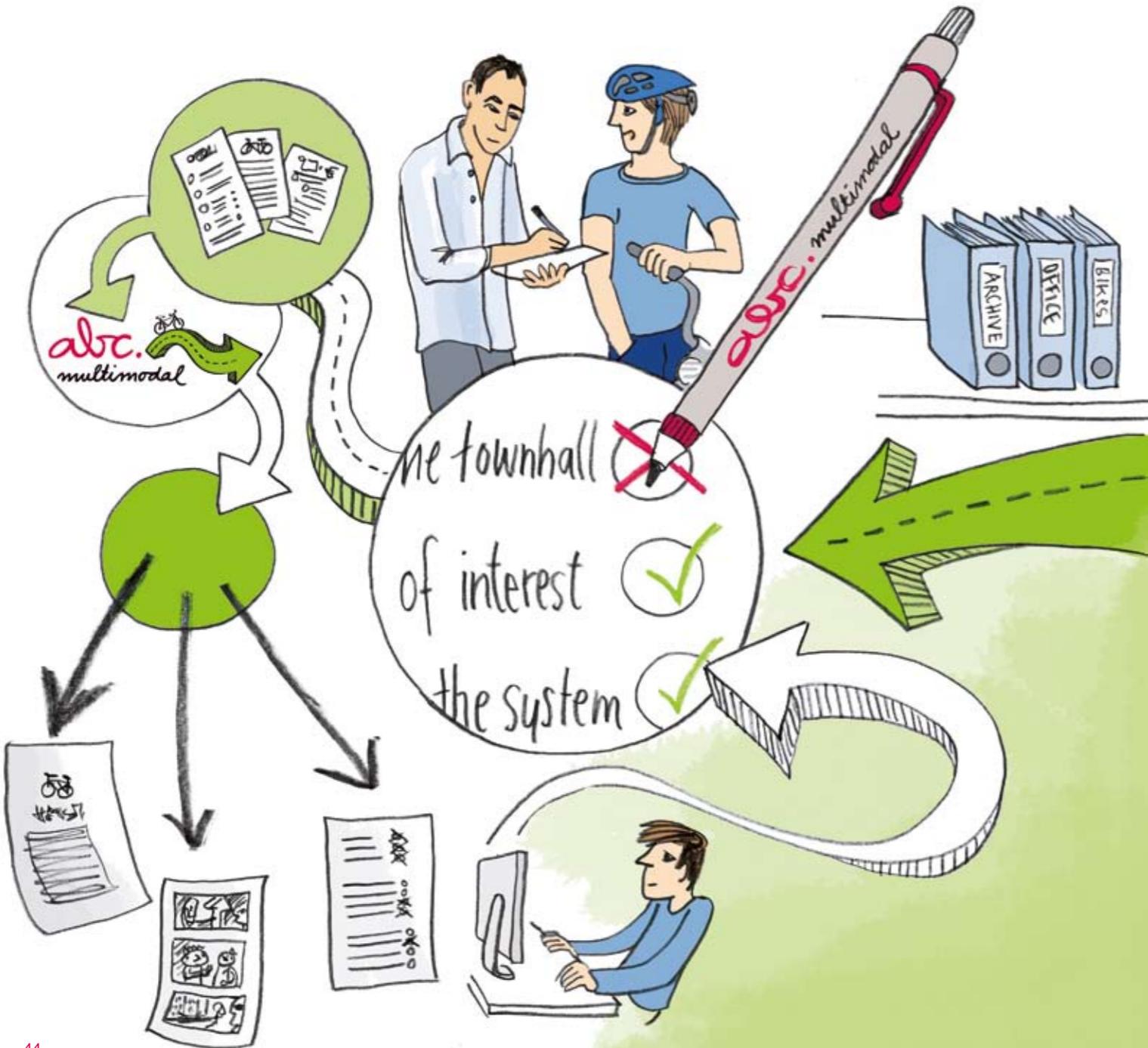


Cover of the storybook for young cyclists

www.abcmultimodal.eu/storybook.html



EVALUATION



To many people evaluation is a fairly new concept. An evaluation covers the description, analysis and assessment of projects, processes and organizational units alike. The assessment is being done on the basis of previously defined objectives and indicators.

Soft measures like campaigns do not have directly visible results as any infrastructure measure does - therefore it is often difficult to convince politicians to spend money for this. In this case an evaluation is particularly important to prove the impact. A good evaluation should aim at using different kinds of data collection methods. Ideally, it compares the initial situation with the situation after the campaign has been finalized.

PANEL SURVEY

This method measures the awareness level of a campaign as well as its rating and individual consequences. The survey can include face-to-face and/or telephone interviews and online questionnaires. The sample size should be between 500 and 1,000. A questionnaire should be made up of 15-20 questions on the subject, complemented by 5-6 socio-demographic questions. A pre-test should be implemented.

MEDIA ANALYSIS

Local and regional media publications can have a strong effect on a campaign. They provide background information and notes on events that can have a positive impact on the objectives of a campaign and raise the awareness of it. A media analysis includes media clippings from print media, online media, television and radio.

EXPERT INTERVIEWS

Internal and external experts like representatives of local administration, associations, political parties or other stakeholders are able to review the campaign with respect to the process and its estimated impact. The selection of experts is of great importance. Interviews with them should follow a guideline that leaves sufficient space for the expert's own choice of focus.

GROUP DISCUSSION

It is a qualitative method which is used to show the process of opinion formation, revealing collective reflection, mutual learning and individual perception deficits. Beforehand a skilled facilitator agrees guidelines with the client to structure the discussion which generally takes about two hours. The ideal number of participants is between eight and ten.

LESSON LEARNED DOCUMENTATION

People who prepare, organize and implement a measure usually find a lot of things that could have worked better. It is important to collect this internal feedback to improve a campaign and not repeat mistakes. In any case, this is a complementary tool and cannot replace an effect analysis.

MODAL SPLIT SURVEY

The development of modal share and modal shift is a very suitable indicator for the success of cycling promotion. However, data on the development of modal split cannot be referred to single measures of cycling promotion without additional analyses.

TRAFFIC COUNTS

Counting cyclists before and after at the spot of intervention is a valid method for evaluating the impact of hard measures if the basic conditions are comparable (day-time, weekday, temperature, weather, no vacations etc.). External conditions have a lot of influence on the quantity of cycling which in turn suggests that counting is not an appropriate tool for evaluating specific soft measures. However, traffic counts over a longer period can be used to prove the effect of the overall cycling promotion policy.

STEP BY STEP

- Define your subject of evaluation.
- Begin with a baseline analysis before you start your project.
- Choose indicators to show the change
- Choose evaluation instruments carefully.
- Hire experts to conduct the evaluation.
- Let people know that you have evaluated your activities.
- Inform them that results are available on demand if not issued.

You need a simple form of evaluation?

- Prepare a small questionnaire about your measure and ask participants to fill it in.
- Write down your own findings concerning your measure, what was good or bad.
- If you have open questions about why something happened or not ask a colleague or somebody with another perspective.

ABC-APPROACH

The partner cities within the abc-project discussed different methods applicable for evaluating their cycling campaigns. Due to time and budget constraints they abstained from doing a panel survey though this is the most appropriate method to measure a change of attitude. They decided to test the combination of three methods to evaluate the impact of a campaign and the corresponding process:

- Media clippings
- Cycling counts by cycling monitors
- Lessons learned documentation.

www.abcmultimodal.eu/evaluation.html

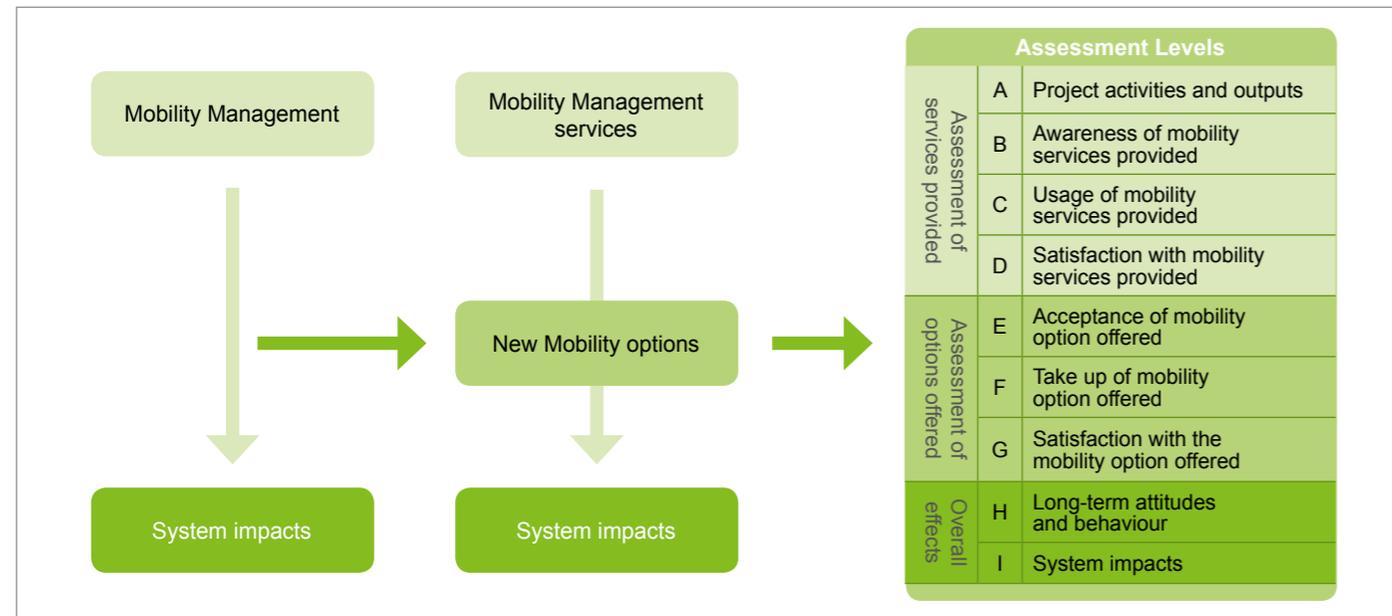
MAXSUMO

MaxSumo is an evaluation method for any mobility management project targeting the behavioral change towards more sustainable transport habits. "MaxSumo" was developed within the project "MAX Successful Travel Awareness Campaigns and Mobility Management Strategy" within the EU's 6th framework programme. It includes an assessment of both the process of the project and the mobility behavior the project aims to change. MaxSumo can be used for single measures, but also for combined measures. In this way, evaluation data can be compiled in a standardized way. Evaluation implemented in accordance with MaxSumo enables project monitoring during

and after the project lifetime and offers an opportunity to compare projects with each other. At European level this has very positive effects for future work and cost-benefit estimations.

The unique benefit of MaxSumo is that the often complex process of behavioral change is divided into smaller steps that can actually be monitored and evaluated successively. The project's report including a detailed description of the method is available on the website of EPOMM:

www.epomm.eu/docs/1057/MaxSumo_english.pdf



MaxSumo structures the gap between mobility management measures and targeted impacts into manageable steps; source: report "MaxSumo - Guidance on how to plan, monitor and evaluate mobility projects" by Trivector and ILS within the project "MAX - Successful Travel Awareness Campaigns and Mobility Management Strategies" 2013

EVALUATION OF CAMPAIGNS

EVALUATION OF THE CAMPAIGN "CYCLING CITY MUNICH"

The City of Munich hired expert institutes to ensure a full assessment of their campaign. The campaign was planned for a duration of at least five years with a budget of about 3.8 million €. The evaluation was carried out in the first year following three main objectives:

- Assess as many impacts of the campaign as possible.
- Provide evidence for the success of the campaign in order to legitimise its continuation.
- Derive recommendations to further develop the campaign beyond 2012.

The evaluation was targeted at four impact areas:

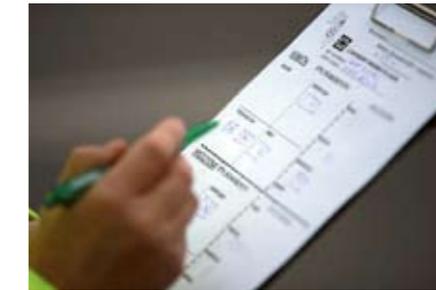
- Awareness level of the campaign in the general public (survey)
- The campaign's effect on behavioural change (modal shift and related reduction of CO2 emissions)
- Media coverage (quantitative and qualitative analysis of print and online media, TV and radio)
- Political acceptance of the campaign (expert interviews)

After numerous events and corresponding media coverage 38% of the survey participants were aware of the campaign; another 35% remembered it when parts of the text used in it were read out to them. The rating of the campaign was very positive.

www.abcmultimodal.eu/evaluation-munich.html

EVALUATION OF THE CAMPAIGN "BIKE FRIDAYS 2011"

The campaign "Bike Fridays 2011" focused on two promotion days with activities at ten main crossroads over 2.5 hours. Due to the limited scope the campaign was evaluated by the organizers themselves to measure the success in order to find support to continue. They analyzed the interest and reaction of the citizens of Gdansk regarding this campaign. A number of volunteers counted cyclists on the main crossroads in the City of Gdansk during the event.



Counting cyclists during "Bike Fridays" © PUMA/mobilnosc.org

In order to get some information about the types of cyclist they used special lists produced only for this purpose. On these lists they marked not only the number of cyclists distinguishing between male and female but also the number of cyclists wearing helmets, reflective vests and using bicycles with baskets. This was important as the campaign aimed at motivating especially women to cycle.

www.abcmultimodal.eu/evaluation-bike-fridays.html

CYCLING CLIMATE

CYCLING CLIMATE TEST

In 2012 the German Cycling Association ADFC released the fifth edition of its 'cycling climate test'. The ADFC cycling climate test evaluates the strengths and weaknesses from the perspective of a broad range of cyclists. The questionnaire comprised 27 questions in five categories:

1. Cycling and traffic climate
2. Importance
3. Safety
4. Comfort
5. Infrastructure and network

Public authorities have actively promoted the survey through advertisements. The test results provide them with key information and support for their efforts.

Though there was a threshold for the minimum number of participants (50) the cycling climate test was successfully implemented in 332 cities.



Awarding ceremony for winner cities © BMVBS

www.abcmultimodal.eu/cycling-climate-test.html



ABC-PROJECT

Between 2011 and 2014 five partners in the South Baltic Region cooperated in the project “abc.multimodal” to integrate cycling into multimodal transport system and mobility culture.

ABC means “Access by Cycling”. Bicycles are accessible for most inhabitants from young to old, from rich to poor, female and male. Nearly all places in a city are accessible by bicycle. Providing accessibility by cycling is basic and sustainable like teaching the ABC. Cycling instead of car driving reduces congestion, pollution, noise and accidents. Cycling protects health, the environment and the climate in a cost saving and easy way.

Different backgrounds, starting positions and approaches of the ABC-partners contributed to an inspiring and effective international cooperation. Learning from others, cooperation and disseminating experiences and results were main principles of the ABC-project. This “Cycling Implementation Book” is a major result and output from the project. Other outputs like best practice examples, concepts and methods are published on the website www.abcmultimodal.eu. These are the five partners:

HANSEATIC CITY OF ROSTOCK

The Hanseatic City of Rostock promotes cycling for many years and is today one of Germany’s pioneer cities concerning the development and implementation of cost-saving and efficient measures for cycling promotion. 204,000 people and 14,000 students live in Rostock. The city’s share of

cycling has increased from 12% in 2003 to 20% in 2008. Rostock initiated the project as the municipality likes to share experiences and best practices to improve the conditions of urban sustainable transport and to intensify capacity building and networking.

ADFC ROSTOCK - GERMAN CYCLING ASSOCIATION ROSTOCK

The ADFC is the main NGO for cyclists in Germany with more than 140,000 members. The ADFC is lobbying for better conditions of cycling and offers guided cycling tours. In the abc-project ADFC Rostock concentrated its activities on capacity building.

KALMAR MUNICIPALITY

Kalmar has about 64,000 inhabitants and is situated in the southeast of Sweden at the Baltic Sea. Kalmar Municipality is well experienced in bicycle planning, awareness raising, mobility management and general climate issues. In the abc-project Kalmar Municipality aimed at increasing cycling to shopping areas and therefore involved the commercial sector.

CITY OF GDANSK

The City of Gdansk has acquired extensive experience while implementing various elements contributing to an urban cycling system since 1997. The City of Gdansk is considered to be a leading Polish city concerning the development of cycling infrastructure. As partner they are eager to

share the experience in promoting active mobility in urban areas among other Polish and foreign urban areas. The overall goal of the City of Gdansk is to become a model city in sustainable transport and to take a leading position in a new mobility culture in Poland.

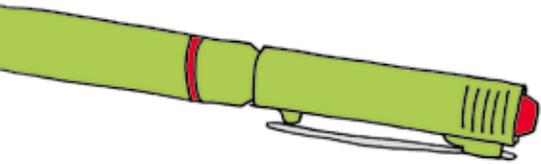
PUMA – POLISH UNION OF ACTIVE MOBILITY

The Polish Union of Active Mobility is an innovation oriented organisation of local governments – towns, cities, communes and regions. It was established and has its official seat in the City of Gdansk. The basic aim of the association is the improvement of conditions and promotion of active mobility. Active mobility means all kinds of using natural human power to satisfy the daily transport needs such as walking and cycling (as autonomous transport modes or in combination with public transport).

www.abcmultimodal.eu/project-partner.html

PRODUCTS AND SERVICES

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