

LOCAL ACTION PLAN

SOFIE BACKMAN

KALMAR MUNICIPALITY

APRIL 2014

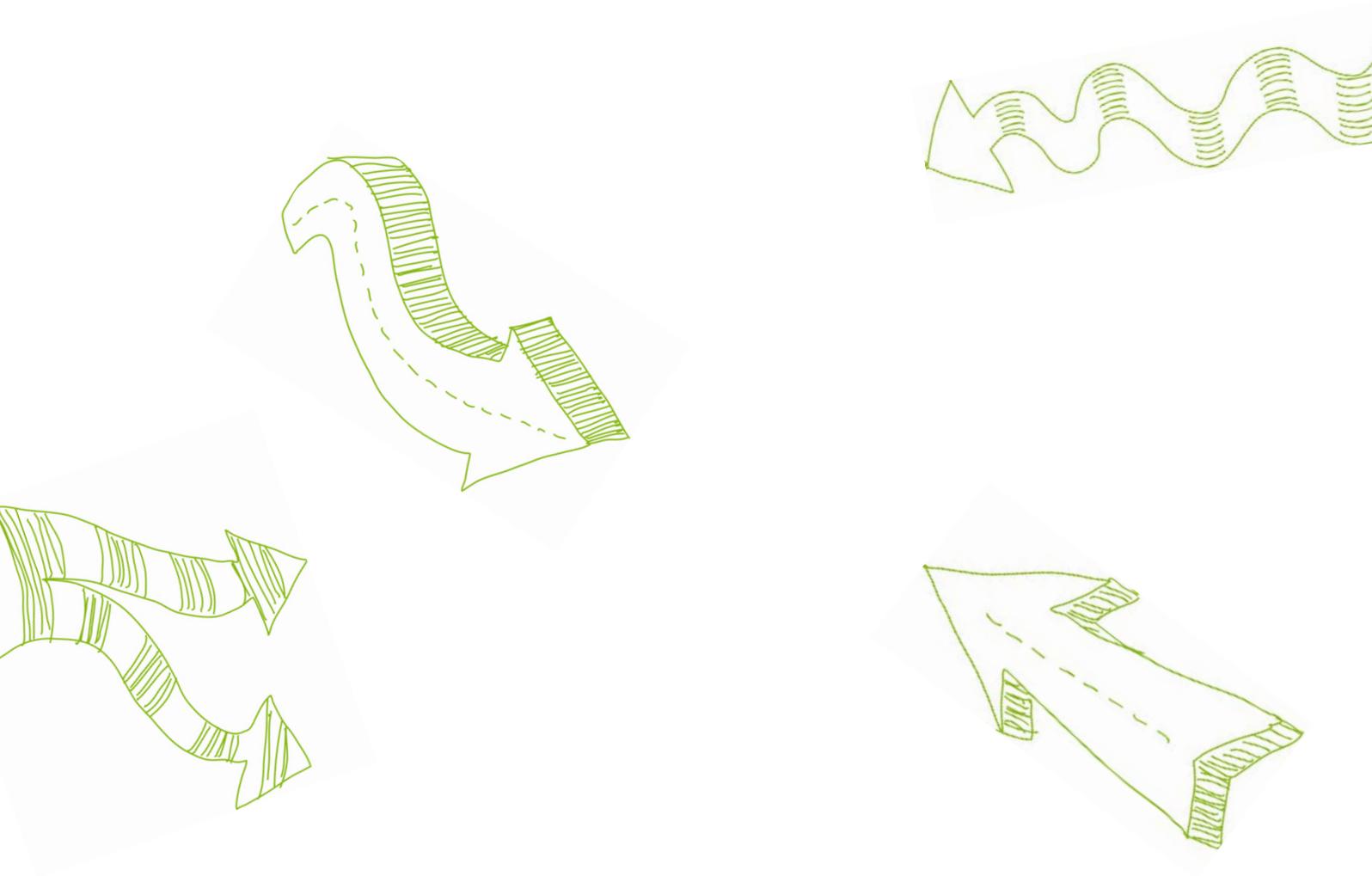


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INTRODUCTION

In 2008 a bicycle strategy was adopted by the City Council in Kalmar and a budget objective was written: The bicycle traffic in Kalmar will increase by 15 percent from 2008 until 2012. For an active work with the bicycle strategy and the budget objective, the project *Kalmar cycling city* was set up in 2010, with a work group consisting of project leaders from three different municipality departments. Planning, investments, maintenance and communications have been the main fields of work for the project group and it has been successful. The budget objectives was accomplished in 2012 and the new budget objective, to increase cycling with another 15 percent until 2015, is already reached by two thirds in 2013. Since 2013 the bicycle strategy is not a driving document for the work of Kalmar Cycling City. Instead the *Vision 2020*, the *Municipality Master Plan* and the budget objectives are working as driving and guiding documents.

Since 2011 a *yearly bicycle closure* has been written to sum up the bicycle work of the preceding year and to act as an action plan for the years to come.

This local action plan for the bicycle work in Kalmar is a summary of the three bicycle closures (2011-2013) and a compilation of the planned continuing bicycle work in Kalmar.

1. IMPLEMENTED MEASURES 2010-2013 AND CONTINUING WORK

1.1 HOW MANY ARE CYCLING IN KALMAR?

From 2008 until 2011 the number of cyclists in Kalmar was measured by manual counting. The procedure was limited both in time and space and not statistically valid. To make the measurements more accurate and valid as a planning ground, specific radar measuring equipment was procured during 2011 and installed at eight central locations in Kalmar in spring 2012. The new equipment is counting the number of cycling passages 24 hours a day, all year round, and the statistics from the measurements have been very valuable and useful for the work of Kalmar Cycling City. Furthermore, the measurements has shown an increase of 10 percent from 2012 to 2013, which is well on the way for the budget objectives for cycling until 2015.

In June 2013, a public cycling monitor was installed at the Hansa Bridge, visible to all cyclists passing the bridge. The statistics from the cycling monitor show that the new bridge is used just as much as several of the most frequented bicycle paths in Kalmar. Statistics from the cycling meters, including the cycling monitor, can be viewed at the municipality web page.

Continuing work

In the years to come, it will be exciting to follow the statistics from the measurements and see if the current positive trend can be stated. The position of the cycling monitor will be shifted regularly to be visible for more cyclists.

There have also been plans of increasing the number of cycling meters to include also the outer parts of Kalmar. Though, this expansion of measuring is depending on future budgetary possibilities.

1.2 WHAT DO THE CYCLISTS THINK?

Each year the Statistics Sweden (SCB) makes a civil survey where the population of Kalmar can express what they think about for example cycling and the maintenance of bicycle paths. Hard winters are often shown in a low grading of the municipality snow clearance, just as several road construction works bring down the grading of traffic security. The communication work of Kalmar Cycling City was started in 2011 and probably raised the expectations. The low gradings in general that year could be because the gap between expectations and result was too large. During 2012 there were many visible improvements for cyclist and the gradings were also increasing.

A survey made by HUI Research in 2012 indicated (among other things) the need for improvements of safety at crossings and the need to decrease risk of theft.

Continuing work

The results from the surveys have been parts of the basis for discussions of improvements for cyclists in the work group. It has resulted in the rebuilding of crossings to give cyclists precedence, as well as improvements of a well-used but unsafe bicycle parking, which now has more lighting and more stands with the possibility to lock the bicycle frame to the stands and thereby lower the risk of theft. These kinds of crossings and bicycle parkings are intended to be standardized and multiplied in the future.

The surveys of the years to come will hopefully give us the basis for discussions of how to prioritize the continued improvements for cyclists.

1.3 SAFE BICYCLE PATHS

The bicycle strategies as well as the results from the HUI Research survey are highlighting the importance of safe crossings. The department of urban planning has compiled statistics of bicycle accidents in Kalmar from 2008-2013 and has found the most exposed locations and crossings. Most of the accidents have been shown to be single bicycle accidents. One way to prevent these kinds of accidents are to make sure the bicycle paths are free from snow, ice, branches, leaves and gravel. In 2013, a small street cleaning machine was purchased, which made the cleaning of cycle paths more effective (see *Street cleaning*, p. 7). Another way to prevent accidents is if more people respect and follow the traffic rules. In 2011 the Traffic Council was created, consisting of representatives from the urban planning department, the service department, the children and youth department, the fire department, the culture and leisure department, the Police in Kalmar and the National Society for Road Safety. The Traffic Council are working to improve traffic behaviour, with focus on for example the usage of bicycle helmets and traffic safety educations in schools.

In 2011 a speed limit review was carried out to see what speed limits different kind of settlements should have to increase security for unprotected road-users like cyclists, pedestrians and children.

Continuing work

In 2014, due to the speed limit review, the housing areas of Lindsdal, Smedby, Rinkabyholm and Kalmar will get lowered speed limits from 50 km/h to 30 km/h.

In the accidents statistics three crossings have the highest numbers of bicycle accidents. In 2014 there is funding reserved to rebuild those three crossings.

1.4 GOOD MAINTENANCE OF CYCLING PATHS

WINTER ROAD MAINTENANCE

It has been noticed that it is important plow and/or spread salt brine in the early morning, before the commuting cyclists starts to traffic the cycle paths. It increases the safety and comfort for cyclists, but also makes the plowing and spreading work more efficient as the paths are almost empty. Spreading salt brine also entail less spreading of sand and gravel, which could be a problem for cyclist leading to punctures and flat tires. During winter 2012/2013 the spreading of salt brine was done only at day time, but the on-call preparedness, tried out in winter 2011/2012, was reinserted in winter 2013/2014 and will be a reoccurring measure during winter as long as there is a sufficient budget.

STREET CLEANING

Keeping the streets free from branches, stones and broken glass is very important to keep high comfort and high traffic safety for cyclists. During 2013, a small road sweeper, the so-called City Cat, was purchased and the work of keeping the bicycle paths in the center of Kalmar is now much more efficient. This has led to a more frequent usage of other road sweepers in bicycle paths outside the center of Kalmar and a higher frequency of cleaning the streets and paths, from about 3 times a months to 3 times a week in the most central parts. Furthermore, reports of errors concerning broken glass can be taken care of sooner than before.

PAVING BICYCLE PATHS

It is necessary to re-pave existent bicycle paths to keep a high level of comfort and traffic security. The available budget for this measure gives a turnover time of 130 years, but the real life length of a pavement is 20-35 years. During 2013, the local politicians decided to strengthen this budget post, which led to about 5 km more walking and bicycle paths, a duplication of the re-pavement in 2012.

ROAD MARKINGS

In 2013, there was an temporary extra budget for bicycle road markings, which is a measure that can normally not be prioritized, due to the delicate maintenance budget for bicycle paths. Over 10 km of lines and hundreds of arrows, bicycle symbols and walking symbols was painted, which has increased the traffic security by making people aware of where to walk and cycle. These markings need to be maintained during the following years to keep up a good quality.

BICYCLE PUMPS

In 2010 and 2011, two automatic bicycle pumps were installed in the northern and central parts of Kalmar. Two manual bicycle pumps were installed by the Central station on Kvarnholmen during summer 2013, one of them close to the new bicycle parking. In 2014, two additional bicycle pumps will be installed in Kalmar, but the location is not yet set. Moreover, other agencies and shopping area property owners are installing or planning to install bicycle pumps.



Photo 1. Bicycle pump by the Central station

Continuing work

Because of the increase attention of cycling, there is also a higher focus on maintenance of cycle paths. But the expansion of bicycle facilities and all maintenance of cycling paths and facilities demand a higher budget than will be available in the years to come. Kalmar Cycling City will continue to apply for a strengthening of the maintenance and reinvestment budget.

1.5 SECURITY

Feeling secure and safe when cycling in a certain areas is of great importance for choosing the bike or not. Higher security can be accomplished by better lightening along the bicycle paths and a consistent network of bicycle paths with enough width. In 2011, 48 new lightening posts were installed along the cycle paths in the municipality. In 2012, Kalmar Cycling City cooperated with the EU-project “LED- light in public spaces“ and 100 LED lamps, which are both energysaving and thereby more economic, were installed. Furthermore, in 2013, more lightening posts have been installed as well as an experimental LED installation in a walking and cycling tunnel.

The list for prioritizing the completion of missing links is a dynamic document that is continually updated and the work of planning and building to fill the missing links of the network of bicycle paths is always ongoing. (Read more about the work of missing links...)

The usage of bicycle lights and helmet is also a matter of cycling security. From 2011-2013 Kalmar Cycling City has cooperated with the Police in Kalmar in a bike lights campaign, which has been successful (see *Events and campaigns*, p. 12) During the campaign, a simpler kind of measurement of the usage of bike lights and helmets has been performed. While the usage of bike lights has increased significantly, the usage of helmets has decreased.

The HUI Research survey from 2012 specified the need to decrease the risk of theft. One way to increase this kind of security is the improvement of bicycle parkings (see *Bicycle parkings*, p. 11).

Continuing work

In 2014, the urban planning department will produce a lightening plan, including an inventory of the bicycle path lightening. In addition, there is now a yearly grant of 1 million SEK for lightening to be used mainly outside the town of Kalmar.

During 2012 and 2013, the municipality has had dialogues regarding improvements and development with the citizens of Kalmar and it has resulted in several requests about bicycle paths, traffic security and lightening. These request will be compiled and used in the future planning and budget work.

The work to increase the usage of bicycle lights and helmets will, in the years to come, be a matter for the Traffic Council.

1.6 SPREADING INFORMATION TO MEDIA

To create a feeling of Kalmar as a good cycling city, spreading information of cycling activities and improvements is crucial. Since 2011, cycling has continued to be a well-publicised subject in the local newspapers, both about events, new constructions, traffic planning and cycling in general. The local TV news and the local Swedish Radio have also noticed cycling issues and the work done by Kalmar Cycling City. The HUI Research survey from 2012 showed that 56% had heard of Kalmar Cycling City, which could be a verification of a successful work of spreading cycling information. Since 2013, all communication and all cycling events have been performed according to the guidelines of the communication plan produced in 2012. The message to be spread is *Thank you for cycling!* and that Kalmar is a good cycling city that is always improving. A graphic profile has also been developed, focusing on the cycling symbol (created by the famous designer Jangir Maddadi) and the municipality colours but in a modern and fun way. A new message has been developed in 2013, *I bike KLR*, which is used for giveaways and on products that can be used while cycling in Kalmar. The events carried out in 2013 have been a great contribution to the spreading of information to media. Most of the events were coupled to improvements for cyclist, like new cycle paths, an updated cycle map and a new bicycle parking and all events has been promoted by press releases and Facebook articles.

There have also been 3-4 Facebook articles about cycling every months and the website www.kalmar.se/cykel has been updated frequently. Advertisements in the local newspapers, busses, schools as well as radio spots and a radio interview have also been used to spread information about cycling and cycling campaigns.

Continuing work

Kalmar Cycling City will continue to be seen in media frequently by press releases, facebook articles and marketing activities. The evaluation report of events and campaigns, finished in spring 2014, will give a general view of how and when to carry out events and campaigns and how to continue the work of spreading information to media, where one challenge is to keep the media interested in our cycling activities.

1.7 BICYCLE PARKINGS

According to the HUI Research report from 2012, the area of weakest grading was *safety concerning the risk of theft*. This area needs to be improved and one of the final goals is to make up guidelines and minimum requirements about the function of bicycle parkings and establish these for all municipality localities. Hopefully these guidelines can also be a directive for private property owners. A first step was to improve the worst part of the bicycle parking at the central station at Kvarnholmen during 2013. The parking area has been expanded and the parking stands have been exchanged into a safer, more efficient and smarter type of stands, creating room for 40 extra bicycles and giving the possibility to lock the bicycle frames to the stands. Better and more lightening by the bicycle parking in addition to the new stands should decrease the risk of theft significantly. There are also four new stands for cargo bikes, which is an extraordinary service in Sweden.

Since 2010 the municipality is making bicycle parking controls in the center of Kalmar two times a year and removes abandoned and scrap bicycles that takes up needed space in the bicycle stands.



Photo 2. The improved bicycle parking at the Central station.

Continuing work

The guidelines and function requirements for municipality bicycle parkings should be created during 2014. These guidelines will primarily consider safety, security, placement, formation and the function of operation and maintenance. Cooperation with the local bus company will take place next year, when making a physical inventory of all bus stops in Kalmar to find out the locations where the need of bicycle parkings for commuters is the greatest.

1.8 EVENTS AND CAMPAIGNS

The involvement in campaigns and events has increased significantly since 2011, when Kalmar Cycling City started this type of activities. The first year, the project participated in already existing cycling campaigns and cooperated with the Police in Kalmar in the bike lights campaign. This was also the first year the project made a smaller release event for the new bike map, which was also noticed by media. In 2012, the communication plan was developed and made it easier for the project work group to plan how and when to participate in and perform campaigns and events. This was also the first year so called guerilla actions were carried out. The message at events is always “Thank you for cycling” combined

with communicating Kalmar as a bicycle city that is always improving. The new message *I bike KLR* is an adaption of Copenhagens similar message and is meant to encourage cycling and strengthen the cyclists feeling of being proud of cycling in Kalmar. The messages are spread through guerilla actions or by depots at events. Depots are a limited area, often an event tent, where Kalmar Cycling City is thanking cyclists by giveaways or services. During 2013 an event tent was purchased and nine events with depots were carried out. The focuses of the events were to notice improvements for cyclists, traffic safety and/or to thank the cyclists.

Most of the events were carried out in cooperation with other organizations. For example the inauguration of the Hansa Bridge was carried out together with the shopping area Hansa City and the release of the new cycle map was carried out as a guerilla action in cooperation with the National Society for Road Safety and two different bicycle retailers. 2013 was the third year of cooperation with the local traffic police with the ambition to increase the usage of bike lights. The bike light campaign has been very successful with a significant increase in usage for every year.

Continuing work

The work with cycling events and co-operations with other organizations will continue in the years to come, but is very dependent on the economy and personal resources available, since the planning processes for events and campaign is time demanding. In cooperation with the shopping areas Giraffen, Hansa City and Kvarnholmen (Kalmar City) in combination with the release of a new updated cycle map, Kalmar Cycling City will have depots at three events during spring 2014. These events will also be a good opportunity to show how cyclist can simplify the transport of merchandise by using e.g. cargo bikes and bicycle trailers. A specialized cargo bike retailer will participate at one of the events and show different kinds of transport possibilities.

1.9 POSSIBILITIES TO REPORT DEFECTS AND ERRORS

Defects and errors on bicycle paths can affect traffic security as well as the passage possibility. That is why it is of great importance that the public can easily report defects and errors to the municipality, for acute errors to be addressed as soon as possible. Reports of defects and errors are made by phone, e-mail, a web form and by the municipality web app. In 2013, 255 bicycle related reports were made, compared to 98 reports in 2012 and 131 reports in 2011. The significant increase is most likely due to the increased attention of cycling, the facts that more people are cycling and because the possibility to report has been more actively promoted.

Continuing work

A new agreement has been done with the new Kalmar Turf Club, who will assist the municipality with the reporting of defects and errors in the bicycle path network in the future.

1.10 TOURISM CYCLING

The interest for cycling in and around Kalmar are increasing and several measures, focusing on tourism cycling, has been done during the last years. In 2011, two maps with nice and suitable cycling excursions were produced and translated in english. In another project a hiking trail was improved and a new edition of a booklet in swedish and english was produced, including a new cycling trail.

A bicycle hiring system has been evaluated and unfortunately the advantages seems to small in a city of the size of Kalmar, when most people have their own bicycle. There has been discussions of a multimodal bicycle hiring system as a extension of the public transport.

A bicycle ferry between Kalmar and Öland was started again in 2011 and has a contract to frequent Kalmar Sound until 2018.

The two big sport cycling events in Kalmar, Kalmar Grand Prix and Ironman Kalmar, have many visitors from other parts of Sweden and from other countries and the number of competitors is increasing every year.

The Tourist office and Destination Kalmar are now active in the work of developing a regional cycling strategy. In addition, they have developed cycling packages in cooperation with Kalmar Cycling City in spring 2014. These packages are sold to tourists and include accommodation, a rental bicycle and cycling maps of three new, local cycling trails.

Continuing work

In 2014, the first Turf Championship Kalmar, is planned and will also contribute to putting Kalmar on the sport cycling map.

The Swedish Transport Administration are increasing the standard and signing of recreational cycling trails all over Sweden, which is a big step to create a more serious attitude to recreational cycling.

Since the present project "Fyr till Fyr", will connect the southern and northern lighthouses of Öland with a cycling trail, the tourism cycling on the mainland and around Kalmar is getting more interesting and important. Organisations like the Tourist office and Destination Kalmar are getting involved and there will probably be a big interest for developing tourism cycling in the next years.



Photo 3. Tourism cycling is getting more popular

1.11 CYCLING SIGNAGE AND BIKE MAPS

The first phase of a new cycling signage system was completed in 2012, with about 200 signage locations and 1000 signs in the central parts of Kalmar. The signs show the directions and distance to important destinations and they are well visible and easy to distinguish from other types of signs. In addition, there is a special top crown, created by the famous designer Jangir Maddadi, on each pole of signs.

Every year since 2011 a new and updated bicycle map has been released. The printed editions have increased each year, from 4000 maps in 2011, to 6000 in 2012, 9000 in 2013 and finally 15 000 copies in 2014. The bike map 2014 includes all recommended bicycle paths in Kalmar, in the three largest urban areas and in the areas between the urban and rural areas. The bike map is also available for downloading at www.kalmar.se/cykel.

Continuing work

The second phase of the cycling signage system in Lindsdal will be finished in 2014 and Rinkabyholm and Smedby in 2015-2016. Since there are more map material than fit in the physical bike map, there is a need for more interactive or web based maps, possibly even as an app. The bike map will also be placed in larger displays at some central locations in Kalmar during 2014. For example in the harbour near the bicycle ferry.

1.12 MORE AND IMPROVED CYCLE PATHS

Besides budgetary resources for other building projects increasing the amount of cycling paths, there are 5 million SEK yearly for building missing links until 2014. In 2012 and 2013 2,5 km and 2,6 km missing links were built respectively. One of the most important new cycle paths is the Hansa Bridge, the cycling bridge over freeway E22, which is now connecting Hansa City with Djurängen housing area and is a significant shortcut for cyclists in Kalmar.

Continuing work

There is a list of prioritization of building missing links, which is followed and constantly updated, as the work of completing the bicycle path network continues.

1.13 COOPERATION WITH OTHER ORGANIZATIONS

Kalmar Cycling City has developed the cooperation with other traffic related organizations during the years, mainly the Police in Kalmar and the National Society for Road Safety. So far the cooperations have mainly concerned different traffic security campaigns and events. There is also a cooperation with Energikontor Sydost, primarily about projects of mobility management solutions, and a cooperation with the Swedish Transport Association about sustainable travelling. Furthermore, a student at the Linnaeus University has been involved in the developing of a communication plan and during 2013 and 2014 several events were carried out in cooperation with bicycle retailers.

Kalmar Cycling City has also cooperated with the partners from Rostock and Gdansk in the ABC project and exchanged ideas in an international workshop in 2013. These ideas and possible solutions became the basis for the continuing ABC work in 2013-2014.

In addition, the ABC project has resulted in local workshops with the representatives from the commercial sector as well as cooperations in carrying out yearly events in cooperation with the

three shopping areas in Kalmar. Two expert reports about how to improve bicycle paths and other cycling services at these three shopping areas has also been written. Hopefully these two reports will lead to several cycling improvements for cycling shoppers in the next years.

Continuing work

All contacts with other organizations will be preserved, as it gives opportunities for cooperation and cofinancing of events and campaigns and is one of the best ways for Kalmar Cycling City to spread cycling messages.

1.14 EVOLVEMENT OF THE INTERNAL WORK

As written in the introduction part the project Kalmar Cycling City, with a work group consisting of project leaders from three different municipality departments, has been an efficient and successful way of dealing with cycling measures in Kalmar municipality. It has also led to a obvious need of integrating cycling with other types of modalities and with urban building projects.

In 2013, a bicycle pool with a booking system was established at the courtyard off the city hall, including regular bicycles, one cargobike with trailer and one pedelec.

Continuing work

A traffic strategy called “plan for sustainable transports” is being developed in 2014-2015 and will focus on existent visions and positions as well as describing the challenges and opportunities brought before us.