

ABC.MULTIMODAL

## 3<sup>RD</sup> NEWSLETTER

APRIL 2013 – SPRING EDITION

Welcome to the third newsletter of the project “abc.multimodal”. This newsletter shortly presents the partner’s latest activities and outputs with links to more information on our website.

### TARGET GROUP ANALYSIS: CYCLING COMMUTERS IN ROSTOCK EXPECT BETTER INFRASTRUCTURE



The Hanseatic City of Rostock decided to concentrate on cycling oriented commuters within the project. The business research institute WIMES from Rostock presented their “Survey of mobility patterns of cycling oriented commuters”. The study delivers a highly representative picture of this target group, about their behavior, attitudes and

expectations. One finding was that improvements of the infrastructure such as the construction of new bicycle paths or cycle lanes were considered as most important. Read more here:

[www.abcmultimodal.eu/target\\_group\\_analysis\\_rostock.html](http://www.abcmultimodal.eu/target_group_analysis_rostock.html)

### GDANSK: JOURNALISTS AND THEIR TRAVELS



The City of Gdansk has chosen journalists as target group for their project activities. The city wants to learn about communication habits of this group and their perception of the city’s mobility culture and infrastructure. Over a hundred of Gdansk’s journalists were surveyed within the process of a target group analysis. The self-administered questionnaires were handed out to media staff at their workplaces. The project’s team managed to collect responses in radio and TV stations, daily newspapers and web information site editorial office between December 2012 and January 2013. Read more here:

[www.abcmultimodal.eu/target-group-analysis-gdansk.html](http://www.abcmultimodal.eu/target-group-analysis-gdansk.html)

## PARTICIPATION IN GDANSK: DEVELOPING THE 1<sup>ST</sup> CYCLING STREET IN POLAND



Within the project abc.multimodal the City of Gdansk is developing the new traffic organization at Wita Stwosza and Wojska Polskiego streets. Already known as the first cycling street in Poland, the 3,5 km long road will have cycle-friendly infrastructure including: cycling lanes in both directions, next to the car lanes and bike-boxes with traffic lights at

intersections that give priority for cyclists. On 20<sup>th</sup> of March 2013 the city officials met with local residents to answer their questions regarding the project. Read more here:

[www.abcmultimodal.eu/regional-workshop-gdansk-cycling-street.html](http://www.abcmultimodal.eu/regional-workshop-gdansk-cycling-street.html)

## LOCAL WORKSHOP IN KALMAR: HOW DO WE GET MORE CYCLING CONSUMERS?



On the 7<sup>th</sup> of November 2012, a group of traffic planners, politicians and representatives from the commercial sector met during a workshop held by HUI Research, organized by Kalmar municipality. The main focus of the workshop was to examine different ways to stimulate more consumers to choose the bicycle instead of the car. A brainstorming session resulted in a

long list of proposed measures: ranging from facilities, to funding measures and campaigns.

Read more here: [www.abcmultimodal.eu/kalmar-regional-workshop.html](http://www.abcmultimodal.eu/kalmar-regional-workshop.html)

## PUMA: PROMOTING 30 KM/H - STREETS FOR LIVING



PUMA published a booklet promoting the activities undertaken within the framework of the ABC Multimodal project. The booklet includes also the European Civic Initiative campaign entitled „[30 km/h – streets for living](#)” for good reasons: Local self-governments and residents of towns and cities where cycling plays a very small part in daily mobility very often have

difficulties in recognising, that a cyclist is a legitimate user of the road. Read more here:

[www.abcmultimodal.eu/booklet-puma.html](http://www.abcmultimodal.eu/booklet-puma.html)

## ROSTOCK: 4 CYCLING COUNTER ONLINE



In September 2012 Rostock has installed 4 cycling counters, one with a display as the first Cycling Monitor in the city. Now the data of all counters are available on the project's website: number of cyclists from the last day and from the beginning of counting, updated once a day. The website also provides links to detailed statistics for each

counter. From these statistics you can see how many cyclists are counted in the last 30 days, daily, weekly, monthly and you can see key numbers like average and maximum numbers. You might also realize when the winter ended in Rostock. See more information here:

[www.abcmultimodal.eu/rostock-monitor.html](http://www.abcmultimodal.eu/rostock-monitor.html)

## EVENT IN KALMAR: CYCLE SAFELY TO SCHOOL



Kalmar municipality, together with the NGO NTF had a „cycle safely“ activity outside the Funkabo school to acknowledge the newly built cycling lane and to encourage more children to cycle. The event focused on what equipment you should use: lights, reflexes and helmets, and how to behave in traffic to be safe. Read more here:

<http://www.abcmultimodal.eu/regional-workshop-gdansk-cycling-street.html>

## EDUCATIONAL - PROMOTIONAL CAMPAIGN FOR KINDERGARTENS: „MY FIRST TWO WHEELS“



On the initiative of the Polish Union of Active Mobility (PUMA), an edutainment campaign “My First Two Wheels” was carried in January and February 2013. The project was intended to introduce the youngest children to the joy of cycling by providing them with an opportunity to ride simple ‘running’ bikes. 120 children had the opportunity to ride

those bikes for a week within the framework of a pilot project implemented in four kindergartens of the Nowy Staw, Cedry Wielkie, Starogard Gdański and Smołdzino communes. Read more here: [www.abcmultimodal.eu/training.html](http://www.abcmultimodal.eu/training.html)

## ROSTOCK: THE FACE OF THE CYCLING REGION



Who looks best on the bicycle? About 50 portraits originate from a professional photo shooting during the car free day in Rostock 2012. Until the end of January 2013 everybody had the opportunity to vote for the “face of the cycling region” on the website [www.radregion-rostock.de](http://www.radregion-rostock.de). The team received more than 16 000 votes. The picture with most votes will be published on a postcard (citycard). You can see all pictures, comments of the participants and

votes here: [www.radregion-rostock.de/aktionen/fotovoting](http://www.radregion-rostock.de/aktionen/fotovoting)

## EVALUATION: GDANSK REMAINS CYCLING CAPITAL



Gdansk defended its position as the bicycle friendliest city in Poland. The rating was organized for the second time by the „Rowetour”, a monthly magazine focusing on a cycling life style. 2012 the questionnaires were distributed among 41 cities with population over 100 thousand. The survey focused on cycling infrastructure, special facilities for cyclists

and promotion of everyday bicycle usage. “The Bicycle in the City 2012 Report” together with bicycle friendly cities rating were published in the November edition of the „Rowertour”. Read more here: [www.abcmultimodal.eu/evaluation-cycling-cities-Gdansk.html](http://www.abcmultimodal.eu/evaluation-cycling-cities-Gdansk.html)

## BICYCLE CLIMATE TEST: ROSTOCK AMONG TOP 10



Rostock has reached position 8 concerning a bicycle friendly climate among Germany’s 38 cities with more than 200 000 inhabitants. Rostock’s average rating for 27 aspects is 3.64 on a scale from 1 (very good) to 6 (poor). The ADFC organized the Bicycle Climate Test in Germany

in autumn 2012 and published the results in January 2013. About 80 000 people filled in the questionnaire and this resulted in qualified assessments for 332 cities. Read more (in German language) here: [www.adfc.de/fahrradklima-test](http://www.adfc.de/fahrradklima-test)

## PUMA: CONFERENCE „CYCLING EUROPE – CYCLING POLAND" AND LIFECYCLE+ WORKSHOP



In December 2012 the Polish Union of Active Mobility (PUMA) organized the Conference „Cycling Europe – Cycling Poland – Instruments of sustainable, integral development of the region" and the LifeCycle+ project knowledge transfer workshop. The two meetings were attended together by over 70 representatives of local self-governments and local working groups from the świętokrzyskie and poznańskie voivodships.

Read more here: [www.abcmultimodal.eu/conferences.html](http://www.abcmultimodal.eu/conferences.html)

## CONFERENCE IN ROSTOCK WITH ABC-PROJECT



The ADFC Mecklenburg-Vorpommern and Mecklenburg-Vorpommern's Ministry of Economics invited to the 5th cycling conference under the headline "Cycling friendliness and life quality as a locational advantage". The conference took place on the 18<sup>th</sup> of January 2013 with more than 100 participants. The Lead Beneficiary got the opportunity to present the cycling city

Rostock and the ABC approach. You can find a report about the conference (in German language) and the [presentation of Ms Dr. Dagmar Koziolk](#) from Rostock here:

<http://adfc-mv.de/aktionen-veranstaltungen/konferenzen-und-tagungen>

## BICY FINAL CONFERENCE IN PRAGUE



The Lead Beneficiary has been invited to participate at the BICY-final conference that took place in Prague on the 17th of January 2013. It was a very fruitful and inspiring conference with about 80 participants. Besides the presentations and statements regarding the BICY-project ([www.bicy.it](http://www.bicy.it)) the afternoon session gave the opportunity to Steffen

Nozon from Rostock to disseminate the abc-approach and discuss with representatives of the latest EU-projects on cycling and sustainable mobility from all over Europe (for example: CHAMP, CycleLogistic, Bambini, CARMA, Interregionrail etc.).

## ABC AT VELO-CITY CONFERENCE IN VIENNA IN JUNE



“CYCLING MONITORS CYCLING CAMPAIGNS: How can starting and climbing cities launch and evaluate marketing concepts and campaigns to promote cycling successfully?”

The ABC-project presents its approach and asks for feedback at the Velo-city 2013 in Vienna. The contribution will be part of a lightning talk on Thursday 13<sup>th</sup> of June at 13:30. You are very welcome to join us. Velo-city Vienna is announced to be the world's biggest ever cycling policy conference. Please find more information here: <http://velo-city2013.com>

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The ABC-partners wish you a nice spring! Best regards

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