

ABC.MULTIMODAL 6TH NEWSLETTER

APRIL 2014 – SPRING EDITION

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

CYCLING CONNECTS – CONFERENCE IN MAY 2014



* REGISTER NOW * for the Conference on 22nd - 23rd of May, 2014 in Rostock, Germany

The Hanseatic City of Rostock and the Ministry of Energy, Infrastructure and Regional Development Mecklenburg-Vorpommern jointly organize the conference "Cycling promotion in the South Baltic and beyond". 20 speakers from

five countries contribute with their expertise and practical experience to the two-day program. Titled “Cycling connects”, the thematic focus is put on communication and cooperation for cycling promotion. For more information, on the program and registration form, please visit:

www.abcmultimodal.eu/conferences.html

KALMAR SAYS “THANK YOU FOR CYCLING”



The working group “Kalmar Bicycle City” elaborated 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 has defined the 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 strategy was already tested during the development. The working group joined several events and implemented Guerilla activities to promote cycling. For more information, please visit:

www.abcmultimodal.eu/campaign-kalmar.html

TRAINING CURRICULUM FOR CYCLING PROMOTION



Kalmar developed a training curriculum for its employees on communication and cycling campaigns. After the completion of the “Marketing Concept and Communication Plan” there was a need for a training program for employees which informs and educates how to work with the document in real life. The training consists of a half day presentation and exercises. For

more information, please visit: www.abcmultimodal.eu/training.html

ROSTOCK: TWO MORE CYCLING COUNTERS ONLINE

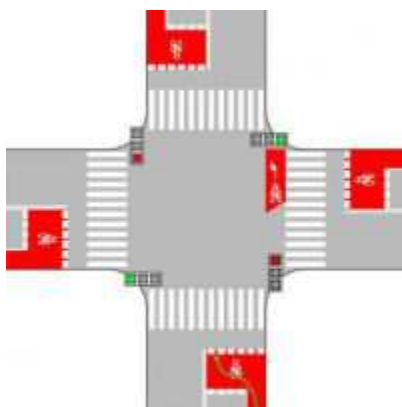


Rostock has installed two new cycling counters on important cycling routes in the city area. As a result there are now six counting facilities that keep track of the number of cyclists – year-round, 24 hours a day. One of the new counters is implemented at the “Hundertmännerbrücke” which is an

important route connecting main sites of the University. This road has been renovated before and new cycling lanes have been marked. The second counter is situated at the “Mühlendamm” where all bicycle traffic between the city center and the Southeast part of the city passes.

For more information, please visit: www.abcmultimodal.eu/rostock-monitor.html

GDANSK: INNOVATIVE CYCLING-FRIENDLY STREET



In Gdansk a major street within the university district was completely remodeled in a cycling-friendly manner. Where it used to have two lanes cars and cyclists had to share, there is now one lane for cars and a wide bike lane for cyclists. Various other measures have been taken to transform the street into one that is more cycling-friendly, e.g. bike boxes at junctions in combination with an indirect left turn.

The planning team of the municipality was inspired by the abc-study trip to Copenhagen and Malmo in 2012. For more

information about the innovative solution, please visit: www.abcmultimodal.eu/planning-gdansk.html

GDANSK: CYCLING-FRIENDLY URBAN PLANNING



The City of Gdansk continues its efforts to transform Gdansk into a city of short distances that provides a high quality of life by implementing a new traffic organization on Lenartowicza street. The project was first presented at the abc-think tank workshop in Kalmar 2013 in order to facilitate an exchange of experience and to generate ideas how to remodel the street.

For more information, please visit: www.abcmultimodal.eu/gdansk-planning.html

ROSTOCK: CYCLING ROUTE TO THE NORTHWEST



The Hanseatic City of Rostock wants to improve its cycling network and asked experts to analyze three different alternatives for a cycling route connecting the housing areas in the northwest to the city center. The final report includes an inventory analysis, an assessment of the variants as well as an estimation of the general feasibility of the different routes. It also contains recommendations with respect to an action plan.

For more information, please visit:

www.abcmultimodal.eu/rostock_studies.html

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The ABC-partners wish you a nice spring!

Best regards

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