

CYCLING MONITORS - CYCLING CAMPAIGNS

HOW CITIES CAN LAUNCH AND
EVALUATE MARKETING CONCEPTS
AND CAMPAIGNS TO PROMOTE
CYCLING SUCCESSFULLY



CONTENTS LIGHTNING TALK



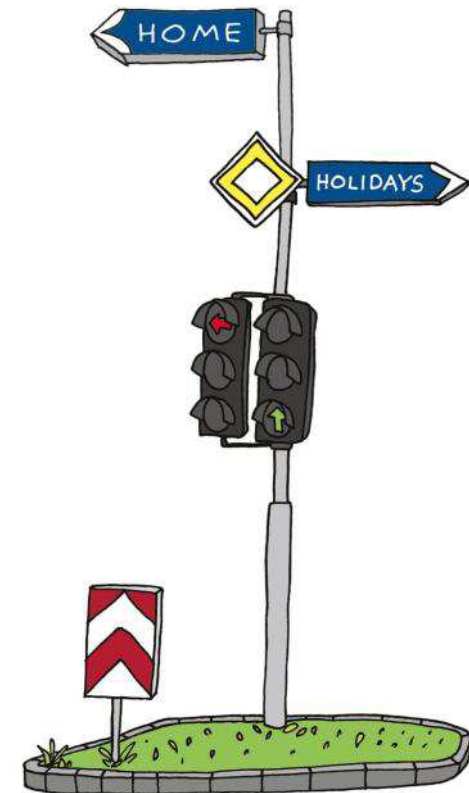
Introducing presentation:

- Project „abc.multimodal“
- ABC approach
- Cycling campaigns
- Cycling monitor

**Cycling
improves
the city!**

Deeper discussion and more input:

- About our target groups
- Marketing concepts and campaigns
- How to evaluate cycling campaigns
- Cycling monitor 2.0



PROJECT: ABC.MULTIMODAL



5 Partners (3 Cities, 2 NGOs):

- Hanseatic City of Rostock
- City of Gdansk
- Kalmar Municipality
- ADFC Rostock
- Polish Union of Active Mobility

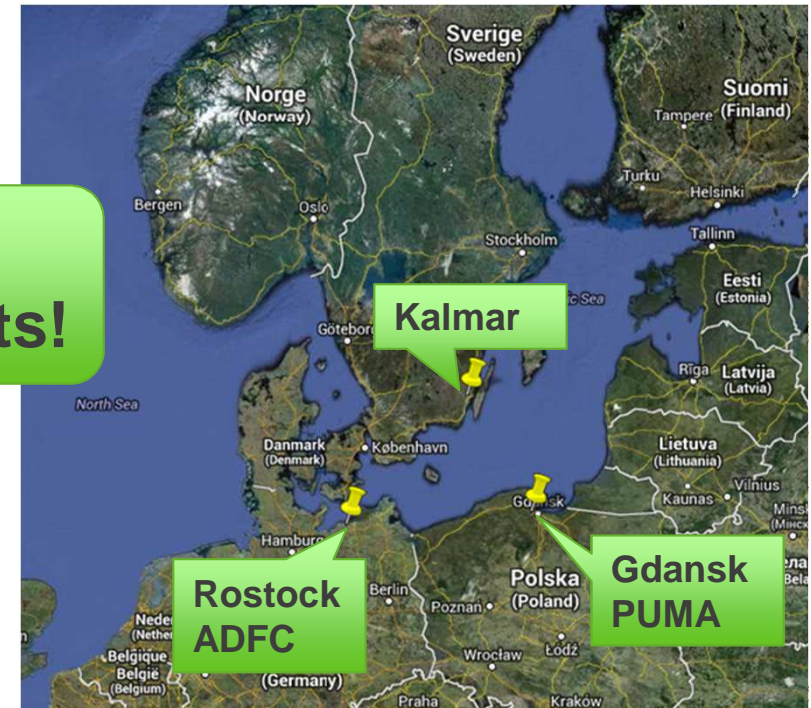
Cycling connects!

36 month (07.2011 – 06.2014)

1,18 Million EUR

1 goal:

- Access by Cycling: Integrating cycling into multimodal transport system and mobility culture



ABC APPROACH



5 different **backgrounds and experiences**

3 different **target groups**

- Rostock: **commuters**, students, pupils
- Gdansk: mass media companies and **journalists**
- Kalmar: retailers and clients in 3 **shopping areas**

1 methodology:

- Analysis of **good practices**
- Target group analysis, **participation**
- **Action plan** and **implementation**
- **Evaluation**

**Cycling policy
meets the interest
of people and
activates them for
participation**

CYCLING CAMPAIGNS

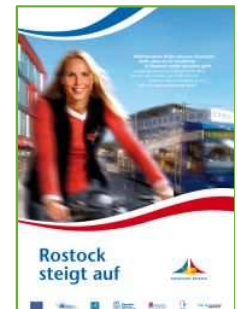


ABC strategy:

- Analysis of 10 best practices for campaigns
- Analysis of 5 evaluations
- Choose good elements
- Adapt strategies
- Develop own marketing concepts
- Implement measures in short time
- Evaluate their effect



**Rad|hauptstadt
München**



Kopf an: Motor aus.
Für null CO2 auf Kurzstrecken.

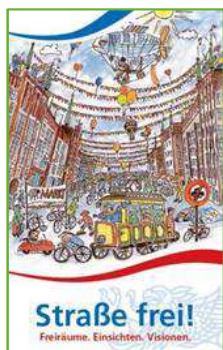


CYCLING CAMPAIGNS



For example Rostock:

- Logo and brand, website
- Car-free climate action day
- PARK(ing) day
- Photo shooting for cyclists
- Citylight posters, citycards



Spaß beim Verkehr?

plan nordost



Part-financed by the European Union (European Regional Development Fund)

CYCLING CAMPAIGNS



Gdansk and Kalmar:

Cycling promotion is an easy way to increase livability in cities and regions.



Stefen Nozori, Hanseatic City of Rostock
Thomas Möller, radplan nordost



velo-city conference
Vienna, 13.06.2013



European Union
(European Regional
Development Fund)

CYCLING CAMPAIGNS



Campaigns can:

- influence the choice of transport mode and change behaviour.
- be cheaper and more effective than infrastructure measures.

Cycling promotion is a success story for your city – measure the progress.

But: It is difficult to motivate politicians to spend money for soft measures like campaigns. Therefore:

- It's important to use an evaluation method and measure the success of campaigns.
- The ABC-partners develop a „cycling monitor“ that evaluates and promotes cycling in the same time.

CYCLING MONITOR



- Counting cyclists
- Displaying numbers
- Motivating cyclists



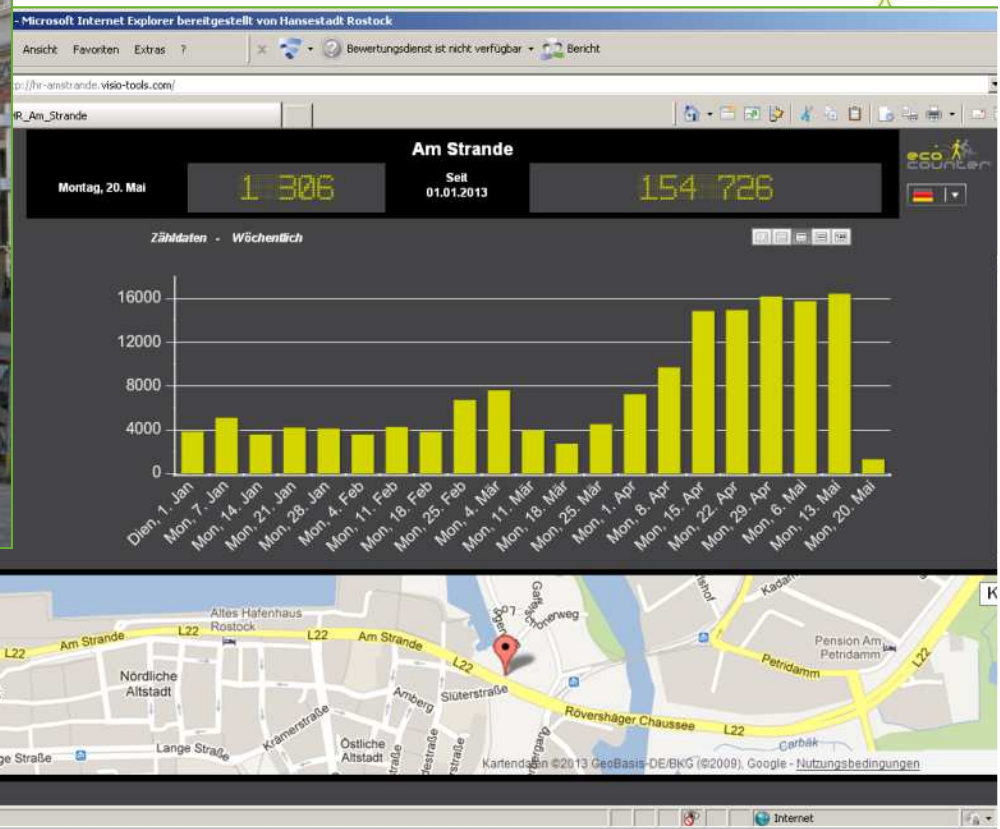
Steffen Nozon, Hanseatic City of Rostock
Thomas Möller, radplan nordost

Velo-city conference
Vienna, 13.06.2013



Part-financed by the
European Union
(European Regional
Development Fund)

CYCLING CAMPAIGN & MONITOR



Please visit us:
www.abcmultimodal.eu

CONTENTS LIGHTNING TALK



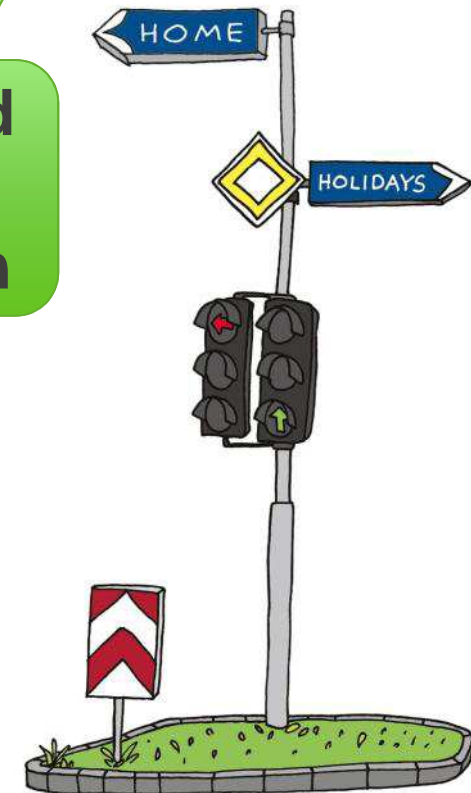
Introducing presentation:

- Project „abc.multimodal“
- ABC approach
- Cycling campaigns
- Cycling monitor

**Thank you and
welcome to
the discussion**

Deeper discussion and more input:

- About our target groups
- Marketing concepts and campaigns
- How to evaluate cycling campaigns
- Cycling monitor 2.0



CONTACT US:



- Steffen Nozon, Hanseatic City of Rostock
tel +49 381 3817328
steffen.nozon@rostock.de
- Thomas Möller, ABC information manager
tel +49 179 7041949
thomas.moeller@radplan-nordost.de
- www.abcmultimodal.eu
- www.cyclinginspiration.eu

More
information
More
inspirations