



## **abc.Multimodal – Access by Cycling – Integrating cycling into multimodal transport system and mobility culture**

### **An action plan including a priorities list of investments for infrastructure and service facilities, preparatory planning for investments**

#### **The infrastructure**

##### **Bicycle Monitor**

The City of Gdansk within the abc.multimodal project is going to purchase and the first bicycle monitor in Gdańsk. The monitor, which will be installed, by the cycling way placed along the Grunwaldzka Avenue, will provide information on number of cyclist at various time intervals together with time and air temperature interchangeably. The applied technology of inductive loops will allow to count cyclists going in both directions. The technical documentation was agreed with the Road Authority and the public procurement for purchase and installation will be completed in September 2013. The completion of the investment is scheduled for September 2013. The estimated cost of the bicycle monitor is 15.000 EUR.

##### **Traffic signs**

Gdansk is planning to create a new informative road sign which will be informing the car drivers about the need to leave the space for cyclist and keeping the safe distance whilst overtaking them. About 107 spots, where the signs will be implemented, has been designated. The purchase of signs is planned for the second half of July 2013. The exact cost of the investment will be known after the consultations with the Road Authority are finished. The undertaking will be financed within the abc.multimodal project.

##### **The new traffic organisation – The first cycling friendly street in Poland**

The project to adjust the streets for bicycle traffic through the separation of bicycle line, placing bike boxes at the intersections, so-called Copenhagen left turns and separate traffic lights for cyclists.

The bicycle traffic solutions applied were previously presented to Gdansk's representatives (including traffic management and planners) during the study trip to Malmo and Copenhagen. The project of the new traffic organization to be developed and agreed with citizens during the series of meetings organized within the abc.multimodal project. The new traffic organization to be successfully introduced in September 2013.



## **The reconstruction of the Siennicka and Lenartowicza streets**

The bicycle traffic solutions applied within the reconstruction were previously presented to Gdansk's representatives (including traffic managers and planners) during the study trip to Malmo and Copenhagen. The reconstruction of Siennicka and Lenartowicza streets was also discussed during the Think-Thank workshop in Kalmar in 2013. The project assumes the designation of the separated bicycle lane in the street, common lanes for buses and trams, traffic calming through the narrowing the streets, installation the speed bumps, construction of so-called "Vienna stops" and introduction of continuous pavements enabling pedestrians to walk with priority. The aim of this reconstruction is to provide the cyclists with the seamless and safe connection to city centre. The investment will be started in 2014 and financed from financial resources outside the abc.multimodal project.

## **The construction of the cycle way to Metropolitan Train hub**

One of the biggest investments in Gdańsk is the Metropolitan Train which is currently under construction. The train will connect Gdańsk with the neighbor cities and provide access to the airport. In order to promote the multimodal solutions the City of Gdańsk is constructing the new cycle way connecting several districts with the Metropolitan Train hub. This solution will allow the citizens commuting to distant destinations to use a bicycle for travels from home or work to the train station. The construction has been already started and will be completed in 2015. The investment is financed from outside the abc.multimodal.

### **Soft actions**

#### **Distribution of cycling maps of Gdansk**

The City of Gdansk within the abc.multimodal project created a special map of cycling infrastructure. The first issue of the map has been printed by the regional newspaper in 12,000 copies and added to its weekend edition on 5th of May. The second issue of the map is planned to be printed in 23000 copies and distributed among the participants of the 4<sup>th</sup> Active Mobility Congress and cyclists. The distribution of the cycling map is planned for 2013 and 2014.

#### **'You're getting an u-lock'**



The 'You're getting an u-lock' aims at promotion of the safe parking and awarding residents who cycle (u-locks distribution). The campaign, which was launched on June 17, 2013 assumes awarding persons who already use the city's bicycle parking facilities with u-locks. The idea behind the action is not only to promote using bicycles as transport modes but also their safe locking. The campaign was launched with information on our website: [www.rowerowygdansk.pl](http://www.rowerowygdansk.pl) and a press release send out to local media.

In order to carry out the campaign we purchased 170 u-locks and designed the vouchers. Each week the staff of Active Mobility Unit patrol different districts of Gdansk looking for bicycles parked, hanging vouchers, taking pictures and posting on those our website. People who find vouchers on their handlebars are invited to receive the u-lock at the Active Mobility Unit bureau. The gallery of winners is placed on our website: [www.rowerowygdansk.pl](http://www.rowerowygdansk.pl)

### **Cycling counts**

Gdansk is going to implement its first cycling monitor within the abc.multimodal project. Thanks to this investment Gdansk wants to show the scale of cycling and a constantly increasing number of cyclists. The cycling monitor will also help in promoting bicycles as a common transport mode. The launch of the cycling monitor is planned for late summer and will be connected with promotional social campaign. The cyclists who get counted as the first ones will get awards. The campaign will be based on extensive cooperation with media in order to reach the as much as possible publicity.

Our experience shows that Public Relations results in more publicity and is more effective than expensive website design, films, advertisements and outdoor media.

A good relationship with media developed thanks to our press office and a target group analysis.

Local editorial offices informed on all of our actions and encouraged to get involved e.g. reporting on our voucher distribution and u-lock giveaway

### **Cycling to school**

Since all primary schools and gymnasiums will benefit from bicycle parking facilities installation this year, it seems to be a right time to promote cycling amongst pupils.

The city of Gdansk together with the City Council of Road Safety and organized on May 8, 2013 a conference for teachers, who are willing to promote cycling and consequently become local experts. The children would be encouraged to cycle whilst taken to organized cycle trips into attractive destinations in Gdansk's area, as an extracurricular activity.



Thanks to this action the school children will become more familiar with cycling, used to cycle in urban environment and more likely to cycle to school.

### **Bike to work campaign**

'Bike to work' campaign is addressed to commuting employees and to employers. The aim of the campaign is to award persons who get to work on their bicycles during this week. This way we will award persons who already cycle and contribute to reducing the motorised traffic as well as encourage the ones who haven't considered bicycle as a daily transport mode. The employers on the other hand will benefit from positive publicity generated by this action – we will send out press releases focusing not only on the campaign but also on the employers facilitating cycling for their employees e.g. providing benefits and/or designated cycling infrastructure. The awards for the purpose of the action were already purchased (sets of bike lights). The action will be completed in 2014.

### **Preschool cycling clubs**

Preschool cycling clubs will be a continuation of PUMA'S campaign entitled "My First Two Wheels" carried out within abc.multimodal project. The campaign is addressed to preschool teachers, preschool children, indirectly their parents and media. It will include two blocks – seminars for teachers and activities for children on balance bikes as a way to acknowledge both children and teachers with mobility culture. For the purpose of the campaign a balance bikes will be purchased and delivered to the pilot pro-schools. The campaign is planned for the second half of 2014 and would be financed form the budget of the prolonged abc.multimodal project.