

Dear reader,

This e-update aims to give you an overview of the most recent developments in cycling policy and its relationship to Mobility Management. Luckily, we can build on the many materials from the [Velo-city Global conference](#), which took place in June this year in Copenhagen, and was visited by EPOMM.

Cycling is a crucial ingredient of Mobility Management, as the costs for a good cycle policy are very low compared to the costs for public transport or car infrastructure and as cycling provides an often superior alternative to car driving, public transport and walking – often being faster, more convenient and more fun.

And: cycling is on the rise in most European cities – reflected in a growing share in modal split and a growing share in investment. To complete the picture, we provide you with the links to the main EU-projects treating cycling.

## The model city: Copenhagen and Velo-city Global



The Jazz Bigband drove on Rikshas during the Bike Parade in Copenhagen

Copenhagen hosted the Velo-city Global conference – which was superbly organised featuring lots of different communication, presentation and interaction formats and excellent speakers. The city used the opportunity to show its outstanding cycling infrastructure, culture and knowhow, culminating in a fantastic bike parade with 2000 participants, led by the mayor (watch the video [here](#)).

Interesting features of the City and the conference:

- World famous Copenhagen architect and city planner Jan Gehl presents his [vision on Cycling](#).
- Mikael Colville provides superb [people on bicycle pictures and observations](#) – also on his blogs [copenhagenize](#) and [cycle chic](#).
- To get detailed info on Copenhagen please check their [cycling website](#), particularly the two brochures [city of bicycles](#) and [bicycle account 2008](#) provide a good overview.
- Organisation in Denmark have joined together to form the [Cycling Embassy of Denmark](#), in order to export their success stories and know-how to the world.
- It is still interesting to visit the Velo-city website and check out the [presentations](#), however, we have selected the most relevant for you in this e-update.

Some statistical highlights: In Copenhagen about 37% of commuters cycle, 70% of the cyclists continue in wintertime, 55% of the cyclists are female and 25% of the families with two or more children have a cargo bike – there are 15 000 cargo bikes in Copenhagen. And [here](#) you will find another cool 3 minute clip that gives an impression of the city and the event - [here](#) a slightly longer one (10 minutes), by the Canadian based 8-80 Cities initiative – [presented](#) at the conference in a very inspiring way by Gil Penalosa.

## Success on a broad front – recent developments in European cities

The pictures on the left are from New York – Janette Sadik Khan brought the most striking [pictures](#) (and one of the best presentations, unfortunately not online), and presented the sensational developments (for example [this](#)) the authorities in New York are encouraging. But other world cities in Europe are doing likewise:

- Ben Plowden from London presented the [London Cycle Revolution](#), which was



NYC Dep. of Transportation

followed a few weeks later by the start of the brand new [London bikesharing scheme](#).

- Robert Clavel from the French EPOMM-member CERTU presented [bike sharing developments in France](#) where they have several years of experience – almost everywhere successful. This best known example is [velib](#) in Paris, the largest bike sharing scheme in Europe.
- More on bikesharing can be found on the OBIS [website](#) – a project that works on the optimisation of bike sharing in Europe.

So the modal share of cycling goes up in very large cities, even though starting from very low levels. This has also happened in the medium-sized cities Brussels and Sevilla.

- Since 2004, Brussels has systematically applied the [BYPAD-process](#) (the Bicycle Policy Audit), that has already been applied in 100 cities in Europe. In this way, Brussels has managed to increase the bicycle share from 1,7% to today 4%. Download the presentation [here](#)
- Sevilla in southern Spain will host the next Velo-city conference on 23-25 March 2011 ([video clip](#)). Appropriate, as it has managed through conscious investments to increase the cycle share in Spains “hottest” city from about 1% to 6% in a few years! The [presentation](#) shows clearly, how efficient cycle investments can be. In Sevilla, investment for a person-kilometre on their bike lanes was about 100 times cheaper than a person-kilometre in their metro, and about 1000 times cheaper than a person-kilometre in their tram!
- Even in many Central European cities, things are changing – see this [presentation](#) on trends and initiatives in Central Europe.

The Velo-city conference showed that there are big differences between countries, but also between cities in the same country. It also showed that progress is possible in every environment and modal split status – even in cold places like Oulu in Finland or hilly places like Lausanne in Switzerland (see this [presentation](#)).

## What about Mobility Management in all this?

MM is about campaigns, cooperation, organisation, information – and these activities have an important role to play in cycling development. For instance, all the new infrastructure developments, such as bike sharing projects, have to be communicated well, as bad communication means bad usage. Very different partners have to work together – for instance in when rail is combined with bicycle. NGOs play an essential role in the development of good cycling policies. Here are some cooperation examples from Velo-city:

- In Vienna, there is an [interesting cooperation](#) between the supermarket chain SPAR and the city.
- The UITP, the international association of public transport, pleaded for cooperation between public transport and cycling. An interesting [presentation](#)!
- A [joint presentation](#) between the Fietsersbond (the Dutch Cyclists’ Union) and the Amsterdam city government showed how their cooperation was crucial for the continuing success of the bicycle in this city, that arguably is even more successful than Copenhagen!
- The largest city development in Scandinavia, [Nordhavnen](#) in Copenhagen, is bent on integrating their land use plan with Mobility Management and thus also with cycling.

Several EU-projects show the way:

- [Active Access](#) promotes walking and biking for everyday trips in local areas
- [BAMBINI](#) aims at the socialisation and education of very young children (0-6 years) and their parents towards sustainable transport
- [LIFECYCLE](#) connects cycling to health and is a source of practical ideas to inspire life-long cycling habits
- [PRESTO](#) is about competence building in cycling policies.
- [Trendy Travel](#) produced the brochure 20 arguments for Cycling in 8 languages.
- [BICY](#) and the [Nordic cycle cities](#) are networks of cities promoting cycling.

Main awareness lessons from Copenhagen were: people use the bike mainly because it is



City of Cyclists Brochure, Copenhagen

convenient and fun – environmental and health concerns are secondary. They want the authorities to invest in bicycle infrastructure– which provides the feeling that every day things in the city get a little bit better. Nothing happens overnight, but progress can be surprisingly fast and does not cost much. Communication and cooperation are important and are reinforced by constant small as well as large infrastructure improvements.

## Finding convincing cost benefit ratios



Cost-benefit analysis is always a difficult issue, as very often no good evaluation data are available. Therefore, EPOMM recommends the use of [MaxSumo and MaxEva](#) – automatically leading to a sound evaluation system and sound evaluation data. MaxSumo is now available in 8 languages.

Velo-city Global delivered some interesting presentations and facts on benefit-cost ratio:

- Emmanuel Roche evaluated [the complete bicycle economic system of France](#) coming to the result that bicycle investments are very cost-efficient and a boost for the economy
- Thomas Götschi researched the benefit-cost ratio of cycling investment (including promotion) for the US and the city of Portland and came to a ratio of 4.8 benefit per \$ invested (for details, see his [presentation](#)).
- [As mentioned above, the presentation from Sevilla showed the huge benefits and low costs of investing in cycling \(see page 9 and 10 of the presentation\)](#).
- Research in Copenhagen showed that every cycled kilometre delivers a benefit of 16 euro cents for society ([see brochure](#) Bicycle Account 2008 – on the last page is the cost benefit information)

We hope this will convince city decision makers all over Europe to invest in cycling – it pays off!

## Conference on Mobility Management and seasonal traffic flows

Monday 4th and Tuesday 5th of October 2010, Athens, Greece

You are a professional working in the field of MM? Maybe you are also interested in seasonal variations of traffic flows? This two-day conference combines both!

The conference helps you to develop Mobility Management solutions, with a special focus on how to handle seasonal variations of traffic demand. Attend this conference and expand your professional mobility network of experts.

The first day is dedicated to “Sustainable Mobility Management solutions in regions with seasonal traffic peaks” based on the outcomes of the DELTA project.

The second day is reserved for workshops to “develop sustainable and smart mobility solutions”. It will be an inspiring day with the EPOMM café and the opportunity to discuss your local mobility challenge or project, which can be posted during registration.

[Read more...](#)

### Success stories' trail

You are invited to share your success stories and present your mobility management projects. Book an exhibition space free of charge!

[Read more...](#)

Please find the programme of the conference [here](#).

Participation is free of charge and registration is already open:

[www.epomm.eu/epomm-network2010!](http://www.epomm.eu/epomm-network2010!)



Two day conference

## Mobility management and seasonal traffic flows

4th - 5th October 2010 Greece, Athens

### “MOVE 2010 – Sport & Health: A Strategic Partnership”

20-24 October 2010

MOVE2010 is a Europe-wide conference on sport for all and health. The conference addresses four themes:

1. campaigning for sport for all and health – key success factors
2. strategy development for sport for all and health
3. healthy cities and active cities – building the network
4. quality demands in health enhancing sport for all programmes

More information can be found [here](#).

LIFE CYCLE, a project of the EU's public health programme, is presented at the MOVE 2010 and gives a training session on "life-long approaches on cycling - working with all age groups". The training presents key actions of LIFE CYCLE and its intervention manual and includes practical work on creating and planning own approaches to life-long cycling by the participants.



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