



CiViTAS
Cleaner and better transport in cities



CHAMP: How to become a champion cycling city in Europe

CIVITAS Forum Conference Brest

1 October 2013 - Technical Session 1

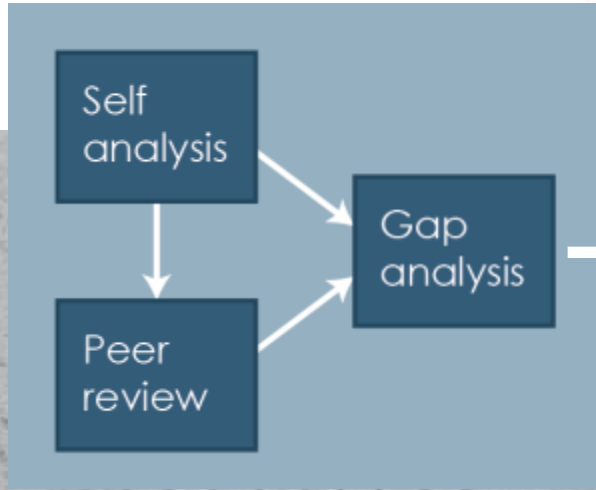
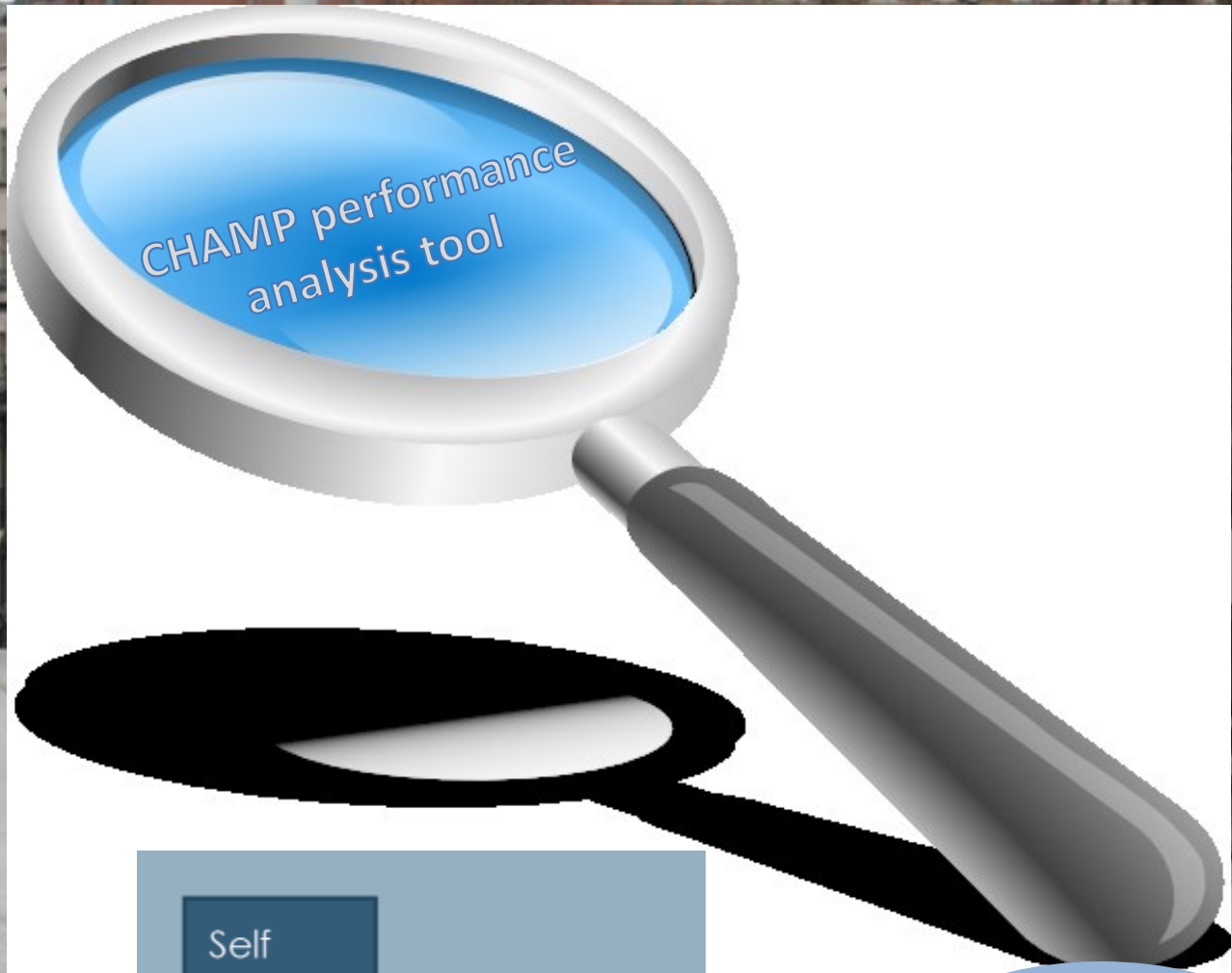
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THE CIVITAS INITIATIVE IS CO-FINANCED BY
THE EUROPEAN UNION



Groningen – Bolzano – Örebro – Burgos – Edinburgh – Ljubljana – Kaunas - Shkodra
Traject – Technum – Vekso – Polis - Napier University Edinburgh – Urban Planning Institute Slovenia



Optimising cycling strategy

self-analysis

peer review

gap analysis

▪ Planning:

- User needs
- Coordination/organisation
- Policy on paper
- Monitoring/ evaluation
- Financial

▪ Actions:

- Infrastructure
- Bicycle availability
- Information & promotion
- Education & partnerships
- Complementary actions

▪ Meetings:

- 4-5 experts / counterparts from other cities
- Exchange experiences
- Review of self analysis
- Site visit
- Interviews with stakeholders: user groups, politicians, officers...
- Feedback

▪ Report

▪ By peer review team

- Tailor-made list of objectives corresponding to main challenges
- Recommendations on specific list of measures with indication of
 - impact on modal split
 - ease of implementation

Analysing cycling policy

CHAMP-performance analysis tool

- allows a structured analysis of strengths and weaknesses in local cycling policy
- no scores or benchmarking against other cities
- advice from peers, tailored to the city
- translation of recommendations into action plan is task of the city
- only first step (self analysis) is also possible



→ Translate recommendations of peer review into concrete strategy & implementation plans

self analysis questionnaire, peer review guidelines and gap analysis tool available on www.champ-cycling.eu

Örebro: “The approval of your cycling policy by a team of external experts increases your credibility towards the outside world and attracts attention to your policy.”

Edinburgh: “The results of the gap analysis generally did not come as a surprise, but still some issues were raised that we had not expected, such as considering cycling more as a transport mode for daily use.”

Bolzano: “The experts identified some points of attention, such as the lack of involvement of citizens in the local policy and certain gaps in the infrastructure. Cycling is brought to the attention of the politicians again.”

Ljubljana: “The gap analysis increased the credibility of our cycling policy, by pointing out both good things as well as aspects that need to be improved.”

Resulting actions

Burgos:
coexistence cyclists
and pedestrians
& marketing
campaign for
students

Edinburgh:
residential
parking pilots
and route-based
cycle promotion

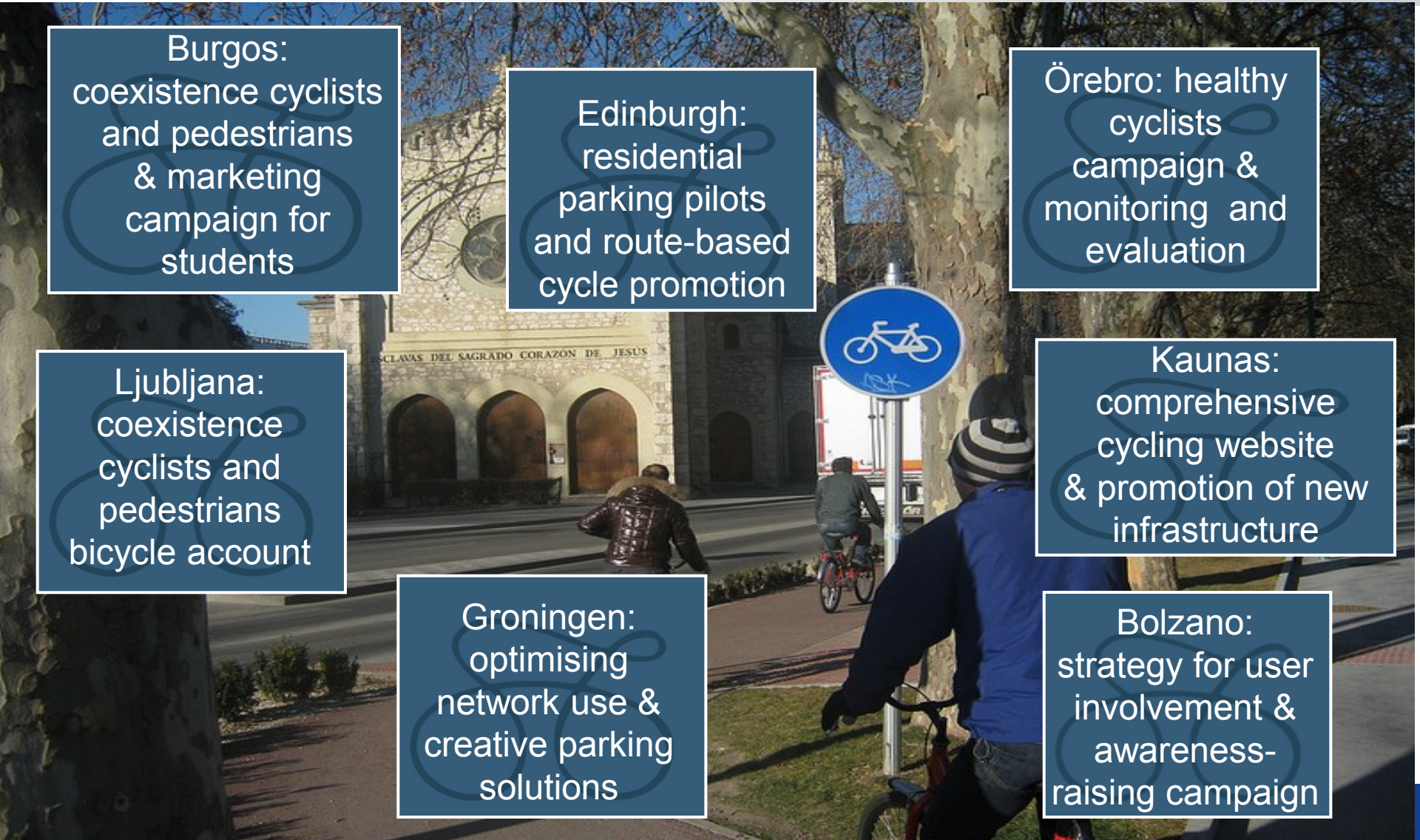
Örebro: healthy
cyclists
campaign &
monitoring and
evaluation

Ljubljana:
coexistence
cyclists and
pedestrians
bicycle account

Kaunas:
comprehensive
cycling website
& promotion of new
infrastructure

Groningen:
optimising
network use &
creative parking
solutions

Bolzano:
strategy for user
involvement &
awareness-
raising campaign



Groningen: Clear Choices



- 190,000 inhabitants, 50,000 students
- 75,000 cars (0,41 pp), 300,000 bikes
- Bicycle is transport mode for 50% of trips
 - 60-65 % by 2020
- Integrated approach of land-use planning and mobility: compact city
 - 80 % of inhabitants live and 90 % of jobs are within distance of 3 km of city centre
- Long tradition in cycling policy
 - Primary focus on implementation of infrastructure during last decades: cycle paths and lanes, cycle bridges, cycle friendly traffic lights, guarded parking facilities...
 - More than 200 km of bicycle lanes and paths, some routes have over 14,500 cyclists per day
 - Average distance in 10 minutes: 2,4 km bike vs 1,6 car

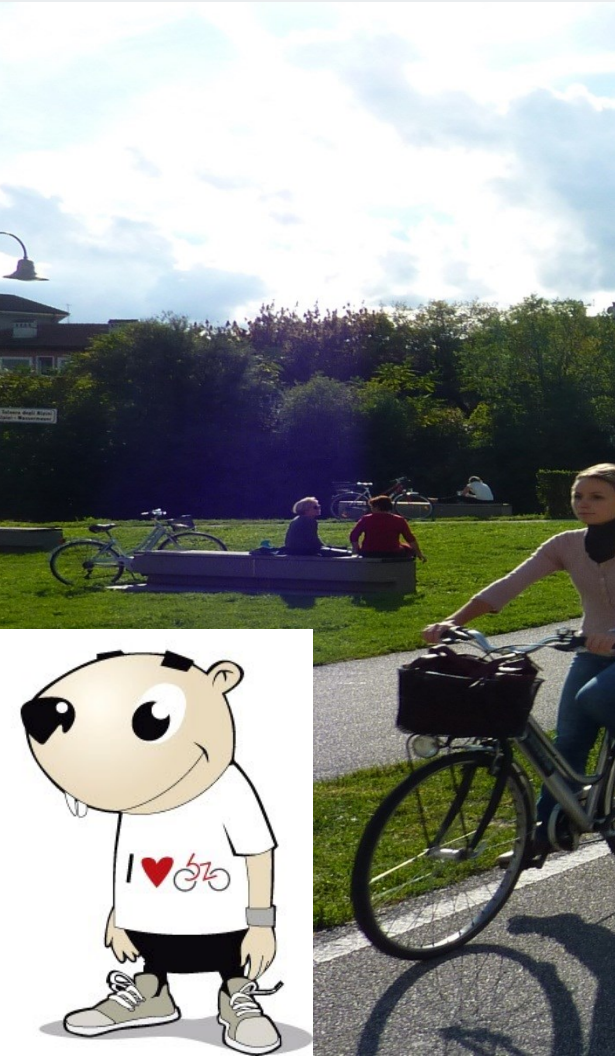


Parking: The Challenge



- More bikes than bike parking
- New balance needed between accessibility, order and appearance
 - But not at the expense of door-to-door accessibility constituting success of the bike
- Low willingness to pay for bike parking facilities
- Related problem: bicycle theft
- Goal: 10% less parked bikes on street by 2014 (vs 2010)
- Targeted actions:
 - Residential parking (incl. students): creative solutions for bicycle parking in houses and enforcement building regulations
 - Cooperation with employers
 - Medium to long term visitors: public bike parking facilities
 - Short term visitors: walking distance very important

Bolzano: Branding the Bike



- 100,000 inhabitants
- Bike on political agenda since early nineties
 - Started with recreational cycling routes
 - 1999: masterplan cycling
 - 2001: 17 % modal share for cycling, 24,7 km of cycle paths
 - 2001-2005: implementation cycling infrastructure as per masterplan
 - 2009: 48 km cycle paths
 - 2012: 30 % modal share for cycling
- Network of cycling routes, signage
- Parking facilities
- Marketing & branding
 - Bici Bolzano
 - Create positive image
 - Identify with cycling

Marketing & Campaigning



**Benvenuti a BOLZANO
città della bicicletta**



**Willkommen in der
Fahrradstadt BOZEN**



- Core of Bolzano's cycling policy
- Promotion of cycling:
 - Posters and billboards in the streets and on public transport
 - Free postcards in pubs and restaurants
 - Commercials in local cinemas
- Bike barometer
 - Counting number of passing cyclists per day + since start of counting
 - 1,000,000 within the first year: big party
- Annual cycling festival: bolzanoinbici-boznerradtag
 - Cycling competition between different neighbourhoods

Örebro: Long tradition



- 136,000 inhabitants
- Flat and compact city
- 30 kph in most streets
- 1/4 trips by bike – 1/3 in city centre
 - 430 cars per 1,000 inhabitants
 - 92 % access to a bike
 - Permanent monitoring of n° of cyclists at different traffic lights + 3 bicycle counters
- Long tradition and strong political support
 - Mobility plan 2010
 - New cycling strategy 2013
- 218 km of segregated bicycle paths
- 5800 parking spaces for bike in city centre

Örebro: Targeted solutions



- **Hierarchical cycling network**
 - High quality cycling corridors for commuters
 - City network and regional routes
 - Local network of safe routes to local destinations, targeting children and older people
 - Recreational routes
- **Cycling map**
- **Signage with +500 signs indicating directions and distances**
- **Winter maintenance:**
 - Priority plan for snow removal and sanding
 - Bikes before cars!
- **Communication and PR**
 - Healthy cyclists campaign

Thank you!

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