CHAMP: Learning from leading cycling cities in Europe

24 September 2014

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About CHAMP

- **why champions?**
- **how to further increase cycling?**

**CHAMP cities:**
- Groningen, Bolzano, Örebro, Burgos, Edinburgh, Ljubljana, Kaunas, Shkodra

**Performance analysis**
- Self analysis, peer review, gap analysis

**Innovative measures**

**Exchange programme**

**CHAMP catalogue**
CHAMP Strategic Conclusions

- Performance Analysis Tool
- Bicycle accounts, BYPAD

- Quick wins
- Arguments to convince stakeholders
- Exchange programs
- How to develop & maintain an effective strategy over time
- Next steps & aspirations

- 14 Case studies
- Optimising the network
- Cooperation & partnerships
- Communication/promotion
- Coexistence
- Cycle promotion at events
- Bicycle parking
- CHAMP legacy
CHAMP Cycling Commandments

DATA
• Be analytical, know your numbers. Collect quality data and understand your baseline.
• Engage with others. Get their help to see the problems in your city and learn from their experiences.
• Consider the problem before finding a solution. Don’t fall in love with a measure before you know it addresses the problem.

STRATEGY
• Optimise cycling's position on the political agenda.
• Make someone a leader. Find a voice for cycling through somebody prepared to push things forward.
• Extend the scope of your cycling work. Forge links with other policy fields and transport modes.
• Administrations should be challenged! Break down barriers that prevent you from progressing.

IMPLEMENTATION
• Create an impact. Don’t be afraid to think and act outside the box.
• Highlight & optimise existing infrastructure. Be opportunistic: make the most of public spaces, events, people and networks.
• Assure you are well prepared to carry out measures. Plan well. Test-monitor-evaluate-improve-repeat.
• Marketing techniques such as sampling, branding and segmentation should be used. Keep messages neutral, targeted and positive.
• Play the media. Sell them good stories, maintain a good images for cycling and celebrate your achievements.
CHAMP measures in cities

14 CHAMP case studies:
• Bicycle accounts
• Optimising the network
• Cooperation & partnerships
• Communication/promotion
• Coexistence
• Cycle promotion at events
• Bicycle parking
Thank you!

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