



CiViTAS Thematic Leadership Programme

**Urban bicycle traffic
City of Odense**



Welcome to Odense - the city for bicycles



Odense is proud to have been asked to be Thematic Leader in the Field of Cycling within CIVITAS.

We gladly accept this assignment and look forward to cooperating with all of the cities in CIVITAS.

Odense is well known for its experiences in the field of cycling. Since 1999 Odense has developed and carried out a great number of projects which have increased the amount of cyclist in Odense. Our work has inspired both national as well as international partners to work with cycling. We hope that our

experiences will be relevant for CIVITAS partners and colleagues.

We are planning a technical workshop in May 2008 presenting professional speakers and on-site-visits - an event where CIVITAS colleagues will get the chance to meet, get inspired and exchange knowledge in the area of cycling.

Experts in the field of cycling are always welcome to contact us if they wish to visit Odense on a more informal basis to learn more about Odense, cycling and soft mobility.

We are looking forward to taking leadership and hopefully meet CIVITAS partners in Odense!

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Odense - the city for cyclists

From 1999 to 2002 Odense was officially The National Cycle City of Denmark.

With support from the Ministry of Transport and the National Road Directorate, Odense was able to raise the means to carry out the project.

The goals of the project were:

- The number of journeys by bicycle in Odense was to be increased by 20 %.
- The number of cyclist killed or injured in accidents involving more than one party was to be reduced by 20 % in the same period.
- The citizens of Odense were to feel that the city had become a better place in which to cycle.



The budget was spread over 4 years and aimed at a number of initiatives to promote cycling in Odense. The reason for concentrating the cycle city project in one place was to gather experience and new knowledge about bicycle traffic. During the 4 years of the project, 50 sub-projects were developed and implemented. The project included physical improvements, changes in regulations and campaigns.

The infrastructure elements of the project required new development in several areas, as some of the solutions were not there from the beginning. Developing new products made the process harder. But on the other hand it made it possible to present cyclists with exactly the right type of solution. Also, new products give off a powerful signal, giving cyclists the feeling that a special effort is being made.





We discovered that there was a shortage of new initiatives in several areas:

- Better access for cyclists
- Better and safer parking
- Image building activities
- Action based activities aimed at children and adults
- Focus on operational quality
- Focus on the behaviour of cyclists in traffic

The cyclists also have a homepage and an interactive route planner as well as a wide selection of maps of cycle paths. On the homepage it is possible to report a defected cycle path. The information goes straight to the Service section, which then repairs the path.

To maintain focus on cycle traffic security we offer a special service for injured cyclists. If a cyclist has been in an accident and has suffered a head injury, the casualty department offers a new cycle helmet.

The project has also increased the operational quality of the cycle paths, and both users and the administration have placed considerable focus on the area.

Parking facilities for bicycles in the town centre, at bus stops and at the railway station have been much improved. A special focus here was on the design and protection against theft.

An extra service, such as providing drinking water and bicycle pumps, has been introduced. Odense Cycle City continually asked the cyclists of the town what sort of improvements they wanted in the cycle city. The greatest interest was shown for:

- Crossing traffic lights
- A better quality of bicycle paths
- Better parking conditions





An annual panel survey of about 600 citizens confirmed this. The focus for the cyclists was actually on physical improvements, but it was our impression that there was a need for campaigns. Various activities and campaigns made it possible to draw attention to the quality of cycling as well as the opportunities it offers in various forms. It is possible to market cycling better than through the general perception that it is healthy.

The question remains as to whether the campaign, activities and improvements for cyclists through the project have meant that Odense is a better city in which to cycle. The study mentioned suggested that Odense is indeed a good city in which to cycle, from the perspectives of physical qualities and general conditions. 82 % of the panel participants said that Odense had excellent urban cycling facilities.

On the basis of these considerations it can be stated that Odense Cycle City fully achieved its goals. The key actions to maintain the high number of cyclists have been:

- Insistency and focus
- Campaigns
- Service and development

The challenge is to keep up the positive development and we therefore intend to continue the hard work in the future.



Cycling in CIVITAS Mobilis

Debrecen (HU) - Extending the bicycle network

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In Debrecen the cycling culture still leaves much to be desired. The bicycle road network had been extended a few years ago and as a result there is a few km long path network at present.

The municipality has several plans to enlarge the bicycle network by additional 30 km, especially to ensure safe connections from the surrounding residential areas to the city centre and to the university faculties. Unfortunately due to the lack of financial sources the development could not be carried out.

The development of the bicycle network could start within the CIVITAS II program. With the first step an overall bicycle network development plan has been elaborated that defines the most important measures step by step in order to make bicycle usage more appealing and popular.

Based on the directions of the study the network has been extended by an innovative, low cost solution. A 3 km long bicycle road has been formed by using the existing pavements and service roads. The measure included the necessary pavement marking works, traffic signs and other separator elements, which have been installed. All works have been done according to the current national standards and guidelines for bicycle roads. Cycling associations were involved during the measure to fulfil the cyclist's needs.

In parallel with the extension of the network safe bicycle racks have been installed at different locations of the city, mainly at places of interest.

Although, the conditions of cycling are still not completely ensured in the city, Debrecen is committed to develop this alternative transport mode by sustained effort.





Toulouse (F) - Automatic bike renting system

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Through the development of its Agenda 21 which is aiming a more sustainable development, Toulouse wants to increase the use of alternative transport modes in the city centre.

The line B together with the restructuring of the bus network and the new designing of the Alsace Lorraine Street (main axis of the city centre) which is giving an important priority given to pedestrians, are completing the new traffic plan of the inner city centre (Capitole area).

In order to go further in the development of sustainable transport modes, Toulouse has put into service an automatic bike renting system.

The functioning is very easy

The user can take a bicycle in one of the 253 bicycle stations which are located in the city centre of Toulouse and will have the opportunity to return it in another station (24 hours a day for the returning the bicycle and 7 days a week).

In order to take a bicycle, the user needs to be identified by the system and is entering in a menu which is proposing to choose a bike between the one which are currently located in the station.

At the disposition of the user

An automatic renting point on each station:

- enabling to rent a bike for a period of one or seven days through the use of a credit card,
- permitting to consult all the information about the service,
- showing on the map the localization of the other bicycle stations,
- enabling the users to reload their subscription smart card with the use of their credit card

Some automatic bicycle racks for returning the bicycles. There are between 15 and 25 automatic bicycle racks in each stations. They are locking the bicycle and their lights indicate to the user whether the bicycle is correctly locked and available for renting.

Some bicycles:

- at the end of the summer 2008, 2400 bicycles will be available in the city.
- they are safe and comfortable (easy gear changing, brakes integrated in the hub of the wheels and reliable lightning system...).





Venice (I) How to give students ownership of where they live?

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The City of Venice Bicycle office and CIVITAS Mobilis have funded the ABiCi (bici is the Italian word for bicycle) project which is taking place during the course of the current school year in elementary schools across the Venetian mainland.

The lessons are carried out by the local branch of the Amici della Bicicletta office and over 100 classes have subscribed to the course on “Sustainable Mobility: Guide to the Bicycle for Elementary Schools”.

So what do the students get out of the courses?

Students gain ownership of their areas by studying their surroundings with a view to travelling on a bike to and from school, making suggestions on how routes could be more safe. They learn basic bicycle maintenance, the dangers posed by traffic and their rights on the road. They work on how to plan an excursion by bike and debate on the problems in our cities today which the bicycle can contribute to solving; atmospheric pollution, noise and space use and allocation.

All of this is done in class using a fun interactive workbook and, when possible, going out by bike in their area.

At the end of the course a quiz is held and the children receive a bicycle “license”! Travelling in safety and giving children a degree of independence through the use of the bicycle are key components of the course, which has been so successful that schools are already asking about courses for next year.





Ljubljana (SL) - With participatory planning to better mobility

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City of Ljubljana recognized active engagement and participation of civil society in mobility planning and implementation as crucial.

In one of the CIVITAS MOBILIS project measures City of Ljubljana has been focused on development of public participation model, starting with the using and testing innovative engagement approaches. To test them the City concentrated on safe and increased bicycle use by involving stakeholders in the decision process on placing the covered bicycle shelters in the Ljubljana Center District.

Of course, employment of the discussion on cycling racks in the city by using consultation tools created opportunity to the city cyclist to express their concern and critic about the city approach to the cycling issues. Thus whole focus has changed to the issue of cycling safety as a priority.

However, several lessons were learned from the process:

- Ensuring participation of key stakeholders and/or decision makers is crucial
- Participants shall identify the scope or content of the criteria used in formulation of solutions
- Open and well facilitated discussion with clear objectives, set by the team and adopted by the participants is ensuring achievement of some level of consensus
- Providing opportunity to the stakeholders to be heard and provide them feedback after the event about the steps taken is providing possibility to strengthen readiness for cooperation and provide basis for trust building processes

Going after establishment of the city cycling coordinator and city mobility agency were only some conclusions of the process.



Cycling in Odense

Odense (DK) - Safe cycling

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Odense is appointed as the national cycle city in Denmark and many cycle initiatives have been established during the last 10 years.

Cyclists represent 49% of all injured in traffic accidents in Odense. This is due to a very high share of bicycle trips, rating from 15 to 50% in various districts. Cyclist safety has the highest priority both to protect cyclists, but also to motivate more people to cycle. 80% of the school children walk or cycle to school and the ambitions are to keep this high share.



Cycle helmets

Most cyclists in Odense don't use bicycle helmets, but recently this has started to change. Through the last decade cyclists from the age of 14+ have 10-doubled their use of helmets, which now has reached a level of 10%.

Also children have doubled their use in the same period and today 90% use helmet.

The picture is from the cycle helmet campaign illustrating consequences when cycling without helmet in an accident.

In 2004 the bicycle helmet campaign was developed. The strategy was not to tell people that the helmets were smart, but rather to give cyclists a good offer just when they needed it most – at the hospital. All wounded cyclists are offered a 50% discount on a helmet for personal use. The manufacture of the cycle helmets pays for 30% of the discount so that the city just has to cover 20% of the expenses.

The cyclists can choose between 20 models in different sizes and colours. 1800 cyclists get this offer each year.



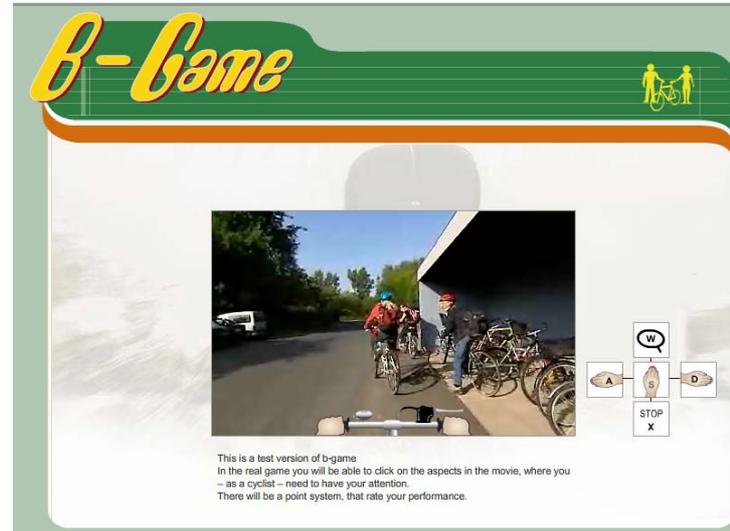


B-game - Interactive cycle simulator

The development of an interactive cycle simulator for children was started to supplement other training activities.

The simulator is based on short video sequences on a web site, which allows children to train difficult situations in the traffic without getting hurt. The system doesn't focus on traffic rules, but on the unpredictable and dangerous traffic situations that cyclists get into. The child would need:

- Attention
- Concentration
- Foresight



Screen dump from www.b-game.dk

B-Game is an edutainment game, where the child is cycling through 11 different fields with an increasing level of difficulty. The game is designed with plateaus and the child gets points in reward. The film sequences are made from a cyclist's placement with a handlebar in front.

On his way through the city the cyclist is supposed to click with the mouse to identify potential risks in the traffic. He can also choose to give signals for turning and stopping or to turn his head. While cycling the pictures are accompanied by realistic sounds.

The target group is chosen to be 12 year old children because:

- They've got a bicycle.
- They can cycle well.
- They have knowledge of rules for cyclists.
- Sometimes they would like to cycle on their own.
- They're taking the national cycle test.
- They are able to learn through computer games.

The game has been set up according to certain demands:

- The child needs to identify himself with the role
- The child must feel well-informed on traffic safety and advantages of cycling
- The child needs to feel fascinated by the interaction between his attitudes and the reactions in the play.



The game runs without stops until the child would choose to change attitude. This gives a more realistic simulation of the real life situations.

The game will be provided for all 50 schools in Odense and the target is to reach at least 90% of children by the age of 12 years.

The story line in the game is that the child should meet someone downtown at the cinema and takes his bicycle to go there. In between every section of the game the child would receive a SMS with information about where he should go. At the start he can choose his bicycle, a helmet and a mobile phone.

The game takes the child through a number of different situations:

- To pass a number of parked cars
- To turn left at a traffic light
- To pass a roundabout
- To watch right turning trucks
- And many more obstacles...

Statistics from the system give feedbacks on their abilities and give important information to the teachers and the parents.

The system can be transferred to another European country.

The project is co-funded by the European Commission in the frame of CIVITAS project.



Promoting alternative transport modes

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LÅN EN TRAILER
ELLER EN HALVCYKEL
HER I INSTITUTIONEN



CIVITAS
Cleaner and better transport in cities
Odense Cykelby

Odense has a long tradition of promoting cycling as an alternative to the car. Recently Odense has launched two campaigns promoting the cycle trailer.

Cycle trailer campaign in kindergartens

In February 2007 50 kindergartens in Odense were offered to lend a cycle trailer for the parents to try. 16 kindergartens volunteered.

The trailers were delivered to the kindergartens with information material in form of a calendar to book the trailer, a poster and flyers to the parents.

The trailers were well used by the parents.

The purpose with the campaign was of course to promote the trailer as an alternative to the car. And to show parents to small children that it is easy to cycle with the trailer.

A cycle trailer might be a solution in many families instead of buying a second car.

Cycle to work - with cycle trailer

In May 2008 the national campaign "Cycle to work" nsgkskjdg in Odense. In connection to the campaign Odense launched a pilot campaign offering participants in the campaign to try a cycle trailer during the campaign. 14 employees in the city of Odense signed up for the campaign.

During May the participants have to fill out a journey with information about the use of the cycle trailer.

After the campaign the participants will return the journey as well as pictures documenting the use of the trailer. They will also answer a questionnaire about the campaign and sustainable traffic.

The campaign ends 2nd of June 2008 and results will be disseminated on www.civitas.eu.





Cycle Scanners

In Odense city centre 4 new scanners have been placed to market cycling and to get in dialogue with the cyclists. The scanners are one of a kind and developed especially for Odense.

The cycle scanners were put up in Summer 2006 and are supposed to motivate more people to cycle by letting every scanning of their health insurance card count as a number in a monthly lottery. The scanning is only accepted when a detector loop finds a bicycle on the pavement. The scanner returns the acceptance by a light and a sound.

In case of multiple registrations of the same person within the same hour they'll be deleted. Randomized winners were drawn and sent wireless to the planning department every month for a period of one year.

During the first 10 days we registered 863 scans from 514 different persons, equivalent to 1.7 scans per person. A few cyclists made up to 11 scans while most cyclists did 1-4 scans each.

The cycle scanners can not be seen as an outstanding element, but it supports the general cycling policy with encouraging and rewarding the daily cyclists. As a physical installation the scanners ensure that the campaign will continue for years with a quite low administrative burden.

Unfortunately heavy rain is a challenge to the technical devices. But nevertheless the concept is unique and has been a great success. The scanners especially appealed to elder people.



Cycling in Europe

For more inspiration...

www.civitas.eu

www.mobile21.be

www.velo.be

www.cyclecity.dk

www.dcf.dk

www.sykkelby.no



Come and visit Odense

Odense welcomes guests interested in learning more about cycling. Experts in the field of cycling are always welcome to contact us if they wish to visit Odense on a more informal basis to learn more about Odense, cycling and soft mobility.

Please contact either one of us:

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