CiViTAS ELAN

Training Workshop on Cycling

June 17th 2010, Brno (CZ)

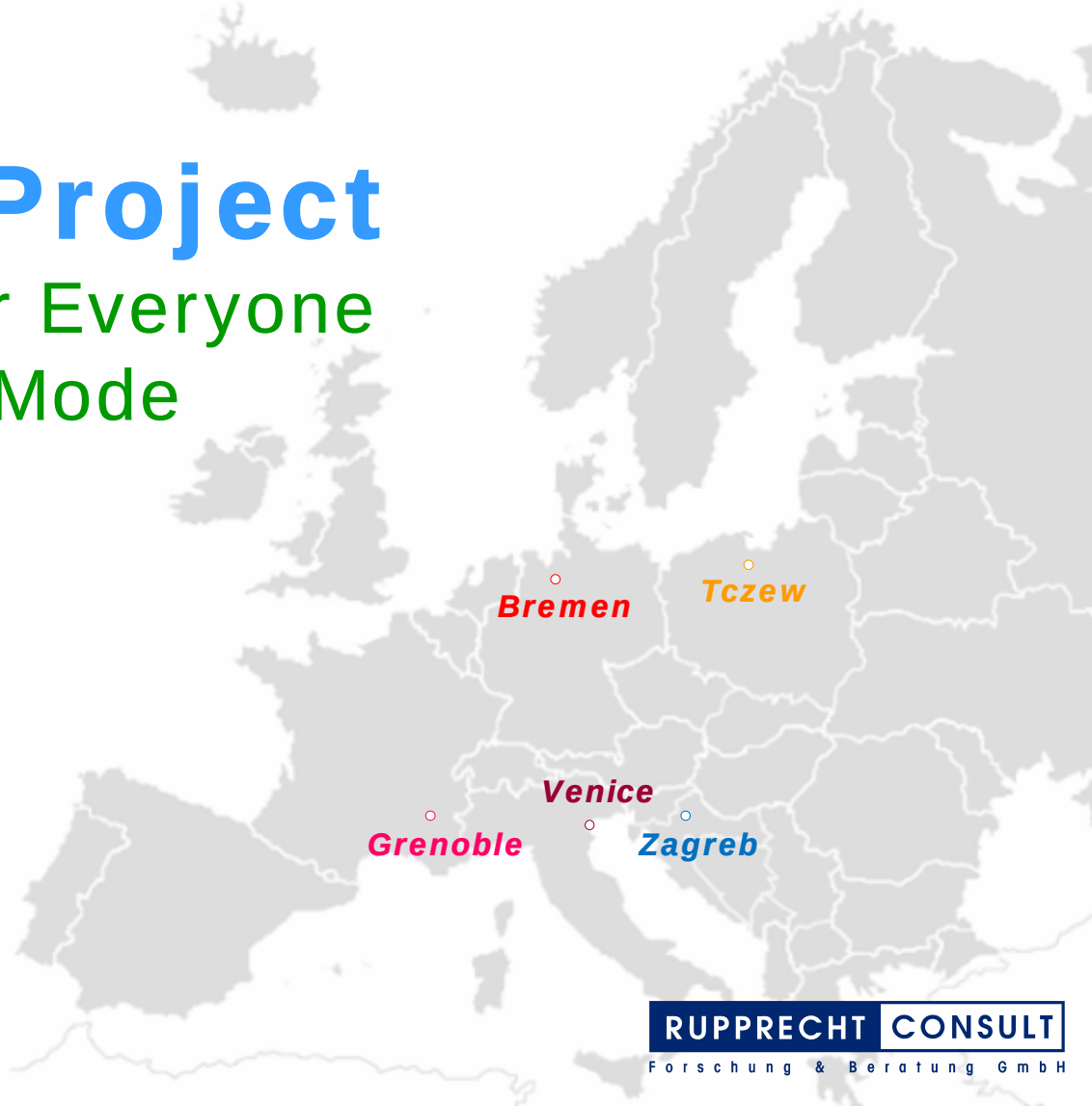
Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

The PRESTO Project

Promoting Cycling for Everyone as a Daily Transport Mode

Rafael Urbanczyk
Rupprecht Consult GmbH
Project Coordinator



Presto is supported by
Intelligent Energy Europe

RUPPRECHT CONSULT
Forschung & Beratung GmbH

Picture: Klaus Bondom,
City of Copenhagen

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City of Copenhagen

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City of Copenhagen

Picture: Klaus Bondom,
City of Copenhagen

Picture: Rupprecht Consult, Lüttecke

Picture: Klaus Bondom.
City of Copenhagen

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City of Copenhagen

Picture: Klaus Bondom,
City of Copenhagen

ARLOT

Picture: Cycle&Style

Picture: Cycle&Style

SHIFT IT

You're better off by bike

On short trips it's quicker and more convenient

MAYOR OF LONDON tfl.gov.uk/cycling Transport for London

tfl.gov.uk/cycling

EXTEND YOUR LIFE. CYCLE.

You're better off by bike

MAYOR OF LONDON Transport for London

www.kopf-an.de

Bundesministerium
für Umwelt, Naturschutz
und Reaktorsicherheit

Ts, Ts, mit dem Auto zum Bio-Laden...!

Tsk, Tsk, driving to the health food shop...!"

Kopf an: Motor aus. Für null CO2 auf Kurzstrecken.

Klimaschutz zahlt sich aus!

COMING SOON.

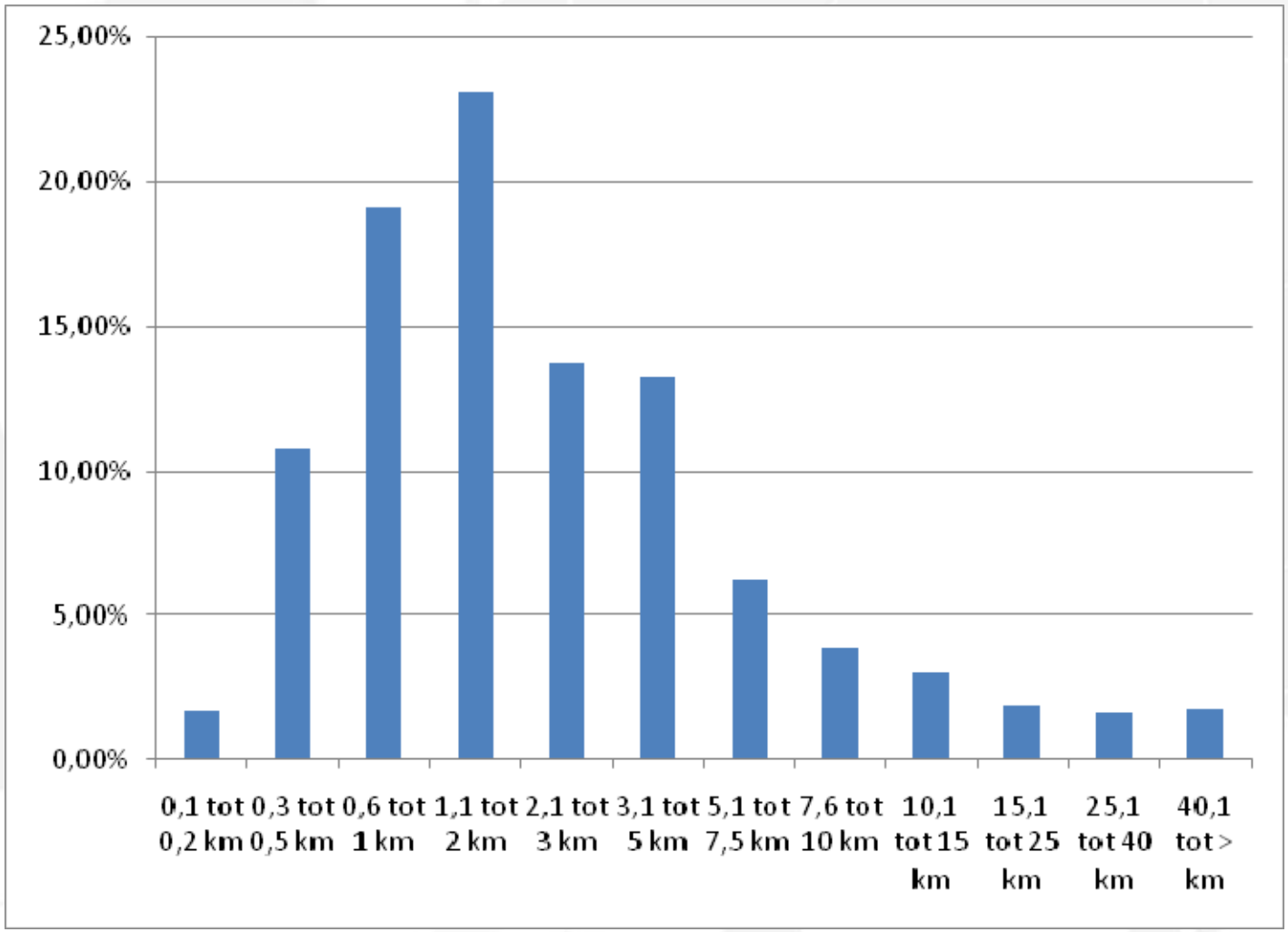
Picture: Dirk Dufour,
Gent (BE)

Picture: Dirk Dufour,
Gent (BE)

Share of bicycle trips per distance

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno



Source: OVG Flanders 2001

Journey time against distance by

Cycling: a daily transport mode for everyone

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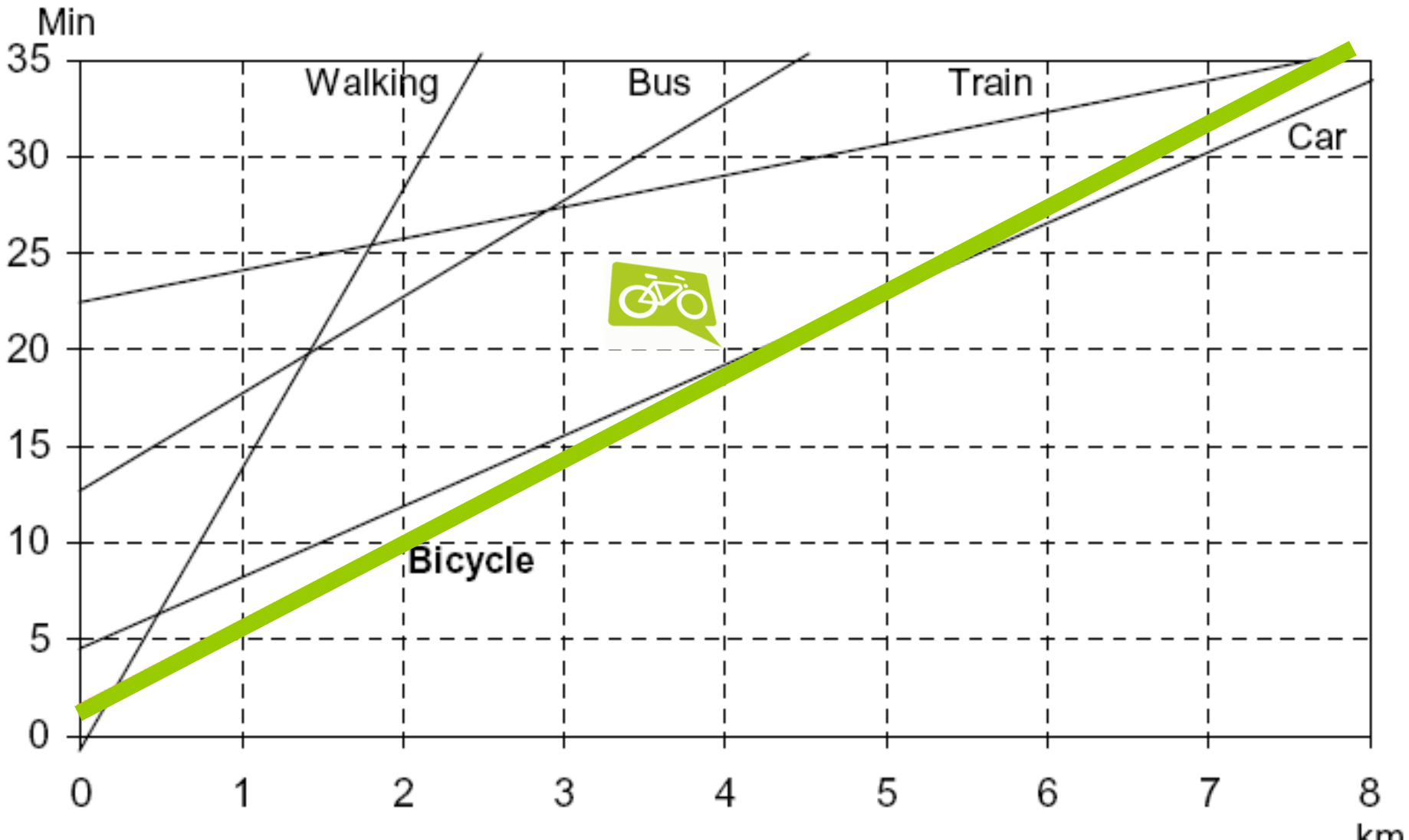

Picture: Dirk Dufour

Cycling modal share (1920 to 1995)

Cycling: a daily transport mode for everyone

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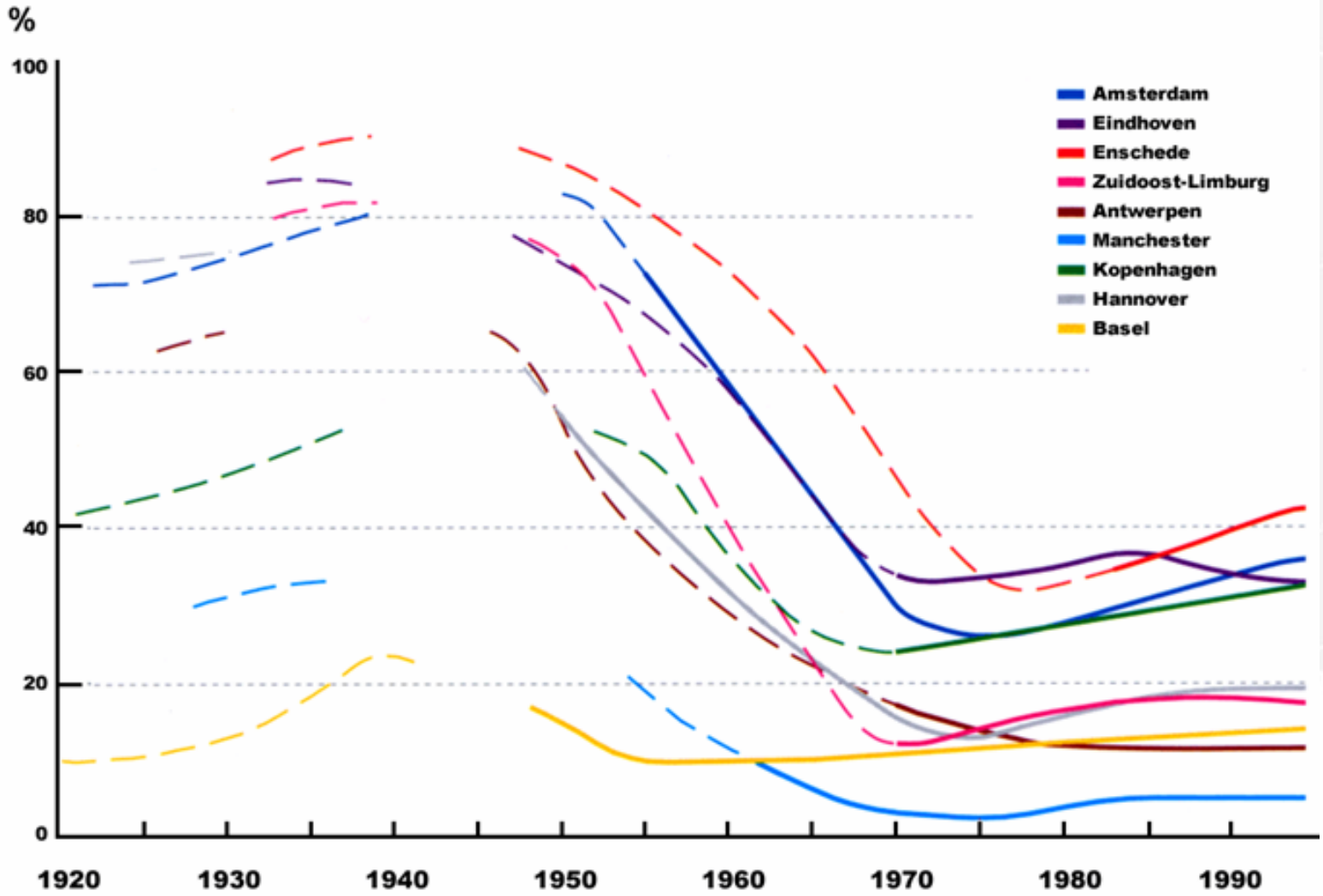

Bicycle ownership in EU (1991 to 1996)

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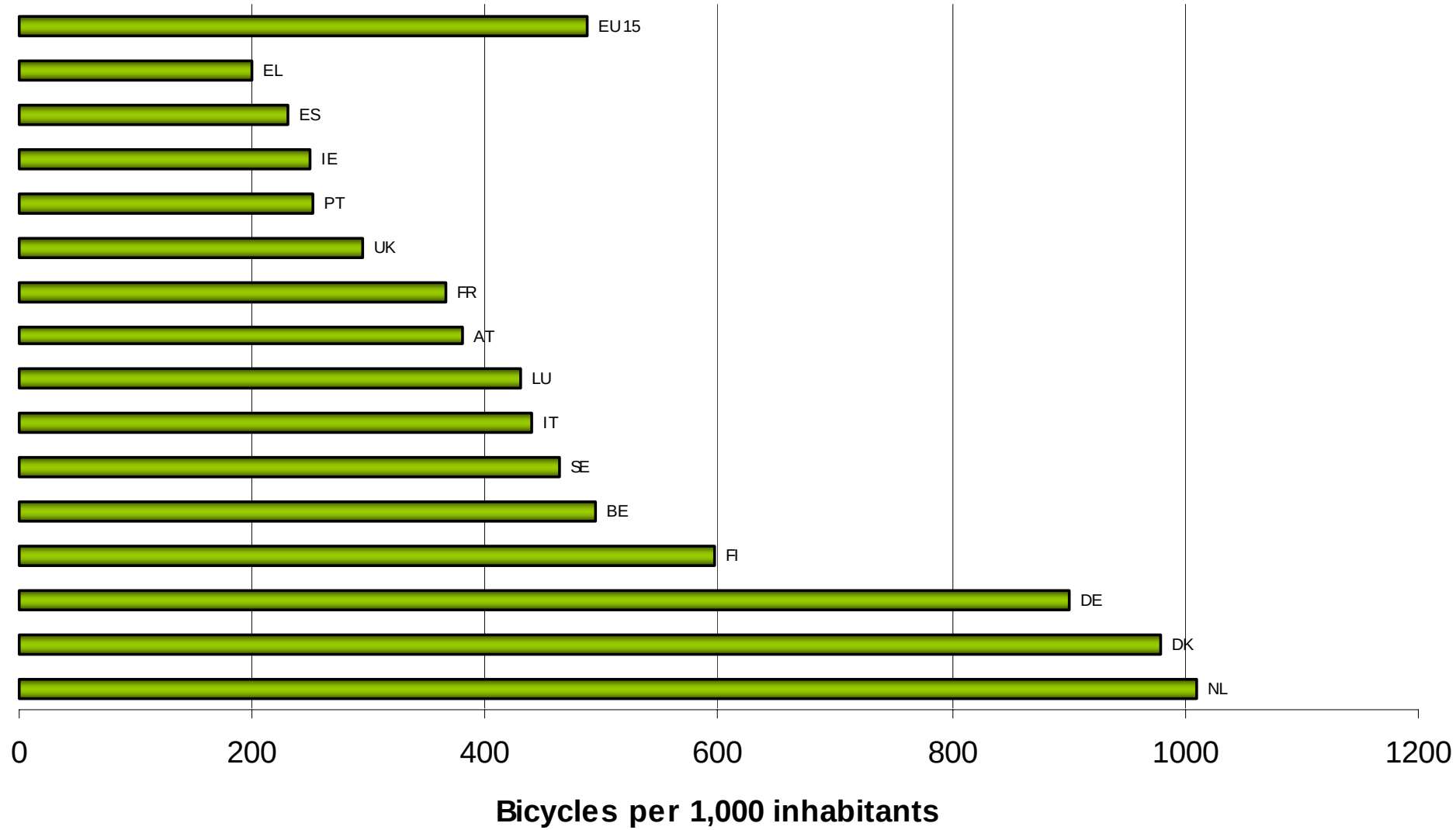

Bicycle share in all journeys

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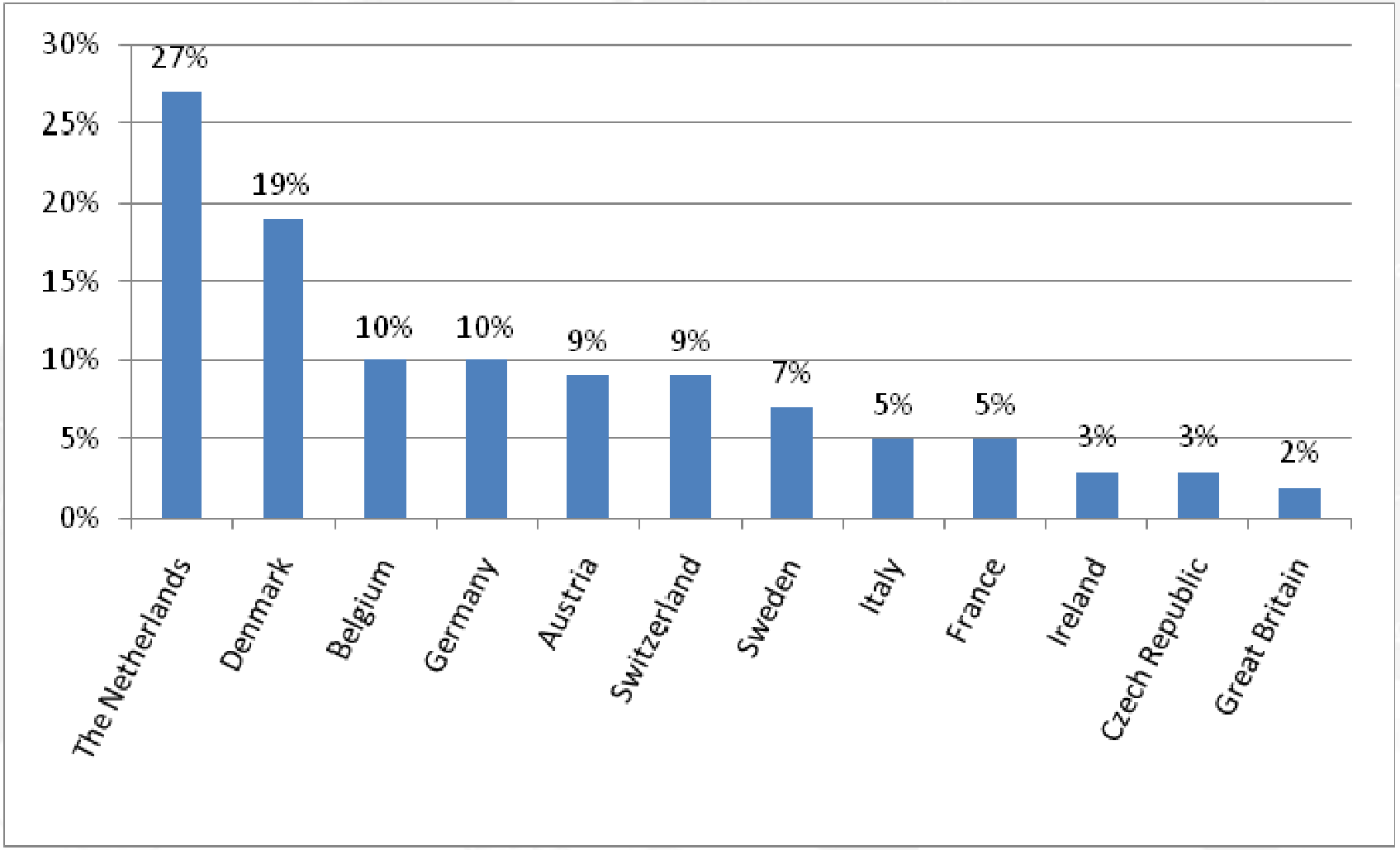


The PRESTO project

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

May 2009 – Jan 2012

~ €1,8 mln

12 partners from 7 countries

PRESTO is about **competence building in cycling policies!**

The project aims to offer a **set of tools** for technicians to create cycle friendly urban environments, to implement sound **cycling plans**, to start up targeted **promotion campaigns** and to **promote pedelecs**.

Finally, PRESTO will test an **e-learning tool** focusing on cycling policies aiming to become a long lasting training course

Who is PRESTO?

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

Rupprecht Consult (Coordinator), DE

European Cyclists' Federation (Dissemination), BE

European Twowheel Retailers' Association, BE

Ligtermoet & Partners, NL

Promotion of Operational Links with Integrated Services, BE

Pomeranian Association Common Europe, PL

German Cyclists' Federation Bremen, DE

Free Hanseatic City of Bremen, DE

Grenoble Alpes Métropole, FR

City of Zagreb, HR

City of Venice, IT

City of Tczew, PL

Intelligent Energy Europe Programme (IEE)

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

Programme for the promotion of energy efficiency and renewables

4 sub programmes:

- **SAVE: Reducing energy consumption**
- **ALTENER: Promoting renewable energy**
- **COOPENER: Strengthening existing local capabilities in relation to the use of sustainable energy for poverty alleviation in developing countries**
- **STEER: Promoting efficient, sustainable use of energy in transport**

Specific focus on:

- **alternative vehicle propulsion**
- **policy measures for the more efficient use of energy in transport**
- **strengthening the knowledge of local management agencies in the transpo eld**

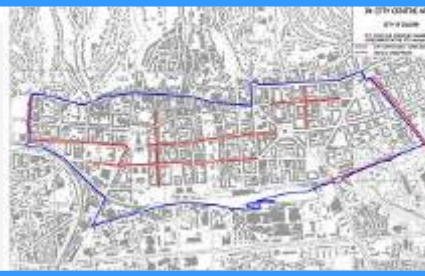
What is PRESTO doing?

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

Infrastructure Planning

Bicycle lane network plans
Bicycle parking
Black spots and accident reduction



Promotion of Cycling

Bicycle counters
Bicycle festivals and events
Educational programmes and trainings
Competitions and rewards
Bicycle test track and races

Promotion of Pedelecs

Demonstration of pedelecs

Pedelecs for professional use

What are pedelecs?

Pedelecs are:

„electrically assisted pedal bicycles on which you have to pedal to get moving. Pedelecs differ from e-bikes which have a motor which can function independetly of whether your pedal or not“

“Electric bike“ is the:

Generic name for all bicycles equipped with a motor *(both pedelecs and e-bikes)*

Activities in Bremen

Cycling: a daily transport mode for everyone

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- Bicycle parking for large-scale ever*(concept, map with parking guidanc*
- Promotion of cycle friendly large-scale events *(promotional material)*
- Bicycle festivals *(Kirchentag etc.)*
- Bicycle counter with CO2-reduction display
- Pedelecs demonstration *(test track)*

- Germany
- ca. 500.000 inhabitants
- 25-30 % cycling share
- Champion City
- 33% of all trips are longer than 6 km!

Activities in Grenoble

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- Stakeholder consensus on design principles of urban space and stree *(common framework for designing infrastructure)*
- Fete du velo *(festival)*
- Promotion strategy for cycling
- 1 week Pedelecs to work trial

- France
- ca. 150.000 inhabitants
- 8 % cycling share
- Climber City
- 300 km of reserved cycle paths

Activities in Tczew

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- Identification of of barriers to cyclin
- Multigenerational cycling promotio
- Demonstration of Pedelecs
- Pedelecs for professional use

- Poland
- ca. 60.000 inhabitants
- 2 % cycling share
- Starter City
- First Polish city to implement contra-flow cycling

Activities in Venice

Cycling: a daily transport mode for everyone

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- Development of a plan for cycle paths linking
- Black spots identification
- Mobility education at schools
- Cycling promotion campaign
- Pedelecs demonstration

- Italy
- ca. 270.000 inhabitants
- 17% cycling share
- Climber City
- 450 km cycling network (mainland Venice)

Activities in Zagreb

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- Bicycle parking network
- Bicycle lanes network
- Bicycle race
- Cycling promotion among students
- Demonstration of pedelecs

- Croatia
- ca. 780.000 inhabitants
- 1 % cycling share
- Starter City

How can you benefit from PRESTO?

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

1	2	3
3 Policy Guides and 25 Fact Sheets	On-site trainings	E-learning
Cycling Starter, Climber and Champion Cities		
Infrastructure Promotion Pedelecs	Tczew Grenoble Zagreb Venice Bremen	7 modules Stand-alone product

How can you benefit from PRES

English

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

GIVE CYCLING A PUSH

PRESTO Cycling Policy Guide
General Framework

GIVE CYCLING A PUSH

1. PRESTO Cycling Policy Guide
Cycling Infrastructure

2. PRESTO Cycling Policy Guide
Promotion of Cycling

3. PRESTO Cycling Policy Guide
Electric Bicycles

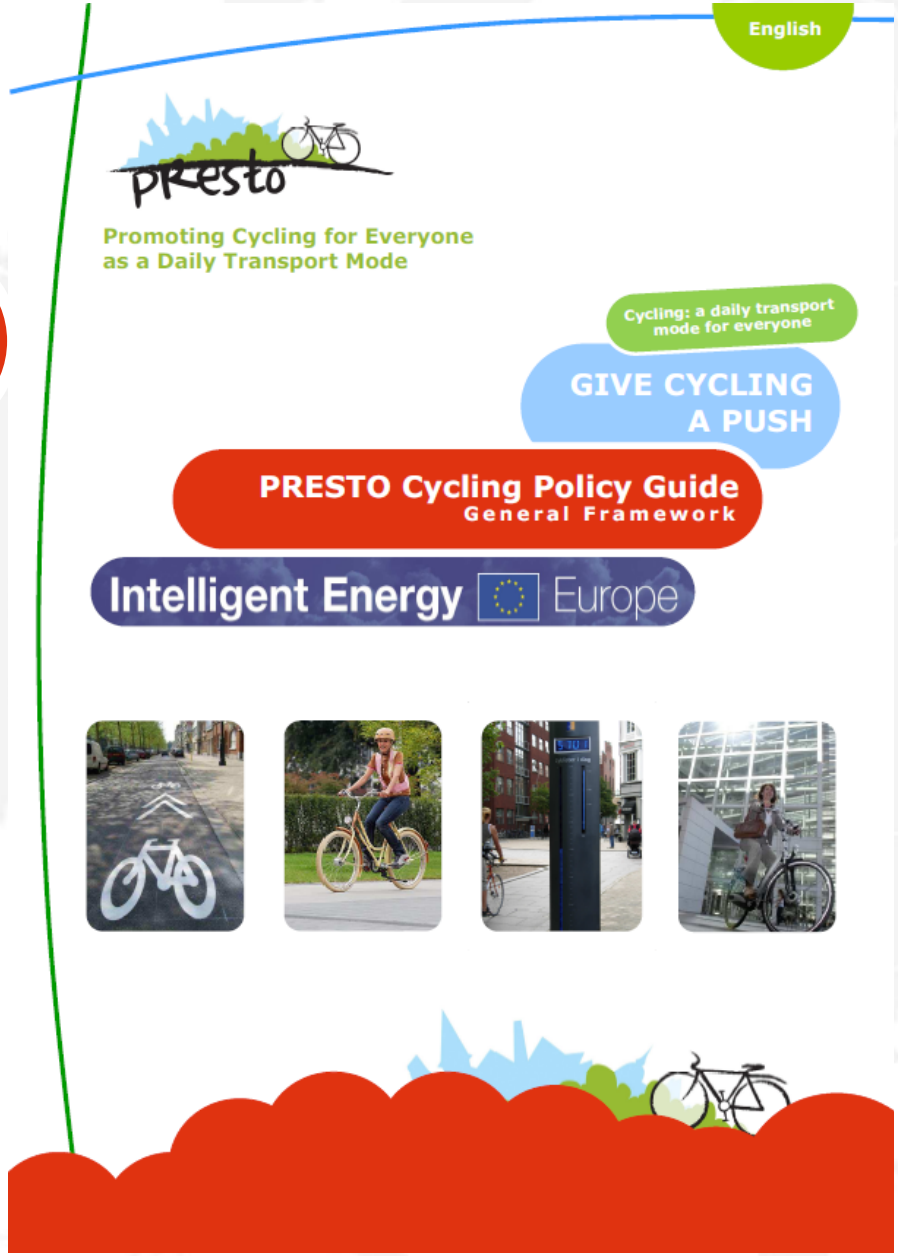
Policy guide: General framework

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

PRESTO Cycling Policy Guide
General Framework

- Cycling is good for cities
- Cycling development levels
- Infrastructure needs
- Promotion approaches
- Success fators towards a cycling policy culture



Policy guide: Cycling Infrastructure

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

PRESTO Cycling Policy Guide
Cycling Infrastructure

- The riding bicycle
- The standing bicycle
- Cycling and public transport

Policy guide: Promotion of cycling

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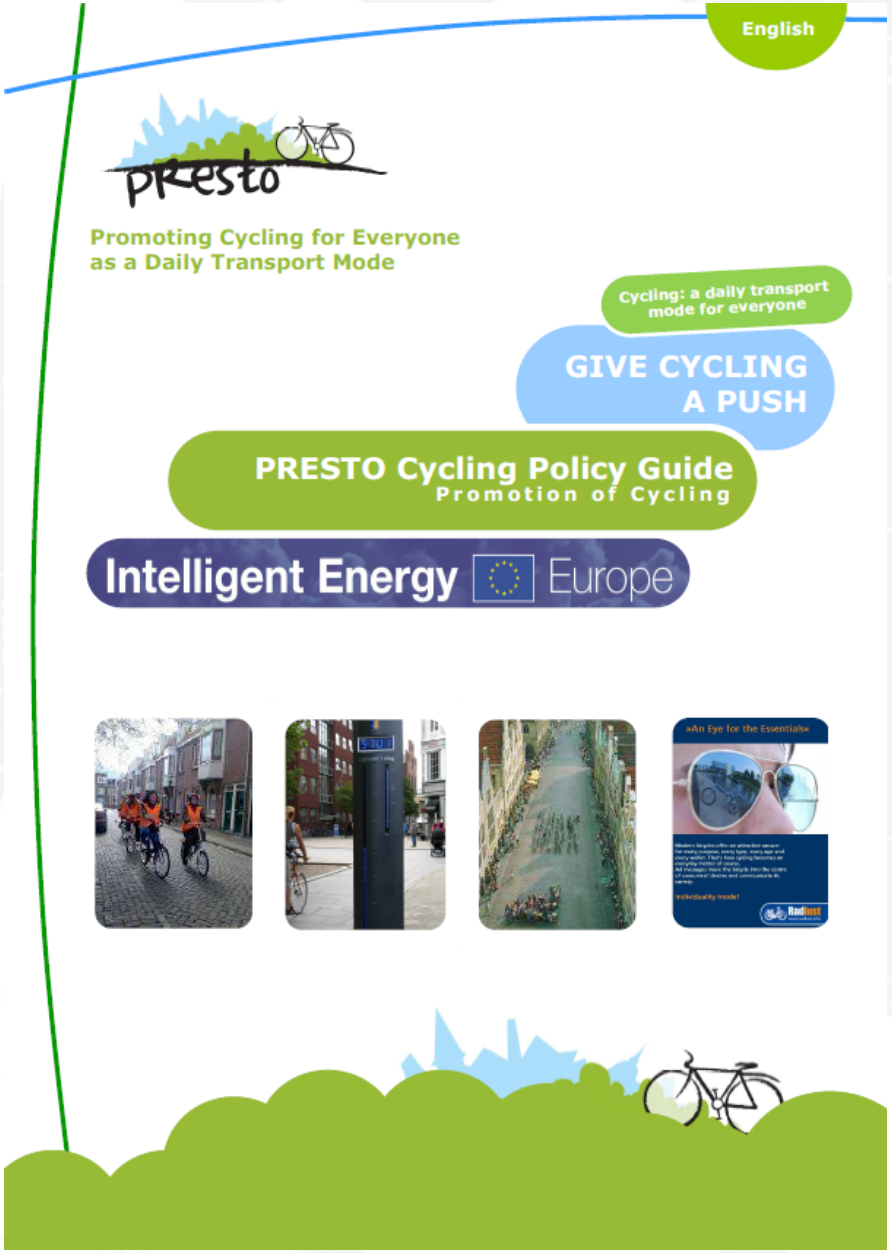
PRESTO Cycling Policy Guide
Promotion of Cycling

- Benefits of cycling
- Understanding cycling promotion
- Communicating your message
- Evaluating the effects of promotion



Policy guide: Electric bicycles

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

PRESTO Cycling Policy Guide
Electric Bicycles

- Potential user groups
- The market
- Opportunities
- The vehicle

25 implementation fact sheets

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

English
French
German
Italian
Polish
Croatian
Hungarian
Spanish

PRESTO CYCLING POLICY GUIDE: GENERAL FRAMEWORK

PRESTO CYCLING POLICY GUIDE: INFRASTRUCTURE

IMPLEMENTATION FACT SHEETS: INFRASTRUCTURE

Network links

- Traffic calming and cycling
- Cycle tracks
- Cycle lanes
- Cycle streets
- Contra-flow cycling
- Bicycles and buses
- Cycling and walking

Intersections and crossings

- Right-of-way intersections
- Roundabouts intersections
- Traffic-light intersections
- Grade separation

Parking

- Bicycle parking and storage solutions
- Bicycle parking in the city centre
- Bicycle parking in residential areas

Public transport

- Cycling facilities at interchanges

PRESTO CYCLING POLICY GUIDE: PROMOTION

IMPLEMENTATION FACT SHEETS: PROMOTION

Awareness raising

- Broad promotional campaigns
- Bike events and festivals
- Bicycle/ bike counters
- Targeted cycling programmes – schools
- Safe cycling campaigns

Information

- Bicycle maps
- Cycling information centres / mobility centres

Training and programmes

- Targeted adult cycling training programmes
- Bike testing events

PRESTO CYCLING POLICY GUIDE: PEDELECS

IMPLEMENTATION FACT SHEET: PEDELECS

- Legislation on pedelecs

Examplary fact sheet “Contra-Flow

Cycling“

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Overview

Background/Objectives

(function, scope...)

Implementation

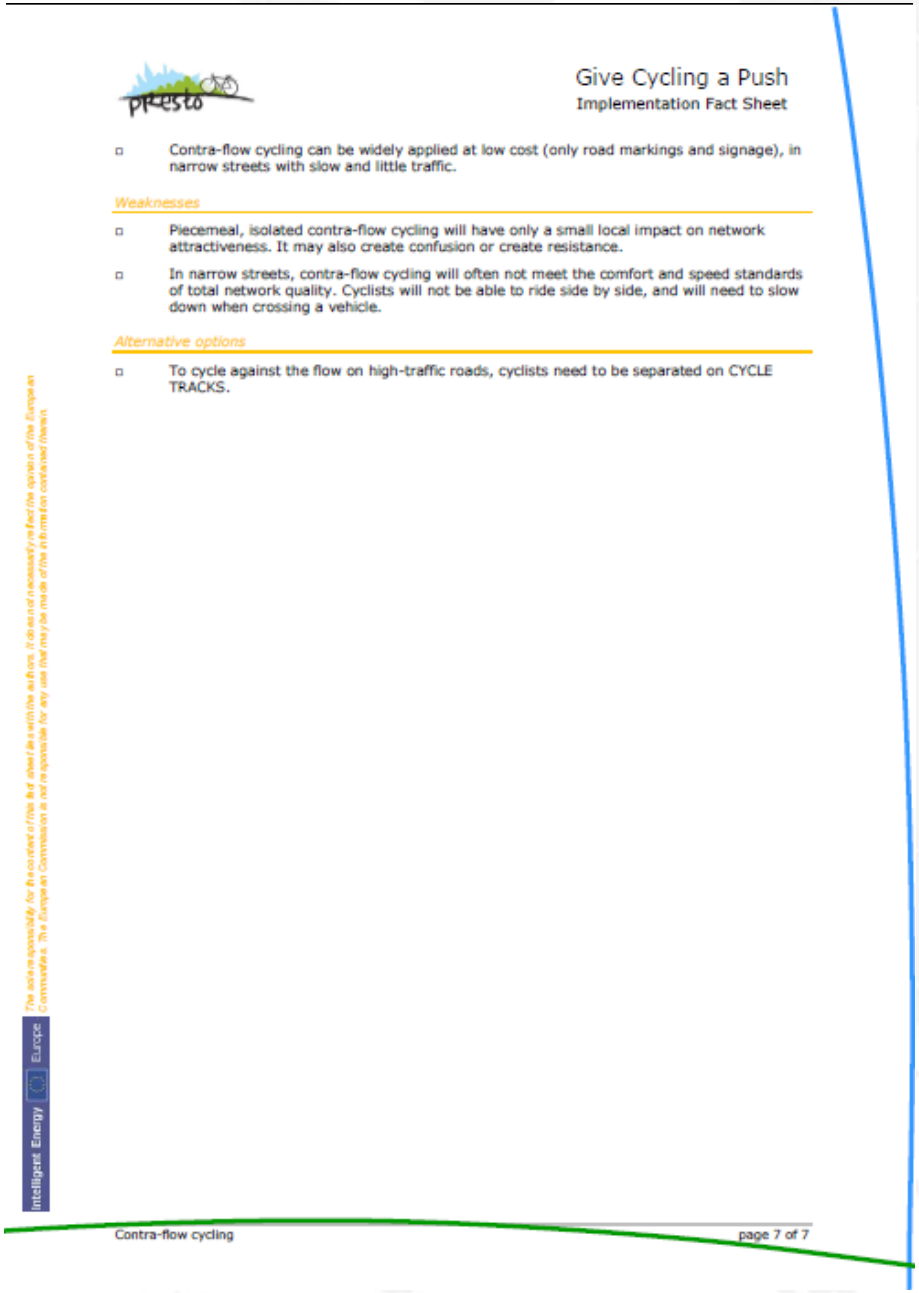
(signage, require road width, design recommendations)

Considerations

(strengths, weaknesses, alternative options)

Download the Guides and Fact Sheets "Give Cycling a Push"

Download



Give Cycling a Push
Implementation Fact Sheet

- Contra-flow cycling can be widely applied at low cost (only road markings and signage), in narrow streets with slow and little traffic.

Weaknesses

- Piecemeal, isolated contra-flow cycling will have only a small local impact on network attractiveness. It may also create confusion or create resistance.
- In narrow streets, contra-flow cycling will often not meet the comfort and speed standards of total network quality. Cyclists will not be able to ride side by side, and will need to slow down when crossing a vehicle.

Alternative options

- To cycle against the flow on high-traffic roads, cyclists need to be separated on CYCLE TRACKS.

The sole responsibility for the content of this fact sheet lies with the authors. It does not necessarily reflect the opinion of the European Communities. The European Commission is not responsible for any use that may be made of the information contained therein.

Intelligent Energy Europe

Contra-flow cycling page 7 of 7

PRESTO On-site training events

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

- 1st transnational cycling workshop: 26-27.02.2010 in Tczew
- 2nd transnational cycling workshop: 9-10.06.2010 in Grenoble

PRESTO On-site training events

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

- **3rd transnational cycling workshop: 8-9.12.2010 in Zagreb**
- ***4th transnational cycling workshop: spring 2011 in Venice***
- ***5th transnational cycling workshop: summer 2011 in Bremen***

E-learning within PRESTO

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

E-learning on 7 modules

3 modules on infrastructure

3 modules on promotion

1 module on pedelecs

Want to learn more about PRESTO?

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

www.presto-cycling.eu

PRESTO – Promoting Cycling for Everyone as a Daily Transport Mode

Subscribe to our mailing list!

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PRESTO – Promoting Cycling for Everyone as a Daily Transport Mode

PRESTO at Velo-city 2010!

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

Track 1: Presentation session
"Policy and Best Practice Building"
on Tuesday 22 June, afternoon

VELO-CITY
GLOBAL 2010
DIFFERENT GEARS
SAME DESTINATION
COPENHAGEN, JUNE 22 – 25

www.velo-city2010.com

Cycling: a daily transport mode for everyone

Training workshop on cycling: Brno

Thank you for your attention!

More information at
www.presto-cycling.eu

or contact me:

r.urbanczyk@rupprecht-consult.eu

Promoting Cycling for Everyone as a Daily Transport Mode is supported by Intelligent Energy Europe