



# **PRESTO** Promoting Cycling for Everyone as a Daily Transport Mode

**CiViTAS**  
Cleaner and better transport in cities



CIVITAS Forum

17-19 October 2011

Funchal (Portugal)

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Rupprecht Consult GmbH



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## What is PRESTO?

- EU project focusing on **competence building in cycling policies**
- May 2009 - January 2012
- 12 European partners
- Working on three thematic pillars (infrastructure, promotion, pedelecs)
- Aim: providing a set of tool for policy makers and city planners
- Local activities in 5 cities (Zagreb, Bremen, Tczew, Venice, Grenoble)



## The PRESTO Approach: Three levels of cycling

1. **STARTER CITIES**, modal share of cycling <10%

*GOAL: make cycling possible/comfortable, safe*

2. **CLIMBER CITIES**, modal share of cycling 10 – 20%

*GOAL: convince more people to use the bicycle*

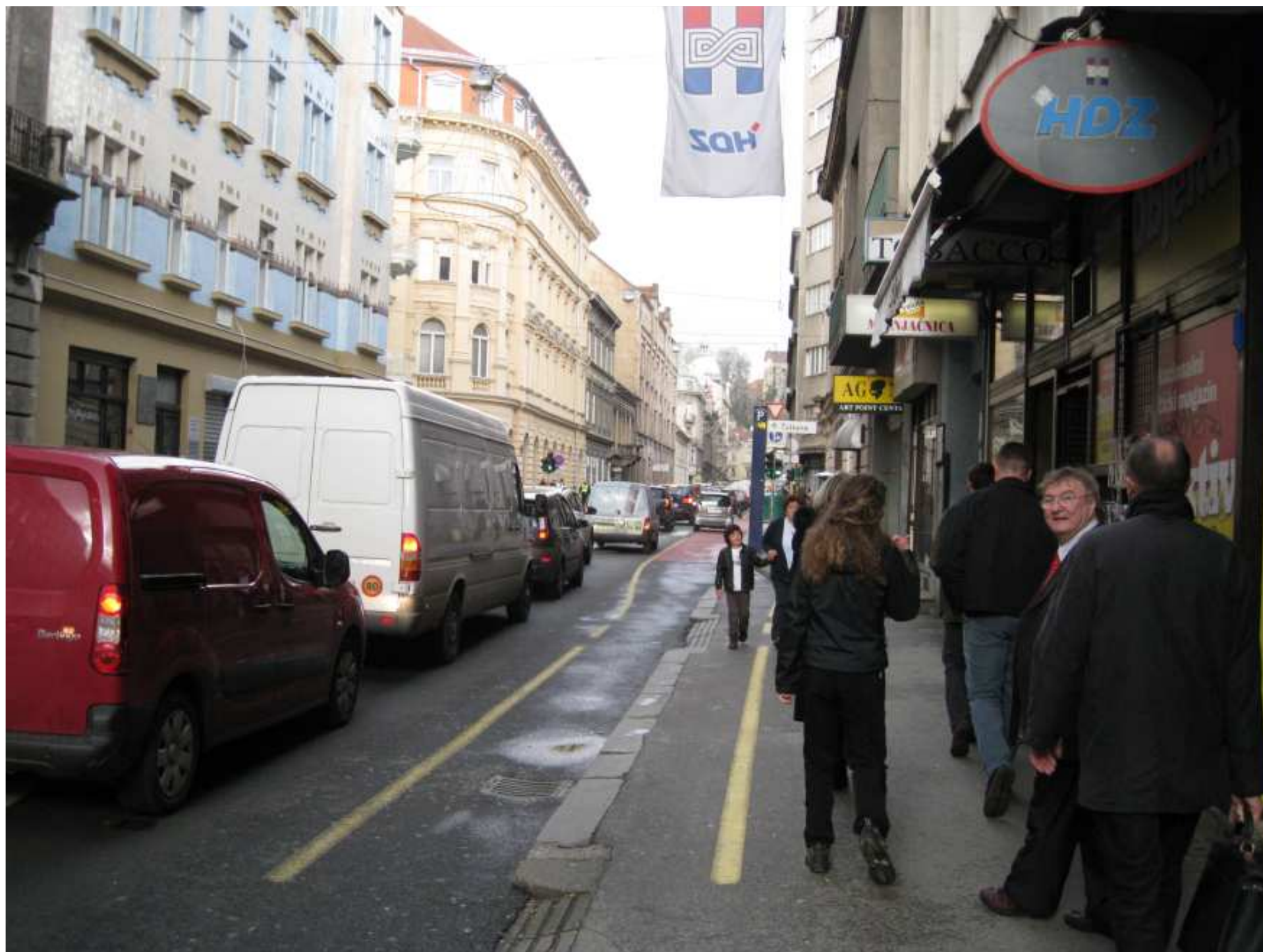
3. **CHAMPION CITIES**, modal share of cycling >20%

*GOAL: keep people cycling*





























# SHIFT IT



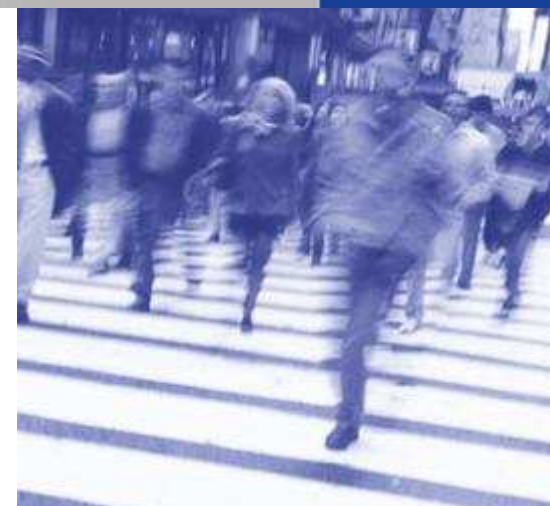
**You're better off by bike**

On short trips it's quicker and more convenient.

MAYOR OF LONDON

[tfl.gov.uk/cycling](http://tfl.gov.uk/cycling)

Transport for London



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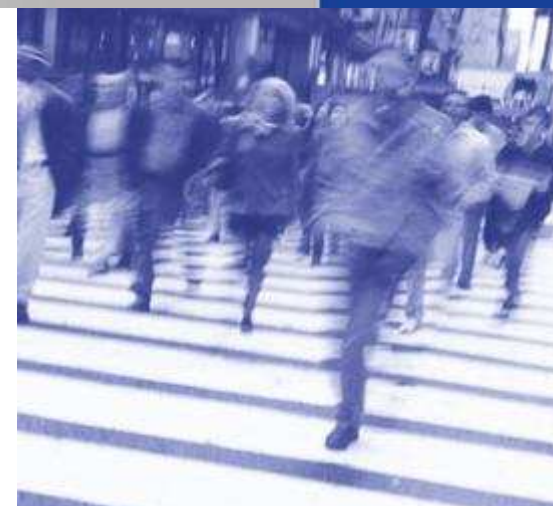














12:33

Sie sind heute der/die

10.

Radfahrer/in

und in diesem Jahr der/die

10.

Radfahrer/in

Danke für ihren  
Beitrag zum Klimaschutz



Der Senator für Umwelt,  
Bau, Verkehr und Europa

Freie  
Hansestadt  
Bremen





## PRESTO's toolbox



## How can you benefit from PRESTO?

**GIVE CYCLING  
A PUSH**



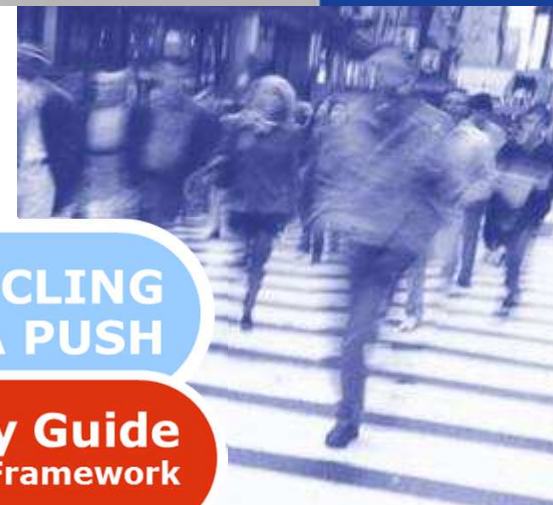
**PRESTO Cycling Policy Guide**  
General Framework

**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



## Fact sheets



**Cycling infrastructure:**  
15 fact sheets with 4  
main topics

### 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*

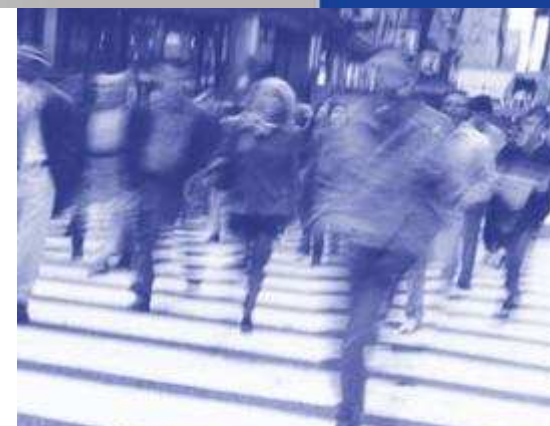
- Right-of-way intersections
- Roundabouts intersections
- Traffic-light intersections
- Grade separation

#### *Parking*

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

#### *Public transport*

- Cycling facilities at interchanges





## More fact sheets!

Promotion of cycling in urban areas: 9 fact sheets with 3 main topics

### 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



### IMPLEMENTATION FACT SHEET: PEDELECS

- Legislation on pedelecs



A photograph of a rural landscape featuring several large, round hay bales in the foreground. A black bicycle is leaning against one of the bales. The background shows a green field with some trees under a bright sky.

**...PRESTO e-learning!**

Not all learning needs to be done 'in the field'...



**7 online courses**

**1. Intersections and Roundabouts**

**Cycling Infrastructure**

**2. Infrastructure measures  
for starter cities**

**Cycling Infrastructure**

**3. Cycle Parking**

**Cycling Infrastructure**

**4. Bike to School Campaigns**

**Promotion of Cycling**

**5. Bike to Work Campaigns**

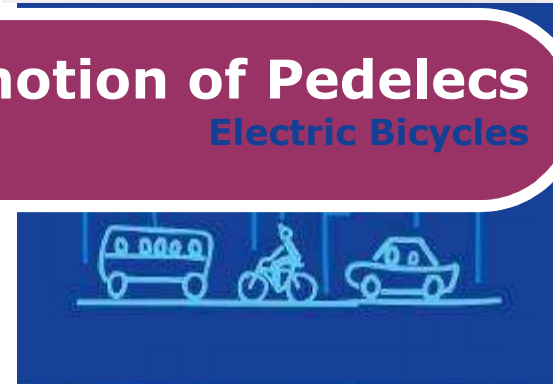
**Promotion of Cycling**

**6. Bicycle Maps**

**Promotion of Cycling**

**7. Promotion of Pedelecs**

**Electric Bicycles**

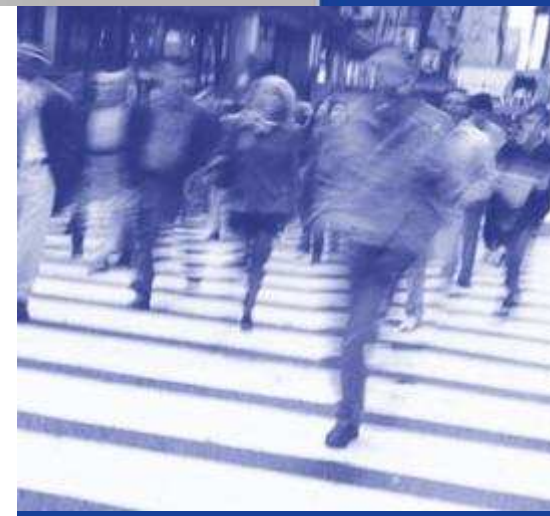


## E-learning courses

The courses are running until the end of December

... But they are all fully booked!

We are looking at continuing the courses – please let us know if you would be interested!



PILLAR	Sep 12 - Oct 10, 2011	Oct 10 - Nov 14, 2011	Nov 14 - Dec 12, 2011
INFRASTRUCTURE	<a href="#">Intersections &amp; Roundabouts</a> REGISTRATION CLOSED	<a href="#">Infrastructure measures for starters</a> REGISTRATION CLOSED	<a href="#">Cycle parking</a> REGISTRATION CLOSED
PROMOTION	<a href="#">Bike to Work Campaigns</a> REGISTRATION CLOSED	<a href="#">Bike to School Campaigns</a> REGISTRATION CLOSED	<a href="#">Bicycle maps</a> REGISTRATION CLOSED
PEDAL ASSISTED ELECTRIC BICYCLES PROMOTION	<a href="#">Pedelects in your community</a>	Pedelects in your community	Pedelects in your community





# Onsite training resources

## On-site training workshops in "CLIMBER" cities

PRESTO held two training workshops on implementing cycling policies in "CLIMBER" cities: Grenoble (09 and 10 December 2010) and Venice (30 and 31 March 2011). The training material addresses city technical staff, but also decision makers, and focuses on climber cycling city's needs.

### Training material for the city of Venice

Download the presentations of the PRESTO pool of experts:

- [Bicycle parking plans](#)  (Alex Sully, Transport Initiatives, United Kingdom)
- [LifeCycle project workshop on targeted campaigns](#)  (Raymond Fismer, ADFC, Germany)
- [Cycling friendly junctions and roundabouts](#)  [Part 2](#)  (Michael Aherne, National Transport Authority, Ireland)

and the training material:

- Executive summary: [PRESTO Executive summary-Venice](#)  [EN] Available in:  [\[IT\]](#)
- Training reader: [PRESTO Training reader-Venice](#)  [EN]

Read more on PRESTO workshop in the [Press article](#) published on "La Nuova di Venezia e Mestre", 31/03/2011 [ITALIAN]

Take a look at the [photo gallery](#) published on the City of Venice's website.





Home About PRESTO Cities and Activities Training material Policy guides & Fact sheets Pedelecs Links

### Policy guides and Fact sheets

Download

### NEWS

5/10/2011

Registration for the PRESTO conference in Bremen on 12-13 October is closed. More info on the program [here](#)

30/09/2011

Bremen inaugurates first bicycle barometer. More info in the [news](#)

### E-learning login:

User name:

Urbanczyk

Password:

\*\*\*\*\*

Login

PRESTO – “Promoting Cycling for Everyone as a Daily Transport Mode” is a project of the EU's Intelligent Energy – Europe Programme granted by the Executive Agency for Competitiveness and Innovation (EACI).

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 and to start up targeted promotion campaigns. Besides the local activities in the [five PRESTO cities](#) are meant for the people, to encourage the use of bicycles also among elderly or those who live in very hilly areas.

Today, [pedelecs](#) (bicycles assisted by an electric motor) are making cycling even more accessible and PRESTO will involve dealers to set up “try-out days” of pedelecs where people can test and see for themselves the advantages. Finally PRESTO will test an [E-learning](#) tool focusing on cycling policies aiming to become a long lasting training course.

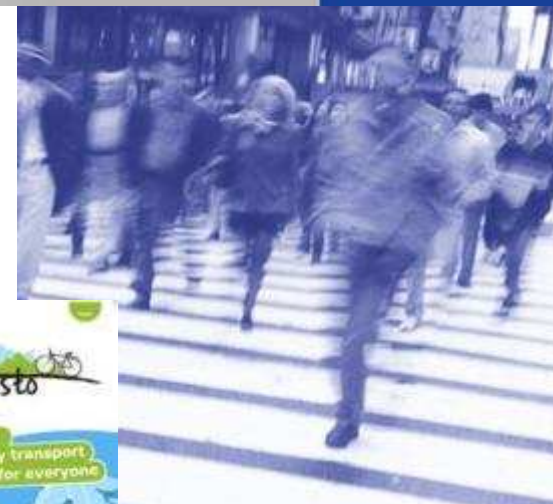
The PRESTO website offers an overview of the project and its results. Find [training material](#), [Policy guides and Fact sheets](#) in the top menu and download the files in six languages. We hope you will find this website and its content useful to improve the cycling level in your city!

Your PRESTO consortium.



PRESTO has been endorsed by the European Commission's [Sustainable Energy Europe Campaign](#) as an Official Partner.

Like 154 people like this.



# www.presto-cycling.eu



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EUROPE**





Sitemap Contact


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

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About  Edit


PRESTO is a project of the EU's Intelligent Energy – Europe Programme grant...


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 Velo-city Seville 2011

 European Cyclists' Federation


 Trolley - Promoting electric public


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


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


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Write something...

**Presto Cycling**  
Photo: Hannah Grundey, ADFC Bremen

263 Impressions · 0,76% feedback


 Unlike ·  Comment ·  Share · Tuesday at 12:18

 You and Morten Lange like this.




Write a comment...

**Presto Cycling**  
Bremen inaugurates first bicycle barometer


A 25% cycling mode share makes Bremen a "champion" cycling city and the cycling capital in Germany for cities of over 500,000. The newly installed bicycle barometer is another step the city is taking to raise further awareness to cycling and to highlight the importance of cycling as a daily transport mode.

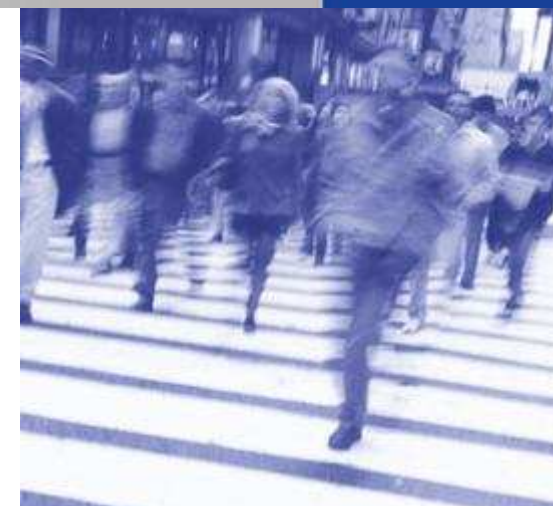
 **Local news Bremen**  
[www.presto-cycling.eu](http://www.presto-cycling.eu)  
Cycling: a daily transport mode for everyone

174 Impressions · 0% feedback

 Like ·  Comment ·  Share · Tuesday at 12:10

**Presto Cycling**  
Bremen inaugurates first bicycle counter supported by the PRESTO project!

 **Erste Fahrradzahlstelle Bremens - Straßenverkehr - Radio Bremen**  
213.71.18.104



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***Thank you!***

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**[www.presto-cycling.eu](http://www.presto-cycling.eu)**



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