

# CHAMP

Cycling Heroes Advancing  
sustainable Mobility Practice

Final Workshop

Gent, 11-12 September 2014

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

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Programme of the European Union



# Learning from Leading Cycling Cities in Europe

## Final CHAMP Workshop

**Gent, 11-12 September 2014**

*The European CHAMP project will come to an end in September 2014. Urban transport policy makers and practitioners, please make sure to block your calendars to hear all about the project's accomplishments, tools and recommendations at the CHAMP Final Workshop, hosted by yet another cycling city: Gent!*

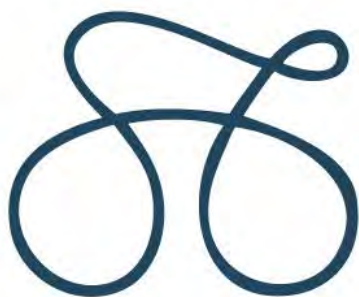
The CHAMP project gathers leading cities in the field of cycling. Within CHAMP, they have looked at innovative ways to further boost cycling in their cities and enhance their local policies.

CHAMP has developed and tested a performance analysis tool, building on self-analysis as well as peer review by other cities. It allows cities to identify strengths and weaknesses in their cycling policies, summarising what has already been achieved, indicating what can still be added as a baseline for new goals, and putting cities on track towards further improvements in their cycling policy. The CHAMP workshop will illustrate how the CHAMP cities have taken their ambitions forward on the basis of the aforementioned analyses, while highlighting that being a champion in cycling brings along its own specific challenges.

The workshop will also present the results of the innovative cycling measures that have been implemented in the respective CHAMP cities, as well as the strategic project conclusions and policy recommendations that can be adopted by other cities with cycling ambitions. Measures that were implemented in CHAMP include route based cycling promotion, creative bike parking solutions, bicycle accounts, innovative awareness raising and marketing campaigns for different target groups, and user involvement strategies.

Get ready for a workshop with innovative showcases from CHAMP cities, interactive policy debates, hands-on tools to take cycling to the next level in your city, and a guided cycling tour through the city of Gent.

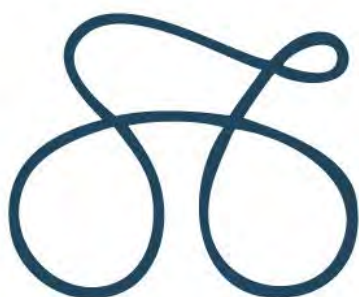
The cities of Bolzano, Burgos, Edinburgh, Groningen, Kaunas, Ljubljana, Örebro, and Shkodra look forward to welcoming you in Gent!



## Thursday, 11 September 2014

Chairwoman: Marianne Weinreich, VEKSO Mobility

13.30	Welcome	Vincent Meerschaert, Traject
<b>Introducing CHAMP</b>		
13.35	The CHAMP methodology	Vincent Meerschaert, Traject Eliene Van Aken, Tractebel
13.55	The CHAMP cities	Karen Vancluysen, Polis
<b>CHAMP Measures</b>		
14.20	Mapping your Accomplishments: The Potential of Bicycle Accounts	Anna Ahlgren, City of Örebro
14.50	Managing Masses: Creative Parking Solutions and Network Optimisation	Hans Visser, City of Groningen
15.20	Getting the Message Right: Marketing and Promoting the Bike	Reggie Tricker, City of Edinburgh
15.50	Coffee Break	
<b>CHAMP Friend: The City of Gent</b>		
16.10	Gent's Cycling Policy	Patty Delanghe, City of Gent
16.30	Policy in Practice: Cycling Tour in Gent (10 € for bike rent, to be paid in cash at the start of the tour)	
18.00	Meet the CHAMPs: CHAMP Reception at Gent City Hall Hosted by Filip Watteeuw, Alderman for Mobility, City of Gent	



Friday, 12 September 2014

Chairman: Dirk Engels, TML

CHAMP Recommendations and Legacy		
09.30	Become a CHAMP: The CHAMP Commandments	Kathryn Stewart, Napier University
10.15	The Different Faces of a CHAMP. Perspectives from Central and Eastern Europe	Jos Zuallaert, MobiMind
10.45	<p><b>Together We Can Get There: CHAMP's Policy Makers around the Table</b></p> <p>Paul de Rook, Alderman for Traffic – City of Groningen            Per Elvingson, Climate Strategist, Unit for Sustainable Development – City of Örebro            Andreas Pichler, Director Öko Institut Bolzano            Janez Bertoneclj, Cycling Coordinator - City of Ljubljana            City of Kaunas            Lesley Hind, Councillor and Convenor of the Transport and Environment Committee - City of Edinburgh            Lorenc Luka, Mayor – City of Shkodra            Filip Watteeuw, Alderman for Mobility - City of Gent  <b>Moderator:</b> Eddy Klynen, Vlaamse Stichting Verkeerskunde</p>	
11.45	Coffee break	
12.05	Creating a CHAMP Legacy	Aljaž Plevnik, UIRS
CHAMP Colleagues - Pecha Kucha Style		
12.25	PTP Cycle: Personalised Travel Planning to Enhance Cycling	Paul Curtis, LEPT
	STARS: Promoting Active Travel to School	Fiona McLean, LEPT
	VELOCITÀ: Boosting Bike Sharing Schemes	Sander Buningh, DTV Consultants
	CYCLELOGISTICS Ahead	Karl Reiter, FGM-Amor
13.05	Conclusions	Vincent Meerschaert
13.15	Farewell Lunch	

## EDITORIAL

Three years of intense cooperation between the CHAMP partners ended in September 2014. The project concluded on a very positive note with the final CHAMP workshop in Gent. An impressive number of participants from all over Europe confirmed that interest is and remains high in learning from the best when it comes to cycling policy.

The project partners are proud to present the 12 CHAMP cycling commandments on how to become a champion cycling city. Read below our featured summary of the commandments, which can also be found in the CHAMP catalogue along with case studies from all participating cities. For anyone interested in the project, it's a highly recommended read. By the way, the guide, as well as other detailed CHAMP outcomes and recommendations, are available on the CHAMP website!

In this issue you will also find an interview with Patty Delanghe from the city of Gent, our excellent host of the workshop. A champion city of its own with a very ambitious strategy to make cycling the preferred mode of transport for its citizens, Gent has developed some innovative ways of promoting soft mobility on two wheels.

We wish you a pleasant read and thank you for your interest over the last three years!

## CHAMP Host City of Gent



*The final conference of the CHAMP project took place in Gent. Although not a city involved in the project, the CHAMP partners chose Gent for its excellent cycling record. We talked to Patty Delanghe of the city of Gent to find out how you become a champ – even if you are not involved in CHAMP!*

**Patty, Gent is located in Flanders, a region that has traditionally been associated with cycling. Has Gent always been a great cycling city?**

Well, to be honest, that is not the case. 21 years ago, when the city first started to promote cycling, Gent was a very car-centric city, like many others. Since then, we have been trying to ban cars from the city centre, and we continue to do so. One example is the new event hall which has just been completed in the old town. It replaced a car park, but the decision was only taken in 2010. So you can see this process is ongoing and far from finished.

**Looking back at 21 years of experience, how would you describe Gent's strategy to become less car- and more bike-centric?**

I think it is very important to cooperate with other stakeholders and to place cycling in a wider political and planning context. For instance, in terms of

infrastructure, we have worked together with the Belgian waterways for cycling bridges over canals and rivers, and with the Belgian railways for underpasses under the rail tracks and the construction of the new main station.

We also started by focusing on measures that are easy and cheap to implement, so-called quick wins. One of the first things we did was to allow cyclists to use one-way streets in both directions. We also created sharrows on streets where we could not build segregated infrastructure at the beginning, and allowed cyclists to make a right turn at red lights where it is safe.



Gent's new cycle parking facility at the station enjoys considerable success, and will be extended to 15 000 places in the coming years.

**What about bike sharing, parking and other "peripheral hardware"?**

Gent is a cycling city today, with 2,6 bicycles per household in the city, which means that almost everyone owns a bike. Considering that ownership is so high, we have decided not to implement a bike sharing scheme for the moment. However, we are looking into small-scale solutions for some more remote areas further away from the city centre.

Instead of bike sharing, Gent has two very successful cycle rental

schemes, Student & Mobility and Max Mobiel. Both of them are non-profit organisations. Student & Mobility rents bicycles to university students at a very low price; the cheapest basic rental bike is € 40 per year. Max Mobiel provides general mobility services including rental bikes to tourists, commuters and residents.

With so many private bicycles in the city, parking is obviously important, and we are well aware of that. Gent has committed to creating 1000 cycle parking spots every year. We have also built a brand-new cycle parking garage under the central station, which has already been so successful that we will expand it to 14.000 places in the coming years. We also have two secured bike parking garages in the city centre.

**CHAMP has put a lot of emphasis on marketing. What is your approach in Gent? How do you communicate cycling to citizens?**

We take communication very seriously. In fact, we are in the process of launching a new marketing campaign that can be tailored to a certain street or area, giving people information about the cycling situation at specific locations. This obviously comes at a slightly higher cost, as all materials need to be adapted to local situations, but we really think it is worth the effort. We will soon present the campaign to the public.

Other than the new campaign, we already have a cycling guide for the city. We have also been running promotion campaigns using posters for many years, some of which have become very well-known. Not to forget Cycle Chic Gent which is part of the global Cycle Chic network, and our Second hand bicycle markets that we regularly organise.



The new communication campaign from Gent can be adapted to local conditions

**What about the future? Will Gent continue to invest in cycling?**

In terms of the future strategy for cycling in Gent, we are happy with the very strong political commitment from the city. Our Alderman for mobility, Filip Watteeuw from the Green party, has made very clear since he took over the post that in the upcoming mobility plan for Gent, cycling and walking will come first, then public transport, and only then private motorised transport.

As Gent is a growing city, we are expecting cycling to grow as well for at least 10 more years. Many of the new residents own a car however and need to be convinced to use alternative means of mobility. As of today, Gent is still in the top ten of the most congested cities in Europe!

We need long term planning and have to continuously add new infrastructure to cope with these challenges. Not all problems are solved overnight. For instance, there are still many missing links in the cycle network. By 2020, we hope to have closed most of these for a truly seamless cycling experience in the city. We are working on it!



# HITTING THE TARGETS: CHAMP EVALUATION RESULTS

**A successful project needs good evaluation of its results. In CHAMP, the evaluation objectives were to monitor the impact and effects of the implemented measures in relation to their objectives and to understand context, barriers and drivers that influenced the implementation processes. Did CHAMP live up to the project objectives?**

The methodology was based on the monitoring of common performance indicators (city and project level) defined within the project objectives, and specific performance indicators (measure level), which were defined for each measure separately. Finally, the implementation process was analysed through detailed process evaluation.

On the project level, results are based on the overall performance of five project objectives. On the **policy** level, the results have shown that political representatives and decision makers involved with the project are increasingly aware about cycling. More than 40 policy makers were involved in the project, having been interviewed before and after implementation of the CHAMP measures. At the end of the project, 98% of

those who were interviewed after implementation showed great support for the improvements of cycling conditions in the cities; a majority of them having also supported such initiatives before CHAMP.

**Mobility** objectives were achieved through an increased number of cyclists in all cities – in some to a greater and in others to a lesser extent. However, due to the limitations of different counting methodologies, evaluators could not estimate the increase in cycling on a city-wide scale. The results should therefore be interpreted with some caution. The overall average increase was 12 % (target 10 %).

**Citizen satisfaction** with the implemented cycling measures was very high, which suggests

citizens are ready to further support the evolution of cycling in their cities. Decision-makers on the local as well as EU level can see this as encouragement to continue the implementation of cycling related measures. In parallel, the results show that involving stakeholders in the planning and implementation of such measures can lead to even greater improvements. Stakeholder participation should therefore be considered a key approach in the future. The target for overall citizen satisfaction with the implemented CHAMP measures was 70%, and with 75% this was achieved and even exceeded.

The remaining two specific project objectives regarding energy and economy were monitored and evaluated together as a reduction of CO2 emissions and their monetary impact. While an increase

in cycling trips was recorded (12 % on average), the project did not bring about a significant reduction of CO2 in the short-term (1.953 tonnes).

Furthermore, the monetary impact of this CO2 reduction has only been calculated as a rough estimate (48.800 €), since the data available did not allow for a detailed analysis. However, taking into account that the measures were mostly strategic and focused on behaviour change, their impact is expected to be visible only in the long term. Consequently, a further increase in cycling holds the potential for a greater positive impact regarding the energy savings and reduction of CO2 emissions.

**Policy makers - 90%** of the policy makers are persuaded of importance of cycling.

CHAMP  
achieved

98 %

**Number of cyclists - 10%** increase in number of cyclists during lifetime of project.

CHAMP  
achieved

12 %

**Citizen satisfaction - 70%** satisfaction with implemented cycling measures.

CHAMP  
achieved

75 %



# 12 COMMANDMENTS TO BECOME A CHAMP

The 12 CHAMP commandments have been pulled together from all the work done during the three years of the project. Indeed, the classic formula of 10 wasn't enough, so the CHAMP partners decided to extend the number to 12!

The commandments are divided into three categories: data, strategy, and implementation. In this order, the commandments will help cities to become a CHAMP, building on the experience from the project partners. The commandments, together with city profiles and key project results, have been assembled in the CHAMP catalogue, which is available on the project website.

## Knowing your data

It all begins with knowing the data. "Be analytical, know your numbers," the CHAMP catalogue prescribes as a very first step towards becoming a champion cycling city. "It is worth the effort & time to make a cycling account," says Anna Ahlgren from Örebro municipality, one of the CHAMP partner cities. "If you do not know the baseline, there is a big risk that you prioritise the wrong things." Knowing this, Örebro and Ljubljana conducted a

bicycle account for the first time as part of CHAMP. Bolzano conducted a survey among citizens about cycling and drafted a strategy for stakeholder participation, in order to make the right policy choices based on citizen's preferences.

This is related to another lesson that partners learned during the project, confirms Kathryn Stewart from Edinburgh Napier University. It resulted in Commandment N°3:



Conducting its first bicycle account has helped Örebro better understand cycling in the city

consider the problem before finding a solution. When cities conducted peer reviews, Kathryn says, often the partners were seduced by solutions they saw in the other cities. "An example is the rain sensors in Groningen, which give cyclists an early green when it rains," she

continues. "Everyone loved them. But while that may make sense in a city like Groningen with more than 50% mode share for cycling, it does not make sense in a climber city with much more basic and pressing problems."

## Building support, being creative

The next step is to develop a strategy. Building support and finding your way through administration and politics are essential in order to make a cycling strategy work in cities. The CHAMP catalogue reflects this. Optimising cycling on the political agenda, finding a leader to support cycling in the political game, and linking in with other policy fields, are the partners' recommendations N° 4, 5 and 6. Örebro, for instance, integrated cycling into the wider climate plan for the city, making sure it gets the necessary attention across different departments.

The catalogue points out that breaking down administrative barriers can sometimes be hard and must be taken into account, which is reflected in commandment N° 7. "When we tried to install bike boxes in one of our neighbourhoods, it took us much longer than expected," reports Reggie Tricker from Edinburgh, drawing on a somewhat frustrating experience. To overcome such barriers, the catalogue suggests taking short cuts, such as pilot schemes and temporary measures. Often city administrations realise only then how much benefit you can get out of support for cycling and will allow the scheme to continue.



On this intersection in Groningen, bicycles get the green light in all directions at once. Groningen says while their solutions impressed partners, others are catching up

## Create an impact

Yet the best strategy is not worth much without proper implementation. The last 5 commandments therefore deal with putting the planning into practice. Reggie Tricker explains that what matters most is to create an impact and think outside the box. The

most obvious measures are thus not always the most efficient ones. "Just creating attention for cycling is sometimes enough – people will absorb the message without even realising," Reggie adds. "We have organized a bike ballet in Edinburgh. That might not be

everyone's cup of tea, but even if it isn't for you, you will have been put in touch with cycling."

The other strategy commandments are no less pragmatic. Highlight & optimise existing infrastructure, plan well ahead, use proven marketing strategies and engage with the media, thus are the recommendations from three years

of CHAMP. What the strategy commandments have in common is that they are really focused on the quick wins in the first place. Although CHAMP cities are already quite advanced in their cycling policies, they still concluded that only once you have done what's easy to achieve and efficient, does it make sense to focus on the big changes.



## LEARNING FROM THE CHAMPS THE CHAMP FINAL CONFERENCE

“Practice what you preach” could have been the motto CHAMP partners lived by over the three years of the project. What better place then, to hold the final project conference than in a 13th century monastery in a city known for its excellent cycling record (see our Gent interview before). On 11 and 12 September, the CHAMP partners held their final conference in Gent.



From left to right: Benjamin Auer (Bolzano), Janez Bertoneclj (Ljubljana), Per Elvingson (Örebro), Paul de Rook (Groningen), Lesley Hinds (Edinburgh), Ahmed Omi, Nektar Duma (both Shkodra), and Filip Watteeuw (Gent) had a lively discussion on the podium.

Under these promising conditions, more than 100 participants – transport professionals, academics, and journalists – mixed together from all of Europe, came to discuss what the CHAMP partners had achieved during three years of working together. “The impressive turnout underscored that while CHAMP might have looked like an elite project to some in the beginning, there is considerable interest to learn from champion cycling cities”, said project coordinator Vincent Meerschaert from Traject. The discussion proved his point.

### Making 7 great cycling cities even better

On the podium, the CHAMP cities were united in their praise for CHAMP’s peer reviews. This even includes Groningen, arguably one of the cycling capitals of the world with more than 50% of modal share for cycling. “We have the tendency to think we have made

it, that we are the best when it comes to cycling policy,” said Paul de Rook, Alderman for Traffic of the city of Groningen. “However during the peer reviews with the other CHAMP cities we realised that the others are catching up. The project has been like a mirror for us. We noticed that other cities are starting to have the same problems as we do, but that they are actually tackling some of them better than us.”

For Edinburgh, learning about the gaps was the main benefit from the project, as well as to learn why in fact it is useful to have a bigger cycling share in the wider context. “In Edinburgh we realised that one of our gaps concerned the promotion of cycling,” explained Lesley Hinds, Councillor and Convenor of the Transport and Environment Committee of Edinburgh. “Through the peer reviews, we learned how to do it more efficiently and we witnessed on the spot how traffic in other cities benefits from a high cycling

mode share. The peer reviews were clearly one of the best things we have done to date for the development of our cycling policy.”

### Commandment N° 6

Almost unanimously, CHAMP cities agreed that commandment N°6 – extend the scope of your cycling work, forge links with other policy fields and transport modes – was the most important to them. Drawing on the experience of the project, they underlined that in order to be successful, cities need to see cycling as part of a general mobility system and a larger strategy. Benjamin Auer from Bolzano summed it up saying that “in the first place, administrations want to get people out of their cars, not on bikes. What we have to show them is that cycling can be a powerful part of a general mobility strategy.”

Otherwise, participants underlined, cities might face opposition from various actors. Paul de Rook explained that in Groningen building coalitions has been key to keeping cycling high in the city. “In 40 years of breaking down car-dominance on our streets, we have learned that a government-only strategy isn’t enough,” he says. “You need to convince companies and businesses that it is a good thing when employees and customers come by bike.” Janez Bertoneclj, cycling coordinator of the city of Ljubljana, underlined that in Ljubljana, it has been a challenge to convince traffic planners and engineers to pay attention to cycling. “Sometimes it has been

difficult to change the mindsets of the technical staff who have been working in a certain way for a very long time,” he said.

### Shkodra lost their doubts

Ahmet Omi, deputy mayor of CHAMP associate city Shkodra, said that having access to the CHAMP partners “removed all doubts from our mind that further promoting cycling in the city is the right thing to do.” Although sometimes their peers in Albania, where for many citizens cars are still a symbol of progress and prosperity, do “not really understand what we in Shkodra are doing,” Omi says visiting the CHAMP cities has confirmed to him that cycling is the way forward. “In any case, with our city becoming more and more touristic, people are more focused on quality of life, and also air quality. Air quality is much better in Shkodra than in other Albanian cities due to lower levels of car traffic, and we want to keep it that way.”

As they have done throughout the project, the CHAMP partners and conference participants went on one last bike tour together through the beautiful streets – some of them reserved for cyclists, many noticed – of Gent. “It almost turned into another peer review,” said coordinator Vincent Meerschaert. To be sure, the CHAMP partners stuck to their success formula until the very last moments of the project: combine preaching and practice, and don’t forget to have a good laugh every once in a while.



The CHAMP partners were joined by an audience eager to learn from some of Europe’s best cycling cities.

## UPCOMING RELEVANT EVENTS

### Polis Annual Conference

Madrid  
27-28.11.14  
[www.polisnetwork.eu](http://www.polisnetwork.eu)

### Velocity Conference

Nantes  
02-05.06.15  
[www.velo-city2015.com](http://www.velo-city2015.com)

### CODATU

Istanbul  
02-05.02.15  
[www.codatu.org](http://www.codatu.org)

Check out our pictures on: [www.flickr.com/photos/champcycling](http://www.flickr.com/photos/champcycling)  
Join our LinkedIn Group on [www.linkedin.com/groups/CHAMP-Cycling-4257464](http://www.linkedin.com/groups/CHAMP-Cycling-4257464)

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

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Get ready for a workshop with inspirational showcases from CHAMP cities, interactive policy debates, hands-on tools to take cycling to the next level in your city, and a guided cycling tour through the city of Gent! Bolzano, Burgos, Edinburgh, Groningen, Kaunas, Ljubljana, Örebro, and Shkodra look forward to welcoming you there.

## KAUNAS CLIMBING THE CYCLING LADDER

***Kaunas featured as a starter city in the CHAMP project. Where do they stand today as a cycling city in Lithuania and Europe, and what did they learn from their CHAMP colleagues? We talked to Mr Andrius Kupčinskis, the mayor of Kaunas since 2007 and a member of the European Committee of the Regions since 2010. He is also part of the "Critical Mass in Kaunas City", a local movement of cycling enthusiasts.***

### **What are Kaunas' ambitions and plans in the field of cycling?**

Currently, there are 150.000 bicycles in Kaunas, which means that every second inhabitant has a bicycle. In June 2010, the city council approved the cycle paths development strategy. Its aim is to combine planned bicycle paths and routes into a single network, to connect the most popular destinations in the city in the shortest way and to link bicycle paths from suburbs and housing developments to the city centre, business and green areas. Cycling infrastructure will be enhanced, including safe parking and storage facilities. The fully equipped, lighted, and properly marked cycle paths will be extended from the existing 47 km to 177 km, with a density of 1.12 km/1 km<sup>2</sup>. We promote cycling as a healthy means of transport with the goal to decrease the negative impact of cars on air quality. In March 2014, the city council adopted the City Master Plan 2013-2023. This includes a chapter on "Infrastructure for cycling", which further defines the network of existing and planned

cycle paths. Kaunas reached its aim to increase the number of cyclists by 10% at specific locations in the city during the CHAMP project.

### **Would you consider Kaunas a forerunner city in Lithuania in the field of cycling?**

We have been involved in a wide range of cycling related initiatives over the last years, both on the European and local level. We have participated in European projects such as SMOOTH, COMMERCE, CHAMP and MOBILE2020, and have joined the „European Cycling Challenge“ in 2013 and 2014. Since 2012, we have been preparing and implementing the bike paths construction, maintenance and repair programme with currently 0.2 m of cycle path per citizen. We also regularly count the cyclists at fixed locations along the bike paths. Moreover, Kaunas has built up a tradition of involving the local cyclist community in the decision making process on cycling related issues. Twice a year, we organise the „Kaunas Cyclists' Parade“ with over 400 cyclists participating each



Kaunas' mayor Andrius Kupčinskis

time. Education is important as well: children under 14 follow classes in our Safe Traffic School. With all these and even more actions, we can rightly say that Kaunas is a forerunner city in Lithuania in the field of cycling.

### **Which local cycling measures are you particularly proud of?**

Over the last two years, the cycling infrastructure in the city has visibly improved: 6.6 km of new cycle paths with asphalt paving were constructed with two more paths planned for the next two years. 180 new bike racks were installed in the city centre and near all schools of Kaunas. The city closely cooperates with the Lithuanian Cyclists' Community in organising campaigns to promote cycling. Only during the last few weeks, we set up several campaigns, at the occasion of the Kaunas Cyclists' Parade (21 April), the Kaunas Critical Mass (25 April), the "Kaunas shares eco ideas" event (29 April), and the "The European Union is here" event (1 May). On 2 May, we encouraged employees of the city administration to bike to work. Such awareness raising initiatives enhance the emerging cycling culture in Kaunas, and improve the coexistence between pedestrians, car drivers and cyclists in our streets. There will be further permanent changes in the city, as for the period of 2014-2020 two areas were selected for development under the integral territorial development programmes. The construction of new bike paths is envisaged within these objective territories. Among the priorities of the Regional Development Programme 2014-2020, is the "Foster sustainable



mobility in cities" measure, including the development and modernisation of bicycle paths, encouraging intermodal mobility, integrating cycling as a transport mode, and the development of Bike & Ride. Kaunas' cycling strategy as elaborated in CHAMP is fully in line with these plans and activities.

### **What have you learned from your participation in the CHAMP project?**

Through our participation in CHAMP we have learned a lot about successful cycling promotion and campaigning from other cities. As a result, a new cycling website [www.dviratis.lt](http://www.dviratis.lt) was developed, 3000 cycling postcards and 2000 cycling leaflets were printed and distributed. In April 2013, we also hosted a workshop on „The link between bicycle policy and other policy fields“, together with the Lithuanian Cyclists' Community. This event also allowed us to share examples with other Lithuanian cities and further boost cycling in our country.

# CHAMP City in the Spotlight!



Public bikes in Burgos

## Is Burgos a champion city in cycling?

**Obviously yes, as they are participating in the CHAMP project! Still, Burgos became insecure once the project started. A city is normally defined as a “champion” in cycling, when it has a high modal share for the bike, and very good cycling facilities. Burgos has got a 4% modal share for cycling, and facilities are good, though not perfect and with room for improvement.**



Bicycle counter

Having said that, why do we still consider Burgos to be a true CHAMP city? Looking at the Spanish context and other Spanish cities, Burgos is proud to have the second highest modal share for cycling in Spain, just after Vitoria-Gasteiz. Moreover, they are the city with the highest number of km of bike lanes per inhabitant in Spain, and one of the few to have a proper bicycle plan.

The story of the bike in Burgos started in 2004. Back then, the city only had 0.04% of the citizens using the bike as a transport mode, very similar to other Spanish cities. The city then decided to implement new cycling infrastructure, such as bike lanes, and made cycling a priority in its Sustainable Urban Mobility Plan.

Under the umbrella of the CIVITAS programme, Burgos implemented a public bike scheme in 2006, starting with four stations, absolutely new in Spain in those days. At the same time, new facilities were introduced, such as bike racks and bicycle lanes, and the mobility office was inaugurated, with dedicated staff for cycling issues. Accompanying bike marketing initiatives, showing “men in suit and tie” cycling to work, were perceived as very innovative and attracted the attention of the citizens. It was the first awareness raising action to present cycling in a new way, not associated to children or students,

and breaking social barriers. To the Burgos citizens the bike thus started to become trendy.

Usually, a new mobility policy only takes effect gradually and after several years. In Burgos however, the new cycling strategy showed results very quickly. In less than six-seven years, the percentage of cyclists was multiplied by one hundred. Other measures implemented at the same time, such as the pedestrianisation process and traffic calming measures, and external factors such as the crisis also contributed to reaching this result. Moreover, this is a success story with no ending yet, as the city wants to further improve cycling facilities and increase the number of riders in the city.

New measures include more public bike stations (from 4 up to 18 right now), new bike parking facilities,

further bike lane improvements, and a bicycle counter. Bike lanes are also included in all new development areas and the regeneration and refurbishment of degenerated areas comes with the implementation of new cycling infrastructure. Altogether, these measures reflect the city’s general policy in favour of the bike.

Even if Burgos cannot yet show such high modal shares for cycling as some of the other CHAMPs, the city has clearly set the example for many other Spanish cities interested in cycling. The image of cycling has now changed for good in the whole of Spain and Burgos, as a real CHAMP, can take significant credit for that.

Further information: José María Díez, [proyectos@burgosciudad21.org](mailto:proyectos@burgosciudad21.org)



Pedestrianised city centre of Burgos

# Cycling Measure *in the Spotlight!*



Recently, Burgos has paid a great deal of attention to the promotion of sharing public space between pedestrians and cyclists. The city centre, more than 2 million m<sup>2</sup>, was pedestrianised in 2006, and this considerably changed the configuration of the whole city. Citizens are proud of this area, which is free of cars, and ideal for shopping, playing or just walking with children.

this to be a very important problem, but some incidents occurred in the years after, which made it clear that this issue indeed needed to be addressed. As a city with a growing number of cyclists, Burgos started to suffer from problems related to safety and conflicts between cyclists and pedestrians. A letter of complaint was published in the local press, and official complaint sheets regarding this issue were submitted to the council.



As a first step, the city marked different parts of the pedestrian area with paint, in order to separate the cycling path with signals and properly distinguish it from the pedestrian area. In addition however, with the increase of cyclists being so significant, it was also important to stress the need for respect between the two groups.

The local CHAMP team therefore developed a measure to engage stakeholders, especially cyclists, in the discussion. Cyclists were addressed through a dedicated awareness raising campaign, where cyclists were stopped on the street and received stickers and leaflets.

However, the peer-to-peer review by CHAMP partners at the beginning of the project revealed a problem with the coexistence of cyclists and pedestrians in Burgos. At that time (early 2012), the city did not consider



Cyclists' feedback was positive and the number of conflicts has gone down in 2014. The campaign was generally well received, though some groups were not very happy, especially those who affirmed that they do respect pedestrians, suggesting that the campaign should rather focus on teenagers and young students, who tend to ride too fast. The local campaign group took these comments into account and consequently paid special attention to these groups of cyclists.

The measure focused on trying to bridge the gap between some pedestrians and cyclists, but also changing citizens' perception of the coexistence problem, which in reality is actually not as bad as subjectively experienced. It was important to address the issue however, as according to the CHAMP peer review team this was a necessary precondition for creating support to further investment in cycling.

Further information: José María Díez, [proyectos@burgosciudad21.org](mailto:proyectos@burgosciudad21.org)

## CHAMP IMPLEMENTATION PHASE COMPLETED



Bolzano's cycling mascot

**CHAMP measures were implemented between October 2012 and the beginning of 2014. While the final CHAMP workshop and next newsletter in September will focus on the actual results and strategic CHAMP recommendations resulting from these implementations, we now briefly summarise the measures that the CHAMPs worked on over the last year and a half.**

Bolzano developed a strategy for involving users and stakeholders from the cyclists' community more systematically in the local decision-making process. A survey was also carried out among citizens and businesses in Bolzano, to collect

structured feedback on the city's cycling policies. The aim is to take this user feedback into account for future planning activities related to mobility. Bolzano's second measure consisted of an awareness-raising campaign to put

cycling in an even more positive light, thereby focusing on safety issues, which often still prove to be a barrier for people to cycle. In this context, Bolzano also created its very own cycling mascot!

Burgos set up a campaign called "Biciversidad" to promote cycling to the university. Students used social media to show their peers the advantage of using the bike instead of the car. The campaign also included a student contest with travel diaries, photos and videos to promote cycling. The campaign received a lot of media attention and provided better insight into how students and citizens perceive cycling. During the campaign, 75% of the participants changed their way of travelling and 62% of them moved from the car to the bike. Burgos' second measure is extensively explained in the measure in the spotlight article of this newsletter.

Edinburgh focused on route-based cycle promotion and cooperated with the MELA music festival to encourage visitors to cycle to the event, using the recently improved cycle ways connecting the seafront of North-Edinburgh with a neighbouring local leisure and shopping area. Their second measure consisted of a residential bike parking pilot trialling different on-street solutions that provide secure bike parking for city-centre residents.

Groningen also looked into creative bike parking solutions, in their case mainly to reduce the negative impact of parked bikes in the city centre. The real challenge was to come up with parking facilities for short-term visitors that would not be taken by long-term visitors. Groningen's second measure related to tackling capacity problems on some parts of the network. A map with alternative routes was developed, signage



Route-based cycling promotion in Groningen

and road markings indicating these alternatives were put in place, and an extensive campaign encouraged the main target group of students to use these new routes.

Kaunas set up a campaign to promote a new bike path junction

connecting three existing cycle routes and providing a safer alternative to the situation before. To further promote cycling in the city, a new and dedicated website was developed in cooperation with the Lithuanian Cyclists Community, providing extensive information

on the cycling network, work in progress, contact points, new developments and campaigns, etc. Ljubljana focused on improving the co-existence between cyclists and pedestrians in its pedestrian zone. A survey was carried out to determine the best way forward, and on this basis a tailored campaign was developed which was very well received. Ljubljana's second measure was the development of a so-called bicycle account. Monitoring and showing the results of a cycling policy is a strong strategic measure for cities to create a platform for cycling investments.

This was also the case for Örebro, which developed a similar bicycle account to visualise the results of its cycling policy and the measures in place. The bicycle account opened up a discussion on priorities for investments and money spent on



Cycling promotion in Kaunas

maintenance and contributed to an increased investment in cycling for 2014, almost double compared to 2012. Örebro's other measure focused on the link between personal health and cycling, which was clearly illustrated through the Healthy Cyclists Campaign.

The CHAMPs are currently finalising their implementation reports which will be made available on the CHAMP website.

## LOOKING AT OUR COLLEAGUES: CYCLE LOGISTICS

Running from May 2011 until April 2014 and spanning 11 countries, the CycleLogistics project aimed to reduce energy used in urban freight transport by replacing unnecessary motorised vehicles with cargo bikes for intra-urban delivery and goods transport in Europe. The project promoted cycle logistics and its potential within the transport sector, and motivated municipalities to create a favourable regulatory framework and policies for cycle logistics.

It encouraged private individuals to use cargo bikes, trailers and baskets for transport shopping and leisure time equipment, and tested various cargo bike transport products, promoting their uptake by providing potential consumers across Europe with access to valuable information. Also, the European Cycle Logistics Federation was established as the first professional body which represents and supports the needs of cycle logistics companies across

Europe. The follow-up project Cyclelogistics Ahead will soon kick off and builds on the success and lessons of its predecessor project.

For more information, visit: [www.cyclelogistics.eu](http://www.cyclelogistics.eu)



## UPCOMING RELEVANT EVENTS

**Velocity Global Conference**  
Adelaide  
27–30.05.14

**European Conference on Sustainable Urban Mobility Plans**  
Sopot  
12–13.06.14

**European Sustainable Energy Week**  
Brussels  
23–27.06.14

**Final CHAMP Workshop**  
Gent  
11–12.09.14

**CIVITAS Forum**  
Casablanca  
23–26.09.14

**CODATU**  
Istanbul  
02–05.02.15

[www.velo-city2014.com](http://www.velo-city2014.com)

[www.eltis.org](http://www.eltis.org)

[www.eusew.eu](http://www.eusew.eu)

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

[www.civitas.eu](http://www.civitas.eu)

[www.codatu.org](http://www.codatu.org)

Check out our pictures on: [www.flickr.com/photos/champcycling](http://www.flickr.com/photos/champcycling)

Join our LinkedIn Group on [www.linkedin.com/groups/CHAMP-Cycling-4257464](http://www.linkedin.com/groups/CHAMP-Cycling-4257464)

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

Like us on [www.facebook.com/CHAMPCycling](http://www.facebook.com/CHAMPCycling)

Follow us on Twitter: @CHAMPproject

Pictures: Cities of Kaunas, Burgos, Groningen and Bolzano



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## EDITORIAL

The CHAMP project has entered its last year. While local implementation activities are nearing completion, the peer-to-peer exchange activities also represent a crucial aspect of the project. This was reflected in the intense CHAMP exchange programme that ran throughout the last few months and will be concluded with a visit in spring to the cycling city of Copenhagen. An interview with head of traffic Niels Tørsløv already reveals why it is worthwhile to pay a visit to the Danish capital. City in the spotlight in this issue is Edinburgh, which also showcases the marketing measures they have recently implemented.

We wish you a pleasant read!

## CYCLING AT COPENHAGEN'S CORE

*A city which just couldn't be overlooked in CHAMP is the cycling champion Copenhagen. We talked to Niels Tørsløv, head of the Centre for Traffic of the city of Copenhagen, as well as board member of the Cycling Embassy of Denmark.*

### What are the cornerstones of Copenhagen's cycling policy?

Copenhagen's Bicycle Strategy 2011–2025 highlights four features as being central to overall bicycle planning: comfort, travel time, sense of safety (both perceived and actual) and city life. We aim to reach our goals by prioritising and being innovative within these four areas. Furthermore, we focus on separate target groups, such as kids and mid-range commuters (8–15 km), which each require customised measures, e.g. concerning infrastructure or education.

### What would you say have been the key enablers that made Copenhagen into the cycling champion it is today?

We try to make sure that the bicycle is an inherent part of strategic planning on all levels, for instance when it comes to safety. From a historical perspective, the political decisions made back in the 80's have had a huge impact on today's cycling conditions. Copenhagen experienced, together with many other cities, a post-war car boom in the 60's and 70's. However, instead of planning the city for cars, politicians decided to implement cycle tracks (not lanes) on the major shopping and living roads. Since then, the continuous priority



© Cycling Embassy of Denmark

to improving cycling conditions has helped to form the basis of what cycling is today — an integral part of traffic and city planning, with the Copenhageners seeing the bike as a natural part of their everyday lives.

### Which innovative cycling measures are you particularly proud of?

First and foremost, that the cycling Copenhageners' sense of safety has increased from 51% in 2008 to 76% in 2012. Safety plays an important role when it comes to getting more people on the bicycle. Furthermore, the cycle superhighways, a cross border project between the capital region and more than 20 municipalities in the metropolitan area, have great potential. Then, there's our focus on missing links — the whole trip from A to B counts. If only a small part of the trip feels unsafe, the Copenhageners will not choose the bicycle. We prioritise cycling conditions even in areas dominated by cars. Also worth mentioning are the Bicycle Butlers. They operate

around train and metro stations, placing wrongly parked bicycles in the bicycle stands to free up space. Sometimes, as an extra service, they oil the chain and inflate the tyres of the bike they've relocated, leaving a note to the owner to say that they've replaced the bicycle and ask them to park it correctly next time. This is a humorous and very effective way of communicating the aim of their work.

### Do you have any recommendations for other keen cycling cities in Europe?

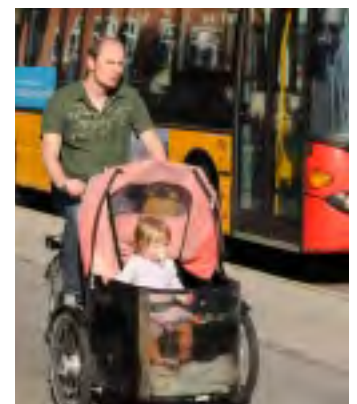
We are lucky to have a strong bicycle culture, but this did not occur overnight. It takes political will and courage, both to make it happen and to continue to evolve and be innovative. Other cities can learn from Copenhagen as much as Copenhagen can learn from other cities. It is important to see the bicycle as an integrated part of the whole infrastructure and thus normalise it in traffic planning and in people's minds.

### What role does the Danish Cycling Embassy play?

It is very positive to have the Cycling Embassy of Denmark as a unifying agency — for instance concerning commercial matters. It creates a forum for knowledge sharing — between private companies as well as with the public sector. It also offers a platform for people from abroad to get easy access to information about cycling in Denmark. In this respect, we also look forward to welcoming the CHAMP cities in April!



Niels Tørsløv



© Cycling Embassy of Denmark

# CHAMP City in the Spotlight!

## UNLOCKING EDINBURGH'S CYCLING POTENTIAL

CHAMP city Edinburgh's transport vision for 2030 is clear and ambitious: "By 2030, Edinburgh's transport system will be one of the greenest, healthiest and most accessible in northern Europe". It is obvious that cycling has a crucial role to play in making this vision a reality.

While delivering this overall vision will be a long-term process, it is the more concrete Local Transport Strategy (LTS) 2014–2019, which provides detailed policies and an action plan for the coming years. The LTS aims to maximise the role of walking, cycling and public transport for movement around the city. Concretely, it seeks to significantly increase the role of cycling in the city to 10 per cent of all trips and 15 per cent of trips to work by 2020.

Although Edinburgh has already achieved the highest levels of cycling and walking of Scotland's cities, the city is aware that it is still well behind many European counterparts, with around 7% of journeys to work made by bike today. Edinburgh is a city that is in many ways ideally suited to active travel. It is compact and for many residents, work, shop and play are all within easy walking or cycling distance. Three quarters of all trips made by Edinburgh citizens are shorter than 5 km.



© Edinburgh City Council

Edinburgh has promoted cycling since the mid-1980s. Over the past 30 years, the city has extended and improved its cycle network and improved conditions on the city's roads. The city believes this is a key reason why cycling in Edinburgh has risen faster and to higher levels than in other Scottish, or indeed most UK, cities. Cycling to work in particular has shown a strong increase. It is also encouraging that



© Edinburgh City Council

school children are more active than their parents, with almost two thirds travelling to school on foot or by bike. This proportion is stable or even increasing, in contrast to a declining trend across Scotland. The work that the city has put into Safer Routes to School projects has made an important contribution.

The Active Travel Action Plan (ATAP) published in 2010, sets out the LTS goal of further growing the percentage of trips to work by bike to 15%, with a 10% by bike target for all trips. Achieving this ambition will require further focus and prioritisation, which is provided by the ATAP. Barriers to cycling in Edinburgh include: safety and perceived safety, especially on busy roads; lack of cycle parking at home and elsewhere; effort; weather; cycle theft; lack of information and skills; and culture and attitudes. By helping to overcome these barriers, Edinburgh aims to unlock the city's cycling potential. Four broad areas of action are being addressed through the Cycling Action Plan within the ATAP: network improvements, cycle parking, maintenance, and marketing & promotion.

The plan identifies two different approaches to provisions for cyclists, recognising that different people have different needs. A 'Family Network' is proposed to cater for less confident cyclists. In

parallel, the 'Cycle Friendly City' programme aims to make the whole road network as safe and attractive as possible for cycling.

The ATAP is subject to a review every two years to measure progress. The first two-year review showed that both cycle use and walking in Edinburgh have risen. The annual city centre cordon count shows a 25% increase in cycling from 2009 to 2012. Key actions implemented in the last two years include a 20 mph speed limit pilot over a wide area in South Central Edinburgh, 'family network' investments which have significantly improved conditions for cyclists, upgrading of routes and on-road cycle improvements, 69% of primary 6 children receiving school cycle training in 2012–2013 up from 31%



© Edinburgh City Council

in 2009/10, winter maintenance on off-road cycle routes, and cycle route assessments resulting in a number of modifications. The two-year review also included extensive consultation of a wide range of stakeholders and interested groups. Their feedback was taken into account when proposing changes to the plan and mainly related to enforcement options for existing 20 mph limits, control of car parking in cycle lanes and consideration of segregation of cyclists, cycle parking provisions, child cycle training, improving marketing, and monitoring of outcomes and benefits.

Recently, the Council committed to spending 6% of its transport budget on cycling in 2013/2014 and 7% in 2014/2015, which will ensure that investment in cycling infrastructure and promotion of cycling as a mode of travel will be sustained and increased. The 7% budget commitment will enable the council to deliver new cycling infrastructure to support increases in cycling. This will help to achieve the targets set out in the ATAP and will include the creation of links between existing off-road routes and upgrading the facilities that are available on-road.

Further information:  
[Reggie.Tricker@edinburgh.gov.uk](mailto:Reggie.Tricker@edinburgh.gov.uk)

# Cycling Measure in the Spotlight!

CHAMP has enabled Edinburgh to test and develop its behaviour change programme. The city has developed a marketing strategy for the next five years. It has identified stakeholders and target audiences to be able to deliver targeted solutions to a) help potential new cyclists get on the path to cycling, and b) encourage existing cyclists to cycle more often, to more destinations, and throughout the year.

Edinburgh is reaching out to these audiences by promoting improvements to cycling infrastructure. An off-road route, along the coast between Edinburgh's beach, Portobello, and its port, Leith, has been delivered through funding from ATAP partner, Sustrans. The second improvement features an on-road route, through the south of the city between the University of Edinburgh and the main shopping district in Princes Street, represented by Essential Edinburgh – both ATAP partners.

Edinburgh has worked with the MELA – a dance and music event – to promote the coast route (pictured). Despite Edinburgh's profile for festivals, the Council has never before made strong efforts to integrate bicycles into event planning. A template for future events was developed.

Focus groups confirmed that Edinburgh was on the right path with its marketing measures, which include:

- Temporary signs on lampposts and banners along the route
- Online information and publicity including social networks
- 10,000 flyers delivered to local residents
- Strictly Cycling Bicycle Ballet and group ride to the festival
- Cycle servicing and parking with signage at the event
- Cycling information hub inside festival with free maps and prizes

These measures successfully raised awareness of the new cycle route. The promotion encouraged nearly 400 festival goers to sign up to more cycling after talking to the Council about cycle routes. Over 50% of them said they would now be more likely to cycle to the event in 2014; many others will walk from very closeby. Two thirds were interested in getting the Council's help in achieving their personal cycling goals.

Edinburgh will mainstream behaviour change into all stages of its cycle infrastructure planning, using events to better promote its new infrastructure and using a new campaign brand. Edinburgh is now getting its first bicycle counter to demonstrate its commitment to marketing cycling increases for everyone to see.



Cycling is now allowed on Edinburgh's beach promenade following changes in national regulations. The municipal authority has connected this route to the rest of the city and promoted it using a nearby local music event.



Artwork used to promote the route

Pictures: © Edinburgh City Council



The CHAMP team at the cycle hub at the MELA.

## FOURTEEN INNOVATIVE CYCLING MEASURES ABOUT TO BE FINALISED

The CHAMP cities are currently completing the implementation of their innovative cycling measures within the framework of the project. Below we highlight some examples.

Groningen has been working on innovative parking solutions. With almost 60 percent of the trips in the city centre being made by bike, the number of parked bicycles in the city poses a significant challenge. Filming the bike racks outside a supermarket revealed that they were mainly used by residents rather than visitors to the shop. The cycling racks were therefore removed and replaced with painted boxes indicating where to park your bike, while discouraging long-term parking. Watch the video clip at:

[www.youtube.com/watch?v=omBBF4Sj6x0&list=PLNE0THhaW76V9xf1TTxBuHK0z38Kyu1Tv](http://www.youtube.com/watch?v=omBBF4Sj6x0&list=PLNE0THhaW76V9xf1TTxBuHK0z38Kyu1Tv)

Ljubljana and Burgos have both been working on the co-existence between cyclists and pedestrians. Their measures included on-field studies as well as information campaigns targeting the public. In Ljubljana, a Dutch approach identifying the critical spots within the pedestrian zone was used as a first step. The campaigns in Burgos and Ljubljana not only raised significant interest among the public, they also initiated open discussions on this delicate issue between different stakeholders in the cities. "I believe our work on the co-existence between cyclists and pedestrians has attracted attention, also on the national level", says José-Maria Diez, project site coordinator at the Innovation Office in Burgos.

In addition to the CHAMP innovative cycling measures that are nearing completion, each CHAMP city now

also has a comprehensive cycling strategy in place, identifying a range of important measures to further enhance cycling conditions in the cities. The cities have been working towards the political endorsement of these strategies and many of the measures included, have been or will be implemented.

In Örebro, for example, the cycling strategy was adopted by the City Executive Committee a few weeks ago, and several of the measures outlined in the strategy have already been put in place or are in the pipeline thanks to CHAMP. "Bikes are very space-efficient. Giving more priority to cyclists is a way to maintain high levels of accessibility in a growing city. If more people are cycling, we will get a more attractive city, a better environment and healthier citizens", comments Lennart Bondeson,

Örebro's vice-mayor responsible for sustainability issues.

The results and conclusions of the CHAMP measures will be available late summer 2014.



© City of Groningen

# CAPITALISING ON CHAMP

The purpose of CHAMP is both to improve the cycling strategies in the CHAMP cities and to share good practice and lessons learned with other European cities to create safer and more attractive conditions for cycling. To this end, an exchange programme for city officers was organised. The “learning by doing” programme was open to CHAMP as well as external cities. Each CHAMP city hosted a workshop and internship, focusing on a specific topic. The following topics were addressed: the link between cycling policy and other policy fields (Kaunas); the coexistence

between cyclists and pedestrians (Ljubljana); improving the cycling network (Örebro); the importance of marketing and communication in cycling strategies (Bolzano); bicycle parking solutions (Groningen); and improving cycling strategies from a low base (Edinburgh).

Most workshops consisted of a 2-day programme with a theoretical part (presentations on the local cycling policy and network), a bicycle tour and discussions. The number of participants was kept small to allow for a tailor-made approach with enough room for interaction,

and to address specific challenges of the respective cities. European cities that participated, besides the CHAMP cities themselves, included Dendermonde, Brugge and Turnhout (BE), Lille and Nantes (FR), Otrokovice and Rousinov (CZ), Borås and Umeå (SE), Gdynia and Katowice (PL) and San Sebastian (ES). Presentations of the respective workshops are available on the CHAMP website.

The last CHAMP workshop will take place in Copenhagen, one of the world’s leading cycling cities. Both Örebro and Ljubljana developed a bicycle account during the project, which turned out to be a very effective tool for upgrading their local cycling policy. Copenhagen, as one of the founders of the bicycle account, was therefore an obvious

choice as host for a workshop on this topic. This final exchange workshop will take place on 1 April 2014. More info will be posted on [www.champ-cycling.eu](http://www.champ-cycling.eu) in due course.



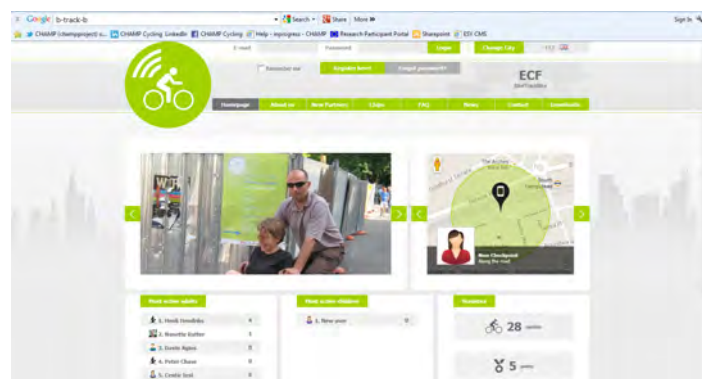
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# LOOKING AT OUR COLLEAGUES: B-TRACK-B

B-Track-B (“Bike-the-Track-Track-the-Bike”) combines understanding about social marketing, behaviour change and smart technologies to get more people on the bike. It helps to reach out to groups that are not reached by conventional cycling promotion. This fun concept sets up ‘check-points’ across cities to track, reward and encourage more trips by bicycle. Techniques used to track and reward cyclists in the B-Track-B package include RFID Tags, a Phone App, and Stamp Cards.

The scheme can be used by cities, schools, companies and anyone wanting to boost levels of cycling. It can be implemented on a city-wide scale, at strategic locations (schools, cinemas etc.) or at various ‘check-points’ across the city. It can also be adapted to public bike share systems.

For more information, visit:  
[www.btrackb.eu/ecf](http://www.btrackb.eu/ecf)  
[www.ecf.com/projects/btrack-b/](http://www.ecf.com/projects/btrack-b/)



# Upcoming Relevant Events

**ECOMM**  
Florence  
07–09.05.13

[www.ecomm2014.eu](http://www.ecomm2014.eu)

**Velocity Global Conference**  
Adelaide  
27–30.05.14

[www.velo-city2014.com](http://www.velo-city2014.com)

Check out our pictures on: [www.flickr.com/photos/champcycling](http://www.flickr.com/photos/champcycling)

Join our LinkedIn Group on [www.linkedin.com/groups/CHAMP-Cycling-4257464](http://www.linkedin.com/groups/CHAMP-Cycling-4257464)

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## EDITORIAL

We are happy to present you with the third issue of the CHAMP newsletter. With the project being half way, the CHAMP cities' cycling strategies and implementation plans have been completed and the actual implementation of new measures is gaining full momentum. In addition to an update on these implementation activities, this newsletter also features an interview with the mayor of Shkodra, Albania's leading cycle city, which acts as external transferability advisor to the CHAMP consortium. The city which enters the spotlight this time is Örebro. With a cycle mode share of 25%, this Swedish municipality has clear aspirations to do even better and rebuild the city to further promote bike use. You will also find an update on CHAMP's on-going exchange programme, which has met the interest of many other cities that share the CHAMPs' cycling aspirations.

We wish you a pleasant read!

## SHKODRA: The Hidden Cycling Treasure

*Lorenc Luka (LL) is the mayor of Shkodra, a city with 114.000 inhabitants in North Albania. Jozef Zuallaert (JZ) is the Belgian MOBALB project (urban mobility management in Albania) coordinator for Shkodra. Both went to visit Groningen to attend the CHAMP kick off meeting in 2011. What has happened in Shkodra since? A double interview.*

**Shkodra has a 29% cycling share, which makes it the champion cycling city in Southeast Europe. A hidden treasure?**



MOBALB Coordinator Jos Zuallaert

LL: Indeed, Shkodra has a strong tradition as the no. 1 cycling city in Albania. Shkodrans are proud and keen cyclists. This is partly due to our political and economic history and partly because Shkodra has a compact and mostly flat territory. Visitors, be it Albanians or people from all over Europe, tell us that they are surprised to see such a lively cycling and walking community. As can be seen from the revival of cycling in Europe, we have no

reason to look at the bike as the travel mode of the poor. Our cycling culture is very alive and cycling has revived as the modern urban travel style. So, let us Shkodrans, be a bit more self-confident and promote our city as the showcase for cycling in Southeast Europe.



Shkodra Mayor Lorenc Luka

JZ: Shkodra now understands that their cycling reputation is an asset for the city's development and makes a strong case for tourism. Shkodra is a town with a rich history and culture. The Shkodra Lake, the Balkan Mountain Peaks and the Adriatic sea are all close by. In short: cycling is the travel mode that fits their strategic modernisation ambitions. In October 2012, they even hosted the first conference on urban mobility management in Albania, which highlights this ambition.

**Cyclists and car drivers share the urban streets of Shkodra, which is rather unique urban travel behaviour.**

JZ: Yes, mutual respect in travel behaviour is something to cherish.

Unfortunately, it has been lost in many developed cities. Shkodra still has it, but mutual respect between cyclists and car drivers is a fragile thing. Apart from the ring road and the new 1.2 km 'piedonale' in the centre, cyclists and car drivers share streets and public space in the inner city. The result is calmed, be it somewhat chaotic traffic.

LL: Should we go for strict segregation, semi-segregation with painted lanes, or stick to the sharing urban streets regime as it is today? The issue is a bit of challenge to us. We hope we can preserve this mutual respect in traffic as it gives our city centre a very human touch. On the other hand, we acknowledge that cyclists are concerned about the increasing pressure from car traffic.

**With car ownership on the rise, do you think Shkodra can maintain its high cycling share?**

JZ: It will be a tough challenge, for sure. As in any other city coping with traffic growth, Shkodra understands that it must bring its urban traffic

policy up to date. They have learned through the MOBALB and CHAMP projects, and from CIVITAS and ELTIS, that there are alternative successful urban mobility policies and practices.

LL: Key in this process is our own mind set: how do we look at urban mobility problems and solutions? We are about to build capacity in urban mobility planning and we are seeking resources for a sustainable urban mobility planning approach. With the support of the MOBALB project, we outlined a draft strategy including ring road optimisation, parking management, cycling network improvement, public transport enhancement and boulevard rehabilitation. Defending our 29% cycling share is key in the strategic objectives. Shkodra is determined to remain the champion cycling city in the region!

Further information:

[http://www.eltis.org/index.php?id=13&lang1=en&study\\_id=3819](http://www.eltis.org/index.php?id=13&lang1=en&study_id=3819)



Nektar Duma - Lori Bekteshi

# CHAMP City in the Spotlight!

With every fourth trip made by bike, CHAMP city Örebro has a high number of cyclists, compared to other cities. In the inner city, the proportion of cyclists even represents one third, comparable to Copenhagen. Besides CHAMP, Örebro has participated in several other international projects, including the Baltic Sea Cycling Project. It received the Swedish Cycling Association's award for "Best Cycling City" in 2003 and hosted the Swedish National Cycling Conference in March 2013.

The bike is an attractive way to get around in Örebro and the conditions for cycling are good. The city is flat and rather compact with about 218 kilometres of separated pedestrian and cycle paths. The speed limit is 30 km/h on most streets. 92% of citizens have access to a bike. Below is an overview of the key initiatives which have contributed to Örebro being a cycling champ.

## Policies & Strategies

Örebro has a lot of experience in the field of cycling policy, with a long tradition and high political acceptance of cycling. The city has had a Sustainable Urban Transport Plan since 2008, which emphasises the need for measures such as reduced speed limits and improved access for bicycles and buses. To meet the demands of a growing population while making the transport system more sustainable, the city continues to implement measures which facilitate cycling. Örebro wants to increase the number of residents per hectare of built-up area and new areas have to be located primarily within cycling or walking distance of the city centre. A BYPAD policy audit was carried out in 2009, which confirmed that the city's cycling policy is good, but some areas could be further developed. As part of CHAMP, a cycling strategy with several plans of action and measures for further increasing the number of cyclists will be adopted this year.



© City of Örebro

## Cycling Network

Örebro has developed an innovative cycling network plan with a hierarchical structure distinguishing four different layers to optimise the cycling network and meet the needs of different target groups:

- main high quality cycling corridors – mainly for commuters travelling at high speed;
- city network and regional routes – high availability and secure travelling between different parts of the city;
- local network – designed for safe transfer to local destinations, with children and older people as important target groups;
- recreational routes.

## High Quality Corridors

The aforementioned cycling network plan contains 15 high quality cycling corridors. Örebro is the first city in Sweden to invest in such type of corridors. The objective is to make cycling easier and reduce the travel time by bike. An extensive and innovative GIS analysis formed the basis for the network plan. The analysis consisted of travel surveys and statistics showing the location of residents and workplaces, revealing the routes with the most commuters.

The cycling corridors have a uniform design with special signage and orange line markings, which separate the cycle path from the pedestrian path. Taken together, the 15 corridors will connect the most important locations and provide fast and comfortable cycling, especially for commuters. Two of the corridors



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have already been completed, while another five are in the pipeline. Evaluations show that cyclists are very pleased with them.

Örebro also introduced special signage for cyclists, with more than 500 signs showing the way to destinations and indicating distances.

## Winter Maintenance



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Snow removal is one of the most important issues for maintaining a high number of cyclists during wintertime in Sweden. Örebro has a priority plan for snow removal and sanding during winter, and also for the removal of sand in spring. Cycle paths are thereby given priority over roads. The city guarantees that the removal of snow from cycle paths is completed within 12 hours of the end of the snowfall.

## Communication and PR

New cyclists are an important target group when it comes to communication and PR. Also commuters represent an important

group, since one third of all trips in the city are work related.

Each summer, the municipality organises a cycling school, teaching adults how to ride a bike. On average 80 people, mainly adult women with immigrant backgrounds, thus learn how to cycle.

Örebro's "Healthy Cyclists" campaign focuses on changing the travel behaviour of commuters. 150 people committed to using the bike instead of a car, leading to improved health and reduced CO2 emissions. The campaign is part of a research project with the University of Örebro. Health tests are done both before and after the campaign to measure health improvements. Results from the people who started to cycle will be compared with results of a control group still driving their cars.

For further information about cycling in Örebro, visit [www.champ-cycling.eu/en/The-Champs/Orebro/English/Orebro-local-UK](http://www.champ-cycling.eu/en/The-Champs/Orebro/English/Orebro-local-UK) or contact [anna.ahlgren@orebro.se](mailto:anna.ahlgren@orebro.se).



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# Cycling Measure in the Spotlight!



Örebro is a city with a high number of cyclists. To reach an even higher share of cyclists, it is important to focus on measures which complement already implemented ones and have the biggest impact. To this end, Örebro's new monitoring and evaluation strategy will identify shortcomings in the current cycling policy and form the basis for future priorities. It will allow the comparison of the results of different measures, projects and investments.

As a first step, and within the context of CHAMP, Örebro has just finished its 2012 cycling account, which describes and monitors the development of Örebro as a cycling city. It presents the results of the cycling measures implemented during the previous year and includes several indicators, for example regarding bicycle traffic, infrastructure, maintenance, traffic safety, media and communication, citizens' satisfaction and bicycle theft.

The biggest challenge when developing the cycling account was to obtain certain indicators, for example on how much is actually spent on cycling infrastructure, both in Euros and in comparison with the money spent on other types of transport infrastructure. This led to a discussion on priorities and benchmarking against other cities. The process plan for the preparation of a cycling account as developed in the EU 'Nordiske cykelbyer' served as an inspiration.

The cycling account mainly targets politicians and other decision makers, with the aim to show them the results of cycling investments made, and to justify and encourage more investments. However, the account also offers feedback and inspiration to people involved at all levels in the organisation, since it makes progress visible and puts single activities in a broader context. So far, the cycling account has been very well received.



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The cycling account is available on [www.champ-cycling.eu/en/upload/WP3\\_docs/Cycling\\_account\\_Orebro\\_english.pdf](http://www.champ-cycling.eu/en/upload/WP3_docs/Cycling_account_Orebro_english.pdf)

The process plan for developing a cycling account is available on [www.nordiskecykelbyer.dk/upload/NonPublic/Proces\\_plan\\_cycling\\_account.pdf](http://www.nordiskecykelbyer.dk/upload/NonPublic/Proces_plan_cycling_account.pdf)

## Fourteen Innovative Cycling Measures

Altogether, the CHAMP cities are currently implementing 14 innovative cycling measures, based on the respective cycling strategies developed within CHAMP. We highlight some examples.

The high number of cyclists in Groningen unavoidably comes with a high number of parked bikes. Groningen is therefore developing creative bicycle parking solutions within CHAMP. The main challenge is to keep the city centre attractive for everyone (including cyclists), while not turning it into a giant bicycle parking facility. As a first action, Groningen has identified bike parking hotspots in the city centre. The next step will be to carry out a baseline survey.

Ljubljana focuses on solutions to enhance the positive co-existence of cyclists and pedestrians and has just kicked off a study to find out what the opinion and attitudes towards the issue are among different groups.



Bildarkivet.se  
(Inget personnamn finns angivet)

Örebro is currently running the "Healthy Cyclists" campaign to change the travel behaviour of commuters. The campaign is part of a research project to evaluate the health and economic benefits of cycling to work instead of using the car. Tests are done both before and after the campaign to measure improvements in health. The participants have just had their first health test and have started cycling.

To increase the number of students using the bike, Burgos has launched a campaign called "Biciversidad", playing with the Spanish words "university" and "bicycle". At the moment, students

can contribute with pictures or movies showing the advantages of shifting from a private car to a bicycle.

All measures will be evaluated at the beginning of 2014 and lessons learned will be shared with other cities within and outside the consortium.

The cycling strategies and all the implementation plans of the 14 measures are available on [www.champ-cycling.eu/en/Stay-a-Champ/Strategy-implementation](http://www.champ-cycling.eu/en/Stay-a-Champ/Strategy-implementation)

### Measures implemented in the CHAMP project:

Groningen	Changing cycling behaviour by innovative measures	Creative bicycle parking solutions
Örebro	Campaign "Healthy cyclists"	Method for monitoring and evaluation, including bicycle account
Bolzano	Strategy for involving users	Awareness-raising campaign
Edinburgh	Route based cycle promotion	Residential bike parking
Burgos	Marketing campaign for students	Coexistence between cyclists and pedestrians
Ljubljana	Campaign: I walk the path you cycle	Bicycle Account
Kaunas	Promotion of a new bicycle path	New information tool for cycling

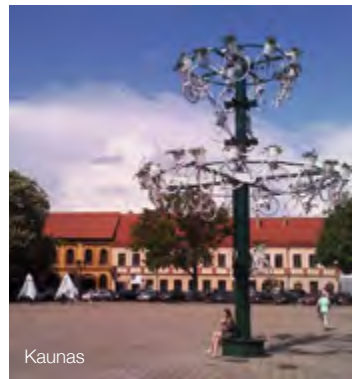


## CHAMP Exchange Programme is Running Last Places Available!

The CHAMP cities want to share lessons learned during the implementation process with other European cities that are keen to improve their cycling policy. The workshops taking place within the framework of the CHAMP exchange programme, offer the opportunity to have focussed discussions on the key enablers and barriers for upgrading local cycling plans and strategies.

The first CHAMP workshop, which took place in Kaunas on 26-27 April, was a success, with 40 participants exchanging ideas on how to link cycling policies to other policy fields such as urban planning. The workshop was organised together with Mobile2020, the IEE-project focussing on cycling in small and medium sized cities in Central and Eastern Europe.

On 24-25 May, the second CHAMP workshop on co-existence between cyclists and pedestrians was organised in Ljubljana, and two days later another exchange workshop took place in Örebro to share experiences on how to optimise the bicycle network in view of an expected increase in the number of cyclists.



Kaunas



### Upcoming exchange events in 2013 are:

- Presentation and discussion table at Velo City, Vienna, 12 June
- Workshop marketing and communication in cycling strategies, Bolzano, 22-23 September
- Workshop bicycle parking solutions, Groningen, 3-4 October
- Workshop improving cycling strategy starting from a low base, Edinburgh, 4-7 November

In spring 2014, two more CHAMP-workshops will be organised in Burgos and Copenhagen, which will focus on monitoring and evaluating your cycling strategy.

Join the CHAMPS and meet us at one of the exchange activities. Contact Vincent Meerschaert, the project coordinator, for more information: [vme@traject.be](mailto:vme@traject.be). Presentations of the workshops will be available on [www.champ-cycling.eu](http://www.champ-cycling.eu).

## Looking at our Colleagues: NAVIKI

Naviki is another European project funded by the Intelligent Energy for Europe Programme. Naviki is creating a European internet portal for cycling navigation, communication and planning to offer tailor-made route planning for bicycle traffic. It will provide the best cycle paths by means of easy routing requests, thus making cycling more attractive - for both the daily routine and leisure activities. Municipalities, tourism organisations and other partners can benefit from this new type of web service related to cycling. More info: [www.naviki.org](http://www.naviki.org)



## Upcoming Relevant Events

**Velocity Conference**  
Vienna  
11-17.06.13

[www.velo-city2013.com](http://www.velo-city2013.com)

**CIVITAS Forum**  
Brest  
30.09-02.10.13

[www.civitas.eu](http://www.civitas.eu)

**Polis Conference**  
Brussels  
04-05.12.13

[www.polisnetwork.eu](http://www.polisnetwork.eu)

**CHAMP Workshop**  
Bolzano  
22-23.09.13

**CHAMP Workshop**  
Groningen  
03-04.10.13

**CHAMP Workshop**  
Edinburgh  
04-07.11.13

Check out our pictures on: [www.flickr.com/photos/champcycling](http://www.flickr.com/photos/champcycling)

Join our LinkedIn Group on [www.linkedin.com/groups/CHAMP-Cycling-4257464](http://www.linkedin.com/groups/CHAMP-Cycling-4257464)

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

Like us on [www.facebook.com/CHAMPCycling](http://www.facebook.com/CHAMPCycling)

Follow us on Twitter: @CHAMPproject



# Join the CHAMP Exchange Programme!

Does your city have a bicycle strategy but could do with an upgrade on certain elements? Are you a bicycle planner who wants to learn from other specialists? Are you looking for a workshop that really makes a difference or do you want to see behind the scenes of a leading cycling city?

Join one of the 7 CHAMP workshops, each focussed around a central topic, or apply for an internship in one of the CHAMP cities!

In the CHAMP workshops, participants will elaborate and reflect upon their own situation through an active form of learning. Starting from the host city's expertise or situation, the central topic will be explored.

The 7 topics are:

- bicycle parking solutions (Groningen, NL)
- bicycle marketing (Bolzano, IT)
- bicycle account: monitoring and evaluation (Burgos, ES)
- coexistence between cyclists and pedestrians (Ljubljana, SL)
- improving the network (Örebro, SE)
- improving bicycle strategy from a low base (Edinburgh, UK)
- the link between bicycle policy and other policy fields (Kaunas, LT)

Each CHAMP city also offers internship opportunities, to join the local bicycle team and work with them for a while. Conditions and details about the CHAMP exchange programme are available on [www.champ-cycling.eu](http://www.champ-cycling.eu)

## Ljubljana's commitment to cycling

**Janez Koželj is an internationally renowned professor at Ljubljana University's Faculty of Architecture, where he lectures on urban design. Professor Koželj is also deputy mayor of CHAMP city Ljubljana. We talked to him about cycling in his city.**



### What are Ljubljana's ambitions for cycling?

Ljubljana just approved an ambitious mobility plan. We want to shift from a car-oriented city, with 60% of trips made by car, to a sustainable city in which public transport and non-motorised modes represent a 2/3 share. By 2015, cycling should increase by 50%. To reach this, we will mainly target employees, who will hopefully prefer to bike to work as

soon as some flaws in the cycling infrastructure have been fixed (establishing fast priority routes, removing missing links, two-way cycling in one-way streets, bicycle route signage) and safe bicycle parking has been provided. The city is also embracing vision zero, with no road traffic fatalities or serious injuries, mainly to be achieved through a road design which prevents excessive speeding or dangerous manoeuvres at crossings. This should make cycling an even more viable option.

### Would you consider Ljubljana to be a forerunner city in cycling?

Ljubljana is proud to be treated as a champion city concerning cycling, but we regard ourselves more as a climber city, with excellent preconditions to become a champion, at least in the region. The new mobility plan represents a systematic and gradual approach to make cycling part of the city's DNA, thus making Ljubljana a forerunner city. Over the last years, Ljubljana has been a CIVITAS city, which put cycling back on the agenda of politicians, professionals and citizens. A comprehensive Traffic Design Manual was developed, which outlines best practices

in designing bicycles lanes, intersections, etc. to address traffic engineers when defining the overall mobility plan. New cycling infrastructure was implemented, for people to directly experience the changes.

Cycling plays a central role in the mobility plan. Automatic counters will be installed on three main cycle routes to monitor progress. The strong political commitment to cycling is promoted through numerous events, exhibitions and round tables. Bicycle improvements are being implemented, including a bike share system, bicycle bridges, closing gaps in the network etc. Action plans have been developed based on priorities like efficiency, safety, better accessibility for key users and network connectivity.

### Which local cycling measures are you particularly proud of?

The bike sharing system BICIKELJ is a great success. With one million rents in 17 months, each bicycle is rented more than 6 times per day on average. The impact of BICIKELJ on the promotion of cycling is enormous, while the impact on public health should also not be neglected. More than doubling the number of bicycle parking places over the last

three years is also an important accomplishment. In addition, modern and bicycle friendly bicycle infrastructure has been implemented very successfully, such as bike boxes, advance stop lines, and advance green phases, which will be replicated throughout the city.

### What are your expectations towards CHAMP?

To implement the new mobility policy, there is a lot to learn from cities with a long tradition in cycling or that recently made significant progress towards increasing cycling. Making a bicycle account is the most important measure for Ljubljana within CHAMP. Such a strategic document will allow us to follow up the cycling aspects of the new mobility policy. We also look forward to the exchange programme, in which Ljubljana can not only learn from others, but can also offer some good examples, such as the bike-sharing scheme.



# CHAMP City in the Spotlight!



**Cycling is common culture in Bolzano, the Italian capital of the South Tyrol region with around 100,000 inhabitants. Around 30 % of the trips in Bolzano are made by bike. This did not happen overnight, it is the rewarding result of yearlong policy choices and investments in favour of the bicycle.**

## Master plan for cycling

In the early nineties, cycling became part of the political agenda in Bolzano. The first steps towards establishing a cycling culture consisted of the introduction of cycle paths for leisure along the river and ideas for a regional network of cycling routes, mainly for tourist purposes. The development of the cycling mobility master plan in 1999 marked the start of a structured approach towards cycling.



The first modal split analysis in 2001 revealed a 17% share of cycling in the city. A subsequent analysis of traffic flows and main traffic generators showed the most important routes for cycling. At the same time, bike accessibility and safety were analysed and main barriers identified. On this basis, the necessary cycling infrastructure was planned, and between 2001 and 2005, the city together with the Ökoinstitut and Helios communications agency implemented the master plan.

Key actions of this plan were the development of a connected network of cycling lanes, a colour coded signage system, parking facilities for bikes, a bike rental scheme, and several information and marketing initiatives. Below we highlight some of these actions.

## Corporate identity

An important aspect of the strategy for cycling is the dedicated corporate design for all cycling related initiatives in Bolzano, Bici Bolzano – Fahrrad Bozen with BZ (short for Bolzano and Bozen) depicted on two wheels. The logo appears on anything related to cycling in Bolzano. The purpose of the brand was to create a positive image for cycling and to encourage people to identify with cycling in Bolzano.



## Bicycle network

The city has a well-developed network of cycle lanes based on a hierarchical structure. The bike network in Bolzano consists of three levels, the principal axes, the secondary axes, and the streets with mixed traffic. The principal axes connect the most important attraction points within the city. Eight such axes cross the city and link up to extra-urban bike lanes and suburban areas. They meet the highest quality standards, paying special attention to width, safety of junctions and nodes, and proper signage. Bolzano has also got many secondary bike lanes, which connect one or more principal axes and link

up to big built-up areas, sports centres, recreational areas, parks etc. They are usually not as long as the primary axes. Thirdly, all residential areas in Bolzano allow for mixed traffic, which means that cars, motorcycles and bikes can safely co-exist without special infrastructure measures. Inside the city, it should be possible to reach everything by bicycle.

## Orientation

In order to maximise the use of the extensive bike network, Bolzano has put much effort into providing information which should make citizens aware of the advantages of cycling and help them find their way in the city's cycling services. A guided signage system along the city's bicycle lanes was put in place. The principal bike lanes have different colours, similar to underground lines. The orientation system is strongly marketing oriented but also integrated with classical road signs. Horizontal signs point the way for all cyclists, commuters as well as tourists.



Info-points are located at strategic places across the city and offer a detailed map of the surroundings, connections to other bike lanes and information on the accessibility of major mobility attraction poles. In addition, a regularly updated and widely distributed bike map folded in credit card format is available for cyclists.

## Marketing and campaigning

Marketing and awareness raising initiatives are at the heart of Bolzano's cycling policy. Billboards and posters across the streets and on public transport as well as free postcards distributed among youngsters in bars and restaurants promote cycling in Bolzano. Several commercials have run in Bolzano's cinemas. An important marketing tool for cycling is the bike barometer.



The barometer shows the daily number of bikes passing by as well as the number of passages since its installation. In less than one year, the number of one million cyclists was reached, which was celebrated with a big bike event. Big bike events are another specialty of the city, with the annual bike festival bolzanoinbici-boznerradtag - a bike competition between different districts of the city - as the highlight. Such events give the opportunity to (re)discover the pleasure of cycling in the city and show the enormous potential of cycling in daily life.

These are just some highlights of Bolzano's cycling strategy, check the CHAMP website to find out more about this bike city!

Further information:

Benjamin Auer, Ökoinstitut,  
[auer@ecoistituto.it](mailto:auer@ecoistituto.it)

# Cycling Measure in the Spotlight!



## Bolzano's 'strade scolastiche' or school streets were introduced to tackle the daily traffic jams near schools created by parents dropping off or picking up their kids.

A school street is a temporary closure of a street which is very busy due to the presence of parents picking up or dropping off their kids at school. School streets aim to improve the safety and reduce congestion along these streets, while also increasing the children's autonomy in traffic. The latter is only possible because the school streets are an integrated part of a wider plan on traffic education.

School streets were introduced for the first time in 1989 for some of Bolzano's primary schools. Six streets were closed to traffic for 30 minutes, with exemptions for bikes, public transport, taxis, residents, teachers and commercial traffic. As the burden remained excessive, the rules changed in 2002, with a shorter closure time of 15 minutes, but an extension of the access

restrictions: school streets were now only accessible to bikes, residents leaving the area and transport means of disabled people. Since then, the scheme has been adopted in different ways and combined with supporting measures, e.g. additional school streets, customised extensions and adjustments to closing times, 30 kph speed limits, one-way closures, specific signs for school streets designed by the children, etc.

Nevertheless, this initiative could only be effective thanks to a structural approach towards traffic education and the joint efforts of the urban police and the so-called 'grandfather wardens'. While the former organise information campaigns and traffic education in the classroom, the latter secure the opening and closing of the streets, guard the pedestrian crossings



in the school streets and help the children behave safely on the streets. Every two years, statistics on the modal split of home-school trips are published. Data from

March 2012 show that 79% of the pupils in primary schools go to school by public transport, on foot or by bike.

## Gap analysis as a basis for developing a cycling strategy

The previous newsletter reported on the self-analysis and peer review process of the CHAMP cities. After filling in a questionnaire on the current state of their cycling policy, each city hosted a peer review team that tested the city's cycling facilities and learned more about the underlying dynamics between different stakeholders. Both activities provided the necessary insight into the cycling policy in the cities as the basis for the gap analysis for every city.

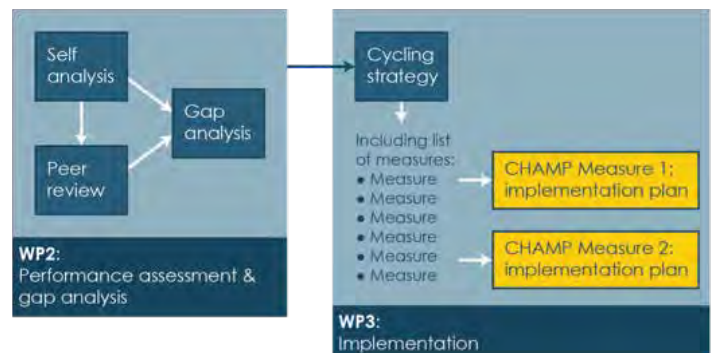
The gap analysis revealed strengths and weaknesses in their cycling policies, summarising what has already been achieved, and indicating what can still be added, as a baseline for new goals and to put cities on track towards further improvements in their cycling policy. The final conclusions on the necessary actions and their

prioritisation are laid down in the strategic plans that consider the local characteristics of each city and its transport policy.

Although all CHAMP cities have already taken considerable steps to promote cycling, the gap analysis revealed that the development of cycling infrastructure alone is not enough to get people on the bike. Complementary actions need to be implemented, such as well-targeted promotion campaigns, innovative parking solutions and evaluation processes. It became clear as well that after reaching a certain level of cycling, the co-existence between cycling and pedestrians cannot be overlooked. The measures that will soon be implemented in the CHAMP project aim to address these specific gaps.

The performance analysis also led to the development of a tool that allows other cycling cities to reflect on their current bicycle strategy, as a first step in determining the measures they should focus on when further improving their cycling strategy.

This tool bundles all elements that are important in a comprehensive cycling policy and thereby allows identification of strengths and weaknesses. It is available on [www.champ-cycling.eu/en/About-Champ/Objectives-tools/](http://www.champ-cycling.eu/en/About-Champ/Objectives-tools/).



# Work in Progress

## Implementing innovative cycling measures

Building on the aforementioned gap analysis, all seven CHAMP cities have recently completed their cycling strategy, pointing out important elements and measures needed for further improving cycling conditions within their city.

During the next year, the CHAMP cities will each implement two innovative cycling measures to address the identified gaps in their cycling policy. Currently, the cities are finalising the measure implementation plans, with clear and measurable targets for each measure. The CHAMP measures

cover a wide range of areas, as can be seen in the table below. There will be a clear transfer of experiences between the cities during the implementation process and all cities will have hands-on training and internships.

A final evaluation of the measures is planned at the beginning of 2014, focusing on lessons learned, which can be shared with other cities within and outside the consortium.

Measures to be implemented within the CHAMP project:

Groningen	Route based cycle promotion	Creative bicycle parking solutions
Örebro	Campaign "Healthy cyclists"	Method for monitoring and evaluation, including bicycle account
Bolzano	Strategy for involving users	Awareness-raising campaign
Edinburgh	Marketing of routes	Residential bike parking
Burgos	Marketing campaign for students	Coexistence between cyclists and pedestrians
Ljubljana	Campaign: I walk the path you cycle	Bicycle Account
Kaunas	Upgrade of the bicycle website	Mobile trip planner

## Looking at our Colleagues: SAFECYCLE



The SAFECYCLE project, which recently concluded its activities, investigated how ICT can be used to increase the safety of cyclists. SAFECYCLE identified applications that enhance the safety of cyclists in Europe, created knowledge and awareness concerning e-safety applications for cycling, and helped to enhance their adoption. Next to a state-of-the-art overview of e-safety applications for cycling, the project identified useful e-safety applications/services, based on a SWOT analysis and impact assessment. Results are available on [www.safecycle.eu](http://www.safecycle.eu)

## Upcoming Relevant Events

Representatives of the CHAMP project will be present at the following conferences:

**ECOMM – European Conference on Mobility Management**  
Gävle  
29-31.05.13  
<http://ecomm2013.eu>

**Velocity Conference**  
Vienna  
11-17.06.13  
[www.velo-city2013.com](http://www.velo-city2013.com)

Check out our pictures on: [www.flickr.com/photos/champcycling](http://www.flickr.com/photos/champcycling)  
Join our LinkedIn Group on: [www.linkedin.com/groups/CHAMP-Cycling-4257464](http://www.linkedin.com/groups/CHAMP-Cycling-4257464)

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

Like us on [www.facebook.com/CHAMPCycling](http://www.facebook.com/CHAMPCycling)

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Cycling Heroes  
Advancing  
sustainable Mobility  
Practice

CHAMP Newsletter  
No.1 - April 2012

# Welcome to our launch issue!

We are happy to introduce you to the first issue of the CHAMP newsletter. CHAMP is a European project that kicked off in October 2011 and brings together champion cities in the field of cycling. By looking at their counterparts in Europe, the CHAMP cities want to find ways to upgrade and optimise their cycle policy and collect new ideas for making cycling even safer and more attractive. CHAMP is supported by the Intelligent Energy Europe funding programme of the European Commission and will run until autumn 2014.

The CHAMP newsletter aims to keep you informed about the project's progress and intermediate results. In this first issue, you will learn about the CHAMP objectives and expected outputs and the progress so far. Each issue will also put one of the CHAMP cities in the spotlight. We are kicking off with the city of Groningen, a true cycling champion in Europe!

**We encourage you to stay informed and sign up to our newsletter on [www.champ-cycling.eu](http://www.champ-cycling.eu) and wish you a pleasant read!**



## About CHAMP

### **Why CHAMP, who are the CHAMP Cities, how to stay a CHAMP and how to become one?**

Vincent Meerschaert (VM), project coordinator of the CHAMP project, provides some answers to give you an idea of what you can expect from this challenging project!

### **What was the background to initiating the CHAMP project?**

VM: CHAMP started from the basic question of why some European cities have a much higher share of cycling compared to other cities with the same characteristics. How did CHAMP cities become the leading cycling cities they are today? It is a question that the project would like to answer in order to see how their successes and failures can help other cities to become cycling champions themselves.

### **Which cities are involved in CHAMP?**

CHAMP gathers 7 cities. For each of them we had good reasons

to bring them on board. Bolzano has a cycle mode share of 29 %, thanks to its well-developed network of cycle paths and a long tradition of successful local cycling campaigns. Burgos is currently the second city in Spain when it comes to using the bike as a means of transport and the first city in terms of km of bike lanes per inhabitant. Edinburgh leads Scottish cities in terms of its cycle mode share and commitment to cycling. Groningen has a cycle mode share of 47 % and wants to have 60 to 65 % of all trips made by bike in 2014. Also Örebro, with a share of 25 % has clear aspirations to do even better and continues to rebuild the city to promote bike use. Ljubljana has made cycling a priority by steadily improving the infrastructure and parking facilities, promoting park and bike and introducing public bikes. Finally, with Kaunas, we also included a climber city which is clearly committed to improving the local conditions for cycling. In addition to CHAMP's 7 partner cities, Shkodra is on board as associate city, as they are the leading cycling city in Southeast Europe with a 29% modal share for cycling.

### **How do you plan to work with these cities?**

Cities cannot reach new goals and further improve their performance if they do not have a clear picture of their starting point and their strengths and weaknesses in the field of cycling. CHAMP is therefore developing and testing a performance assessment tool, which builds on two elements: a self-analysis and a peer review. It will allow cities to carry out a gap analysis and draw up a resulting action plan with clear and measurable targets for further improving their cycling policy.

### **How will non-CHAMP cities be able to benefit from the project?**

CHAMP will develop strategic conclusions about how cycling policy in cities develops over time and how impetus may be maintained. This includes giving advice on how to maintain the momentum of a high quality cycling strategy over a long period and on possible barriers and drivers in relation to good and safe cycling practice. We will also provide reliable data on the

possible impacts of soft measures to promote cycling, examine the transferability of policies, and assess the costs of a successful cycling action plan. Moreover, we will open up our internal training and exchange programme to a selected number of cities from outside the consortium. Contact us if you're interested!



# CHAMP City in the Spotlight!

**Each newsletter issue will put a CHAMP city and its accomplishments in the field of cycling in the spotlight. This time our focus is on Groningen.**

The bicycle is the preferred means of transport in the city of Groningen. It is used for around half of all the trips in the city, while cycling accounts for only a quarter of all trips nation-wide. The city has 190,000 inhabitants, 75,000 cars and around 300,000 bikes. Despite these excellent numbers, the city does not cease its ambitions: the goal is to have 60-65 % of trips made by bike in 2014.



Thanks to its integrated approach of town planning and mobility, Groningen is a compact city and this has resulted in high bicycle usage. The city has a small and beautiful city centre of only 1 km<sup>2</sup>, 80 % of the inhabitants live within 3 km of the city centre, and most of the distances to be covered are less than 5 km.

Groningen builds on a long tradition when it comes to cycling policy. During the last

few decades, the focus has mainly been on implementing the necessary cycling infrastructure, such as cycling lanes and paths, cycling bridges, cycle friendly traffic lights and guarded parking facilities. Below, we highlight some dedicated facilities which make cycling an easy, pleasant and efficient experience in Groningen.

Cyclists in Groningen have access to a closely knit network of primary and secondary cycling routes. The secondary routes connect residential areas to the primary routes. The latter ensure that cyclists cross as little vehicle traffic as possible. Groningen currently counts more than 200 km of bicycle paths or lanes, an amount comparable to the distance between Groningen and Amsterdam. Some routes have up to 14,500 cyclists per day. The average speed by bike is 14.2 km an hour and the average distance covered within 10 minutes is 2.4 km, while this is only 1.6 km if you take the car.

Whenever the type of road and traffic intensity allow, Groningen favours roundabouts. Cyclists on the roundabouts have right of way over turning vehicle traffic. Many traffic lights have separate waiting zones for bicycles. In these 'bubbled bicycle lanes', cyclists wait in front of the cars and thus have less discomfort from exhaust fumes. In addition, they can start more quickly, which at the same time accommodates the motorists who wish to turn.



Wherever possible, cyclists are given simultaneous green lights in all four directions of an intersection. Such green waves save time in the lights' sequence and reduce



waiting times for traffic. Moreover, a cyclist can cross the intersection diagonally during one light phase. Many traffic lights also provide a waiting time forecast. Wherever possible, right-turning cyclists do not need to wait at traffic lights, which enhances cycle traffic flows.

The tremendous success of the bicycle in Groningen also comes with some challenges, of which parking is the biggest one. There are more bikes than racks, which has led to lack of space on footpaths, bikes everywhere on the streets, reduced accessibility of houses (doors), unsafe situations for pedestrians, etc. A new balance needs to be found between accessibility, order and city appearance. Front-door destination however, is part of the bicycle's success and care is needed not to undermine this by organising and regulating bicycle parking in the wrong way.

Groningen has already invested considerably in providing parking facilities and will continue to

do so in the coming years. Groningen's 'City Bikes' project has tried to get a grip on the problem, introducing 1,500 extra parking places for bikes, free use of bicycle shelters, red carpets at 7 locations (for pedestrians), and peak hour parking facilities for cyclists (1,300). Currently, the Deltaplan project is being prepared for the five coming years, with bicycle shelters as the backbone of bicycle parking. A distinction is also made between target groups (living, working, shopping) and each hotspot will get its own tailor-made solution. Maintenance also plays a role: bikes that are not collected within a certain period of time or are parked outside facilities will be removed.



**This is a concise overview of Groningen's cycling policy. The best way for you to experience the cycling city of the Netherlands, is to go there and get on a bike!**

**Further information:**  
[jaap.valkema@groningen.nl](mailto:jaap.valkema@groningen.nl)

# Cycling Measure in the Spotlight!



**We also ask each CHAMP city to highlight a local cycling measure that they consider particularly innovative and are keen to share with other cities. Groningen chose its rain sensors for cyclists at traffic lights.**

Long waiting times at traffic lights are a recurring source of irritation for many cyclists, and Groningen has invested a lot over the last few years in making its traffic lights more cycle friendly. Examples include the green waves for cyclists at intersections or having two green phases for cyclists during one light sequence. Despite these improvements, waiting times in bad weather conditions could still be too long. That's why Groningen, as well as other Dutch cities, introduced the rain sensor, which makes sure that cyclists get a green light more often when it rains.

The optical rain sensor has the shape of a horseshoe and the size of a hand and emits infrared signals. The instrument is heated in order to be able to detect

snow as well. When rain or snow interrupts the infrared signal, this is detected and a signal is sent to a device that turns the traffic light for cyclists to green. The sensitivity (the delay signal) is adjustable. Currently, two types of optical rain sensors are on the market. The first one registers whether it rains/snows or not. The second type distinguishes between four levels, ranging from drizzle to heavy rain.

A rain sensor cannot be integrated within any existing traffic management system. It can only be applied to modern devices. It cannot be used with traffic lights which are part of a network because in that case, influencing one traffic light would impact on a whole chain of traffic lights, which would undermine the set regulations for that particular



*Inauguration of the rain sensor by transport councillor Karin Dekker*

network. Finally, it is clear that a rain sensor is most effective at intersections with many cyclists. That's why Groningen decided to have it implemented at the intersection near the Oosterbrug.

A rain sensor for cyclists gives more green to cyclists when it rains, but this of course implies that other traffic modes will have to wait longer, while the pressure

on traffic is already bigger in such weather conditions. Not only car drivers, but also bus passengers and emergency services will have longer waiting times. In order to avoid excessive waiting times for other road users, Groningen introduced a maximum traffic light cycle of 120 seconds (previous situation 90 seconds). In that case, cyclists no longer receive extra priority.

## Ongoing Performance Assessment of CHAMP Cities' Cycling Policies

One of the first tasks in CHAMP, is to assess the performance of cycling policies in the respective CHAMP cities. The first phase of the assessment consisted of the self-analysis questionnaire that was developed by TRITEL and completed by all cities, covering a broad range of aspects related to cycling policy: from planning and financing, over infrastructure measures, to the promotion of cycling. The questionnaire will be updated with good examples from all CHAMP cities, so that



it can be used as a reference document covering all important characteristics and best practices in cycling policy.

Still, certain topics cannot be fully understood through a questionnaire: how does it feel to cycle in a city, how are the formal and informal relationships between the different stakeholders and decision makers, what are the main challenges the city is facing at the moment? To get a more profound insight into the cycling policies, each city was visited by a peer review team, consisting of cycling experts from the other CHAMP cities and partners.

Each peer review visit started with an unguided cycling tour during which partners could enjoy good examples of cycling infrastructure, while broken bicycles and steep or windy cycling conditions were

spicing up the trip! Bearing this on-field experience in mind, the peer review team talked with local stakeholders, such as politicians, cycling associations, and civil servants from different departments. By combining these different stakeholders' perspectives and the independent views of the peer review team, strong points as well as main challenges of each city were identified, and suggestions to face them will be made.

Having completed four out of seven peer review visits, significant similarities as well as differences between the cities can be distinguished already. After all peer review visits have taken place, the findings in the seven cities will be reported on in a gap analysis, drawing general conclusions on the success factors of a good cycling policy.



When this is completed, the actual implementation phase of the project can kick off. The next CHAMP newsletter will present the outcomes of the peer review and gap analysis for the respective cities.

# Looking at our Colleagues

Each CHAMP newsletter will also feature another European project on cycling.

The first one in line is mobile2020, with which CHAMP has already established cooperation.

Using your bicycle every day to get to work or for shopping is common in many cities in Germany, the Netherlands, or other Western European countries. In Central and Eastern Europe, bicycles are still reserved mainly for leisure purposes and are not yet considered a common mode of transportation.

mobile2020 wants to stimulate the rethinking of planning processes in small and medium-sized towns in 11 countries in Central and Eastern Europe and transfer suitable good experiences from Germany, the Netherlands, Italy, Sweden, Denmark, and other countries.

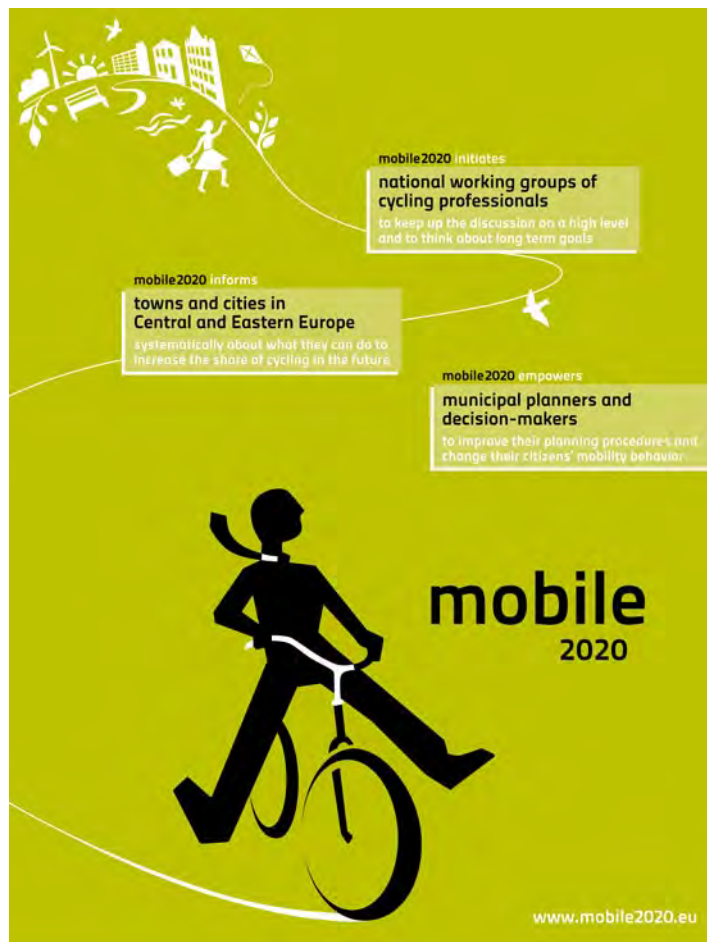
To this end, mobile2020 initiates national working groups of cycling professionals to discuss issues on a high level and consider long-term objectives. The project

seeks to inform towns and cities in Central and Eastern Europe about what they can do to increase the share of cycling in the future, and to empower municipal planners and decision makers to make the right investments, improve their planning procedures and trigger a change in their citizens' mobility behaviour.

The project will organise a number of workshops, seminars and study visits to spread good practice, knowledge and ideas that will improve the conditions for cycling in Central and Eastern Europe in the future.

The project started in May 2011 and will run until April 2014.

More information:  
[www.mobile2020.eu](http://www.mobile2020.eu).



## Upcoming Relevant Events

Representatives of the CHAMP project will be present at the following conferences:

**ECOMM – European Conference on Mobility Management**  
Frankfurt  
12-15.06.12  
<http://ecomm2012.eu/>

**European Sustainable Energy Week**  
Brussels  
18-22.06.12  
<http://eusew.eu/>

**Velo-city Global**  
Vancouver  
26-29.06.12  
[www.velo-city2012.com](http://www.velo-city2012.com)

**CIVITAS Forum Conference**  
Vitoria-Gasteiz  
24-27.09.12  
[www.civitas.eu](http://www.civitas.eu)

**European Transport Conference**  
Glasgow  
08-10.10.12  
<http://abstracts.etcproceedings.org/>

**Annual Polis Conference**  
Perugia  
29-30.12.12  
[www.polisnetwork.eu](http://www.polisnetwork.eu)

Check out our pictures on: [www.flickr.com/photos/champcycling](http://www.flickr.com/photos/champcycling)  
Join our LinkedIn Group on: [www.linkedin.com/groups/CHAMP-Cycling-4257464](http://www.linkedin.com/groups/CHAMP-Cycling-4257464)  
Watch cycling videos on: [www.youtube.com/TheCHAMPProject](http://www.youtube.com/TheCHAMPProject)

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

Like us on [www.facebook.com/CHAMPcycling](http://www.facebook.com/CHAMPcycling)

Follow us on Twitter: @CHAMPproject



## Press release

February 9th 2012

### **CHAMPION CITIES IN CYCLING TEAMING UP!**

**The bicycle is one of the corner stones in creating sustainable and liveable cities. To meet that challenge, 7 European champion cycling cities have joined forces. They aim to become even better at making the bicycle a key mode of transportation in their cities, while sharing know-how with other cities.**

For the last 50 years, urban planning has evolved around the car. This has resulted in congestion, lack of space for people, immobile citizens, noise, pollution, climate change – the list is long. Things are changing however.

Today, planning is about creating liveable cities where the limited space available is used for the good of the people living, visiting and investing in the city – in short: creating cities for people instead of for cars. The bicycle plays an important part in this respect: it is healthy, sustainable and does not take up much space.

### **The CHAMPS**

The European funded CHAMP project brings together champion cities in the field of cycling policy. Groningen, Örebro, Bolzano, Edinburgh, Ljubljana, Burgos and Kaunas are leading cycling cities in their country.

Despite their relatively high number of cyclists, the champion cities feel a strong need to further increase the use of cycling. By looking at their counterparts in Europe, the champions want to find ways to upgrade and optimise their cycle policy and collect new ideas for making cycling even safer and more attractive. CHAMP will facilitate the exchange of best practices, experiences and lessons learned (good and bad ones!), making its findings and tools available for other cities.

To assist the CHAMP cities, experienced cycling consultants, academic institutions and a network of cities have also joined the partnership.

The project is supported by the Intelligent Energy of Europe programme.

Learn from the best – visit [www.champ-cycling.eu](http://www.champ-cycling.eu) and sign up for our newsletter.

For further information, please contact lead partner:

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