

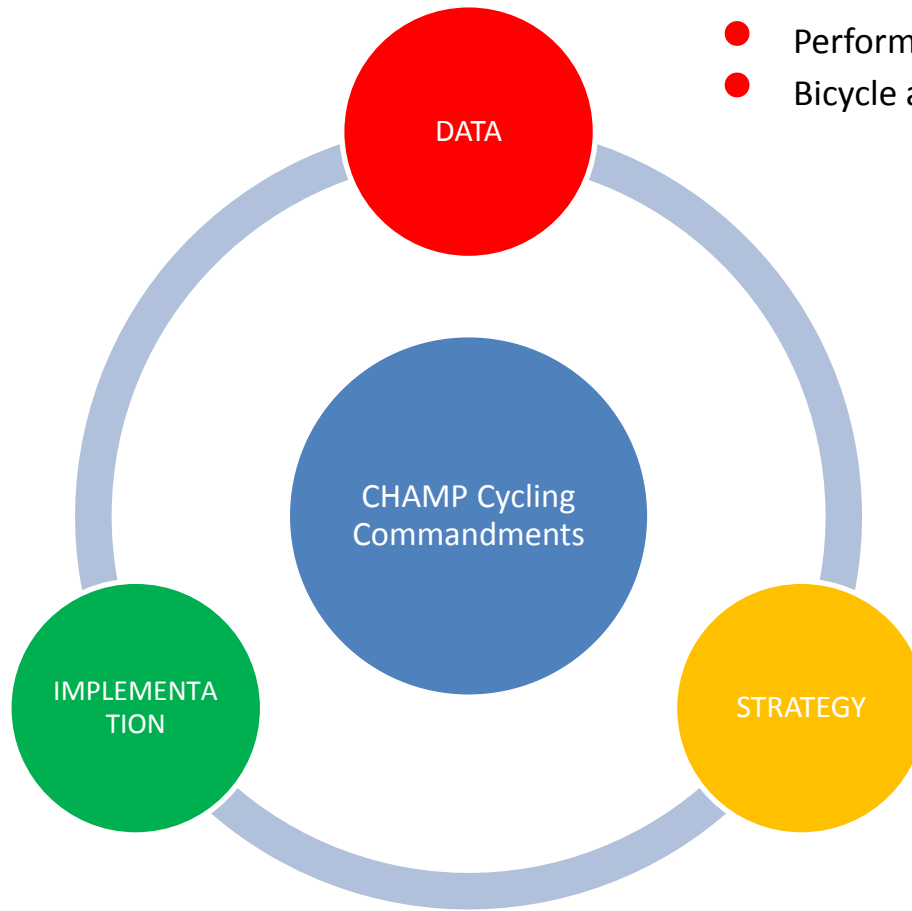


WP5 – Strategic Conclusions - ENU

CHAMP Final Conference, Ghent, Sept 2014

www.champ-cycling.eu

CHAMP Strategic Conclusions



- Performance Analysis Tool:
- Bicycle accounts, BYPAD

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

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





CHAMP CYCLING COMMANDMENTS

Based on the wealth of experience gathered within the project, the CHAMP partners have compiled **12 Cycling Commandments** to help you on the road to becoming a CHAMPion cycling city.

BECOME A CHAMP

BECOME A CHAMP

Be analytical, know your numbers. Collect quality data and understand your baseline.



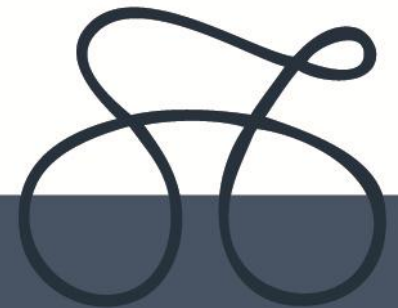
“It is worth the effort & time to make a cycling account. If you do not know the baseline, it is a big risk that you prioritise the wrong things”

Anna Åhlgren, Örebro municipality



BECOME A CHAMP

Engage with others. Get their help to see the problems in your city and learn from their experiences.



CHAMP

Cycling Heroes Advancing
sustainable Mobility Practice

BECOME A CHAMP

Consider the problem before finding a solution. Don't fall in love with a measure before you know it addresses the problem.



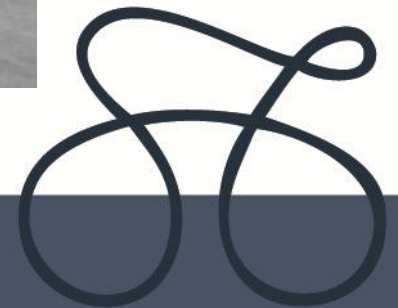
Aim for “Ambitious yet realistic measures that you will be able to implement according to plan.”

Mojca Balant, UIRS



BECOME A CHAMP

Optimise cycling's position on the political agenda.



CHAMP

Cycling Heroes Advancing
sustainable Mobility Practice

BECOME A CHAMP

Make someone a leader. Find a voice for cycling through somebody prepared to push things forward.

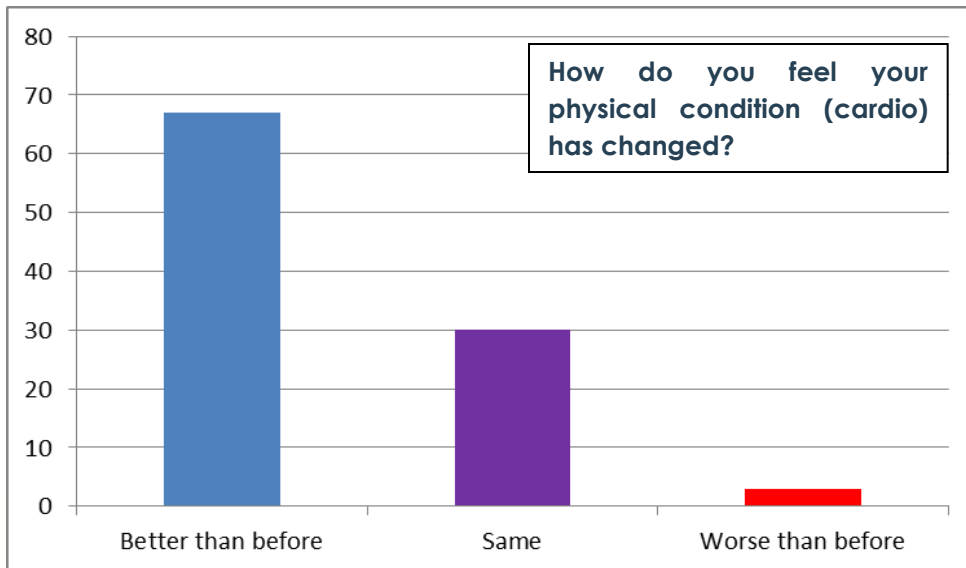


CHAMP

Cycling Heroes Advancing
sustainable Mobility Practice

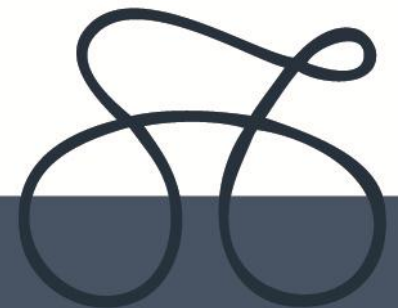
BECOME A CHAMP

Extend the scope of your cycling work. Forge links with other policy fields and transport modes.



BECOME A CHAMP

Administrations should be challenged! Break down barriers that prevent you from progressing.



BECOME A CHAMP

Create an impact. Don't be afraid to think and act outside the box.



CHAMP

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BECOME A CHAMP

Highlight & optimise existing infrastructure. Be opportunistic: make the most of public spaces, events, people and networks.

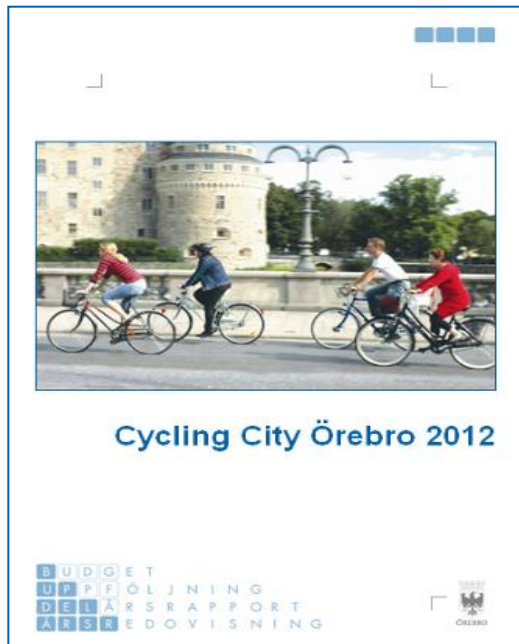


CHAMP

Cycling Heroes Advancing
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BECOME A CHAMP

Assure you are well prepared to carry out measures.
Plan well. Test-monitor-evaluate-improve-repeat.

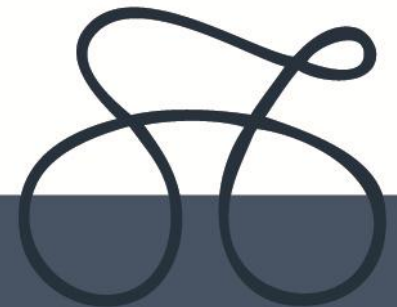


Be sure to repeat campaigns to capitalise on the cumulative effect whilst improving on the previous campaign and maximising its impact.



BECOME A CHAMP

Marketing techniques such as sampling, branding and segmentation should be used. Keep messages neutral, targeted and positive.



BECOME A CHAMP

Play the media. Sell them good stories, maintain a good image for cycling and celebrate your achievements.

Kinder sind besser als Erwachsene

MOBILITÄT Neue Initiative „Sicher auf dem Rad“ vorgestellt – Nützliche Verhaltensregeln in neuer Broschüre – Kinder wissen mehr

BOCKN. Verhaltenregeln im Straßenverkehr, das Ausmaß möglicher Strafen und alles rund um ein sicheres Rad. All dies ist jetzt in einer neuen Broschüre der Gemeinde zu finden, die gratis verteilt wurde. Ziel ist es, das verlässliche Verhalten im Busse noch stärker zu gestalten. Außerdem hat die Aussage, dass Kinder oft besser Bescheid wissen als Erwachsene.



Gute Lampen sind wichtig
Der Kreisverkehr der Stadtgraben, imago Bockn, wird sehr wichtig, es ist, dass hier, nach dem Unfall, bei Dunkelheit und Dämmerung angemessene Beleuchtung sein. (Illustration: Tom Fahl) betonen, dass die Kinder wissen, dass die Beleuchtung in der neuen Verkehrsregeln Broschüre enthalten sein muss.

Auch Erwachsene sollen helfen aufsetzen

Wir wissen, dass viele der Erwachsenen, die gute Arbeit, die Kinder die Eltern ermahnen müssen, nicht auf ihre Leistung, gegen die Eltern oder bei den für die Benutzung zu helfen. Aber das ist keine immer oft der Fall. Wie wir es ermutigen mit einer Verhaltensregeln Broschüre betonen, sagt Fahl.
Wichtig ist, dass es auch, wenn sie nur Kinder sind, auch Erwachsene sind. (Illustration: Tom Fahl)

DEFAILS

Was genau sieht die Initiative vor?

- Initiatoren sind Thomas „Sicher auf dem Rad“, die 10 Regeln und „Die 10 wichtigsten Dinge, die beim Fahren zu beachten sind“
- Man, die Verkehrsregeln Broschüre, gibt es nun in 10 Sprachen.
- Eltern sollten die Regeln mit den Kindern lesen, bevor sie auf die Straße gehen.
- Mobiles Radfahren am 11. Dezember von 14 bis 16 Uhr an der Marktstraße.
- Eltern sollten mit ihren Kindern über die Regeln sprechen.
- „Elternkompass“ für neue Mütter
- Einbindung einer App mit interaktiven Regeln



MODOS Y TIEMPO DE DESPLAZAMIENTO AL TRABAJO	MODALIDAD	TIEMPO	%	TIEMPO
EN BICICLETA
EN COCHE
EN METRO
EN CAMION
EN AUTOBUS
EN TAXI
EN MOTOCICLETA
EN ESCUPELINA
EN CARROZINA
EN PATINETA
EN PATINETE
EN BICICLETA ELÉCTRICA
EN BICICLETA CONVENCIONAL
EN BICICLETA CONVENCIONAL SIN MOTOR
EN BICICLETA CONVENCIONAL CON MOTOR
EN BICICLETA CONVENCIONAL CON MOTOR Y BATERÍA
EN BICICLETA CONVENCIONAL CON MOTOR Y BATERÍA Y MOTOR ELÉCTRICO
EN BICICLETA CONVENCIONAL CON MOTOR Y BATERÍA Y MOTOR ELÉCTRICO Y MOTOR ELÉCTRICO

GBLAD
ORDEN
09 augustus 2013, pag. 20

Fietsers moeten Zonnelaan mijden

Automobilisten hebben vast van studenten

door Frits Poolman Groningen De stad wil zoveel mogelijk studenten overhalen om niet meer over de Zonnelaan naar de erflike Campus te fietsen. Er rijden zoveel fietsers dat automobilisten last van hen hebben. Ruim zesduizend fietsers trekken dagelijks over de Zonnelaan in de wijk Paddepoel naar Zernike. Het is een route die lang niet helemaal veilig is. De gemeente hoopt dat ze vanaf het nieuwe studiejaar op de heenweg ook een andere route kiezen. Vooral in de spits komt verkeer aan de noordelijke ringweg bijna niet tussen de stroom fietsers door. Dat kan je regelen met veranderingen of door de auto's persoonlijk te willen we lever niet want Groningen moet wel aantrekkelijk blijven als fietsstad. Twee alternatieve fietsroutes (van vanaf vandaag in de picture) met de Redsped en door het park tussen Selwerd en Paddepoel. De routes staan vanaf de Herman Colmanstraat en de Kerckan aangegeven met sjablonen op het wegdek



▲ Een van de nieuwe borden wordt geplaatst in het Noorderplantsoen. Foto: Jan Willem van Vliet

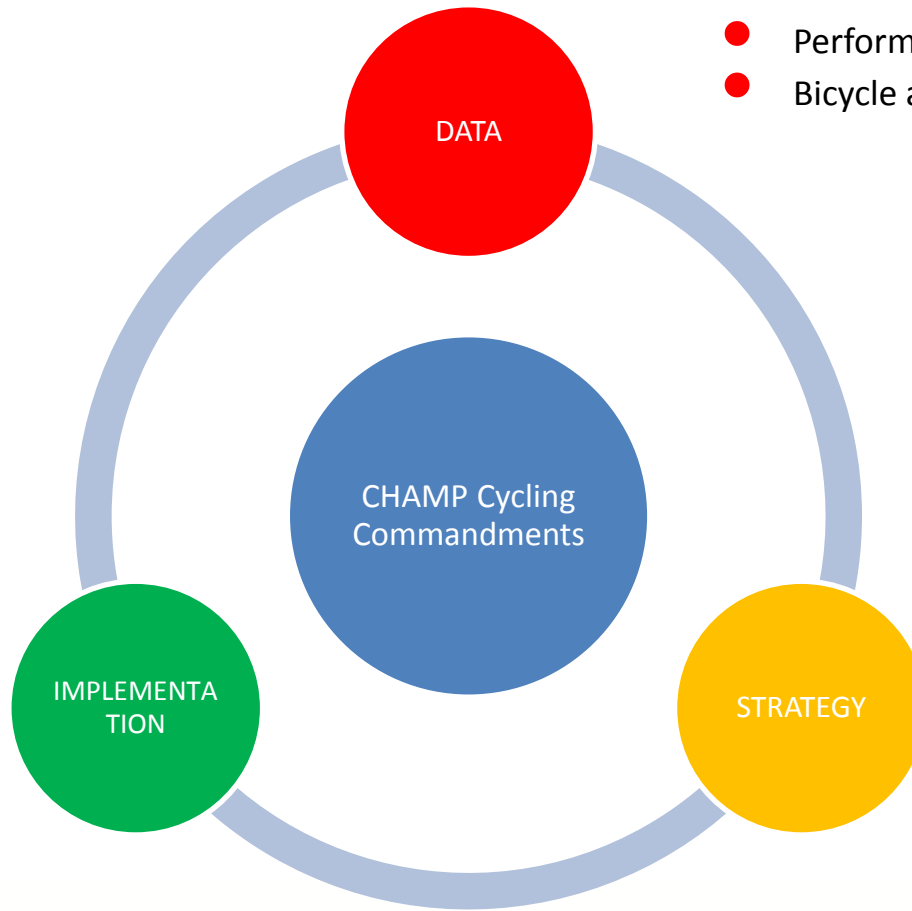
en pijlen op gele borden. Valkema: 'Als je voor die fietsroutes kiest, onzeker je verkeerslichten en kun je lekker doorrijden. Velen doen dat ook al. Maar we hebben de indruk dat veel mensen niet weten dat ze daar langs kunnen.' Een alternatieve route hebben is één ding, fietsers vervolgen zo ver krijgen om er daadwerkelijk gebruik van te maken, is andere kook. 'We gaan ze verlieden met flyers,

heldere informatie langs de weg. Boomerangkaarten met populaire tekeningrijen, een Facebook-actie, posters en er is ook nog een eigen website: www.slimmeroute.nl. Tijdens de KEI-week gaan we er vol tegenaan', zegt Valkema. Groningen krijgt (financieel) steun uit een samenwerkingproject met andere Europese fietssteden. 'Daar halen we ook kennis vandaan. Want in Nederland wordt

dan wel het meest gefietst, wij vinden het hier ook heel normaal. Met het stimuleren en aangeven van fietsroutes hebben de Zweden veel meer ervaring.' Valkema geeft toe dat de fietsroutes niet optimaal zijn ingericht. Met name in de Bessenroerstraat zou een nieuw wegdek niet mistaan. 'Daar gaan we vast iets aan doen als er meer fietsers door de straat rijden.'



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DATA

- Performance Analysis Tool:
- Bicycle accounts, BYPAD





STRATEGY

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



Quick wins for cycling

- Conduct a peer review
- Appoint a cycling officer
- Understand political priorities
- Set up a bicycle account
- Establish partnerships
- Be opportunistic
- Optimise existing facilities
- Increase the visibility of cycling
- Use role models.
- Write press releases



Arguments to convince stakeholders

- **Demonstrate what can be achieved** – present pictures, **FACTS** and figures about cycling in CHAMP cities.
- **Forge links** with neighbouring cities and arrange exchange visits with cycling tours.
- **Involve politicians, stakeholders and cyclists** - hold forums and make them feel part of the process.
- **Go for quick wins** which can give you quick results at little cost.

Developing & maintaining a cycling strategy over time

Developing a strategy:

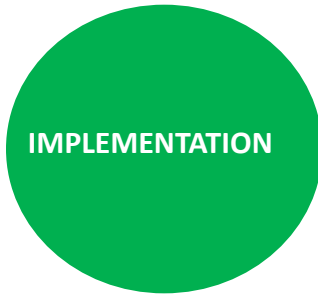
- Have a clear vision
- Prioritise measures
- Be inspired

Gaining support:

- Understand priorities
- Engage with politicians
- Seek cross party support
- Listen to stakeholders

Maintaining a strategy:

- Monitor & evaluate
- Employ a cycling officer
- Link to relevant policies
- Refresh regularly
- Recognise break points
- Keep contact with others
- Communicate



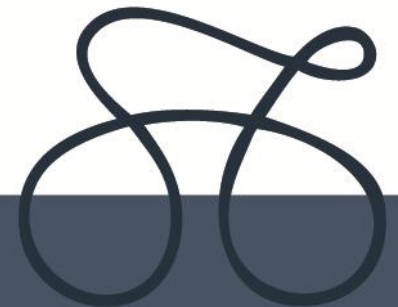
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Optimising the network

Make the most of what already exists. Promote alternative routes on congested areas of the network, new or improved routes & provide integrated signage & parking

- Groningen smart routes
- New cycle junction, Kaunas
- Cycling to the MELA festival, Edinburgh
- Innovative parking solutions in Groningen city centre
- Residential bike parking pilot in Edinburgh



Cooperation & partnerships

Maximise the impact of your cycling measures by forming partnerships and working in cooperation with others. They can provide leadership, specialised skills contacts and widen the scope and reach of your project.

- Strategy for involving users & stakeholders, Bolzano
- Cooperation with the university in Burgos
- Use of NGO volunteers, Ljubljana
- Working with festival organisers, Edinburgh



Communication & promotion

Choosing the right messages for the right target group, delivered in the most effective way will make your campaign a success and get more people cycling!

- Identify your target group
- Employ a marketing company
- Test your message & material
- Evaluate
- Use the media



Coexistence

Harmonious coexistence in shared space is essential for cycling to be an appealing and pleasant way to travel. As the number of cyclists in a city increases, so does the potential for conflict with other modes

CHAMP cities Bolzano, Burgos & Ljubljana ran awareness raising campaigns aimed at improving coexistence between cyclists and pedestrians. All campaigns were well supported by local politicians who saw the issue as being of great importance.



Cycle promotion at events

Following the successful promotion of cycling in conjunction with the Edinburgh MELA, a checklist has been compiled to help others get the most for cycling at existing events

1. Campaign preparation

Plan communication, consider details

2. Campaign design

Identify target & area, use different tools

3. Check!

Check timings & get permission

4. Implement information

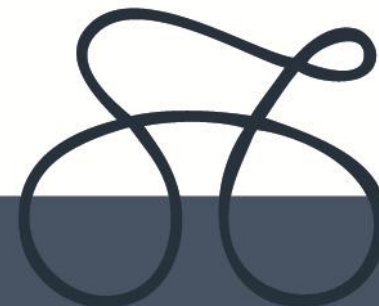
Time info release, use existing publicity

5. At the festival

Position & present stand well, collect data

6. Afterwards

Plan for follow up activities

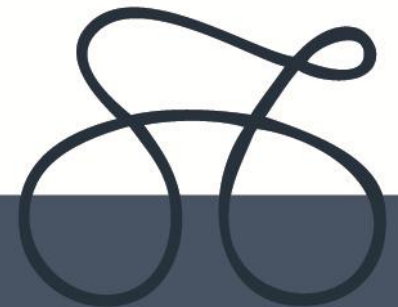


Bicycle parking

In order for people to consider making a journey by bike, they need to know that there will be adequate, secure and convenient bicycle parking available at their destination. Parking facilities should respond to increasing numbers of cyclists



- Innovative parking solutions in Groningen city centre
- Enforced parking at the university, Groningen
- Residential bike parking pilot in Edinburgh





Any questions?