

Cycling Heroes
Advancing
sustainable Mobility
Practice

CHAMP



CHAMP-CATALOGUE



do's & don'ts for successful implementation
of cycling policies

Contacts

Project Co-ordinator Traject

Vincent Meerschaert
Maria Hendrikaplein 65C,
B-9000 Gent, Belgium

Tel +32 9 2423280
vme@traject.be

Dissemination leader Polis

Karen Vancluysen
Rue du Trone 98, B-1050
Brussels, Belgium

Tel +32 2 5005675
kvancluysen@polisnetwork.eu



Content

CHAMP performance analysis	6
Self-analysis	7
Peer review	8
Gap analysis	10
Next steps	10
The CHAMP Cycling Commandments	11
BECOME A CHAMP	12
CHAMP Quick wins	18
CHAMP cities: Bolzano, Italy	22
CHAMP cities: Burgos, Spain	25
CHAMP cities: Edinburgh, UK	28
CHAMP cities: Groningen, Netherlands	31
CHAMP cities: Kaunas, Lithuania	34
CHAMP cities: Ljubljana, Slovenia	37
CHAMP cities: Örebro, Sweden	40
Sustainable urban mobility in a developing economy: Shkodra, Albania	44
CHAMP exchange programme	47
Workshop 1: Cycle network	48
Workshop 2: Cycling and associated policy fields	49
Workshop 3: Marketing and communication	50
Workshop 4: Bicycle parking	51
Workshop 5: Cycling policy take-off	52
Workshop 6: Monitoring and evaluation	53
Workshop 7: Coexistence between cyclists and pedestrians	54
Last word...	55
The CHAMP Consortium	56

Why do some European cities have a much higher share of cycling compared to other cities with the same characteristics? This is one of the main questions the CHAMP project addressed. This European project, which kicked off in October 2011 and ran for three years, brought together seven of the most experienced European cities in the field of cycling: Bolzano, Burgos, Edinburgh, Groningen, Kaunas, Ljubljana and Orebro. By looking at

their counterparts in Europe and analysing successes and failures, the CHAMP cities wanted to find ways to further upgrade and optimise their cycling policies as well as collect new ideas for making the bike an even safer and more attractive transport mode. The CHAMPs also reached out to less advanced cities with clear ambitions, to help them pave the way towards becoming cycle champions themselves.



7 cities

All leading cycling cities at national or European level with...

- long expertise in cycling policies
- a high share of cycling in the city's modal split
- the ambition to further improve

7 technical partners

To assist the champion cities, the CHAMP partnership also includes experienced cycling consultants, a university and a network of European cities and regions

3 questions

1. Why do some European cities have a much higher share of cycling compared to other cities with the same characteristics?
2. How did cities like Groningen, Bolzano and Örebro become the leading cycling cities they are today?
3. How can the successes and failures of the CHAMPS help other cities from all over Europe to become cycling champions themselves?

6 objectives

To raise **awareness** amongst decision makers in European cities on the economic, ecological and energy efficient benefits of cycling



To improve **expertise** on integrated cycling policy through capacity building and exchange of experiences



To increase **cycling** in the CHAMP cities by 10 %



To reach a 1–5% reduction in **energy consumption** from passenger transport and a reduction of 1–5% in **greenhouse gases** in the CHAMP cities



To improve the quality of life within the cities through decreasing the use of motorised traffic and a better **coexistence** between cyclists and pedestrians



To decrease the dependency on **fossil fuels** by stimulating an economically beneficial transport mode available to all citizens and competitive to motorised traffic



4 outputs

1. A performance analysis–tool to assess successes and failures

2. A “learning by doing” exchange programme

3. The implementation of at least 2 innovative measures in each of the CHAMP cities

4. A CHAMP catalogue with inspiration, “DO’s and DON’Ts” and good examples of successful cycling policies for dissemination to other countries across Europe

CHAMP performance analysis

At the start of the CHAMP project, a performance analysis tool was developed. It was tested in all 7 CHAMP-cities, and subsequently in a number of other cities. The tool allows cities to reflect on their current cycling policy and helps identify their strengths and weaknesses. Starting from

this baseline, a city can define new objectives to improve its cycling policy and choose which actions to focus on. Furthermore, a peer review allows sharing good practice and lessons learned with other European cities to create safer and more attractive conditions for cycling in Europe.

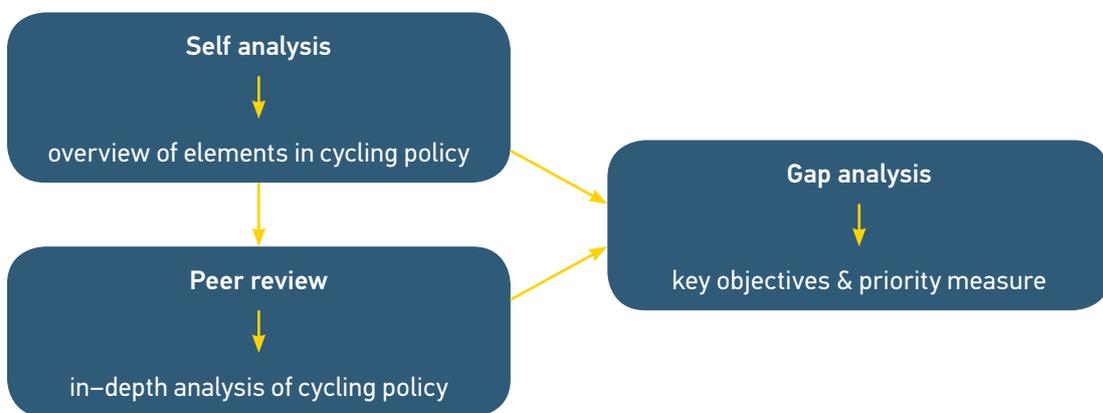
3 steps

The performance analysis tool consists of three steps. The first step, the **self analysis**, is easy to conduct, and provides a good basis to improve the cycling policy, by identifying its current strengths and weaknesses in a structured way. The **peer review and gap analysis** are complementary to

the self analysis, providing a more tailor-made approach and giving the opportunity to add external knowledge from other cycling cities to the process. Involving a network of cycling cities allows a mutual exchange of knowledge on cycling topics, while avoiding the costs of external advice.

“The peer review of Bruges by the other Flemish cities showed us that we need to continue our efforts to become a real cycling city. We will do this by providing additional parking spaces, more car-free streets and free bike-sharing.”

Annick Lambrecht, mobility councillor Bruges



Process of CHAMP Performance Analysis Tool

Self-analysis

Objectives

A first step in analysing the cycling policy of a city is the completion of the self-analysis questionnaire by the staff member responsible for cycling in the mobility or transport department of the city. After completing the questionnaire, a city:

- Has an overview of what has already been done within its cycling policy, and the available and missing data
- Can match the city policy to the CHAMP self-analysis framework and check for which elements the policy has already been strongly developed and where the possibilities lie for further improvement.

10 elements of a comprehensive cycling policy

The CHAMP self-analysis tool was developed on the basis of the experiences and results of other (ongoing) European projects like BYPAD, QUEST and ADVANCE. 10 elements were defined that are considered as crucial in a comprehensive high level cycling policy:



- Planning:
 - User needs
 - Coordination/ organisation
 - Policy on paper
 - Monitoring/ evaluation
 - Financial aspects
- Actions:
 - Infrastructure
 - Bicycle availability
 - Information and promotion
 - Education and partnerships
 - Complementary actions.

The questions of the self-analysis tool are subdivided into different elements that elaborate on each of these. The process of answering the questions themselves, can inspire cities on possible ways to further improve within the different areas.

Download the self-analysis tool from the
CHAMP website: www.champ-cycling.eu

Peer review

Objectives

A more in-depth analysis can be achieved by a peer review where cities comment on each other's strengths and weaknesses. The purpose of the peer review is to have an outside view on the cycling policy. The peer reviewers bring and share their wealth of experience with the cities they are visiting and reviewing, and can suggest new ideas and perspectives. They also take back new knowledge to their cities and learn from the cities they review.



"Cities with similar backgrounds would certainly be a good start for a peer review. Another possibility is to invite cities from a different culture that might have a whole other perspective when they look at the cycling conditions in the city."

City participating in the exchange programme

Setting up a peer review team

The peer review team should consist of around 5 people that are familiar with cycling policies. To ensure a maximum exchange of knowledge, the peer reviewers should have faced similar challenges in similar cities. The team will also be involved in the gap analysis which follows (see next page). TIP: National or regional city networks can be a useful way to find interested cities and in organising the performance analysis process.

Different steps of the peer review

-  **Review of the self-analysis** — before the peer review visit, the peer review team should read the completed self-analysis questionnaire, in order to understand the cycling policy of the city, and how organisational, institutional, political issues may be affecting it.
-  **Site visit by bike** — the peer review team experiences itself how cycling in the city feels. TIP: This site visit is conducted without any guidance from a representative of the city, to get an impartial experience.
-  **Meetings with stakeholders** — meeting politicians, members of the mobility department, public transport providers, non-governmental organisations or charities, can help verify the strong points, find explanations for weak points and examine possible solutions.
-  **Wrap-up meeting** — the peer review team should present its findings to the city, with recommendations for further improvements.
-  **Peer review report** — the peer reviewers should summarise their findings on the cycling policy in the city. TIP: A template is downloadable from the CHAMP website.



“It can be interesting for cities to have an external expert team come over to confirm the city’s strategy towards cycling. External experts add credibility and generate media exposure.”

City of Örebro

Download the peer review guidelines from the
CHAMP website: www.champ-cycling.eu

Gap analysis



Objectives

The gap analysis should highlight the top priority challenges that the city is facing. It can serve as the main input for the development of a cycling strategy, and the basis for developing objectives and actions to tackle these challenges.

Measures to tackle challenges

Based on their findings of the self-analysis and the peer review, the peer review team should put together a tailor-made list of priorities (objectives) that address the main challenges for the cycling policy for the host city. For each of the relevant objectives, specific measures should be proposed, with a description of how each contributes to modal split and their ease of implementation.

Download the gap analysis excel-template from
the CHAMP website: www.champ-cycling.eu

Next steps

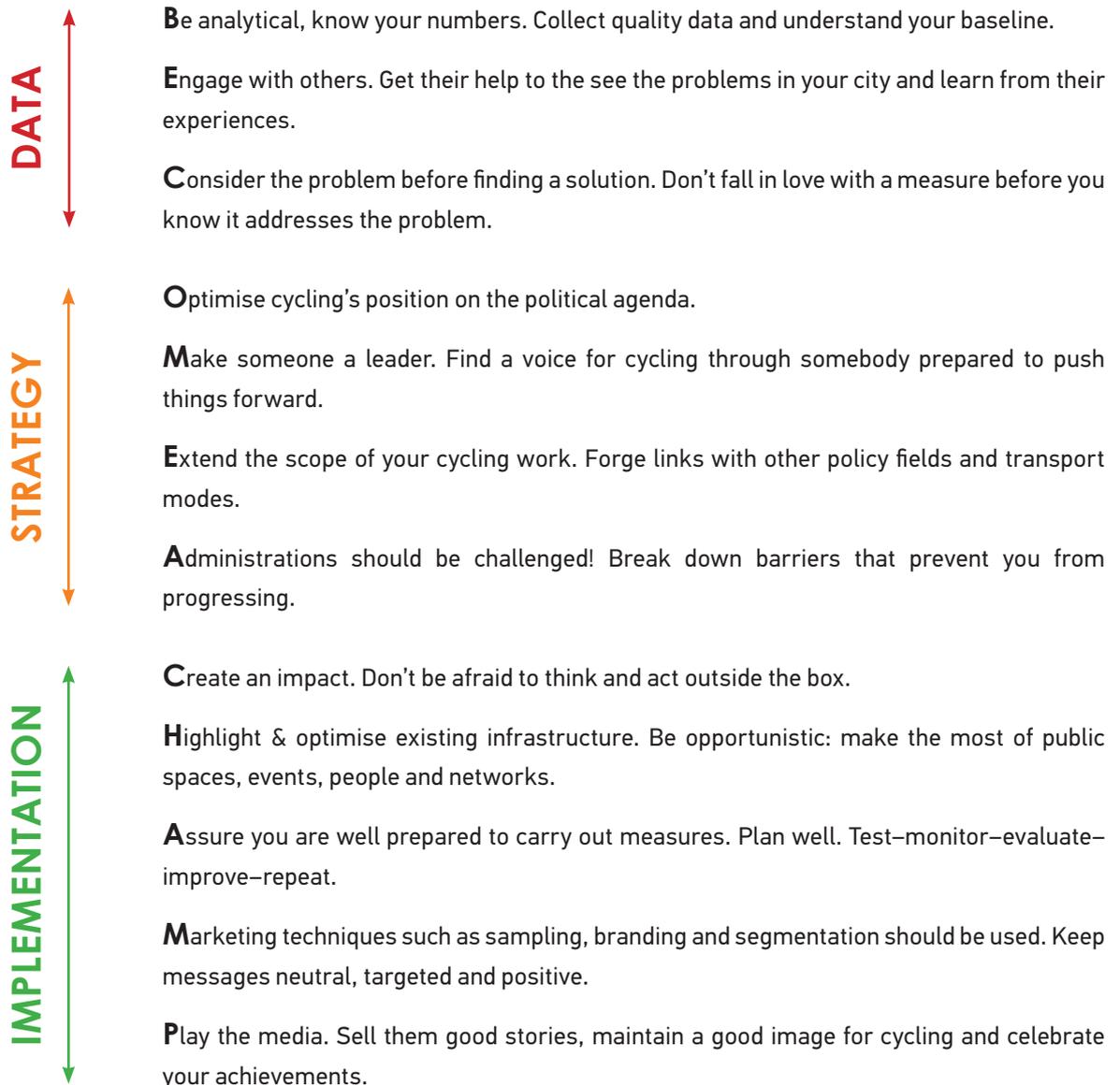
A final decision on which measures to implement should be undertaken by the city, which should integrate the findings of the performance assessment into their general mobility/transport policy, as key input for drawing up a new cycling strategy.

SUCCESS: The results of the performance analysis conducted in the 7 CHAMP-cities, were used to draft new cycling strategies, and identify and implement suitable measures for each city.

"It is very interesting and instructive to have the opinion of other experts on the city's cycling policy. Some striking elements came out of the gap analysis, for example awareness of the high rate of bicycle theft, which is considered "normal" among local citizens. Now we are working on secure bicycle parking"
City of Groningen

🔑 The 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

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

Collecting and analysing good quality data regarding cycling is a first and key step towards becoming a CHAMP. Data will help you understand your current situation, guide policy and monitor progress, as well as being an important tool to increase political support.

CHAMP Fact

Ljubljana and Örebro conducted their first bicycle accounts within the CHAMP project. They proved beneficial in identifying priorities and engaging politicians. Both cities plan to repeat the accounts on a regular basis.

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

**Anna Åhlgren, Örebro
municipality**

A bicycle account is an ideal way of systematically collecting data and is suitable for cities with high or low levels of cycling. It is vital that the data you collect is of high quality and collected consistently. Document all data sources and where there are gaps in data, aim to correct this and build on the number of indicators you collect each year.

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

Having a third party analyse the cycling situation in your city is a great way of looking at issues objectively and finding solutions to specific problems. Not only is it cheap, simple and effective, it can also pave the way to establishing long-term working relationships that help raise the profile of cycling in both cities.

It is beneficial to learn the views of local stakeholders and understand their needs and expectations and by engaging with others you can also utilise their contacts and skills when implementing your cycling measures.



Photo: bicycle count & survey Kaunas
Source: Kaunas City

“This [peer review] was one of the most useful tools for the city and it was done with a vision towards the future, as future problems were identified, that we are indeed facing now.”

**José Maria Diez, Burgos
Municipality**

CHAMP Fact

Bolzano conducted a survey among citizens about cycling and drafted a strategy for stakeholder participation to improve the systematic involvement of users and stakeholders in the decision-making process.

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.

It can be easy to be seduced by attractive cycling solutions, but these may not be the best fit for your city. Analyse your data, learn from the experience of others and then ensure you tailor measures to suit local needs and address your specific cycling issues.

CHAMP Fact

Groningen's investigation of innovative parking measures in the city centre led to finance being put aside for promoting behaviour change.

Be inspired by innovative ideas but do not underestimate the power of simple targeted measures and what they might lead to.

All cities are different and whilst there is great value in learning from what others have done, be sure to take time to reflect whether they would work locally as well as add value to your cycling work. For example, the tablet computers mounted on rental bikes in Copenhagen that allow cyclists to look up parking, activities & book rail tickets are certainly impressive, but may not suit a city with lower levels of cycling.

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

Mojca Balant, UIRS

Optimise cycling's position on the political agenda.

Strong political support for cycling is undoubtedly a prerequisite to becoming a CHAMP. Create a platform, stir up interest and grab the attention of politicians.

Writing a cycling strategy with measurable targets and getting politicians to sign up for it, illustrates their commitment and gives the city direction in terms of cycling improvements. Where possible, seek cross-party support for cycling to ensure that there is vision beyond the election cycle. Link your messages and arguments to current political priorities e.g. climate change, energy efficiency, health etc. to make it easy for politicians to see the benefits.

CHAMP Fact

Cycling is integrated into the wider climate plan in CHAMP city Örebro, thus ensuring that cycling is ranked highly within the municipalities priorities.



Photo: CHAMP partners meet with local councillor in Burgos.
Source: CHAMP

Lack of financing is often cited as a barrier to implementing cycling measures, so where possible source funding from external bodies and show politicians the great value for money achieved from investing in cycling.

BECOME A CHAMP

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

The future of a city's cycling policy can hinge on one individual, their vision and drive. Help shape and correct that vision and choose appropriate role models and message givers.

Leadership is important. This can take the form of a politician willing to push cycling up the political agenda and embrace an ambitious cycling policy, but also a dedicated cycling officer to oversee the work on the ground and trusted others to provide the desired public face of cycling to the citizens.

CHAMP Fact

A political cycling leader may need guidance in formulating and achieving their cycling goals. For example, CHAMP associate city Shkodra has ambitious plans to create a new pedestrianised centre, but the surrounding road network would require people to drive on a motorway to reach it.

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

Cycling links easily with many fields such as health, social inclusion, congestion & climate change as well as public transport and walking. Ensure cycling is represented in the policy documents within these fields and integrated in the work carried out by other departments.

The messages about why cycling is great can also reflect this diversity. For example, kids that cycle to school are more likely to arrive awake, refreshed and ready to concentrate.

Measures discouraging car use also work well alongside cycle promotion, such as parking tariffs, speed limits, reducing car parking spaces and banning cars from the city centre. On the other hand, CHAMPion cities with high levels of cycling should not be afraid to promote other sustainable transport modes in addition to or instead of the bicycle in order to preserve the attractiveness of cycling.

As cycling volumes increase, consider promoting walking instead of cycling for short trips in order to prevent congestion on cycle routes pushing people back into their cars.



Burgos peer review meeting — Feb 2012
Source: CHAMP

BECOME A CHAMP

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

Sometimes you need to take risks to succeed. Don't be afraid to challenge opinions, rules and procedures that stand between you and your cycling goals.



Photo: Bike box in Groningen
Source: Municipality of Groningen

All administrations have bureaucracy and procedures that have to be adhered to when implementing new measures. Where possible, plan ahead for these and the time delays they may cause, but where significant barriers exist, consider challenging the rules to pave the way for future projects.

CHAMP Fact

Groningen were able to make shortcuts through some elements of procedure/bureaucracy as officials could be confident that their plans would be supported by the pro-cycling culture in the administration. Being able to say that measures were externally funded also helped with this.

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

Sometimes, less obvious measures can create the most impact. Innovate, be a forerunner and shout about what you are doing.

It can pay off to stand out from the crowd, grab people's attention and capture their imagination. People will absorb your messages about cycling without even realising it!



Photo: Bicycle ballet, Edinburgh
Source: Edinburgh City Council

CHAMP Fact

Groningen awoke the interest of international media by installing a rain-sensor at traffic lights which gave the green-light to cyclists more frequently in wet and snowy conditions. When the media are interested, the citizens become engaged and the politicians listen!

CHAMP Fact

Edinburgh used an international music festival to promote a newly improved cycle route. Not only did the event reach an audience not usually exposed to cycle promotion in the city, but a 'bicycle ballet' was commissioned to give a performance which was eye-catching and well received.

BECOME A CHAMP

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

Don't wait until it's cyclists' paradise to start becoming a CHAMP. Go for quick wins, utilise what you already have and celebrate your achievements. High levels of cycling can be reached with sub-optimal infrastructure and efforts should be made to promote existing facilities, and cycling in general, whilst improvements are being made.

CHAMP Fact

Kaunas used the CHAMP project and social media to promote an important link in their cycling network, while Groningen promoted alternative, existing cycle paths to relieve congestion, rather than build new infrastructure, in their smart routes campaign.

Small changes to infrastructure can be highly effective, such as new signage or a bike lane painted into an existing pedestrianised zone.

'Quick wins' are cheap, easy ways to promote cycling. The CHAMP cities have compiled a list to help you find solutions in your city — see page 18

CHAMP Fact

Bolzano used public space for promotion and bicycle repair workshops and in Ljubljana contacts in a local NGO were utilised to enlist help distributing leaflets.



Photo: Coexistence campaign in Ljubljana
Source: Ljubljana City

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

You can never be too prepared. Ensure you understand lead-in times and procurement processes and have adequate resources, in terms of both time and money, to see a project through.

CHAMP Fact

Ljubljana found that their campaign for improved coexistence was too short over one cycling season and plan to repeat it annually to optimise effectiveness.

Every project should begin with a well-researched project plan outlining tasks, resources, responsibilities, time-scales, monitoring and evaluation.

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

CHAMP Fact

In developing a Bicycle Account, Örebro wrote a Monitoring & Evaluation Strategy for cycling to ensure that all future cycling projects would be systematically evaluated.



Photo: Cycling in Örebro
Source: City of Örebro

🚲🚲🚲🚲🚲🚲 BECOME A CHAMP 🚲🚲🚲🚲🚲🚲

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

CHAMP Fact

Burgos and Groningen effectively used social media to reach their student target groups

Use proven marketing techniques and shift the focus of your message to reach different target groups in terms of demographic and stage of behavioural change. Ensure the campaign suits your local context, cultural norms and expectations.

Branding yourself as a cycling city is a great way to become recognised as a CHAMP. A well designed, consistently used, logo for cycling can become an effective communication tool, and where one exists it should be used on all campaign material.

Run focus groups and conduct surveys to ascertain what your target group wants. Campaigns can be humorous or competitive, but the message should always remain positive.



Photo: Cycling in Bolzano
Source: City of Bolzano

CHAMP city Bolzano has an instantly recognisable logo for cycling

CHAMP Fact

Ljubljana, Bolzano and Burgos found it was important that no group felt blamed for bad behaviour in their campaigns to improve coexistence between pedestrians and cyclists.

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

Good media coverage of cycling activities can be invaluable at reaching a wider target audience and spreading the word. Shout about what you are doing and take the message to the media.

Being proactive about media interest in your activities is key to making the most of a free resource. Write press releases rather than wait for them to come to you. All CHAMP cities gained attention for their activities in local newspapers and CHAMP made appearances on radio and TV.

Be prepared to counter-act and counter-argue negative influences and turn them to your advantage.

CHAMP Fact

The campaign for better coexistence in Burgos, evoked great media interest within and outside the city, which resulted in an increase in the number of incidents being reported. This was effective at gaining support for addressing coexistence and raising awareness about individuals' behaviour.

CHAMP Quick wins

Whilst the path to becoming a CHAMPion cycling city can be a long one, requiring the cultivation of a cycling culture over a number of years, there are a number of 'quick wins' which can bring about instant results. Here are the CHAMP quick wins based on our experience within the project:



Conduct a peer review. CHAMP partners found having others critically evaluate their cycling policy & practice invaluable. Run an exchange programme with neighbouring cities to learn from others and learn about yourself.



Appoint a cycling officer. Create a role for someone to oversee cycling projects in the city and ensure that cycling is represented across all policy fields.



Understand political priorities and tailor the focus of your campaigns accordingly e.g. improved health, congestion etc.



Set up a bicycle account. Systematically & methodically collecting data about cycling is essential to understanding your baseline and establishing your priorities.



Establish partnerships. Approach existing cycling interest groups and utilise their contacts and skill set. Begin the process of establishing partnerships and networks to facilitate your cycling work.



Be opportunistic. Link cycling to existing meetings & events.



Optimise existing facilities. Make the most of what you already have in terms of infrastructure and public space. Make others aware that these cycling facilities exist.



Increase the visibility of cycling. Conduct simple awareness raising campaigns. Improve/add signage or paint cycle paths on the street.



Use role models. Make trusted others the voice of your campaign messages to engage with your target groups.



Write press releases. Take the message to the media to reach a wider audience.



Photo: CHAMP partners Orebro
Source: CHAMP

Bolzano



Photo: Cycling in Bolzano
Source: City of Bolzano



Photo: Cycling in Burgos
Source: City of Burgos

Burgos

Edinburgh



Photo: Cycling in Edinburgh
Source: City of Edinburgh

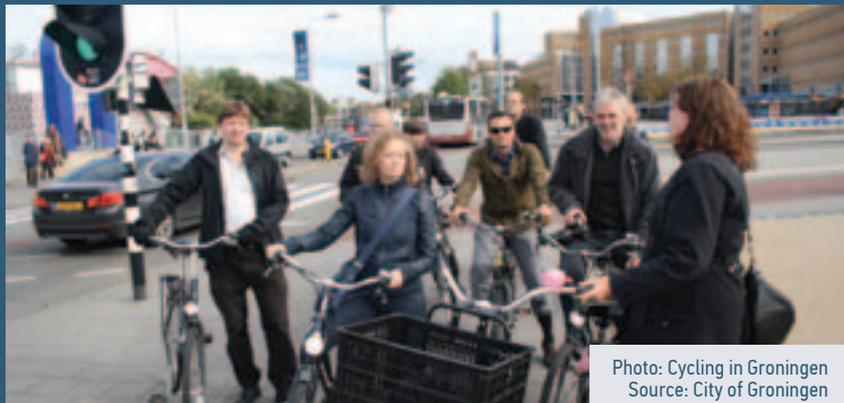


Photo: Cycling in Groningen
Source: City of Groningen

Groningen

Kaunas



Photo: Cycling in Kaunas
Source: City of Kaunas

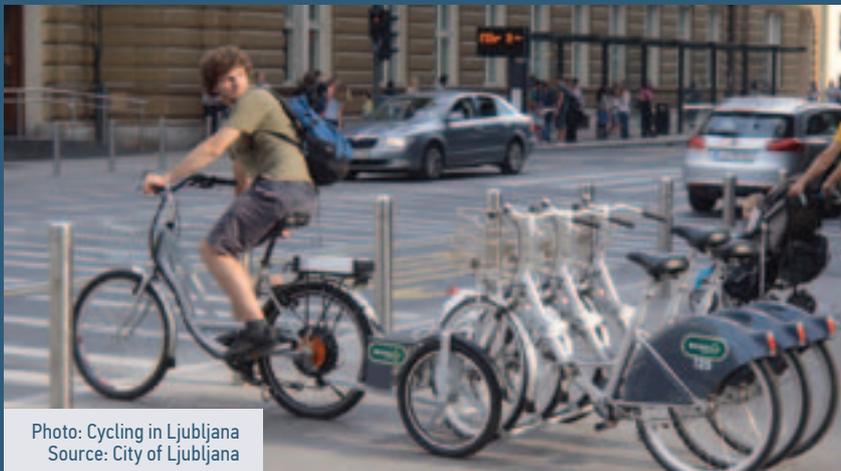


Photo: Cycling in Ljubljana
Source: City of Ljubljana

Ljubljana

Örebro



Photo: Cycling in Örebro
Source: City of Örebro

CHAMP cities: Bolzano, Italy

Cycling in Bolzano

Bolzano has a long history of making policy choices and investments in favour of cycling which has resulted in almost 30% of trips in the urban area being made by bike. The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:

Bolzano key facts:

Location: South Tyrol, Italy

Inhabitants: 105,000

Modal split: walking 30%, cycling 29%, PT 8%

Topography: mostly flat & compact

Climate: hot summers, cold winters



Key strengths for cycling

- Well-developed cycling network with high quality corridors
- Promotion of a positive image of cycling
- Data-based planning of cycling policy
- Good political support and interaction in mobility department

Areas for improvement

- Completion of the cycling network
- Bike parking facilities, especially around the railway station
- Segmented communication and promotion
- Prevent safety obligations becoming a barrier for cyclists
- Citizen interaction

The resulting cycling strategy was presented to the mobility office and agreed by the mobility councillor. The two measures implemented within the CHAMP project are outlined below.

Identifying user and stakeholder needs

A strategy for user and stakeholder participation was drafted and a detailed survey conducted in order to ascertain the views of citizens and stakeholders on current cycling policies and improve input into their future direction.

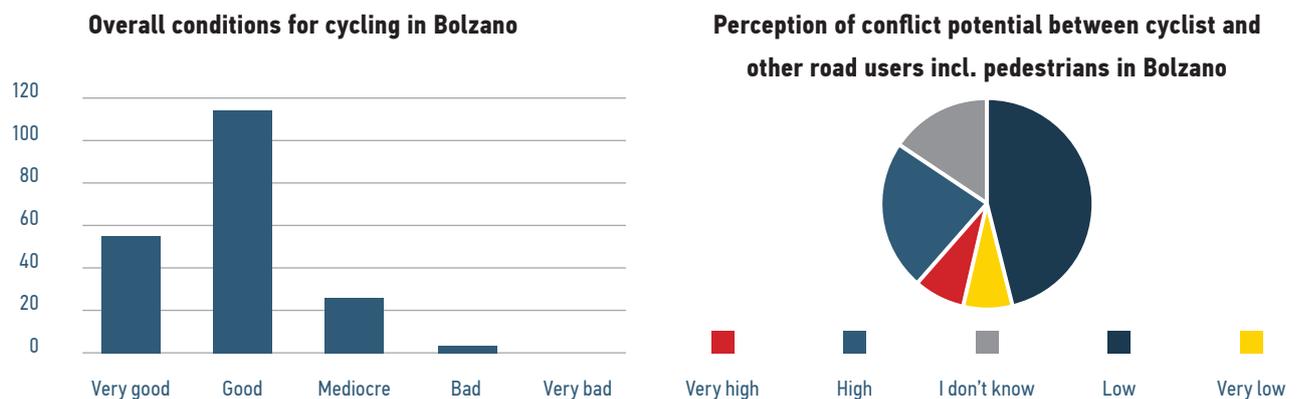
- A detailed document explaining the advantages and methods for effectively engaging with citizens and businesses was produced, based on experiences of other cities.
- An online questionnaire was distributed via email and social media and included questions on mode choice, perceptions of conflict, satisfaction with infrastructure and cycling efforts in general.
- Interviews were also conducted with local shops and businesses.

"What we have in terms of cycling is very valuable. But in some places there is room for improvement. Some streets would require provisions for cycling in one-way streets, to avoid pushing or long detours for cyclists."

Interview respondent

Key results

The results of the survey illustrated the important role of the bicycle in the city's urban transport system, along with a high degree of satisfaction with the conditions for cyclists. It also emerged that more work needs to be done in some areas, and that there is potential for conflict between pedestrians and cyclists in the city centre.



The strategy for stakeholder and user involvement was welcomed by the Municipality and will improve cycle planning so that it responds better to the needs of citizens and businesses. It will also increase perceived importance and ownership of cycling by citizens and give insight into the reasons behind the city's decisions.

Campaign to promote cycling & enhance safety

Promotional materials, using a positive emotional approach, were produced and distributed in Bolzano with the aim of promoting cycling, enhancing safety and improving coexistence between modes.

- 3 brochures on cycle safety in road traffic were produced
- A bicycle repair workshop was held, at which promotional materials were distributed
- A life-size costume of a cycling mascot was made and present at public events
- Posters were displayed along the cycle network

Key results

- 84% of interviewees were "very satisfied" or "satisfied" with the initiative.
- 84% rated the campaign as useful or very useful for the reduction of conflict between cyclists and pedestrians



The "Wimmelbild" (= "teeming picture": comic-style image of traffic) was produced & distributed in Bolzano. It is a fun didactic instrument for children and adults to look at different situations of road traffic.

Positive emotional marketing is an effective tool for reaching people and reinforcing good behaviour as opposed to punishing bad. Issues of safety and conflict reduction are important in cities with low and high levels of cycling. For the former, safety concerns can be a barrier for people to start cycling and in the latter, addressing such issues shows concern for both cyclists and pedestrians and can be used as an opportunity to further promote the benefits of active modes.

"Respecting some basic rules is essential for all road users, so that spaces can be shared successfully and everybody is able to travel safely and comfortably"

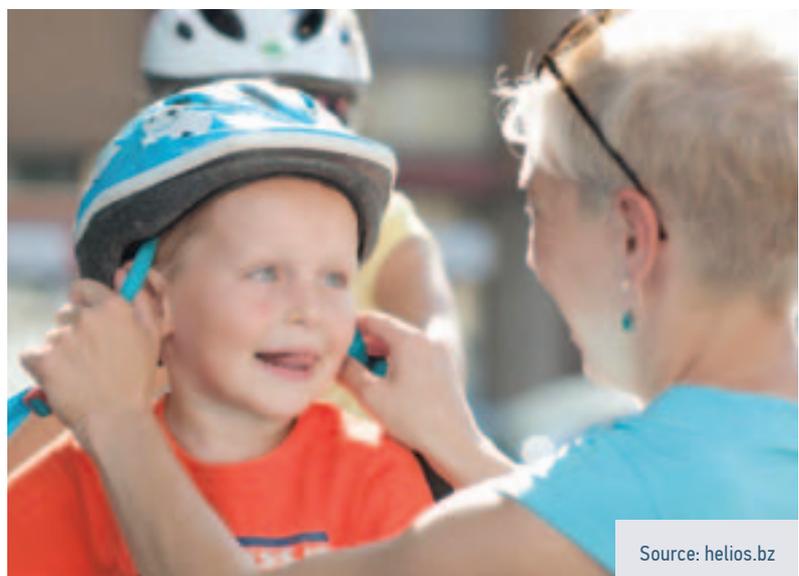
J.K. Peintner, mobility councillor

CHAMP legacy in Bolzano

-  **Appointment of a cycling officer** — to oversee all cycling work and ensure an integrated approach.
-  **Study of bicycle parking** — into the feasibility of providing new bicycle parking by the railway station.
-  **More mobile bike checks and repair stations** — following on from the one in CHAMP.
-  **Mobile app** — to be developed for young people to learn about cycle safety through gaming.
-  **Welcome package** — for new residents on sustainable mobility options.
-  **Media campaign** — on cycling issues in general but focussing on safety and coexistence.
-  **Regular stakeholder workshops** — to gain input from stakeholders into the cycling policy and measures.
-  **Cycle to work campaign** — building on ideas developed in CHAMP
-  **Extension & upgrade of the cycle network** — in accordance with the city's Urban Mobility Plan.

"We were very happy to exchange with some of Europe's leading cycling cities. This opportunity to learn from each other was very valuable for us to keep improving cycling in our city"

Ivan Moroder, Director of the mobility office, speaking at the peer review visit in Bolzano



Source: helios.bz

CHAMP cities: Burgos, Spain

Cycling in Burgos

Burgos is a national leader in terms of mode share for cycling and has doubled the number of cyclists since adopting its cycling strategy in 2006. Strong political support exists to further build on its successes.

The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:

Key strengths for cycling

- Well maintained and pleasant network
- Integration of cycling in general mobility management and various plans (through Mobility office)
- Bicycle rental system
- European support: financing of infrastructure, campaigns, evaluation, ...

As a result of participating in the CHAMP project, a permanent bicycle commission has been established in Burgos and a number of measures planned and implemented. The two measures implemented within the CHAMP project are outlined below.

Student cycling campaign

The aim of this campaign was to increase the number of students cycling to and from the university in order to reduce the negative impact of motorised traffic, improve health and make cycling a trendy, long-term habit.

- Students and staff were invited to submit a variety of media e.g. travel diaries, photography, videos or art, in which cycling was promoted over less sustainable modes.
- The campaign was promoted through social media, emails, posters and with help of university staff.
- 3 entries were selected as winners of a smart tablet which was presented at a prize ceremony

Burgos key facts:

Location: capital of

Burgos province, Spain

Inhabitants: 180,000

Modal split: walking 45%, cycling 4%, PT 23 %

Topography: flat & compact

Climate: seasonal



Areas for improvement

- Consistency and safety of cycling network
- Complementarity of cycling and walking
- Promotion of cycling for daily use
- Financing cycling policy

"It is completely different to wake up in the morning and take the bicycle to go to the University. You breathe, you feel better, you arrive full of energy!"

Ruben González, winner of campaign, quoted from his travel diary



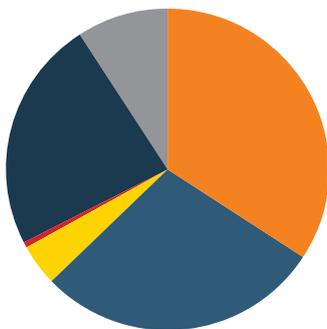
Photo: Burgos City

Key results

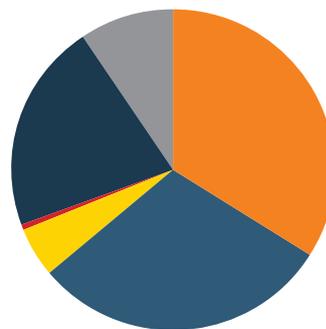
78 submissions were made in a variety of media and in total 202 people were involved in the project, 75% of those changed their travel behaviour of which:

- 63% changed from travelling to university by car to bike
- 23% changed from bus to bike
- 14% changed from walking or motorbike to bike
- 100% were satisfied or very satisfied with the campaign

Overall there has been an increase from 4% to 5% in modal split for cycling on trips to the university before and after the campaign.



Car (alone) — 23,4%
 Car Sharing — 9,0%
 Bus — 34,2%
 Walking — 28,8%
 Bicycle — 4,1%
 Motorbike — 0,5%



Car (alone) — 21,2%
 Car Sharing — 9,3%
 Bus — 34,1%
 Walking — 29,8%
 Bicycle — 5,1%
 Motorbike — 0,5%

The campaign was successful in increasing the number of students choosing to cycle and it also resulted in the municipality installing new bike parking facilities at the university. Students constitute an ideal target group for cycle promotion as they face less constraints than the working population, are more likely to try out new behaviour and are the commuters of tomorrow.

Improving coexistence

As the number of cyclists in Burgos has increased over recent years, so has the frequency of conflict between pedestrians and cyclists. A campaign was therefore developed to improve coexistence of the two modes with a particular focus on targeting young cyclists who were believed to be the main cause of conflict due to cycling at high speed in shared spaces.

- Marketing slogan 'Respect each other' was chosen
- 500 stickers and 200 leaflets about coexistence were handed out to pedestrians and cyclists in the city centre over a 4 day period.

"Cyclists should put themselves in the position of a pedestrian when cycling in the city: act the way you would want other cyclists to act when you're a pedestrian yourself"

Alberto, President of Burgos Bicycle Association "Burgos Conbici"

Key results

- The number of reported accidents involving pedestrians and cyclists rose from 2 in 2011 and 2012 to 7 in 2013, following the campaign. This is likely due to increased awareness regarding the issue of coexistence.
- The campaign was well supported by local politicians and the bicycle association repeated the campaign themselves. It also grabbed the attention of other Spanish cities.

Initiatives addressing issues of coexistence will be of interest to cities with high or increasing levels of cycling. A challenge can be to ensure that cyclists do not feel blamed by a campaign, by choosing the right messages while also acknowledging their issues.



'Respect each other' — sticker used in Burgos campaign

CHAMP legacy in Burgos

- 🚲 **New bicycle counter** — installed as a result of the CHAMP Copenhagen workshop, in order to collect data and increase the visibility of cycling in the city.
- 🚲 **Network improvements** — including new signage, improved maintenance programme, review of timing at traffic lights and advice signs for motorists.
- 🚲 **More bicycle parking** — space for 450 bikes installed in private and public spaces during 2014.
- 🚲 **Improved data collection** — on cycling indicators in the city's annual survey e.g. improved data on accidents and trip source and destination.
- 🚲 **Inter-modality** — through installation of bike facilities at bus stops in connection with the bicycle rental scheme, planned for 2014–15.



Photo: Burgos City

CHAMP cities: Edinburgh, UK

Cycling in Edinburgh

Edinburgh, Scotland's capital, is a compact city and a national leader in terms of its cycle mode share and commitment to cycling. Whilst cycling accounts for 6% of all work trips, there is a general perception that it is reserved for the middle-classes and requires the use of specialist equipment — professional cycling clothing, expensive bike etc.

The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:

Edinburgh key facts:

Location: East coast Scotland, UK

Inhabitants: 478,000

Modal split: walking 35%, cycling 2%, PT 17%

Topography: hilly

Climate: seasonal, average rainfall



Key strengths for cycling

- Safe cycling routes as a family network
- Integration of cycling in transport policy
- Involvement of stakeholders through Edinburgh Cycle Forum
- Monitoring and evaluation of cycling
- Information and promotion of cycling through events, maps and campaigns
- Safety education

Areas for improvement

- Coherence of cycling network
- Conflicts with other modes of transport
- Maintenance of cycle paths
- Marketing campaigns to promote cycling without scaring off people due to safety concerns
- Residential bicycle parking in city centre

As a result, the city's cycling strategy was reviewed and a revised version of the Active Travel Action Plan was approved by the council's Transport Infrastructure and Environment Committee in September 2013. Numerous cycling initiatives have been planned and initiated since, the two measures implemented within the CHAMP project are outlined below.

Route based cycle promotion

Visitors to the Edinburgh MELA, an international music event, were encouraged to arrive by bike along a recently improved cycle and walkway. Local segmentation data and focus groups were used to inform the design of campaign materials and messages.

The campaign involved:

- **Information** — temporary high profile marking of the route, cycle route information and publicity online, 10,000 leaflet drop to local residents
- **Incentives** — cycle servicing, cycle parking with signage, free prizes — 400 water bottles and 45 t-shirts, with a green traveller reward system
- **Involvement** — a dance mob and Strictly Cycling Ballet on the cycle route, and a cycling hub inside the festival

Key results

- Cycling along the targeted route doubled during the promotional period
- A peak of 100 bicycles were parked at the festival on both days.
- 37% of people were aware of the information to encourage cycling before their journey to the festival.
- 352 people signed a pledge to cycle more in the coming 6 months.

"I think overall the response to last year's initiative was pretty positive. Naturally we will be providing cycle parking facilities at the Mela as the norm..."

Director, Edinburgh MELA

Working with existing events can be a cost effective way to promote cycling and available cycling infrastructure. In particular a non-transport/cycling event can be effective at reaching a target audience not normally exposed or attracted to cycle marketing and segmentation data is a useful tool in determining this. The bicycle ballet, an act subtly about cycling and bicycles but using an art and theatre style, successfully attracted local interest and ad hoc online coverage where other more traditional activities may have not.

Residential bike parking pilot

5 locations for pilot residential parking facilities were identified across Edinburgh with the aim of reducing the problems caused by limited storage space in the city's old tenement buildings. Due to space restrictions in the stairways of the buildings, on-street parking was identified as the most feasible option.

- 13 applications for parking facilities were received from residents
- 6 sites were prioritised and surveyed with the assistance of local police
- Local residents of the sites were consulted and one site was dropped due to objections



Photo: City of Edinburgh Council

Key results

The 5 pilot sites are geographically dispersed but all within 5km of the city centre and the parking facilities installed will provide parking for 51 bikes. Of the surveyed households:

- 32% of adults and 68% of children owned at least 1 bicycle.
- 33% of all respondents were 'dissatisfied or very dissatisfied' with their access to cycle parking.
- The most common issue with clutter in the stairwell was highlighted as bicycles by 47%
- 41% of cyclists interviewed cycle to and from work; 51% use cycling for recreational activities.



Example of roll top secure parking to be installed in South Oxford Street & Douglas Crescent



Bike Lockers in Warrender Park Terrace

Lengthy procurement processes has delayed installation of the parking facilities until July 2014, after which extensive evaluation is planned to determine whether the scheme will be rolled out across the city.

Secure bike parking facilities in both central and residential areas are essential in any city, especially those with high or growing numbers of cyclists. On-street facilities are a highly visible way of promoting cycling and encouraging new cycling behaviours, as well as solving the space constraints often found in old buildings. Factor in long lead-in times when piloting new infrastructure to allow for procurement and contract processes.

CHAMP legacy in Edinburgh

-  **Network management improvements** — including maintenance, fault reporting systems and developing priority routes
-  **Active Travel Action Plan monitoring strategy** — including regular monitoring of cycle counters, installation of 24 new counters and the first bicycle account to be produced in 2015
-  **Local Transport Strategy** — has been politically approved for consultation and contains 10 cycling policies including measures to improve street design standards for cyclists, carrying bikes by rail and tram, coexistence, a cycle-hire scheme and support for electric bikes.
-  **Bicycle parking** — installation of 402 new parking spaces, with 1000 further spaces planned each year.
-  **Car parking in cycle lanes** — to be addressed following a study of the issue and a review of cycling on one-way streets.
-  **Making cycling more mainstream** — dispelling the myth that cycling is a niche activity reserved for the middle classes.



Photo: City of Edinburgh Council

🔗 CHAMP cities: Groningen, Netherlands 🔗

Cycling in Groningen

Groningen has a strong history of cycling and possesses a dense, high quality cycling network. Over 50% of all trips in the city are currently made by bike.

The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:

Groningen key facts:

Location: North Netherlands

Inhabitants: 200,000

Modal split: walking 14%, cycling 47%, PT 5%

Topography: flat & compact

Climate: seasonal



Key strengths for cycling

- Political support & clear action plan
- Transport policy promotes cycling over car use
- Integration in other domains
- Dense, high-quality cycling network
- Room for innovative measures
- Compact city
- High cycle ownership

Areas for improvement

- Ensuring capacity for high levels of cyclists
- Organisation of secure bicycle parking
- Structural stakeholder involvement
- Evaluation of cycling policy

The resulting CHAMP cycling strategy was welcomed and supported by the city council and responsible alderman and a number of measures have planned and implemented. The two measures implemented within the CHAMP project are outlined below.

Creative bicycle parking solutions

The high number of cyclists in Groningen has led, in recent years, to problems caused by parked bicycles in the city centre. A study of bicycle parking facilities and behaviour was conducted:

- Parking hotspots were identified and their use monitored using time lapse photography.
- Bicycle racks were replaced by painted bicycle parking boxes at several locations in the city centre
- Bicycle parking outside the university was rearranged to ensure entrances and exits were not blocked and wrongly parked bicycles were subjected to fines.
- The feasibility and cost of other parking solutions and locations for employees and visitors was researched.

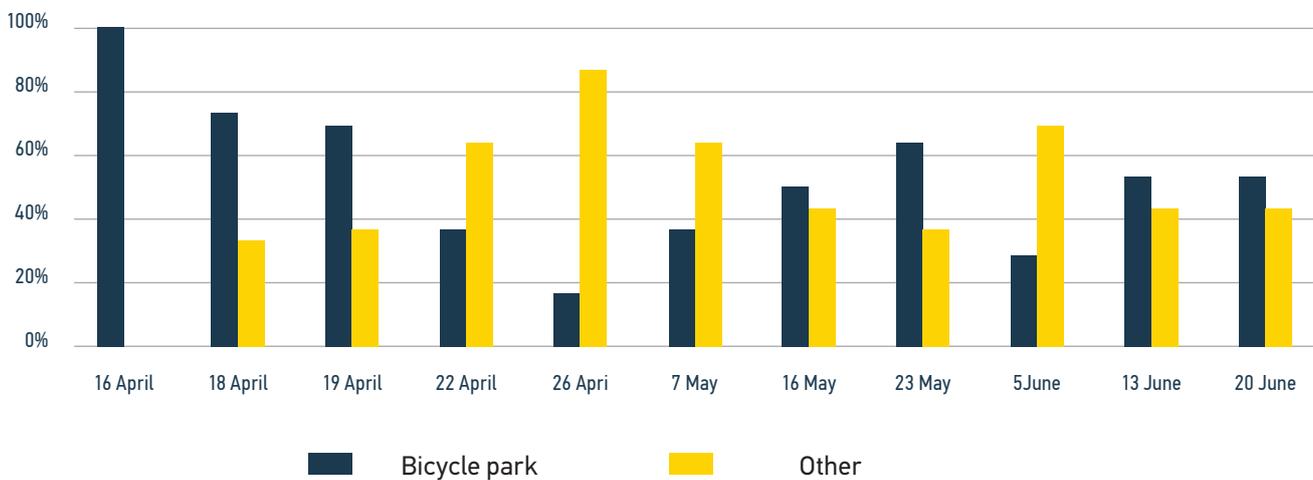


Photo: Bicycle box on Guldenstraat city centre
Source: Municipality of Groningen

Key results

- Time lapse photography showed that bike racks outside shops were occupied by the same bikes all day whilst shoppers were forced to park elsewhere:
- Painted bicycle boxes were more likely to be used on shopping streets than residential streets.
- Initially more bikes were parked ‘on-street’ than in the boxes, but use increased with time.
- A survey of citizens showed an increase in satisfaction in the parking facilities after the implementation of the bicycle boxes.

Graph illustrating parking before and after installation of bicycle boxes on Guldenstraat



Each location needs its own parking solution and cities should tailor their bicycle parking facilities in accordance with their volume of cyclists and user needs. Time-lapse photography studies can provide valuable insight into how each parking location is actually being used and innovative solutions, such as bicycle boxes, can raise interest of cyclists and politicians alike.

Smart routes

In order to address the issue of cycle congestion and safety caused by a busy cycle route to the university, a campaign was run to promote two nearby alternative routes which were signed and marketed as ‘smart routes’. Actions included:

- Developing campaign material & map
- Sign posting and marking on the road to indicate smart routes
- Promotion during student introduction week via website, social media, message boards, distribution of leaflets and water bottles
- Competition to win a bike for best comments or tips about the smart routes

“I’m new in town and didn’t know how to get to the University. It was very useful to see all those signs during my trip. Not only did I arrive on time, it was also a very scenic route.”

First year student.

Key results

Monitoring of cycling along the results showed the campaign to be a success:

- 4% shift of cyclists to the alternative, smart routes.
- 79% of those surveyed were familiar with the campaign and 20% of those had changed their cycling route as a result.
- The campaign was well received by the students, educational institutions, media and politicians.
- The campaign will be repeated next academic year.

Cities with high levels of cycling who are facing the problems caused by a network at, or approaching, capacity should explore the option of optimising their existing routes, with a campaign like the smart routes campaign, before investing in new infrastructure.



Photo: signs on route to the university
Source: Saskia Zwiers

CHAMP legacy in Groningen

- 🚲 **New city cycling logo** — commissioned from cycle marketing expert Mikael Colville Andersen.
- 🚲 **High-speed network** — construction of several bicycle highways with plans for more routes in the coming years.
- 🚲 **Improving connections with regional routes** and important local destinations. Including separating bicycle traffic from (heavy) car traffic by means of infrastructure and communication.
- 🚲 **Becoming a smart bicycle city** — through research on behaviour change.
- 🚲 **Monitoring cycling in pedestrian areas** is planned.
- 🚲 **More bicycle parking** — 1000 more spaces will be made available by central station in 2014 with a further €1 million to be invested in parking at public transport hubs and a map of facilities to be developed.
- 🚲 **Promotion of e-bikes** as part of a plan to encourage employers to influence the travel behaviour of their employees.

“Because of the great success of the Smart Route Campaign we will continue to promote the use of alternative cycling routes and try to improve them, thanks to the ideas and suggestions collected in this Champ-project”

City Board, December 2013



Source: Cor van der Veen, Municipality of Groningen

CHAMP cities: Kaunas, Lithuania

Cycling in Kaunas

Cycling is a common leisure pursuit in Kaunas which boasts a number of attractive out-of-town cycle routes. In recent years there has been a focus on promoting sustainable travel in the city and Kaunas' Municipal Master Plan outlines plans to improve cycling infrastructure, in particular connections to, and paths within, the city centre.

Kaunas key facts:

Location: Central Lithuania

Inhabitants: 309,200

Modal split: walking 6%, cycling 4%, PT 66%

Topography: hilly

Climate: seasonal, cool



The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:

Key strengths for cycling

- Recreational cycle routes
- Working group for cycling policy and implementation
- Various plans and studies
- Cycling indicator database
- Several cycling events and promotion campaigns

Areas for improvement

- Integration of cycling in general transport policy, creating a cycle-friendly environment
- Safe cycling conditions on main roads
- Promotion of cycling as a means of transport instead of recreational use

As a result, the city's cycling strategy was reviewed and presented to the city council and will be integrated into the city's strategic and planning documents. A number of measures have been planned, the two implemented within the CHAMP project are outlined below.

Promotion of new bicycle path junction

A new bicycle path junction connecting 3 existing routes was opened in November 2013 and, under CHAMP, was promoted to maximise the number of cyclists using the routes. The new path makes the connecting infrastructure more convenient and safer to use as cyclists can now avoid a dangerous traffic circle close to the city centre.

Citizens were informed about the progress of the construction and opening of the path through:

- the media– newspapers, TV and websites
- 2000 leaflets and 3000 postcards distributed via cycling associations, tourist information, public buildings, student centres and shops, including petrol stations



Photo: New cycle junction
Source: Kaunas City

Key results:

Manual counting on two of the routes close to the new junction showed an overall increase in cyclists of 30% after the junction was opened. This is three times higher than the initial aim to increase the number of cyclists by 10 % at specific locations in the city during the CHAMP project.

Promotional campaigns leverage the realisation of a safe and direct route, doubling as an awareness raising tool for cycling itself — encouraging people to take up the mode by highlighting the facilities and benefits.

Developing a cycling website

The need for a resource for residents and visitors about cycling in Kaunas was identified and a website was developed. Existing cycling websites were researched for best practice and information to inform the content collected. This included:

- updated map of cycle network in Kaunas;
- information on condition of cycle paths;
- strategic documents related to cycling
- progress of work on bicycle lanes;
- information about cycle thefts and prevention;
- cycle campaigns and other events
- contacts for further information

"I like the website www.dviratis.lt. It is more convenient to find any information about cycling in the city, the menu of the website is very handy. I am a regular reader of www.dviratis.lt."

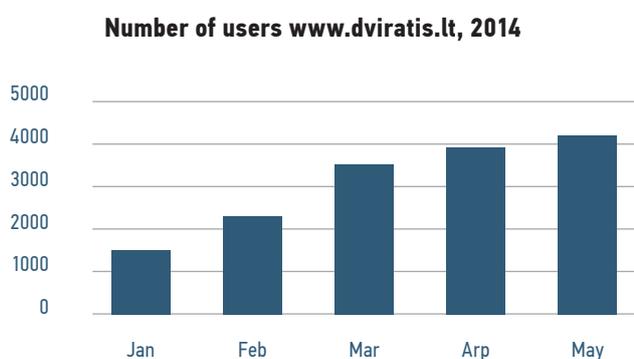
Linus Vainius, member of the council of Lithuanian Cyclists' Community

The existing url of the Lithuanian Cyclists' Community www.dviratis.lt. was used and the website was promoted via local and social media and distribution of postcards. An English version of the page will also be available in the near future.

Key results

The new website was launched in January 2014. Analysis of its use shows:

- Increase in visitors to the site from January to May 2014.
- Visitors searching for information about new paths, events and how to cycle in the city.
- Level of satisfaction of updated website is 70%.



Screenshot of www.dviratis.lt

A one-stop information resource on cycling is valuable for cities with all levels of cycling. It allows citizens, visitors and stakeholders to access required information easily and acts as a promotional tool to encourage cyclists to cycle more and non-cyclists to begin travelling by bike. Cities can easily replicate the Kaunas website by collecting together local information and assigning a department or organisation to maintain and update the website.

CHAMP legacy in Kaunas

 **New cycling infrastructure** — between 2012 and 2014 all newly renovated streets in Kaunas included a dedicated cycle lane extending the network into the city centre and plans for new routes in the city’s Master Plan

“The CHAMP project highlighted the need and benefits of cycling infrastructure promotion in Kaunas city just in time”

Kaunas Mayor Andrius Kupčinskas

 **Improved maintenance** — cycle paths are now being maintained all year round and road markings re-painted each spring.

 **City master plan** — approved in March 2014 for 2013–2023 and includes a chapter on “Infrastructure for cycling” which further defines the network of existing and planned cycle paths in Kaunas.

 **Cyclist count** — routine counts of the number of cyclists using different cycle paths has been established.

 **Training course** — for children under 14 and their parents has been run with the aim of changing car drivers into cyclists.

 **Distribution of network map** — illustrating new and existing cycling infrastructure is planned.

 **Preparation of SUMP** — anticipated during 2014–2020.



🚲 CHAMP cities: Ljubljana, Slovenia 🚲

Cycling in Ljubljana

Ljubljana has seen an increase in the number of cyclists in recent years and aims to make cycling the first choice of transport mode for its residents, commuters and visitors by achieving a 15% modal split for cycling by 2020.

The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:



Ljubljana key facts:

Location: capital city, central Slovenia

Inhabitants: 280,000

Modal split: walking 10%, cycling 12%, PT 13%

Topography: flat, compact centre

Climate: warm summers, cold winters

Key strengths for cycling

- Cycling network covers most of the area
- Bicycle sharing system
- Strong bottom-up cycling advocacy: cycling platform, cycling coordinator and NGO Ljubljana Cycling Network
- Promotion via different channels

Areas for improvement

- Comfort and safety for cyclists on the cycle paths
- Integration of cycling in all traffic decisions
- Less focus on car traffic in general transport policy
- Balanced expansion of bicycle sharing system
- Structural evaluation and monitoring of cycling indicators

As a result a cycling strategy for the period 2012–2020 had been developed and a number of priority measures highlighted. The two measures implemented within the CHAMP project are outlined below.

I walk the path you cycle

Increased levels of cycling and the extension of the central pedestrian zone has led to an increase in complaints from pedestrians about cyclists' behaviour. "I walk the path you cycle" campaign aimed to improve coexistence between the two modes in Ljubljana's pedestrian zone and reduce the number of incidents reported.

"What we need is a strong ethic based on deep mutual respect amongst all users of public space"

Cyclist, Ljubljana

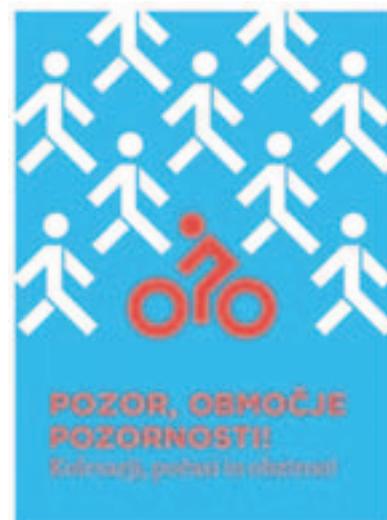


Photo: campaign poster 'Pay attention in this area. Cyclists ride slowly and gently. Source: City of Ljubljana

- A study of cyclists and pedestrians was carried out in the target area, based on the Dutch (Fietsberaad) method of counting and defining critical locations.
- An initial survey examining perceived and experienced conflicts was conducted both online and by stopping people in the pedestrian zone.
- 1000 flyers were distributed and a cargo bike with a campaign poster was also strategically parked in the area.
- The online and on-site survey was repeated after the campaign.

Key results

- The campaign was well accepted among cyclists with 50% believing that regular campaigns can lead to better coexistence
- 77% thought that signs were needed to encourage cyclists to make detours from the pedestrian area and 65% would use such a detour.
- An increase in the number of complaints of conflict from both pedestrians and cyclists, most likely due to increased publicity of the issue as a result of the campaign.

The 'I walk the path you cycle' was a successful campaign in raising the issue of coexistence between cyclists and pedestrians and was well received by citizens, politicians and the media. Such campaigns serves to highlight the importance of both active modes and repeating them on a regular basis can help consolidate the affect and lead to long term behaviour change.

Bicycle account

A bicycle account was established in Ljubljana in order to evaluate the cycling measures planned and invested in, through the systematic collection of reliable cycling data and citizen feedback on the cycling facilities and policy. A working group was established which drafted a minimum selection of data to be collected:

- count of cycling traffic
- bicycle parking
- bicycle infrastructure & maintenance
- traffic accidents in which cyclists are involved
- modal split data
- interviews and surveys to evaluate the satisfaction of cycling conditions among citizens

The data was amalgamated into a bicycle account document and a long version was published for decision makers and technicians and a shorter version for the general public.

Key results

- The bicycle account recieved public praise from the Mayor and several of the city council boards.
- 120,000 copies of the bicycle account were distributed to households in the city.
- 50% of citizens were aware of the bicycle account and of those 98% were very satisfied with it.
- As a result of bicycle account the city will upgrade four existing bicycle counters with totem displays and add one additional totem on the main avenue Slovenska street.

Strong political will to publish the account was effective at ensuring data was made available. The process also highlighted gaps in available data which will be rectified in future accounts.

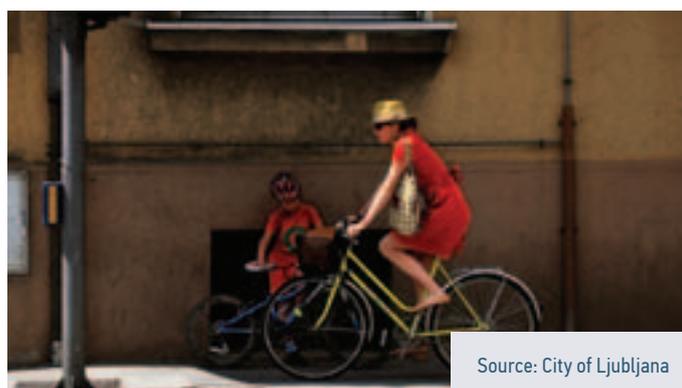
Bicycle accounts are an effective way of measuring the progress and results of a city's cycling strategy. Not only do they illustrate the current status of cycling but they bring it to the attention of politicians and citizens and can be an effective tool for increasing. By involving all citizens in its creation and dissemination, it shows that the municipality considers cycling important.

"Making such a document is an important start, it enables comparison of various figures with other cities in Europe and it's therefore good promotion for cycling"

Ljubljana citizen

CHAMP legacy in Ljubljana

- 🚲 **Modal split survey** — a survey of mobility habits of citizens had not been conducted since 2003. The data was incorporated into the bicycle account.
- 🚲 **Communication plan** is being developed on how to target specific groups and the key messages to use.
- 🚲 **Cyclist platform** — regular meetings of a forum of stakeholders to give input into the cycling policy and priorities has been established.
- 🚲 **Cycling priority routes network plan** — is under development with plans for new signage, branding and routes.
- 🚲 **Bicycle parking plan** — including an inventory of available parking and new bicycle parking standards.
- 🚲 **Safety plan** — is under construction with a strong emphasis on 'safety by design' and speed reduction with the aim of reducing the number of traffic accidents involving cyclists.
- 🚲 **Cycling and public transport** — in 2012 it became free to carry a folding bicycle on city buses and some bus stops have been equipped with bicycle racks.
- 🚲 **Recycling bicycles** — support is being given to groups who, collect, recycle and re-distribute bikes.
- 🚲 **Shopping by bicycle** — a campaign to get people to shop by bike is planned which will include the promotion of cargo bikes.



Source: City of Ljubljana

CHAMP cities: Örebro, Sweden

Cycling in Örebro

Örebro has a strong history of cycling and possesses a high quality and dense cycling network all over the city. Every fourth trip in the municipality is made by bicycle and the target is to increase this to every third trip.

The CHAMP Performance Analysis Tool identified the city's main strengths and weaknesses as follows:



Örebro key facts:

Location: 200 km west of Stockholm

Inhabitants: 140,000

Modal split: walking 11%, cycling 25%, PT 8%

Topography: flat

Climate: below average rainfall, severe winters

Key strengths for cycling

- Well developed & segregated network
- Good political support & investment
- Integrated in plans across departments
- Coordinated in a dynamic way

Areas for improvement

- High quality corridors linking to regional routes
- Improved parking
- Focused communication & promotion
- Attention to safety & interaction with citizens

As a result, the city's cycling strategy was reviewed and adopted by the City Executive Committee in October 2013 and a number of measures planned and implemented. The two measures implemented within the CHAMP project are outlined below.

Healthy cyclist campaign

The aim of the Healthy Cyclist Campaign was to demonstrate cycling as a healthy, alternative means of transport and to reduce the number of commuter miles travelled by car in Örebro.

- 46 car commuters were recruited from small companies
- Participants were asked to cycle to/from work for a 35 week period & to log their trips
- Health/fitness tests & questionnaires were conducted before and after the test period

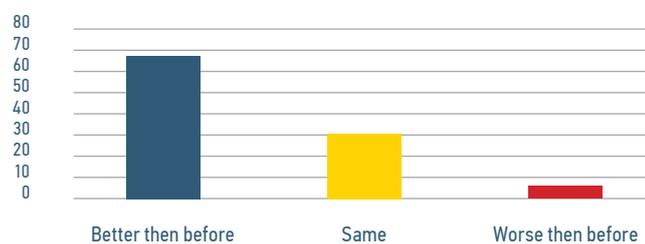


Source: City of Örebro

Key results

- A total of 6822 trips were reported during the campaign, with participants cycling to work on average 3 days a week equating to 34,110 km cycled & a saving of 8 tonnes of CO2 emissions.
- Health tests showed an improvement in fitness in over 50% of participants, with 67% saying they felt their fitness had improved and 38% rating their general health as 'very good' after the campaign compared to 17% before.
- 100% said that they would continue to cycle after the campaign and one third stated that their participation in the campaign had prompted someone in their family or friends to cycle more.

How do you feel your physical condition (cardio) has changed?



The healthy cyclist campaign provides measurable results demonstrating modal shift from car to bike, with short and long term benefits for health & the local economy. The HEAT¹ tool, developed by WHO, was used to calculate the value of reduced mortality due to cycling instead of car driving and the results estimate a socio-economic benefit of 329 000 SEK (€36 500) per year, assuming 35 people cycle on average 1019km per year.

The campaign requires a certain level of quality of cycling infrastructure, in order to be able to convince people to start cycling to work.

Örebro bicycle account

A bicycle account was established to demonstrate the effectiveness of the cycling strategy and measures. This included developing a monitoring and evaluation plan in order to address the evaluation of specific projects and investments in cycling.

The data presented in the bicycle account included:

- **Number of cyclists — demographics, details of trips, access to bicycles/ownership**
- **Accident statistics**
- **Information on cycle routes — investment & maintenance**
- **Availability of bicycle parking, pumps, signage, barometers & railings**
- **Results of citizen surveys**
- **Communication & media coverage, including networking carried out by the municipality**

"I feel that I am more alert and healthier. I have been less sick this year actually."

Maria Schultz, campaign participant

"To be able to visualise cycling development and all the ongoing projects, has increased interest for further cycling investment."

Anna Åhlgren, Örebro Municipality

¹ <http://www.heatwalkingcycling.org/>

The monitoring and evaluation plan (MEP) outlines a systematic method for project evaluation and how general trends (e.g. number of cyclists, citizen satisfaction) should be monitored. The plan was tested on a pilot project to improve cycle parking facilities at the central train station, detailing objectives, targets and indicators to be collected — including how and when to collect them.

Key results

- **The bicycle account was distributed to decision makers, local stakeholders and visitors to the city. It is also available online both in English and Swedish.**
- **78% of municipality employees surveyed thought the document was useful.**
- **It will be repeated annually and integrated into a traffic account**

A bicycle account is an effective way of measuring the progress and results of a city's cycling strategy. Not only do they illustrate the current status of cycling but they bring it to the attention of politicians and citizens and can be an effective tool for increasing and prioritising investment. Whilst producing a monitoring and evaluation plan ensures that the impact of cycling investments can be demonstrated.



Photo: Örebro municipality

CHAMP legacy in Örebro

- 🚲 **New plans for cycling** — including a communication plan, a cycling network plan outlining actions to improve the network, a bicycle parking plan and safety plan.
- 🚲 **High quality cycling corridors** — a plan for 15 corridors providing fast and comfortable cycling to connect important locations is in progress with 5 corridors already completed.
- 🚲 **Advisory committee** — has been established with around 30 engaged cyclists in order to gain input from the city's cyclists.
- 🚲 **Review of routines for maintenance** — to ensure cycle paths can be used year round.
- 🚲 **Encouraging sustainable travel within the municipality** — including cycling for work trips



Photo: Marcus Lundstedt



Sustainable urban mobility in a developing economy: Shkodra, Albania

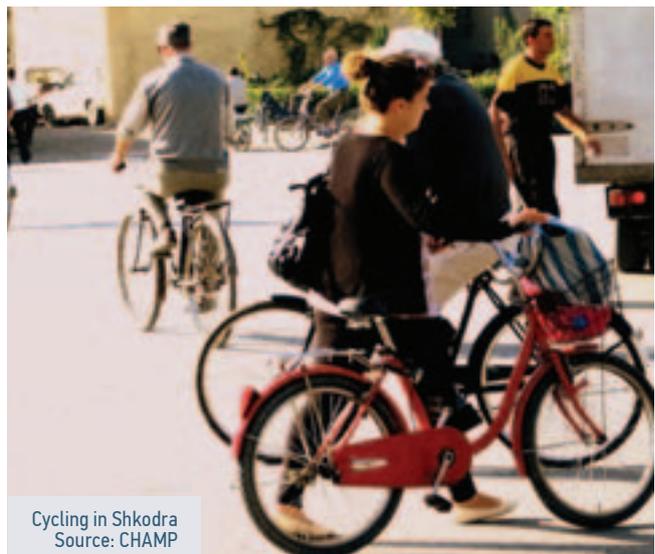
Economies in transition

Cycling cities with developed economies have used the descriptions of “starter, climber and champion” to categorise their cycling levels (e.g. PRESTO project), but these terms do not apply as readily to cities with “transition economies” as some cities with exceptionally high mode shares for walking and cycling have maintained these due to lack of economic development and low historic car ownership levels. The challenge for such cities is to “defend” their active travel modes.

Cycling cities in transition economies	
Level of development	
Asserter	Maintaining cycling share over a period of 5 years
Defender	Preventing significant loss of cycling share over a period of 5 years
Decliner	Significant loss of cycling share over a period of 5 years
Degrader	Dramatic loss of cycling share over a period of 5 years

For economies in transition, an “asserter” would be maintaining or increasing active mode share, a “defender” preventing loss of existing high mode share whilst a reduction in use of sustainable modes could be designated as a “decliner”. If a city has a catastrophic reduction in active travel, then they could be described as a “devastator” or “degrader”.

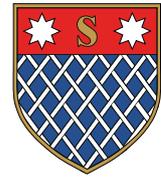
The paradox of advocating sustainable urban mobility in economies in transition in general is that institutions embrace road modernisation for single economic development purposes while the long standing tradition and culture for walking and cycling is largely left overlooked, and therefore tends to become marginalised. In contrast to most cities and towns in the Western Balkans, the Albanian town of Shkodra understands that its urban cycling lifestyle is an asset for the city’s development.



Cycling in Shkodra
Source: CHAMP

Cycling in Shkodra

The Albanian city Shkodra (associate city of the CHAMP project) illustrates the different challenges to be managed. Shkodra has long been a renowned cycling town, a reputation rooted in its political and economic history. Recreational cycling is popular in and around Shkodra and has the potential to make a strong case for tourism. But with car traffic on the rise, Shkodra's leadership urgently needs an urban mobility policy that actively defends the current high cycling share.



Shkodra key facts:

Location: North Albania

Inhabitants: 114.000

Modal split: walking 44%/ cycling 29% / PT 3%
(household travel survey, 2011)

Topography: flat

Climate: Mediterranean

Shkodra in Albania defends its reputation as top cycling town in the Western Balkans, notwithstanding growing pressure from car traffic. 27% to 29 % of Shkodrans are cycle daily.



Cycling in Shkodra
Source: CHAMP

Cycling was integrated in a broader urban mobility approach in the MOBALB project (Shkodra — Flanders 2011–2013, www.mobalb.al) The following activities were implemented with the aim of building a framework for sustainable urban mobility planning:

- **Assessment of the relationship between strategic urban development and urban mobility in Shkodra;**
- **Collection and analysis of new data to raise better understanding of urban mobility patterns, trends, and opportunities (daily household travel, home to school and home to work travel);**
- **Bicycle policy audit;**
- **Introducing new travel awareness raising and campaign techniques;**
- **Training in SUMP related planning tools via thematic workshops;**
- **Cycling events in 2011 and 2012 with fashion, arts and exhibitions**

The theme of the 2012 cycling event was “Shkodra cycling city: great tradition — bright future” for more info see www.mobalb.al



Key results

- Cycling policy audit report and recommendations for urgent, mid- and long- term actions.
- Urban development plan affirming Shkodra's compact urban form & diversity of function of its 7 districts.
- Pedestrianisation: 1,2 km axis
- New set of data on urban travel including views on urban traffic problems and solutions.
- Host of 1st national conference on urban mobility in Albania.
- Establishing the NGO GO 2, 'Go for Albania on 2 feet and 2 wheels'
- EPOMM Award for best mobility management transfer practice 2013.

Shkodra is determined to become a showcase city in the Western Balkans for defending and modernising its cycling tradition. In addition, participation in the CHAMP project created the opportunity to learn from leading EU cycling cities.

Shkodra: Top tips to overcome challenges

- 
New plans for cycling — Modernise a comfortable and safe cycle network within a SUMP perspective and start with urgent safety measures (safe crossings on ring road, and 30 km/h citywide).
- 
Link with other policy areas — Establish partnerships for cycling with educational, economic, health and tourism sectors.
- 
Prevent car-dependency — Avoid in — town road infrastructure (big and small) that is ineffective in a SUMP perspective



Source: CHAMP

Contact

Jozef Zuallaert: jzuallaert@yahoo.co.uk
or Nektar Dumar:

🚲🚲🚲 CHAMP exchange programme 🚲🚲🚲

CHAMP workshops, each centred on a different theme, were organised in 7 of the CHAMP cities with the aim of meeting several objectives:

- Increase knowledge of cities in areas where needed
- Facilitate exchange of good cycling experience
- Use and experiment with different approaches for learning and capacity building activities
- Encourage knowledge transfer, also outside the consortium

Each CHAMP workshop brought together ten (sometimes fewer) participants from all over Europe and lasted 2 days. The workshops began with a visit of the city adapted to the workshop's theme.

The limited number of participants allowed enough space and time for every participant to elaborate their own situation through active learning. Starting from the host city's expertise or situation, the central topic was explored via training, discussion and expert advice.



Burgos peer review meeting
Source: CHAMP

Workshop 1: Cycle network



(Örebro, Sweden)



The safety and comfort of a cycle network plays a very important role in the number of cyclists in a city and there is always room for improvement. Starting from the experience of Örebro in this domain, every participating city explored its own strengths, weaknesses and opportunities concerning their bicycle network. Apart from local participants 3 cycling experts from Dendermonde (Belgium), Lille (France) and Bolzano (Italy) attended the workshop. The small group gave to the opportunity for very interactive discussions and site visits.

219km

cycle paths

92%

access to bicycle

25%

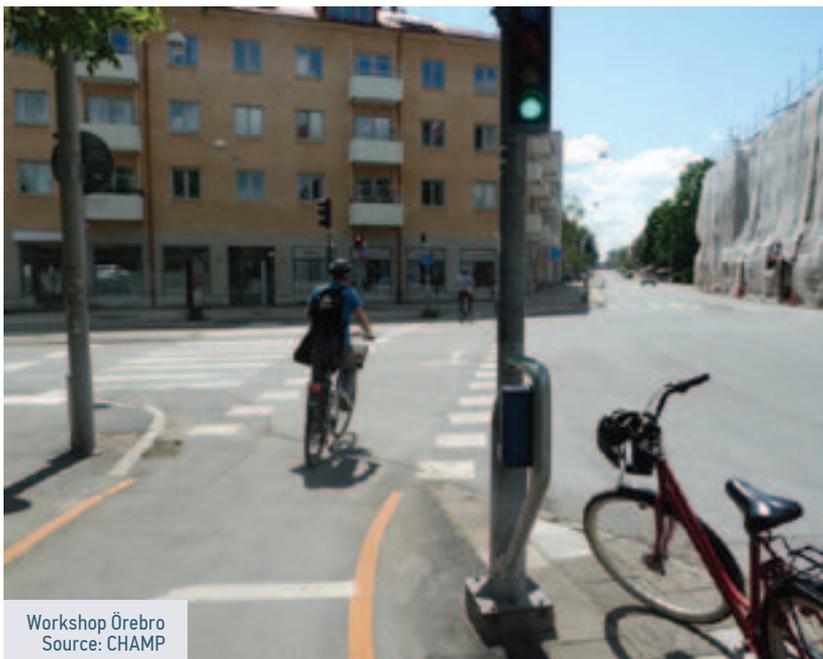
share of cyclists

50%

winter cyclists



Workshop Örebro
Source: CHAMP



Workshop Örebro
Source: CHAMP

First city in Sweden with cycling corridors:

- Broad and straight lanes
- Cars give way to cyclists
- Priority in winter
- Pedestrians and cyclists are separated
- Crossing with traffic lights

**Fast. Simple. Safe.
Nice & green.**

Workshop 2: Cycling and associated policy fields



(Kaunas, Lithuania)



Other policy fields like land use, enforcement and technical departments play an essential role in developing a cycling policy. How can we make sure that all the affiliated policy fields play their role in improving cycling conditions?



Despite the current low number of cyclists, the city of Kaunas is ambitious with regard to developing a real bicycle strategy. 40 Lithuanian cities participated in this workshop at which both CHAMP and the MOBILE2020-project was presented.



Workshop 3: Marketing and communication

(Bolzano, Italy)

Marketing and communication are an essential part of a cycling policy. Starting from the broad experience of Bolzano, every participating city explored its own strengths, weaknesses and opportunities. Seven international participants from Belgium (Turnhout), France (Lille), Czech Republic (Rousinov, Otrokovice), Slovenia (Ljubljana) and Lithuania (Kaunas) discussed together with the host city Bolzano and its marketing consultant Helios which marketing strategies are the most successful for promoting cycling to different target groups.

The highlights were the guided cycling tour, which coincided with the annual Bolzano in bici bicycle festival, where for a full day the entire city is closed for motorised cities and reserved for cyclists and pedestrians. Each year, several thousand people participate at the many activities planned during the day. Fruitful discussions were had with the representatives of the Municipality and the communications agency, which explained Bolzano's policies and illustrated the different activities here and abroad.



Workshop Bolzano
Source: CHAMP

Master plan for cycling:

- Connected network of bicycle lanes
- Visual system with different colours
- Parking places for bicycles
- Bicycle rental
- Information: map of bicycle lanes & Infopoints

New corporate identity:

- Logo
- Unitary design

Marketing actions:

- Mega prints
- Advertising posters on the buses
- Postcards
- Advertising spots at cinemas
- The bicycle day in Bolzano/Bozen
- Mascot



Workshop Bolzano
Source: CHAMP

Workshop 4: Bicycle parking

(Groningen, The Netherlands)

Finding good solutions for bicycle parking is a challenge for bicycle champions. Not only on main attraction poles (train stations, city centres...) but also in residential areas, bicycle parking facilities require tailor made solutions. This workshop combines a site visit to the innovative parking solutions of the CHAMP city of Groningen with an exploration of the opportunities of each participating city. Apart from colleague CHAMP-city Örebro, participants from 5 other cities participated in the parking workshop in Groningen: Brugge (Belgium), Nantes (France), San Sebastian (Spain), Umea and Boras (Sweden). Together with local traffic planners and designers some real parking challenges in Groningen were discussed. The participants went back home with inspiration and practical solutions on how to improve bicycle parking conditions in their own city.

205 km
of special infrastructure
(bicycle paths and lanes)

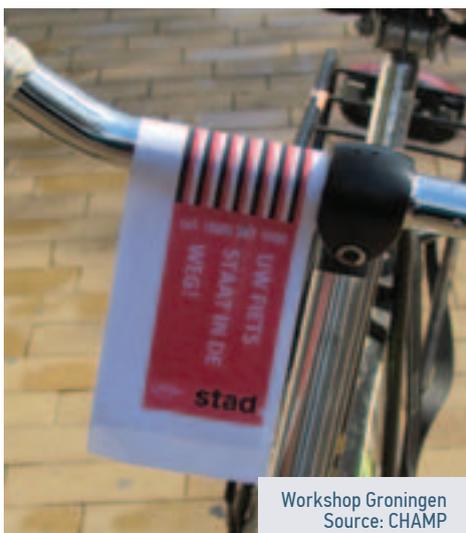
1,31
trips per person per day by bicycle
(average in the Netherlands is 0,84)

60%
of all trips by bicycle

14500
cyclists a day on some routes



Workshop Groningen
Source: CHAMP



Workshop Groningen
Source: CHAMP

Bicycle shelters are the backbone of bicycle parking



Workshop Groningen
Source: CHAMP

Project City Bikes:

- Use of bicycle shelters for free
- Introduction of the red carpet
- Introduction of peak hour parking facilities for cyclists
- Parking garages at prime hotspots and at the end of major bicycle routes

Workshop 5: Cycling policy take-off

(Edinburgh, UK)

How does a cycling policy take off? Is the network more important than communication? What about the parking facilities? How do we get past the first 5% cycling? What should be given priority and what budget should be provided? Starter cities Gdynia (Poland) and Kaunas (Lithuania) participated in this interactive workshop.



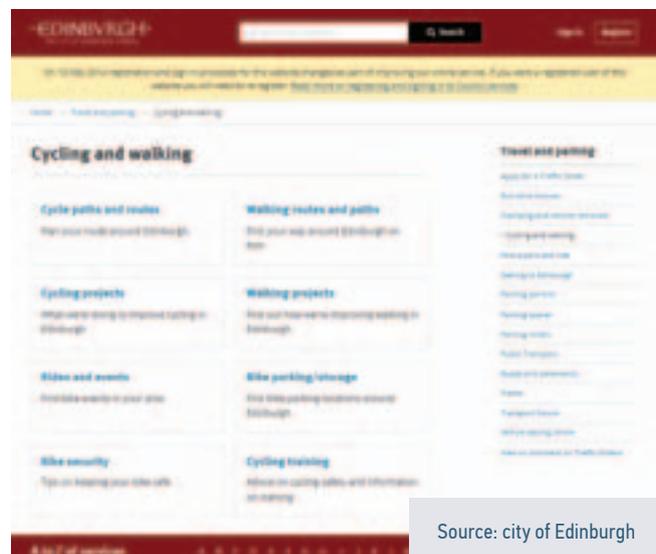
Source: city of Edinburgh

Main actions for increasing cycling from a low base:

- Promotion (signing, cycle maps and leaflets, web-based initiatives)
- Design Guidance
- Guardrail de-cluttering
- Travel Plans (general/school)
- Safe cycling network



Source: city of Edinburgh



Source: city of Edinburgh

Workshop 6: Monitoring and evaluation



(Copenhagen, Denmark)



Monitoring and evaluation of the results of a bicycle policy help to support the decisions which need to be made. In addition they definitively play an important role in convincing policy makers about the importance of a bicycle policy. What is a bicycle account and how to implement it in your own city? Starter cities Gdynia (Poland) and Kaunas (Lithuania) participated in this interactive workshop.



Workshop Copenhagen
Source: CHAMP

Cycling is the preferred means of transport for the majority of Copenhageners

Benefits:

- Traffic calming
- Health benefits
- Reduced air pollution
- Reduced noise pollution
- 'Safety on mass' effect thanks to traffic calming and social recognition
- Less space invasion by cars



Workshop Copenhagen
Source: CHAMP

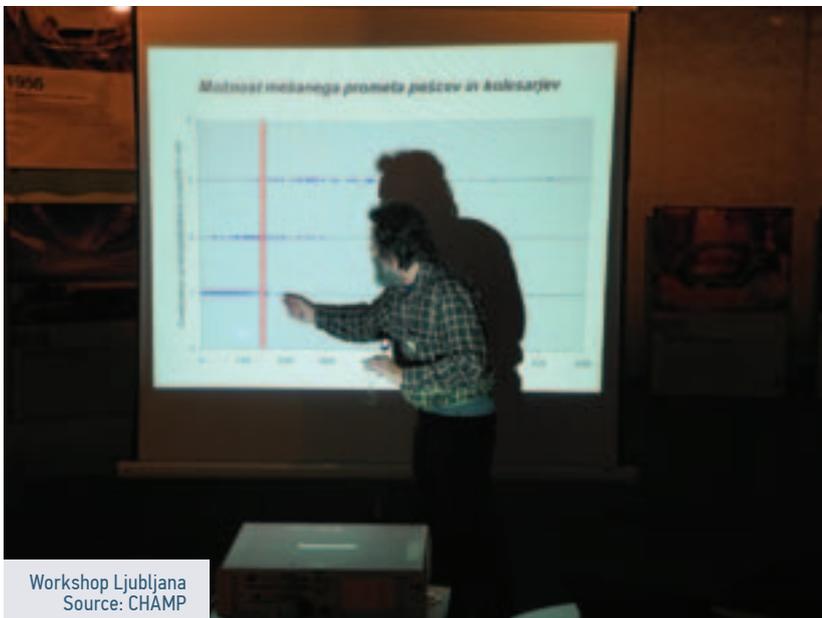
Workshop 7: Coexistence between cyclists and pedestrians



(Ljubljana, Slovenia)



Conflicts between cyclists and pedestrians can put a (negative) pressure on bicycle policy. Starting from the experience of the participating cities an exploration will be made on how to avoid and control these conflicts. No international participants signed in for the workshop but 7 other Slovenian cities participated. A bicycle tour in the pedestrianized area let the participants discover if there is a real conflict or just an imaginary one. Discussions showed however that even the feeling of a bad coexistence between both travel modes need to be solved.



Workshop Ljubljana
Source: CHAMP

Objectives:

- to identify and minimize conflicts
- to create a safe atmosphere among all user groups
- to reposition the problem from a political to professional level

Main measures:

- survey on conflicts between pedestrians and cyclists in Ljubljana pedestrian zone
- presentation of results to city politicians and decision makers
- actions to improve coexistence



Campaign Ljubljana
Source: City of Ljubljana

Last word...



Dear readers,

Looking back at the original ambition of the project and seeing what we have achieved as a consortium today, there is no doubt CHAMP has been a huge success.

It has not only facilitated the exchange of experiences and knowledge between partner cities but also created a solid basis for other European cities to build on in the future. The tools have been created for cities at all levels, ranging from newbies to advanced cities, and we are convinced they will help your city on the path to becoming a cycling paradise. I would like to thank all the partners of the consortium who have been so motivated throughout the project.

*All the best,
Vincent Meerschaert, Coordinator of CHAMP*

**TAKE UP THE CHALLENGE,
BECOME A CHAMP TOO!**

🚲🚲🚲🚲🚲 The CHAMP Consortium 🚲🚲🚲🚲🚲



Bolzano

Burgos

Kaunas

Edinburgh

Ljubljana

Orebro

Groningen

**Tractebel
Engineering**

Traject

Polis

**VEKSØ
Mobility**

**Edinburgh Napier
University**

**Ökoinstitut Südtirol/
Alto Adige**

Urban Planning Institute of the Republic of Slovenia