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This project has received European Regional Development Funding through the INTERREG IIIB Community Initiative

Alpine Space

Interreg III B

Toolkit for the implementation of a corporate cycling system

Bicycle friendly Bolzano/Bozen

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1. Introduction

A lot of European cities are suffering from traffic problems or strongly traffic related inconveniences. Congestions, noise, particulate matter, environment pollution, sealing, etc. are only some of the negative effects that the individual car traffic implicate. In the past few years, more and more cities are looking for alternatives to react to this development. In some of these cities a rediscovery of the bicycle as a daily mean of transport was the answer to the traffic problems. The bicycle offers a lot of advantages, for example:

- it is approved that in an urban context the bike is the fastest mean of transport and therefore ideal for distances up to 10 kilometres
- the bicycle is very flexible, fast, convivial, sportive, healthy, ecological and economical
- it doesn't take a lot of place, it is silent, it doesn't consume energy and it does not cause any kind of pollution
- the bicycle helps in saving money, because there is no need to buy fuels, the acquisition is cheap, the infrastructure is - compared with the motorized traffic - relatively economical, there are no taxes or extra insurances compared to the motorized traffic
- biking helps keeping fit and prevent from many disease caused by the lack of movement

But improving the bicycle mobility in a city is not that trivial as it seams. There are some crucial indicators to take into account for a successful implementation and promotion of bike mobility. In the next chapters these indicators will be explained in detail.

2. Some considerations at the beginning

1. Each decision maker and planner of bicycle infrastructures must be confident with the facilities and constraints of this mean of transport. The cyclist is driver, equilibration artist and "engine" at the same time. These three elements give to the cyclist a unique position in the road traffic: for example is the muscular strength a pre-condition for locomotion; at the other hand it is a natural "speed break". This means that a bicycle friendly planning should avoid energy losses, because they cost effort to the cyclist.

2. Based on two wheels, the cyclist has continuously troubled to keep in balance. Crosswinds from cars and trucks, unevenness, obstacles, straits or forced low speed affect the stability of the vehicle.

3. Bicycles don't have a crush zone like cars. This means, that cyclists are compared with car drivers very vulnerable. But planners can warrant "spatial" crush zones that provide enough space for e.g. change manoeuvre. This can save lives, for example when along the bicycle path suddenly a car door is opened. Vulnerability means also, that fast cars and slow bikes should be avoid side by side.

4. Standard bikes doesn't have suspensions. The quality and the condition of the bike lane influence therefore the safeness and comfort for the cyclist

5. Cyclists are also social beings. Biking should improve the quality of live and should be associated with a positive experience. This mean also, that cyclist should have the possibility to drive side by side and communicate with each other

6. Very often policies that want promote the use of bikes are strongly related to infrastructural measures, and fewer to bikers support, information, communication, awareness raising and marketing activities

7. In most of the cases, bicycle mobility is not seen as a whole "mobility system" with all the related elements like it is for other means of transport, e.g. the car

8. There is often a lack of coordination between the different means of transport (intermodality)

9. Finally, among decision makers and planners it is not perceived that strengthening the bicycle mobility requires a complex planning

3. Indicators for a successful implementation of bike mobility

Different international studies and best practice examples on promoting the bicycle mobility reveal some crucial success indicators. These "first principles" are the following:

3.1 Coherent bike network

Basically, all places where people live and where social, economical and cultural activities take place should be reachable by the bike. It is therefore recommended to sub-divide the (future) bike network in different hierarchies. Principal axis for example are characterize with high frequency and a lot of "passing through". Therefore, the design and planning of principal axis should connect the big attractors as direct as possible without loop ways. Beyond, the principal axis fulfil a orientation function for the cyclist (like the underground lines in a big city). The grid of secondary and tertiary

bike lanes fulfil a distribution and coverage function. Depending from the hierarchy of the single types of bike lanes, they must satisfy different quality standards.

For improving the bike mobility it is very important to offer a coherent bike network and to avoid gaps within this network. Closing gaps means also to combine at the best all existing bike lanes of different hierarchy as well as creating smoothly interfaces to suburban and free time bike path.

3.2 Direct bike lanes, minimising loop ways

The first argument why to use a bike in an urban context is time saving. The big advantage of bicycles compared to other forms of mobility is the flexibility of this mean of transport to get from one point A to another point B. On a priority scale of the most important cyclists regards, the topic “speediness” is placed even before “safety” and “comfort”. Therefore, this means that argument “safety” does not justify to force cyclist to make loop ways. Loop way is defined as difference between the effective distance and the bee-line. Indeed, surveys among cyclist has revealed that they prefer a more dangerous and highly frequented, but direct connection instead of a more safety but longer way. This is especially valid for cyclist that use the bike for daily movements and less for free time bikers. Especially on short tracks the effect of loop ways is highly negative. The bicycle has no chance to win against other means of transport when the travel time is much longer. On the other hand, a lot of car drivers, especially on short distances, are disposed to use the bike, when this is a fast alternative to the car. Research results show, that in an urban context the bike is the fastest mean of transport up to 10 kilometres and therefore it is a serious alternative to the motorized traffic.

3.3 Avoiding deceleration and speed compensation

During the planning process of bike infrastructures and bike lanes the average speed of cycling is also to take into consideration. Each deceleration and slow down minimise the attractiveness of using the bike. In the end, the bicycle is powered by muscularity and common speed compensation and acceleration means inevitably physical effort. Curve radius, visibility, slope, junctions, etc. can have a negative effect on the cycling speed. The Austrian “Verkehrsclub” has calculated, that each stop of the bicycle (traffic light, junction, barrier) is equivalent to a indirection of 150 meters. Generally, the average speed for cycling should not be below 10km/h.

3.4 Improvement of safety

As we already detected before, cyclist don’t have a crush zone and the biker is directly affected by an accident. In the planning phase it is very difficult measuring arrangements that should increase bikers safety. Basically contacts with fast driving motorized traffic is to avoid. Accidents, where speedy cars are involved, have more sever consequences than accidents in which only a bicycle is involved. The most efficient method to increase bicycle safety is to slow down the motorized traffic. As

guideline it is possible to assume that 30km/h speed guarantees the cyclist safety in mixed traffic situations (without separate bike lanes). Other positive effects of speed reduction is the decrease of noise and air pollution.

Of course, physically separated bike lanes provide optimal safety conditions, especially in the area of junctions and gateways. Indeed, statistics shows that most of the accidents happens in junction zones. Therefore it is very important that bike lanes don't' end in front of junctions, but continue through the junction.

3.5 Visibility

The most dangerous areas for cyclists are junctions. It is very important for bikers to have a high visibility on a long distance. This helps to perceive dangerous situations and avoiding accidents. The minimum visibility should relate to the distance a bicycle cover within 10 seconds. This correspond, depending on the bikers speed, an area of about 55 – 70 meters. To guarantee the bikers safety, a sufficient "safety area" for change manoeuvre must be provided.

3.6 Comfort and attractiveness

A result of the bicycle characteristics is that cycling becomes unattractive by high or irregular burden (slow down, accelerate, slop, etc.). Also road holes, roots, unevenness or vibrations make cycling awkward. The pavement must guarantee a highly adhesion in curves and during breaking actions. Additionally, the pavement should not force the cyclists to make sudden movements. Like all thoroughfares, also bike paths must continuously be cleaned and maintained, also during the winter time, because cycling is possible during the whole year if the lanes are in good conditions. A bike lane in bad conditions is not very inviting, rather it communicate a negative image of these mean of transport.

Of course the attractiveness of bike lanes is also depending from the urban and architectonical surroundings. The more attractive the surroundings are, the higher is the acceptance to use the bike as a daily mean of transport. Strongly related to this are also aspect of feeling safety (especially for women in the night time). Therefore planners should taking into account that a highly frequented area provides a higher feeling of "social" safety.

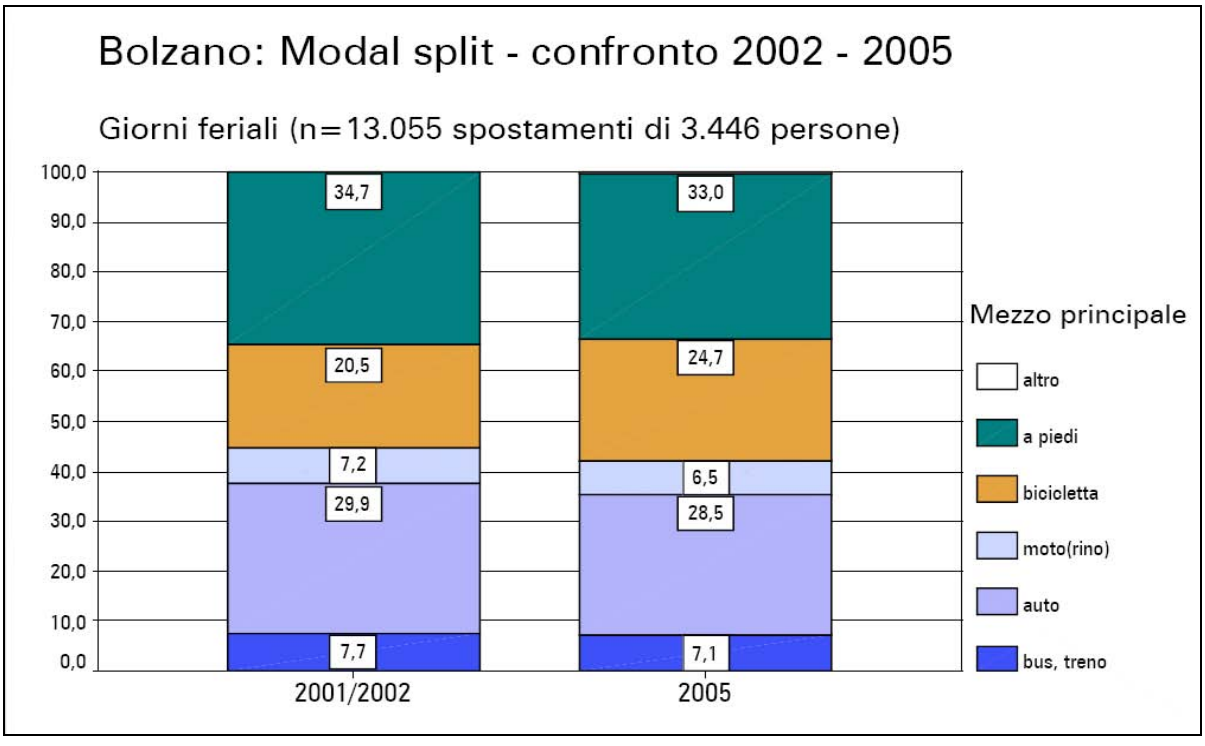
And don't forget, the more easier and recognizable the whole bike network is, the higher is the orientation within the agglomeration and the higher is the acceptance to use the bicycle.

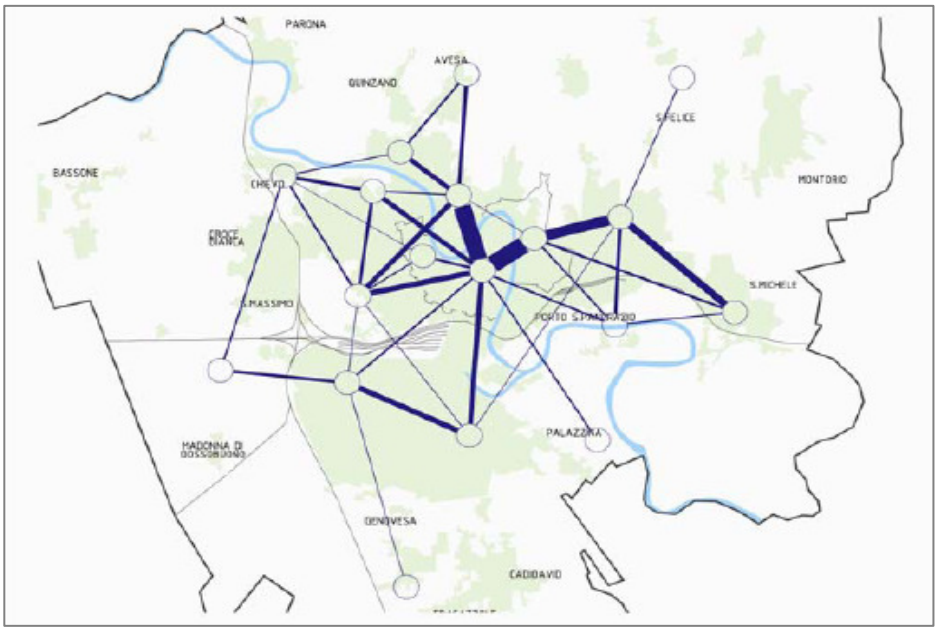
4. Corporate Cycling System

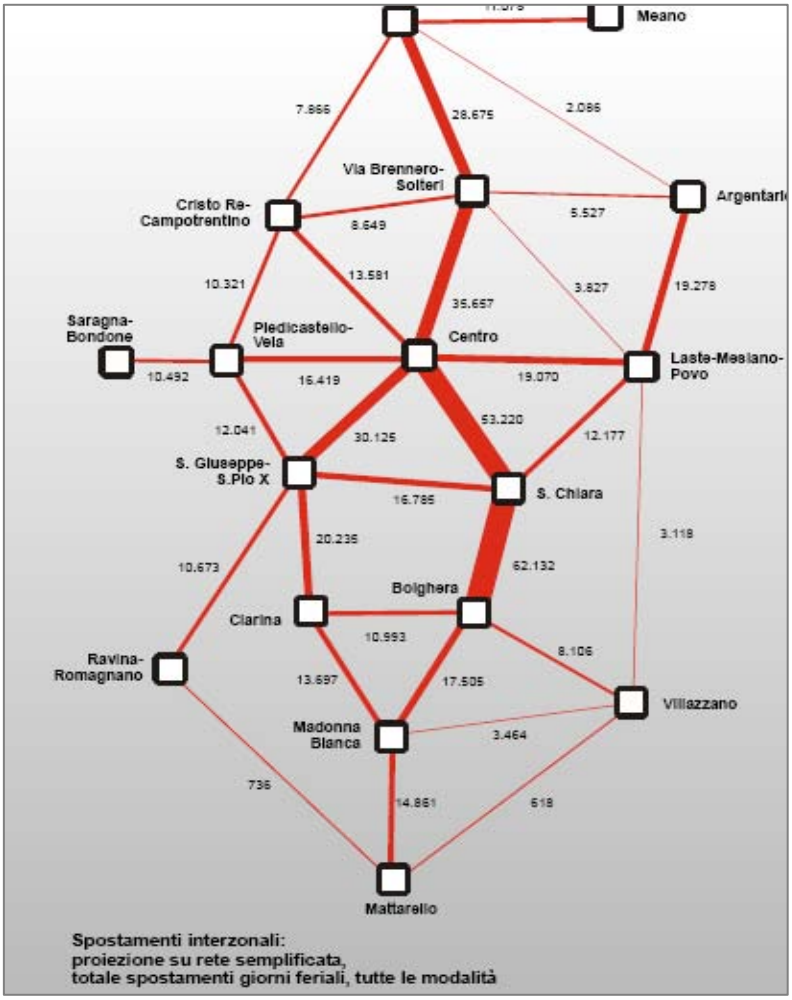
Basically the Corporate Cycling System consist of **four** crucial elements:

1. **Coherent bike network**
2. **Bicycle parking areas**
3. **Information and communication**
4. **Marketing**

Before starting with the planning and realisation of these elements, it is of fundamental importance to study the initial situation and to understand the mobility behaviour of the citizens. One of the most significant data is the so called “modal split”. This indicator is a transport/traffic term which describes the percentage of travellers using a particular type of transportation. For example, if 60% of all travellers use cars to get from A to B, while 30% use the train and 10% use the bus, then the public transport modal share would be 40% (bus + train), while the motor vehicle modal share would be 70% (car + bus). The modal split gives you a “photography” of the traffic situation and can help to judge the situation and to define objectives. The modal split offers also the possibility to compare the own city with other, best practice examples around the world.







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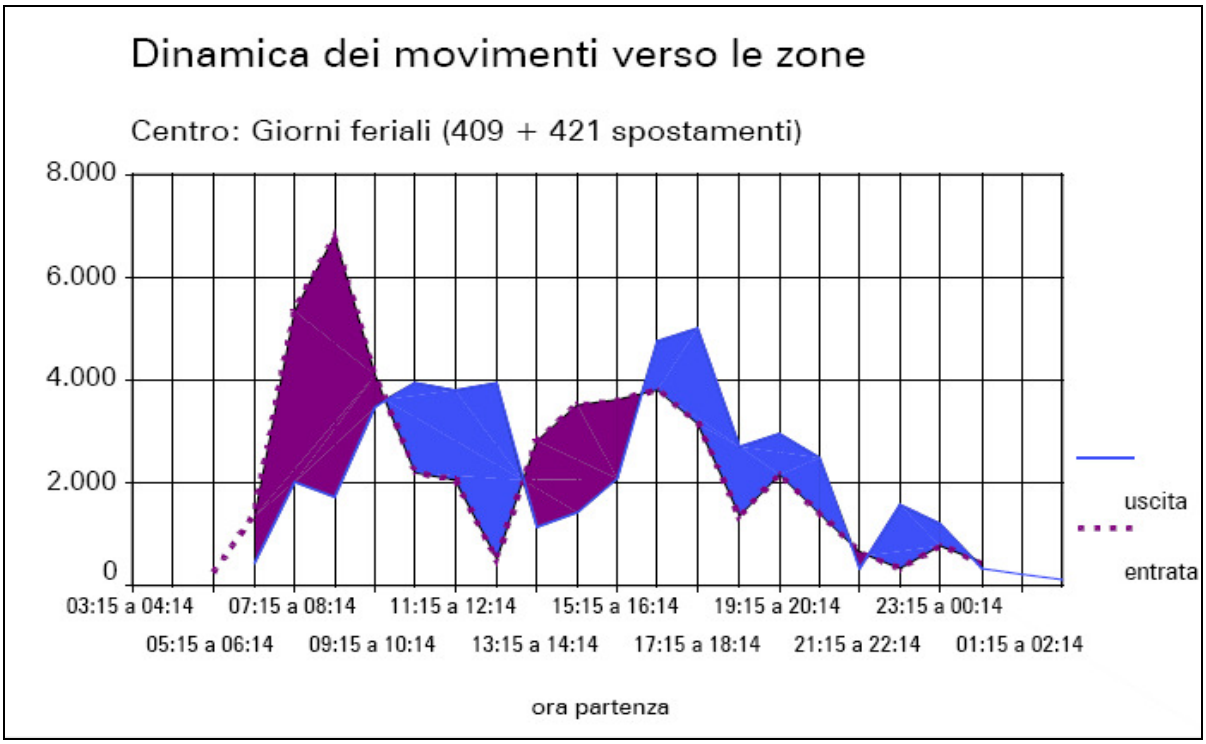

Regarding the bike mobility it is also of crucial interest to compare the (bicycle) mobility *demand* and the (bicycle) mobility *offer*. The offer includes all hard facts like bicycle infrastructures, bike lanes, parking areas, junctions, etc. but also bicycle services like signposting, marketing, awareness raising measures, rental systems, repairing services, events, etc.

The next step in the analysis phase is to understand if the bike mobility *demand* agrees with the bike mobility *offer*. Therefore it is very important to know, where the big traffic attractors are, where the big housing areas are and how the target-source traffic is composed. For example it could be, that big new bike infrastructures do not correspond to the daily traffic flows and are designed only for free time use and therefore doesn't help to shift the modal split in favour of the bicycle.

The analysis phase should be concluded with a so called SWOT analysis. It is a strategic planning tool used to evaluate the **S**trengths, **W**eaknesses, **O**pportunities, and **T**hreats involved in a project. This analysis helps also to specify the objectives of the project and identifying the internal and external factors that are favourable and unfavourable to achieving that objective.

The future planning of bike infrastructures and services **must** correspond to the bike mobility demand, otherwise it will not be accepted by the cyclists. For example bikers use always the shortest way from one point A to another point B. A new bicycle lane will not be accepted and used if they don't connect these two points using the shortest and most direct way.

4.1 Coherent bike network

As already told in the chapter before, one of the crucial elements of a well accepted bike mobility is a coherent bike network. The type and structure of these bike network can be very different and are depending form the environment, the traffic situation, the awareness about bike mobility, safety aspects, etc. For example in countries like Belgium, the Netherlands or parts of Germany the number and the awareness rising of all traffic participants in favour of cyclist are so highly developed, that no structural separated bike lanes are necessary. In other realities where the bike mobility is not yet so sophisticated, awareness for bike mobility is not so far developed and the speed of motorised traffic is very high so that in this case separate bike infrastructures are necessary to guarantee bike safety.

In the concrete case of Bolzano, the bike mobility network is based on different hierarchical layers. Ökoinstitut Südtirol/Alto Adige has planned the coherent bike network based on the mobility demand of the cities population. During the planning process it was of course taken into account to embed already existing infrastructures and combine them in a optimal way with new bike infrastructures. Another important aspect, after the already mentioned principles “velocity, quality, direct way”, was to keep in mind that biking should also be amusing and pleasant. Therefore, where it was possible, the bike lanes follow recreational and attractive areas, like rivers, green areas, parks, traffic limited zones, etc.

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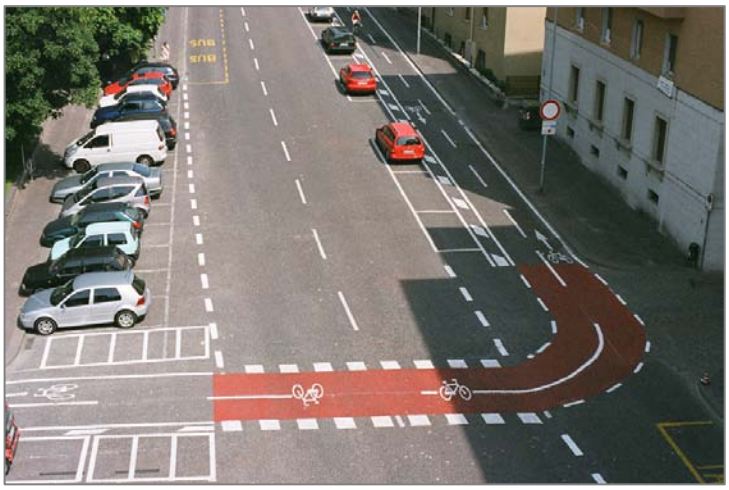
The hierarchical structure of the coherent bike network in Bolzano consist of three elements, so called "**principal axis**", "**secondary axis**" and "**streets with mixed traffic**".

The **principal axis** are the "highways for bikes". These axis collect the most important points of attraction within the city. For the city of Bolzano Ökoinstitut Südtirol/Alto Adige has identified 8 principal axis. These axis cross the whole city area and connect in a smoothly way several extra urban bike lanes (free time bike infrastructures) and suburban townships. It is very important that this "main bike roads" fulfil high quality standards and have permanently same character. The cyclists must recognise that they are riding on a principal axis. The quality standards are of course higher than along other bike lanes. Because of the huge number of cyclist using this principal axis, they must be larger, junctions are designed very safety and the orientation along the axis must always be given (see also chapter information and communication). Very important are also nodes/junctions where two or more principal axis cross and the cyclists have the possibility to change direction within the city area. The main axis fulfil also an important orientation function and are a very important part of the mental map of the whole bike network.



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Secondary axis fulfil the function to connect one or more principal axis. In Bolzano exists much more secondary bike lanes which are not of the importance of the primary axis. They should, but must not be of the same quality and continuity as the "bicycle highways". These type of bike lanes are usually not as long as the primary axis and connect big housing areas, sport and recreational areas, parks, etc. to the principal axis. Secondary axis have also the function to be connections between two or more primary bike lanes (cross-connections).

Generally it should be possible to reach each place within the city by bike. In all residential streets in Bolzano it should be possible to guarantee a so called **mixed traffic**, where cars, motorcycles and bikes can co-exist in a save way without special infrastructural measures. The easiest way to reach this goal is to reduce the speed of motorized traffic. In the international technical literature 30 km/h streets are considered as appropriate for mixed traffic. One measure are speed controls. Another possibility to reduce permanently traffic speed are structural interventions.

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4.2 Bicycle parking areas

There are a lot of good reasons why to invest in bicycle parking area. The common denominator is: high quality parking areas promote bike property and therefore bike mobility.

In lot of cases the bicycle parking areas are considered as not important or are underestimated by the public administration. In fact bicycle parking areas are of crucial importance:

The main objective of each parking area is to park the bike at the end of each ride, namely:

- as near as possible to the destination
- thief-proof
- in some cases weather protected

Additionally bicycle parking areas should avoid that bikes are parked irregularly through the whole city and block footpaths, pedestrian areas or squares. Parking areas are part of the “cities furniture” and good designed bike stands can contribute to revalue the townscape.

Ökoinstitut Südtirol/Alto Adige has developed for the city of Bolzano a so called “Bicycle Parking Plan”. This plan has analysed where and in which quantities bicycle parking areas are needed, the plan pinpoint concrete areas, developed feasibility studies, defined the type of parking area as well as quality standards for certain kinds of parking areas.

Long term parking areas (e.g. for commuters) must fulfil different requirements as parking areas in the city centre. Commuters park their bikes usually during the day- or night time. It is very important to guarantee a safety bike parking. Parking areas should therefore be very safe, illuminated, guarded (by cameras) and roofed over / weather protected. To avoid bike burglary it is very important to provide the possibility to lock not only the wheels, but also the bicycle frame.

On the other hand safety arguments are not so important in the city centres because there is a much higher social control, especially during the day. Design, loveliness and the look of the parking areas and bike stands are much more important. For the city centres it is also important to offer a lot of (small) parking areas in different locations so that cyclist can find very easy a place where to park their bikes.

The higher the safety to park a bike is, the higher is the willingness to invest in a high-quality bike. The better the bike is, the higher is the comfort and therefore the motivation to use it for daily travels. High quality bikes improve also the recognition of

this means of transport. The valuation of bicycles increase and they are not more seen as means of transport for poor people.

4.3 Information and Communication

For announcing the willingness of the public authorities to promote bike mobility and to make the single interventions visible, a broadly based and well structured information and communication campaign is of essential importance. Information and communication should contribute to sensitize the citizens and make them more aware about bicycle mobility and all the related advantages. It is also very important that the information and communication process is continuous and not a single event. What help the best measures and infrastructural interventions, when they don't get communicated and people is not aware about the offer? Once the bicycle gets tested by the citizens, they will immediately recognize all the advantages of this healthy and environmentally friendly mean of transport. The consequence could be a sustainable change in the transport behaviour. To achieve this ambitious objective, people must be informed and communication is an important aspect of this process.

Information and communication should refer to:

- Information's about the existing bike mobility offer including also bike services: Which bike lanes already exist? Where are they? Which are the best and fastest connections from point A to point B? Where can I park my bike safety? And where can I rent a bike if I need it urgently? Especially in the initial phase of promoting the bike mobility, information and communications campaigns can be used to inform citizens about the administration plans, new infrastructures, services, etc. Politicians can benefit form this campaigns to underline how important the bike mobility is for them, how bike mobility can improve life's quality and contribute to reduce traffic problems within the city.

All information's about new bike lanes, news services, new parking areas, etc. must continuously circulate to the citizens.

- Creating a bike friendly climate: Information and communication strategies can also contribute to create a bicycle friendly climate within the city. Therefore it is important to underline and to argue all the advantages of the bicycle. The biggest advantages can be highlighted as follow: economical advantages (low acquisition costs, low maintenance costs, no fuel costs, no expenditures for assurances, taxes, etc.), practical advantages (it is proven that bikes are the fastest mean of transport in cities within 5 kilometres, annoying congestions can be avoided, nearly all destinations are directly reachable by bike), healthy benefits and social advantages (physical activities keep you in form and prevent from a lot of diseases, biking has a social component: meeting people, "exploring" the city), environmental protection (biking is an active method for environmental protection, bikes doesn't produce any emissions or noise, they use less space than cars). Basically, all the marketing and communication strategies to promote bike mobility must be oriented on this advantages
- Mutual respect and appreciation between all traffic participants like car drivers, motor-cyclists, bikers, pedestrians and user of the public transport. Information- and communication campaigns are perfectly appropriate to abolish mutual prejudices and enhancing to live together. Information and communication can also contribute to increase the safety on roads and public spaces
- City Marketing: Especially in times of global warming, climate change and increasing awareness for environment pollution, promoting bike mobility can contribute to change in a sustainable way the image of a city. Therefore information and communication of bike mobility can be a political and marketing strategy for lifting the image of a city.

In the city of Bolzano, Ökoinstitut Südtirol/Alto Adige has developed a proven information and communication strategy to promote bike mobility. Very strong connected to this strategy is the Corporate Identity (CI) of the bike mobility (see next chapter "Marketing"). The results in Bolzano are worth looking at!

The following elements are part of the information and communication strategy in Bolzano:

4.3.1 Bike mobility map:

It is recommended to develop a bike mobility map not until a certain offer of bike infrastructures, declared bike road and bike lanes are developed. The effort to develop a bike map should not be underestimated. It is important to think about which information's are need in the map, where the big mobility attractions are, how the orientation can be ensured, etc. The structure of the map must be simple and easy to read. To guaranty a good orientation, the coherent bike network in Bolzano was graphically distinguished. Like the underground map in big cities, the principal

bike lanes in Bolzano have different colours and names. In total exist, at the moment, eight principal bicycle path.

Please note that the bike map, like all other products concerning the bike mobility in Bolzano, is designed in the standardized corporate identity (logo, colours, style, etc.)

Bike map Bolzano (front side)

At the backside of the map, all principal paths with the most important attractions, the possibilities of interchange between the single bike lanes as well as all service facilities are separately listed in a easy structured way.

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Bike map Bolzano (back side)

The format and the handling of the map is also very important. The map should be practically and the format should not be to big. Ökoinstitut Südtirol/Alto Adige recommend the so called Z-Card system. The map, fold together, has the dimension of a credit card. Once open, the card has nearly the format of A3. The Z-Card system guaranty a very easy handling, i.e. opening and closing.

The bike map can be distributed via Post to all households or given out on the most important points of attractions (public offices, bike rental stations, sport facilities, etc.)

A continuous update of the map is very important.

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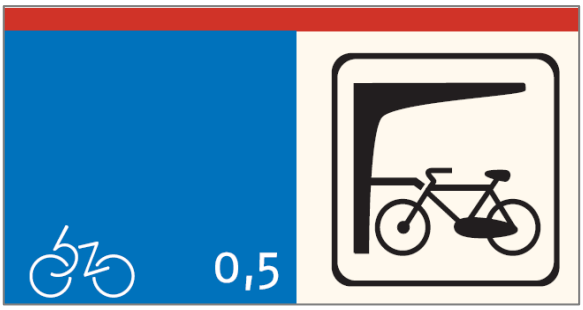
4.3.2 Vertical signposting:

A horizontal signposting fulfil many functions. First of all it is a information tool which helps the citizens to orientate in the city. It is developed for all bikers and commuters, but also for tourists which are not familiar in a place. The contents and information's of the signpost can be different. In Bolzano for example where developed many different types of sign postings. Ökoinstitut Südtirol/Alto Adige, in strong collaboration with the City administration, decided where which kind of signposting with which information should be installed. Beside direction signs, also information's concerning the name (colour) of the bike lane, points of interests, attractions, sport places, public transport, etc. can be part of the signposting. Of course the corporate design of the bike mobility should be well recognizable on each signboard. Additionally the existence of these sign postings everywhere in the city helps to raise the perception and awareness for the bike mobility for all road users.



4.3.3 Infopoints:

So called Infopoints fulfil a very similar informative purpose as the vertical signposting. On strategically very important places spread over the whole city area (e.g. big junctions, bike rental service, multimodal interfaces, train stations, P&R, historical city centre, etc.) these two-dimensional elements can be installed. Additionally to the map of the coherent bike network in Bolzano, the Infopoints offers a very detailed plan of the surroundings, connections to other bike lanes or the accessibility to big mobility attractors. There are different types of Infopoints. Beside the "classical" double-sided Infopoint exist also triple-sided Infopoints. These Infopoints have the advantage that an additional area can be used for all kinds of advertising concerning the bike mobility (events, news, etc.). Infopoints can also be seen as a kind of "marketing instruments" because they draw the attention of passengers, car drivers, cyclists, etc. to the bike mobility. Simply through their existing in the cityscape they remember to the bike mobility and revalue the image of this mean of transport. Of course also the Infopoints should be designed in the corporate identity of the bike mobility (see also chapter "Marketing"). The design and the contents of the Infopoints as well as the selection of the strategic areas (good visible and easy accessible) are of crucial importance for the success of this instrument.

4.4 Marketing

4.4.1 Corporate Identity

The first step for a successful and effective marketing campaign is the development of a Corporate Identity (CI). The CI must be unique and catchy and representing the product, in our case the bike mobility. The logo, as a kind of self-explaining symbol, must be present on all bike relevant elements in the city (signposting, Infopoints, poster, advertising, internet, etc.). Like any other product, also the bike mobility becomes a identity through the logo and the whole CI. Important is the design. In all information- and marketing elements the aesthetical aspect as well as loveliness must be highly judged. The bicycle must becomes a positive perception and image. The Logo for example should communicate:

- Easy identification “bicycle” or “bike mobility”
- Easy recognition
- The idea of “velocity”
- An emotional biding
- Site specific aspects (colours, shortcuts, etc.)

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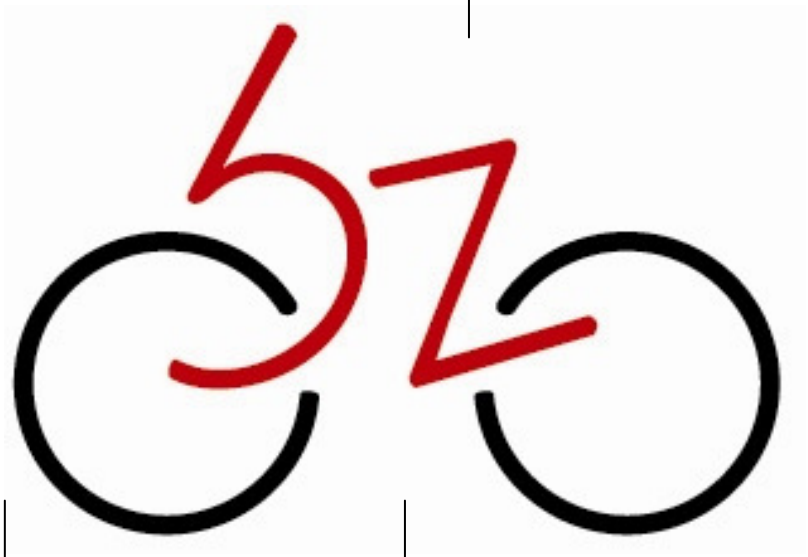
Logo: Bici Bolzano

Easy identification with “bicycle” / “bike mobility”

Gives the idea of “velocity”



“bz” is the shortcut in both languages for **B**ol**z**ano/**B**o**z**en

Emotional binding

Official colours of the City Administration

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In addition to the logo, also a catchy and easy to remember signature should be developed. The writing as well as the colours must be consistent with the logo. Under the signature, the bike mobility of each city must be proposed and everybody should identify immediately what the signature tries to communicate.

In Bolzano, the (bilingual) slogan was simply:

viaNova

Signature

Short and catchy

High recognition

Bici Bolzano
Fahrrad Bozen

Strongly related
to the topic

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The Brand (logo + signature) should help to make a unique product of the bike mobility in a city. This product must be easy distinguishable from other means of transport, and this can happen only on a very emotional level.

4.4.2 Wallpapers and Big prints

Like any other product, also the bike mobility should make use of one of the most "classical" advertising mediums, the placard.

Placards can be hang-up in the whole city area and the costs are relatively low, compared with the amount of target groups reached. Of course the placards must be designed in the corporate identity and logo, signature, colours, etc. of the bike mobility must be represented on the placard. Again: the aesthetical aspect and the design communicated by the placard is of essential importance to improve the image of bike mobility.

Placards can also be fixed on public transport, e.g. on busses or trams.

Another possibility is to produce so called "big prints". Big prints are more expensive than "standard" placards. But the promotional effect is much higher. Big prints can be installed on big house-walls or used as encasements for big construction works.

Some examples from Bolzano and Trento:

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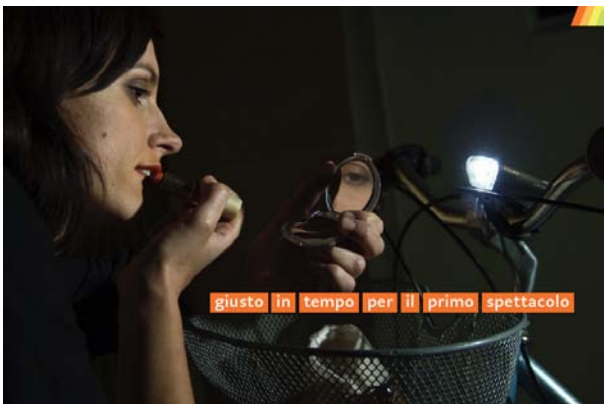
4.4.3 Bike barometer

Bolzano was one of the first cities Europe-wide which has installed a so called “bike barometer”. This machine can be seen as an instrument for awareness raising and sensitization of all cyclists in Bolzano. The barometer works with a specific sensor and count all bikes in both directions along one of the most used bikes lanes. The display shows the total daily bike number as well as the total passer-by number since the installation of the barometer. The bike barometer was a big success in Bolzano and in less than one year the one-millionth cyclist could be celebrated. For this happening a big event with politicians, press, sponsors, etc. was organised.

4.4.4 Postcards

Very common among young people are so called “free postcards” distributed in pubs, bars or restaurants. These postcards should be design in a conspicuous way and strongly related to the bike mobility. Some examples from Ökoinstitut Südtirol/Alto Adige in Bolzano and Milan:



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4.4.5 Cinema spot and Videos

Ökoinstitut Südtirol/Alto Adige tries also to experiment with new, a bit eccentric ways to improve and promote bike mobility in Bolzano. One of these well accepted methods was the production of different cinema spots. The cinema spots in Bolzano are oriented to different target groups and topics, e.g. young people, safety, etc.. New channels, like short videos on Youtube or on different homepages could also be a future way to draw attention to the bike mobility.

4.5 Target group oriented measures

Once a certain goal in the modal split is reached, general marketing activities are of course meaningful, but in this situation the effectives of common/general advertising campaigns becomes smaller and smaller. It is the moment to think about target group specific marketing measures. Like in the economics world advertising and marketing is oriented to the needs of certain target groups, also for the promotion of the bike mobility this could be a solution for reaching higher "share in the market". Target groups can be commuters and employees, scholars, parents or tourists. In this case creativity is needed and site specific measure can be developed.
For employees and commuters marketing events like the "bike-to-work" project can be very useful. But also the development and promotion of different multimodal solutions, like P&R systems in combination with bike rental services, specific price offers for commuters, ticketing policies, parking services, etc., etc. are possible and feasible.

There are dozens of project ideas how to promote bike mobility for scholars and students. A collection of this ideas can be searched on www.eltis.org.

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Further information's

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