

Cycling

Inspiration book



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Imprint

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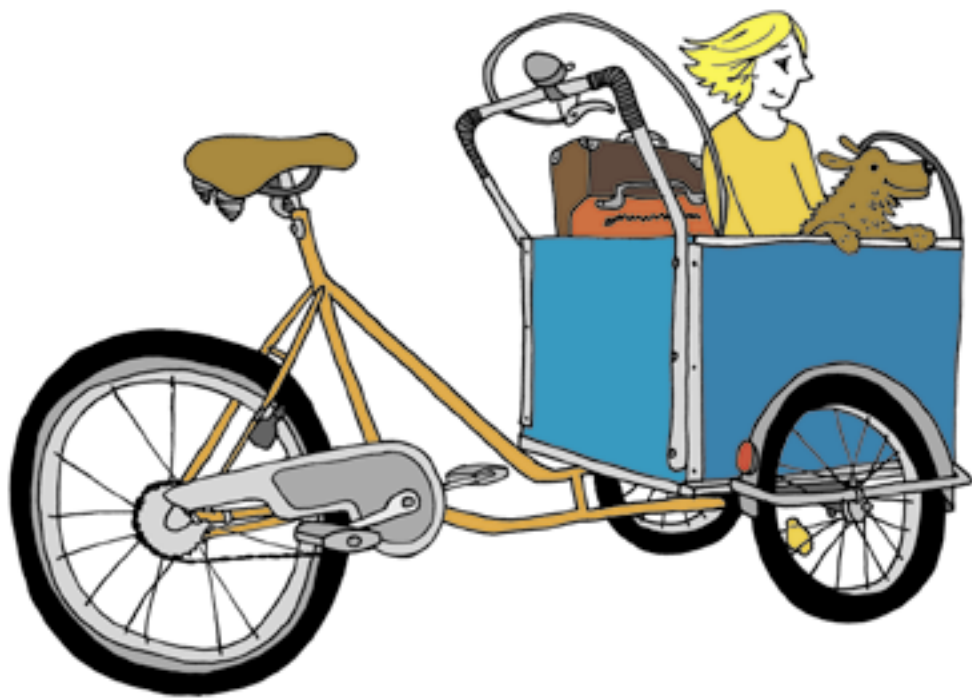
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A large, faint, grey illustration of a bicycle wheel and a path with a small insect is visible in the background. The path is made of cobblestones and has some small green plants growing along its edge. A small orange insect is visible on the path.

Introduction

Cycling is a pleasurable thing. You can cycle to go from A to B. You can cycle for your own pleasure and you can cycle to change the world.

This book wants to motivate people to cycle.

Cycling is good for your city. More cycles in the streets make your city more sustainable and attractive. You can easily do something to improve cycling conditions and to promote cycling. People are waiting for you to take the initiative.

Cycling is for everyone. Everyone can do something for cycling. It does not matter if you are the mayor, a politician, a decision maker, an expert, an activist or just a citizen. There is a job for you as well!

We need everybody.

Cycling means progress. You can start at any time. You can begin or continue at any level. Whether cycling is new in your city or a common thing: improvement is possible.

If there are any obstacles you will find a way to circumvent them or even overcome them. Look ahead and if you do not see a solution look around. There are others like you with the same goal who have already solved similar problems.

This book passes on the experiences of 22 partners of the Baltic Sea Cycling project. Included are also all their contact information for your use. You will find help and friends.

Baltic Sea Cycling became possible through co-financing of the European Union within the neighbourhood programme Interreg III B for the Baltic Sea Region. We thank them for their support. Now read on and join the European family.

Cycling for everyone



Cycling is fun and cycling makes people happy.
Cyclists have perspective. Cyclists are seen.
Cyclists meet their friends in the streets.
Cyclists can stop everywhere. They are free. They reach the destination directly and fast.
Cyclists have the power. Their breakfast is their fuel. They feel the speed in the wind on their faces.
Cyclists have the choice: Cycling can be thrilling or calming, sportive or modest. Cycling is easy – and a challenge to learn. Like walking, reading or writing it is a basic skill.
It is hard to unlearn cycling, but many people become modest and lazy. They just forget about the fun of cycling.

Health is a main issue today. People are sick because of a lack of movement. Cycling is a way to integrate physical exercise into everyday life. There is no additional time and distance for sport necessary. Cycling saves time.

Cycling is a good measure of prevention: Cyclists are used to changing weather conditions. It is good training for the immune system.

Air pollution, noise and danger of accidents can affect cyclists. Because of that cyclists need calm and safe routes.

The need to transport children or goods like the groceries for the week is an important obstacle, which prevents many people from using bicycles. Even if it is not necessary to carry something on each trip, the flexibility to do it anytime is a big advantage of cars. A car also gives the opportunity to store things dryly and safely.



Almost everywhere are parking places for cars. Many people cannot imagine any alternatives to these needs and advantages. Bicycles have a small capacity for transport in comparison with cars. A common carrier is permitted to carry loads of 20 kg. With child seat it is possible to carry two small children per bicycle.

Some bicycle transport facilities provide advantages in comparison with cars: Child cycle trailers can transport two children and are very flexible. They do not need much space and are able to go through narrow alleys directly to the destination. Some are even changeable into a pram. Other trailers are also usable as trolleys. They can bring the groceries from the shelf in the shop directly to the home cupboard. The greatest benefit of not using a car is to have no car with all its costs and duties.

What to do:

Health

- Try to cycle a little bit faster or more slowly than usual. Feel the results.
- Avoid crowded roads. Seek calm streets. Pay attention to traffic where necessary and take the opportunity to relax where possible.
- Make a promotion campaign for cycling and health and ask a health insurance company for support.

Transport

- Ask people without a car how they manage their life. Let them report about it in the newspaper.
- Think about your habits. Isn't it nice to go shopping more often? For purchases in your neighbourhood, have you thought about good bicycle bags? Have you ever tried a trolley?
- Try a trolley or a trailer for children. Ask your local bicycle dealer to offer and rent trailers.
- Give preference to non-motorist transport in pedestrian zones.



Cycling in Jelgava

Jelgava

Jelgava in Latvia did a project about healthy cycling: They gave new bicycles to a test group of ten people. The group consisted of journalists, employees from the municipality and politicians. The participants cycled about 50 kilometres per month. Their health was checked before, at the half-way point and after the test period. The results showed increasing fitness and improving health data. The test persons reported positive feelings and enhancements of life quality. The project achieved the goals of improving health and popularizing a healthy lifestyle. Society's interest in cycling was promoted and the municipality got an evaluation of the infrastructure from another point of view.



Västerås

The Swedish city Västerås did a research about transport facilities for bicycles. They acquired several different trailers and special tricycles to transport children for testing and promotion. Several test pilots were asked to make use of the items for some months and write a report afterwards.

Västerås also involved other partners of the BSC-project to test the items and to share their experiences. Cycle associations managed the test pilot campaign in Rostock and Klaipeda. Some trailers were seen as very helpful for daily use others only for journeys. The tricycle was very useful for promotion.



Trailer for groceries



Transport of children by bicycle in Västerås



Tricycle to transport children tested in Västerås



Bob trailer on tour in South Sweden.

2. Cycling in Baltic climate

Cycling is hot. Cycling is cool. A bicycle does not protect from rain, sun, cold, warmth or wind. Cyclists have to dress accordingly. For many people this disadvantage is an important obstacle preventing them from cycling. Cars, busses and trains are dry, heated in winter and nowadays often air-conditioned in summer. Even for pedestrians it is easier to protect against rain or cold. Though “bad” weather in the Baltic countries is not as frequent as people think, the risk of getting wet is discouraging enough for some. The perception of good or bad weather is very subjective. An old saying goes “There is no bad weather, only bad clothes”. It is possible to protect against all weather conditions with clothes. Light rain for a short time demands only a coat. In heavy rain a cyclist needs more equipment to stay dry: A waterproof coat and trousers at best with protection for the shoes so that they do not get filled with water. Good rain clothes dry fast and do not need much space. As they are valuable and useful for everybody, there is a need for storage with a possibility to dry them.

Cycling clothes or any other equipment must not reduce the freedom of movement or sight and should be very visible in darkness.

Problems with sun and warmth are few in the Baltic Sea region. However, cyclists get their air conditioning and cooling naturally, from the airstream. Exposing to climate conditions sustains the immune system and is a benefit to health.

In winter cyclists need more protection, especially on the head, hands and feet because these parts of the body are not moving as much.

The two-wheel vehicle is difficult to drive on wet or slippery surfaces. The danger of accidents is higher. Conventional bicycle components like dynamos or brakes tend to fail in rain or snow. There are technical solutions to manage these problems. Most problems in bad weather conditions – especially in winter – come from missing or inadequate maintenance of the cycling infrastructure or from badly constructed or missing cycling infrastructure. Car traffic is able to dry and clean a road itself, cyclists are not. Melting snow and ice, freezing again and again is a main problem.

What to do:

- Construct cycling infrastructure in a way that cyclists are not affected by splashes and fountains from motorized traffic.
- Give priority to winter maintenance on cycling routes. Take advantage of thaws and let nature help you to dry the cycle ways.
- Plan wardrobes, lockers and drying rooms to leave additional clothes for all places where people stay for a while like schools, work places and libraries.
- Organize a fashion show with rain and winter clothes for cycling.
- Publish a weather forecast for cyclists.
- Promote cycling with light and organize safety checks for bicycles.

- Begin to cycle in good weather conditions. Count the days with heavy rain during your trips. Buy well-designed rain clothes. There are very good coats that protect you from rain, cold and wind and even from sweating too much. They do not have to look like cycling clothes and you can use yours as your standard coat. A helmet can secure your head from injury.
- Count the days of snow and ice on the roads and on the cycle ways. Use warm and waterproof gloves, warm socks and a “cool” warm cap.
- Make sure that your lights are working when it is raining or snowing. Choose equipment with reflectors.
- Show your municipality faults and shortcomings of the cycling infrastructure and problems of winter maintenance.





Cycling pictures from Kalmar



Kalmar

The Swedish city Kalmar made a project about biking in bad weather conditions. In order to gain knowledge of obstacles and experience of cycling in the rain and cold, the project chose experienced consultants, “test pilots”, who cycle daily and have first hand knowledge of the problems connected with cycling in all types of weather. The test pilots were recruited from the municipality (Streets and Public Parks Office, Communi-

ty Planning Office and City Council Office) and from Kalmar University. Others were recruited through information conveyed via the project’s municipal website. There were a total of 17 test pilots, 11 women and six men, aged between 24 and 60. The test pilots were, during the test period, required to follow their habitual routine and choose means of transportation as they would normally.

The test pilots began by documenting their trips in a transportation journal over a ten-day period. They were also supposed to describe their “thought patterns” as to why they chose a particular means of transport. They were also asked to note which problems they had during the journey and other basic information such as weather, number of kilometres, road conditions etc. All of the participants were given a bicycle

computer to facilitate keeping track of these details. The results were compiled and presented during an evening showing at a bicycle shop. Various solutions to several of their problems were presented. The test pilots got the opportunity to choose equipment to a value of 200 EUR (clothes, equipment, bicycle bags etc), which could hopefully resolve the problems, related to obstacles that were experienced.

Thereafter the equipment was tested and evaluated in a web-based transportation journal for a period of 30 days. The project ended with a questionnaire directed to the test pilots regarding the equipment. The research showed that the main obstacles for cycling in bad weather were bad road surfaces and missing space for transport of cargo or children on the bicycle. On third and fourth position followed

clothes (rain, too cold, too warm, feeling “proper” upon arrival) and equipment (frozen generators, lanterns). Kalmar wrote a detailed report about this pilot action, which is available on: www.balticseacycling.com

3. Cycling to school

School children like cycling. Cycling to school means independence and autonomy. The distance between home and school is often less than 3 km, about 10 minutes on a bicycle for a child.

Cycling is good for children because it is physical exercise, which improves their health. It trains not only the muscles but also attention and self-confidence.

Many parents take their children to school by car. They do not want them to cycle or even walk because they are afraid of the dangers of traffic. This behaviour causes a lot of unnecessary traffic and problems especially, in the areas surrounding schools. This vicious circle has to be stopped. The more pupils cycle to school, the safer it is for everyone. Children can motivate their parents to let them cycle.



Some children do not have the possibility to learn or practise cycling. Either in their neighbourhood there is no space for it or their parents are not able to or interested in teaching them.

What to do:

- Improve traffic safety in neighbourhoods with schools. Give priority to pedestrians and cyclists.
- Compile a plan of safe cycling routes for every school.
- Involve pupils in the investigation of the safety conditions in the area surrounding their school.
- Invite teachers and parents and discuss the safety problems on school routes and the advantages of daily exercise by walking or cycling to school.
- Practise traffic rules and safe behaviour both in the classroom and in the streets.
- Organize bicycle workshops, projects or events at school to encourage pupils, teachers and parents to participate.
- Motivate pupils to cycle or walk to school and let them convince their parents.
- Search for the best routes to cycle to school. Practise the school route first on Sunday in times with less traffic. Accompany your children to school by bicycle. Rotate with other parents.
- Ask the school, the municipality and the police for a town map including cycle routes to school.

Linköping

Linköping, a Swedish city with quite an advanced cycling infrastructure, recognized the necessity to change the parents' attitude especially to stop the vicious circle of taking their children to school by car. They organized a very successful campaign for cycling and walking to school to avoid car trips shorter than 5 km. The campaign was accompanied by school lectures on health, environmental aspects, cycling and traffic safety and was covered by the media. The first highlight was a leaflet handed out to pupils and parents with four good reasons to walk or cycle. The leaflet included a competition: Pupils should write in twenty words why cars should not be used for short distances. The prize was a meeting with the famous local ice-hockey team. Their players were good examples for the children by recommending training by cycling to school. The best of the 900 slogans

from the competition were exhibited on Eurosize Pictures in the city. The practical part of "Walk or Cycle to School" for the pupils went on for two months in autumn. All pupils from the participating schools received a travel diary for a fortnight to report about their trip to school each day. After each fortnight the diaries were collected and the distances walked and cycled were added and drawn on a special map of Europe in each school. The saved tons of CO₂ were also measured and the newspaper published the total of all schools on a world map. The success of this campaign was well covered by mass media and motivated pupils, their teachers and parents and the project team.



World map showing the total distance of all pupils and saved tons of CO₂ during the project



Distances walked and cycled are drawn on a map



Travel diary for a fortnight

Siauliai

Siauliai in Lithuania established a cycling school in a park and bought bicycles. There, the school children without bicycles of their own had the possibility to practise cycling in their leisure time or in summer camps. Competitions and races for children of different age groups were arranged to encourage pupils to cycle.

Surveys in Siauliai showed that people think cycling is neither "cool" nor popular as a means of transport. Therefore, the city decided to intensify promotion and organized a competition about cycling for seven primary schools, in which pupils produced 230 drawings and approximately 50 writings about "Me and my joyful bicycle". Children wrote different kinds of stories about how cycling is good for nature, for their health and what a great time they can have on



their bicycle. The best drawing and writing from each school was put on posters with rules of safe behaviour on the street. All schools got these roll-ups and an exhibition was organized in Siauliai city's bike museum.



Klützer Winkel

Klützer Winkel (Germany) equipped a workshop to repair bicycles in a school and organized cycling courses for school classes.



Workshop to repair bicycles in school

4 Cycling to work

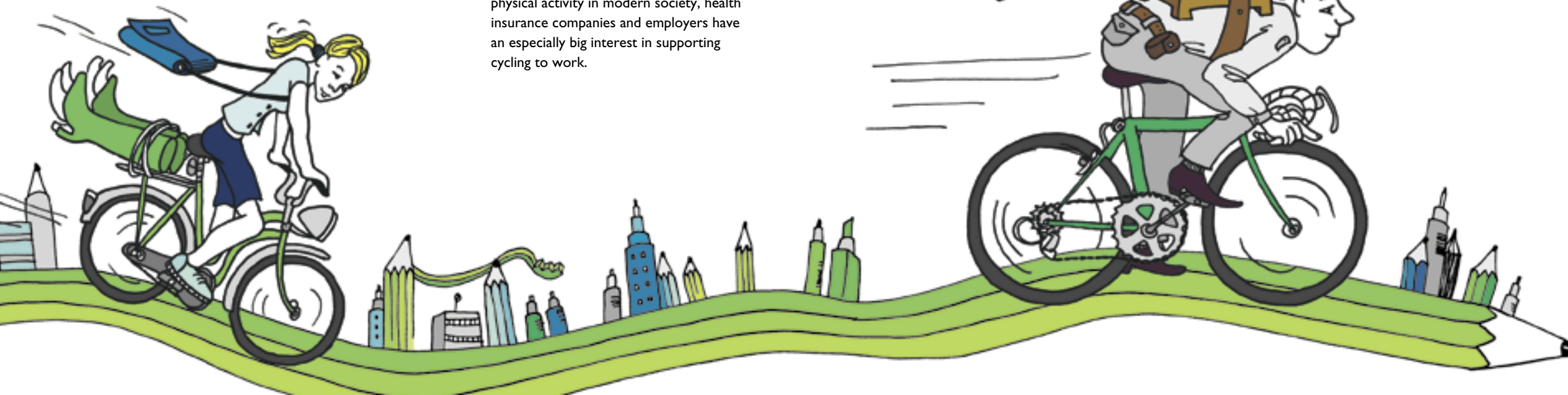
The commute between home and work causes a lot of traffic. Most people go to their work place every morning and return home in the afternoon or evening. Because of the division of functions in our society and settlements, this habit causes a lot of traffic. This flow of traffic is regular in time and direction and determines the dimension of streets and public transport facilities.

Cycling needs much less space and would avoid traffic jams or allow a reduction of land consumption for streets. Many people do not have enough occasions for exercise in their job and daily life. Cycling to work guarantees a certain amount of physical exercise and does not cost any extra time or money. Since many diseases of civilisation are caused by the loss of physical activity in modern society, health insurance companies and employers have an especially big interest in supporting cycling to work.

Some jobs, especially those without physical exercise, demand a dress code. Cycling in business clothes is possible but not very convenient over longer distances. Providing a room to change clothes or even a shower supports the cyclists. Sheltered bicycle parking facilities at the work place also promotes cycling in a company or administration.

What to do:

- Take a survey among employees why they are cycling or not.
- Offer good bicycle parking facilities to your employees and also to your guests and customers (safe, in sight of gatekeeper, sheltered, very close to the entrance). Convert the best parking places for them.
- Give a locker to your employees and access to a room where they can dry rain clothes. Think about a shower and a changing room for long distance cyclists.
- Create a system of rewarding employees who do something for their health by cycling.
- Ask your employees to use a bicycle instead of an official car for short trips in town.
- Refund as much money for using a private bicycle as for a private car.
- Cycle to work. Combine the trip with public transport if it is too far.
- Make an appointment with your colleagues to cycle to work or cycle together after work.
- Ask your employer to implement cycling friendly measures or ask your works council or your trade union or your health insurance to ask them. Ask colleagues to support you.



Örebro

Örebro (Sweden) developed a questionnaire to investigate travel behaviours and attitudes. The questionnaire was handed out to 600 employees at the technical department in Örebro municipality. This target group is responsible for all kinds of infrastructure in the city and important for improving cycling. In addition Örebro planned to analyse the routes to work and to develop an ultimate itinerary for bicycles. That should lead to a plan of action for improving cycling in the city.

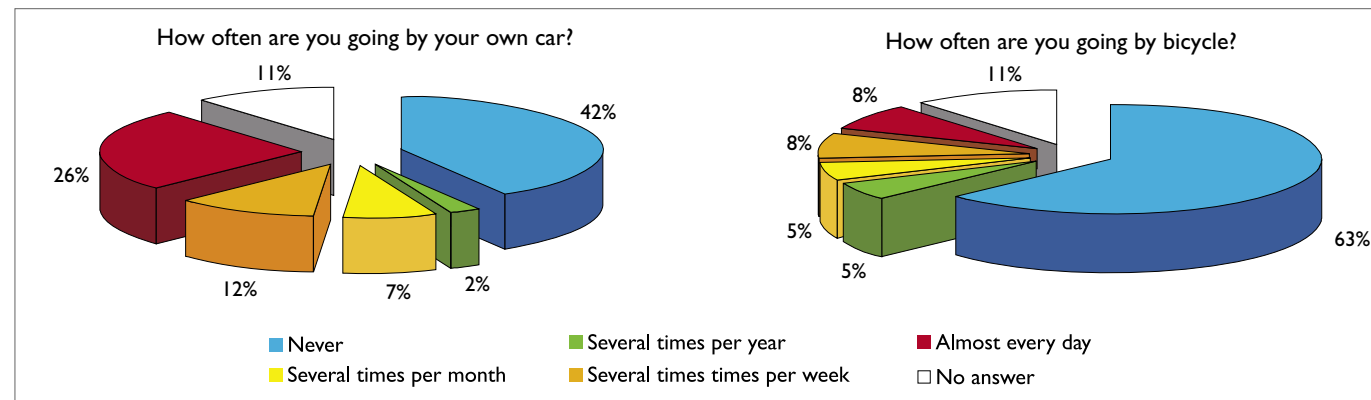


Counting of cyclists in Örebro

Siauliai

Siauliai (Lithuania) took a survey among employees in the city centre. They asked for the public opinion about cycling, commuting habits and reasons for the choice of means of transport. The answers showed that most people were surprised about the questions.

They never even thought about cycling to work because it is not popular and said to be dangerous. In consequence Siauliai started a promotion campaign with posters and set up bicycle parking facilities in the city centre.

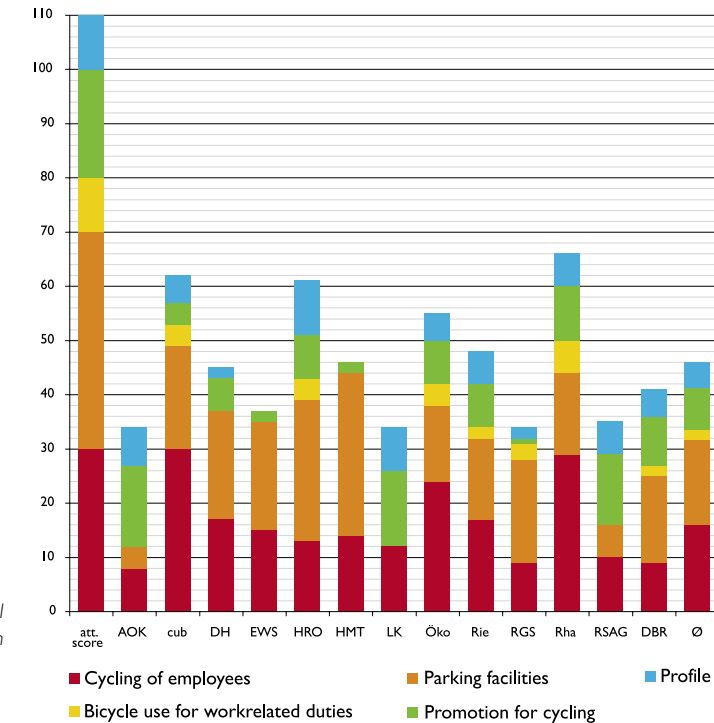


Survey in Siauliai about commuting habits

Competition “Profit maker Bicycle”

The Rostock chapter of the German cycle association ADFC tried a concept from another NGO (VCD, Traffic Club Germany): A competition for employers to be bicycle friendly was arranged in the region of Rostock. The participating companies, administrations and organizations had to answer a questionnaire of two pages. Criteria for the competition were based on cycling of employees, parking facilities, bicycle use for work related duties, promotion and profile. 13 different employers took part ranging from a small architecture firm to a big public transport company. A company for home nursing was best and won a new bicycle. The competition was encouraging for all participants and brought up a lot of new ideas.

www.vcd.org/vorort/nord/gewinn-faktor-fahrrad



Number of points of all participants in comparison



Campaign “Cycling to Work”

The German cycle association ADFC organizes in partnership with a big health insurance company (AOK) the campaign “Cycling to Work”. It is a competition whose goal is to motivate people to go by bicycle to their workplace. The participants have to show that they cycle on at least 20 days to work in a period of three months (June to August). Then they can win attractive prizes (trips, ride in a hot-air balloon etc.). Employees usually take part in teams

of four to motivate and monitor themselves. The campaign is based on an idea from Norway and Denmark. In Germany it was first successfully tried in one county in 2001, in the whole of Bavaria in 2002 and step-by-step extended to the whole of Germany in 2006. In 2005 the number of participants reached 100.000. In Denmark a similar campaign involved two percent of the population.

www.mit-dem-rad-zur-arbeit.de

5. Leisure cycling

For many people, cycling in their spare time often is the first step towards cycling regularly. On a holiday trip people have even more time to try cycling. They will remember it well if they enjoyed it and may then also try it as a daily means of transport.

The needs of tourist cyclists differ partly from those of everyday cyclists. Tourists prefer trips through nature, away from traffic. They cycle mostly in daylight between April and October. There are tourists who want to discover a region by bicycle and travellers who cycle on along distance route.

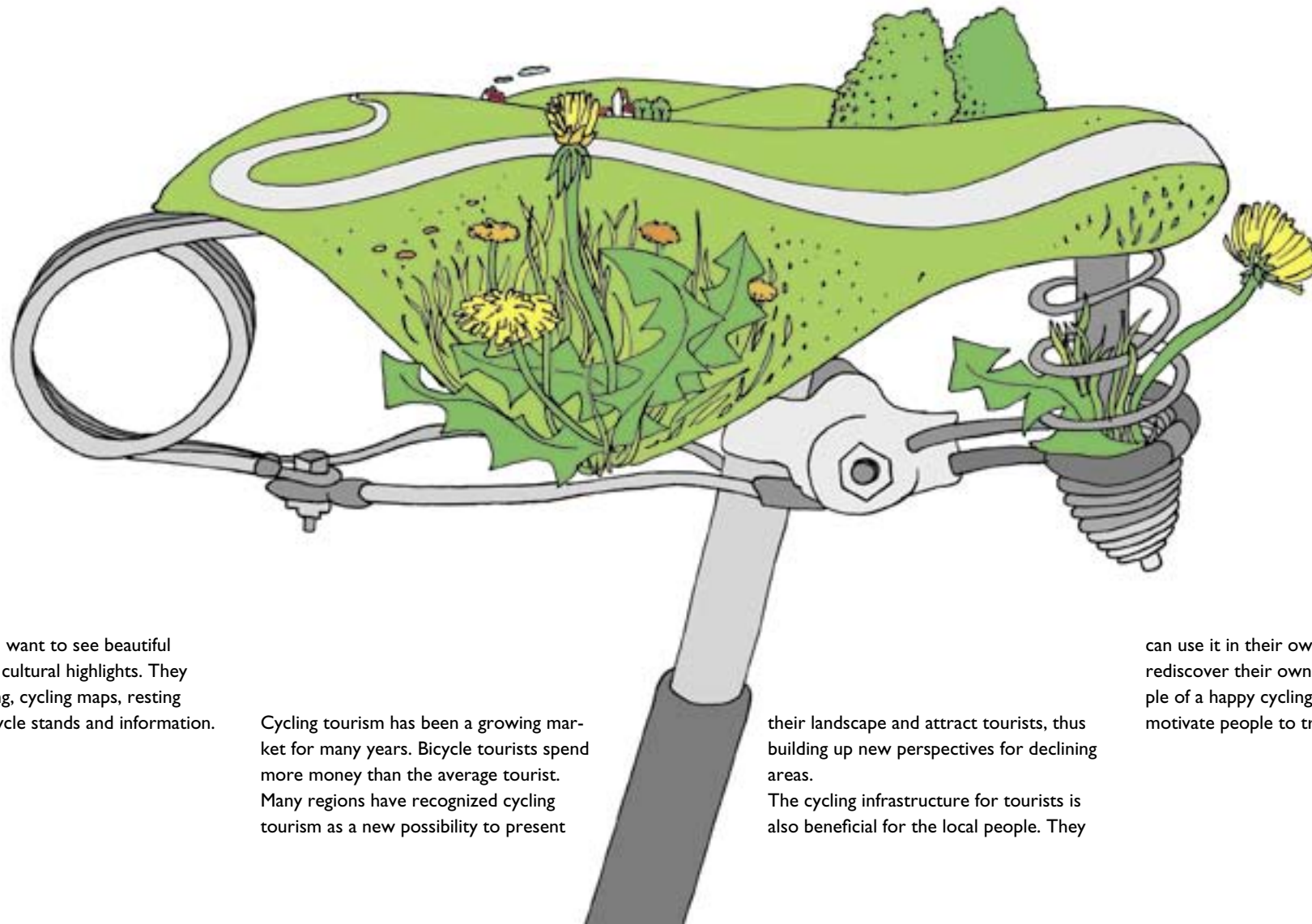
A cycling holiday in a region can be made more interesting with varied trails. It requires opportunities to rent a bike. Travellers need good routes to make 50 to 100 km every day with luggage and they also need accommodation – usually for one night only.

Holiday cyclists want to see beautiful landscapes and cultural highlights. They need signposting, cycling maps, resting places with bicycle stands and information.

Cycling tourism has been a growing market for many years. Bicycle tourists spend more money than the average tourist. Many regions have recognized cycling tourism as a new possibility to present

their landscape and attract tourists, thus building up new perspectives for declining areas. The cycling infrastructure for tourists is also beneficial for the local people. They

can use it in their own leisure time and rediscover their own home. The example of a happy cycling tourist can also motivate people to try cycling again.



What to do:

- Inform yourself about regional, national and international cycle routes in your area. Make sure that these routes are in good condition. Uninterrupted signposting and smooth surfaces are especially important.
- Develop attractive trails (20 to 50 km) from the city centre into the green surrounding area and to points of interest on existing cycle paths and calm roads. Close gaps if necessary.
- Publish a map and a brochure describing the tourist routes. Pass on all information to publishing houses producing maps or tourist guides.
- Take time to map out a route through the green surroundings of your city. If there are no maps or signs available ask your municipality for help.
- Look for a region with good cycling conditions and stay for a weekend discovering the landscape by bicycle.
- Try a one-week cycle holiday on a well-prepared route, for example along a river. Take friends with you.
- Make proposals to your municipality as to how conditions for leisure or tourist biking can be improved.

Suwałki

Suwałki Chamber of Agriculture and Tourism (Poland) initiated a project to improve tourist cycling and connect it with daily cycling for inhabitants. They involved the municipalities of Suwałki and Augustów: Department of Architecture and Space Planning (developing the design of the stands and deciding on their localisation), Department of Tourism in the City (consulting of tourist needs and expectations) and Municipality's Roads Management (dealing with formal aspects necessary to implement the idea and install stands). The outcome of the pilot action was a network of bicycle stands in the towns of Suwałki and Augustów and information boards with maps of the towns and cycling routes.



Picnic in the National Park



Cycle path at the lake
in Augustów



Art at EuroVelo 10 on the Curonian Spit

Klaipeda

Klaipeda started a project to develop bicycle parking facilities in recreational areas and public places visited by cycling tourists (tourism information centres, museums, town squares, beaches, etc.), to encourage Klaipeda citizens to use their bicycles for recreational and other purposes and to demonstrate the city of Klaipeda as friendly city for bicycle tourists. The process of planning and realization lasted from June 2005 to spring 2006. The project contained the following steps: Identifying the most attractive places and cycle routes in Klaipeda city, updating and publishing the cycle map of Klaipeda city, distributing the cycle map of Klaipeda city, making detailed plans of typical bicycle parking stands, deciding on the most advantageous locations for bicycle parking stands and installation of the bicycle parking stands at chosen locations.



Resting place for cyclists in Klaipeda

EuroVelo

EuroVelo, the European cycle route network, is a project of the European Cyclists' Federation to develop 12 long-distance cycling routes crossing the whole continent of Europe. The total length of these routes is over 66.000 km and more than half of them are already implemented. EuroVelo aims to promote a shift to the bicycle from the private car.

www.eurovelo.org



Twelve international cycle routes to change the face of Europe

EuroVelo® is a registered trade mark of the European Cyclists' Federation



Map of European
cycle route network © ECF

North – South Routes:

- ① Atlantic Coast Route: North Cape – Sagres 8,786 km
- ② Pilgrims Route: Trondheim – Santiago de Compostela 5,122 km
- ③ Via Romea Francigena: London – Rome and Brindisi 3,900 km
- ④ Middle Europe Route: North Cape – Malta 6,000 km
- ⑤ Baltic Sea to Adriatic Sea (Amber Route): Gdansk – Pola 1,800 km
- ⑥ East Europe Route: North Cape – Athens 5,884 km

West – East Routes:

- ① Capitals Route: Galway – Moscow 5,520 km
- ② Rouloff – Kiev 4,000 km
- ③ Atlantic Ocean to Black Sea (Rivers Route): Nantes – Constanta 3,652 km
- ④ Mediterranean Route: Cadix – Athens and Cyprus 5,888 km
- Circuits:**
- ⑤ Baltic Sea Cycle Route (Honor circuit) 7,380 km
- ⑥ North Sea Cycle Route 5,917 km

6. Cycle routes

Cycling infrastructure is not the main topic of this book. There are many technical handbooks and guidelines for the implementation of cycling routes. However it is important to mention that attractive cycling routes are the keys to encourage people to cycle.

A cycling route does not automatically mean a cycling path. There are basically two principles to develop a cycling infrastructure: separation and integration. In between there are many kinds of combination. The utilization depends on conditions of traffic, spatial and cultural framework.

Separation is a possible solution when it comes to bicycles and cars. Due to rising car traffic and speed, cyclists begin to feel insecure on the roads. Separate cycling paths can be built or combined with the existing side walk pavement. People usually feel safe on separate bicycle paths as they can stop at any time and cars cannot press them. Totally separated routes are very attractive as they are both calm and

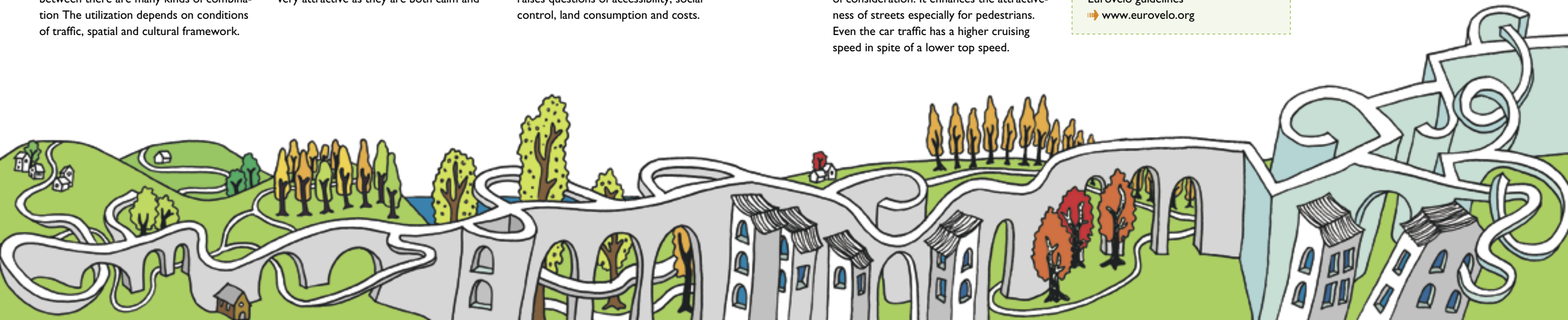
fast for cyclists. The problems of separation are the crossings. Wherever a separated cycle path crosses a street on the same level, the risk of collision is present. As a feeling of safety and low visibility do not enhance awareness on the part of the cyclist or the motorist, danger grows with separation. Extensive separation also raises questions of accessibility, social control, land consumption and costs.

Integration means sharing the space among all means of transport, including pedestrians. It requires a regulation of speed. Cycling in quiet streets is also very attractive. Traffic restriction in residential areas is cheap and is easily accepted. The concept of “Shared Space” also works with integration in busy streets and crossings. Deregulation and a simple but sophisticated street design create an atmosphere of consideration. It enhances the attractiveness of streets especially for pedestrians. Even the car traffic has a higher cruising speed in spite of a lower top speed.

What to do:

- Analyze the accidents of cyclists. Examine the reasons relating to cycling infrastructure.
- Reduce the speed limit to 30km per hour except in main streets.
- Organize car-free days or street parties to rediscover streets as public space.
- Buy a technical handbook on the construction of bicycle routes. Ask for Eurovelo guidelines
www.eurovelo.org

- Cycle and try out all kinds of cycling infrastructure in different cities and countries.
- Discuss separation and integration. It leads to the question of culture.
- Create critical mass and let people feel the attractiveness of streets and the power of community.



Cycle network

Västerås is one of the advanced cycle cities in Sweden. The city has a widely separated infrastructure for cyclists. A network of cycling paths connects housing areas to the inner city and to each other. Lit tunnels serve as crossings on even the smaller roads.



Separated cycling infrastructure in Västerås



Baltic Sea Cycle route in the North of Klaipeda

Greenway

Klaipeda has built a very attractive cycle path through the forest to the Baltic Sea and on the Curonian Spit. It is part of the Baltic Sea Cycle Route, EuroVelo 10.



Cycle path

Livani built a separated cycle path to connect important destinations inside the city.

New cycle path in Livani

Cycle lane

Rostock has improved an important route for students by marking only 100 m of cycle lane in front of a crossing. Before this intervention cyclists could not reach the traffic lights safely because of parking and waiting cars.



Street in Rostock before intervention



New cycle lane instead of parking cars



"Cycle box" in Münster

Cycle box

Örebro installed a so-called "cycle box" following the example of Münster. The area of a crossing directly in front of the traffic lights is reserved for cyclists. Cars have to wait behind a second stop line.

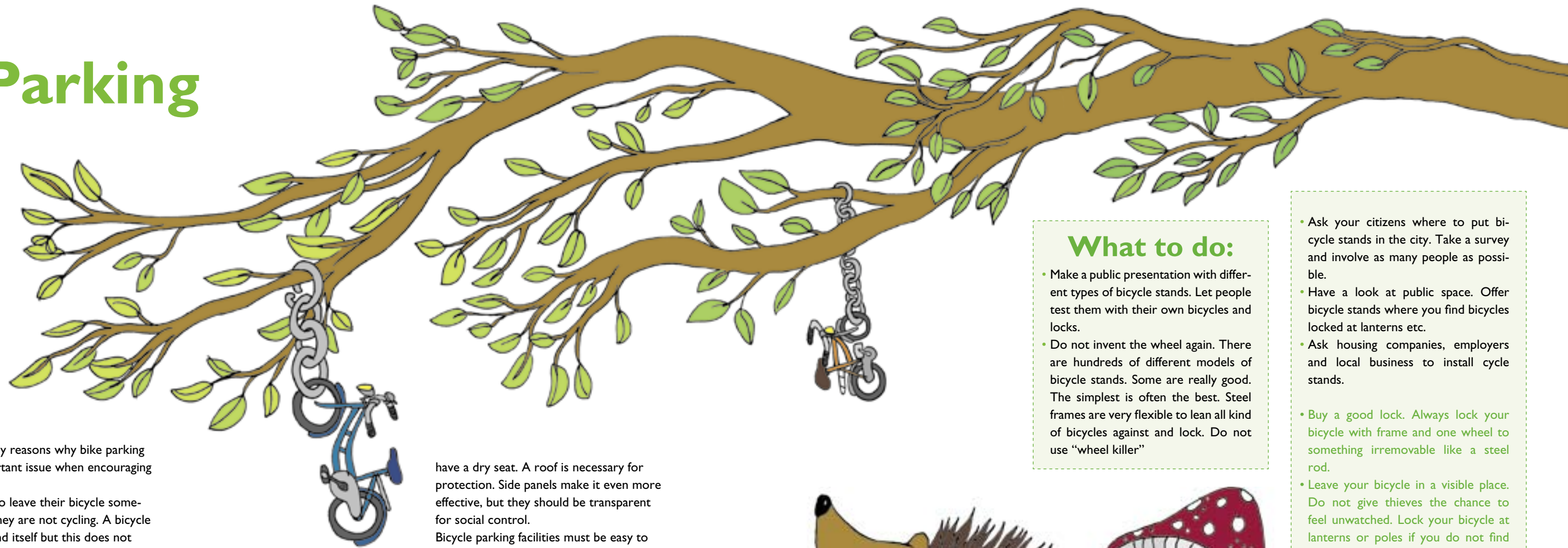
Fahrradstraße

Linköping started an initiative to implement the instrument of "Fahrradstraße" in Sweden. It is a road only for cyclists where cars can be allowed by an extra sign. Cyclists may cycle together and may not be overtaken. "Fahrradstraße" was invented and tested in Bremen, Germany, and later became law.



Fahrradstraße
(Cycle street) in Kiel

7. Parking



There are many reasons why bike parking is a very important issue when encouraging cycling.

Cyclists have to leave their bicycle somewhere when they are not cycling. A bicycle can have a stand itself but this does not protect it from theft or toppling over by wind. Thieves can easily carry away bicycles or parts like wheels, which are connected with quick-release skewers. Bicycle thefts are very numerous and common in many European countries. Fear of theft lets people favour old bikes instead of good ones or even keeps them from cycling. Bicycle stands must guarantee stability and offer possibilities to lock the bicycle to it

with frame and at least one wheel. There must be enough space to move the bike in and out easily and open and close the lock. The longer a bicycle is parked in one place, the more important protection from weather is. Bicycles suffer from rain and snow, as many technical components are not covered. For the cyclist it is nice to

have a dry seat. A roof is necessary for protection. Side panels make it even more effective, but they should be transparent for social control.

Bicycle parking facilities must be easy to reach and very close to the destination, for example near the entrance. Otherwise they won't be used by the public. Conditions of bicycle parking at home have an enormous influence on cycling habits. If there is no safe place at home and fear of theft is an issue, many people will not purchase a valuable bike. If the safe place is difficult to reach, such as in a cellar, people will not use the bicycle daily.

What to do:

- Make a public presentation with different types of bicycle stands. Let people test them with their own bicycles and locks.
- Do not invent the wheel again. There are hundreds of different models of bicycle stands. Some are really good. The simplest is often the best. Steel frames are very flexible to lean all kind of bicycles against and lock. Do not use "wheel killer"

- Ask your citizens where to put bicycle stands in the city. Take a survey and involve as many people as possible.
- Have a look at public space. Offer bicycle stands where you find bicycles locked at lanterns etc.
- Ask housing companies, employers and local business to install cycle stands.
- Buy a good lock. Always lock your bicycle with frame and one wheel to something irremovable like a steel rod.
- Leave your bicycle in a visible place. Do not give thieves the chance to feel unwatched. Lock your bicycle at lanterns or poles if you do not find adequate cycle stands.
- Individualize your bicycle with paint.
- Ask for bicycle stands where you need them: At your flat, at work, at school, university, at the station, in front of your favourite shop, cinema, theatre, swimming pool, library, lake, beach. Ask your municipality to install bicycle stands in public spaces.



Pilot actions

The BSC project group in Siauliai (Lithuania) decided to equip new parking places in Vilnius street and make an information panel with cycling map. The colourful and lighted stand is supposed to make a great contribution to cycling promotion and to change the public attitude to cycling.

Livani in Latvia developed modern bicycle parking with roof and steel frames to lock the bicycles. They equipped the parking place with an information board as well. Cesis (Latvia) also chose the installation of new bicycle stands as the most effective action to promote cycling.



Bicycle parking with information board in Livani



Planned bicycle stands and information panel in Siauliai



Radstation in Münster: Parking places for 3.300 bicycles and additional service



Bicycle garages for tourists in Rostock to keep bicycle and luggage for some hours during sightseeing tours



Bicycles toppled down or locked to lanterns or handrails indicate a need for bicycle stands



Cyclist searching for a free parking place in front of a supermarket



Simple bicycle stands with roof close to the platform



Parking places close to a tram stop



Bicycle stands close to a cafe



Bicycle stands with modern roof at a small station



Bicycle stands near the entrance of a shop



Parking places on campus



Bicycle parking with roof and side panel



Bicycle stands in a pedestrian area



Simple bicycle stands in front of an office building

8. Cycling and public transport

In combination with public transport, cyclists can cover long distances and reach many more destinations. Passengers are flexible in reaching their destination or the station by bicycle. The combination benefits both and provides an attractive alternative for many motorists. There are basically three different kinds of combinations:

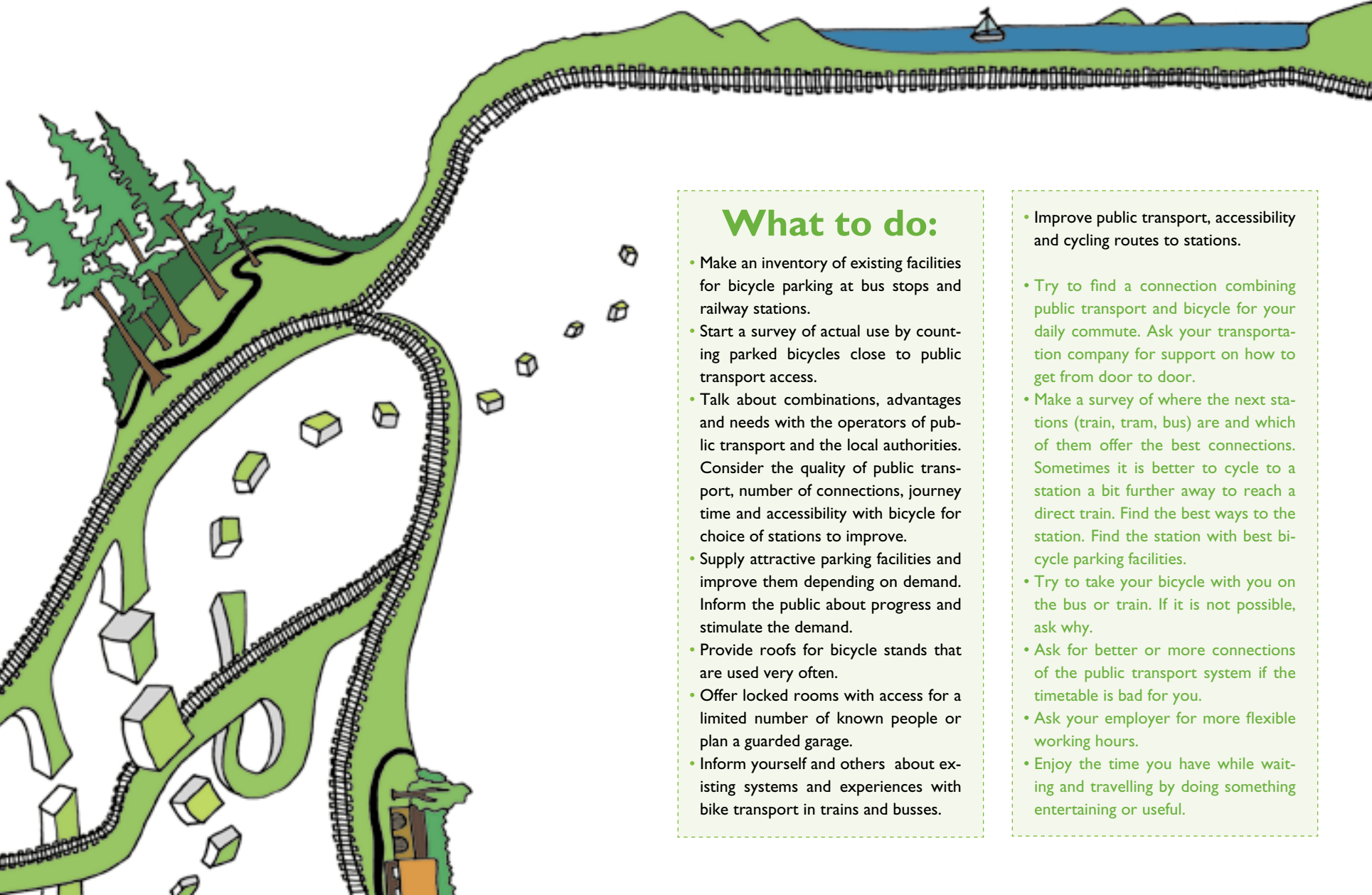
- Cycling to a railway station or a bus stop and changing to public transport
- Taking the bike with you in the train or bus
- Cycling from the station to the destination

The first one is the most common combination. People have their bicycle at home, cycle to the station, leave it there, change to public transport and reach their destination in walking distance to a station. On their way back they want to find their bike undamaged and ready to cycle home.

Those people want a place to leave their bike secure from theft and vandalism and protected from weather. Security is very important because passengers leave their bicycle regularly and for a long time at the same place.

Taking the bicycle on to trains or buses provides more flexibility at the destination. One's own bike is available for further use and can be parked more securely. In this case public transport must provide space and adequate equipment to hold the bicycle.

Cyclists must be able to load and unload their bike fast and easily themselves. If the destination is too far away from a station or bus stop, people need a bicycle either to cover "the last mile" or to be flexible at the destination. A personal (second) bicycle needs a very safe place because it stays there for a very long time, overnight and on weekends. A hired or public bicycle can also give this flexibility. This requires a service system.



What to do:

- Make an inventory of existing facilities for bicycle parking at bus stops and railway stations.
- Start a survey of actual use by counting parked bicycles close to public transport access.
- Talk about combinations, advantages and needs with the operators of public transport and the local authorities. Consider the quality of public transport, number of connections, journey time and accessibility with bicycle for choice of stations to improve.
- Supply attractive parking facilities and improve them depending on demand. Inform the public about progress and stimulate the demand.
- Provide roofs for bicycle stands that are used very often.
- Offer locked rooms with access for a limited number of known people or plan a guarded garage.
- Inform yourself and others about existing systems and experiences with bike transport in trains and busses.

- Improve public transport, accessibility and cycling routes to stations.

- Try to find a connection combining public transport and bicycle for your daily commute. Ask your transportation company for support on how to get from door to door.
- Make a survey of where the next stations (train, tram, bus) are and which of them offer the best connections. Sometimes it is better to cycle to a station a bit further away to reach a direct train. Find the best ways to the station. Find the station with best bicycle parking facilities.
- Try to take your bicycle with you on the bus or train. If it is not possible, ask why.
- Ask for better or more connections of the public transport system if the timetable is bad for you.
- Ask your employer for more flexible working hours.
- Enjoy the time you have while waiting and travelling by doing something entertaining or useful.



Inventory of bicycle parking facility at train stations in Rostock and Bad Doberan County

Bad Doberan

Doberan county carried out a survey about existing facilities and the potential for combining cycling and public transport. The study pointed out a good railway system and satisfactory facilities for parking bicycles at most train stations. All trains were well prepared for taking bicycles. However, at bus stops there were hardly any bicycle stands and bike transport in busses was nearly impossible.

The county decided to improve conditions for combining cycling and going by bus. A step-by-step approach compensated missing experience and unpredictability of demand: 15 bus stops were picked out and equipped with stands for four bicycles. A leaflet informing about the new parking facilities at these bus stops was spread in the neighbourhood and the communities. After a test period, more bicycle stands were installed where demand was visible. The community with most parked bicycles at a bus stop received a roof for this bike&ride-point.



Bicycle parking with protection from weather close to the platform in Bad Doberan County



New bicycle parking facilities at bus stops in Bad Doberan County

Örebro

Örebro planned to develop a new public bike system. This should support the combination with public transport especially for incoming commuters. Research about existing systems pointed out that a new system would be very expensive and difficult to manage for the city.

Call a bike Germany: www.callabike.de

Citybike Lyon: www.velov.grandlyon.com

Citybike Kopenhagen: www.bicyklen.dk

Cycle carriage in trains: www.railpassenger.info



Bicycle transport in Intercity train in Poland

Monthly ticket including bicycle transport

The traffic company for Rostock Region introduced a monthly ticket “plus” including cycle carriage and further benefits for an about 10% higher price.



New bicycle garages at the main station in Rostock

Bicycle garages

At suggestion of Cycle Association ADFC the operator of railway station set up ten bicycle garages at the main station in Rostock. A calculation showed their profitability only by renting them for 10 EUR per month. After a few months all garages were rented. More garages are set up when demand is verified.



Comfortable facilities for transportation of bicycles in regional trains in Northeast-Germany

[illegible]

- Before you set up signs, develop a cycle network or cycle routes without gaps. Find out about regional, national and international cycle routes and integrate them into your local system.
- Use an established and proven sign system. Ask for national recommendations, make sure that your neighbours use the same signage system and continue your routes as well as you continue theirs.
- Prioritize readability for cyclists on their way when you look for places to put the signposts. A single missing sign can make a route unusable. Choose material that will not be affected by sun, weather or vandalism.
- If you develop an overall signing system for your area, think about combination with other systems (for example: Number of sign in combination with GPS-coordinates can be information about position for emergency system as well as for maintenance systems).

Rostock

Rostock started its signage for cycling in the city with some routes connecting important locations at the university. This helps especially new students to orient themselves. The routes were defined after a survey was taken among students about their accustomed ways and an analysis of

alternative routes was made. The network covers a big part of the city centre and integrates planned cycle routes. The names of university destinations contain local place names and are useful for all cyclists. The signs were designed based on recommendations that are implemented in

Germany (FGSV – Forschungsgesellschaft für Straßen- und Verkehrswesen). In addition to installing the signposts, Rostock eliminated two structural shortcomings of the routes and published an information leaflet. Rostock municipality (represented by its environmental office,

civil engineering office, local agenda 21-office and traffic authority) involved the University of Rostock and its student council and contracted an external expert

to plan the network and prepare the signage. The network was officially inaugurated after about twelve months of preparation.



Bicycle route network to connect important locations at the university in Rostock



Bottleneck in a cycle route before intervention



New cycle route close to the campus



Signage with local and university destinations in Rostock

Danish Sign System

There is no international standard for bicycle signage so far. The Danish system with white letters on blue background

shows destinations, distances and the route number. The system was adapted in many European countries like Great Britain,

Estonia, Slovenia or Cyprus. In Denmark the signposts are installed up to a height of 1m from ground, very visible for cyclists.



Danish bicycle signage in view of the cyclists © J.-E. Larsen



Estonian signage for cyclists, © J.-E. Larsen



Signage in Great Britain © Sustrans

10. Information

Information about cycling is important for cyclists and non-cyclists.

Many motorists and pedestrians do not know in detail the rights and duties of cyclists. Traffic regulations are changing. Car drivers usually learn them once for their driving licence. Cyclists and pedestrians do not need a licence and must be informed publicly.

Awareness is the basis for consideration as the most important traffic rule. Needs of cyclists are very different from pedestrians or car drivers. As a group, cyclists vary

greatly: From the three-year-old child to a ninety-year-old senior citizen, from a fast and courageous driver to an unhurried or cautious cyclist.

Cycling is subjective. For example, feeling safe in a certain situation doesn't necessarily mean being safe. Only information can close this gap.

Cycling infrastructure has to fulfil many wishes. To know about needs and rules is very important, especially for planning institutions.

Information about existing or developing cycling infrastructure is crucial if you want to motivate people to start cycling.

What to do:

- Talk and inform people about cycling in a positive way. Do not emphasize obstacles and dangers too much.
- Publish a leaflet and recommend certain behaviour for more safety.

- Ask the local newspaper to make a series about cycling.
- Ask TV or radio stations to inform about cycling. Give them input, invite them to all activities related to cycling.
- Use your own publishing facilities to inform people about cycling.
- Inform yourself in the street and in the internet.

Websites

The Baltic Sea Cycling project has a website to inform about works in progress. On www.balticseacycling.com you can search for documents and information about the project.

The German Institute for Urbanism (DIfU) is responsible for a growing database of “German National Cycling Plan”. It contains news, dates, competitions, literature, links as well as programmes and best practises. (www.nationaler-radverkehrsplan.de). Some BSC partners installed a website within the project to inform about cycling in their region. Three partners collaborated to edit www.fahrradregion-rostock.de, and four partners published www.ich-fahr-jetzt-rad.de. The cycle associations and some other partners have websites about cycling, see chapter on experts.



www.balticseacycling.com, Website from Baltic Sea Cycling project



www.nationaler-radverkehrsplan.de



www.ich-fahr-jetzt-rad.de from Rehna, Schönberg, Grevesmühlen and Klützer Winkel



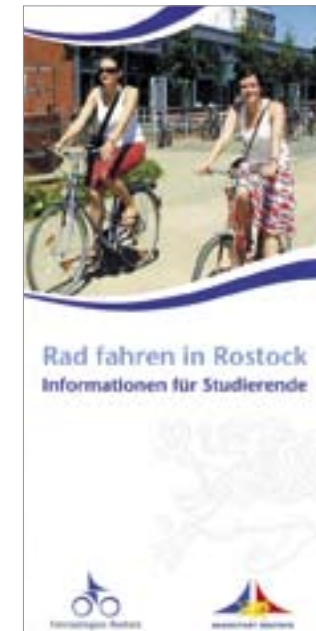
Livani's brochure about cycling and the city

Brochure

Livani in Latvia edited a brochure about cycling called “Livani on its way to a bicycle-friendly town” in English and Latvian. The brochure contains information about cycling and cultural highlights.

Newspaper

Most cycle associations publish member magazines with cycling issues. The municipality of Rostock (Germany) has its own newspapers in which they publish their information and cycling news.



Rostock's leaflet for students about cycling

Leaflet

Rostock published a leaflet about cycling for students. Every year about 3.000 new students begin their studies at the university, many of them new to the city. Therefore they are an important target group for information.

Newsletter

The Lithuanian Cyclists Community publishes a very informative electronic newsletter in English, German and Lithuanian. It contains information about cycling conditions, events and progress in the Baltic States. The newsletter is available on

www.bicycle.lt

Most cycle associations publish newsletter in printed or electronic form. The German cycle association ADFC edits different printed and e-mail-newsletters for activists and planning institutions.

11. Cycling map

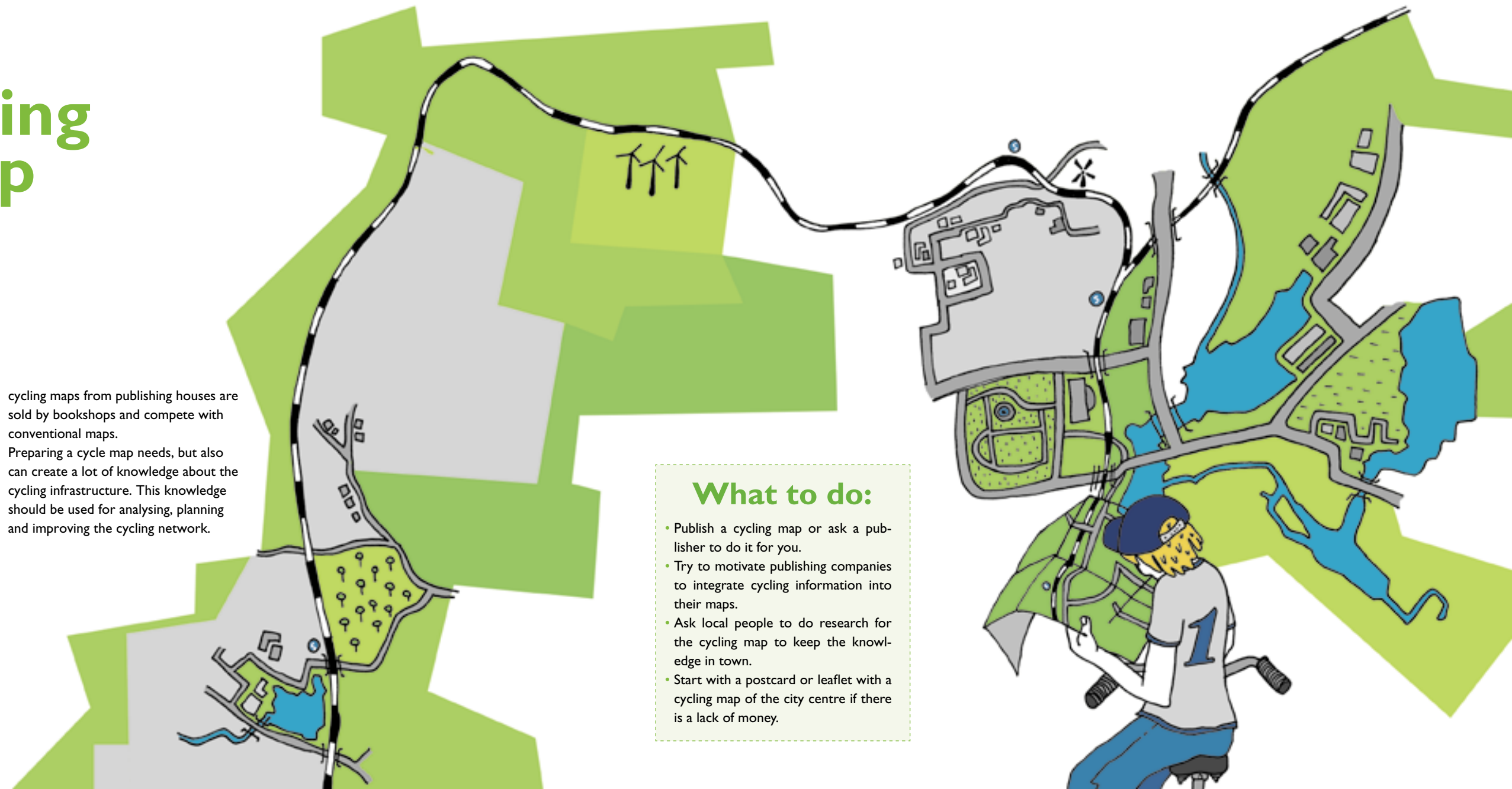
A cycling map is an important instrument for information. People use it to orient themselves on their way or to plan their route beforehand. A cycling map gives recommendations about cycle paths and routes and information about their quality concerning surface or volume of traffic. A cycling map can be designed only for cyclists or it can be a map for everybody with special information for cycling, thus motivating new people to try it. A cycling map does not substitute a signing system, as many people are not able or do not like using a map.

The map design should attach importance especially to readability. Contrast, scale, detailing, legend and integration of further information are important issues to consider. Handling must be easy to make it usable on the bicycle. The material should be tough. Simple cycling maps can be spread out for free, financed by the municipality or by advertisements. Detailed and ambitious

cycling maps from publishing houses are sold by bookshops and compete with conventional maps. Preparing a cycle map needs, but also can create a lot of knowledge about the cycling infrastructure. This knowledge should be used for analysing, planning and improving the cycling network.

What to do:

- Publish a cycling map or ask a publisher to do it for you.
- Try to motivate publishing companies to integrate cycling information into their maps.
- Ask local people to do research for the cycling map to keep the knowledge in town.
- Start with a postcard or leaflet with a cycling map of the city centre if there is a lack of money.





Örebro

Örebro municipality publishes a cycle map in pocket format every year. It is a cycling map on a scale of 1:20.000 with a clear topic, but without many details and street names. It shows a network of cycle routes with special emphasis on routes with priority in winter maintenance.



Örebro cycle map

Klaipeda

The Lithuanian Cyclists Community cooperated with Klaipeda municipality to publish a cycling map of the city.



Klaipeda city map for cyclists

Suwałki

Suwałki's chamber of agriculture and tourism published a cycling map in several languages for tourist biking in their region. The map on a scale of 1:100.000 contains points of interest, round trips and long distance routes for cyclists.

Fahrradregion Rostock

In Rostock the cycle association produced a cycle map of the city and region in cooperation with the county. The city map on a scale of 1:20.000 includes a street index. The map for the region on a scale of 1:75.000 is based on a commercial tourist cycling map and was adapted for everyday cycling.



Cycle map of Rostock and region



Västerås

Västerås has several versions of printed cycling maps and an online version on www.vasteras.se/tif.



Online version of Västerås cycle map



Cesis

Cesis, Jelgava, Livani

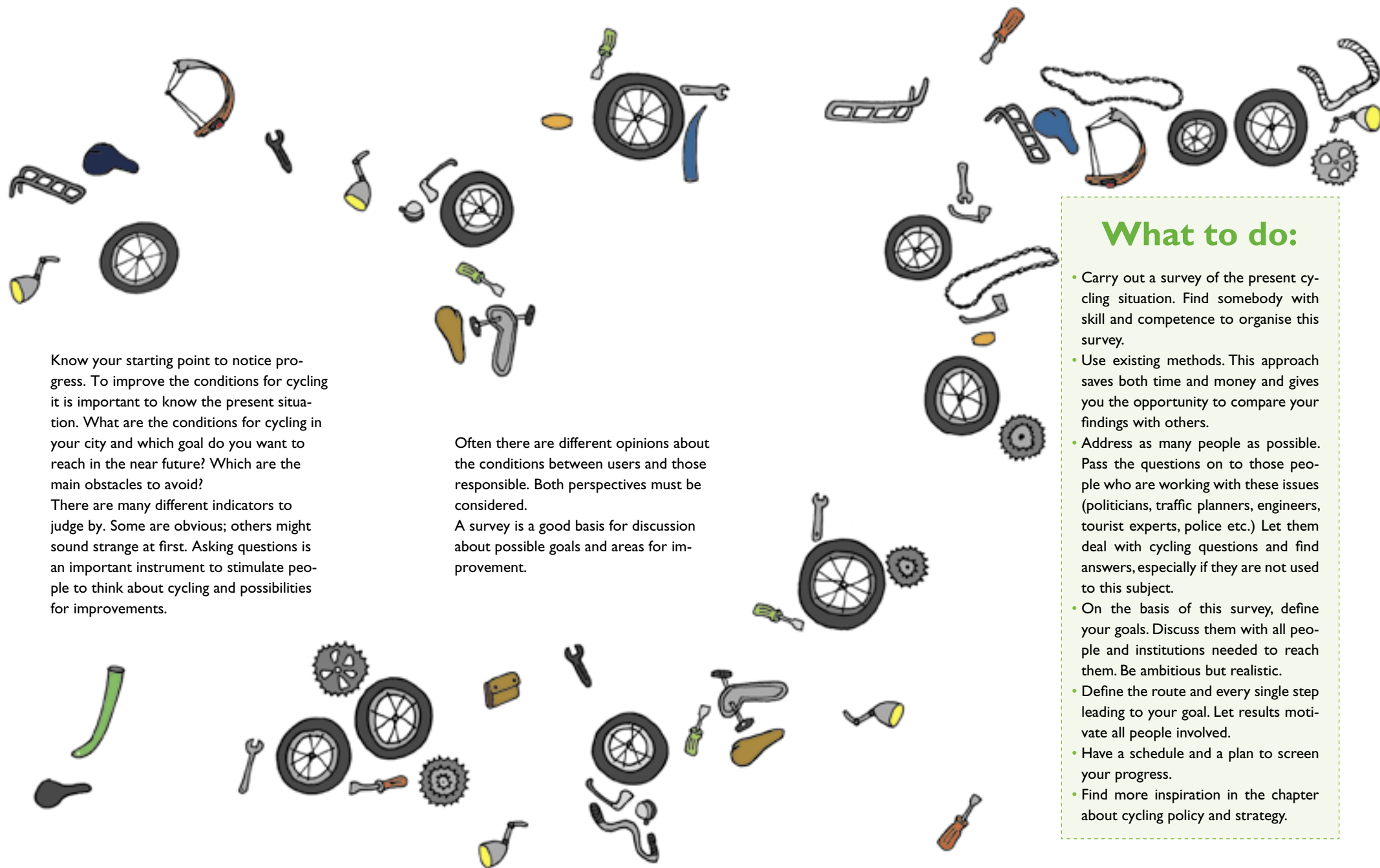
The three Latvian cities participating in the BSC project collaborated and published a brochure about cycling including city maps with the cycling infrastructure.

12. Analysis



Know your starting point to notice progress. To improve the conditions for cycling it is important to know the present situation. What are the conditions for cycling in your city and which goal do you want to reach in the near future? Which are the main obstacles to avoid?

There are many different indicators to judge by. Some are obvious; others might sound strange at first. Asking questions is an important instrument to stimulate people to think about cycling and possibilities for improvements.



Often there are different opinions about the conditions between users and those responsible. Both perspectives must be considered.

A survey is a good basis for discussion about possible goals and areas for improvement.

What to do:

- Carry out a survey of the present cycling situation. Find somebody with skill and competence to organise this survey.
- Use existing methods. This approach saves both time and money and gives you the opportunity to compare your findings with others.
- Address as many people as possible. Pass the questions on to those people who are working with these issues (politicians, traffic planners, engineers, tourist experts, police etc.) Let them deal with cycling questions and find answers, especially if they are not used to this subject.
- On the basis of this survey, define your goals. Discuss them with all people and institutions needed to reach them. Be ambitious but realistic.
- Define the route and every single step leading to your goal. Let results motivate all people involved.
- Have a schedule and a plan to screen your progress.
- Find more inspiration in the chapter about cycling policy and strategy.

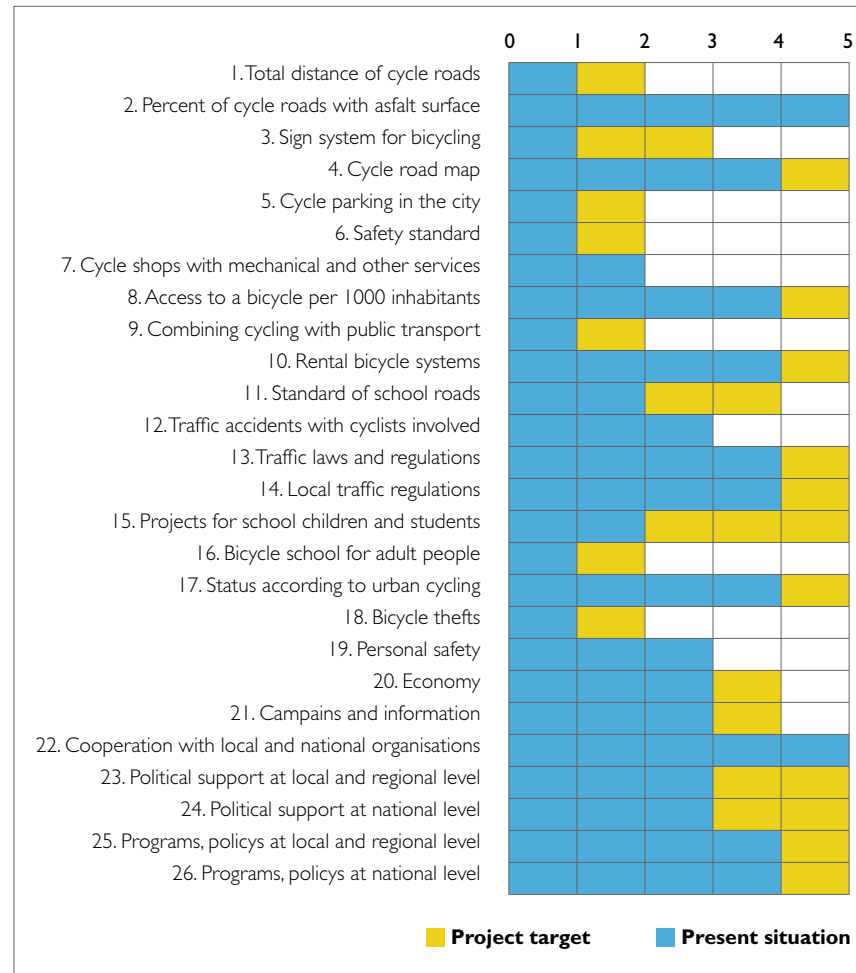
City profile

The cities of the Baltic-Sea-Cycling Project started their work elaborating a “city profile”. This instrument was developed by Örebro and discussed in the first workshops. This profile contains information about the city and the general framework, as well as a questionnaire with 26 indicators about cycling. These include aspects of infrastructure, service, accessibility, regulations, status, promotion, information and cycling policy.

Each indicator has a defined scale between zero and five. Zero means nothing positive for cycling at all and five indicates the highest imaginable level of cycling support. In addition to the survey of the present situation, every partner was asked to specify the level they want to reach within the project. Both indicators were then brought together in a diagram giving a good impression about the current status and the ambitions concerning cycling.

Summarizing all indicators, the cities could find their position on a scale of seven stages of development:

- 1: Minus position
- 0: Zero position
- 1: Start position
- 2: Accepted position
- 3: Established position
- 4: Mainstream position
- 5: Dominating position



Basic City Profile diagram from Baltic Sea Cycling project

BYPAD

BYPAD – Bicycle Policy Audit – is an instrument enabling municipalities to evaluate the quality of their local cycling policy. It is based on the methods of quality management. It was developed by an international consortium of experts between 1999 and 2001 as part of the EU project “SAVE”. So far 65 European cities in 15 countries are using BYPAD.

The evaluation process is done by an internal evaluation group consisting of representatives from municipality, politics and NGOs. They are accompanied by an external expert (auditor). The auditor collects available data, facts and concepts regarding bicycle traffic and analyses it.

The members of the evaluation group work with a questionnaire with 35 questions and defined answers belonging to the following modules:

1. Needs of users
2. Steering of bicycle policy
3. Strategies and concepts
4. Financial and personnel resources
5. Infrastructure, safety and service
6. Communication and education
7. Target groups and partnerships
8. Additional measures
9. Evaluation and effectivity

The answers are related to the levels 1 to 4 (1. Ad-hoc orientated, 2. Isolated approach, 3. System-orientated, 4. Integrated approach). They are discussed in the first meeting of the evaluation group.

The second meeting deals with the analysis of the auditor and the discussion about targets, action fields and measures. With these results the auditor writes the report and develops a quality plan.

The intensive discussions in the evaluation group lead to a better understanding between the participants and broad consensus. Usually the participating city develops a bicycle programme within or following the BYPAD-process, although this is not obligatory.

➔ www.bypad.org

Fahrradklimatest

The German cycle association ADFC organized the “Fahrradklimatest” (bicycle-climate test) – a non-representative survey among cyclists in Germany. The participants had to give marks for 21 aspects of cycling climate, safety and comfort in their city. The resulting ranking of bicycle-friendly cities has developed into an important instrument for cycling policy in German cities.

➔ www.adfc.de/2596_1

Comparison

BSC partner Rostock worked with the city profile and also took part in BYPAD. The city made an analysis comparing the two instruments with each other, their differences in methods and outputs, as well as their advantages and disadvantages.



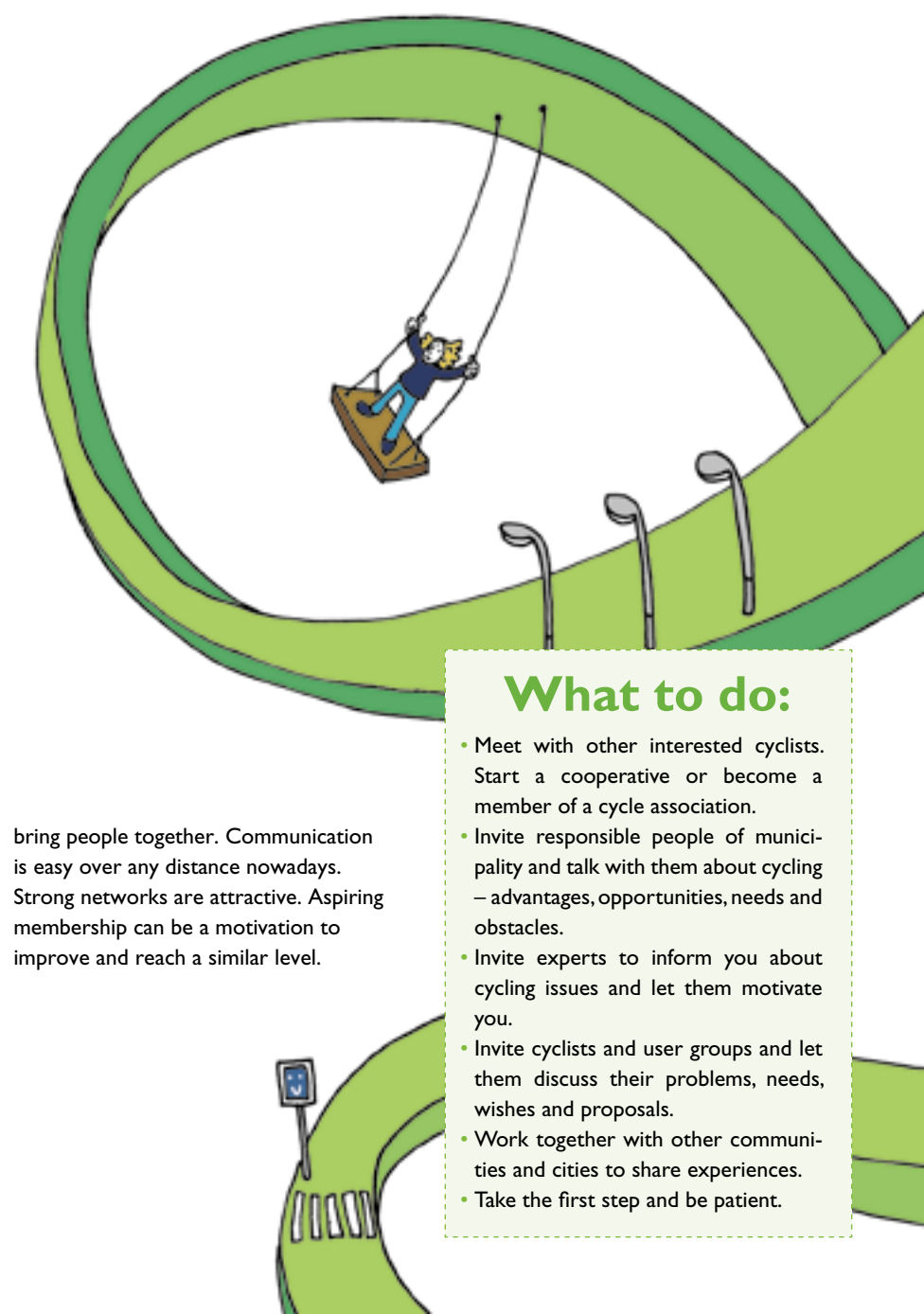
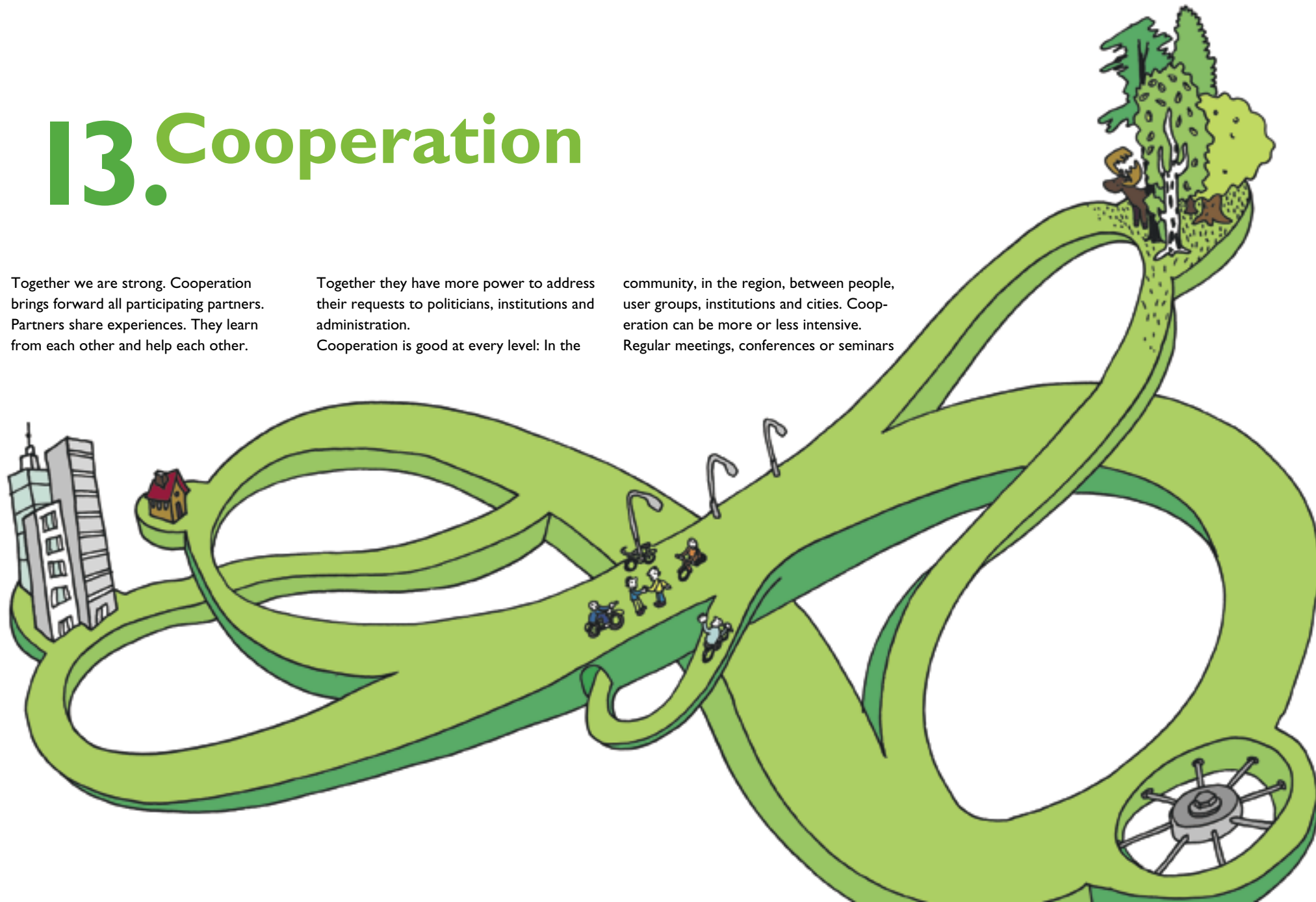
Part of the evaluation group with BYPAD certificate in Rostock

13. Cooperation

Together we are strong. Cooperation brings forward all participating partners. Partners share experiences. They learn from each other and help each other.

Together they have more power to address their requests to politicians, institutions and administration. Cooperation is good at every level: In the

community, in the region, between people, user groups, institutions and cities. Cooperation can be more or less intensive. Regular meetings, conferences or seminars



What to do:

- Meet with other interested cyclists. Start a cooperative or become a member of a cycle association.
- Invite responsible people of municipality and talk with them about cycling – advantages, opportunities, needs and obstacles.
- Invite experts to inform you about cycling issues and let them motivate you.
- Invite cyclists and user groups and let them discuss their problems, needs, wishes and proposals.
- Work together with other communities and cities to share experiences.
- Take the first step and be patient.

bring people together. Communication is easy over any distance nowadays. Strong networks are attractive. Aspiring membership can be a motivation to improve and reach a similar level.

Baltic Sea Cycling

The goal of the Baltic Sea Cycling project is to foster cooperation and discussion in the Baltic Sea Region about cycling as a means of transport, and to create attractive and sustainable townscapes. It is supported by the European Union within its Interreg III B programme. The project has different partners in six European countries: Mainly 16 municipalities, administrations of cities, towns and a county. Four cycle associations, a chamber of agriculture and tourism and the Swedish Road Administration also take part.

The partners met three times a year at a workshop to exchange their experiences. They tried out many measures to improve cycling in so-called pilot actions and did a lot of promotion work in these three years. The best ideas and projects are presented in this inspiration book.



Start conference in Örebro 2004



Workshop in Suwalki 2006



Workshop in Jurmala 2007

Studytrip in Siauliai 2005



Website www.ecf.com

ECF

The European Cyclists' Federation was founded in 1983 by twelve bicycle user associations. It has now 48 member organizations in 36 countries. The members are active at local, regional and national levels. The ECF promotes the bicycle at European as well as international levels and creates a favourable climate in transport, environmental and tourism policies. The organization represents the views of cyclists and links a dense European network of cyclists and user groups with politicians, industry, media, planners, railway companies and the tourism industry.

➡ www.ecf.com

Cities for cyclists

Cities for Cyclists is a network of cities working to promote bicycle use in urban areas and encourage the exchange of knowledge. Policies and practices of "cycle-friendly" cities across Europe are spotlighted, thus encouraging others to follow suit. An important part of the activities is mailing out relevant information concerning research results etc. Another essential part is improving the cooperation between users and those who plan and provide facilities for cyclists.

➡ www.cities-for-cyclists.org



MoCuBa-film: James Bond cycling

MoCuBa Project

MoCuBa is an Interreg III B project dealing with "Mobility Culture in the Baltic Sea Area". The MoCuBa project wants to promote the sustainable modes of transport as part of a wider strategy – taking lifestyles into account. Its aim is to inspire decision-makers by good examples to go for a more sustainable mobility culture.

➡ www.mocuba.net

AGFS

The "Arbeitsgemeinschaft fahrradfreundliche Städte, Gemeinden und Kreise in NRW e.V." is a group of bicycle-friendly cities, communities and counties in the most experienced and progressive region of Germany, concerning bicycle questions.

➡ www.fahrradfreundlich.nrw.de

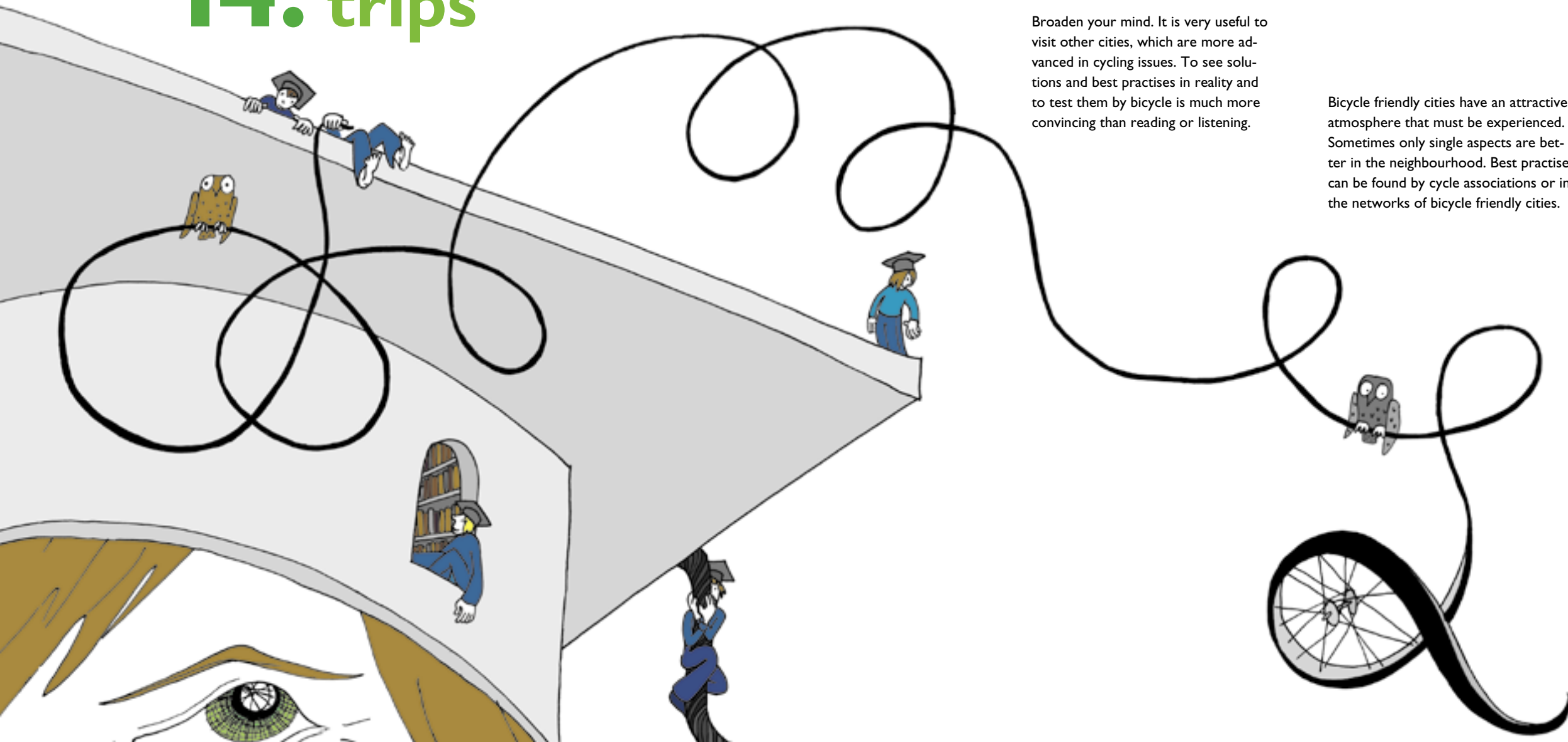
14. Study trips

Broaden your mind. It is very useful to visit other cities, which are more advanced in cycling issues. To see solutions and best practises in reality and to test them by bicycle is much more convincing than reading or listening.

Bicycle friendly cities have an attractive atmosphere that must be experienced. Sometimes only single aspects are better in the neighbourhood. Best practises can be found by cycle associations or in the networks of bicycle friendly cities.

What to do:

- Cycle somewhere else. Have a look at other cities and towns where cycling has reached a higher level. Choose cities with comparable dimensions and similar conditions.
- Invite other interested or responsible people to accompany you. One group should not be bigger than 15 people. Let somebody who knows the city and cycling guide you. Speak with cyclists, with officials and activists. They will be proud to present their city. Take time afterwards to have a look yourself.
- Write a report about the trip with photos, send it to all other interested people and recommend they do the study trip themselves.



Baltic Sea Cycling approach

The BSC project stresses the importance of practising cycling. At most workshops a cycle trip in the host city was integrated into the trip to illustrate the strengths and weaknesses of the local cycling infrastructure.

Additional study trips led to Münster and Groningen, the most advanced bicycle cities in Germany and the Netherlands. On a two-hour cycle-trip many good solutions were presented. A presentation showed the background of the development. The participants had the time to discuss the examples seen and to feel the atmosphere of the bicycle friendly places. The ADFC Rostock organized a day trip to Kiel. The small group was guided by a local activist and was able to meet the coordinator for cycling from the municipality. Two groups from the Rostock municipality followed this example later on.

Kiel



Adjustment of kerbstones in Kiel



Cycle lane instead of second lane for cars in Kiel

Örebro



Tunnel with wide passage enhancing safety in Örebro

Augustów



Greenway

Münster



Separate traffic lights for left-turning cyclists



Fahrradstraße (cycle street)



Radstation

Groningen



Speed regulation for cyclists



Additional bridge for cyclists and pedestrians



Priority cycle route crossing

Malmö



Lane for busses, cyclists and taxis



Passage only for cyclists

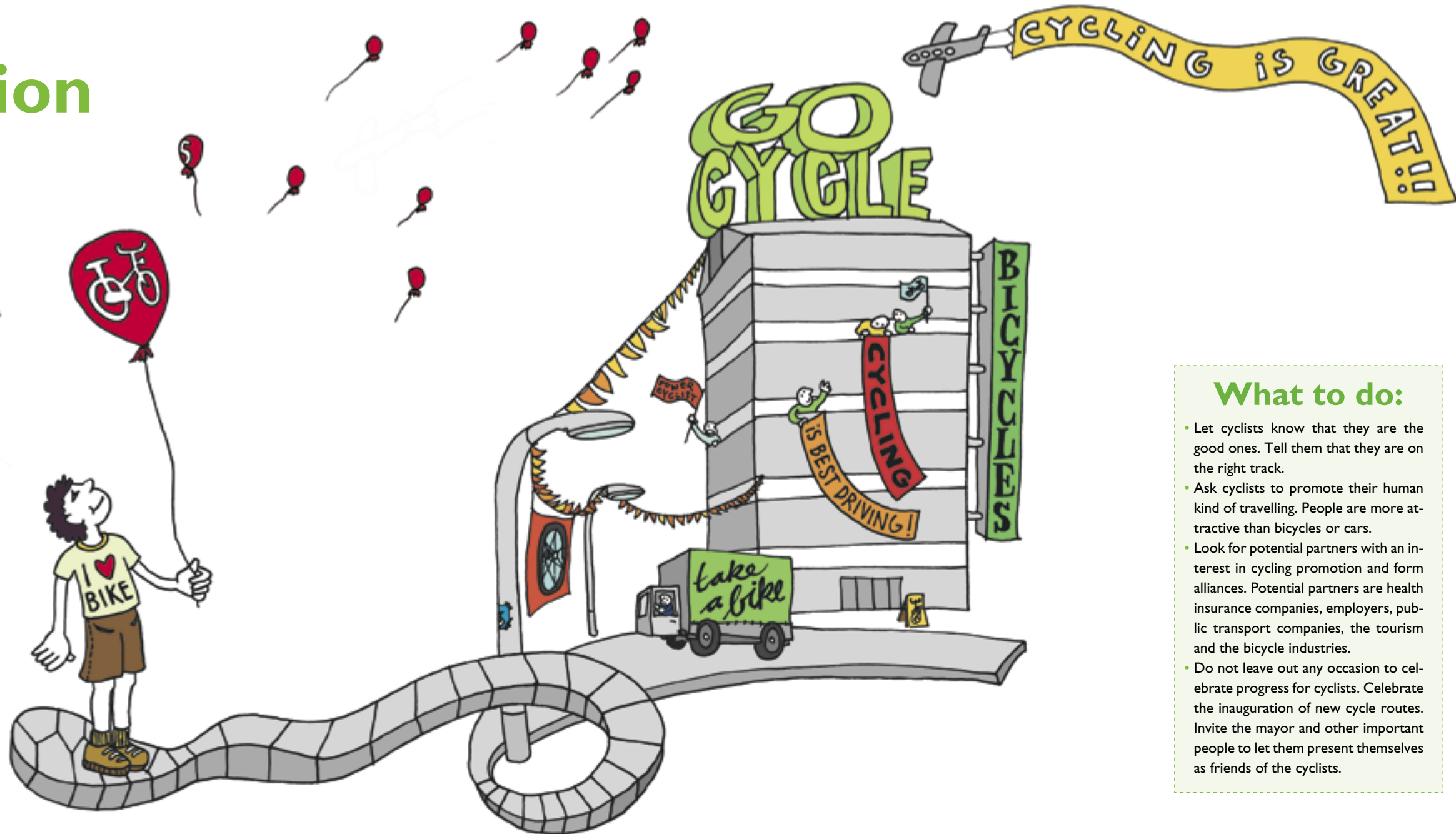


Design of crossings to regulate speed

15. Promotion

Cyclists promote themselves, but cycling needs energy and motivation. Promotion is important in bringing cycling forward in your city and region, and to motivate more people to get on the bicycle. Promotion is everywhere nowadays. Those who do not advertise are hardly noticed. For many decades the car industry has invested billions of Euros to advertise their cars and to promote driving as something positive. As a result cars have penetrated society. In comparison with that the cycle industry is weak. There are not many people or companies who earn money with cycling, since bicycles are cheap compared with cars. Cycling is cheap and also sustainable. Promoting cycling is like David against Goliath.

Cyclists are the good guys – especially women.



What to do:

- Let cyclists know that they are the good ones. Tell them that they are on the right track.
- Ask cyclists to promote their human kind of travelling. People are more attractive than bicycles or cars.
- Look for potential partners with an interest in cycling promotion and form alliances. Potential partners are health insurance companies, employers, public transport companies, the tourism and the bicycle industries.
- Do not leave out any occasion to celebrate progress for cyclists. Celebrate the inauguration of new cycle routes. Invite the mayor and other important people to let them present themselves as friends of the cyclists.



Opening ceremony

The cycle association in Rostock and the municipality organised an opening ceremony when the signposting of the university cycling network was inaugurated. They chose the welcome day for the new students and invited officials from policy, university, municipality and student representatives to uncover the first sign. A live band played music and everybody was happy about a small step forward.

Opening of signage in Rostock

Cinema spot

Students of the college “Rostocker Technische Kunstschule” produced a cinema spot to promote cycling. As part of a semester project, they developed the spot from idea to realization in close contact with BSC partners in Rostock. It was shown in the main cinemas in Rostock for several months. It was also published on the web-site www.fahrradregion-rostock.de.



Cinema spot “Aufsteiger”

Television

One of the students participating in the cinema spot carried out another idea: A documentary of cycle tours in the Rostock region filmed with a TV camera installed on a bicycle. The film was produced very professionally, including subtitles with speed and position of the driver. A local television project showed the film in the late-night programme (as public broadcast stations do with films like “prettiest railway tracks in Germany”)



“Nachtschleife” produced for a local television project

Give-away articles

Rostock and other partners produced a variety of small but useful give-aways to promote cycling and encourage cyclists: Postcards, stickers, pins or reflectors.



Postcard as preliminary cycle map for city centre



T-shirts promote cycling in Kalmar

T-Shirts

Some BSC partners produced T-shirts to promote cycling. These T-shirts can be used as gifts to motivate keen cyclists.

Public presentation

Västerås invited international partners from the BSC project to a public presentation of their pilot action about transport by bicycle. Speeches from international partners and a cycle trip with the transport items made nice photos and quotations for media, which encouraged all participants.

Events

Many partners within the BSC projects organized events to promote cycling. The European mobility week or European car free day are favourable occasions to celebrate cycling.



Cycling event in Jelgava

Programme for cycling promotion and cycling committee in Rostock

The BYPAD process in Rostock led to a political programme improving cycling. This 20 point programme was adopted in the city council. One point is the installation of a cycling committee working regularly on cycling promotion. This committee consists of politicians from all parties, responsible people from municipality and representatives from the cycle association, other NGOs, police and public transport company. The committee is called "Fahrradforum" and meets four times a year. It is allocated to a committee of the city council about city development.

www.rostock-steigt-auf.de



ADFC collage to visualize attractive cities



Visions of the bicycle city

Örebro and Drammen developed an animated software to visualize a bicycle friendly urban environment. Main target groups are politicians and inhabitants. The two cities have chosen different kinds of urban areas which could give a broader perspective to the benefits from an animated film. Both are located in the central parts of the cities, very often the most complicated areas to find the best solution for. As a result this pilot action could give a picture of how cycling can influence the attractiveness of a town.



Cycle trips with politicians

ADFC organized cycle tours with politicians in Rostock and Bad Doberan County to show obstacles and progress for cyclists in the traffic system. The personal experience of cycling makes special problems and needs of cyclists understandable for everybody. Furthermore, these cycle tours brought cycling on the political agenda and into the newspapers.

Cycle tour with politicians in Bad Doberan county



Cycling experts in Dresden

UrBike: Dresden declaration

UrBike, a project in the framework of Interreg III C invited bicycle experts from all over Europe to join a technical seminar in Dresden (Germany). The seminar was connected with a workshop of the project partners. The experts from cycle associations and institutions from many European countries got the opportunity to exchange experiences and hold consultations with UrBike-partners. The technical seminar extended the network of cycling partners and activists. The participants signed a declaration that was addressed to Bruxelles to improve European policy for cycling.

www.urbike.net

Baltic Sea Cycling network

The municipalities of the Baltic Sea Cycling project developed different strategies and policies to support cycling in their cities. All together they are working on an urban cycling strategy for the Baltic Sea region. Its first step is a declaration which was signed in Kalmar by mayors and other political representatives of the participating cities.

www.balticseacycling.com

This story must continue.

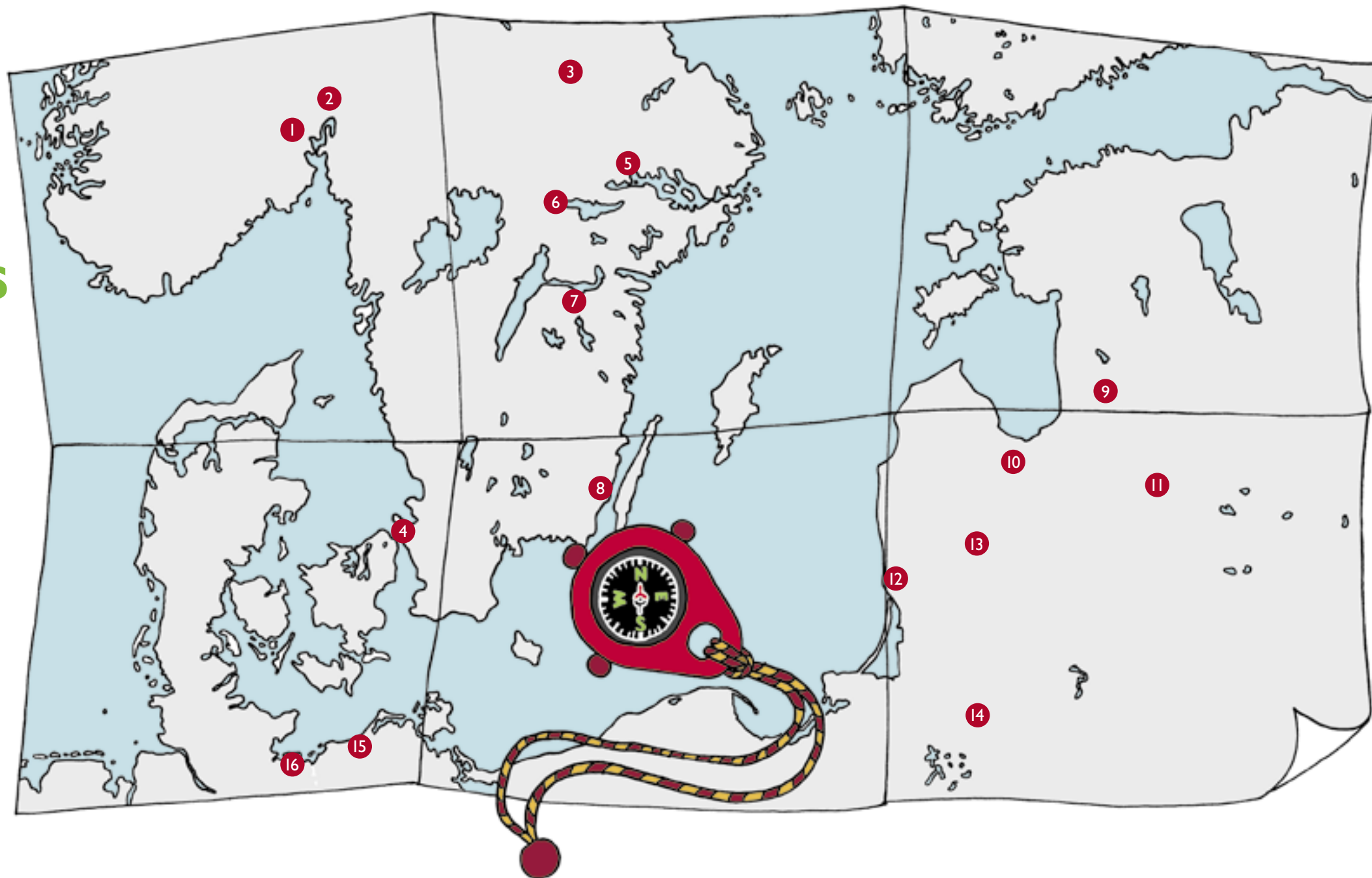


Kalmar

17. Cycling partners

Baltic Sea Cycling project

- 1 Drammen
- 2 NO Cyclists Association
- 3 SE Road Administration
- 4 SE Cycle Promotion Organisation
- 5 Västerås
- 6 Örebro
- 7 Linköping



- 8 Kalmar
- 9 Cesis
- 10 Jelgava
- 11 Livani
- 12 Klaipeda
LT Cyclists Community
- 13 Siauliai
- 14 Suwałki
- 15 Fahrradregion Rostock
Rostock
ADFC Rostock
Bad Doberan County
- 16 Fahrradregion
Westmecklenburg
Klützer Winkel
Rehna
Grevesmühlen
Schönberg

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18. Attractive townscapes

At the end of the 19th century cycling was booming. It was a revolution of speed and independence. People could easily reach destinations outside their city, town or village. It is said that cycling made a great impact on humanity as it helped to mix the local gene pools and produce more intelligent children. Especially for women, cycling was a new opportunity to win independence and a great step towards emancipation. The growing popularity of cars in the 20th century, spreading noise, stench and danger in cities and townscapes scared off cyclists.

They were displaced to the edge of the streets or onto narrow cycle paths. The best place to be was inside a car. Nowadays cars congest the cities and stand in their own way. People are used to communicating via telephone and internet, knowing the world but not their own city and neighbourhood. Children are disabled by corporal inactivity, adults spinning in front of the television in fitness centres. The climate is changing from pollution. It is high time for changing minds and becoming active.



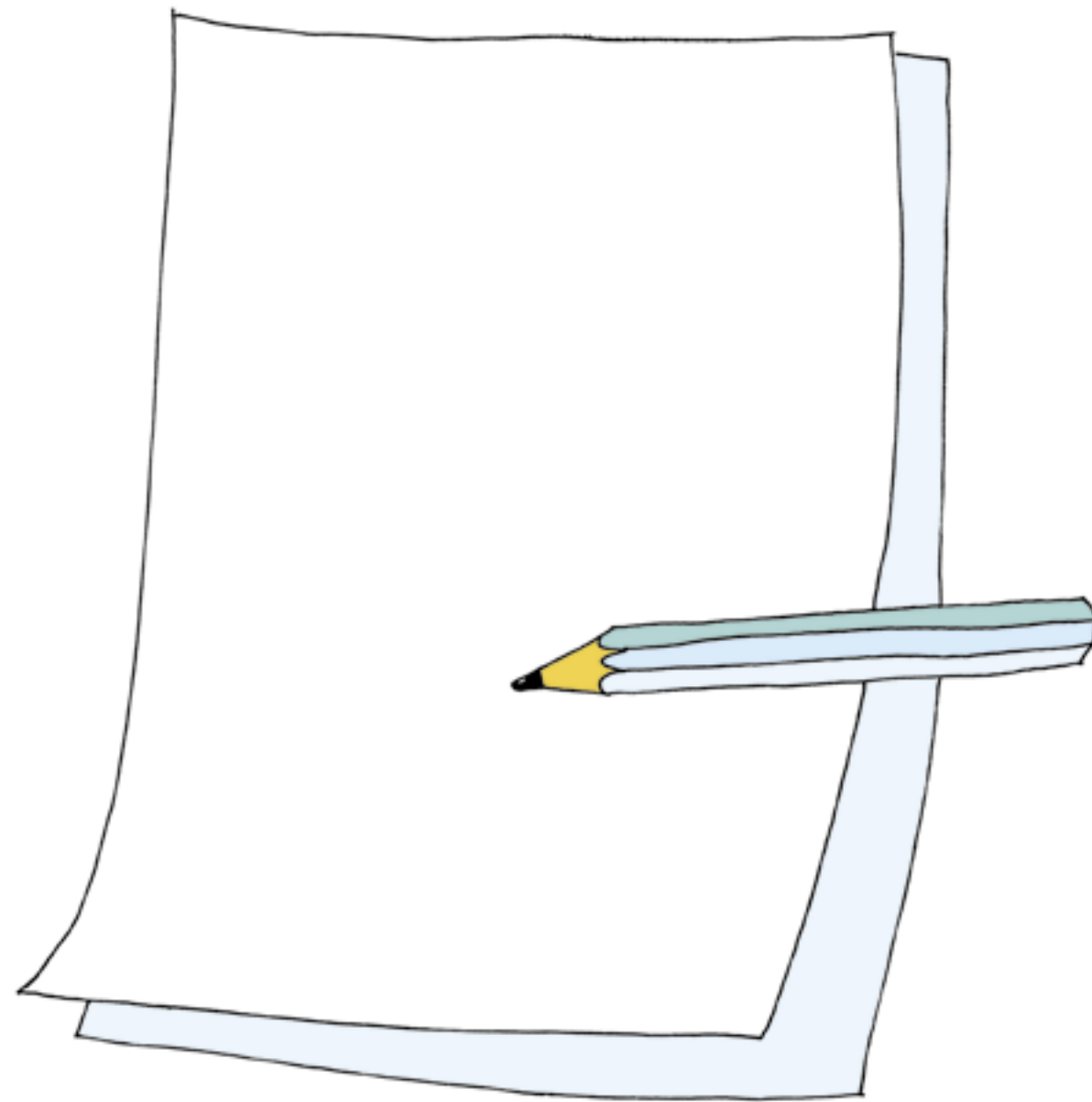
People making cities more attractive



Frode Graff, Steen Jacobsen, Marie Joelsson, Lars Lindén, Solveig Sandberg, Birgitta Berg, Carl-Johan Ström, Sandra Fagerlund, Ingrid Allard, Andreas Porsvald, Jan Svensson, Gunnar Persson, Carinne Lancereau, Patrick Leijon, Eva Norman, Eric Poignant, Göte Toftler, Per Hallberg, Jonas Karlsson, Magnus Andersson, Randal MacDonald, Hans Lindberg, Åke Ståhlspets, Linda Wahlman, Christer Nilsson, Bo Lindholm, Pär Wallin, Helene Snöberg, Peter Borgebäck, Linda Herrström, Kyrre Dahl, Per-Olof Johansson, Inta Adamsons, Janis Rozenbergs, Janis Zalugotnis, Igors Mecs, Raitis Sjats, Janis Lange, Solvita Lurina, Edmunds Valantis, Marite Levina, Diana Kalvsa, Inese Gavare, Marika Rudzite, Asterija Vucena, Janis Daugavietis, Inara Kavane, Inara Griponika, Iveta Dobeles, Andris Vaivods, Rasa Povilanskiene, Neringa Steponavičiute, Skirmantas Buivydas, Vytautas Paukste, Laimute Norkiene, Egle Brezgyte, Saulius Ruzinskas, Frankas Wurft, Linas Vainius, Sigita Kamarauskiene, Orinta Kazeniene, Daiva Grieksiene, Ieva Kascionyte, Vitalija Ulkyte, Rasa Maciene, Elzbieta Niedziejko, Beata Chelmiczka-Borizio, Marcin Winniczuk, Anna Andrejuk, Jerzy Demianczuk, Steffen Nozon, Holger Matthäus, Christian Pagenkopf, Ute Kulf, Knut Sandhop, Steffen Wandschneider, Heike Schröder, Wilfried Eisenberg, Kristina Koebe, Thomas Möller, Ralf Kähler, Claudia Naujoks, Sabine Kattge, Kristin Godewols, Doreen Möller, Maria Schultz, Nicole Kuprat, Bernd Anders, Hans-Egon Kohl, Katrin Stehlik, Wenke Karnatz, Volker Jödicke, Gudrun Zubke-Höpel, Martina Kautzky, Susanne Kiphut, Maik Bahr, Holger Janke, Michael Heinze, Gesa Holzerland, Heike Westphal, ...

19. Your inspirations

Now it is your turn to promote cycling.



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Please contact Örebro municipality or thomas.moeller@radplan-nordost.de

