



Building a cycling culture in your city

Cycling is cheap, fast, flexible and fun. It is a realistic choice for short urban journeys. Cycling is also one of the most energy-efficient modes of travel. The transport sector is the fastest growing source of greenhouse gas emissions but recent research suggests that Europe could cut its transport greenhouse gas emissions by more than 25% if every country's cycling share was the same as Denmark's. In Denmark 16% of all trips are by bicycle and some cities enjoy a very high mode share for cycling e.g. Copenhagen has around 37% city wide.



Cycling plays a key role in integrated transport strategies seeking to increase mobility whilst breaking the link between economic growth and growth in energy consumption. Cycling also provides cities with a cost-effective way to combat declining levels of physical activity and to reduce negative public health impacts and costs.

All cities have potential to increase the cycling share with the right leadership, investment and commitment to achieving cultural change. There are many challenges for cities that want to develop a cycling culture from a low base (under 5% mode share) and for cities where the mode share is high (circa 20%) and the emphasis is on maintaining and extending usage. Not all cities are the same and there is no "one size fits all" approach, but many solutions already exist, at relatively low cost, and there is much experience that can be shared and shaped to fit local circumstances.

CARE-North plus is helping cities to unlock the potential of cycling by developing and sharing strategies and tools for decision makers and practitioners.

THE POTENTIAL FOR CYCLING

There is great potential to increase the role of cycling. Evidence exists in the recent impressive growth experienced by world megacities: London, Paris, New York and Tokyo. Successes are also being achieved in small and medium sized cities. City authorities are drawn to the de-congestion and environmental benefits. In the UK, the excitement generated by Olympic successes in 2012 and hosting the Grand Depart of the Tour de France 2014 is focusing attention on the attractions of sports and leisure cycling as well as commuting.

Greater awareness of personal health and the rising costs of car travel are providing the strong financial incentives for individuals to move to cycling.



HIGH LEVEL SUPPORT FOR TRANSFORMATIONAL CHANGE TO BOOST CYCLING

To fully realise its potential, city authorities must move cycling from a peripheral activity to a mainstream transport mode. This requires a transformational change of how cycling is perceived by the city. Encouragement from national government through leadership and additional funding is vital.

Case Study: West Yorkshire, UK

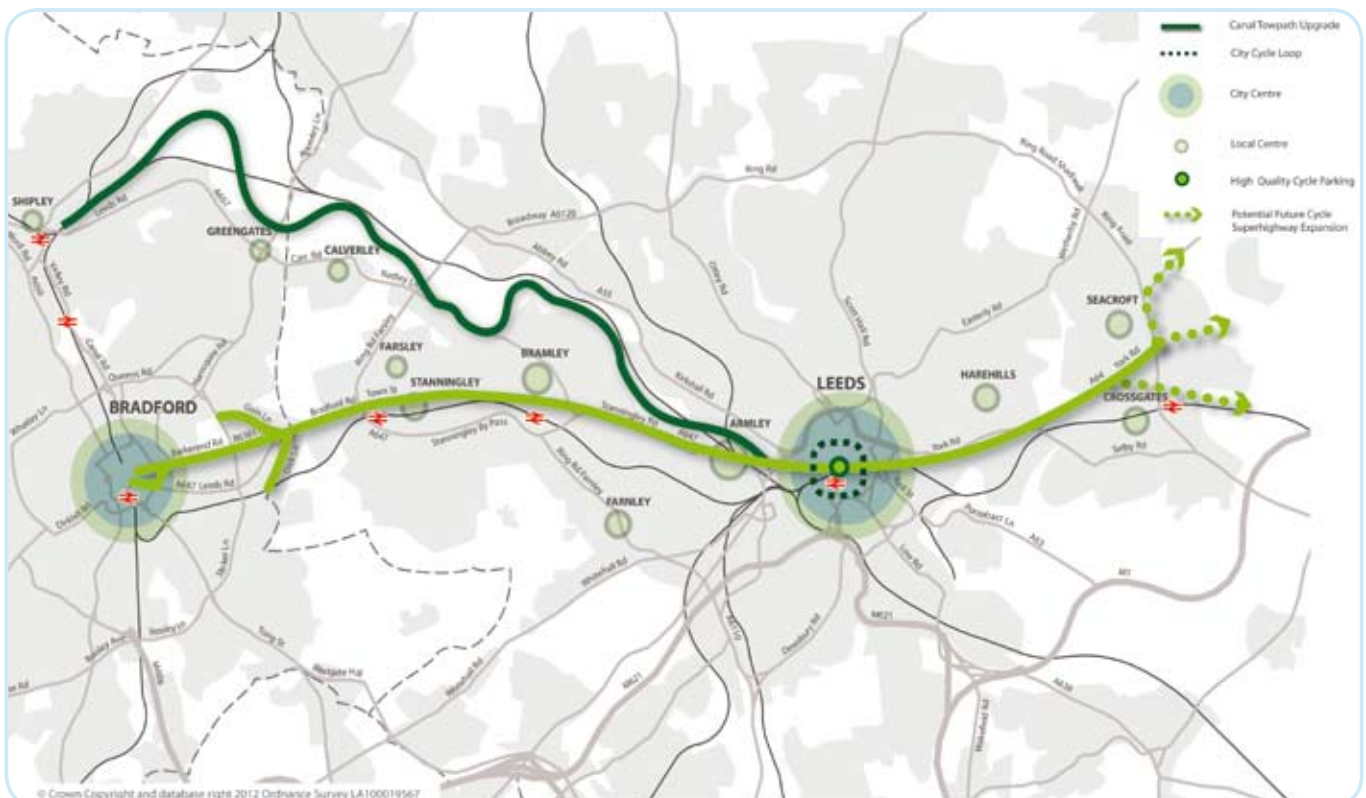
The UK Government set the challenge for change in its major cities through its Cycle City Ambition Grant (2013) to support the first 2 years of a transformational long term cycle strategy. West Yorkshire Combined Authority (WYCA) was successful with a grant bid for a £29 M (€35 M) 'City Connect' project for the cities of Leeds and Bradford. West Yorkshire has a current low cycle mode share of 1.5%. City Connect seeks to increase this to 7% through the delivery of a package of cycle infrastructure improvements designed and constructed to Danish

design standards, including a 23km Cycle Superhighway from Leeds to Bradford (the longest continuous urban cycleway in the north of England) and extensive use of 20 mph traffic calmed zones in neighbourhoods adjoining the Superhighway to create quiet, safer environments helpful for cycling. City Connect will be supported by an ambitious programme of consultation aiming to achieve 20,000 engagements with citizens. City Connect is intended as a demonstration project and catalyst to drive forward a new approach to cycling in West Yorkshire.

Find more information at www.cyclecityconnect.co.uk

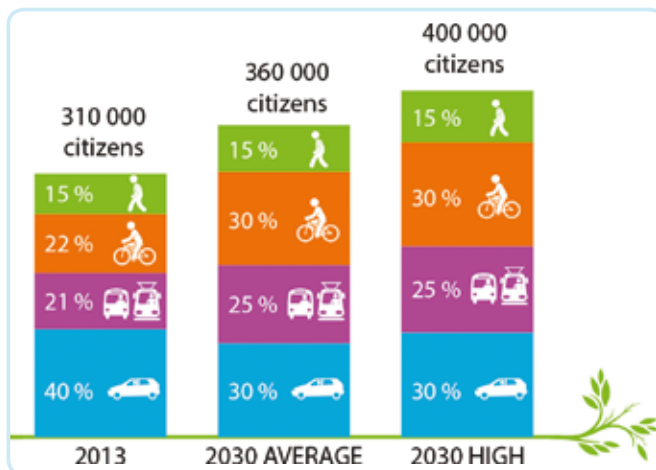
LOCAL POLITICAL AND EXECUTIVE LEADERSHIP ON CYCLING

City authorities have a responsibility to provide leadership and set aspirational goals. Cities need to set out a vision and strong clear strategy and modal share targets for sustainable transport. The cities that will enjoy the greatest future success will be those that embed cycling in their long term strategies.



Case Study: Malmö, Sweden

Malmö is expecting a large population increase. In 2013, there were 310,000 inhabitants. By 2030, the population is projected to be 400,000. The city authority values its environmental quality and wishes to avoid the traffic congestion and negative economic and environmental impacts that would come with an increase in car travel. The goal that Malmö has set for car travel by residents in 2030 is a 30% mode share instead of the current 40%. The strategy is for the car mode share to decrease but with the expected population increase the amount of cars will be more or less the same as today. Similar goals and targets apply for the projected 80,000 incoming commuters, with a decrease planned from 62% car mode share in 2013 to 50% in 2030. The plan is to focus development on mixed use within a dense city with excellent cycle infrastructure and effective public transport, whereby travel distances are shortened and the need for a personal car decreases. Malmö has a long term programme of investment in cycling within the city and for improved commuter cycle paths linking to neighbouring municipalities. The targets are included in the strategic planning document: The Comprehensive Plan for 2032 for the city of Malmö and will be built into the Sustainable Urban Mobility Plan, which is being developed.



FUNDING THE COMMITMENT TO CYCLING

The most successful cycle-friendly cities can point to 30 years or more of sustained vision and investment in cycling. In other cities, much of the transport network has been built up around car use. It will take time and increasing, sustained

investment for some cities to catch up. The UK All-Party Parliamentary Cycling Group (2013) recommended investment of £10 (€12) per person per year within the administrative area to address the needs of a good cycle network and its active promotion to the widest possible audience.

Case Study: West Yorkshire, UK

West Yorkshire is embarking on a long term strategy to invest in cycling. The West Yorkshire Combined Authority adopted a Cycle Prospectus in 2013 as a supplement to its Sustainable Urban Mobility Plan. The Cycle Prospectus identifies clear principles to guide investment in cycling, targeting three key areas:

- Improving the **Environment** for cycling
- Providing **Encouragement** for cycling
- **Engagement** with partners to achieve the best possible results for cycling

The Cycle Prospectus states an intention to increase spending on cycling from previously low levels of £1.30 (€1.60) per capita per year, to a minimum of £5 (€6) per capita per year, for each year in the 3 year period from 2014 to 2017. With a population of 2.2 M, this represents a significant prioritisation of investment in cycling of £33 M (€40 M) over the 3 years.

Case Study: Malmö, Sweden

The City of Malmö has a cycle mode share of 23%. The city has adopted a bicycle programme for the period 2012–2019, which outlines the strategies and measures to further strengthen Malmö's already strong profile as a bicycle city. A total of 400 M SEK (€44 M) will be invested over these 7 years. This equates to a total of €6.3 M per year and €20 per person per year. The investment will go into:

- New large and small infrastructure projects – from building new bicycle paths to installing bike pumps
- Maintaining existing cycling infrastructure to the highest safety and comfort standards
- More and better bicycle parking
- Mobility management measures to further encourage an increase in cycling – which accounts for €1 per capita per year invested in soft measures.

MAKING THE PHYSICAL ENVIRONMENT CYCLE-FRIENDLY

The provision of dedicated cycle infrastructure is the best promotion of cycling. Research has identified that the main barrier to getting people to cycle is concern about the physical environment with regard to their safety. Any new infrastructure must be fit for purpose and designed to high standards. The role of national governments is important in setting expectations for quality and ensuring consistency of standards. The early involvement of communities and stakeholders in local infrastructure planning is good practice to improve design, reduce risk to projects from objections and encourage potential users. While cycle measures must be extensive there are a variety of approaches for making cycling easier and more attractive and not all of them require a lot of effort or are expensive.



Case Study: Bremen, Germany

The city of Bremen already has a high modal share of cyclists (25%) in comparison to other German cities but aims to increase this proportion with a variety of measures. An approach that is being implemented easily and inexpensively is the clear marking of designated bike lanes on the road shared with motorists. This improves the visibility of space allocated for cyclists and reduces misunderstandings between motorists and cyclists. Another method is the clear designation between cycling routes and roads, where on these clearly identified cycling roads, motorised vehicles are allowed but bicycles have the right-of-way. This leads to a sharing of the road space and heightened awareness among motorists for cyclists, and therefore, a benefit to the safety of cyclists and an increased attractiveness of cycling.

CITIZEN SUPPORT FOR CYCLING

Investing in cycle infrastructure alone is not enough to deliver transformational change. Funding is required for imaginative communication and promotional activities to be run alongside and in support of investment in infrastructure. Promotional activities can provide flexibility for city authorities with activities and their scale planned and tailored to the available resources.

Case Study: Malmö, Sweden

"No ridiculous car trips" is an inspirational and informational mobility management campaign, aiming to reduce the amount of short car trips in Malmö and encourage sustainable modes of transportation, particularly cycling. This is done by highlighting the irrationality of many short car trips, which can instead easily be done with a bicycle.

The origins for the campaign, which has been carried out every year since 2007, came from the discovery that 50% of all trips in Malmö shorter than 5 km were made by car. Travelling by car for distances shorter than 5 km sounded quite ridiculous, so the term "no ridiculous car trips" was coined. The campaign combines traditional means of marketing (leaflets, informational website, giveaways) with more unconventional ones (cyclists on billboards). The campaign features an annual competition where citizens are asked to submit their most ridiculous car trip.





Case Study: Aberdeen, UK

A partnership promoting sustainable transport called "Getabout" has been formed by the City of Aberdeen working with local universities, the Public Health Service, Police and local interest groups. "Getabout" offers a free cycle roadshow to encourage the uptake of cycling, providing bikes for the public to try out (including recumbents, electrically assisted bicycles, childrens' scoot bikes), free information (e.g. route maps, "getting started with cycling" advice leaflets and complementary information on car clubs and bus services) and free safety products such as reflective clothing, bike bells and bike seat covers. "Getabout" has visited schools, universities, businesses, parks and the city centre to reach as many of the public as possible. In 2013, over 6000 people took part in the bike roadshow and 2,000 cycle bells were handed out.

Aberdeen also provides a cycling proficiency programme for school children called "Bikeability". The programme uses dedicated staff members with a primary role during school term time to co-ordinate delivery, recruit schools and training school staff to deliver "Bikeability" and recruiting volunteers from within the community. As part of the Corporate Social Responsibility agenda, staff members within Aberdeen Council were also granted a half day's leave to allow them to assist with the delivery of "Bikeability".

INNOVATIONS EXTENDING THE SCOPE OF CYCLING

Electrically assisted bicycles

– Pedelects are pedal bicycles with a small electrical engine. They function just as a normal bike but the engine provides, when required, a small but firm push on the pedals. Pedelects mean that new target groups for cycling can be won. Electric bicycles are strong contenders to cars as they stretch the distance that it is possible to travel by bicycle and also make challenging gradients more accessible. Pedelects can also make cycling accessible to people who might not otherwise be able to consider conventional cycling such as the elderly. Public officials can also have a role model function when it comes to demonstrating new forms of mobility.

Case Study: Bremen, Germany

The city of Bremen promoted cycling among "unconventional" users through its Pedelec Test Programme. In this programme Pedelects were made available to commuters who normally commuted via car for a free trial period of 10 days. The trial aimed at making cycling attractive to car drivers by showing them that cycling to work does not require a high level of exertion.



Case Study: Hordaland, Norway

A similar pedelec campaign was introduced for the employees of Hordaland County Council, Norway. Hordaland Councillor Tom-Christer Nilsen championed the use of electrically assisted bicycles, using a pedelec throughout the winter of 2013–14. Councillor Nilsen used a lunch break discussion session to share his experience with employees and to encourage car-drivers to try out a pedelec before signing up for a week's free trial.



Carriage of goods

– Cargo bikes can assist in goods transportation, they can be conventional (non-electrical) or electrical – thus extending the range and power. The use of trailers is ideal for transporting children or heavy items from shopping. Some European cities are finding examples of commercial opportunities and practical applications for cargo bikes within their Freight operations.

Case Study: Gent, Belgium

Bubble Post was set up in 2013 with the aim of changing transport logistics in Gent city centre by introducing ecological delivery solutions – to reduce the carbon, air quality and congestion impacts associated with conventional delivery trucks and also to help reduce the last mile time and fuel costs to businesses. Bubble Post uses electrically assisted Cargo bikes, combined with an IT Management system for

the modern, clean, flexible and efficient movement of goods. Bubble Post operates a distribution centre at the border of the city providing an easy drop spot for companies that would otherwise have more than one stop in the city centre. The success of Bubble Post is helping city authorities consider the removal of conventional motorized delivery trucks from city centres.

BICYCLE COUNTERS

Counting the amount of cycling is important in some countries. Building a cycling culture often requires a robust programme of monitoring and evaluation. Clearly presented evidence of the impacts of investment in cycling can help persuade city leaders of the business case for further and increasing investment in improving cycling infrastructure or promotion programmes and can also be applied to identifying locations of the biggest issues and needs in a city.

Case Study: Malmö, Sweden

Malmö has made effective use of bicycle barometers (a bike counter with a digital display) to automatically count cyclist using parts of their cycle network. Strategically placed bicycle barometers also usefully provide a high profile promotional tool, reminding citizens everyday how many people are cycling and showing cyclists that they are appreciated.



PROMOTING CYCLING TO DECISION MAKERS

City authorities should encourage and support local champions for cycling. Sharing ideas is also important and provides encouragement. CARE-North plus has been facilitating the sharing of ideas and good practice in delivery, bringing together a range of public, private and community partners to learn from examples elsewhere and to inform the development of shared objectives and alignment of resources in pursuit of those objectives



Case Study: West Yorkshire, UK

In 2013, WYCA, CARE-North plus and the UK government Department for Transport hosted the National Cycle Conference, "Cycling Networks Fit for Growth", to make the case for cycling supporting economic growth objectives and to promote emerging practices to senior managers and politicians from UK city authorities and discuss design standards and requirements of government.

A CARE-North plus fringe event, "Challenges of sustainable mobility in our cities", held with local academic partners from Leeds University Institute of Transport Studies, provided a forum for politicians and practitioners to learn from the best practice emerging from the EU (Sweden) and USA (New York). CARE-North plus provided the opportunity for New York to share its pragmatic but highly effective approach of implementing low cost, initially temporary interventions to establish support for and use of cycling infrastructure, which enable subsequent investment to upgrade facilities and make them permanent.

CARE-NORTH PLUS THEMES FOR BUILDING A CYCLING CULTURE IN YOUR CITY

The "Silver Bullet" technological fix alone will not deliver EU Carbon emission reduction targets or create more attractive cities. Truly sustainable cities require a comprehensive transport policy approach that combines technological and non-technological options. Increasing cycling is a very practical option – which can be delivered incrementally and relatively cheaply but that can, by aggregating many small gains, make a significant contribution to the sustainability of a city.

Building a cycling culture in your city does have some fundamental requirements:

- **Strong political and executive leadership and commitment to cycling** – Building a cycling culture requires a strong mandate for implementation by regional/local political champions;
- **Vision and ambition** – The vision and goals for cycling of the national, regional and local authorities must be set high as a clear statement of ambition. Vision and goals need to be supported by quantifiable targets and a funded action plan for delivery that is embed in a Sustainable Urban Mobility Plan and other key local strategies;
- **Adequate and sustained funding** – Adequate and sustained funding must be made available at the national, regional and local levels to bridge the funding gap between cycling and other traditional areas of investment in transport. This can help to enable cities and regions to deliver the necessary quality for a cycle-friendly physical environment and the supporting promotional activities;
- **High standards, local flexibilities** – Cycling needs the support and guidance of national governments to develop appropriate standards for cycle infrastructure that send out a clear signal to users of their value through their quality and conformity of design. These standards should, however, allow local flexibility to solve technical problems and meet citizen/community needs;

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- **Infrastructure and promotion** – The provision of extensive, dedicated cycle infrastructure is the best promotion for cycling but investing in cycle infrastructure alone will not deliver transformational change; it must be supported by imaginative communication and promotional activities;
- **Partnership** – Cycling can benefit from partnerships between the public, private and third sectors in order to identify and prioritise shared goals and align resources for cycling;
- **Engagement with citizens** – The EU's citizens are the real catalysts for change. Effective engagement and communication with citizens is vital. Cycling is gaining support in all of our cities and involving citizens in planning and providing for cycling can feed off public creativity in ideas and build on that support to overcome barriers to change.



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European Regional Development Fund
European Territorial Cooperation 2007 – 2013

The Interreg IVB
North Sea Region
Programme



Project Number/Journal ID: 35-2-4-13

Project Name: CARE-North plus – Carbon responsible transport
strategies for the North Sea Area – CARENorth plus
Funding Period: 2013 – 2015