



Promoting Cycling for Everyone as a Daily Transport Mode

LESSONS LEARNT IN FIVE VERY DIFFERENT CITIES



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FOREWORD

WELCOME!

This document is the final report of the European PRESTO cycling project, summarising its main achievements and recommendations from 33 months of experience and practical knowledge in building cycling cultures in five European cities: Bremen, Grenoble, Tczew, Venice and Zagreb; cities with different cycling conditions, modal splits, starting situations and local challenges.

As you may know from your own experience, there is no “one-size-fits-all” model for making cities cycle-friendly. Not all tools and measures that work well in one city will have the same impact – or even the same priority – in another city. Good practices from other cities can rarely simply be copied, but need to be adapted to your local context. This means that building cycling policy needs to start with a thorough understanding of the local traffic situation, destinations, needs and desires, culture and attitudes in your city. Each city must set out a vision, create a strategy and find its own balance between infrastructure and promotion activities.

One thing however is universal: it is important to monitor results along the way to see how you are progressing.

We want you to benefit from our experience – the PRESTO experience. This document sums up our main recommendations for different aspects of cycling infrastructure, cycling promotion and pedelegs, structured by “starter”, “climber” and “champion” cycling cities. It is intended for local and regional authorities across Europe, bicycle retailers, European institutions and NGOs, or anyone who is working on building a cycling culture.

Enjoy learning from our experience.

Your PRESTO team



PRESTO

WHAT IS IT ABOUT?

In some European countries such as Denmark, the Netherlands and parts of Germany and Belgium, cycling is already acknowledged as a serious transport mode, but in much of Europe, cycling is still more potential than reality. In order to unlock this potential, PRESTO was helping to remove barriers by building competence in cycling policies to enable a real cycling culture to develop in cities all across Europe.

PRESTO was a project of the EU's Intelligent Energy Europe Programme funded through the Executive Agency for Competitiveness and Innovation (EACI) to promote cycling for everyone as a daily transport mode. PRESTO activities ran from May 2009 to January 2012 and focussed on the three pillars:

- improved infrastructure planning
- targeted promotion to encourage the use of bicycles
- pedelecs

The five PRESTO cities – with their varying levels of cycling – are Bremen, Germany; Grenoble, France; Tczew, Poland; Venice, Italy; and Zagreb, Croatia. Together, they provided an ideal testing ground for some creative measures for “starter”, “climber” and “champion” cycling cities and enabled us to learn some lessons which we can now share with you.

PRESTO developed sets of tools for decision makers and practitioners to create cycle-friendly urban environments, to implement sound cycling plans and to start up targeted promotion campaigns. PRESTO focussed on sharing knowledge and helping to build momentum. Its on-site training sessions with European experts, e-learning courses for starter cities, and fact sheets and guides developed by PRESTO's cycling experts form a useful toolbox which lives on as a project legacy for cities both inside and outside Europe. Find out more about them on the following pages.

The PRESTO consortium consists of five cities and seven European expert groups in cycling and urban transport.

The PRESTO cities:

- Bremen, Germany
- Grenoble, France
- Tczew, Poland
- Venice, Italy
- Zagreb, Croatia

European networks and experts:

- Rupprecht Consult GmbH (also the project coordinator), Germany
- European Cyclists' Federation (ECF), Belgium
- European Twowheel Retailers' Association (ETRA), Belgium
- Ligtermoet & Partners, The Netherlands
- Polis City Network, Belgium
- German Cyclists' Federation, Bremen Branch (ADFC Bremen), Germany
- Pomeranian Association for a Common Europe (PSWE), Poland



PRESTO classifies starter, climber and champion cycling cities based on two indicators: cycling conditions and number of cyclists. Starter cities have a low score on both indicators while champions have a high one. PRESTO defines starter cities roughly as cities with a cycling share up to 5%, climber cities as those between 5% and 20% and champion cities with a share higher than this.

PRESTO'S LEGACY

TOOLS, TOOLS, TOOLS



"The e-learning courses and the trainer support really meant a lot to me! They helped me with good insights and a different and more expert point of view!"

Érica Takenouchi (e-learning course participant) did her Master's project on urban cycling, Barcelona, Spain

Policy guides and fact sheets

Apart from the lessons learnt and recommendations shared in this document, PRESTO has developed several products and services to help city-level decision makers, planners and practitioners build competence and develop or improve the cycling culture in their cities.

PRESTO produced a series of fact sheets and policy guides for urban policy makers and planners in starter, climber and champion cycling cities to help them to build cycle-friendly urban

environments. These documents follow the three thematic pillars of the project: infrastructure, promotion and pedelecs.

The collection of four policy guides entitled Give Cycling a Push offers a clear and systematic framework to help decision makers develop a cycling policy strategy within the following topics:

- General cycling framework
- Cycling infrastructure
- Promotion of cycling
- Electric bicycles

The policy guides are accompanied by 25 implementation fact sheets which give more detailed and hands-on information on how to implement a selection of cycling measures. They are intended as a working instrument for those involved in implementing cycling policy.

Both the guides and the fact sheets are available free of charge in several languages on the PRESTO website.

PRESTO fact sheets

Cycling Infrastructure:

- **Network links:** cycle lanes, cycle tracks, cycle streets, traffic calming and cycling, contra-flow cycling, bicycles and buses, and cyclists and pedestrians
- **Intersections and crossings:** traffic light intersections, roundabout intersections, right-of-way intersections, and grade separation
- **Parking:** bicycle parking and storage solutions, bicycle parking in residential areas, and bicycle parking in the city centre
- **Public transport:** cycling facilities at interchanges

Promotion of cycling:

- **Awareness raising:** broad promotional campaigns, safe cycling campaigns, targeted campaigns, bicycle barometers and bike events and festivals
- **Information:** bicycle maps and cycling information centres
- **Training programmes:** targeted adult training programmes and bike testing events

Electric bicycles:

- Legislation and regulatory aspects

Pedelecs

Sometimes referred to as "cycling with a tailwind," pedelecs are **pedal bicycles with an electric assist to support your pedalling. They differ from e-bikes which have a motor that can be set to operate independent of whether you pedal or not.**



Not all learning needs to be done in the field

To reach as many cycling stakeholders as possible, and to help those who need help most (cycling starter cities), PRESTO developed seven online courses, again following the project's three thematic pillars. Courses are based on independent learning; each one contains a series of modules and includes homework based on the participants' local context.

Participants can follow the courses at their own pace. Communication with the course trainers – European cycling experts – and feedback on homework are provided electronically.

The primary target audience consists of those working in the city administration of starter cities, but the courses have also proven to be of interest to cycling advocacy organisations and others interested in improving the cycling share in their cities. The courses are run in English but are designed so that even those who do not feel completely confident in English can still participate.

PRESTO's online courses are being developed into a product that can be offered on an ongoing basis. For more information, visit the PRESTO website.



"I want to say that I really appreciate the time you spent answering my questions and checking my homework. One big THANKS for you. I can say that this course really makes sense for me. It gave me precious input for my future work and some ideas for my present activity."

Vladimir Mrkajic (e-learning course participant), Novi Sad Cycling Initiative, Novi Sad, Serbia

PRESTO e-learning course topics

Cycling Infrastructure:

- Bicycle parking
- Intersections and roundabouts
- Infrastructure facilities for starter cities

Promotion of cycling:

- Bike to work campaigns
- Bike to school campaigns
- Bicycle maps

Promotion of pedelecs:

- Promoting pedelecs in your community

60

60 people from 26 countries

worldwide took part in PRESTO's seven e-learning courses.

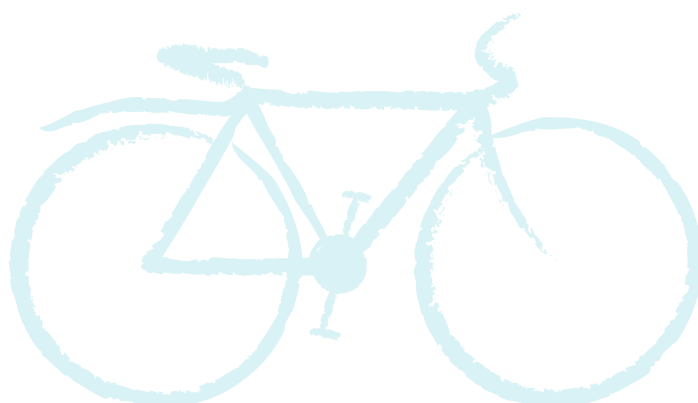
1,250,000

Sales figures reflect a growth in demand. In 2010 some 1,000,000 pedelecs were sold in Europe.

The estimated figure for 2011 is 1,250,000.

Incentives

In some European countries, national or local programmes have been put in place to create **incentives to pedelec purchase**. To learn more about pedelecs and purchase subsidies, please see our electric bicycles guide on the PRESTO website or contact PRESTO partner, the European Twowheel Retailers' Association (etra@pandora.be).



STARTER CITIES

WHAT WE HAVE LEARNT THAT OTHERS CAN LEARN FROM

Starter cycling cities in Europe (mode share under 5%) in general face the biggest challenges in developing a cycling culture. With comparatively few daily cycling trips, insufficient cycling infrastructure, and road design that is mostly car-oriented, the potential for cycling as a transportation mode may not be obvious. Given such conditions, many people will, understandably, feel uncertain on a bicycle and not think about it as a transportation option.

But despite the challenges, there is good reason to be hopeful. It is important to remember that:

- people of all ages love cycling and understand its benefits; a latent demand certainly exists
- people already cycle; even if they don't currently cycle for transportation, many cycle for leisure, at weekends or outside the city
- there are probably more cyclists on your streets than you realise; because they travel quietly and don't take up



Parade celebrating the 750th anniversary of the city of Tczew (2010)

much space, they often go unnoticed and uncounted

- there are probably pockets in the city – perhaps in certain neighbourhoods or around a university campus – that have higher levels of cycling; these can be built upon to help increase cycling in the city as a whole.

All of this means that the potential is probably there, but starter cities need courageous political leadership

to support (and finance!) cycling for transportation when the majority of the population still prioritises car travel over bicycle travel.

The PRESTO partner cities of Zagreb and Tczew are addressing the challenges. They have found that demand for cycling exists and is growing. Infrastructure improvement and development, despite political support, has not kept up with the growing demand.



Zagreb, Croatia: Getting started as a cycling city

Zagreb (population 793,000) is the capital of Croatia. The city's bicycle mode share is less than 3%; the implementation of bicycle infrastructure (lanes and parking) and the promotion of cycling – including pedelecs – as an attractive and cost-effective transport mode were at the centre of local activities in PRESTO. Campaigns were targeted at the general public but had a special focus on students, who have good potential to take up cycling and help create a critical mass that can foster the culture of cycling in Zagreb.



Tczew, Poland: Cycling across generations

The city of Tczew (population 60,000) lies approximately 30 km south of Gdansk in northern Poland. With a cycling mode share of 2%, Tczew has undertaken a number of measures to tap the full potential of cycling in the city. Activities included the planning of a bicycle lane network, the promotion of cycling across generations, and pedelec demonstrations focusing on use in professional contexts.

Based on our experience, PRESTO recommends the following for starter cities:

Infrastructure is the best promotion

If riding a bike in your city is not safe enough, it is not realistic to try to increase cycling numbers by means of promotion alone; few people will be convinced, and many will feel such a policy is irresponsible. On the other hand, good cycling infrastructure helps make cycling safe. In environments with poor cycling conditions, improving infrastructure and giving cyclists room in urban space sends a clear message: cycling is possible and respected and a normal way of getting around. It signals to all road users a local authority's commitment to cycling. You do not, however, need to build a full city-wide high-quality cycling network in one go. Quick-win solutions such as contra-flow cycling in one-way streets, cycle advisory lanes, advance stop lines and a neighbourhood-by-neighbourhood approach can begin to change people's minds and attitudes.

Once your "product" (cycling for transportation) has been made attractive, it is time to promote it. When people begin to see significant improvements, they may consider changing their behaviour.

Promoting your cycling infrastructure improvements will help stimulate people to start cycling. Communication can start as soon as there is a clear commitment to an improvement programme. In car-oriented cultures, this will provide opportunities to put cycling on the map and to rebrand cycling as an attractive way to get around.

Inexpensive infrastructure can make a big difference

When considering cycling infrastructure in a city that currently has little infrastructure and where priority is still generally given to cars, arguing to reallocate car space to cycle tracks is not realistic. There are, however, a range of inexpensive measures that can more easily be implemented. "Invisible" cycling infrastructure (measures that support cycling but are not exclusively beneficial to cyclists) include traffic calming, traffic reduction, junction treatments and speed management. Generally creating spaces with fewer cars and lower speeds should be the top priority. This creates safe and quiet cycle routes away from heavy traffic, which are more attractive to potential cyclists than cycle lanes or paths alongside heavy and fast traffic. The good thing is that these can be implemented quickly and inexpensively and can quickly lead to a considerable change in perception for both road users and decision makers.



"I have been riding a bike almost 7 days! I learnt to cycling one week ago. In my kindergarten almost all kids ride a bike. We draw bikes and we sing about bikes. Cycling is fun."

Martynka Drozd, citizen of Tczew, Poland, age 5

This, in turn, can serve as a catalyst for the implementation of "hard" cycling infrastructure measures leading to an increase in the number of cyclists.

There are other arguments for increasing levels of cycling infrastructure as well. For example, research has shown that building more road capacity simply results in more (car) traffic.¹ In addition, the European Parliament has recently passed a resolution on the EC communication *Towards a European Road Safety Area: Policy Orientations on Road Safety 2011-2020*.² As part of this resolution, the European Parliament "strongly recommends the responsible authorities introduce speed limits of 30 km/h in residential areas and on all one-lane roads in urban areas which have no separate cycle lane."

¹ Eddington, R. (2006) *Transport's role in sustaining UK's Productivity and Competitiveness: The Case for Action*. Department for Transport, London.

² Communication from the Commission to the European Parliament, the Council, the European Economic and Social Committee and the Committee of Regions.

"Towards a European road safety area: policy orientations on road safety 2011-2020": http://ec.europa.eu/transport/road_safety/pdf/com_20072010_en.pdf



"I never felt fatigue, effort, or sweaty riding a pedelec but easy use and enjoyment. I am convinced that the business man in a suit will be thrilled with this bike of modern design that provides personal transportation during sunny and rainy weather when the additional 'wings' are useful. Trust me, this bike fulfilled all my needs and criteria."

Dubravko Šimenc, Professor and Olympic gold medallist in water polo

Reach for "low-hanging fruit" first

In promoting cycling in a starter city, it is wise to begin with the "low-hanging fruit" (those who are easiest to reach).

This can include:

- people who are not yet habitual car drivers (e.g. students)
- people who already cycle, for leisure purposes
- people who are receptive to health or environmental messages (e.g. families with children)

Starting with groups that are more open to the message can create a strong base for a critical mass. Once the ball is rolling, others will be motivated to join in. This in turn results in the "safety in numbers" effect³: the increase in the number of people cycling leads to higher levels of awareness by other road users and, in turn, to greater safety for those on bikes.

Ask your experts

Involving key groups in infrastructure planning allows people to express their opinions and contribute actively to the development of cycling networks. It also helps the city to come up with the best solutions possible for the specific context. Giving specific groups – whether it be student groups, neighbourhood groups or others – an active role in planning cycling infrastructure will be rewarded by a high willingness to contribute to and identify with the results. It also demonstrates the city's willingness to improve the local cycling conditions.

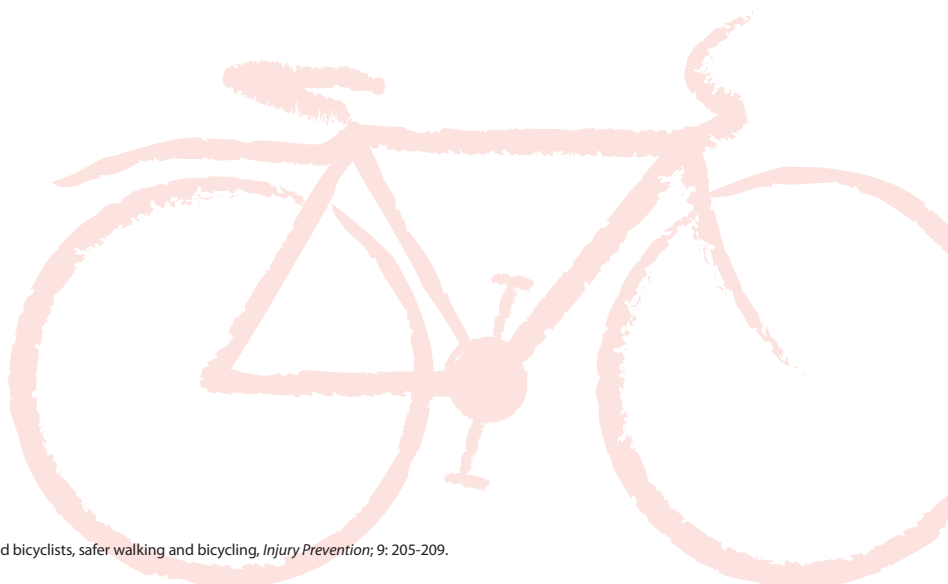
When it comes to cycling solutions, not every cycling starter city has the resources to employ cycling experts in their planning or engineering departments, but that doesn't mean there is no knowledge base in the city. Local cyclists and cycling organisations often have a great deal of experience on cycling in their city. The administration can access this knowledge through surveys, online communication or face-to-face meetings.

2,000

2,000 citizens of Tczew participated in PRESTO's multigenerational cycling campaign – among them everyone from pre-schoolers to students to professionals and retirees.

dailybike.org

The online portal www.dailybike.org was set up within PRESTO to **promote cycling** and to allow citizens of Tczew to identify barriers to cycling in their city.



³ Jacobsen, P.L. (2003) Safety in numbers: more walkers and bicyclists, safer walking and bicycling, *Injury Prevention*; 9: 205-209.



Pedelecs' "cool factor" improves the image of cycling

Pedelecs can make cycling accessible to people who would not consider cycling for a number of reasons (age, health, hills, sweat, etc.). At first glance some might think promoting a rather expensive two-wheeler in a city that doesn't have much cycling may be a large challenge. There is, however solid logic behind it. Promoting pedelecs in starter cities can contribute significantly to building a cycling culture. In places where a modern car is seen as a status symbol, a high-tech bike can take on a similar role. Pedelecs demonstrate that bikes are modern and high-tech and not at all an old-fashioned vehicle for the poor. And indeed, if one compares the cost of a pedelec to a car as a vehicle for day-to-day use in the city, the pedelec looks very attractive.

There are many ways to raise awareness of pedelecs as a new mode of transport in starter cities. The employment of pedelecs by certain visible professions



"In my hometown, more and more people understand the need to create facilities for cyclists. Our parliament has introduced appropriate changes in law this year which permit safer cycling and the creation of new facilities. I am glad that the PRESTO team was in the Polish Parliament at the conference on cycling policy."

Jan Kulas, Member of the Polish Parliament, Tczew, Poland

(post carriers, police, etc.) makes their uses and benefits highly visible. The involvement of prominent people (sports heroes, media personalities, etc.) in pedelec promotion activities increases the "cool factor" and creates two-wheeled role models.

2+1

In Zagreb, **lectures on cycling-related topics** were organised by the city and two Zagreb university faculties and incorporated into university classes. Students in the Geography Department and the Faculty of Traffic Sciences had lectures entitled: "University of Zagreb students' **habits and attitudes on the use of bicycles** as a means of transportation and a form of recreation" and "Strategies to **encourage bicycle use**." At the request of students, another lecture from a local cycling NGO was added on "**Safety and security of cyclists and bicycles**." The lectures were followed by lively discussion.

15

As well as citizens cycling a pedelec test course in Zagreb, **15 prominent people tested pedelecs for a week** and communicated their experiences to the national media. Among them were the British Ambassador, a famous Croatian water polo player, the vice chancellor of the university of Zagreb, and various singers, actors, TV presenters, journalists and professors.

200

There is currently only one pedelec dealer in Poland and access to pedelecs is difficult but **within PRESTO more than 200 adult citizens of Tczew had the opportunity to test pedelecs and e-bikes**.

LOCAL PRESTO ACTIVITIES: INFRASTRUCTURE PLANNING

LOCAL ACTION: ZAGREB

Bicycle parking and bike lane network

The bicycle lane network (currently 200 km) is not yet comprehensive and bicycle parking is still lacking, especially in the old part of Zagreb's city centre. These barriers need to be overcome to make cycling more attractive to more people. Within PRESTO, bicycle lanes and a parking network were proposed for this part of the city where most public institutions are located. The results were displayed and presented to citizens to encourage opinion giving and direct involvement in local infrastructure planning.

More information:
strategija@zagreb.hr

LOCAL ACTION: BREMEN

Bicycle Parking for large scale events

The ADFC and the City of Bremen made the 2009 German Protestant Church Congress (Kirchentag) in Bremen a cycle-friendly event. This included providing 2,000 additional cycle parking spots, establishing advisory routes between the different event venues, a visitors' map with cycling information and 1,500 free rental bikes. Bremen has since developed a bike parking plan that incorporates the improvements developed in PRESTO as well as bike parking in the city centre and at major event venues.

More information:
wilhelm.hamburger@bau.bremen.de

Tip If you are considering promoting pedelecs, don't forget about appropriate infrastructure such as parking and charging facilities. As pedelecs are more expensive and heavier than conventional bicycles, they may have different requirements.



PRESTO partners cycling in Grenoble

LOCAL ACTION: GRENOBLE

Stakeholder consensus on design principles

Within PRESTO, a consultation process among local stakeholders was initiated which was aimed at finding consensus on design principles of urban spaces and streets across the entire metropolitan area. The stakeholders included administrations in charge of roads, streets, urban spaces, public transport, as well as politicians and relevant user groups from across all of the Grenoble Alpes Métropole area. The result was a set of guidelines on design principles to be followed in implementing infrastructure projects locally, taking into account all user needs, specifically those of pedestrians and cyclists.

More information:
lionel.faure@lametro.fr

LOCAL ACTION: TCZEW

Identification of barriers to cycling

Tczew developed the online platform www.dailybike.org where citizens have direct access to the latest cycling-related news, information and activities. The site includes a function that enables citizens to report infrastructure barriers to cycling; this citizen-participation tool will help the municipality better assess the local cycling needs and plan and develop better cycling infrastructure.

More information:
ciecholinska.presto@gmail.com



Survey as part of Venice's "Geniale initiative"

LOCAL ACTION: VENICE

Black spots identification

60 "black spots" (locations that are dangerous or inaccessible for cycling) were identified in mainland Venice and solutions drawn up. These solutions are available on CD and have been presented internally to the technicians of the city of Venice who schedule the interventions. A brochure of 24 of the black spots has been printed to present the work and its potential.

More information:
roberto.dibussolo@comune.venezia.it

CLIMBER CITIES

WHAT WE HAVE LEARNT THAT OTHERS CAN LEARN FROM

Once a city has reached the climber cycling city level (between 5 % and 20% cycling share), cycling is probably relatively safe and convenient in much of the city. A considerable amount of infrastructure already exists and it is used. The cycling rate is already such that daily cyclists are a visible presence in the urban landscape. There is no doubt that cycling is a mode of transport and cyclists are seen as a group whose needs must be addressed, but the ultimate potential is not clear. The climber city's challenge is twofold: to convince more people to shift from cars to bikes and to continue to improve network cohesion.

Efforts must continue to expand and diversify cycling infrastructure and facilities. This could include, for example, public bikes (for both locals and visitors) and safe storage facilities at transport hubs such as lockers and/or supervised or automated storage. And as climber cities still have a great deal of potential to shift car trips to bicycle trips, lots of promotion is needed!



Bicycle storage facility in Grenoble

PRESTO recommends the following for climber cities:

Maintain and extend what you have

As described above, a climber city has already achieved a reasonable cycling network and cyclists are a visible part of the day-to-day urban life. At this stage, it is important to maintain the existing infrastructure and continue to develop new infrastructure and close gaps in the

network to build a close-meshed cycling network (a maximum recommended distance of 250 m between parallel routes in built up areas) that is attractive to new users. Working in isolation should be avoided; cycling infrastructure needs to be incorporated into a city's overall urban planning, parking and walking policies. Training different city departments on technical guidelines for cycling infrastructure is one good way to get support and consensus on



Venice, Italy: Connecting everybody to the bicycle

In Mestre, mainland Venice (population 180,000), the cycling mode share is fairly high (19%), but there is still room for improvement. The focal points of the Venice activities were: the analysis of accident black spots and proposed solutions for them, the development of a new and extended bicycle path plan, activities to encourage children to travel to school by bicycle, city events and the promotion of pedelecs.



Grenoble, France: From occasional cycling to daily cycling

Grenoble Alpes Métropole (population 400,000) is located in eastern France close to the Alps (but still on flat land!). The city of Grenoble has a moderate share of bicycle trips at 5% (4% for the overall metropolitan area). The local PRESTO activities in Grenoble were designed to increase this figure in an agglomeration with infrastructure worthy of a climber city but a comparatively low number of cyclists. This included the development of common design principles for urban cycling in the entire agglomeration, bicycle events, the creation of an explicit promotional strategy for daily cycling and pedelec demonstrations.

the importance of investing in safe cycling facilities. If you work within a metropolitan area, consensus of all relevant authorities on design principles is a precondition to pave the way to becoming a champion cycling city.

Infrastructure is not enough

Particularly in climber cities, infrastructure development and promotion activities must go hand in hand. Whenever a new section of cycle lane is put in place or a new parking facility installed, communicate it! Invite media and let their pictures speak for you. People will appreciate these developments (when they are informed about them!) and respond by using the new facilities. But be prepared: there will always be critical voices. People can be slow to adapt to new ways. Don't let this discourage you! Continue to talk about the benefits – and encourage other supporters to talk about them too.

When it comes to promotion, a climber city can reach beyond the “low-hanging fruit”. Improved local cycling conditions are the best argument for broadening your promotion activities by addressing different target groups. These can include employers and employees, schools (and the parents who drive their children to school) or daily shoppers.

Without the backing of local politicians (including funding), it is difficult to elaborate an overall communication strategy for cycling that will reach everyone. Promotion campaigns focusing on specific topics such as personal health or financial savings can be the most promising way to reach potential cyclists.

Don't forget other road users

The modal share of cycling may hit a “glass ceiling” if there is no change in the attitude of other road users (car drivers who believe roads are only for motor vehicles, or pedestrians who don't want cyclists in crowded urban spaces). A city's vision needs to include public education targeting all road users to overcome this. But all cyclists aren't angels.



“We back the Grenoble metropolitan government in their will to make school children – and their parents – aware that cycling can be a regular transport mode to go to and come home from school.”

Monique Giroud, President of the Association for Local Transport Development, Cycling and Pedestrians, Grenoble, France



“Our local infrastructure policy guide supported by PRESTO results from the wish we all shared as urban infrastructure planners – from different institutions but working on the same territory – to make common progress in our consideration for cyclists.”

Alain Berger, Head of Department of Traffic, Roads and Equipment, City of Echirolles, France

60

Through PRESTO in Venice, **60 black spots** were analysed and **60 technical solutions** proposed. The total estimated cost of the changes was €7,076,900. While financing for the solutions has not yet been clarified, it is valuable to have “shovel-ready” plans for the moment when funding becomes available.

The behaviour of (some) cyclists can be a real issue for pedestrians and drivers, suggesting the need for targeted action toward good cycling behaviour. If cyclists want to be respected as equal road users, they must be willing to respect both traffic regulations and other road users.



"The PRESTO Project has taught the children in many schools in my city that choosing the correct form of transport to go to school is a great game and a great way to remind adults that clean air is a precious asset which needs us all to look after it; no-one can be excluded. Mr CO₂ can only be beaten if everyone learns how to play their part in this team game well!"

Roberto Di Bussolo, Officer in charge of Sustainable Mobility (alias, Mr CO₂), City of Venice, Italy

Why not rent a bike?

Investing in a public bike scheme can add an extra push for climber cities. Public bike schemes, as put in place in Venice and Grenoble (and many other European cities), give non-cyclists and non-bike owners a chance to give cycling a try. Public bike systems across Europe have raised public awareness of cycling for transportation and demonstrably increased cycling levels. In particular, cities that are tourist destinations may experience a growth in cycling numbers with a public bike scheme.

Pedelecs as part of a public bike scheme could also play an interesting role in attracting more people to cycling. For example a system was set up in the German city of Offenbach in 2011. Public bike schemes – with or without pedelecs – are unlikely to succeed unsubsidised, however the decision is yours as to whether the added value is worth the extra cost (or perhaps if sponsorship is an option).



"The Green Mile initiative involved elementary schools from Mestre and was sustained by the City of Venice in collaboration with FIAB. The children are extremely enthusiastic about the initiative and they learnt the principles while enjoying themselves. Tomorrow these children will be people with added value, and more knowledgeable and conscientious adults."

Viviana Tre, President of FIAB (Italian Federation of Friends of the Bicycle) Mestre, Italy

53%

The **number of pupils** that use the bike on the home-school route every day **increased by 53% during PRESTO's Green Mile initiative** in Venice and **10,900 kg of CO₂ were saved** by the children in the month in which they participated in the project.⁴

the plan

Before PRESTO, communication efforts in Grenoble focussed on non-car modes in general with a few events around cycling. **PRESTO drove the work around cycling as a specific mode requiring a specific promotional strategy, finally leading to a promotional plan for cycling!** PRESTO gave a huge push to Grenoble's cycling culture!

⁴ Calculation method: the use of a private car (red stickers) to travel to school is taken to generate 2 kg of CO₂ for a 15 minute journey (average home school journey), car pooling and bus (yellow stickers) generates 200 g and bicycle or walking (green stickers) 0 g of CO₂. The stickers allocated to each class for each category of transport used during the competition were counted and related to the initial situation of transport to school in each class to calculate the amount of CO₂ saved.

LOCAL PRESTO ACTIVITIES: PROMOTION OF CYCLING

LOCAL ACTION: TCZEW

Multigenerational cycling promotion

Within PRESTO, promotional and educational activities took place in Tczew targeted at groups of all ages (children, students, adults, grandparents) and all road users, aiming at raising awareness of cycling as a daily transport mode for everyone. This included a series of moderated talks with groups of residents, activities within the framework of European Mobility Days, street activities during the celebration of Street Day and competitions. The local media were always involved.

More information:
ciecholinska.presto@gmail.com



Green Mile Competition in Venice

LOCAL ACTION: VENICE

The "Green Mile"

As part of the "Green Mile", elementary school classes competed with each other for one month and points were awarded daily according to the form of transport used by the children to come to school every day. A real change in the mobility patterns of pupils was observed during the initiative with a 53% increase (+29 pupils) of the number of students that used the bicycle in the home-school routes. Results far exceeded the expected increase of about 15% (based on past results). A final event was organised in San Giuliano Park in Mestre for the 347 pupils who participated in the project with a multitude of fun, practical and concrete activities regarding safety and the benefits of cycling.

More information:
roberto.dibussolo@comune.venezia.it

LOCAL ACTION: BREMEN

Bicycle counter

PRESTO provided the opportunity and financial support for the installation of a series of bicycle counters – including one with a digital display. It took two years to evaluate and discuss all the options around counting cyclists and how to display the counts but a programme for eight counters was agreed upon and the first counter – with display – was installed in autumn 2011. The high number of cyclists that were counted surpassed even the most optimistic estimates.

More information:
wilhelm.hamburger@bau.bremen.de

LOCAL ACTION: GRENOBLE

Bike to school challenge

In the framework of the PRESTO project, a bike to school challenge was organised in Grenoble in 2011 in collaboration with the Association for Local Transport Development, Cycling and Pedestrians. Six kindergartens, 18 elementary schools and four junior secondary schools signed up, representing a total of 5,626 participating pupils. The schools with the highest percentage of cyclists were rewarded; the average participation rate was 53%.

More information:
myriam.wuyam@lametro.fr

LOCAL ACTION: ZAGREB

Cycling promotion among students

Cycling promotion for students, a main target group in Zagreb, consisted of class lectures on cycling topics for students and a scientific survey of almost 600 students from the University of Zagreb. The aim of this survey was to determine the share of student cyclists and the potential for new cyclists within the student population, to collect their recommendations for infrastructure improvements and other measures that would encourage them to cycle more.

More information:
strategija@zagreb.hr

CHAMPION CITIES

WHAT WE HAVE LEARNT THAT OTHERS CAN LEARN FROM



Bremen Bicycle Festival (2010)

At the champion level (above 20% cycling share), a very significant number of short distance trips are made on foot or by bicycle and a city-wide cycle network is in place. Now it is necessary to convince even more people of the advantages of bicycle use, in particular reaching for the “high-hanging fruit”. This can include older people or

immigrants from non-cycling countries or occasional cyclists who might be convinced to take more journeys by bike rather than by car. At the same time – as was done for car traffic in earlier decades – innovation and ongoing effort are required to continue to keep growing levels of bicycle traffic flowing smoothly in urban areas.

At this stage, infrastructure efforts should be aimed at improving the bicycle parking situation, at upgrading and maintaining infrastructure and at increasing the cycling flow and speed by, for example, widening existing cycle lanes or creating cycling “fast lanes” to make the network more convenient and attractive. At the same time, promotion and communication efforts must be kept up to keep daily cyclists satisfied and to further unlock potential by offering useful information and benefits as a reward for their cycling efforts.

From our experience, PRESTO recommends the following to champion cities:

Promotion – it never ends

Even for champion cities, the need to promote cycling doesn't end. Promotion methods may however differ from those of starter and climber cities. Cycling promotion campaigns and city marketing make cycling part of the



Bremen, Germany: Cycling innovation and large-scale events

Bremen (population 550,000) is located in northern Germany. Bremen already has a very good bicycle mode share (25% of all trips), but continued information and planning is key to maintaining – and increasing – this share. Local PRESTO activities in Bremen focused on planning bicycle parking for large scale events, promotional campaigns for large cycle-friendly events, bicycle festivals, the installation of a bicycle counter (with display), and pedelec demonstrations.

400,000

Bremen is **counting bicycles**. One counter – located on a bridge over the Weser River with high bike traffic – includes a digital display and **counted 400,000 cyclists in its first two months**. Seven other permanent counting loops are being installed in Bremen to give city administrators an ongoing accurate count of its cyclists.

50%

Although there was a good sense of “high cycling volumes” in Bremen, the figures recorded by the new bike counter have surprised even **cycling advocates. 50,000 cyclists are counted every week, 50% more than city officials realised!**

200

A retailer from outside Bremen who presented pedelecs at the 2009 Bremen car-free day bicycle festival **sold more than 200 pedelecs to customers from Bremen after the event.**



“If more road users traded a car for a pedelec, we would immediately have a lot more space in the streets. Our PRESTO partner ETRA facilitated several test tracks here – giving pedelecs a real boost in Bremen”

Ludger Koopmann, Vice Chairman German Cyclists' Club (ADFC the Federal Association), Bremen

identity of a city and demonstrate the support of the local administration for sustainable transportation. For example online communication with cyclists, such as through platforms for receiving input on the cycling network, is a valuable tool for champion cities and stresses the importance of its cyclists' voice.

In all activities, an experienced and strong NGO such as a cycling association can be an important partner in promotion campaigns; it can provide expertise with regard to infrastructure issues, support the city council in its efforts, and help the administration connect to its cycling citizens.

Park and celebrate

Bicycles, as small, quiet, non-polluting vehicles, are ideal for transportation to large-scale events (football games, concerts, festivals) and benefit event organisers and local residents as well as the cyclists themselves. In order to make them attractive, parking facilities should be plentiful and located close to the main entrances of the venue. Encouraging people to cycle to events must be included in the overall promotion of the event so people are reminded of the option when they are making their plans.

Pedelecs as multipliers

Pedelecs can bring an innovative new angle to a champion city. While the new technology may appeal to “gear freaks,” pedelecs also serve an important role in addressing new target groups (older people, those who live far from work or for whom hills are a barrier, those who need to carry heavy loads). Test tracks allow people to feel the difference of a “bike with a tailwind”. A multi-storey car park (closed to cars) is one possible location for a pedelec test course. Synergy effects with other large scale events (such as a local festival or a car-



Cycling lane in Bremen



Separated cycle track in Bremen

free day) can raise public interest. Cities can also set up a workplace pedelec demonstration project in collaboration with local employers to allow employees to try out pedelecs as company fleet vehicles.

Cyclists count

As small, quiet vehicles, bicycles can slip through city street unnoticed, often causing traffic managers – and others – to greatly underestimate the number of cyclists in their cities. Although some criticise them as a costly promotion gimmick, “bicycle barometers” (bike counters with digital displays) are one way to show cyclists that they count (and are being counted).

If you face criticism that a bike barometer is just an expensive toy, you should be aware that its installation could become a political issue, which could lead to delays or even turn into an election issue. Bremen is lucky to have political support for its counter. The city’s Environment Senator was quoted in the local media as

saying, “We put a great deal of effort into knowing exactly how many cars cross every intersection, but for bikes, until now we depended on random surveys at five-year intervals”.⁵

While the digital display of the “barometer” isn’t absolutely necessary, counting cyclists is. Although Bremen has only one digital display (at a busy bridge crossing), it is also implementing counting stations at seven other locations to give traffic managers a clear idea of the number of cyclists in the city.

One word of caution: when deciding on the placement of your “bike barometer”, unfortunately you need to consider the possibility of vandalism. The display should be in clear sight of all who pass by (regardless of mode) but ideally out of easy reach for vandals.

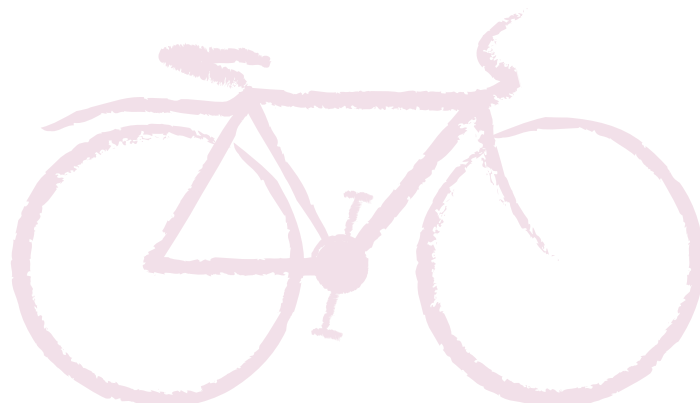
1,000

PRESTO sensitised event managers and visitors to cycle parking. In 2011, supported by the PRESTO partner, ADFC, the **BREMINALE** – a large outdoor festival along the Weser River with 200,000 visitors – **supplied 1,000 mobile cycle parking places**. Cycling visitors appreciated the offer, which produced the interesting positive side effect that even bicycles parked outside the racks stood in orderly rows. Months after the event people still remember the positive experience; event managers wish to continue the collaboration in the future.



“For many years, the Bremen Environment Department has been pursuing the goal of promoting cycling and increasing the share of total traffic on bikes. For future-oriented transportation planning, we need data and facts about cycling; therefore, the number of cyclists at major points in the cycle network will be counted automatically in the future. PRESTO supported the start – thank you!”

Dr. Joachim Lohse, Senator for Environment, Construction and Transport, Free Hanseatic City of Bremen



⁵Weser-Kurier, 28.10.2011, p. 8.

LOCAL PRESTO ACTIVITIES: PROMOTION OF PEDELECS

LOCAL ACTION: GRENOBLE

Demonstrating the potential of pedelecs to car drivers

In order to raise awareness of pedelecs among employees and residents in Grenoble (especially those who live in hilly areas or who travel more than 10 km a day), to familiarise people with the use of pedelecs, and to demonstrate their effectiveness, a one-month pedelec promotional campaign is taking place in late 2011. The launch will take place in a busy commercial area and local retailers will present a selection of pedelec models. Interested citizens can book a pedelec free of cost via a dedicated phone line. Before taking their test ride, participants will receive technical and safety information. Evaluation results of this campaign will contribute to a better definition of the Grenoble Alpes Métropole government's pedelec policy for 2012.

More information:
myriam.wuyam@lametro.fr

LOCAL ACTION: ZAGREB

Pedelec demonstration

One part of this pedelecs promotion campaign included having prominent citizens in Zagreb test pedelecs for a week. A range of Croatian VIPs – including academics, politicians, diplomats, sports heroes and media personalities – were involved in PRESTO's pedelec promotion activities. Some of them shared their experiences with the media, thus serving as role models for sustainable transportation. Test rides for citizens were also held in the historical Maksimir Park in Zagreb. These events received national media coverage.

More information:
strategija@zagreb.hr



Pedelec promotion in Tczew

LOCAL ACTION: BREMEN

Pedelec demonstration and test tracks

In collaboration with several retailers, the ADFC offered pedelecs for demonstration and testing during bicycle festivals and car-free days in Bremen. In addition, the Extra-Energy GoPedelec! test track was established at a central location between the main station and the city centre and supported by project partner ETRA. Pedelec testing in connection with festivals, expos and other bike testing activities offered visitors contact to pedelecs on several occasions. Because many people are still not very familiar with pedelecs, it was found to be more effective (and easier) to present pedelecs as part of other bicycle-related events than to organise one large pedelec-specific event.

More information:
tobias.leuze@adfc-bremen.de

LOCAL ACTION: TCZEW

Pedelec promotion

Promotion of pedelecs in Tczew took two forms: a presentation combined with a test ride during events, and one-week rentals (by various professionals, older people, and others). The promotion embraced 500 people, about 100 of whom rented pedelecs for a week or longer. Surveys and interviews were carried out to assess the perceived usefulness of pedelecs. The results show that electric bicycles make cycling easier for elderly people and are also a good solution in hilly areas. Promotion of electric bicycles among Tczew residents has increased the number of residents interested in using them.

More information:
ciecholinska.presto@gmail.com



Pedelec demonstration in Venice

LOCAL ACTION: VENICE

Demonstration of pedelecs

The first pedelec demonstration event ever run in Venice was organised as part of the PRESTO project. The event, held in Mestre during "Ecological Sunday," provided 10 pedelecs for citizens to test on a bike lane in the centre of Mestre. The promotion event reached more than 200 citizens.

More information:
roberto.dibussolo@comune.venezia.it

FACILITATING A CYCLING CULTURE





SOME TIPS

PRESTO has endeavoured to find, implement and share ways to help cities build or improve a culture of cycling. The project's toolbox consists of several on-site training resources, seven e-learning courses, four guides and 25 technical fact sheets in several languages and will endure beyond the end of the project in January 2012. Reflecting all project outputs and activities, we offer the following general recommendations and lessons to help others implement cycling policies in starter, climber and champion cycling cities:







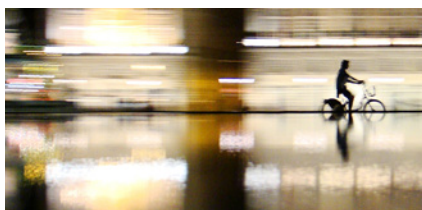
Bike festival in Grenoble

Reaching your target group

-  Promote as widely as possible: even the most brilliant measures are useless if no one knows about them.
-  Providing for cycling near schools and universities is valuable for cities at all stages as a means of engaging young generations.
-  Bicycle or pedelec try-out days and weeks or testing events are a good way to engage people in cycling on their daily route to work or school.
-  Social media is a great way to reach your target group. Many cyclists love sharing their thoughts and opinions on good and bad facilities, and being on a bike makes it easy to stop and snap a photo to share with others electronically.

Implementing cycling policies

-  Don't just focus on single categories of mobility; in order to determine the use of public space and potential strategies for change, it's important to analyse the behaviours of all different modes.
-  Involve as many stakeholders as possible, and tell them what you want to do and why.
-  Normalise cycling at the planning level by including it in existing processes.
-  Cycling is local and requires a local approach. Borrowing ideas from other cities is great but be sure to consider your own local context and how you may need to adapt solutions to your needs.
-  Cities need to address conflicts between pedestrians and cyclists with legible shared space design and information campaigns.



Last but not least, don't get frustrated! You're on the cutting edge of a culture shift. It takes time and you won't get everyone on a bike, but with hard work and patience you certainly will make a difference!

Further information
www.presto-cycling.eu

Project coordinators
Rafael Urbanczyk
r.urbanczyk@rupprecht-consult.eu
Tel: +49 (0)221 60 60 55 16

Michael Laubenheimer
m.laubenheimer@rupprecht-consult.eu
Tel: +49 (0)221 60 60 55 23

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For additional copies or copies in other languages, please contact:

Project dissemination manager
Dr. Florinda Boschetti, European Cyclists' Federation
f.boschetti@ecf.com
Tel: +32 (0)2 880 92 79

Editors
Rafael Urbanczyk and Bonnie Fenton (Rupprecht Consult)
in collaboration with Dirk Dufour (Ligtermoet & Partners)

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