mobile
2020

STUDY VISIT: Integration of cycling into municipal policies – Best practices from Netherlands and Germany

Utrecht, Zwolle / The Netherlands
Münster, Bünde / Germany

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Fehler! Kein Text mit angegebener Formatvorlage im Dokument.

Utrecht, Zwolle / The Netherlands

1. INTRODUCTION

The overall goal of the project mobile2020 was to enable stakeholders in small and medium sized cities (up to 350,000 inhabitants) in Central and Eastern Europe (CEE) to increase their share of biking as a mode of everyday transport to reach a significant share of cycling by the year 2020. Through many activities developed during the project, mobile2020 massively promoted cycling in 11 CEE countries, making a change not only in selected cities but nation-wide, with its final goal - saving up to 90,000 t CO2 per year until 2020. Strengthened networks and contacts with national and international cycling stakeholders additionally ensured the sustainability of the project.

Good practice examples and guidelines exist already in the cities of Western Europe, but it was crucial to translate and adjust them to national circumstances and promote them pro-actively to have a broad reach.

This study visit was organised within the framework of the mobile2020 project to present sound traffic and urban planning instruments, which are already being applied in the Netherlands and Germany.

Visiting of sites demonstrated a number of best practices, including:

- Planning of cycling inclusive districts (cycle roundabouts, roads, underpasses, etc.);
- Intermodal transportation planning;
- Development of town cycling policies and bike-friendly parking policies
- Benefits of cycling offered by companies
- Regional bicycle planning and cycle-bridges
- Cycling promotion and marketing measures
- Social aspects (such as traffic culture) and much more.

The study visit offered a unique opportunity for experts to meet and learn together from the best practices, and exchange information on traffic and urban planning instruments.

2. STUDY VISIT FRAMEWORK AND MAIN OBJECTIVES

This study tour held in the framework of mobile2020 focussed on the capacity building part of the project, and gathered 23 participants from 12 countries, including representatives from 20 CEE municipalities.

Goals of the study visit:

- Visit the cities of Utrecht, Zwolle, Bünde and Münster, with the aim to introduce examples of the best practice in transport and urban planning, marketing and PR strategies, cycling infrastructure and services.
- Improve understanding of the best practice in sustainable cycling planning through dialogue and experience exchange within municipalities.
- View and evaluate examples of the best practice in urban planning, cycling infrastructure and services at local level, and discuss their usefulness across mobile2020 project countries.

The following pages represent the description of the study visit day by day, outlining the main points of interest visited and shown to participants, as well as reflections of most important discussion points during the event.

3. EXPERIENCE FROM THE NETHERLANDS AND GERMANY - Day by day report

MONDAY, 07.04.2014
Utrecht, Netherlands

After an introduction to the study visit program, organizers from BEF Germany, ISOE, REC Croatia and International Bicycle Consultancy took participants on a cycling tour through the city. Everyone got their own bike and started towards the Utrecht Central train station and neighboring parking for bicycles, one of the biggest cycle facilities in Europe.

The bicycles are here organised at two levels. Only in the vicinity of Railway station, Utrecht has around 22.000 parking places for cyclists, which is even being expanded towards tghe capacity of 40.000. Despite this high number, municipal authorities estimate that this will still not satisfy the current needs. It is also very noticeable to the pedestrians that cycling paths in Utrecht are all very well linked, while pedestrian footpaths are not.

Cycle parking at the Railway station Utrecht

Utrecht is the fourth largest city in the Netherlands with around 325,000 inhabitants in the city and around 650,000 inhabitants in the region. By age it's fairly young city, also a university center. Despite the recession, the economic growth and development is visible. Approximately 36% of the population are cyclists, with an average 7.5 km or less travelled per day (around 91,000 cyclists in the city). In the vicinity of the train station there are 22,000 available parking spaces in different bike parkings (majority allows parking on two levels), which are both in the open as well as in special customised parking garages. Current investment project worth around € 67 million is expected to shortly increase the number of parking spaces around the railway station to 40,000 and arrange other important services for cyclists.

During the cycle tour through Utrecht, participants visited the new municipal parking facility and service centre at Mariaplaats. Mr Ruud Ditewig (Municipality Utrecht) held a presentation on the local cycling policy that made Utrecht one of the cycling capitals of the world. He particularly emphasized parking policies and future cycling projects in Utrecht.

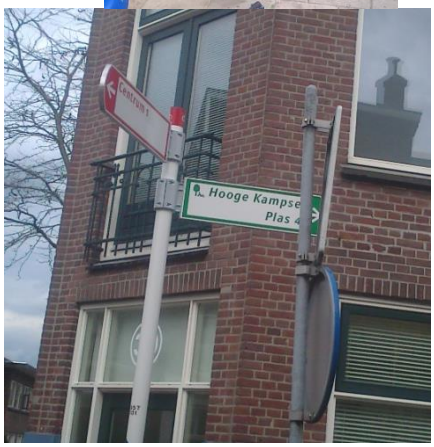
Here is the City Centre Parking Garage:

Utrecht municipality representatives said, that in the recent years:

- The 5 busiest „cycling roads" are being reconstructed in a way which will change them into double-lane (cycling) roads, where motor traffic is permitted, but doesn't have the right of way. On such roads signalisation is installed which, although not official, clearly shows that there is a street with cyclists right of way. At intersections the so-called Bike Boxes are drawn along the entire lane width, signifying a special lane for cyclists stopping at traffic lights (a driver stopping the car in front of the lane has a permanent view of the cyclists). The systems of traffic lights have been improved, i.e. customized specifically for cyclists (adjusted traffic light phases, green light on buttons everywhere, bicycle light has two red lamps).
- Routing signalisation for orientation of cyclists has been installed, adapted also for guidance through the town as well as for routing tourist traffic (white signs with green edges for tourist routes, or with red edges for directions through the city) etc.. Multilevel intersections were made for busy traffic arteries and railway lines.
- By the railway station there is a large levelled intersection, not entirely square-shaped, which allows intersections of multi-lane roads, tram lines, cycling tracks and pedestrian areas.
- Usual cycling section is cca 400-500m long, after which it changes shape but continues on.
- They are also linking certain non-connected sections of cycling tracks, paths and roads (which are very rare though).
- They are increasing the cycling parking capacities by building special open parkings, garage houses (with electric bike charging stations...), special boxes for storing bikes, using abandoned shops for bike facilities...
- Bycicles are integrated into public transport by using the so-called »OV chipcard« which alows intermodal changes between tram, local bus, public bike rental (in bule-red colour) or a scooter, paying for parking etc. – a negative point is that it's not a cost-effective option for tourists and they are not using it much, but is very convenient for local people. As concerns public transport, trains have special spaces for cyclists – they pay 6€ for transporting a bike, unless a bike is folded in half in which case it is free. Cycling is promoted via many festivals, sports events, promotion material such as maps, guides..., enabling also rental of public, electric and cargo bikes.

- Cycling-friendliness is visible also through availability of public bike pumps, automatic tube dispensers and tyre repair kits...
- Residential and business areas are increasingly developing.
- Improved air quality has been measured due to reduced car traffic.

The group cycled the roads entirely intended for cyclists or at least having cycling tracks. None of the cycling paths get interrupted, they rather change their form, e.g. from a full cycling path into a cycling lane on the road, the traffic calming area, pedestrian/cycling zone, then into a cycling road alllowing also motorised traffic etc... If nothing else, they regularly replace the road surfaces. The group cycled through the center of the city, with abundant large cycle parking areas (above the ground and underground). Cyclists usually have the right of way. The traffic flows very patiently, but still rather fast. Participants at the end of the day found that they felt safer on a bike than if driving a car, or if they would be driving it would probably be very cautious, for fear of hitting a cyclist.



One of the cycling roads in Utrecht. At the end of the road in an abandoned shop there is a controlled cycling garage (below) - -a cultural heritage site.

In the second part of the cycling tour participants visited Utrecht's Office district, where Mrs Adrie Nijdam (**ASR insurance**) held a presentation on cycling for commuting and the benefits for companies.

The ASR Insurance is closing their facilities in other areas of the country, and increases capacities in Utrecht, therefore they need to upgrade the existing business facility which already employs 3.700 workers, and in the vicinity there are another 4.000 employees of other commercial and public companies, which is a big challenge for solving mobility issues for employees and customers. The solution was sought by connecting with other commercial facilities nearby and local authorities and trying to stimulate their employees to increase the use of bycicles by guaranteeing their own parking, lockers, wardrobes, showers or bathrooms... (all amenities that a cycling worker might need), and implemented a line of additional stimulative measures:

- Employees which come to work outside of rush hours are awarded salary bonus of 100€ – they certainly try very hard to earn this despite the comparatively high salaries to start with (the company received the local government award for this measure). We should also mention that the staff works by result, and not by exact working hours.
- Employees which travel to work by car-pooling also receive salary bonuses, and a guaranteed parking close to the entrance into the business premises.
- e-bikes are provided to employees
- free-of-charge guaranteed bike servicing 4x per year (regular maintenance costs around 300€ annually)
- discount to the purchase of bikes and electric bikes
- informing employees at mobility info-points (public transport, bike rental...)
- 2x per year »mobility« fairs – collective selling of bycicles
- An additional measure concerns employees living at distances closer to 10km from the company premises, which do not have the right to a parking spot in the company area (applies to employees at all positions) – 60% of those ride bycicles, some of them use public transport or scooters, which brought to approximately 250 less vehicles than before – this has helped to remove traffic jams and at the same time influenced significantly the air quality (annual cost per parking spot within the facility is 1000€ per PM)
- In cooperation with the local authority they improved the cycling connectivity (better lighting, markings, no interruptions...) and adapted the public passenger transport (harmonised train and bus timetables
- The company also engages in mobility behaviour patterns, seeking solutions customised to employees' needs and possible benefits.

The company's main message is not to be affraid of making even more drastic steps than abolishing parking spaces for employees within the 10km radius – just do it. At the same time, they claim that the number of sick leaves has been reduced in result.

Next stop was the University campus:

Cycling through Utrecht, participants had many opportunities to view and evaluate examples of the best practice in urban planning, cycling infrastructure and services at local level.

Some more cycling-related facts, observed in Utrecht but mostly applicable to the entire country:

- GROWING UP WITH A BIKE: The awareness of a bike as the main transport means grows in children since the start, and most pre-schoolers can already fix minor problems on their bikes themselves, such as mending a tube etc..
- CAR OWNERSHIP: It's estimated that cca 46% inhabitants of Utrecht own 1 car, mainly used for trips up to 900m and predominantly for shopping – therefore commercial companies specialize in different forms of home delivery (also with cargo bikes), which adds to the reduction in car traffic.
- CYCLING GARAGES: All abandoned commercial locations in the town are attempted to be turned into cycling garages, which are then rented by municipality and leased further, or by neihbouring inhabitants for their own purposes.
- PUBLIC INSTITUTIONS: All public services, business facilities, public institutions etc. have their own cycling parkings or garages.
- WINTER CONDITIONS: Winters in the Netherlands are milder than in Eastern Europe, with temperatures falling down to -5°C, or maximum -10°C in extreme conditions. Snowfall sometimes reaches 10cm, 20cm at maximum. Winter maintenance utility is organised in the way that cycling tracks are cleaned first, then the pedestrian areas, and motorised traffic lanes come last. Summer temperatures however reach up to 26 or 30°C. During winter, the number of cyclists falls by 20-30%, which still means a lot of people on the bikes.

- PARKING: The city of Utrecht is divided in several parking zones (for cars), where 1 hour parking in the zone 1 in the town center costs 32€/h, while in the zone 2 it drops down to »only« 5€/h.
- CYCLING REMOVAL SERVICE: Similar to the car removal service, bycicles are removed by cutting the locks of incorrectly parked bycicles and removing them to a special pound area where you can retrieve your bike only after paying a fine (cca 12-14€).

First photo depicts one of the large parking areas near the train station. Two other photos show the »bycicle remover« in action - a couple of meters ahead under the railway viaduct is an official parking - bycicles were removed, as they were obstructing the pedestrian area.

- THEFT: Many bikes get stolen. If it happens, you will go looking at the train station – if you don't find it there, you steal another one. Thus it does not pay to own a bike with a lot of additional equipment. Dutch bikes often have no locks either. The local authorities realise that the train station is home to a lot of stolen bikes whose owners never show up (although they are in fact occupying a parking place), but it is impossible to establish which are those, to be able to free up parking spaces.
- TRAINS: Local trains are almost all at 2 levels and very crowded. Usually people have one bike in a city where they work, and another one at a town where they live which they use for getting to the local train station and back home.
- TAX DEDUCTIONS: The state provides for tax deductions 20% for purchase of a bycicle, which local inhabitants can use every 2 or 3 years for the cost of 700-800€.
- BIKING HELMETS: Dutch do not wear them.

TUESDAY, 08.04.2014
Zwolle, Netherlands

The second day started by collecting the participants' luggage at the hotel lobby, where it was collected by the »cargo bikes« company. The cargo bikes have special cargo trailers fitted in front (sometimes in the back). One trailer was fitted with 5-10 suitcases, depending on the size. Given that trailers are mostly fitted in the front, it is difficult to understand how to safely maneuver with such a bike in the middle of the traffic – but they did great. The luggage was transported into the Town Hall area near the railway station. Participants cycled to the town center where at the Town Hall they were welcomed by representatives of the Municipality of Zwolle, Mr Willem Bosch and his colleagues, who held two presentations on the town planning principles and bicycle infrastructure of Zwolle, with special attention to 30 km zone-measures, simple and cheap cycling measures; commuting and integration of cycling and car measures.

The place is similar to Utrecht, cyclists very well taken care of. Zwolle is a younger and smaller town than Utrecht, with a smaller old core around which the town has spread by building new residential neighbourhoods and business districts. Infrastructure construction thus happens in parallel to the town development, unlike Utrecht where contemporary infrastructure is incorporated into already built areas with older construction (old town core being a rather large area). Zwolle is therefore distinctive with a large number of multilevel intersections of cycling tracks, with busier roads and railway tracks. These are also present in Utrecht, however in smaller number.

Zwolle has around 120.000 people, doubled by daily migrations.

The Municipality of Zwolle says that Zwolle is a cycling town, **hoped to be proclaimed on May 8 as the most cycling-friendly town in the world**:

- Nothing happens over night, but since approximately 1970 active efforts have been invested in cycling development.
- Cycling is recognised as basic infrastructure and integrated into each infrastructural project. Cycling policy must be an integral part of each planning project. Zoning gives priority to cycling and public transport before the car transport. Planning also takes into consideration possibilities to involve the people who haven't cycled before and those who don't like to cycle. Planning also involves the general public by presentations in the neighbourhoods and companies, and taking into consideration proposals received. Although taking a bit more time, such measures are usually well received by the residents as well as users, so they can take hold.

- Part of the infrastructure was paid by the state, part by the local community. They tried to get the interest of private investors but without success.
- Some companies have nevertheless participated in the cycling development with similar measures as the insurance company from Utrecht. Schools run health programs against childhood obesity, as well as traffic safety programs.
- All planning is done in the way that cyclists get right of way, in intersections, roundabouts... Cyclng tracks run so that you get to your destination quicker by bike than by car (one-way street systems for cars – but not for bycicles, significant speed limits for motorised traffic...). Even traffic lights are programmed to turn the green light quicker and keep it longer for cyclists than for the cars. In residential areas, most streets have pedestrian & cyclists zones regime where cars are only visitors.

- Municipal services are organised with their own design department, dealing with public infrastructure projects including cycling infrastructure development. Among other things, they designed a special cycle roundabout, where cyclists have right of way and possibility to make a turn in each direction, while motor vehicles are only allowed to go through half of roundabout, since the driving lane in the roundabout is separated half-way by a physical barrier (constructed as a metal island with plants, so as not to cause curb damage – see photo). The roudabout is first of this kind in the world and was performed as a pilot. Except for two accidents right after it was built, the roundabout is functioning well for some time already, so they decided to implement it soon in some other municipalities. They constantly seek for technological novelties and try to implement them on the ground.

- They build cycling tunnels and cycling bridges. One of such bridges runs along the railway viaduct, where for several years they tried (unsuccessfully) to establish a service bridge for cyclists. They only made it after, unfortunately, an accident happened at the railway viaduct which caused a fire on the train and the firemen could not reach it. In result, the state built a parallel bridge next to the viaduct, with a cycling road, which can also be used as an emergency intervention path in the case of railway accidents.
- The municipal authority found out that promotion of cycling from the health aspect does not yield good results, and what works best is to make it difficult to the car drivers to drive around the town so that cycling would be recognised as a better and quicker option.
- **The recipe for success:** Most success happens if you start building tracks in places where there are not many difficult crossings or conflict points, as the discussions to solve such problems are usually very long and stop the projects. If a track or lane is already built and only the conflict points need solving, they can usually be solved much easier as also the public concerned recognises the need for doing so.

Participants learned that the number of accidents is decreasing, and that half of them are caused by cyclists themselves, due to e.g. drunkeness or clumsiness; the other half happens because car drivers don't see the cyclist.

Riding through Zwolle, the group visited also the cargo bikes company which transported its luggage in the morning. When applying for a job in this company, candidates need to show physical strength, good fitness, and attention to detail... The company employs also women, which according to the opinion of the young company director excellently do their job. Male colleagues are also very dedicated, but if problems happen usually they happen with male employees. Most employees are young. Some Study visit participants tried to ride a cargo bike but it turned out to be not an easy task even with an empty trailer.

In the second part of the day participants went to a bicycle excursion to the nearby Hattem area, and had opportunity to test the functioning of roundabouts, multilevel intersections, bridges, long distance cycling paths, as well as see how the cycling is integrated into residential areas.

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WEDNESDAY, 09.04.2014
Münster, Germany

The third day started at the City Hall of Münster, where representatives of the municipality held presentations about the town planning policies. Münster is Germany's bicycle capital. With its well developed network of bicycle paths and many bike-related offers, Münster has been awarded the title of "most bicycle-friendly city in Germany" several times already:

The car-free ring around the city centre – the promenade - is unparalleled in Europe:

At the railway station, there are also large - compared to CEE context – cycling parkings, however small compared to the ones in the Netherlands. In the large parking house by the station we rented our bikes for the next 24 hours.

The Münster municipality shared the following:

Münster is an old town with rich cultural heritage, 6th biggest town in Germany. Many historical buildings i.e. most of old town core was destroyed during the 2nd World War and renovated afterwards in the same old style. Around 1980, some parts of the town core were demolished to make space for road infrastructure and cycling tracks.

- The town has around 300.000 inhabitants and spreads over 300 km^2. There are 548 cars to 1.000 inhabitants, with a share of cycling around 38% in total population. In 1982 they were over 29%, while pedestrians in 1982 made up 25% compared to today's 15.7%.
- The town core is surrounded by a ring road i.e. a promenade used today as a cycling road – it is an old walking path around the center, with a lenght around 4km and at least 4m wide. Counting has shown around 1.700 cyclists per hour. The promenade area is intercepted by several roads leading to the center, where cyclists don't have right of way. Cyclists are described as very self-confident, often cutting in front of the cars although they shouldn't– especially in places where the promenade crosses the road.

- The municipality established that it is cheaper to invest into cycling infrastructure than into infrastructure for cars. At the beginning, they started to insert 80-100cm wide cycling lanes which in the 1960-ies have spread to 2m width. Now the areas for cycling are created by removing lanes in multi-lane roads or lanes intended for parallel parking. All main roads leading to the centre also have cycling tracks.
- Residential streets have been proclaimed as cycling roads, where cyclists get the right of way before the cars. In the 1980ies one-way motorised traffic was directed towards residential areas, although even then cyclists were allowed (against the law) to drive both ways as long as there was appropriate signage, which they later managed to make legal at the national level.
- Here we also found the so-called bike-boxes in front of the stop lines for cars, i.e. a specially designated spaces between the crossroads and the stop line, flowing through the entire lane width and intended for cyclists waiting to cross the intersection.
- Cyclists also have tri-colored traffic lights, where yellow light allows the time for stopping.
- Cycling garages are available at all important public institutions, and also within companies and schools. Cycling parkings and special garage houses for bycicles are there as well, which hold up to 3.300 parking spaces for cyclists. They also have organised public bike & scooter rentals, service shops...
- In the town centre some streets are closed for cyclists during the day (where there are a lot of pedestrians) and opened again after the shops close.
- There is in total 450km of cycling tracks in the town.
- Winter service has the same priorities as in the Netherlands (cycling tracks come first...).
- The police also has its „cycling“ department.
- Part of the public infrastructure has been adapted to the cyclists – such as e.g. publicly accessible pumps, accessible cash machines, tube vending machines and tyre repair kits...
- As concerns promotion, they also established that promoting cycling by health reasons attracts too small a target population and what works best is to organise motorised traffic in the way that makes travel by bikes faster and more accessible. Companies implement many campaigns offering different awards to employees– e.g. a challenge to cycle at least 20 out of 60 days in a row (once the employees start to cycle they quickly find out that cycling also has its advantages). There are also actions such as »bike the track«, wher contestants collect points via milleage counters and at the end of the month share the prizes (interesting primarily for schools...). They also made a cycling map, but without cycling lanes and tracks as they are too many. In autumn, they implement a campaign focussed on visibility of cyclists in traffic.

- Around 10% of cyclists wear biking helmets, however the general belief is that a helmet cannot prevent accidents (although they realise that it can significantly mitigate the consequences). They have noticed that the number of accidents involving cyclists keeps growing, making up 8% in all traffic accidents. Half of the casualties in such accidents are cyclists.
- They claim that they learn a lot from the Netherlands, where it all started because of the public demand for more safety, however they are still quite far behind.

After the presentation, several hours of cycling through the town have shown us that cyclists are not so well off as in the Netherlands. Despite a large number of cycling tracks, car traffic is still dominant and cyclists don't have the right of way. Between the Netherlands and Germany there is still a big leap when it comes to cycling and, regrettably, this also shows in the increase in the number of traffic accidents involving cyclists. There are many cyclists in Germany too, certainly more than in any of CEE countries, but much less than in the Netherlands. Cycling connections are also not without interruptions.

Interestingly, police does not like if you are driving another person in the back of the bike, and they let you know through a loudspeaker from the police car.

THURSDAY, 10.04.2014
Bünde, Germany

As a city with a long tradition in cycling, Bünde was another example of successful cooperation between municipality and its population. Cycling as a mode of transportation is very well accepted in Bünde, which was confirmed by the Lord Mayor of Bünde in his welcoming speech. Mr. Tomas Schuh, a city representative, held a presentation on cycling measures, PR campaigns and services. The presentation was followed by cycling excursion through the town.

Bünde is a medium sized town with 45.000 inhabitants at cca 95km^2. 66% of the area is used for farming, 24% of all areas are buit environment. In the town there are a lot of museums (npr. geological remains...), several cultural and sports facilities, 19 kindergartens, 15 elementary schools, school for children with special needs, high schools and vocational education, and a music school (1100 students), an institute, two universities, a library, a lot of industry. The municipality has 380 km of roads and 54 km of cycling tracks. In the neighbourhood there are highways and three airports. The municipal authority employs 160 people in 6 departments; the municipal council has 44 members. The town is known under the name CIGAR TOWN, which is also advertised on the railway station building.

The municipal representatives distributed to Study visit participants the rental bikes from the local rent shop, and the bikes were the most diverse in style of all during the entire program – two tandems, a cargo bike, a cruise-bike resembling a »Harley« motorcycle, racing bikes etc. Bünde is the only town visited which is above the sea level and has slopes and hills, due to which several colleagues (e.g. on a cargo bike) were not able to cycle the entire excursion. The field visit has shown that the town is putting a lot of effort for the best possible cycling infrastructure, although cyclists are still in subordinate position.

Municipal representatives reported:

- The cycling policy development and construction of cycling infrastructure started in the 1990ies. The share of cyclists at that time was estimated at 5%. In 2011 this share was 15% (possibly due to the fact that construction is not so compact as in the other towns). They started by assessing the current status and identifying what was still missing. The work was divided into actions they could implement only by municipal staff, and those for which external help was needed. Smaller things they still do themselves, while larger tasks are outsourced. In 1991 they also adopted a physical plan, which guided them forward.
- In the period 2003-2005 Bypad project was implemented there, representing in fact a tool for more effective listing of the current status, but also providing guidance for moving forward.
- As concerns infrastructure, they first decided to use less traffic-intensive and second-level roads as cycling tracks. They were very careful at places where those roads ended and where the cyclists enter the regular road traffic. In one-way streets cyclists are also allowed to drive both ways. Special attention was paid in routing the cycling tracks through the intersections (e.g. a lane for the cyclists turning left) and crossings over cycling tracks. Their technical solutions even found their way to a brochure, and also in the frame of a working group for pedestrians in cycling-friendly towns, municipalities and districts of Nordrhein-Westphalen, where Bünde is located (Querungsstellen für den Radverkehr, www.agfs-nrw.de).

- Apart from the basic cycling network, Bünde also sets up thematic cycling paths, trying to make them even more interesting by e.g. providing speed-measurements, rest-stops etc....
- Ancillary cycling services are numerous aroud the town, such as maps, information boards, bike repair shops, rest-stops, pumps, bike repair points, tube vending machines and tyre repair kits, lockers, handles for cyclists to grab hold at traffic lights...
- While developing the cycling policy, they paid a great deal of attention to integrating the public passenger transport.
- Promotion measures also have their important place, such as organisation of thematic events, magazines, Internet sites, brochures, cycling maps, info stands, organizing »bike to work« and »bike to shopping« campaigns, as well as a »Thank you action« - distributing breakfast to cyclists driving to work (magazine, sandwich and drink), festivals (1.000 cyclists of Bünde), spring cycling actions, biking with religious people....
- They also organise cycling school for children. School cycling garages can only be accessed by a chip-card, which every child carries along.
- And how it all started – by adopting a plan by the politicians in 1991, which had clearly set goals for development of cycling inclusive infrastructure.

FRIDAY, 11.04.2014
Münster, Germany

Last day of the study visit was organised as a group work exercise that included evaluation of the visit and exchange of experience. After filling the evaluation forms, participants were split into two groups. The first group talked about transferability, and the second group discussed policy and organizational issues.

Group 1 - Transferability:
Which of the seen/visited best practice examples can be transferred to central and eastern European cities? Which not? Why?

As part of the study visit to the Netherlands and Germany many interesting and different examples for a bike friendly infrastructure in urban areas were presented. In addition to technical approaches, climatic and geographical conditions, social and economic factors as well as the political will are of great importance for the transferability of the presented examples.

Regarding the different technical approaches to bike friendly infrastructures, a rough differentiation between small-scale and easy to implement measures and elaborate constructions can be made.

The use of red asphalt for cycle paths and roads, bike tunnels and the separation of cycling and car roundabouts are among the costly constructions, whereas drawn paths, joined structures and bike signs can be efficiently implemented. Because of the economical differences between Germany and the Netherlands on one side and many Eastern and Central European Countries on the other side, small-scale solutions are preferable for transfer.

Since geographical and historical conditions form a background for any improvements of a bike-friendly infrastructure and cannot be transferred, specifically tailored solutions must be found in every city or town. But political will is necessary to initiate this process. On the other hand, promotion of cycling and awareness raising has to be connected to measures; otherwise there is no space for a change of behavioural patterns of citizens. Therefore an integrated approach between simple solutions and continuous awareness raising is most preferable.

Group 2 - Policy and organizational issues:
Which are the major political/structural barriers - besides "no money" - considering cycling promotion in CEE?

Participants stressed that one of the biggest problems in CEE is the lack of cycling experts. However, NGOs and cycling groups can also be very important, because they could take the leading role and "pressure" politicians to act and to make changes in cycling policies.

Some other problems in everyday life are traffic safety and traffic culture, but what is even more problematic is that municipalities are very unwilling to make some changes. The same situation is on national level, which is very important – it is necessary to develop national cycling strategies, which in some countries are still nonexistent. What often happens is that small local communities develop their own cycling plans/strategies, which is very hard to consolidate into a single strategy.

How to make cycling more attractive to general public, how to make it "trendy" or "cool"? There are endless possibilities, such as organising cycling competitions/cycling tours, involving cycling in

tourist offers, advertising, involving famous people (actors, singers…) in PR activities, promoting E-bikes etc. But goals have to be realistic and modest and first steps always have to be small, so they could lead forward. Too ambitious goals often fail.

Knowledge and expertise often confronts with politics. Too many times have politicians disrupted already developed cycling plans. So it is very important to include independent cycling experts, who will not only implement cycling measures but also monitor their success.

Last but not least, participants discussed why cycling in the Netherlands is so successful. They found many reasons, such as high population of students (young people), political culture and standards and successful money management. But, that is not a reason why cycling in CEE with time should not be also successful.

4. CONCLUSIONS

Experience and knowledge gained during this study visit and final workshop can be applied in every-day cycling. That is why the workshop was important for reflection and preparation of new cycling projects in CEE.

The steps for preparation of cycling projects in CEE municipalities should start with brainstorming about terms and conditions in each municipality led by inspiration of the best practice examples learned at the study visit in the Netherlands and Germany. The next step should be an identification of independent cycling experts for concept development, with the assistance of coordinators from the national level. Cycling guidelines and recommendations from the Netherlands and Germany should help to decide which measures are the most suitable for implementation.

In the end, participants shared their first impressions on the study visit - one most important thing each of them has learnt, and will bring home:

- Cycling as a life-style
- Names of all participants
- Impressions from Utrecht, Zwolle, Münster and Bünde
- Parking facilities from Utrecht
- Public bike OC fiets pilot from Utrecht
- The entire study visit
- It is possible to implement new technologies and approaches to “old” cities
- Lot of work that is waiting at home
- Streets and traffic are the mirror of the city
- Politics should follow urban planners
- City planners
- Simple and cheap cycling measures from Zwolle
- How we could change people's mind
- Citizens and NGOs- initiative goes from bottom to top
- Best practice - cities should have the courage to make changes
- Good feeling
- Münster town planning policies
- Cycling measures and campaigns from Bünde

After official closure of the workshop and the Study visit, participants were invited again to use the knowledge and experiences learned in the Netherlands and Germany.

5. STUDY VISIT EVALUATION BY PARTICIPANTS

Below is the summary of all received evaluations from CEE participants, which reflect the overall level of satisfaction of the Study visit:

Useful things observed:

Useful visit in terms of getting many good ideas to transfer to urban planners (good public transport solutions reducing private car use – bicycle parks and tracks, green areas management…);

- On a scale from 1 (low) to 5 (high) the average level of knowledge in the field of transport cycling development of study visit participants is 3, most of them are part of municipal staff
- Average rate for the usefulness of the Study visit for participants' community's cycling situation is 4.2
- The quality of printed materials is very high - average rate is 4.6
- Utrecht - the most attractive cycling city, although Münster also leaves very lively impression. Average rate for Utrecht is 5.0.
- Utrecht - top level of cycling policy, infrastructure and traffic regulation. Some of the best examples, that could be transferred to CEE countries, are parking stations near the schools, segregated cycling paths, width of cycle lanes, traffic lights for cyclists, "rent a bike" for tourists, cycling policies for companies.
- Zwolle - the power of cooperation
- Zwolle's capital advantages are Railway Bridge, cargo bicycles systems, simple and cheap cycling measures and cycling streets in residential areas + 30 km zones. Simply said - "Car is guest". Average rate for Zwolle is 4.8.
- Münster - little behind Utrecht and Zwolle, but not much. Its organised public transport, intermodal traffic, cycling promenade and approach to city centre by bike is very attractive. Average rate for Münster is 4.6.
- Many practical examples on regulation and implementation of cycling measures
- As a smaller city, Bünde can offer not only utility cycling, but also relaxing cycling through countryside. Still, there are many cars in the city, so there is an issue of traffic safety. Average rate for Bünde is 4.3.
- Some good examples from the visited towns are not transferrable because of financial constraints.
- According to mobile2020 participants, the likelihood that they will apply new knowledge and experience is very high, almost 5.00.

Overall organisation – average rate was 4.5.

6. APPENDICES

List of Study Visit participants

Participant	Country	Town/Municipality	Function, Department	E-mail
Mr. Said Hamame	BG	Burgas	senior expert, urban planning	s.hamame@burgas.bg
Mr. Momchil Vassilev	BG	Ruse	Expert cycling planning and infrastructure	motin@abv.bg
Mr. Jiří Janalík	CZ	Přerov	Cycling Officer, Dept of Strategic planning and development	jiri.janalik@prerov.eu
Mr. František Havíř	CZ	Rousínov	Mayor	havir@rousinov.cz
Ms. Angeelika Pärna	EE	Rakvere	City Architect	angeelika.parna@rakvere.ee
Mr. Karri Tiigisoon	EE	Pärnu	Planning department, Pärnu town government	karri.tiigisoon@lv.parnu.ee
Ms. Ivana Dadić	HR	Zadar	Senior Staff Associate in Charge of Informing	idadic@grad-zadar.hr
Ms. Antonia Medo	HR	Dubrovnik	Mayor's Administrative Dept for General Business	amedo@dubrovnik.hr ; antonia.medo@gmail.com
Ms. Boglárka Erzsébet Földesi	HU	Békés	tender officer, Technical Department	boglarka.e.foldesi@gmail.com ; foldesi.boglarka@bekesvaros.hu
Mr. Balázs Szőllőssy	HU	Budapest/NGO	Project manager, Cycling Hungary Alliance (Kerékpáros Magyarország Szövetség – KMSZ)	volankombi@yahoo.com
Ms. Jurga Pakrosniene	LT	Kaunas	Senior specialist, Environment protection department	jurga.pakrosniene@kaunas.lt

Participant	Country	Town/Municipality	Function, Department	E-mail
Mr. Marius Noreika	LT	Vilnius	UAB "Urbanistika"	Marius@urbanistika.lt
Ms. Maija Geidane	LV	Sigulda	Chief architect of the building department, Sigulda district council	maija.geidane@sigulda.lv
Ms. Jana Jakobsone	LV	Kuldiga	Head of Section/Architect, Kuldiga District Council, Development Dept. Building Section	jjakobsone@gmail.com jana.jakobsone@kuldiga.lv
Mr. Dan-Sebastian Frățilă	RO	Sebeș	town councillor, Sebeș Municipal Council	contact@danfratila.ro
Mr. Dan-Lucian Mircea	RO	Timișoara	Councillor - Environment Department, Timișoara City Hall	dan.mircea@primariatm.ro
Mr. Ľubomír Keleman	SK	Banska Bystrica	Director, Chief architect Department	keleman@uhabb.sk
Mr. Vladimír Ligus	SK	Prešov	Chief architect, Dept of chief architect and urban planning	vladimir.ligus@presov.sk
Ms. Teja Leben	SI	Brežice	Dept for public services and economic affairs	teja.leben@brezice.si
Mr. Uroš Brankovič	SI	Kranj - Gorenjska Region	Centre for Sustainable Rural Development Kranj (communities in central Gorenjska region)	uros.brankovic@ctrp-kranj.si
Ms. Petra Brandelek	Croatia	REC Croatia	Project manager	pbrandelek@rec.org
Mr. Tomas Hefter	Germany	ISOE	Research Scientist	hefter@isoe.de
Mr. Tamer Fawzy	Germany	BEF Germany	Project assistant	tamer.fawzy@bef-de.org

Study Visit Programme

Sunday, 06.04.2014 *Utrecht, Netherlands*		
Time	**Programme**	**Place**
During the day	Arrival to Utrecht Accommodation in Ibis Hotel, Bizetlaan 1	Utrecht, Ibis Hotel *Individual arrangement of travel*

Monday, 07.04.2014 *Utrecht and Houten, Netherlands*		
Time	**Programme**	**Place**
08:.45	**Get together (all participants):** • Introduction to study visit program • Division in groups for cycling tour	Utrecht, Hotel Lobby
09.00-09.45 cycling tour 1 09.45-10.45 10.45-11.00	**Cycling Tour (part 1)** **Visit neighborhood train station and neighborhood parking and cycle facilities Vogelenbuurt** **Visit new parking facility Municipality Utrecht Mariaplaats with service centre.** **Speaker, Ruud Ditewig Municipality Utrecht** **Laura Kok Municipality Utrecht** • Presentation Cycling policies Presentation parking policies and special projects **Cycling tour part 2** **Utrecht including Public bike OC fiets pilot, University campus and Office district** **Speaker, Adrie Nijdam ASR insurance** • Cycling for commuting and benefits for companies	Utrecht
12:00-12.30 13.30-14.15	**Lunch** **Bike to Utrecht station and Train travel to Houten**	
14:15-15:00	**Houten train station** **Walk to Town Hall** **Presentation Remco Stinisse Municipality Houten** **Urban planning in Houten for cycling** Presentation highlights : “metro planning” for cyclists	
15.00-16.00	Walk back to train station and in Houten. Visit train station Houten and Utrecht	
16.30	**Travel back to Utrecht**	Utrecht
17:30	**Day conclusion** • Transfer to Zwolle • Free evening in Zwolle with diner	

Tuesday, 08.04.2014 *Zwolle, Netherlands*		
Time	Programme	Place
09:00	**Start of the day in Zwolle** **Pick up the rental bikes at the train station**	From the train station to the Stadskantoor (Town Hall), walking or by bicycle *Check-out from hotel in the morning; luggage can be stored at the hotel until evening.*

10.30	- **Welcome by Zwolle Municipality** *(Willem Bosch and colleagues)*
	- **Presentation on Town planning principles and bicycle infrastructure of Zwolle**, with special attention to:
	  - 30 km zone-measures
	  - Simple and cheap cycling measures
	  - Commuting
	  - Integration of cycling and car measures
	
	Questions and discussion
	Presentation highlights, 2-bicycle excursion possibilities.
		Stadskantoor – Town Hall Zwolle

12.30	**Lunch**	Organised lunch for all participants
13.30-17.00	**Bicycle excursion along the bicycle highlights of Zwolle:** - Cycle-bridge to Hattem area - Short break (with drinks) in Hattem - Short presentation about highlights in regional bicycle planning *Jan Langevoord, bicycle advisor region North-West Veluwe* • Back to Zwolle on the bicycle, by bicycle ferry • Continuing the excursion in Zwolle: showing some examples from the morning presentation	Zwolle and Hattem
17.00	**Dinner**	Zwolle, place to be defined
18.45	Transfer from Zwolle (NL) to Münster (DE)	Pick-up luggage from the hotel Organised transfer by train
22:00	Arrival in Münster	Münster Check-in to the hotel

Wednesday, 09.04.2014 *Münster, Germany*		
Time	Programme	Place
10:30	**Start of the day at City Hall** - Welcome by the City of Münster - Presentation about Münster town planning policies	Münster City Hall (to be confirmed)
12.00	**Lunch**	Organised lunch for all participants
13:00	**Cycling tour through Münster**	Rental of bikes for all participants
15:00	**Presentations by Münster town officials**	Münster
16:30	**Day conclusion** - Evaluation of cycling field visit	Münster
17:00	Free evening *Joint dinner*	Münster

Thursday, 10.04.2014 *Bünde, Germany*		
Time	Programme	Place (including logistic information as necessary)
9:03 - 10:11	**Transfer Münster - Bünde** • Transfer Münster to Bünde by train; • Change trains in Osnabrück	Münster main station
10:15	**Meeting Thomas Schuh, city of Bünde, at main station** • Walking to bike rental • Adjusting bicycles • Transfer to Town hall (700 m)	Bünde main station
10:30	**Welcome by Lord Mayor of Bünde** • Welcoming Words	City Hall
11:00	**Presentation Tomas Schuh, Town of Bünde** • Welcoming Words • Measures • Campaigns • ByPad • Special topics	City Hall
12:00	**Lunch paid by mobile2020**	City Hall
13:00 - 15:30	**Bicycle Tour**	streets of Bünde
16:00	**Final Meeting at City Hall** • Final Discussion about Field trip • *With Coffee and Cake*	City Hall
17:46 - 18:55	**Transfer Bünde - Münster** • Transfer Bünde to Münster by train; • Change trains in Osnabrück	main station Bünde

FRIDAY, 11.04.2014. *Münster*		
Time	Programme	Place
08:30	**Workshop – Sustainable planning of cycling** *Moderation Tomas Hefter, ISOE* • Group work exercise • Feedback round, evaluation of the Study Visit • Closing of the program	Münster, Hotel
12.00	**Lunch & goodbye** *Departure of participants, individual travel arrangements*	Organized lunch for all participants *(as needed)*

ABOUT THE PROJECT: Project mobile2020 was launched in May 2011 with the aim of creating a bike-friendly climate and greater mobility at the local level. The project is primarily intended for small and medium-sized cities across 11 countries in Central and Eastern Europe (up to 350,000 inhabitants) and will massively promote cycling in 11 countries, making a change not only in selected cities but nation-wide, saving up to 90,000 t CO2 per year until 2020. The project was developed with the support of the IEE - Intelligent Energy Europe.