

SOUND OF CYCLING

VELO-CITY
VIENNA 2013
CONFERENCE
MAGAZINE

URBAN CYCLING CULTURES





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FOREWORD



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Expert conferences like Velo-city offer an excellent possibility to do two things of crucial importance for policy making: first, to look ahead into the future and spot new trends, and second, to think a bit outside the box by engaging in a dialogue with other cities and countries that are faced with challenges similar to those of Vienna.

Yet Velo-city proved to be so much more for Vienna. As a result of Velo-city, cycling is the most widely discussed transport policy issue of 2013. Moreover, Velo-city led to the organisation of the Vienna Bicycle Week, which attracted many thousands of citizens.

As a result of Velo-city, cycling is the most widely discussed transport policy issue of 2013.

There was hardly an inhabitant of Vienna who did not hear or read about this event. One highlight of the Vienna Bicycle Week was certainly the Bicycle Corso, a bicycle parade that involved more than 4,000 cyclists enjoying a trip along the Ringstrasse and across the Reichsbrücke.

The topics presented at Velo-city 2013 have supplied Vienna with a solid body of knowledge on which the city can now draw to attain its goal of doubling the modal share of cycling by 2015. It is gratifying that the

experts participating in the conference have confirmed the strategy chosen by Vienna to further improve its cycling infrastructure and promote awareness through PR campaigns. We will continue along these lines and motivate people in even more targeted fashion to discover cycling as a means of urban travel. I am particularly interested in winning over one specific target group: if we succeed in motivating more and more youngsters to ride a bike as early as possible then we will not have to worry about the future modal share of cycling in Vienna, as people who have enjoyed cycling in their childhood are likely to continue to do so as adults.

Thus, Velo-city 2013 in Vienna was a resounding success in addition to being the biggest bicycle-themed conference ever. In this spirit, Velo-city provides motivation for Vienna to engage in even more activities to boost cycling, not only on behalf of cycling itself but in support of all forms of sustainable mobility.

Maria Vassilakou
*Deputy Mayor of the City of Vienna
Executive City Councillor for Urban Planning,
Traffic & Transport, Climate Protection,
Energy, and Public Participation*



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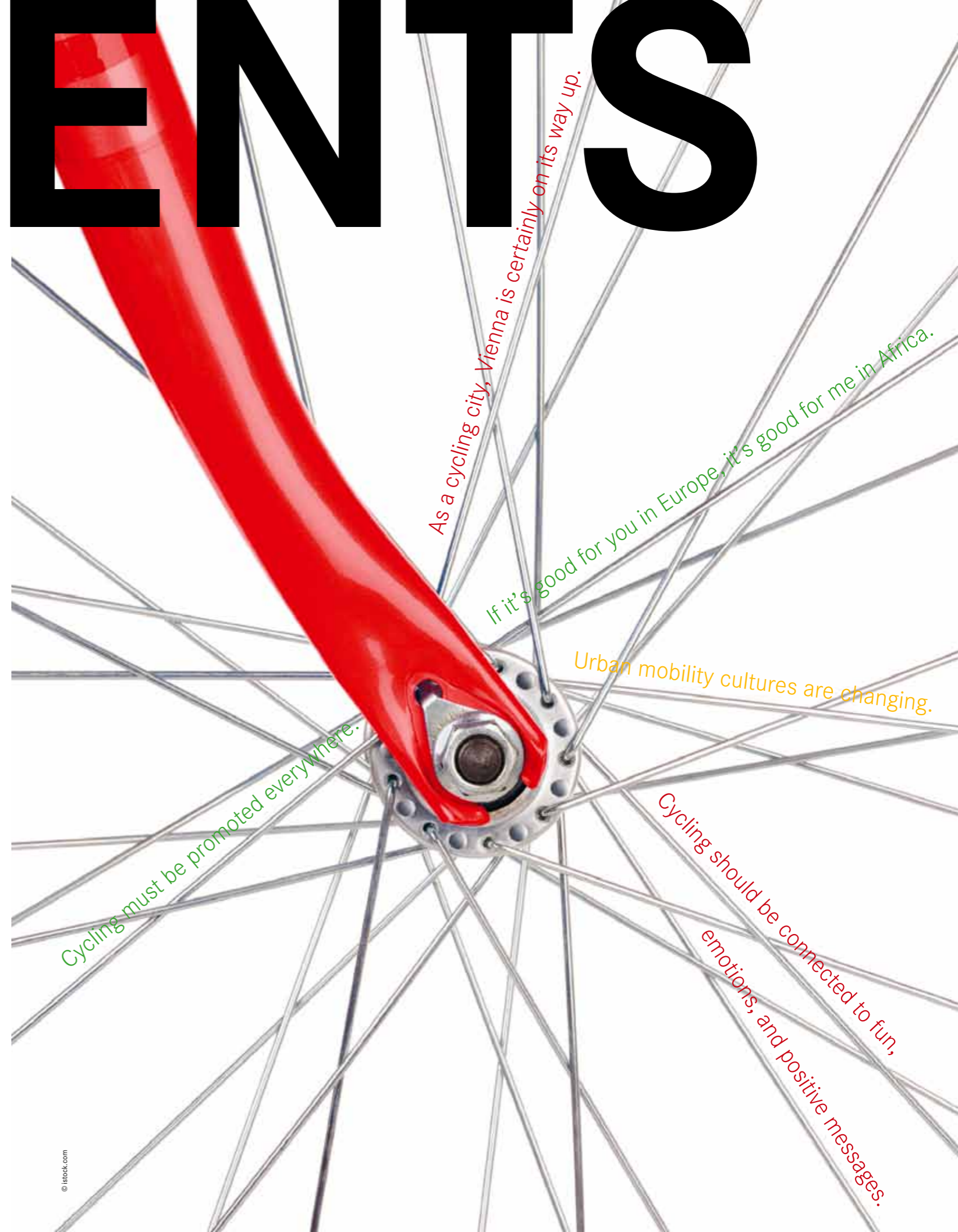


VELO-CITY 2013
THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11-14

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As modern cities prepare for the post-oil era, pedal-powered urbanism is emerging as both viable and necessary.

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As a cycling city, Vienna is certainly on its way up.

If it's good for you in Europe, it's good for me in Africa.

Urban mobility cultures are changing.

Cycling must be promoted everywhere.

Cycling should be connected to fun, emotions, and positive messages.



INTRODUCTION

When, over two years ago, Deputy Mayor Maria Vassilakou charged me with preparing Vienna's bid to host Velo-city 2013 and with organising the conference if the bid was successful, I was determined to make sure that this would be the best Velo-city ever. Now, several months after the event, I am certain that we have attained this objective at least regarding its size and number of participants, and many personal letters I have received reassure me that we have also set a quality benchmark for future conferences. Of course, I could never have achieved this on my own; rather, I was able to rely on a committed and innovative team that handled the fields of program development (Andrea Weninger, Rosinak & Partner), demonstration projects (Michael Szeiler, Rosinak & Partner), national and international public relations (Wolfgang Gerlich, PlanSinn), exhibition and events (Martin Friedl, Event Company), and congress organisation (Tatijan Vukasinovic, stadt wien marketing) with great professionalism.

Looking back, several aspects seem particularly important to me and have in fact contributed significantly to our success. The program design, the selection of speakers and the support extended to them, having several interactive event formats, and the standard of excellence set by the presenters contributed vitally to making the conference a success. In particular, the "speed dating" format proved a lively part of the program that certainly encouraged communication.

I am especially delighted that the Cycling Visionaries Awards and the related social sponsoring measures enabled so many young and enthusiastic people from

all over the world to attend the conference and thus to add even more colour to the event.

The efforts undertaken by the City of Vienna to confront representatives of the creative industries, cultural workers, and scientists at the national level with the issue of cycling and to collaborate with them in various ways were key ambitions of the organisers and contributed greatly to the event's success, which can be measured by above-average participation rates and submissions and activities of outstanding quality.

The participation of a large number of political decision-makers including ministers, presidents of regions, mayors, and deputy mayors allowed for an exchange of experience at the highest level, which was also reflected in the formulation of the Vienna Memorandum.

It was of central importance to us to make this international conference visible for the local population by offering a wide variety of side events. The Bicycle Picnic, the Bike Fashion Show VeloStyle, the Bicycle Corso (which attracted 4,200 participants on a gloriously sunny day and was followed by the open-air Kaiserschmarren Party), the inauguration of the design exhibition *Tour du Monde* at the Museum of Applied Arts, the Bike Film Nights, the Family Excursion to the new urban development area "asperrn – Vienna's Urban Lakeside", the Bike Arena in front of Vienna City Hall with the tenth anniversary of Citybike and the international Bike Polo Tournament: these fantastic events enabled us to communicate a positive impression of cycling to many Viennese citizens.

The attendance of roughly 1,400 participants, over 330 speakers from 47 countries, more than 160 journalists, plus a fully booked expo area featuring in excess of 50 exhibitors surpassed all previous Velo-city conferences. Another welcome achievement is the fact that the budget set aside for the event was not only adhered to but actually not exhausted in its entirety.

The cooperation with the European Cyclists' Federation (ECF), represented by its president Manfred Neun, Velo-city Series Director Bernhard Ensink, and Velo-city Series Event Manager Raimund Stabauer, was smooth and mutually enriching. In particular, the two formats Scientists for Cycling and Cities for Cyclists were well-attended pre-conference activities.

The present comprehensive conference magazine on the one hand summarises key thematic findings of the event and on the other gives an overview of the multi-faceted side events in pictures and texts.

Finally, I want to thank all attendees for their active participation. Special gratitude goes to the main sponsors and cooperation partners, to the City of Vienna for providing us with such outstanding conference premises and a viable budget, and to ECF for its excellent collaboration and support. To conclude, I would like to wish the organisers of the upcoming Velo-city Global 2014 in Adelaide all the best and a successful conference.

Wolfgang Dvorak
Conference Director Velo-city 2013 Vienna



THE HORNSTER WAS DESIGNED BY YANNICK READ AND THE ENVIRONMENTAL TRANSPORT ASSOCIATION TO “SOUND OUT” ABOUT CYCLING.

THE SOUND OF CYCLING

by Frauke Behrendt

We often celebrate cycling for its quietness. However, the relative silence of this mode of transport stands in stark contrast with the surrounding sound of the urban environment, which tends to be dominated by the roar of motorized traffic. What sonic strategies for cycling can we identify? How can cycling inspire the future sound design of urban space?

Cycling tends to be silenced as an overlooked and marginalized mode of transport. But consider some of these questions: How silent and silenced should cycling be? How political is it to make a noise, to speak up, to sound out? How can we claim space for cycling not just in a physical way, but also in relation to the city's soundscape? What is the potential for using sound at the intersection of cycling, mobile media, and urban design? What is the scope for the sound design of e-bikes?

There is a range of creative, political, and collaborative practices to open up our minds, and our ears, to the potential of sounding out the city with cycling culture. Two key strategies have emerged in response to the realities of urban cycling being a relatively silent activity in the cacophony of the motorized contemporary soundscape. One is the strategy of sounding in: riders shutting out external sounds (to varying degrees) and moderating the cycling experience with a privatised soundscape, often consumed via headphones. This includes listening to music on mobile devices (Bull 2007) and using sonic augmented reality (Behrendt 2012) for cycling apps (a collaborative strategy of sounding in). The second strategy is sounding out: designing the sound of cycling to contribute to the urban soundscape, to make cycling heard.

What is the Sound of Cycling?

We live in a visual culture, in which the dominant discourses tend to be centred around perspectives, points of view, and displayed on screens, both in our professions and in the metaphors we use. However, we are multi-sensory beings. We do not perceive the world only through our eyes, we also hear, smell, taste, and feel the world. We can also sense balance, movement, internal body states, time, and much more. We have more than

five senses and use all of them when we cycle. Yet discussions of cycle culture, urban planning, product design, transport planning, media studies, sociology cycling, and many other areas concerned with cycling are almost entirely focused on the visual. I invite you to shift your attention from visual culture to sound culture. In academia, this is often referred to as sound studies. Sound studies “investigate [...] the different ways in which people experience the world of sound and how sound is embedded in culture, history, institutions, design, architecture, and technologies” (Bull 2013).

Close your eyes for a moment...

...to imagine the sound of cycling. What kinds of sounds come to your mind? The soundscape (Schafer 1977) of cycling might include background sounds of cycling such as spinning wheels, wind, breathing, a heart beat, but also other ambient noise such as motor traffic – the dominant sound of urban cycling. Foreground sounds might include a cycle bell or a car horn, while we might also cycle past soundmarks such as the bells of Big Ben in London.

The world's loudest bicycle

Bells and horns are an integral part of cycling cultures, producing functional sounds for warning others of the (otherwise largely silent) cyclists' presence. The Hornster takes this idea to the extreme as the world's loudest bicycle. In using a powerful air horn, the Hornster adopts the sound culture of a dominant mode of transport – lorries/trucks – and places it in the context of a marginalised form of transport – the bicycle. Adding more noise to our urban soundscape in this way is not meant to be a solution to the sound of motorized cities (and is not pleasant for pedestrians or other cyclists) but it makes an important political point and illustrates how we can use sound to make cycling heard.

Frauke Behrendt leads the UK “Smart e-bikes” research project. As Senior Lecturer in Media Studies at the University of Brighton her research interests include digital cultures, sound studies, mobility, interaction design, sustainable development, and smart cities.

Sounding out the streets for cycling

While the Hornster is a rather individual way of sounding out about cycling there is also a long tradition of collaboratively claiming our streets for cycling by using sound. Critical mass, cycling corsos, and other mass bike ride initiatives, events, and demonstrations have long used sound and music as part of their attempts to reclaim city streets for cycling.


Sterne (2005) argues that “programmed music used outdoors is an attempt to code space [...] in terms of social class, race, and age,” as it is designed to drive away young people and the homeless in an attempt to make public space welcoming for consumers only. Drawing on his concept, we can understand the sound of traffic as a way to code public space, often less intentional than with outdoor Muzak, but no less powerful. Sound can welcome some modes of transport (e.g., being in traffic in a sealed car, playing a car stereo) and exclude other modes (e.g., cycling through car traffic), amplifying how these modes of transport are often coded in terms of class, gender, race, and/or

age. Mass bike rides that include bikes with sound systems, cycling musicians, and other collaborative ways of sounding out, question these codes and acoustically claim space for cycling.

Sound design for e-bikes

Instead of treating sound as an accidental and often unwanted byproduct, sound designers and sonic interaction design (Behrendt and Lossius 2009) use sound to design better spaces, experiences, objects, events, or interactions.

The car industry already employs large numbers of sound designers, and they increasingly work on the sound design of silent electric vehicles. Consider the potential of sound design for electrically-assisted bikes, also called e-bikes or pedelecs, especially when we understand fleets of e-bikes as an internet of things. E-bike batteries could be used to power a variety of interesting sound strategies, especially in combination with riders’ smartphones.

We need a debate on how sound design can improve safety and quality of life, in the design of (e-)bikes but also of urban spaces and sustainable mobility. We need to open our ears to the politics and potential of sound design for public space, urban transport, – and especially cycling. 

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Bike-mounted sound systems claimed the streets sonically during Velo-city’s Bicycle Corso in Vienna



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Bavaria Statue in Munich: A female personification of the Bavarian homeland, used for Munich's bicycle marketing campaign

WE SHOULD BUILD CITIES FOR PEOPLE, NOT FOR CARS!

At the Velo-city conference in Vienna, Munich's Vice Mayor **Hep Monatzeder** was honored with the Leadership Award for Cycling Promotion 2013 by the Cycling Embassy of Denmark for his unceasing commitment to promote urban cycling. Interview by **Andrea Weninger**, Velo-city Program Director.

Andrea Weninger: As vice mayor of the City of Munich since 1996, you are responsible for the local bicycle policies and have become known as Munich's "bicycle mayor". How important is the bicycle for Munich's traffic policy?

Hep Monatzeder: The bicycle is of great importance, and not only because our Lord Mayor is also a committed cyclist. If we really want to improve Munich's traffic and environmental situation, there is no avoiding the bicycle.

In what way has the importance of the bicycle changed since the 1990s?

When I took on my official duties as vice mayor it was even harder to accommodate cycling traffic. There definitely has been a change in attitude, although when it comes to changing car lots into bicycle parking spaces I still have to discuss for hours with the city council. Going by bicycle has become a real trend and both the share of cyclists and the decreasing number of young people actually taking their driver's test prove that. We are on our way to a turn in traffic policies and in the meantime we have some tailwind.

In 2009, the City of Munich agreed upon the "Decision of Principle on Cycling Traffic", with the aim of further increasing the share of cycling to at least 17% by 2015. This goal has been achieved. How did the Decision contribute to changing cycling traffic policies in Munich?

This Decision of Principle – which, by the way, considered results from the Velo-city conference

2007 in Munich – is THE basis for the promotion of cycling traffic in Munich. For instance, the Decision of Principle has tripled our annual budget for cycling traffic. We have also installed responsible personnel in all relevant departments who consult with each other in working groups. The Decision also includes goals we have set ourselves. We have decided to implement the campaign *Radlhauptstadt München* (Cycling Capital Munich) as a soft measure to promote cycling. The evaluation report of the Decision of Principle is due in 2013. I can already tell you that we have reached some of our ambitious goals ahead of schedule. The targeted 17% cycling share we already reached in 2011, and now we are aiming for 20% by 2015.

You mentioned the highly praised cycling campaign Radlhauptstadt München. How high were the costs of the campaign and what effect did it have on cycling in Munich?

I have to smile when you say that the campaign was highly praised, as I had to listen to a lot of criticism when I launched it. Many inhabitants of Munich and colleagues of mine were outraged that so much money would be spent on "something so useless", and said that it would be better to invest in and build bike lanes. Since 2010 we have implemented every planned part of the campaign, except one, and spent one million euro per year. We did not implement the *Radljoker* (Cycling Joker), who was supposed to call, in a very humorous way, for more thoughtfulness regarding other traffic participants. The media and the city council have pulled the campaign to pieces.



All photos © City of Vienna. Philipp Forstner

“On our way to a turn in traffic policies we are enjoying some tailwind.”

All other implemented events of the campaign have been great successes: With 8,000 participants the *Radnacht* (Cycling Night) on June 8th of this year broke all records. The queue of people for the regularly-offered bicycle check-ups are always very long. Information materials such as the free cycling map disappear like hot cakes and the *Radlfashion-Show*

(Cycling Fashion Show) and the *Radflohmarkt* (Bicycle Flea Market) enjoy a large clientele. Also, the recently implemented cycling tours for new inhabitants are very popular.

Which manifestations of cycling cultures can you observe in Munich? What do you conclude from them?

First of all, the diversity of bicycles is striking. I see more and more cargo bikes, sport bikes, expensive foldable bikes, and customized lifestyle bicycles. They remind you that some bicycles are not just bicycles but also represent a lifestyle. It shows that moving in an environmentally friendly way has become trendy!

What other transport-policy related problems will Munich have to deal with in the future?

Our main problem, so to say, will be the great population growth. This will be tremendous for our economy, but the growing pressure of the influx of people will also be a big challenge. During rush hours parts of the public transportation system are already at their limits. Furthermore, no matter how much we build, we will always have a shortage on the housing market, and in the upcoming years we'll also have a shortage of building areas. The lack of space plays a role in the traffic sector, as streets are most widely planned and distributed. So, space relocations for pedestrians or cyclists are only possible at the expense of motorized traffic. Every building activity of that kind is comparable to an “open heart operation”, as alternative routing is hardly possible.

What goals and measures is Munich planning for the future?

We will definitely widen our focus and jointly consider pedestrian and cycling traffic. More and more conflicts between pedestrians and cyclists have made clear that one has always been privileged to the detriment of the other. Thus, putting emphasis on both of them together is truly important.


The City of Munich hosted the Velo-city conference in 2007. In 2013 Velo-city was in Vienna. What has changed in Munich since the conference and what impact did Velo-city have on cycling and on the city administration?

Velo-city had a very strong effect! The conference triggered a change in attitude without which we might never have agreed upon the Decision of Principle on Cycling Traffic, now the basis for Munich's cycling promotion. We further noticed that the internal cooperation within the administration concerning the promotion of cycling traffic has developed very positively. Relationships with external stakeholders such as the ADFC and Green City have improved as well. Things have also gotten easier on a political level!

You know Vienna very well and have visited the Velo-city conference in your role as a speaker. How do you evaluate Vienna's ambitions to become a cycling city?

I was really impressed by the Velo-city conference in Vienna! It was truly well organized and the obvious ambition of bringing cycling forward is tremendous! In my opinion that is what's most important. The infrastructural effort of giving cycling traffic more rights and space is quite noticeable. Still, there are many spots where infrastructure can be improved. The best advice I can give Vienna is to persistently follow the aim of improving cycling traffic and let no harsh critics mislead you.

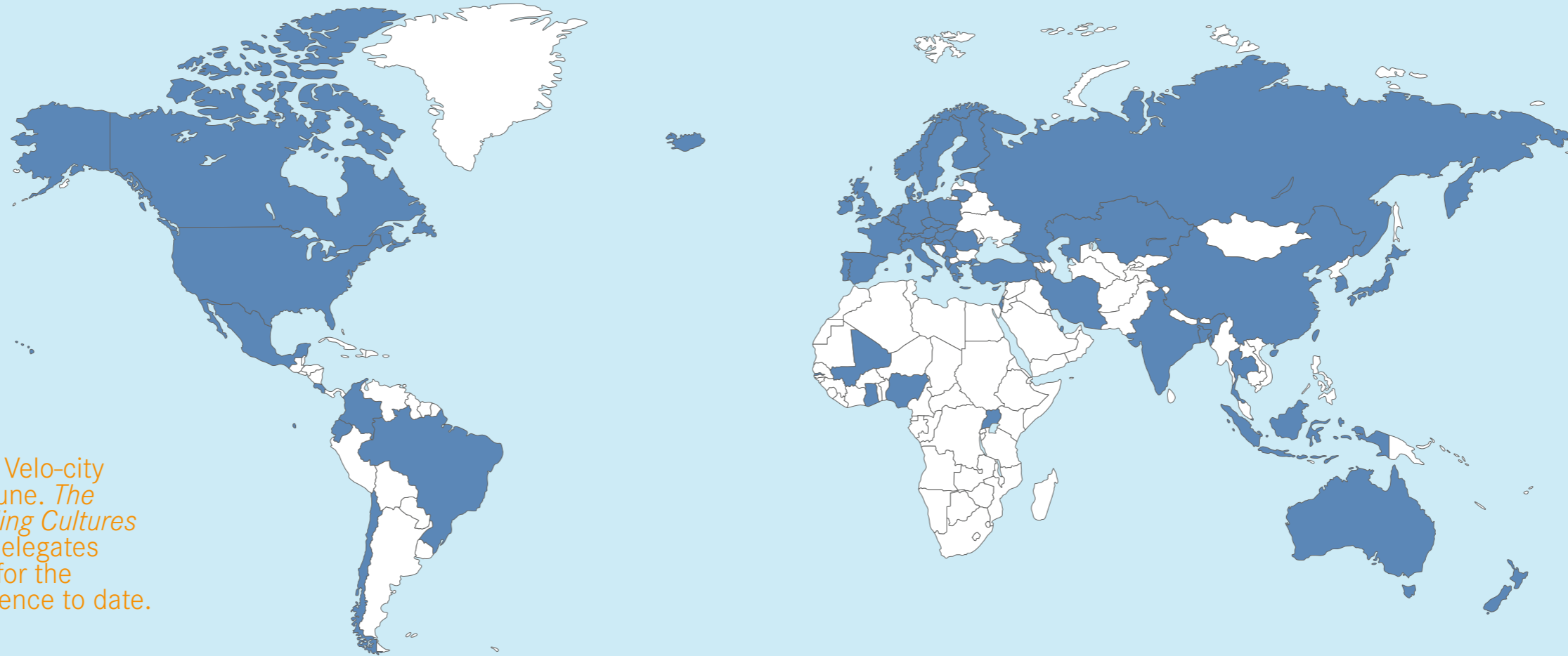
Vienna's share of cycling is 6%, while in Munich it is 17%. Traditionally, Vienna and Munich cooperate very well on an administrative and political level. What does Vienna have to do to be as successful a cycling city as Munich?

In any case, Vienna should stay true to itself! Munich can also gain a lot from Vienna: the great city bike system, the green wave for cyclists, and the housing project Bike City are all very successful projects. To achieve Munich's share of cyclists, I advise you to combine soft and hard measures. This means that infrastructural development and campaigns should complement one another. I also believe that Munich as well as Vienna can still make it a little bit more uncomfortable for car drivers. We should build cities for people, not for cars! Concerning the development of cycle paths, I advise Vienna to rethink bi-directional cycle paths and to keep cycle paths away from very busy roads and narrow pedestrian areas. 

WHAT ARE THE COSTS FOR MUNICH'S CYCLING TRAFFIC?

It is not so easy to put the costs for cycling infrastructure, bicycle parking, and public relations into numbers. From 1992 to 2012, the City of Munich invested more than 40 million euro from the *Radverkehrspauschale* (fixed budget for cycling) into cycling measures. The city tries to meet the requirements for cycling traffic during road construction and infrastructure provision of building areas. The actual expenditure for cycling traffic is much higher, however, but precise numbers are difficult to calculate. Since Munich's implementation of the Decision of Principle on Cycling Traffic, the city has earmarked 4.5 million euro from the *Nahmobilitätspauschale* (fixed budget for active mobility) annually for cycling traffic. Within the scope of the recently published National Cycling Plan, Germany's Ministry of Transport has suggested spending 15 euro per inhabitant per year on cycling traffic. Munich has 1.4 million inhabitants, so if the city follows this suggestion, Munich could spend 21 million euro annually on cycling traffic.

VELO-CITY WORLD

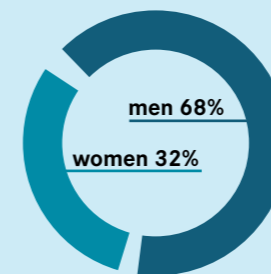


The City of Vienna hosted the Velo-city 2013 conference from 11-14 June. *The Sound of Cycling – Urban Cycling Cultures* assembled more than 1,400 delegates from more than 60 countries for the largest cycling-themed conference to date.

Nationalities

Country	Participants	Country	Participants	Country	Participants	Country	Participants
Albania	1	Taiwan	2	Mexico	6	Finland	25
Bangladesh	1	Chile	3	China	7	Italy	25
Cyprus	1	Colombia	3	Luxembourg	7	United States	25
Estonia	1	Kazakhstan	3	Portugal	8	Sweden	29
Georgia	1	Uganda	3	Turkey	8	Norway	32
India	1	Brazil	4	Ireland	9	United Kingdom	35
Iran	1	Greece	4	Nigeria	10	France	37
South Korea	1	Iceland	4	Romania	11	Switzerland	38
Lithuania	1	Serbia	4	Slovakia	12	Denmark	43
Mali	1	Thailand	4	Slovenia	14	Netherlands	62
Qatar	1	Croatia	5	Hungary	19	Belgium	82
Costa Rica	2	Japan	5	Spain	19	Germany	153
Ecuador	2	New Zealand	5	Czech Republic	20	Austria	367
Gambia	2	Russia	5	Canada	21		
Ghana	2	Singapore	5	Poland	21		
Indonesia	2	Israel	6	Australia	24		

Gender



Professions

Planner/Consultant	16%
NGO	15%
Public Administration	14%
Scientist	12%
Cycling Industry	8%
Journalist	11%
Marketing	6%
Tourism	5%
Other*	13%

* includes designers, bike messengers, upcyclists, software engineers, bikepunks, e-bike evangelists, artists, and others.

THE CYCLING WORLD IN NUMBERS

The City of Brussels wants to reach a cycling mode-share of..... 20% by 2020 (today 4%).
 The City of Budapest wants to reach a cycling mode-share of 10% by 2020 (today 2%).
 The City of Vienna wants to reach a cycling mode-share of 10% by 2015 (today 6%).

Germany wants to reach a cycling mode-share of..... 15% by 2020 (today 10%).
 Nigeria wants to reach a cycling mode-share of..... 15% by 2016.
 The ECF wants to reach to reach a cycling mode-share of 15% in the EU by 2020.

Public bike system in Bordeaux..... 139 stations and 1,455 bikes.
 Public bike system in Paris..... 1,751 stations and 23,000 bikes.
 Public bike system in Vienna..... 110 stations and 2,705 bikes.
 Public bike system in Budapest..... 74 stations and 1,011 bikes.
 Public bike system in Novi Sad..... 7 stations and 100 bikes.

E-bikes sold in Austria in 2008..... 2,000
 E-bikes sold in Austria in 2012..... 45,000

Bicycles per 1,000 inhabitants in Vienna: 645
 Bicycles per 1,000 inhabitants in Amsterdam: 810

The first Critical Mass ride took place in San Francisco.....in 1992
 The first Critical Mass ride in Vienna took placein 2006

From 1994 to 2010, bicycle traffic in Budapest increasedby 475%.

10 bicycles can park in 1 car parking space.

In Denmark, 133 million euro can get you..... 330 km of bicycle super highways
 In Denmark, 133 million euro can get you..... 120 km of new bicycle paths in cities
 In Denmark, 133 million euro can get you..... 10 km of new motorways (4 lanes in rural areas)
 In Denmark, 133 million euro can get you..... 6.5 km of new train rails
 In Denmark, 133 million euro can get you..... 0.7 km metro city line

Increasing the share of occasional cyclists in Austria by just 1% will add 88 million euro to the local economy.

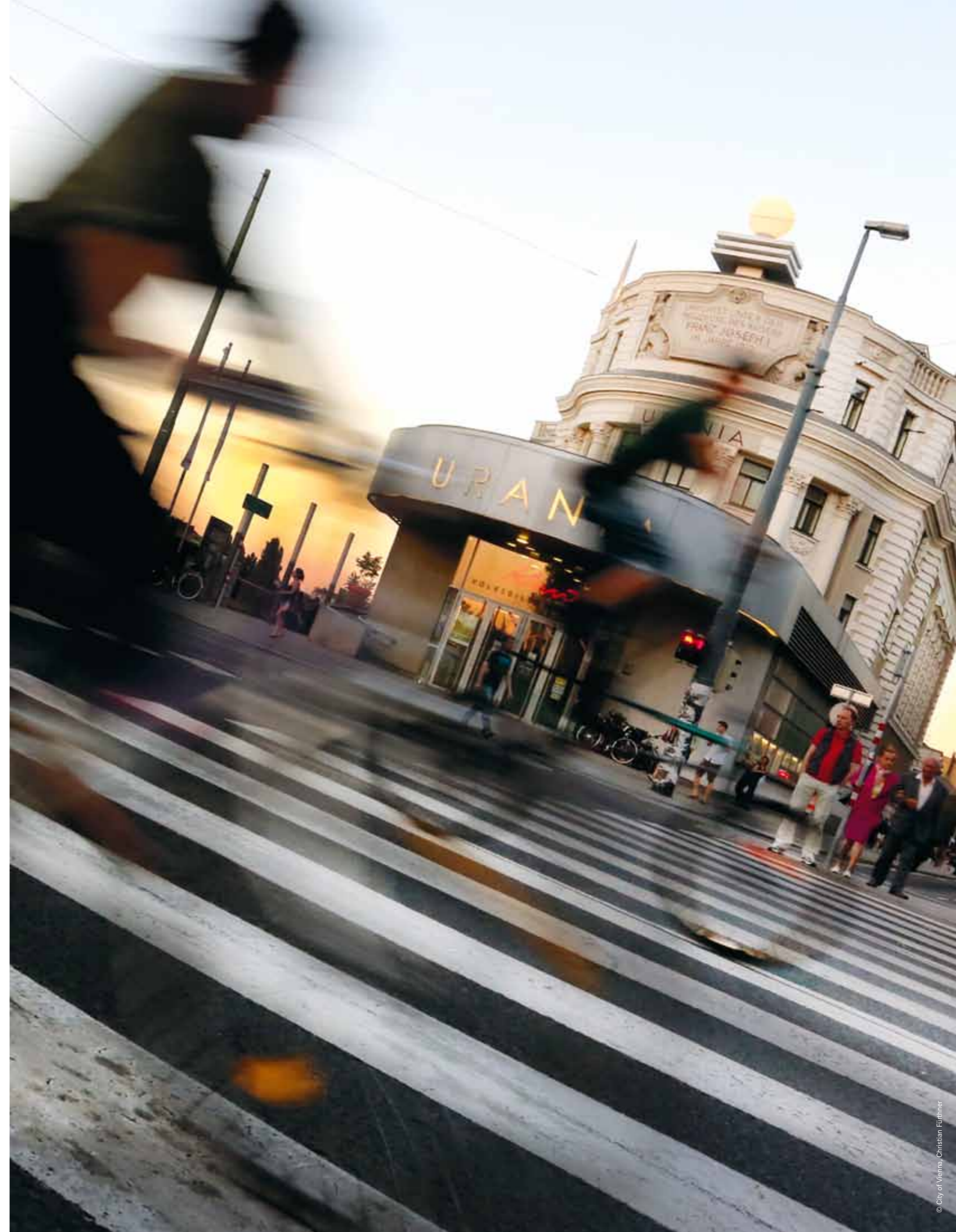
In Copenhagen, cycling customers spend 2 billion euro per year in street level shops.

There are 87,000 bicycle parking spaces at railway stations in Switzerland.

If car owners in Nigeria chose to ride a bike one day per week instead of driving their car, they would save a total of 4.6 million dollars annually while reducing national fuel consumption by 5 million liters.

25% of all urban goods can be delivered by bicycles.

All figures extracted from presentations given at Velo-city Vienna 2013.



TROUBLE IN PARADISE



EVEN IF YOU HAVE A LOT OF EXPERIENCE, YOU STILL MAKE MISTAKES. AND LUCKILY SO, BECAUSE WHEN YOU DO, YOU LEARN THE MOST. BOTH THE DANES AND THE DUTCH HAVE LEARNED THE HARD WAY HOW TO IMPROVE THEIR BICYCLE POLICY.

Niels Tørsløv, head of the planning department of the City of Copenhagen, and **Herbert Tiemens**, bicycle program manager at Bestuur Regio Utrecht, looked into their archives and found numerous examples of good mistakes. Mistakes that you can learn from.

Some mistakes are made just from narrow-minded traffic perspectives, without having the full picture of the situation. Other common mistakes are made from a lack of coherence in the new solutions. In an interactive battle with themselves and the Velo-city audience, Niels Tørsløv and Herbert Tiemens came up with the worst mistakes made in those cities best known for their cycling culture.

Mistake No. 1: Widening the cycle tracks

Tørsløv opened the battle with an elegant solution to having too many cyclists on the cycle path. After ample discussion, the City of Copenhagen decided to remove a car lane and to widen the cycle path. To make clear that cars shouldn't park, smart marks were introduced to separate the social lane from the fast cycle lane. The communication department wanted to explain the marks, and decided to erect an explanatory poster. Initially, the poster was placed in the social lane. This made it very visible for cyclists, but for obvious reasons it was quickly relocated to the wide sidewalks.

"It takes at least 1,000 mistakes to develop a cycling culture like we have in Copenhagen. And it was great fun to battle our colleagues from the Netherlands on the best mistakes! I'd love to do this again!"

Niels Tørsløv

Mistake No. 2: Barriers on the track

Tiemens replied that this was an easy mistake, and also easy to correct. In the Netherlands, beautiful cycle paths are laid only to have big barriers placed to prevent moped drivers from entering. It sometimes

becomes so hard to pass the barriers that cyclists cannot pass them either and instead use the adjacent roadside. So, a sustainable solution would be a Europe-wide ban of mopeds from cycle paths.

Mistake No. 3: A beautiful bridge

In the revitalized harbor area of Copenhagen a pedestrian and cyclists' bridge was built. It has quickly proven to be a valuable addition to the bicycle network of the Danish capital, with the expected 4,500 daily cyclists having risen to more than 11,000. One notable mistake: on the access quay bold cobblestones were laid. Despite their high aesthetic quality, the stones made the transition to and from the bridge uncomfortable and inconvenient for cyclists.

Mistake No. 4: Slippery curbs

In the city of Utrecht we had the same kind of problem. A dedicated bus lane was built between the university and the central railway station. To make it suitable for the historic environment the design consisted of a concrete bus lane and additional sidewalk. Cyclists were completely forgotten. They have to share the sidewalk with pedestrians (with a small line of stone). Between the dedicated bus lane and the cycle path a beautiful stone was used for the curb. It turned out to be very slippery, especially under the usual Dutch weather condition of drizzling rain. Despite several severe accidents each year the design was not changed. The city only roughened the curb in an attempt to improve traction.

Mistake No. 5: Tight corners

The design of a bicycle lane in Copenhagen was not suited for the angles taken by cyclists, although there is plenty of space to design the curves appropriately.



Cyclists at low speed don't care about signs and prefer to simply interact with their environment (mistake No. 6)



In the Netherlands, barriers placed to prevent moped drivers from the cycle paths seem to prevent cyclists from entering as well. (mistake No. 2)



Kopenhagen: Only a few cyclists used the right turn lane, while traffic on the thru-lane backed up. (mistake No. 8)

Mistake No. 6: Shark teeth

In the Netherlands, some fantastic engineering projects have been realized. A section of the cycle path was made bi-directional to give access to a bicycle parking facility at the railway station Driebergen-Zeist. The engineer constructed a visual puzzle. Crossing cyclists have to give way where the path is marked with shark teeth. Of course, while such thinking is clever it is completely unnecessary. Cyclists at low speed don't care about signs and prefer to simply interact with their environment.

Mistake No. 7: Dark tunnels

During the car era, the new university campus was planned outside of Utrecht. But the students still live in the city itself and everyday 60% of all visitors to the university arrive by bike. They cause congestion at the main routes in the old city and encounter accessibility problems out of town as well. Highways must be crossed via a dark tunnel, or else by using a pedestrian bridge. No real solution has yet been implemented.

Mistake No. 8: A right turn

At certain places in Copenhagen the bicycle traffic becomes so busy that congestion at traffic lights occurs. At these spots the traffic department decided to split

the cycle track in two directions: a lane for right turns and a lane for continuing straight. Unfortunately, the queue just became even longer as few cyclists used the right turn lane. When the right turn lane was removed, 20 more cyclists could cross the intersection in the same amount of time. With 2,000 cyclists passing during the morning rush hour, that counts!

Mistake No. 9: Bus lanes and green lights

After the reconstruction of a dedicated bus lane in Utrecht, a crossing with the main cycle route was made very complicated. Congestion occurred during rush hours and cyclists would often cross during the free time between traffic signal phases. It took 14 years for engineers to begin to experiment with creating a second green phase. The result was an improvement in crossing not only for cyclists but also for buses.

Mistake No. 10: Building bridges in Copenhagen

When Copenhagen's Bryggebroen was erected over the harbor in 2006, the spaces on both sides of the bridge were omitted from the bridge's design. This led to less-than-optimal access to the bridge: 11,000 people every day have to carry their bikes up two sets of stairs. In 2014, a decent ramp will finally be built. We wonder how this will affect the health of the cyclists.

... and forgetting them in Houten

At least in Copenhagen the bridge was actually built. Not so in the Utrecht area. When planning the world famous cycle town Houten, cycle tracks along the new bridges were considered unnecessary. While cyclists in Houten always have the shortest route, the opposite is true outside of town. The detour for cyclists is five kilometers longer than for cars. Nowadays, as traffic becomes too heavy, the national government wants to expand the bridge, but only for car traffic. Their logic prohibits the addition of a bicycle path, because it is not an existing function. Even in the Netherlands these kinds of narrow-minded thoughts are still common.

Mistakes are proof that you are trying

A conference like Velo-city is happy to have Herbert Tiemens and Niels Tørsløv present the mistakes they usually are not able to speak openly about. From an educational perspective it is probably more effective than to just repeat all the good solutions found in Dutch and Danish cities. We learn a lot from mistakes, and we learn very quickly from the mistakes that users respond to. Being from one of the frontrunner cities, Niels Tørsløv feels especially obliged to expose the most remarkable mistakes Copenhagen has made. And there is a lot to talk about. 🌞

The perfect cycling city has yet to be realized.

by Jaap Valkema

How the Dutch City of Groningen is increasing its cycling and walking mode-share from 50% to 65% while also making bikes less of an inconvenience for everyone else.



Katie Melua sings in her song “Nine Million Bicycles” about the nine million bicycles in the Chinese capital of Beijing. That is certainly a lot of bicycles, but with about twenty million inhabitants you end up with less than half a bicycle per inhabitant. Groningen is very different: 200,000 inhabitants own more than 350,000 bicycles. That’s an average of nearly two bicycles per inhabitant. The City of Groningen is very proud of that, but it also leads to increasing “congestion” problems.

The bicycle is Groningen’s top priority

The city is flat and compact. 80% of the inhabitants and 90% of the jobs are within three kilometers of the city center. Furthermore, Groningen is a university city. About 30,000 students live in the city itself, and for most of them the bicycle is the fastest and most affordable mode of transportation. Last, but certainly not least, in 1977 the City of Groningen implemented its traffic circulation plan. This means that there is no direct car traffic possible in the city center from one part to the other part. Bicycles and also public transport are excluded from this system. So, it’s faster to go by bicycle through the (inner) city than by car. Since the 1970s there is a consistent traffic and transport

policy in Groningen: the bicycle is transportation mode number one.

Groningen still wants more growth in cycling

These successful factors make bicycles very popular in Groningen. Some streets have daily three times as many bicycles as cars. And the use of the bicycle is still growing every year while the use of the car is stabilizing. The City of Groningen has two important objectives in the coming years. On the one hand we still want to have more people using the bicycles: In 2030, two-thirds of all journeys in the city should be done by bike or by foot. On the other hand, the pressure on the public space by the huge number of moving and parked bicycles increasingly leads to problems. The central question is: how do we deal with these two objectives? We want cycling to continue to grow, but we also want less inconvenience for other citizens.

How can we deal with conflicting goals?

Groningen may have to make far-reaching decisions, possibly even choices that not all cyclists will welcome with applause: areas in the city where cycling will be forbidden or where parked bicycles are not allowed anymore, alternative bicycle routes to be designated


for the current main routes, etc. There are two main challenges to be answered: how to catalyze the development of new bicycle infrastructure and how to increase the possibilities for bicycle parking. The City of Groningen has to think in new and uncommon ways, since the bike infrastructure in Groningen is already at a high level. Groningen has many special bicycle lanes, paths, and bridges. Cyclists have priority at roundabouts and traffic lights. However, it is possible to boost the effectiveness of existing infrastructure through improvements that make the bike the fastest and safest transportation mode in the city itself, and to increase the use of the bicycle from the region to the city.

Transforming Groningen’s ring road

Groningen’s ring road already exists, but is designed for car traffic only. The bicycle ring road will clearly be the fastest way to bypass the city center. If cyclists would like to go from the ring road to the city center, the bicycle infrastructure should lead to accessible and comfortable bicycle parking garages. Some of these garages already exist, but the City will also build one at the heart of the city center.

Enhancing regional bicycle infrastructure

To increase the number of people commuting to Groningen, the regional bike infrastructure has to be enhanced. The growing popularity of electric bikes helps make this possible! These bicycle routes should be direct, comfortable, and at least 3.5 meters wide (and of course only for bicycle use), and give priority to bikes at intersections. Together with the province and the region, Groningen has already realized three regional bicycle highways, and four more are being studied.

The lesson that can be learned from Groningen is that in order to become a true cycle city the bicycle must be prioritized above other modes. Transportation planning for the bicycle must always look for ways to make cycling easier and more comfortable. The work never ends. 

FROM THE SEED TO THE FOREST

New cycling cultures in Vienna. A survey by **Alec Hager**, spokesperson of Radlobby Österreich and aficionado of international bicycle cultures.

Cycling Culture(s) was not only the main topic of Vienna's Velo-city conference, it is one of the central topoi¹ in current debates surrounding how to increase the use and social status of cycling as a mode of transportation and why this might or might not work out as expected. Cycling is recognized as an integral part of urban life in the almost mythical cyclocities of Amsterdam and Copenhagen. In cities where the bicycle has not been as integrated the reason given is "cycling is not part of this city's culture." But what is cycling culture? And beyond cycling, what is culture?

By referring to something as everyday culture, or *Alltagskultur*, one is simply defining the norms of a certain local society at a certain time: normalcy. Is it currently normal in Vienna to ride a bicycle to work? And has it been so in the recent past? No. For many decades the modal share of cycling has been below 2 %, and so the social status of a cycling commuter was that of the "weird."

But cultures can change, and do so mostly unnoticed. That is what the socio-scientific approach of cultural studies has dealt with since the 1980s. Cultural contents are produced by the re-production of meanings in the daily practices of the people interacting with themselves, their contexts, surroundings, media, and history. These interactions are complex, various, and sometimes contradictory, and they are not closed

systems, especially not in media-influenced times like ours. Through inspiration and the adoption of examples, the reproductions add something new to the old, and this ongoing process – which is culture itself – results in change.

And so Vienna changes. Like many cities in the Western world, our city is reproducing, adopting, and changing its attitude towards cycling. A colorful variety of contributions comprise the current Viennese bicycle culture, and they developed step by step. But how, and why?

The answer is subjective and selective, like every tale of oral history. The author had and has the joy of being part of the described processes. And so the metaphor of new seeds in an old forest is chosen. There were only four old, well-rooted cycling trees in the forest glade of Viennese cycling culture. The oldest one is the sports cycling associations, which began with the Wiener Cyclisten Club in 1883 and at present contribute to a very lively leisure-time cycling culture. The second is the honored cycling advocacy organization ARGUS, founded in 1979, and the third is cycling messenger companies, which have existed locally for twenty years. The final tree is made up of the many cycling and sports shops which provide the accompanying hardware, as nearly every Viennese owns a bike, even if most only use them for the occasional weekend trip.

Critical mass ride 2012 in front of Vienna's Parliament



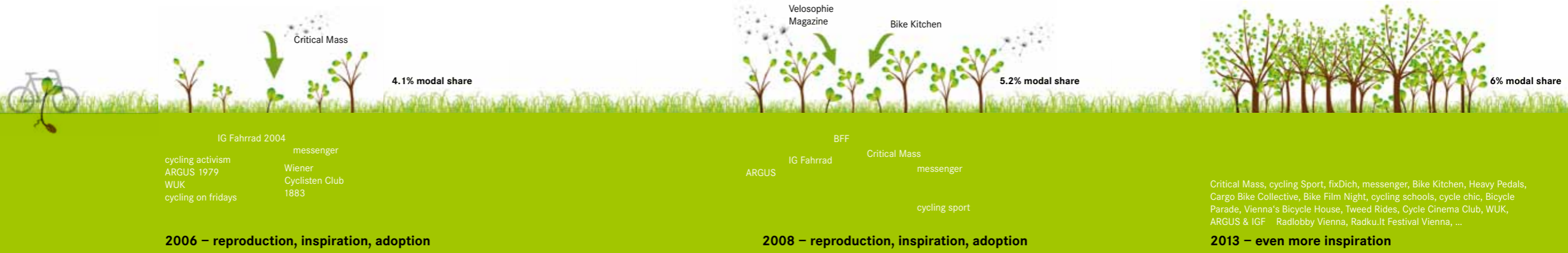
These four trees, or pillars, of Viennese cycling culture were joined by the seed of a fifth in 2006, which came by the mechanism of reproduction and adoption of external ideas transferred by media. Its well known name is Critical Mass² and the late date for its planting was spring 2006. As these things often do, it started small and needed the energy of some few dedicated persons to grow steadily. In itself, Critical Mass as a monthly demonstration of the will for cycling and the joy of cycling might not encourage the masses to think about cycling as their preferred future means of transportation. It has proven everywhere, however, that the community of people that develops through the empowerment of Critical Mass and the creative network that emerges from these monthly meetings of cycling happiness brings a number of powerful contributions to a cycling city. It opens the gates to other sources of inspiration from the cycling world. One year after Vienna's first Critical Mass ride, local "massies" brought the Bicycle Film Festival (BFF) from New York City to Vienna, and with it loads of new ideas came by these strange pictures on the big screen. Vienna was now ready for additional seeds to add to the growing cycling culture wood.

BFF also worked as a catalyst for new alliances and therefore the next important steps in (re)producing bike culture: the foundation of Vienna Bike Kitchen (a self-repair collective and meeting place) in 2008, and

the launch of the first issues of *Velosophie*, a magazine for cycling culture which developed into one of the most widely read cycling mags in German-speaking countries. In 2009, the cargo bike came to Vienna when the delivery company Heavy Pedals was founded. In 2010, the fixed-gear bike boutique FixDich added London-style hipster hype, the Vienna Cargo Bike Collective made fuel-free transportation of goods available to everybody, Radlobby IGF established monthly Community Bike Film Nights for free, and cycling schools opened to bring people back onto the bike and to give them the skills and confidence to ride safely in traffic. The inevitable picture machine of Cycle Chic found its local Viennese platform in 2011, and the same year 8,000 people conquered the Ringstrasse with the first Bicycle Parade. In 2012, the cycling NGOs ARGUS and IGF joined forces to become Radlobby Wien, the city administration's Vienna Cycling Agency opened the doors of the temporary Bicycle House, and the former Bicycle Film Festival became the Radku.It Festival Vienna in order to showcase all aspects of Vienna's cycling cultures.

What was for so long a small wood has quickly developed into a large, diverse, and fertile forest. One in which the processes of reproduction and inspiration will hopefully go on to assimilate cycling cultures into everyday culture, until cycling is so common and becomes as normal and invisible as a simple tree in the forest. 🌱

¹ hic: topos, -oi. Greek: concept, used here in its sociological meaning: concept, image
² Critical Mass: spontaneous mass rides originating in San Francisco 1992 and now held in over 400 cities around the world



by Joshua Grigsby

MARRIAGE COUNSELING: FOR PUBLIC TRANSPORT AND BICYCLES,

DIVORCE IS NOT AN OPTION

Cities are built around the dominant modes of transportation. Where most people walk, you find compact urbanism; where most people drive cars, you find sprawl. It is hardly radical, then, to say that transportation planning is a primary shaper of urban form. Yet it is the balance of various transport modes and not their prioritization that modern cities typically strive for. From anything other than a political standpoint, this makes absolutely no sense.

In 1997, the city of Vancouver took the radical step of being commonsensical in its transportation planning. With the goals of improving quality of life, increasing density, and reducing its environmental impact, the city drafted a plan that clearly and consciously prioritized modes: walking first, then cycling, public transport, and finally the private automobile. By acknowledging the ways in which each mode contributes to urban form and urban life Vancouver moved transportation planning away from an engineering-only approach and toward something both more holistic and more reflective of reality.

True urban transportation is intermodal

Prioritization of modes should be standard practice, but prioritization on its own isn't enough. Each mode of transport has an ideal behavior, an optimum application. Bicycles, for example, are better suited to covering short distances than are airplanes. Subway lines more effectively determine development corridors than bus routes. The logical solution for urban transport is to put every mode in its right place. However, true urban transportation is intermodal. And it is where the different

modes intersect that the philosophical solution of everything in its right place requires practical mediation, or as Tomáš Prousek calls it, marriage counseling.

How can public transport and bicycles make the marriage work?

Prousek, from the Prague Integrated Transport Authority, was joined at Velo-city Vienna by Roland Pfeiffer from the City of Bern and Thomas Hillebrand from the Innsbruck Transit Bureau in addressing the question of how bikes and public transport can improve their relationship. His metaphor of marriage, while perhaps a tad old-fashioned, is apropos. For myriad reasons economic, social, and environmental, the mode-share of bicycles will likely only continue to rise. On the other hand, mass transit has long been and still is an essential part of urban mobility. They are both here to stay, divorce is not an option. So, how can they make the marriage work?

Pfeiffer discussed the specific challenges of planning and building for both bike and trams in Bern, Switzerland, a city in which 46% of all households do not own

a car. Bern's public transportation system accounts for 26% of all city trips and the fine tram network includes five lines. Limited road widths often make separated bike lanes impossible and put bikes and trams on the same pathways. On the numerous inclines in Bern, cyclists (who claim a 12% mode-share) are slowed and the speed differential between them and trams becomes at best a hindrance to trams and at worst a serious danger to cyclists. The reverse is true on the declines as cyclists gather speed and the frequent stopping of trams risks collisions. Cyclists in Bern also face the ubiquitous hazard of tram tracks and traffic signals and roundabouts tuned to the needs of cars, trams, and buses.

The success of solutions in Bern has been mixed. The city routes on-road bike lanes around and behind tram stops where space allows and permits cyclists to enter designated roundabout passages on red lights. Traffic signals are still problematic. STRAIL, an innovative concept that lines tram tracks with a flexible cover that supports the weight of cyclists without impeding



© Alice Hager



trams, has potential but is still only at the trial stage (and only in Geneva).

Prioritization and nesting

The best solution is likely the one that Prousek has been pushing in Prague and Thomas Hillebrand has made standard practice in Innsbruck: prioritization and nesting.


Despite a meager 1% mode share, bicycles in Prague are now accommodated on every type of public transport besides bus. That includes metro, tram, train, ferry, and even funicular. The needs of cyclists are nested within the capabilities of mass transit, making the prioritization of public transport clear but not exclusive. Prousek preaches a nuanced analysis of cost-benefit and spatial demand. For example, while bikes occupy 2-3 times more space aboard a train or metro than a person they require 10-15 times less space in parking lots than a car. By encouraging the conversion of intermodal car trips to intermodal bike trips, public transport can effect the needs of urban development.

Getting radical

Like Vancouver, Innsbruck took the radical step of using common sense. Cycling is viewed by the city not as a competitor to public transport but as a complement. Rather than focus on individual modes, however, or solely on movement as an engineering task, Innsbruck views mobility as a social value akin to health, freedom, and opportunity, and by doing so eschews reductionist modal arguments in favor of a holistic approach to quality of life.

The IVB (Innsbruck Traffic Bureau) has committed itself to eight cycling initiatives that include free transport of bikes by bus and tram, a public bike share scheme, cycling lessons, a “job bike” scheme enabling companies to promote cycling to their employees, printed maps and information on cycling and public transport in Innsbruck, and a peace campaign that offers free mechanical checks of bikes and free bike registration. The result of combining cycling and public transport and prioritizing them jointly over private motor vehicles is an increase in public transit ridership of more than 20% since 2000 and an impressive bicycle mode-share of 20%. This while the number of cars per inhabitant has virtually stagnated since the start of the new millennium.

A seismic shift

The critical takeaway from all of this is that attempting to balance rather than prioritize modes of transport is folly. Cities must acknowledge the specific ways in which different modes promote different types of urbanism. They must work to put every mode in its right place by prioritizing the modes that align with the city’s goals and values. Mostly, this will necessitate a seismic shift toward bicycles and mass transit and away from private motor vehicles. There’s a silver lining for drivers, however – the greater the mode-share of walking, bikes, and transit, the less roads will be clogged with traffic. Equally important is the recognition that all modes are fundamentally complementary; if modes are in competition it is because they are deployed incorrectly. The goal of transportation planning, then, should be to catalyze intermodal relationships. To maximize the strengths of each mode. To help elevate a marriage of necessity to a union of wedded bliss. 

NEW BICYCLE POLICIES AS MODERN URBAN DEVELOPMENT

by Claudia Nutz, board member of wien 3420 AG



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aspern Vienna’s Urban Lakeside is one of the largest city development projects in Europe. Yet even more important than its future amount of gross floor area (which is 2.2 million sq m, just to give you an impression) or the exact size of its future resident or working population is the fact that aspern has a vision and works hard to make it reality. It’s tough to follow a vision because day-to-day business and conventional solutions sometimes make us lose sight of the goals. One part of this vision is sustainable mobility, which means:

- » a new underground line right from the beginning;
- » reduced parking space in public and private zones;
- » neighborhood garages all over the area (equal walking distance from public transport);
- » generous bicycle storage spaces in buildings;
- » generous bicycle and pedestrian paths;
- » mobility fund to subsidise sustainable mobility;
- » a bicycle rental system;
- » a mobility card (“credit card” for mobility offers);
- » a car sharing service;
- » a local delivery service called “Hallo Dienstmann”.

Wien 3420 aspern Development Agency, the development agency for aspern Vienna’s Urban Lakeside, aims

to enter (and to remain) in contact with experts and visionaries who will help us to keep on track or even point towards the most important trends. We call this approach “City Lab”. Velo-city Vienna provided us with such an opportunity to establish contact with international bicycle experts and to learn more about this topic.

Wien 3420 aspern Development Agency is in a position to force private investors and developers to implement bicycle-friendly developments. We organize public space together with state and municipal authorities. So what we definitely need is to know how to do the right things at the right time. The Velo-city Vienna City Lab left a lot of open questions. While we are certain that we pursue the right goals and that our measures are fine, we still are unsure whether our package of measures is sufficient. We are very keen to identify the stumbling stones to implementation and to learn how we can avoid making serious mistakes. So, if you have any tips, hints or recommendations, don’t hesitate to contact us. Velo-city in Vienna was not the first time we sat down together to discuss cycling and it should definitely not be the last. www.wien3420.at or www.aspern-seestadt.at



WHEN CYCLING MEETS PUBLIC TRANSPORT

by Andrea Weninger, based on the articles of Julian Baker, Alain Groff & Florian Mathys

Cities with a high modal share in public transport are now also longing for high modal shares of cycling. Can a city be top class in both? If so, how can public transport and bicycles ideally benefit from each other and compete against cars?

Public transport and bicycles are commonly seen as adversaries. Indeed, bicycles are often faster and more flexible over short distances. Public transport infrastructure such as tram tracks can be a hindrance or even a slippery danger to cyclists. On the other hand, cyclists are often seen as an obstacle by transportation companies, especially when “slowing down” travel times by riding on tracks. 30 kph-zones are attractive for cyclists, but not for buses or trams. The needs of the disabled and the comfort of passengers at tram

stops often don’t correspond with the requirements of cyclists. It is a fact, however, that mobility patterns are changing and these obstacles must be overcome. And we know that multimodality is on the rise. People don’t only use one means of transport, but switch from the car to public transport or cycling as the situation demands. German studies prove that the car has become less important among young people than it was ten years ago. This specifically applies to young men (Institut für Mobilitätsforschung 2011). The reasons

behind this change are socio-economic: lower incomes, the decrease of the car as a status symbol, an increase in urban population, and better public transport supply in general. Also, new communication technologies let people participate in social life in different ways. In combination or separately, cycling, walking, and public transport contribute significantly to the liveability of cities, to reduction of congestion, and to the efficient use of urban space. But these arguments seem not to be taken seriously without clear financial incentives for change.

Financial and logistical benefits of cycling that support public transport

One of the logistical and financial challenges for public transport concerns radial lines running from the outskirts into the city center. The amount of vehicles and the density of the timetable have to cater to the congested downtown areas where public transport is often running at maximum capacity. If public transport has become popular in a city, it is not surprising that people use it even for only one stop. In the outskirts, in contrast, the same buses and trams are partially empty. Good bike accessibility to public transport stations and well laid out intermodal links can help to

ease and level the strain on public transport capacity: many passengers in the over-congested centers will change from bus, tram, or subway to their bike for the last mile. Better accessibility and optimized intermodal links in the city outskirts, such as at end stations, increases the catchment area of the stops and therefore helps to fill underused public transport vehicles there.

For instance, in Switzerland the bus company Postauto Schweiz has recognized the potential of bikes and is currently investing in a bike sharing scheme to reduce the strain on the last mile in city centers. As in New York, where recently the new public bike sharing system opened successfully, public bikes here are viewed as a new, fully-valued part of public transportation alongside subways, buses, trams, and taxis. Well designed bike parking facilities at public transport hubs and good bike access also show a positive impact on car use. 10-15% of people combining car and public transport will change from car to bike if appropriate facilities are supplied at the stations (IG Velo Schweiz 2004). Furthermore, Swiss building norms allow for a reduction of obligatory car parking spaces where local bike and public transport conditions are good.

Julian Baker is project manager at the Swiss traffic engineering company Kontextplan. **Alain Groff** and **Florian Mathys** are both civil engineers. Alain Groff is head of the new office for mobility in Basel, Switzerland, which Florian Mathys joined as a project manager.

Switzerland: the European champion in rail travel

In Switzerland there is a long tradition of cooperation between public transport and cycling. There is a lot of experience when it comes to increasing accessibility and linking the two modes. Surveys in Germany and Switzerland show that approximately 30% of railway customers are interested in cycling. Studies also show that 50% of passengers who combine trains and the bicycle (for example for commuting) are prepared to pay for bike parking facilities (IG Velo Schweiz 2004).

Due to the fact that railway stations have an important function within the city such as shopping areas, service centers, or commuting hubs, bike accessibility and parking helps to reach cyclists as a consumer segment. A good blend of commercial and free bike parking facilities are necessary as many cyclists are not prepared to pay, especially for short term parking.

In the 1990's the first "Velostation" went into operation at a Swiss urban railway station. Velostations are not simple bike garages but also centers featuring services like bike repairs, bike cleaning, lockers, bike sharing, etc. In most cases they are socio-economic work projects that try to reintegrate unemployed or underprivileged persons into the primary work force. This is honored by the customers who therefore are possibly more willing to pay for the parking facilities. In Basel, the big underground bicycle parking garage at the main train station and smaller parking facilities in its surroundings total some 3,000 parking spaces. The railway company and the canton Basel agreed to double this number during the next years. Today there are around 30 bike stations at railway stations in Switzerland with more than 10,000 bike parking spaces. Better bike accessibility and parking enlarges the catchment area of a bus or a tram stop six times more than pedestrian accessibility. According to the Swiss Federal Railways, bike and rail users are among the most loyal customers. Therefore, the company has defined access priorities at railway stations where cyclists rank higher than car drivers (Schneller 2010).

Approximately 10% of travelers combine cycling with riding on the train. More and more commuters partially use a bike for their way to work. Therefore, the demand for bike parking facilities at railway stations is on the rise. To date, there are 87,000 non-commercial bike parking spaces at railway stations throughout Switzerland. To meet the rising demand, Swiss Federal Railways will build 2,500 covered bike parking spaces each year until 2019 at small and medium sized railway stations.

Can a city lead in both public transport and cycling?

When it comes to leadership, Basel is one of the European cities that aims to be top-class in both cycling and public transit. Cycling has a mode share of 16% today, which is top-class nationwide. Cycling issues always were and still are openly and strongly supported by a majority of the politicians in Basel's parliament. Supported by the cantonal constitution and a public vote in 2010, Basel legally fixed its aim to reduce motorized traffic by 10% by the year 2020.

Basel's public transport services typically receive the highest marks in the regular opinion poll with more than 96% satisfaction. More than 50% of Basellers own a public transport card which allows them to regularly use the bus and tram network in and around the city. The mode-share of public transport in Basel is high at 27%. With more than 50% of households car-free and the lowest level of motorization of all Swiss cities (352 cars per 1,000 inhabitants), Basel seems to be right on track in promoting environmentally friendly means of transport. A mere shift from tram to bike or vice versa is not compatible with the cantonal goals.

Naturally, Basel has built a lot of cycling infrastructure in the past 20 years and calmed car traffic to improve the comfort and safety of cyclists. Currently, the city implements two different bike networks: one designed for the experienced everyday cyclists and commuters, and a second one optimized for recreational needs, children, elderly people, and less skilled cyclists. This so-called basic network puts the highest priority on safety and offers a higher degree of separation from fast, motorized traffic. Streets with traffic calming measures represent 63% of the urban network, and the cantonal Parliament has decided upon a new traffic regulation concept for the city centre and the extension of 30 kph-zones in residential areas. Of course you can find combined bike and bus lanes, traffic lights with the "green wave" optimized for the needs of public transport as well as bicycles, and even reduced fees on mountainous routes for bike transport inside public transport vehicles. Additionally, a public bike sharing system will soon supplement public transport.

The solutions to the existing questions are not only to be found in creating new infrastructure but also lie in the culture and the mutual understanding of the specific needs of trams and buses on one hand and cyclists on the other. Partnerships and cooperation between public transport companies, their staff, and cycling




Opponents or partners?



Solothurn railway station



Combined bus stop and two storey bike parking facility in Olten

associations can help tear down cultural barriers and enhance the idea that bus drivers and cyclists, tram passengers and pedestrians, are in fact sharing the same intention of making their city more liveable by adapting transport to the varied needs of urban life. Questions such as who takes the initiative, what is the perspective, and who pays for what, have to be added to current discussions. 

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SMILE!

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Integration. It's what we seek in intermodal transport networks and it may be what is needed for a smartphone app to facilitate the use of multiple modes. SMILE bills itself as a personal mobility assistant, and the idea behind it is as simple as it is innovative: instead of adding yet another transport app to a crowded marketplace, combine existing apps into a single interface.

Too often, various modes of transport compete with each other when they should be collaborating. After all, each does something better than the others. The holy grail of transportation planning is a network in which each mode performs according to its optimal function. For the intermodal user, the challenge then becomes locating, coordinating, and booking for each leg of the journey. SMILE is not yet publicly available, but if it makes good on its promise it could not only make getting around Austria easier and more convenient, it could help shift the public perception of transportation from *either/or* to *both/and*. And that would be the real innovation.

Check out www.smileinfach-mobil.at for more information

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SCPTICS WARRONG

BRUSSELS IS PROVING

Can a city successfully incorporate cycling without providing segregated cycle infrastructure? An interview by **Andrea Weninger** with **Ulric Schollaert**, cycling officer for the Brussels Regional Authority.

Advisory cycle markings – sharrows – on Chaussée de Wavre. In this environment, there is little that can be done for cyclists in the short term (and probably even in the long term). The sharrows have their axis at 3.25m from the curb and guide cyclists away from the doors of parked cars. Motorists have a better understanding of why cyclists must share their lane. Mandatory cycle lanes are impossible to mark because they would leave too little “legal” space for motorized traffic.



Andrea Weninger: *In Brussels, cycling is increasing without the city building separate bike lanes. Sceptics would say that this cannot be true. Ulric, what is going on in Brussels regarding bicycle infrastructure?*

Ulric Schollaert: I would say that sceptics must face the facts. Brussels has seen a 400% increase in bicycle use over the last 10 years. But in this period we clearly have not increased the number of segregated cycle facilities very much. What we did was generalize contraflow schemes in one-way streets and rearrange one five-lane one-way street into four lanes with one-way cycle paths on both sides. That’s on Rue de la Loi, which you will often see in the news when Brussels is mentioned as the capital where all those EU decisions are made. Thirdly, I would say that quite a few “low key” projects have helped a lot.

What do you mean by “low key” projects?

For example, bike boxes at over 400 junctions, bike lanes or combined bus/bike lanes on about 30 km of major roads, and sharrows or other advisory markings.

How about parking space for cars? Why not reduce car parking to build new cycle infrastructure?

Don’t ask me! I would love to take away parking space to make way for cycle facilities. But this is just not done in Brussels. You know, Brussels consists of one regional government trying to reign in 19 local

Many politicians have never been on a bike in Brussels, but they still know better than us!

authorities that still enjoy huge levels of autonomy. Local authorities run the 1,400 km of local roads, but, crucially, they also always have a say as to what the regional authority does on its 300 km of major roads. Political games are rife in Brussels. You give me this, I’ll

give you that. Or, you slap me in the face once, I’ll slap you back twice if I can get away with it! This hugely complicates all negotiations.

What are your experiences with residents and local authorities like?

Every significant project, excepting pure markings, must go through a consultation phase, and residents will spot any reduction in parking space and will rarely support it. Although we have seen exceptions. And then there are trees. They are often planted between parking spaces, and then you are stuck, because tree huggers will join with car owners to cry foul – welcome to the real world! And forget about the “example of model cities”, it just doesn’t fit the bill.

Forget about the example of model cities, it just doesn’t fit the bill.

In a recent project we proposed pushing parking spaces and new trees to the left of the carriageway, next to a tram line that runs along the axis of General Jacques, a major boulevard. Even though this saves a maximum number of parking spaces, we are not yet sure it will be accepted. Residents and the local police and the local authority (borough/district) are up in arms, objecting that parking spaces to the left of the carriageway will be dangerous. Though if they are, we should immediately scrap a few hundred other such spaces that already exist elsewhere in the city! All this is why we think that cycle lanes or combined bus/bike lanes are good to grab if we can get them.

Politicians often believe that only segregated infrastructure is safe. What is your experience in Brussels?

They do indeed. Many have never been on a bike in Brussels, but still they know better than us! And even seasoned cyclists who have moved into politics will not hesitate telling us off because “our work is not good



Junction on Rue de la Loi (cycle route). All cars must turn right or left – only cyclists are allowed straight on into the contraflow.



Bus/bike lane combined with cycle path on Avenue Paepsem: Cyclists can choose where to ride.

BRUSSELS

Over the last 10 years Brussels' cycling modal share among its one million residents has increased from 1% to 4%. 400 km of one-way streets out of 500 from the network of 1,400 km of local streets have been opened to bi-directional cycle traffic since 2004/2005. The grand total of new segregated facilities is around 10 kilometers, most of them in the outskirts. Of 300 km of major roads (with 1,400 km of local roads, Brussels has a total road network of 1,700 km), 150 have no cycle facilities at all, 75 have cycle paths, and 75 have bus/bike lanes or cycle lanes (excluding sharrow markings). Additionally, the network of signposted cycle routes (230 km are planned in Brussels at the moment) have progressed slowly and Brussels is still far from forming a proper network, with approximately 90 km that are actually in use today.

enough.” Those going by the motto “Brussels should be OK to cycle from 7 to 77” are sometimes hindering progress.

Why?

The “Danutch”¹ model tells you segregation is best. But do you wait 20 years before you can get 20 kilometers of model cycling facilities done, or do you take everything you can in the meantime, starting with what is honestly possible? We would certainly not have jumped from 1 to 4% of the modal split had we waited until we could build cycle paths suitable for children from age 7. And by the way most adults who currently cycle in Brussels have taken up cycling recently. They have not been cycling from the age of 7, but started as adults. A change in habits is best induced at a younger age, sure, but it can be accomplished at any age.

Like Vienna, Brussels has a high public transport modal share of more than 30%. What are your experiences concerning the cooperation of public transport and cycling?

The bus company has joined us in asking for bus/bike lanes, and will even go for trams and cyclists sharing space, because together we are stronger against the car lobby.

When I visited Brussels, I saw markings on the road, the so-called sharrows. Where do you use them and why?

Sharrows are our “shame markings”. We use them when we cannot do better. The nice thing about them is that they do not take any space away from motorists, hence you can put them almost everywhere and no politician will object. The other really nice thing is that sharrows do convey a message to motorists: “be-ware of bicycles”, or “if cyclists ride right on the axis of

these markings, that’s where they are advised to ride, and I must show some patience.” It is remarkable how well they actually work! Brussels will resort to sharrows where we must. On hilly terrain, sharrows will be good enough downhill, and maybe that leaves you just enough space to paint a cycle lane uphill. Sharrows are not always useful for approaching traffic lights when there are queues. They only work if they are painted closer to one another and if there is enough road space for cars to at least ride next to them. But I would advise them just as much as contraflow schemes if you are working in a really hostile political environment.

Do you see a mix of bicycle infrastructure as the future for cities to increase cycling?

What you can learn from Brussels is that almost ANY city can help get people cycling, starting from scratch! Not the “Danutch” way, but the pragmatic way. And with quick results. We have very harsh conditions here: the climate is wrong, the relief is wrong, the political setup is wrong, the traffic is wrong, even streets are the wrong type. But I think contraflow and markings like the bike boxes, the sharrows, the cycle or bus/bike lanes, having even ONE major, emblematic road changed for the better for cyclists, and then the growing network of cycle routes have done the trick. No one can say that one model is the good one and the other is crap. So, yes, mix, mix, mix!

Ulric, you cycled in Vienna when you visited the Velo-city conference. What do you think of Vienna’s bicycle infrastructure?

What struck me most in Vienna were women cyclists! I was amazed to see them take me over and push-push-push and go! Coming from Brussels, I was not impressed by contraflows. And I disobeyed the rules more than once and am still here. I enjoyed the paths

along the Danube Canal. I think the most impressive technical side of cycling facilities in Vienna is that they are mostly interconnected. For example, there seems to be cycling facilities on most major roads, but that may also be due to the very “fabric” of Vienna, with wide streets that allow for bike lanes. At least as

compared to Brussels, just picking up a major road in Vienna seems to always lead me to a cycling route. But not always one I enjoy riding on, because conflicts with pedestrians are apparently very common. Luckily I did not have a fast bike! 🚲

MOSCOW: A NEW CITY FOR CYCLISTS



Moscow is a very ambitious beginner cycling city. Recently, Mayor Sergei Sobjanin inaugurated a new bike sharing scheme and two cycle paths along the Moskva river as first steps to foster cycling. A master plan for walking & cycling is under development and in a few months will set the framework to make Moscow’s streets more liveable. Representatives from the planning institute *Mosgortransniiproject* participated in the Velo-city conference in Vienna and have gathered a lot of inspiration to turn Moscow into a new city for cyclists.

¹ danish-dutch

THERE IS ALWAYS ROOM

Philip Loy is a cycling consultant at Project Centre, based in London. He points to the 2012 Olympic Games as proof that it is possible to find the road space for any purpose that receives priority.

It now seems that governments and policy makers all over the world acknowledge that the facilitation and promotion of cycling is a crucial element in the shift to sustainable transport and a better quality of life for the inhabitants of our cities. Yet in many countries, like the UK, there are still many obstacles. A typical reason given for not facilitating cycling as many would wish is that there is a lack of available road space, and that such facilitation would have a negative effect on traffic capacity. But is this really true?

The top image on the opposite page shows a road layout that is actually quite common. The “hatched” area in the centre of the carriageway is there because at some point along the road there are vehicle turning pockets and pedestrian refuges, where pedestrians cross the road in two uncontrolled stages. Are the right-turn pockets really necessary? Is this the best way to facilitate pedestrians anyway? The hatching indicates an inefficient use of valuable road space – space that could be better used for cyclists.

Road works are undertaken for a variety of reasons. Sometimes it is for maintenance, but often it is for emergency repairs for things like water infrastructure or sewage. Currently, a new railway is being built through London and this requires extensive road works even though much of the work occurs deep underground. When road space is required for such works, priority is given to it and yet the traffic copes. If we were to suggest re-allocating a similar amount of road space for cyclists, there would be scepticism about whether it can work.

If you think something is important enough, you will find a way to do it. During the summer of last year, the eyes of the world were on London, and one of the many initiatives to ensure the Olympic Games ran smoothly was the installation of lanes and priority routes for Olympic officials. These lanes ran right across London, through the central, most congested parts, yet there was no question of providing this or

finding a way to cope with demand. In fact, a lot of work went into “demand management”, which involved informing people of the best ways of finding alternative methods of transport.

The Olympics also showed something very interesting. It was possible to find the road space for a particular purpose, on the existing road network, in a busy city, with additional measures to ensure it worked such as travel information and demand management. Imagine cycling being treated in the same way as the Olympics! So, is it really possible that cycling facilitation, in whatever form it takes or is necessary, can be accommodated on the street network? And if so, why is it not so accommodated?

The concept of “traffic evaporation” has been well-documented and shows how, when street space is re-allocated away from high traffic throughput, traffic does not act as if it were a fixed amount of liquid in a system. Instead, the traffic disappears. That is, drivers are conscious agents and seek alternatives – not only to other forms of transport but sometimes alternatives to the need to travel at all. Traffic evaporation is also helped by demand management via marketing campaigns, promotion, and information about alternative modes of transport all of which were used to great effect during the 2012 Olympic Games.

Recently, some work has been carried out incorporating cycling into transport modeling such as micro-simulation. This may help estimate the effects of cycle infrastructure on traffic capacity in a way that recognizes the important role cycling has to play in the answer to traffic congestion. When we consider that cycling offers a solution to traffic and transport congestion, offers a solution to the “health time-bomb” in both financial and health terms, and so offers one of, if not the best cost/benefit ratios one could ever find in transport, it is perhaps an investment without equal. Although it may not appear so to some, cycling may be in fact the single most serious form of transport. 🚲

FOR CYCLE INFRASTRUCTURE

If you think something is important enough, you will find a way to do it.



by Sjors van Duren, Martijn teLintelo, Wim Bot

HOW TO ENCOURAGE COMMUTERS

TO CYCLE TO WORK

Cycle super highways seek to create bicycle routes that offer comfortable, fast, and safe commuting.

In 2009, the Dutch Ministry of Infrastructure and Environment launched the program *Fiets filevrij* (Cycle traffic: jam free) in close cooperation with the Dutch Cyclist's Union. Primary ingredients were subsidies for 18 cycle super highways and funding to develop an effective method for the realization of the cycle highways. The main goal of the ministry was to reduce congestion on the national road network near cities. The development of cycle super highways should encourage car drivers to switch from the car to the bike. The method combines two main elements:

» Process management tools aimed at realizing the actual cycle super highway;

» Communication tools aimed at current car drivers. Certainly the quality of the cycling infrastructure is extremely important. Hence strong support and dedicated commitment is needed to create the (financial) preconditions for the realization of the infrastructure.

Make varied to common interests

Cycle super highways in general cross municipal and sometimes regional borders. Close cooperation between municipalities, regions, and provinces is the key to realization, and so emphasis must be put on process management. Municipalities often have conflicting interests, and the necessary infrastructure is usually quite costly, ranging from 2 to 17 million euro. Given these difficulties, it shouldn't be surprising that there is a lot of initial discussion regarding the realization of cycle highways. The *Fiets filevrij* method highly recommends appointing an independent project leader who is able to discuss openly with the participants, without any interests in specific (prestige) projects. Additionally, it is suggested that a (political) agreement be signed as early as possible, indicating the definitive

route, separate projects, the required investments, and the contribution of financial resources to the project by the partners.

A solid communication strategy is crucial

Since the main goal defined by the Ministry of Infrastructure and Transport was to reduce congestion on the national road network, car drivers need to change their behavior. Naturally, cycling infrastructure isn't on the "mental map" of the car driver. For all the cycle super highways a communication strategy was developed and implemented so that car drivers could see the improved infrastructure. This was a requirement of the Ministry of Infrastructure and Transport. The communication strategy for the *RijnWaalpad*, a cycle super highway between Arnhem and Nijmegen, aimed at informing residents and people interested in the project in a very traditional way. Car drivers and employees of companies alongside or close to the route were also involved – a choice aimed at changing the behavior of the employees to reduce the usage of cars during rush hour. The *RijnWaalpad* project organization cooperated closely with the *Offensief Bereikbaarheid* (Offensive on Accessibility) to develop new communication projects:

» The lighting for the *RijnWaalpad* was specifically designed for the route. The masts will be visible to car drivers on the motorway.

» An app will show first time users the way to the route and will provide information about the route. Additionally, gaming elements will be implemented to keep users cycling. For example, riders are awarded the "I am not made of sugar" badge after having cycled through the rain five times.

» An *Offensief Bereikbaarheid* campaign will be launched at the main industrial estates alongside the



route when the last project is finished. Elements of the campaign are information about the physical and financial advantages of cycling, pedelec promotion, and facilitating employees in obtaining possible fiscal advantages associated with cycling.

» The infrastructure of the *RijnWaalpad* is designed to be self-explanatory. New users will be able to follow the route without thinking (just like motorways).

The *Rijn Waalpad* cycle highway will connect two cities of more than 150,000 inhabitants. In 2014, cyclists will be able to travel the 16 km between the cities without delay, including 20 km of dedicated cycle paths and cycle streets, with two branches heading towards the cities. At grade-level intersections the *RijnWaalpad* will have priority over other traffic. Roads with heavy automobile traffic will be crossed by tunnels and bridges. The cycle highway crosses another two municipalities, Overbetuwe and Lingewaard, as well as the motorway owned by *Rijkswaterstaat*, part of the Dutch Ministry of Infrastructure and the Environment, which is responsible for the design, construction, management, and maintenance of the main infrastructure facilities in the Netherlands. Another relevant aspect is the future landscape park *Lingezege* and big housing areas. In

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Cyclist's Union. www.fietsfilevrij.nl/

short, there is great pressure on the available space and there are conflicting interests between the involved organizations.

Reasonable compensations have to be made

At the request of the four participating municipalities a project leader from the Arnhem Nijmegen City Region, a cooperation between 20 municipalities, has been appointed to coordinate the cycle super highway. In retrospect, this proved to be very valuable, because the project leader was able to wage discussions with the participating organizations without being involved in the actual projects. One of the most relevant agreements was a financial one. Arnhem and Nijmegen benefited most from the cycle highway, while the two smaller municipalities had to make the greatest investments. A proposition was made: the larger municipalities received 50% funding while the smaller municipalities received 90% funding for the projects within their boundaries. Eventually, the small municipality of Overbetuwe still had to invest over 300,000 euro, but agreed because of the favorable conditions. The *RijnWaalpad* will enable cyclists to travel from one city center to the other in less than 40 minutes. 

Cycle super highways target long distance commuters and suburban cyclists. They can support a city's strategy to change the mobility behavior of suburbia. The premise is to provide an incentive that compels behavior change through quality. Quality means visibility, a particular width, lighting and wayfinding, few stops, a low incline – in essence, fast, safe, and convenient cycling. Cycle super highways have been implemented in the Netherlands, in the UK, in Australia, Germany, Sweden, and Denmark. But they differ greatly in purpose and target audience as well as design and quality aspects. Whether we should always call them cycle super highways is one question and can be derived from a marketing perspective supporting cycling ideology. Especially in the German language the name "highway" has negative connotations. For sure the terms "highway", "fast lane", or "long distance cycle route" have always to be defined by characteristic and quality criteria. Anyhow, cycle super highways are new and innovative. The fact that so many cities are jumping on the highway bandwagon so quickly proves that urban mobility cultures are changing.

by Andrea Weninger

HOW SAN FRANCISCO IS

TRIPLING ITS BICYCLE MODE-SHARE IN SIX YEARS

The San Francisco Municipal Transportation Agency (SFMTA) was created by citizen led ballot initiative in 1999 to merge all transport (public transport, parking, traffic, street design) functions in the city into one agency. Taxis were added to the agency in 2007 and traffic police in 2009. Since then, the SFMTA has been able to get a better sense of the big picture and be a better partner to land use developments and other trip generators to meet San Francisco's multi-modal transportation needs.

Timothy Papandreou is the Director of Strategic Planning and Policy for the SFMTA. Together with his interdisciplinary team, he oversees the development of strategic long-range capital systems, the complete street plans, and the various public transit, bicycle, walking, taxi, and demand management strategies and policies.

The SFMTA's recently adopted 2013-2018 Strategic Plan outlines key goals and objectives and actions that when combined should move the current mode-share for all trips from 39% sustainable transport (public transport, walking, bicycling, and taxi) in 2010 to 50% by 2018. Based on that mode-share goal, we will need to shift about 11% from driving to collective transport. The SFMTA developed the 2013 Bicycle Strategy to support the Strategic Plan and outline how the agency will grow cycling's share from 3.5% in 2010 to more than 9% by 2018.

The Vision: Bicycling is part of everyday life in San Francisco

As an outcome of the SFMTA 2013-2018 Strategic Plan, this 2013-2018 Bicycle Strategy will focus on four overarching goals to achieve the SFMTA Bicycle Strategy Vision:

- » Goal 1: Improve safety and connectivity for people traveling by bicycle;
- » Goal 2: Increase convenience for trips made by bicycle;

- » Goal 3: Normalize riding bicycles through media, marketing, education, and outreach;
- » Goal 4: Plan and deliver complete streets projects.

In some areas inside the urban core bicycling accounts for 15-18% of the modal split. This led us to reassess our way of measuring the city as a whole and identify the core bicycle area, which has the greatest potential to grow mode-share the fastest. We are working with our land-use partners to make sure other areas of the city that will be developed have more of these characteristics to create more of a market. Focusing bicycle infrastructure investment in this core bicycle area is the most cost-effective action we can take to grow bicycling quickly.

A first for our agency, we developed a system of assessment just like level of service but for the comfort of the bicycling experience. While San Francisco has a growing network of bicycle lanes, parking, and signals, it is fragmented. This assessment allows us to rank segments to better understand where the

hotspots and high stress segments deter people from taking up cycling. Using various factors such as physical/lateral separation, bicycle facility width, auto lane width, adjacent traffic speed, facility blockages, intersection crossing distance, and intersection controls, the bicycle network fell roughly into four key categories:

- » Level of Traffic Stress 1: everyone regardless of age feels comfortable to bicycle;
- » Level of Traffic Stress 2: Adults feel comfortable to bicycle;
- » Level of Traffic Stress 3: Confident Adults feel comfortable to ride;
- » Level of Traffic Stress 4: Uncomfortable for almost all people to ride.

This analysis helped provide a more accurate picture of the state of the network and to focus our resources on improving the most traveled corridors with the highest level of traffic stress segments first. We found that less than 10% of the 344 km network was comfortable for all users and that our five major bicycle corridors were characterized by highly variable degrees of comfort. This analysis helps us focus to create continuous comfortable paths of travel along these major corridors by closing gaps, upgrading facilities, slowing traffic speeds, calming traffic, installing signals, and other treatments in an effort to improve the perception of safety and comfort and capture a larger market share of the traveling public along these corridors.

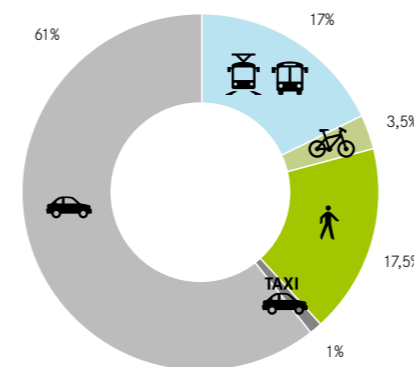
Strategic Approach

Moving from a starter to climber city, and from a climber to champion city, will require investment, supporting policies, and time. The strategy outlines three scenarios. The status quo will see 4-5% mode-share by 2018, the Strategic Plan scenario will see 9-10% mode-share, and the build out scenario – the “what will it take” – will see a 15-17% mode-share for bicycling. The SFMTA Strategic Plan scenario consists of the following measures that we have identified as the most cost effective and evidence based (from global best practices) to reach our 50/50 mode-share goal:

- » Complete the bicycle plan (16 km)
- » Upgrade 80 km of the existing bicycle network with premium bicycle facilities
- » Construct 20 km of new bicycle facilities
- » Upgrade 50 intersections to accommodate bicycles
- » Install 21,000 bicycle parking spaces
- » Deploy and maintain a 2,750 bicycle / 275 station bicycle sharing system and support expansion of electric bicycle use
- » Double the existing level of support programs for educational marketing and outreach (2.5 million USD per year)

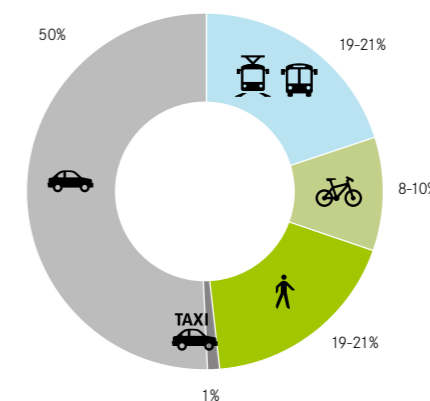
The cost to implement the strategic scenario is roughly 200 million USD. The San Francisco 2030 group led by the Mayor of San Francisco has been tasked with developing funding opportunities that meet the transportation needs of the multi-modal system. The Strategic Plan and Bicycle Strategy can be found at www.sfmta.com/reports.

All trips 2010



61% auto / 39% non-auto

2018 Goal



50% auto / 50% non-auto

SAN FRANCISCO BY THE NUMBERS

- Population:** 805,000
- Daytime population > 1,000,000
- Average population density:** 7,800 people per sq km
- Regional pop:** 8 million
- Car ownership per capita:** 0.48
- Car-free households:** 30%
- Bicycle mode-share:** 3.5%
- Bicycle network:** 344 km



CYCLING CAMPAIGNS THAT ACTUALLY WORK!

by Joshua Grigsby

Messaging and communication strategies are integral to cycling promotion, but are they really sound investments? Examples from Denmark, Austria, and Switzerland illustrate the value of creative, context-sensitive cycling campaigns.

Ah, to be a bicycle planner in Copenhagen, the gold standard of cycle cities. Copenhagen, where bikes claim a modal share of 36% of commuting trips (52% among city residents) and 26% of all trips. Copenhagen, where bikes cover 1.27 billion kilometers every day and outnumber cars 5 to 1. Copenhagen, where cyclists are skewered in the media as aggressive devils and 89% of cyclists wish other cyclists would stop being so rude. Wait, what?

The hype surrounding cycling in Copenhagen is largely justified, but success has come at a price. Overcrowding has led to frustration, frustration to disregard for rules and etiquette, and bad behavior to worse perception. The challenge faced by planners is how to discourage such bad behavior without calling more attention to it and thus reinforcing negative public

perception. Copenhagen's solution? Focus on the positive. Instead of telling cyclists to do less bad, reward them for doing more good.

Line Groot and her team developed the "Good Karma" campaign, a creative approach to positive reinforcement and positive messaging. So-called Karma Raids are staged to reward considerate cyclists with cheers and gifts. A photo competition on Facebook seeks the perfect bicycling moment. Printed "cycling dogmas" illustrate proper cycling behavior. Cycling clowns lighten the mood through interventions on cycle paths and at traffic signals. An emphasis on positivity and enjoyment and a simple, colorful, happy, childlike approach to graphics are embedded into the campaign and deployed with consistency.

In 2011, the first year of the Good Karma campaign, 37% of Copenhageners and 39% of cyclists reported having encountered at least one of the campaign's four core elements. 50% of those who witnessed a Karma Raid expressed a willingness to improve their own behavior, and 50% of those surveyed said they would share the experience with their network. 61% agreed that behavior dogmas were a good way to communicate proper cyclist behavior. And 33% believed that the campaign had effectively improved cyclist behavior. Impressively, the price tag for the campaign was a modest 100,000 euro in 2011 and 50,000 euro in 2012.

Vienna has cycling challenges of its own to overcome if it is to achieve its stated goal of doubling the modal share from 5 to 10% in only five years. Martin Blum, Vienna's cycling officer, took a strategic approach to

the city's outreach campaign. "We prioritized converting occasional riders into frequent riders, or what we call turning friends into lovers," says Blum, who noted that the jump from occasional to habitual cyclist is smaller than that from non-cyclist to occasional cyclist. Analysis showed that Vienna's renowned public transportation system met the mobility needs of most Viennese and that those who chose to cycle did so to enjoy feelings of freedom and exhilaration and because cycling was increasingly fashionable. Blum and his colleagues based their messaging on the *joie de vivre* of urban cycling. They created a visual language that spoke to their target audience: relatively wealthy intellectuals and creative class professionals.

The slogan that emerged was *Setzt Freude in Gang*, or Setting Joy into Motion. "People in Vienna don't



All photos: © Mobilitätsagentur, Wolfgang Zaig


need to cycle to get around,” says Blum. “Our job was to promote the fun and to show that cycling can be not only smart but also sexy. We tried to learn from the success of car commercials that sell a lifestyle as

Make cycling a viable mode of transportation for all ages in the minds of citizens!

much as they sell a product.” Vienna dubbed 2013 the Year of the Bicycle and curated a vast assortment of events and services in support of its campaign, sparing no expense with a 1.5 million euro budget for the year. Cycling now accounts for 6% of trips and its year-over-year growth has been rapid.

Julian Baker, a traffic engineer at Kontextplan, reports from Solothurn, a Swiss hamlet of 16,000 people. Tasked with increasing urban cycling there, officials had to contend with limited funding, a dearth of cycling personnel, the lack of a cycling-specific agenda and the absence of cycle-planning experts. By thinking regionally, however, Solothurn was able to secure an annual budget of 95,000 Swiss francs to serve 95,000 inhabitants across 54 neighbouring municipalities. Like Vienna and Copenhagen, the region of Solothurn used the money strategically. Cycling coordinators were appointed, authorities trained, key projects developed, and public discussion on cycling nurtured. Aware that cycling policies and campaigns can shift with election cycles, cycling was sought to root as a viable mode of transportation for all ages in the minds of citizens. Rides for groups of elderly residents lead by a doctor

were organized, knowing that the word of the man who delivered their children would mean more to them than that of some engineer. The region realized early that a few key projects executed brilliantly would have a greater impact than a dozen underfunded projects. What once seemed impossible – tiny Solothurn as a cycle city – is quickly becoming a reality.

There is a tendency to want to copy/paste successful cycling campaigns, but to do so would be to ignore the qualities that made them successful in the first place. The best cycling campaigns are strategic, and strategies emerge from a sensitivity to context. Rather than the details, it is the thinking behind successful campaigns that should be emulated. Below are some lessons gleaned from the talks by Line Groot, Martin Blum, and Julian Baker at Velo-city Vienna. 

Win Hearts & Minds

- » Always emphasize the positive. Scare tactics and attack ads are more successful at discouraging action than encouraging it. Cycling is fun, and the allure of fun is powerful.
- » Don't just inform your audience, engage them. Being active is better than being passive. Stories tap into our natural processes of memory and cognition – develop narratives and make it easy for the audience to insert themselves into desired roles.
- » Coordinated events and initiatives can be synergistic. A critical mass requires many participants.
- » Always use data to justify the details of your campaign, particularly when dealing with cynical or suspicious media.

Context is King, Contact is Queen

- » Identify your target audience and craft language, both written and visual, that speaks to their needs and desires.
- » Learn from whomever or whatever the “enemy” is perceived to be.
- » Get out in the streets and experience the situation first hand. Meet people, talk to them. Lead by example.
- » Collaborate with municipal departments and NGOs. Use collaboration to convert potential opponents into allies.

Match Messaging with Infrastructure

- » Good words demand good deeds. The on-the-ground experience of cycling must deliver on the promises made by campaign messaging.
- » Marketing costs money, but it doesn't need to break the bank. Campaigning typically accounts for 10–15% of an annual cycling budget.
- » Messaging must be consistent to be effective. Be concrete in what you are requesting from the target audience and provide the infrastructure and services that make compliance easy and enjoyable.
- » When stuck for inspiration, go for a ride.



MEASURING THE IMPACT OF BICYCLE MARKETING MESSAGES

Did you know that a picture of a cyclist wearing a helmet has a negative marketing effect on cycling and a much more positive marketing effect on cars than a typical car advertisement?

by Sidsel Birk Hjuler & Thomas Krag



Leisure



No helmet



Helmet

There exist numerous surveys on the implementation and evaluation of marketing campaigns for behavior changes, among them campaigns for increasing cycling (Prochaska et al, 2008; P. Hyllelius et al, 2009; Merseyside LTP Support Unit, 2010). An important question is to what extent such campaigns should include messages relating to bicycle safety since such messages may have an adverse effect on cycling (Utility Cycling, 2013).

In principle, finding out which messages are most effective could be done by conducting a variety of campaigns using different messages and evaluating the campaigns afterwards. In practice though, this would be very time consuming and costly. As an alternative approach, a special survey technique can help to obtain info as to how different messages influence a range of opinions among respondents. This was done in the Danish project "Measuring the Impact of Bicycle Marketing Messages".

Messages were represented by pictures with no text. Six pictures representing typical messages were used in addition to a blank, neutral photo (the latter for

reference purposes). These six pictures correspond to leisure, no helmet, helmet, accident, car, and traffic jam. Each of the respondents, all of which live in urban areas of Denmark, saw only one of the pictures. A total of 3,500 responses, 500 per picture, were received and analyzed.

According to the hypothesis, the pictures actually have an influence on the average opinion scores; the picture-induced differences were statistically significant. A central opinion when it comes to marketing is the (expected) experience of the various modes. In this aspect, cycling received the highest average score of all transport modes, although cars also scored well. For cycling, the car picture (quite surprisingly) and the leisure picture (less surprisingly) resulted in the highest average opinion scores. The car picture also had a positive impact on car experience, while for all other modes but the bicycle (i.e. car, bus) both the accident picture and the picture of a cyclist wearing a helmet gave the highest average opinion scores. This indicates that typical safety messages (e.g. "always remember to use a helmet", "cycling is dangerous") have an adverse effect on bicycle

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Bicycle accident



Car




Traffic jam

marketing. The average opinion score for travelling by car was notably higher after seeing the helmet picture than after seeing the car picture.

While the general risk of cycling (“Cyclists have no risk”/“Cyclists have a high risk”) has a high average opinion score, the respondents’ experienced risk to themselves (“Travelling by bicycle I am not afraid of getting hurt”/“Travelling by bicycle I am very afraid of getting hurt”) produces a lower average opinion score and a totally different score distribution.

In addition, the study points out that even though respondents declare themselves very positive towards helmets, a picture of a cyclist wearing a helmet motivates them to lean more towards other modes of trans-

portation. There is a notable difference between the average opinion score for cyclists’ general risk and the experienced risk of oneself when cycling. Both scores are increased by a picture of a bicycle accident.

All in all, if the goal is to address safety issues while still aiming to promote cycling, these results indicate a good reason for focusing on cyclists as individuals and leaving out general references to the risks of cycling. This is hardly big news for marketing people but still a challenge to be overcome in cycling campaigns. 

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Smart shop display and an optician using the bicycle as advertising theme.

ECO-ACTIVISTS, GET OFF THE BIKE!


by Andrea Wening

“A man who stops advertising to save money is like a man who stops a clock to save time”, said Henry Ford, the founder of the Ford Motor Company and noted advocate of all-out advertising. Yet despite advertisements and high brand awareness, Ford and other car companies are feeling the impact of diminishing sales, especially in Europe. More and more urban citizens forgo the car to jump onto their bicycles instead. Above all young people tend to own fewer cars and use all modes of transport instead of only one. The image of the bicycle has changed profoundly. Today, the bicycle is no longer the archetypal cheap student’s vehicle. Rather, it has become a trend-setting product and an everyday means of transport. Almost everywhere, this trend has been recognized by politics and is recently also supported by upgraded cycling infrastructure as well as by marketing campaigns.

However, not only cities are promoting the bicycle. If we look at fashion or food sales campaigns, it becomes evident that bicycles are used as background decoration or even as the core vehicle for advertising, without promoting cycling itself. For example, Becel, a margarine brand, is not advertised on its own: a female cyclist is used to support the “healthy” message. An Ikea campaign promotes the Silkeborg carpet by arranging an old bike with down-tube shifters to make the product more attractive and the apartment hipper. Fashion labels like H&M and C&A don’t just sell urban bike outfits; they also feature young female cyclists modeling mini dresses. In 2012, even the luxury brand Chanel used a female cyclist for its advertising. Meanwhile, the crisis-ridden car industry utilizes the

bicycle to bring subtle messages to customers. The car industry not only promotes fuel-efficient models that pretend to be extra-ecological but also, almost subliminally, wraps itself in fine “green” words. The BMW 3 series ads rely on racing cyclists in the background, and the same goes for the new Volkswagen Golf, which is promoted as especially clean. Audi Q5, Fiat, and Ford Focus feature the bicycle as a source of amusement or child’s dream! The list is long. A particularly aggressive and in-your-face campaign for rental e-cars revealed the mindset of the rental car company Sixt:

“Memo to all pioneers, idealists, eco-activists and world savers: you can now get off the bike.”

Don’t these marketing messages sound like the car industry’s desperate cry for help? Obviously, car lobbies have realized that even the economically potent middle and upper classes have started to cycle. The bicycle is taken seriously as a competitor! The car industry is trying to recover lost customers and engages in avid greenwashing by using the bike as a prominent promotional vehicle. This is a method to fake eco-friendliness and promote a positive product image, even if it’s a sham. Who’d ever have imagined the car lobby struggling to hold its own against the bicycle? A car ad that directly targets bikers like that by Sixt goes to show that cycling has become normal and is accepted as an everyday means of transport. The question is only: when will bicycle ads use the car as a decorative prop – as a symbol of a bygone illusion of mobility? 

CONVERTING TO THE BIKE RELIGION



Photos: © iStock.com

Remco Ruiter works as director of Pro Velo Belgium and is in charge of development of Brussels activities. For more information on the project see the website www.bikeexperience.be

by Remco Ruiter

Brussels is the capital city of many things, but certainly not of cycling. Although the number of cyclists increases every year, one cannot really speak of a cycle-friendly environment. To the contrary, cars are ubiquitous, and until recently the *laisser-aller* policy paid tribute to car usage. Nearly 65% of the car trips in Brussels are for distances less than 5 km, 25% for less than 1 km.¹ As a result, Brussels was ranked 10th on the list of most congested cities of Europe in 2012.² But as suburbanisation seems to have peaked, more and more European cities are in transition. The revival of urban cycling is definitely part of this new phenomenon. But what to do when these new tendencies seem to have difficulty settling down in your city? What to do when the fragile rise of a cycling community is neither warmly welcomed nor politically backed? How to react when confronted with the endlessly discussed chicken or egg problem of which has to come first, infrastructure or cyclists? In Brussels, we decided to leave these discussions where they are.

Where you must be mad (or male) to cycle

So, Brussels is still a car-dominated city, with many (too) narrow streets, and the process of introducing cycling infrastructure in urban planning is slow and difficult, which Ulrich Schollaert has illustrated in his interview on page 38. But it is interesting to see that, notwithstanding a slight progress of cycling in Brussels, the majority of non-cyclists are not impressed at all and stick to their usual modes of transport without ever considering trying a bike. They are, like many actual cyclists, focusing on the non-completion of an extensive network of (segregated) cycle-routes. In their eyes, as long as cyclists have to share the road



Photos: © iStock.com

Brussels' "Bike Experience" campaign persuades car drivers that cycling is a valuable and safe alternative, even in a cycling-hostile environment.

with motorized traffic, cycling is too dangerous. The fact that just 30% of current cyclists in Brussels are women³ proves that cycling in Brussels is only for daredevils, or so they argue.

A tasty omelette: The "Bike Experience" campaign

Now, how to deal with this negative image when trying to promote cycling? How to persuade car drivers that cycling can be a valuable and safe alternative for everybody, even in a cycling-hostile environment like Brussels? The "Bike Experience" campaign seems to give some answers to these questions. Bike Experience is an annual cycling campaign, organized for the fourth time in May 2013. Car drivers are invited to test a bicycle for commuting for two weeks. The car drivers are being recruited by means of mass and social media, through our network of engaged cyclists, through the network of partner organizations, and via companies. Bike Experience not only succeeded in achieving and supporting a sustainable change in mobility habits. It also gave some interesting new insights into the ideas around "cycle unfriendliness".

Knowing that the negative image and fear of cycling are to be taken seriously, we offer all participants (called "bikers") an intensive accompaniment during their kick-off. Not only do we give them a half-day training on how to ride in urban traffic, they also receive a personal coach during the first three days of the campaign. The coach, an experienced cyclist who is matched to the newcomer with more or less the same itinerary, is supposed to lead the newcomer through the streets of Brussels. In the morning the biker is picked up at home, and then the pair cycles

¹ Leaflet on Sustainable Mobility in Brussels: Zich beter verplaatsen in Brussel – 100 tips om het milieu te sparen bij uw verplaatsingen, http://documentatie.leefmilieubrussel.be/documents/100_tips_mobiliteit_NL.PDF

² Congestion Index 2012 by TomTom - http://www.tomtom.com/lib/doc/congestionindex/2013-0129-TomTom%20Congestion-Index-2012Q3_europe-km.pdf

³ Observatoire du Vélo: over the years, a relative constant ratio of 70% men and 30% women among the population of cyclists has been observed.



to the working place of the biker. In the evening the journey is reversed.

This formula of giving each biker a personal coach turned out to be the crux of the campaign, because it helps the starting cyclists to overcome their initial fears. And the (volunteer!) coach is happy to share his or her enthusiasm for cycling with the newcomer. After three days of coaching the biker has tested different routes with the aid of the coach and is ready to cycle alone for the remaining days of the experience. The first edition of 2010 was a pilot, the campaign started with 30 pairs. Even at this early stage we noticed a huge demand for a type of campaign that combines promotion of cycling with an educational project. Many participants told us then, and also during the later editions, that they had long been eager to (re-)start cycling but simply did not feel comfortable doing so until the Bike Experience campaign.

During subsequent editions the number of biker-coach pairs grew steadily: 137 in 2011, 220 in 2012, and 404 in 2013. The main reasons for joining appeared not to be related to environmental issues. When asked why people participate, they often mention health and sport and efficiency as key factors. The participants (coaches and bikers) were asked to publish testimonials about their experiences (on the website www.bikeexperience.be). Many of these testimonials were picked up or collected by local and national media and so helped to spread the message that cycling in Brussels is in fact possible, even fun and liberating. Many participants proclaimed to be proud and happy when finally having started cycling in Brussels. We ourselves could not have designed any better propaganda for cycling.

Every edition was evaluated by a questionnaire, and the results always turned out to be more or less the same. 70% of the participants are women, so we observe a reversed gender distribution compared to the actual cyclist population, and more than 70% of the

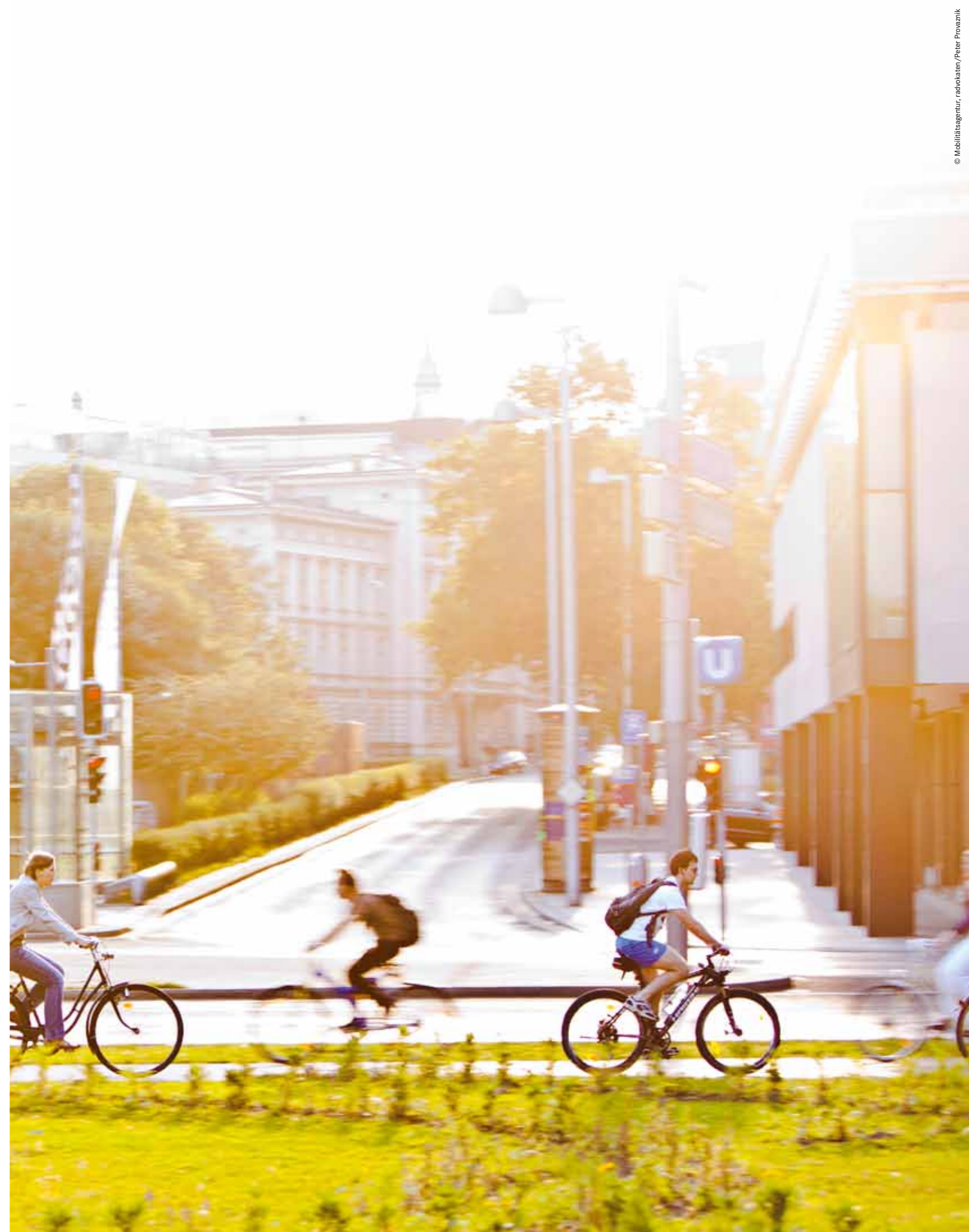
bikers continue to cycle intensively after the Bike Experience campaign. Both these results make us believe that the Bike Experience campaign, by capitalizing on changing mobility habits, can be considered a successful marketing campaign for cycling in a supposedly hostile environment.

The joy of cycling

Cycling in a “bicycle unfriendly” city is not always comfortable, but it is also not insurmountable. The Bike Experience campaign proves that it is possible, even without segregated cycling, to put hesitant or frightened newcomers on bikes and keep them there. Accompaniment, along with training and coaching, will suffice to give starting cyclists the necessary self-assurance and joy of cycling. After their first experiences, the negative image of cycling simply disappears, which means that the most difficult part of promoting cycling is to actually get people on their bikes and convince them to find their way.

In conclusion, the idea of the “cycle friendliness” of a city is strongly correlated with the notion of being familiar with cycling. Is that a plea for doing nothing? No. But the Bike Experience challenges the idea that for promoting cycling everything has to start with the creation of infrastructure. We all know that once infrastructure is created things become fixed for a long time, physically as well as mentally. It then becomes quite difficult to change existing infrastructure, and as a consequence it freezes the mobility habits that go with the infrastructure once it’s in place.

The most crucial question for our future cities turns out to be: who we will serve most by creating segregated infrastructure? The frightened cyclists who can actually learn how to ride in a less than ideal setting, or the ardent car drivers who can’t speed up without having the road to themselves? Travel light! 🚲



ARE CYCLISTS GOOD CUSTOMERS?



Marie Kåstrup's Lightning Talk at Velo-city Vienna

Marie Kåstrup is project manager at Copenhagen's bicycle program. She has five years of experience with cycling-related campaigns, including a current campaign to persuade car drivers to choose the bicycle for short trips under 5 km. Marie was the program coordinator at Velo-city Global 2010 in Copenhagen and wrote her thesis on bicycle culture and national identity. She is interviewed by **Ulla Thamm** and **Andrea Weninger**.

Denmark has identified cyclists as a valuable economic force with different consumer demands than car drivers. As part of an EU project, the shopping habits of cyclists were investigated. What is the aim of this project and how was it conducted?

Marie Kåstrup: Our study is primarily based on an online survey conducted in March 2012 with 3,000 respondents who had been shopping in Copenhagen during the previous week. Respondents were asked

Cyclists actually spend more than car drivers.

about their overall shopping behavior throughout the week as well as detailed information on their latest shopping trip for each transport mode used.

Cyclists would seem to be the perfect customers for shops at street level. Is this indeed the case? Are cyclists good customers?

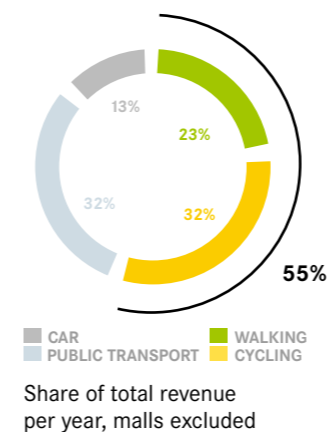
When looking at shops and supermarkets at street level (malls excluded), cycling is the most frequent means of transport for shopping in Copenhagen with 35% of all shopping trips done by bicycle and only 20% by car. 58% of all shopping trips are done by cycling or walking. In terms of revenue, cycling customers spend a total of 2.05 billion euro per year whereas car driving customers spend slightly less at 2.04 billion euro. In

total, walking and cycling customers count for 55% of the total revenue of street level shops and supermarkets in Copenhagen. Interestingly, cyclists spend less per visit as well as per shopping trip than car drivers. That is compensated for by several visits to different shops. The average spending for cyclists is 30 euro per visit and 50 euro per trip, whereas car drivers spend 60 euro per visit and 90 per trip.

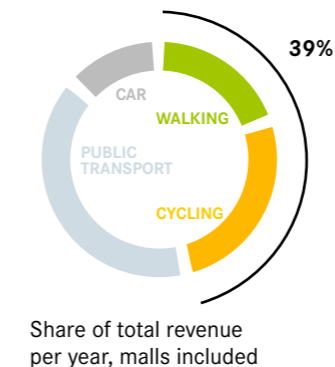
Why do cycling customers generate more revenue than car driving customers?

The reason is twofold. First, cyclists in general shop more often than car drivers, which in turn compensates for the tendency to spend less per visit. Second, there is a "local" effect of cycling being the favorite mode of transport in the city proper. Thus, the number of customers who already use the bicycle as their primary means of transport is considerable among Copenhagen residents. This is underlined by the fact that almost half of all shopping trips by car are done by persons living outside of Copenhagen coming into town for shopping purposes. On average, Copenhagen residents only use the car for every seventh shopping trip, or 15% of all shopping trips. Cycling and walking each account for 38% of Copenhageners' shopping trips and combine for 35 billion shopping trips per year.

For shops at street level, cycling customers generate more revenue than other transport users



Car drivers generate less revenue than either cyclists or pedestrians



Why are bicycle parking facilities one of the main barriers in Copenhagen that might prevent cyclists from shopping by bicycle?

67% of cycling customers in the survey were generally satisfied with the parking conditions at the shop they had visited. Another survey by the City of Copenhagen shows that the general satisfaction of resident cyclists with parking conditions at shops in Copenhagen is down to 26%. This suggests that cycling customers seek out shops with better than average parking conditions. Satisfactory parking conditions for cycling customers include being placed close to the entrance, as cyclists tend to park as close to the destination as possible. Parking racks should preferably keep the bicycle stable while loading the groceries onto the bicycle as well as enable fixing the bicycle with a lock in order to prevent theft. Cargo bicycles are particularly well suited for shopping trips but need more parking space than regular bicycles.

Prioritizing cyclists and pedestrians is actually a way to enhance shopping conditions for the majority of customers.

Why do some people prefer to use the car for shopping?

Car driving customers' most important reasons not to shop by bicycle are that they were already heading

somewhere where they needed their car; their groceries were too heavy; the shop was too far away; the groceries took up too much space; they were going to several different shops. However, for those who considered shopping by bicycle and ended up choosing another mode of transport, 26% say bicycle parking conditions influenced their decision not to shop by bicycle.

You have collected a lot of data on the shopping habits of cyclists. How can all of this plentiful information be used to actually support cyclists in being good customers?

I think this data really challenges the image of cyclists as being poor people and thus not relevant as a target group for private enterprises. When you see that cyclists actually spend more than car drivers this should motivate shop owners to cater more to cycling customers, e.g. by improving parking facilities. I also think there is an important political aspect of this knowledge, as local economic growth (and the lack of such) is a key theme when shopping streets are traffic calmed and car traffic is reduced. The recurrent argument is that restriction of car traffic will cause shops to close down, but the results from our survey show that prioritizing cyclists and pedestrians is actually a way to enhance shopping conditions for the majority of customers. 🚲



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ENLIGHTENING THE CYCLING COMMUNITY

by Ulla Thamm & Florian Lorenz

Velo-city Vienna's Cycling Visionaries Awards introduce the global cycling community to next-generation innovators and prove that the future of cycling is in good hands.

The crowd of participants at Velo-city conferences is known for its relaxed spirit and a fairly mixed spectrum. At this year's Velo-city in Vienna, young scientists, cycling advocates, and cycling enthusiasts wearing cool moustaches with the label "Cycling Visionary" seemed to be everywhere. Many of these sixty people probably wouldn't have been present if the Velo-city Vienna team hadn't introduced the Cycling Visionaries Awards. Many young researchers, activists, and designers are keen on joining the global discussion on urban cycling, of which the Velo-city conference series is a hotspot. However, many individuals, representatives of smaller organizations, and initiatives have not yet reached a prime economic level and therefore cannot cover the expense of conference participation.

Velo-city Vienna introduced the Cycling Visionaries Awards as a funding mechanism to help make the conference a more diverse event. The Cycling Visionaries Awards featured five award categories: advocacy & social projects; science, research, and development; design, fashion, and cycling equipment; urban planning and urban design; cycling and arts.

A total of 218 submissions from 49 countries competed for the desired Cycling Visionaries awards. A premise for the awards program was that all entrants

should benefit from an online publication of their ideas, whether or not they are awarded. The high number of submissions as well as the diversity and the great public and media interest demonstrates that urban cycling is a topic of growing importance.

With the help of the awards sponsors SRAM Cycling Fund, Erste Bank, and the Vienna Insurance Group, a total of 60 prizes were funded. The public voting mechanism generated valuable public attention for all projects submitted. Half of the prizes were considered "Vienna Jury Prizes" and were awarded by the Velo-city Vienna Management Team. The young and arty crowd of award winners was not only invited to participate at the Velo-city conference but also had the chance to enjoy their personal moment in the spotlight as the Visionaries and their projects were honored with a ceremony during the Velo-city Vienna opening.

Visions from the entire globe

Visionary award winners came from all around the world to embark on the adventure that was Velo-city 2013 in Vienna. Patricia Vargas, representing the activist group Macleta, came all the way from Chile to present the project "Women Cycling School". The school supports women with different backgrounds and of all ages to get them on their bicycles. Women

who cannot ride a bicycle yet or who lack experience in cycling in urban areas acquire skills and confidence in this cycling school to become urban cyclists.

Udi Rimon from Israel invented the Tel-O-Porter, a portable shared bike trailer used for transporting goods. The Tel-O-Porter can be attached to existing bike sharing schemes all around the world. The trailer is available at bike sharing stations and can be easily attached to the bicycle. This is definitely a right step in seeing cyclists as good customers and supporting the transportation of goods in a sustainable way.

A rather short travelling distance had to be taken by a group of students from the Vienna University of Technology. The students conducted empirical research to develop a strategy for motivating young people to ride a bike. The project BeCycle investigates what it takes to reach the highly significant user group of young people aged 12 to 21. The BeCycle strategy should spark interest in the bicycle lifestyle not through a single project but through various inducements.

A world of opportunities

The opportunities for professional exchange were numerous and diverse. Anders Swanson from Canada

presented the project Counterpoint / Tapping Traffic 2.0. He recalls the moment at the conference when "I was standing at my speed dating table and realized I had a statistics researcher from the University of Zurich, a civil engineering PhD student from the University of Budapest, a regional cycling coordinator from the Netherlands, a manager from the City of Copenhagen, and a cycling advocate from Hawaii, all keenly interested in a little piece of bicycle planning software developed in the middle-of-nowhere Canadian prairies."

Unfortunately, not all Cycling Visionary winners could make it to Vienna. Jean Baptiste Nsabimana from Rwanda was also awarded a well-deserved prize. He submitted the micro credit project MWIRUTE Bicycles, which helps create jobs in Rwanda. His is a truly inspiring example of how bicycles can provide a way out of poverty in developing countries.

We wish all contestants of the Cycling Visionaries Awards good luck with their projects and dearly hope to see them again at next year's Velo-city!

www.velo-city2013.com/?page_id=2249

BEIJING'S BICYCLE KINGDOM

THE PROMISE OF BICYCLE URBANISM

Beijing is the greatest cycling city the world has ever seen. At its peak in the 1970s and 80s, cycling claimed a 60% mode-share in Beijing. More than 3 million people could be found riding bikes in the city on any given day, and with over 500 million units sold the Flying Pigeon is the single most popular vehicle in history. Smarter Than Car (STC) seeks to learn from Beijing's past success as a bicycle kingdom. Co-founders **Liman Zhao** and **Shannon Bufton** and Vienna-based **Florian Lorenz** recently spoke with **Joshua Grigsby**.

Joshua Grigsby: Liman, what are the biggest differences between Beijing during its bicycle kingdom years in the 1970s and 80s and Beijing today?

Liman Zhao: In the 70s and 80s, Beijing was a city that moved by bicycle. Today, it is a city that moves by motorized transport. Cars have invaded all urban spaces, including the sidewalk, the *hutongs* (alleys), and of course all the major roads. It used to be the reverse of this, with millions of bicycles dominating the city. And that makes a big difference to the way the city functions and feels, also from a livability and health point of view. Beijing in the 70s and 80s was a livable city. Most activities were within cycling distance. The *danwei* system of housing and work was set up so you could walk or ride from home to school or work or the local doctor's clinic or to buy your regular groceries. The entire city was programmed around the bike. Now things have changed dramatically. Distances have increased and a lot of people have been moved past the third, fourth, and even the fifth ring roads. Beijing has become a car-oriented city. Public transit is overcrowded and because of the greater distances the bicycle has become impractical.

How has the perception of the bike and its role in urban society in Beijing changed?

Liman Zhao: The bicycle used to be a status symbol. Now everyone wants a car. But as traffic gets worse and worse and the city suffers from air pollution people are realizing once again the value of bicycles. Cycling is starting to become hip again.

Shannon, when did you first go to Beijing? What were your first impressions of cycling culture there?

Shannon Bufton: I first came to Beijing in 2006. I was immediately struck by the diversity of bicycle culture that existed here. When I arrived I was shown around the city by bike, and so I understood the scale of the city through the bicycle. The old city structure was perfectly suited to the bicycle. The hutongs that crisscross Beijing are narrow, quite often shaded, with lots of interesting urban life that, on a bicycle, you can be a part of. Riding through the hutongs I could experience the smells of the city and see hutong culture.

How has the role of the bicycle changed since you arrived?

Shannon Bufton: I would say that one of the most exciting and positive things is to see the change in how the media portrays the bicycle, especially among young Chinese with their interest in what I'd call modern cycling. The bicycle as a utility vehicle is definitely off the agenda, but increasing numbers of young Chinese are getting into a new cycling culture. It started off with recreational cycling, road biking and mountain biking, and that's expanded to different areas of cycling. There are huge fixed-gear communities in China. There are the beginnings of vintage cycling groups, there are folding bike enthusiasts. The role of the bike has changed from that of a utility vehicle to an object of fashion.



All photos: © Shannon Bufton

What's driving these changes?

Shannon Bufton: The biggest force has been the increase in wealth in society. Chinese have looked for new ways to spend their money and their leisure time. Also, young Chinese are looking for ways to distinguish themselves as individuals. So, subscribing to a bicycle culture like fixed-gear, which is cool, which is edgy, which also has some green connotations, is very appealing to many young Chinese.

Does this mean that state socialism was more conducive than capitalism to making Beijing a cycle city?

Florian Lorenz: Not exactly. The capitalist world had embargoed socialist China since the Korean war, and after China's relations with the Soviet Union became worse in the 1960s they were basically cut off from the supply of cheap and abundant foreign oil. Thereafter, China followed a "self-reliance" policy guideline and was basically energy independent for about 25 years. This period coincides with the golden age of the bicycle. So, one hypothesis is that the bicycle was in part so successful in China because the country had to adapt to limited resources. The Chinese government made an active decision to prioritize cycling as the primary mode of individual transportation because it was the mode that made the most sense for the national economy. The humble bicycle as egalitarian mode of urban transport also happened to fit well with a socialist agenda of equal access to commodities.

Florian, given all the research you've done on urban cycling, do you think a bicycle city on par with Beijing in the 70s and 80s is possible to realize today?


Florian Lorenz: Beijing's bicycle urbanism of the 70s and 80s had some really unique features that we can learn from. The urban fabric of Beijing's hutong urban life is very active on a neighborhood scale and people use public space as an extension of their courtyard houses. Equally unique was the socialist background in which one type of bicycle, the Flying Pigeon, was predominant and provided an egalitarian, affordable means of transport. This "style-uniformity" of Beijing's bicycle urbanism will probably remain unique given the pervasiveness now of Western, individualized societies. One aspect worth exploring today is an urban structure, or structures, that are as lively and diverse and socially active as the hutong concept. Of course they will be adapted to a contemporary context and enhanced with current technologies for public utilities and buildings. At STC, we are interested in creating such a

bicycle urbanism 2.0 – in Western as well as Chinese contexts. It is not about re-creating Beijing's bicycle urbanism from the 70s and 80s but rather extracting qualities from this period and learning from them.

What are the most important differences, practically and politically, between current cycling conditions in Beijing and Vienna?

Florian Lorenz: One main practical difference is traffic regulations and how people obey them. People in Vienna tend to claim their territory in urban traffic regardless of what is happening around them. In Beijing, on the contrary, people on the streets have a good sense for each other and are always aware of their own movement as well as the movement of others. Ignorance of others in traffic just does not exist. Many people socialized in China think it is safer to cycle in Vienna than in Beijing because traffic segregation and traffic laws give the illusion of control and safety. I would argue that cycling in Beijing is actually safer than cycling in Vienna precisely because people pay attention to each other. I think we can learn from that in Vienna.

In your presentation at Velo-city you talked about "bicycle livelihoods" What are they and what relevance do they have for modern cities?

Florian Lorenz: Bicycles can be used for so much more than just transportation. "Bicycle livelihoods" describes various operations of everyday urban life, small-scale urban economies, and ways to appropriate the city using bicycles or tricycles. Bicycle livelihoods sustain people's identity, create opportunities for underprivileged classes, and provide a significant degree of public utilities. In Beijing, we found pop-up retail, transport & recycling, and pop-up crafts & services. There still exists a considerable amount and diversity of bicycle livelihoods in Beijing, but they are fading. On the contrary, bicycle livelihoods are on the rise as urban strategies in many modern – especially Western – cities. Increasingly, they are also becoming the focus for the creative class and thereby bear great potential for innovation. In this context, productive exchange between bicycle cultures can bolster established bicycle livelihoods and catalyze the development of new ones. As modern cities prepare for the post-oil era, pedal-powered urbanism is emerging as both viable and necessary. 

THE CURIOUS CASE OF CYCLING IN JAPAN

by Ulla Thamm

Can Japan be both a car country and a bike country? Copenhagenize-guru Mikael Colville-Andersen thinks so, even ranking Japan as the third greatest cycling nation following Denmark and the Netherlands. The international cycling community, however, has not yet looked across the Pacific to expand its horizon and learn from Japan's cycling success.

Cycling promotion and infrastructure design follow a highly Euro-centric approach, admittedly often for a good reason. Japan is not known for its cycling infrastructure, which barely exists, or for seeking inspiration from European cycling cities, and the country invests little in cycling promotion. Still, cycling is an essential mode of transport in everyday life for millions of Japanese. Obviously, Japan lacks the conventional ingredients for a successful cycling nation, so what makes cycling work in the land of the rising sun?

Japan is an archipelago in the Pacific, a high-tech nation with a population of around 130 million inhabitants, and has one of the largest car industries on the planet. Byron Kidd, from the Internet movement "Tokyo By Bike", identified several elements contributing to

a high number of cyclists in Japan. In Japan, most people use the highly modernized and reliable public transport system for their daily trips and so the bicycle often functions as a feeder to public transport. Trends concerning the use of automobiles are comparable to those in Europe, with fewer young people buying cars and more people earning their driver's license at a later stage in life. These, combined with the high cost of car ownership, make this a perfect time for the bicycle to fill the gap in a changing mobility culture.

Also supporting cycling in Japan are largely unenforced cycling laws, which are better referred to as "cycling guidelines" – the most important of which is to not have an accident. On this basis, a liberated cycling experience is guaranteed. Another reason why cycling is



© Chris Jongkind



All photos: © Chris Jongkind

Tolerance within Japanese society plays an essential role in making Japan a great cycling nation.

convenient in Japan is its suitability for Japanese urban fabric. Cities in Japan are among the most highly and densely populated in the world, and thus the essentials for everyday life are typically reachable within a very small radius. Kidd claims that the politeness and tolerance of the Japanese society contribute greatly in making Japan a great cycling nation, but that the Japanese should perhaps be a little bit less tolerant when they are denied an appropriate cycling environment.

The lack of infrastructure has become a major problem in the last couple of years. When Japanese don't find space on the street or if there is no cycling infrastructure, they ride anywhere and anyhow, including on the sidewalk. Riding on most sidewalks in Japan is legal and, unimaginably for most western societies, largely tolerated, which inevitably leads to conflicts between pedestrians and cyclists. Riding on sidewalks in Japan was legalized in 1970 in reaction to the steadily rising

Japan is reclassifying the bicycle as a vehicle.

number of traffic accidents and fatalities. For the moment cyclists were at least safe, if also confused about where they belonged.

Cycling is booming in Japan. Since the Great East Japan Earthquake in March 2011, the number of bicycles sold has risen 12% compared to the previous year. After the earthquake, the bicycle was a support vehicle

for many victims. When nothing works anymore, streets are broken, and petrol stations are out of electricity, the bicycle can still get you around. With the number of cyclists also rose the number of accidents between pedestrians and cyclists on sidewalks, as Hiro Koike from the Utsunomiya Kyowa University in Japan discussed at Velo-city Vienna. Between 2001 and 2011 alone, accidents between bicycles and pedestrians increased by 50%. Separated bicycle infrastructure in Japan accounts for only 3.5% of cycling routes; the remainder is shared with pedestrians.

In order to deal with the increase in accidents, the National Police Agency issued an urgent policy change order in 2011. The aim was to reclassify the bicycle as a vehicle, one that should run on the left side of the roadway, on the same level as motorized transport. Obstacles to this policy change include a massive lack of separated infrastructure, ambiguous and complicated traffic laws that simply confuse most users, and non-existent bicycle traffic education or training. In 2012, the Ministry of Land, Infrastructure, and Transport took a giant step forward for cycling policies in Japan. "The Guideline for Safe and Comfortable Bicycle Usage Environment" was published, demanding the planning of a bicycle route network, design of bicycle traffic space, enforcement of bicycle traffic laws, and comprehensive measures for bicycle use. The official side in Japan has at least begun the long journey of enhancing cycling conditions, but what is going on beneath the surface?

Cycling empowers women within the Japanese society.

At Velo-city Vienna, Peter Smith from Utsunomiya University discussed a multi-generational riding style that encourages important user groups to take up recreational cycling. The so-called pottering movement puts women and also elderly people and children on bikes. Pottering simply means to "take a walk by bicycle". It is about enjoying a ride with other riders. According to Smith, Japanese women are not yet acknowledged as a proper cycling demographic and are instead seen either as housewife cyclists doing the shopping and transporting of kids or else as commuters to school. Other female cyclists have yet to make their presence felt. Smith thinks pottering can assist in "empowering women within the Japanese society, where they tend to stay in the background", as it helps overcome several hurdles for female cyclists in Japan, such as a general lack of mechanical skills, male-centered bike groups, a macho bike culture, and a lack of female mentors. "Pottering is about socializing, having fun, enjoying

Ulla Thamm is a European ethnologist working in the field of mobility and environmental research at Rosinak & Partner in Vienna. She was the assistant Velo-city Vienna Program Director and explored Japanese cycling cultures to relax after the Velo-city conference. Many thanks to Peter Smith and Koike Hirotaka from Utsunomiya Kyowa University and to Chris Jongkind.



cycling across a broad age and physical ability range [...]. As such, I see its inclusiveness as a democratizing force in Japan."

Pottering has created a stir in Japan. Ripple effects include the promotion of pottering by local governments, and bicycle magazines now target female readers, informing them of tours and cycling fashion and know-how. An increase in the number of cyclists will put additional pressure on cycle paths—in Japan's case, sidewalks—and also on administrations. Thus, pottering can have beneficial effects for the establishment of facilities and infrastructure as more riders will be seen on the street. Peter Smith believes that the "pottering move shows a desire for urban and multi-environment cycling," and will hopefully have a positive effect on Japan's cycling future. 🚲

References: www.tokyobybike.com/





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VELO-CITY VIENNA'S MARVELOUS SELECTIONS

Selected by Andrea Weninger
and Ulla Thamm

OUR 10 BEST BICYCLE SONGS

- Binder & Krieglstein – **Fahrradlied**
- Skero – **Fuß vom Gas**
- Katie Melua – **Nine Million Bicycles**
- Red Hot Chili Peppers – **Bicycle Song**
- Yves Montand – **La Bicyclette**
- Nouvelle Vague – **I Just Want To Ride My Bike**
- Sons of Science – **Motherfucking Bike**
- Skylar Grey – **C'mon Let Me Ride**
- Tom Waits – **Broken Bicycles**
- Mikill Pane – **Dirty Rider**

BONUS VIDEO:

- Bat For Lashes – **What's A Girl To Do**

OUR 5 NEW ASPIRING CYCLING CITIES

- STOCKHOLM**, Sweden
- OKLAHOMA CITY**, USA
- DETROIT**, USA
- VIENNA**, Austria
- ADELAIDE**, Australia

Sølling Pedersen – Timeless for more than a hundred years, 1978



OUR 5 MOST CURIOUS BICYCLES OF THE EMBACHER COLLECTION



Capo Elite "Eis"
A Strange Hybrid, 1966



Buddy Bike
Equality on One Bike, 1988



Skoot Koffer-Rad, 2001



Bike Friday

All photos: © Embacher-Collection / Bernhard Angerer

GEARING UP

FOR DOUBLING CYCLING IN EUROPE

The mission of the European Cyclists' Federation (ECF) is to double cycling (to at least an average 15% modal share) in the European Union by 2020 while halving cyclist fatalities. Where are we now with these ambitions? A report by **Bernhard Ensink**, Secretary General of the ECF and Velo-city Series Director.

Just before Velo-city Vienna 2013, ECF published the first EU cycling barometer. The goal of the barometer was to provide a Europe-wide measurement of cycling infrastructures and to answer the question, where are the best places to cycle in Europe? What should the EU do to achieve the ECF goals? This was the focus of the panel discussion on the last day of Velo-city 2013 with Siim Kallas, vice-president of the European Commission and the commissioner responsible for transport; two members of the European Parliament (MEPs), Mathieu Grosch of the European People's Party and Michael Cramer of the Group of the Greens/European Free Alliance; and two presidents of ECF member organizations, Marijke van Haaren from Dutch Fietsersbond and Ulrich Syberg from German ADFC.

600 million euro or 6 billion?

Likely in response to ECF's "6 Billion" campaign, in which the ECF calls for the EU to invest 6 billion euro over the next seven years, Kallas stressed that the 600 million euro already spent by the EU on cycling infrastructure between 2007 and 2013 is "no small money". Michael Cramer spoke in favor of a specific budget line for cycling in Europe in order to give a signal to all member states. Budgets for cycling are always the most vulnerable to cuts during times of tight public budgets, says Cramer. Van Haaren of ECF member Fietsersbond showed what new investments in excellent high-quality cycling infrastructure could mean for cyclists. She showed the next level of cycling infrastructure in the Netherlands: fast cycle routes for bike commuters.

EC Vice-President Kallas invited the regional and national authorities to submit concrete proposals. "We will find European money for cycling projects if member states submit the right proposals," said Kallas. The ECF already identified years ago a gap between the opportunities for EU co-funding for cycling infrastr-

structure and what member state administrations and regions actually put into their bids. The ECF is working to bridge this gap.

Economic benefits of cycling

Additionally, the panelists discussed one of ECF's main lobby arguments - the huge benefits of cycling, such as those due to the daily physical activity of cyclists. ECF calls for including the benefits of cycling in the discussion on internalization of external costs of transport modes. ECF's message in May 2013 to the 54 transport ministers of the International Transport Forum was that they should invest more in cycling¹. In Vienna, we heard again the concert of all the reasons for investments in cycling: greater quality of life, the human right of cycling², and the strong return on investment due to the many health benefits of cycling.³

Already 1.3 million e-bikes on German roads

Ulrich Syberg from ECF member ADFC referred to the fact that more than 1.3 million e-bikes are now on German roads without any public subsidy. He pointed out that a mere 7,000 e-cars received a total of 600 million euro in subsidies. The e-bike success story should be supported by public investments in better infrastructure for cyclists. MEP Mathieu Grosch welcomed the success of e-bikes and urged the inter-operability between national standards when charging e-bikes.

Cycling in Europe needs coordination at EU level

Syberg tabled the need for coordination of cycling policies at all levels. "The 2nd German National Master Plan 2013 - 2020 could serve as a blueprint for a European master plan," he said. "The German government installed a national cycling coordinator within the ministry of transport for the coordination of cycling policies at national ministerial level." Syberg invited the Commission to follow this example. While not strictly against it, Kallas foresees "huge resistance



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from member states" due to the subsidiary principle. But Grosch supported Syberg's call. "Support for EU cycling policy must come from the EU member states." The cross-sectional approach we need for cycling on all levels is a key point in ECF's advocacy work. Cycling is important for many EU directorates in addition to transport. ECF contributions include the development of sustainable tourism with the EuroVelo project for a network of long distance cycle routes across Europe. We want this network included in the Trans-European Network for Transport (TEN-T) to unlock more co-funding from the EU for cycling infrastructure.⁴

Default of 30kmh in cities improves road safety

Van Haaren called for a windshield airbag for cars. "Life-saving technology should not only be there for the car passengers, but also for other road users." Initiated by the Dutch Fietsersbond, a Swedish-Dutch consortium has been working on the development of windshield airbags in recent years. The technology could enter the market by 2017. Van Haaren asked the Commission to come up with a European standard. Kallas did not reply directly to this request, but stressed generally the higher probability of receiving national support when following the same objectives regarding road safety. Cramer strongly supported the current EU citizens' initiative for 30 kmh⁵ as the default speed limit in residential areas and called on the EU Commission to follow the European Parliament's recommendation on this from 2011.

Cycling becomes mainstream world wide

The hosting of Velo-city in Vienna symbolizes that cycling has become mainstream. "20 years ago, cycling was not an issue for parliamentarians," Grosch said. "Now there is much support across all political parties." Yet cycling is still rarely a priority in EU policies and the policies of member states. Of course, we do not forget the European countries that are not members of the EU. We also have members in Norway, Switzerland, Albania, Turkey, Ukraine, and on other continents. We welcomed as new members this year Thailand Cycling Club and Bike South Australia. ECF discussed in a side meeting with representatives from five continents the Federation's initiative for a World Cycling Alliance. Inspired by the challenge of mainstreaming cycling worldwide, in June 2013 I represented the ECF at the Berlin High-level Dialogue on Implementing Rio+20 Decisions on Sustainable Cities and Urban Transport. I am curious what the global state of cycling will be when we meet in May 2014 at the Velo-city Global conference in Adelaide, Australia. 🚲



© City of Vienna, Christian Fürthner
Panel Discussion at Velo-City Vienna

¹ Ensink, B., Neun, M., 2013, "Letter to the Honourable Minister of Transport. Re: Funding cycling infrastructure—Time for national authorities to step-up!", ECF, Brussels/Leipzig.
² Cycling Economy 2.0, page 86
³ Health Benefits & Cycling Economy, page 88
⁴ <http://www.ecf.com/advocary/eu-funding-2/include-eurovelo-in-ten-t/>
⁵ <http://www.greens-efa.eu/speed-limit-30-kmh-5212.html>

by Nektar Duma

ROCK 'N' ROLL SHKODRA

The City of Shkodra in the north of Albania is famous for its cycling culture. Shkodra is surrounded by natural and historical beauties. Its citizens are renowned for their fine sense of humor, excellent tastes, their love of arts and sports, and a high level of religious tolerance. Therefore, Shkodra's cycling culture could not be more eccentric and self-confident – just like the citizens of Shkodra.

The perfect cycling city is flat and compact, located on a lakeside and with three rivers flowing by. A castle on top of the highest of the close-by hills looks over the city and the seaside is just 25 km away, inviting cyclists for a refreshing swim after just an hour's ride. The Alps are located 60 km from the perfect cycling city and their high peaks are a tempting challenge for more adventurous and tougher cyclists. The perfect cycling city is the rock'n'roll cycling city of Shkodra!

When car ownership was forbidden

The high share of cycling is due to historical developments. During communism, car ownership was forbidden in Albania and cycling was a common mode of transport in several Albanian cities. Two decades after the fall of communism in Albania, owning a car is now perceived by most Albanians (and most of the men in the Balkans) as a "dream that must come true". Thus, it is not surprising that prevailing Albanian policies are car-oriented and that as a consequence Tirana and other Albanian cities have lost their cycling cultures. Only Shkodra managed to preserve its cycling culture.

There are many identifiable reasons for this development, for instance the economic situation. However, the main reason why Shkodra's cycling culture is still alive is the city's self-confidence, its eccentricity, and its ac-

ceptance of cycling as a deeply rooted Shkodran habit. Every country has its driving force when it comes to cycling and every city has its very own cycling culture. In Shkodra you can basically go anywhere by bicycle, although Shkodrans prefer walking when going to school or university. When it comes to commuting to work, going by bicycle is very common. In many other aspects, cycling is as well a part of everyday life. Shkodrans use the bicycle to meet friends, to cycle to the lake, go to the closest open market and bring back their shopping bags, or else use the bicycle or their self-built cargo bikes to sell goods.

A living laboratory of shared space

Shkodrans don't consider cycling a mission or a statement. They simply do it because cycling is the most convenient, pragmatic, and poetic way to get around. No matter what age or gender, everybody cycles in Shkodra. This can be compared favorably to driving cars, which is mainly done by men. To cycle distances shorter than 500 or 1,000 meters is considered lazy; for trips of such short distances Shkodra's deeply-rooted walking culture takes over.

With only a few exceptions, you can cycle in Shkodra on every street. Shkodra is said to be a living laboratory for shared spaces and shared streets. This requires



mutual respect between all road users and requires that the road is shared by cars and bicycles at the same time without installing dedicated bicycle lanes.


Cycling is the most poetic way to get around.

Nektar Duma works at Public Services in the Municipality of Shkodra. He studied Architecture at Politecnico di Torino and at the Berlin University of Technology. During his studies, Nektar became interested in the way citizens live their urban space. He is a member of mobility NGO GO2 in Albania.

Cycling becomes less attractive if many rules have to be conveyed. Still, while cycling on sidewalks is not common, bike racks on the sidewalk are tolerated and there are plenty of them. Cycling too fast is considered irresponsible. The Shkodran police accept contraflow cycling. Many more rules would drastically decrease the number of cyclists. The more cyclists you have on the street, the fewer cars you see and the cars you do see go slower. Shkodran car drivers are often gentle and tolerant, but cycling is definitely making their life harder. They slow down or stop (without swearing)

every time they see a cyclist cutting the street without following the pedestrian crossings. This shared space concept creates funny situations in which two cyclists block an entire car lane, simply because they don't want to interrupt their talking.

Shkodra still faces plenty of challenges, though.

The number of cars as well as car parking spaces is rising and has become a major problem. In a country with an economy in transition like Albania, it's hard to take quality measures. The growing number of cars will threaten the existing equilibrium and soon the municipality will have to go towards segregation or semi-segregation. The main question for Shkodra is whether the city can preserve its sustainable urban transport profile. 

Shkodra is located in the northwest of Albania, close to Montenegro and Kosovo, and has about 120,000 inhabitants. The Shkodrans are especially proud of their cycling culture. According to the BYPAD report from 2011, produced within the Mobalb project, the modal split in the city as follows: 44% walking, 29% cycling, 3% public transport. www.mobalb.al

VOLUNTEERS OF CYCLING ACADEMY

Instead of waiting for others to help them, young and active cycling advocates are helping themselves. **Ana Pereira** reports on an extraordinary lifelong learning program.

Ana Pereira, one of the very few cycle training instructors in Portugal and an expert in the highway code, has been promoting, defending, and serving cycling as a means of transportation & recreation for the last seven years. She has done so through personal initiatives, through Associação pela Mobilidade Urbana em Bicicleta MUBi (a cyclists' NGO), and also through her company, Cenas a Pedal.

VOCA, Volunteers of Cycling Advocacy, is an international project mixing lifelong learning promotion activities together with cycling issues. Volunteer advocates from 12 cycling NGOs, some of which are 100% volunteer based, founded a network and a set of events meant to facilitate learning and sharing of experiences. Participants came from Seville, Nicosia, Vienna, Dublin, Copenhagen, Maribor, Prague, Lisbon, Budapest, Bucharest, Poland, and Bulgaria.

The need for stronger cycling advocacy organizations is obvious. Cycling advocacy organizations need to be stronger in terms of their numbers as well as their political power, but we also need to become smarter in what we fight for, when we fight for it, and how.

We need better skills

So, we need better knowledge in infrastructure design, engineering, data, education, cyclists' needs, and policy. We need to know the facts! We need to know what works and what doesn't, where, and why. We need to know what is important. And we need better skills. In raising awareness, fostering cooperation, lobbying, fundraising, building and managing organizations. We need to know the best ways to engage people, to earn their sympathy and even maybe their interest in our

cause, and to get things done. Advocates also need to understand how they can attract talented people to their teams and how to keep them around. All so that we can get on the fast track, dodging obstacles and cutting through the many challenges in a quicker, cheaper, more effective way, by learning from others.

The meetings were the heart of VOCA. We got together and shared the things we knew and the things we did. And we shared new experiences while on research and cultural tours, by bike of course. We also shared our knowledge of particular issues and our analysis of local conditions, such as cycling regulations, traffic laws, and accident statistics. And we've had a few workshops delivered by people from outside VOCA, particularly from the European Cyclists' Federation.

We also have had lectures from local professionals and have had the opportunity to attend local cycling-related conferences and other events. We participated in parades and Critical Mass rides, we visited bike shops and community workshops as well as festivals, museums, and fairs. And we have really talked and debated a lot, and have had good fun together, which is essential to build and keep long-distance relationships beyond the meetings.



Volunteers of Cycling Academy on a fieldtrip in Seville

The network itself has been kept alive between events through online platforms: a wiki, a mailing list, and also a Facebook group. The willingness of participants to take on responsible roles was high.

Finally, we got the opportunity to cycle in many different types of infrastructure and traffic and weather conditions, in both flat and hilly cities, like Seville and Lisbon, for example, and in cities with very different modal shares for cycling.

VOCA was funded by the European Union through the Grundvig program of lifelong learning.

Local change through international cooperation

All the different experiences showed that many problems encountered were similar, even if at a different scale – but the overall growth of cycle culture Europe-wide was evident. A strong database of information on the VOCA wiki has been established, including a great pictorial record, for use by other campaigners. Groups in general have gotten stronger and have greater motivation as a result of cooperation and learning from each other. The VOCA project has helped to create a real network of active advocacy groups who have

also made strong personal connections. These people and their organizations, spread out through these 12 countries, have thereby become more inter-connected, and have started cooperating on an international level to achieve local change.

The VOCA team would like to be able to continue the project beyond 2013, fine-tuning it to be more focused in its topics, with more practical workshops, and involving more countries. VOCA started off as a unique transnational network of activists, communicating and cooperating in a direct and horizontal way, which is a great complement to European level representative-type organizations such as the European Cyclists' Federation. We believe it would be a valuable investment in the development of the cycling culture, numbers, and conditions of each country involved, and of the European Union as a progressively more coherent whole. 🚲

CYCLE CHIC'S SUCKER PUNCH

by Joshua Grigsby

WHAT HAS US EATING OUT OF MIKAEL COLVILLE-ANDERSEN'S HAND?

Cycling needs Mikael Colville-Andersen. In 2006, the Canadian-Dane snapped a moody shot of a Copenhagen street with a typically stylish female cyclist in the foreground. The so-called “photo that launched a million bicycles” became the foundation on which the now-global cycle chic phenomenon was built, mostly because Colville-Andersen, a born salesman, has an olfactory sensitivity to branding and marketing opportunities that would shame a bloodhound. He founded both the Cycle Chic and Copenhagenize movements and is the CEO of the offshoot consulting firm Copenhagenize Design Co. The man’s talks on urban cycling are exciting, his interviews provocative, his blogs engaging and informative. He coins catchy isms in his sleep. His influence on what he refers to as Bicycle Culture 2.0 is irrefutable and it’s hard to argue against Colville-Andersen as one of the founding fathers of the current urban cycling boom, a title given testament by the long list of international cycle chic blogs and events and “your city”-ize groups. Still, something about Brand Mikael Colville-Andersen and its various subsidiaries begs the question of what all this sound and fury actually signifies.

The greatest trick the devil ever pulled was convincing the world he didn't exist.

Sitting on the steps of Vienna’s City Hall, processing my thoughts after a lunch interview with Colville-Andersen, it was Kevin Spacey’s voice that kept whispering in my ears, “*The greatest trick the devil ever pulled was convincing the world he didn't exist.*”¹ Colville-Andersen had given his Velo-city plenary talk the day before, and to be honest I wasn’t sure what to make of it, or of him. He had the audience eating out of his hand,

knew when each laugh was going to come and how much to sell each punchline. He clearly relishes the role of entertainer as well as that of agent provocateur, but to what end? What is he really after? An hour of questions and conversation hadn’t entirely cleared things up, and I was convinced only that the truth lay somehow in Spacey’s classic line from *The Usual Suspects*. I began to wonder if Mikael Colville-Andersen might be more than just a cycling advocate. Could he be cycling’s Keyser Söze², pulling strings with such dexterity that the Western cycling world didn’t even realize it had become his puppet?

In his Velo-city talk, “Bicycle Choreography: How Remastering Car Cities Through Design Can Transform and Modernize Our Urban Culture”, Colville-Andersen claims that “*we live in cities controlled by mathematical models, often bizarre and outdated: cost-benefit analyses, feasibility studies, statistics, numbers.*” Where was the human element? he asked. Why does the logic of urban planning not align with that of human observation? Why doesn’t urban design adhere to the same principles that guide product design? Why don’t transportation planners take their cue from Gaston Bachelard and Michel de Certeau? And, finally, “*what would our streets look like if our main consultants were five year-olds, 3rd graders, and a 13th century religious dude?*”

Colville-Andersen counts among his inner circle of experts his five year-old daughter Lulu-Sophia, her brother Felix, and the medieval monk and mathematician William of Ockham; the first two for their crystal-line observations of the shortcomings of urban design and traffic engineering, unbiased by formal educations that have been teaching the wrong things for the past

Joshua Grigsby, born in the United States and now based in Vienna, is an urbanist, writer, and design consultant. Josh has a MSc in Urban Studies and is currently a Ph.D. candidate in the department of geography at the University of Vienna, where his research focuses on bicycle urbanism. The bicycle has been his primary means of transportation since 2008.



hundred years, and the third for his postulation that simple solutions are generally better than more complex ones (though this axiom is to some extent a misapplication of Ockham’s work). For Colville-Andersen, a modern city is one that watches its people, listens to them, and acts in response to their needs. Taking a cue from Danish design, streets and cycling infrastructure should be elegant in their simplicity and in the obvious perfection of their function. If they require signs to be understood or if their logic isn’t clear to a child, well, then they haven’t been designed properly. You don’t ask how to sit in a chair, you just sit in it.

Copenhagenize Design Co. conducts projects such as the mapping of the behavior of cyclists at the busiest cycling intersection in Copenhagen in order to identify desire lines that might suggest improvements to the intersection’s design. They called this not a traffic study but bicycle choreography. Their point seems to be that human observation is basically the only tool required by urban researchers and that urban shapers need little more than a proper sense of user-oriented design. All a city needs to do is define its principles, observe whether the behavior of its people corresponds to those principles, and redesign its built environment and policies to correct behavior where it does not. Echoing *Field of Dreams*, if you build it, they will come.

It isn’t coincidence that Colville-Andersen’s ideas can be discussed via movie quotes. He studied literature

¹ The Usual Suspects is a 1995 American neo-noir film directed by Bryan Singer. It stars among others Kevin Spacey. The film follows the interrogation of Roger ‘Verbal’ Kint, a small-time con man who is one of only two survivors of a massacre and fire on a ship docked at the Port of Los Angeles. (http://en.wikipedia.org/wiki/The_Usual_Suspects accessed on 23 August 2013)

² According to petty con artist Roger ‘Verbal’ Kint (played by Kevin Spacey), Keyser Söze is a crime lord whose ruthlessness and influence have acquired a legendary, even mythical, status among police and criminals alike. The character has placed in numerous ‘best villain’ lists over the years.

and is a filmmaker by trade, having previously worked for the Danish Broadcasting Corporation. His education in planning and transportation has been acquired informally as his cycling endeavors have gained popularity. As a result, holes in both his knowledge of history and his understanding of urban phenomena occasionally undermine his narratives.


Colville-Andersen is a salesman and his medicine goes down easy.

For example, he uses the “fact” that streets have been democratic public spaces for 7,000 years to support his argument that streets should be designed with the experience of humans more in mind. Which would be fine except that it isn't true. In another instance, Colville-Andersen explains that it is the seductiveness of good design that compels Copenhageners to cycle year-round in a cold, windy, and sometimes snowy climate. He fails to mention that extremely high taxes on private automobiles and Copenhagen's generally poor (yet still inexplicably expensive) public transportation network contribute mightily to making cycling the only practical option for getting around. Design helps, but the lack of competition might better explain the high rate of cycling in the Danish capital.

Proponents might say that Colville-Andersen brings a fresh perspective and common sense to traffic planning, and that by focusing on bicycle culture he's widened cycling's appeal. Opponents might claim that he peddles pseudo-science, and that his bobo-centric social impact is more style than substance. None of this really matters, though. Mikael Colville-Andersen is a salesman and his medicine goes down easy. He sells cycling to non-cyclists and a vision of urban livability to cities desperate to realize one. Strictly speaking, it isn't even cycling that he's selling, it's coolness. The chance to be one of the popular kids. Do as we do in

Copenhagen and you might just become as effortlessly hip as we are. And this is when I realized that Colville-Andersen isn't, as he's been called, the pope of urban cycling. He's not Keyser Söze – he's Verbal Kint², using narrative sleight of hand to weave a tale so compelling you can't not believe it. Because Cycle Chic's sucker punch is that if everyone buys it, nobody will have it.

To be sexy, hip, cool, or chic is to be exceptional. Colville-Andersen sells you sexy, but if enough people buy it what you'll end up with is the normalization of urban cycling. And that's his goal. That's the whole point. He tells cities that what makes cycling in Copenhagen so exceptional is its normalcy. Make the bike a tool, a mobility appliance, a vacuum cleaner, something you use without thinking twice about it. He puts the truth right in front of you, knowing you won't see it. Knowing you're too riveted by the pretty girls and the pretty boys, sharp dressed all of them. Knowing that poetry and choreography and philosophy and fashion have little to do with cycling and everything to do with desire.


Much of Colville-Andersen's work is creative and thought-provoking, and while his ill-advised oversteps and occasionally tactless flair for the hyperbolic might induce eye-rolling and head-shaking, let's not throw the baby out with the bath water. Because whether he's really an expert on cycle planning or even qualified to advise cities is beside the point. Cycling needs Mikael Colville-Andersen because his unparalleled gift for selling a dream on the back of a bicycle might just lead to his doing more to normalize urban cycling than anyone else on the planet. By posing as the king of cool, he might just become CEO of the status quo. And in the end we'll thank him for it. The greatest trick the devil ever pulled, indeed. 

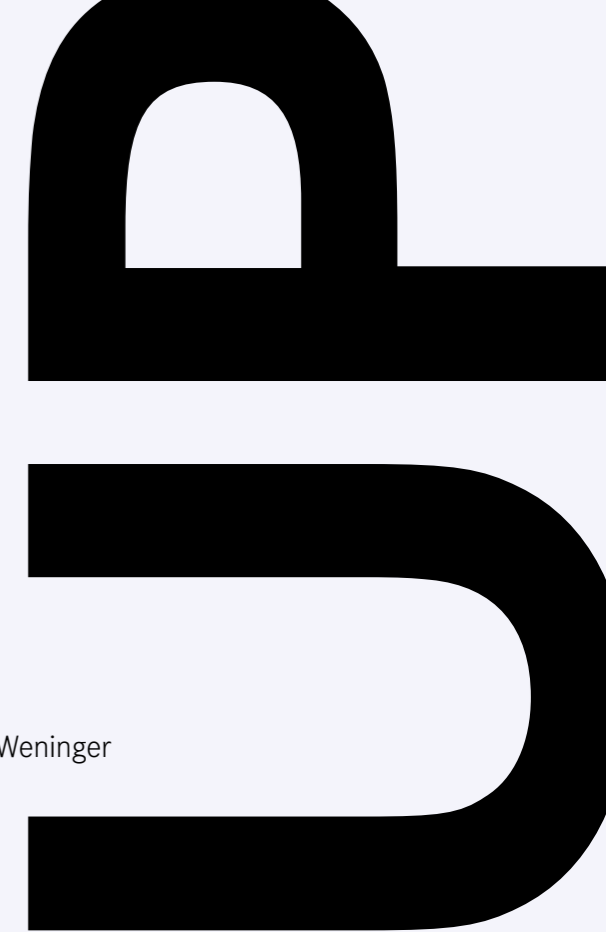


In an interview with the Austrian daily newspaper *Der Standard*, Mikael Colville-Andersen ruffled more than a few feathers by saying that Vienna had been gang-raped by cars. And he insists that Vienna's traffic planning is outdated and stuck in the 1950s.

by Andrea Weningen

ON ITS WAY

I was not yet born in the 1950s, nor was Colville-Andersen. Which means neither of us knows firsthand what Vienna looked like after being bombed during World War II or how it was rebuilt bit by bit. As a child of the 1970s, I remember being fascinated by the construction of Vienna's subway and enjoyed riding it. Today, as a traffic planner, I am glad that Vienna's old fashioned ways or slowness caused the city to retain its tramway system after the war instead of eliminating it like many German cities did due to bomb damage, lack of money, and increase of motorization. Vienna's modal share in public transport, the city's livability, and its healthy living environment are enviably high. Certainly there is a lot to do when it comes to cycling in the next years. And for sure it makes sense to reconsider city plans according to all modes of transport and to be fierce when doing so. To enforce comparisons of cycling in Vienna with its own history or with other cities such as Copenhagen won't help much. Vienna needs to develop its own cycling culture. And as a cycling city, Vienna is most certainly on its way up. 



THE HOLISTIC CYCLING STORY OF GDAŃSK

Cycling is an indispensable tool of sustainable urban development. **Maciej Lisicki**, Vice Mayor of Gdańsk, Poland, tells us about a multilayered cycling approach.



Gdańsk takes account of the future by reserving space to further expand the public transport network.

Gdańsk with its nearly half-million inhabitants, is a maritime capital of Poland, a major economic, academic, and cultural center, and a popular tourist destination. For many centuries, this Hanseatic city played a key role in the exchange of ideas between Northern and Western Europe and Central and Eastern European countries. Today Gdańsk is the capital of the Pomeranian Voivodeship and an important administrative hub.

For a fair number of years now, Gdańsk has been ambitiously realizing European Commission's indicators towards the development of a new urban mobility culture. As such, the city started to assume the role of "the cutting edge of innovation" vis-à-vis other Polish cities. In 2009, we were the first city in Poland to sign the Charter of Brussels, hence committing ourselves to increase the share of cycling to 15% by 2020.

Gdańsk is dedicated to active mobility understood as the development of cycling and walking, either as individual modes of transport or in connection with mass transit. The Fast Urban Railway (*Szybka Kolej Miejska – SKM*) is the public transport backbone connecting not only the individual districts of the city of Gdańsk but also the neighboring town of Sopot and the city of Gdynia. SKM allows free-of-charge bicycle transport during the summer season and charges only 0.25 euro during the rest of the year.

Gdańsk features a modern ticketing policy for trams and buses

However, it is the dense network of trams (116.7 km) and buses (803 km) permitting passengers to reach almost any corner of the city which has become the

Maciej Lisicki is Vice Mayor of Gdańsk, Deputy President of the City of Gdańsk, and President of the Polish Union of Active Mobility (PUMA). He graduated from the Faculty of Civic Engineering of Gdańsk University of Technology and completed the postgraduate School of History of Gdańsk University. Lisicki is responsible for the management of public services, for the improvement of the city's transport system, and for housing development as well as for the planning and management of Gdańsk's water supply and sewage systems.

key element of transport. The city invests in quality – 122 low-floor trams constituting 74% of all rolling stock as well as 100% modern buses make Gdańsk Poland's leader in this field. The fact is best demonstrated by the independent survey on the perception of quality of life in European cities, which revealed that satisfaction with public transport in Gdańsk in the 2006-2009 period had indeed increased by 6%.

A modern ticketing policy proved to be yet another important element to encourage the use of public transport. In 2006, the price of a monthly pass equaled that of 94 single tickets, while only 34 single tickets could be purchased for the cost of a monthly pass in 2012. The population's acceptance of this policy was reflected by an increase in monthly pass sales by up to 15.7% from 2007 to 2012. In its public transport policy, the city takes account of the future by reserving space to further expand the transport network.

The importance of improving public space

The city very quickly discovered parking policy as a useful tool to nurture a new mobility culture.

The introduction of high parking rates as well as the systematic increase of car-free streets in the city center further helped to improve public space quality.

An audit implemented in line with the international Bicycle Policy Audit (BYPAD) method proved a turning point for further development of Gdańsk's cycling policy. The audit's final report identified a need to realize infrastructural, promotional, educational, political, and



organizational activities. BYPAD was followed by the appointment of a bicycle policy advisor to the mayor as well as the creation of an additional municipal department specifically devoted to implementing activities on behalf of cycling policy – the Active Mobility Department. Extra-structural funds played a considerable role in achieving the city's aims. Thanks to monies amounting to 58.5 million euro over the 2007-2014 period, the following infrastructure facilities were provided: 107 km of cycle tracks, 432 km of calmed streets (over 30% of the city's total street network), contra-flow cycle tracks, cycling and pedestrian lanes, and bicycle parking.

The city earmarked 5.2 million euro for the promotion of cycling. This amount permitted conducting a wide range of promotional and informational campaigns for the citizenry as well as for the organization of the first Active Mobility Congress in 2010. Its fourth edition took place in 2013 and was the biggest-ever event of this type in Central and Eastern Europe (www.kongres-mobilnosci.pl).

The underlying idea of the Active Mobility Congress is to highlight the benefits of promoting various forms of active mobility among the citizens of Poland. The initiative is closely related to the intention, based on international models, of preparing Polish local governments for an effective use of EU funds during the 2014-2020 period. The Active Mobility Congresses mainly target local government officials and administrators, policymakers, city planners, traffic management experts, and cycling promoters.



Gdańsk received the “Golden Spoke” award

In addition, the scope of infrastructure activities is determined by the project “Gdańsk’s Bicycle Tracks System” (*System TrasRowerowychdlaGdańska - STeR*). STeR is an outcome of joint efforts of the Pomeranian population, developed through a national-scale social participation process over a two year period: inhabitants of Gdańsk, representatives of neighboring rural municipalities, non-governmental organizations, city and district councilors, representatives of public institutions as well as private entrepreneurs equally contributed to the formulation of guidelines and the range of activities for STeR. For this model social participation process, Gdańsk received the special “Golden Spoke” award. The final document was approved by the Gdańsk City Council and is to serve as the basis for the creation of the STeR Realization Strategy.

Under the new financial framework 2014-2020 of the European Union, Gdańsk plans to undertake pro-cycling investments (included in STeR) whose scale may become unique in Central and Eastern Europe. They shall e.g. comprise the creation of 100 km of bicycle tracks and 25,000 parking slots for bikes to the tune of 35 million euro. Over 70% of the city’s street network will be calmed and transformed into 30km/h zones. As a first in this part of Europe, bicycle highways will be created along newly-built main roads. While the city will gain a new image of citizen-friendliness, it will also be closer to meeting the ambitious targets of the Charter of Brussels.

Based on the experience of cities, regions, and countries that have been successful in maintaining high quality of life, we decided to refrain from segregation and instead opted for holistic approach as well as for intensified dialogue with our citizens. Therefore we have begun to pay particular attention to the upgrading of public space quality rather than merely introducing new infrastructure elements. The city of Gdańsk appreciates the role of active mobility promotion, which is bound to result in an improvement of the physical health as well as of the economic wellbeing of our residents. We recognize the need for sustaining our efforts, which will eventually lead to the creation of a city that embraces both its youngest and oldest residents. 🌱



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CYCLING ECONOMY 2.0

THE HUMAN RIGHTS APPROACH

Human Rights is a premium argument for investment providing the overarching objective and global approach that is so badly needed in order to develop more solid and sustainable economic concepts. As president of the European Cyclists' Federation, **Manfred Neun** works to bridge the gap between cycling advocates, industry, politicians, and experts.



THE CYCLING ECONOMY GRID

The tool for strategic investments in quality of life

HUMAN RIGHTS LEVEL	Protection	Provision	Participation
BEST ASSET LEVEL	The impact of cycling for sustainability	Key issues	The impact of cycling for society
BUSINESS LEVEL	Urban Mobility Experts R+D, Planning, Construction and Management	Active Mobility Responsibles Public cycling E-mobility Cycle tourism	Bicycle Industry E-bikes/pedelecs Accessories Infrastructure

Active Mobility
The human sized category in transport;
The opposite of energy dependent passive mobility;
The healthiest transport mode when practiced in a safe public space;
A human need and right – for young and old alike;
Highest potential of growth through cycling;
The conceptual link between human rights and cycling.

Since 2011, when I introduced the first “Cycling Economy” framework, we have seen how experts and partners have responded, widening the frame for investments in cycling and bringing together all the components I highlighted.

This is exciting for me and for the European Cyclists' Federation (ECF). We can and must launch new thinking about cycling that keeps it at the forefront of political thought. The Cycling Economy framework has developed well alongside other key concepts such as “Active Mobility” which was introduced to the International Transport Forum by the ECF in 2011. Both have been widely adopted because of the global demand for new transport solutions.

A new economic model that serves the needs of people, not financial institutions

However, two years later I realise that this is not enough. The economic crises of the recent past have made it increasingly clear that we need a new economic model for our society that puts people, not financial institutions, at the core. In the last year I have been powerfully inspired by thinking that puts human rights at the heart of economics and active mobility and this encouraged my speech at Velo-city 2013, “Cycling, the Best Investment to Combine Economic Benefits and Quality of Life”. In this speech I invited the delegates to join me in developing a new tool, the “Cycling Economy Grid”, which brings together my earlier thinking with the principles of human rights.

Cycling is the perfect fit

Any investment has to respect human rights. And cycling, as it turns out, is the perfect fit: it has the potential to provide economic benefits as well as the recognition of human rights. Therefore, in order to make better economic decisions, we have to ask ourselves the following questions:

- » Have our existing human rights previously been recognised? If not, we have to insist that this changes.
- » Is there a human right to cycle? If yes, then all (public) investors in urban and transport development must respect this right.

Based on these questions we will develop a new framework for all investments, which hopefully will ultimately result in a new economic model.

I must credit the source of my inspiration, Paul Tranter from the University of New South Wales. His presentation at Velo-city Global 2012 Vancouver on the human rights of children complemented so perfectly the work I had done in preparing ECF's “Charter of Vancouver”. Tranter's concept that established three criteria for the respect of human rights – protection, provision, and participation – was the perfect match and subsequently enabled me to bring wider concepts about the impact of cycling on sustainable development to the World Forum on Human Rights shortly before the Velo-city conference.

The Cycling Economy Grid: Bringing it all together

I recognize that the analysis of children's rights and behaviours has deep roots and has been the subject of scientific research by many professionals around the world, and the story will go on. So here we can see excellence growing that we can build on.

Now I want to combine this work with economic and investment thinking that our community can use. This is the origin of the Cycling Economy Grid. With it we can identify who the actors are, why the economic effects are so great, what new leverage is created, why we can expect further increases, and how human

rights for active mobility deliver a new approach for decision makers which cannot be neglected in budgeting and investing at all governmental levels.

This is another inspirational new step for me, but equally exciting is that it presents further opportunities for ECF to work in a collaborative, open source way with all our partners to turn this into a shared resource that can continue to improve the way we think about cycling investments. Consider for a moment the elements and experts we can bring together to create a new way of thinking:

- » From human rights we bring protection, provision, and participation as top-level concerns;
- » As actors we bring public authorities, urban mobility experts, and cycling businesses;
- » And as assets we bring all the cycling issues we have jointly worked on, plus those central to sustainability and society.

A global approach

My objective is to develop the Cycling Economy Grid into a powerful tool for decision makers and investors. Human rights is a premium argument for investment providing the overarching objective and global approach that is so badly needed in order to develop more solid and sustainable economic concepts. ECF's ongoing research and development of this concept will lead to the publishing of more content on our website. The Cycling Economy Grid is one of the key subjects I will be working on with our partners in the “Scientists for Cycling Network” and at our symposium and events in coming years. Based on the Cycling Economy framework, our message is as simple as it is powerful: Respect cycling – invest in cycling – build a cycling friendly world!



HEALTH BENEFITS & CYCLING ECONOMY

by Francesca Racioppi, Christian Schweizer, Nick Cavill, Bas de Geus, John Parkin, Martin Held, Robert Thaler, Harry Rutter, and Adam Bodor



THIS RETROSPECTIVE SUMMARY OF THE PODIUM DISCUSSION “HEALTH BENEFITS AND CYCLING ECONOMY” AT VELO-CITY VIENNA 2013 PROVIDES INSIGHT INTO THE LINKS BETWEEN CYCLING AND HEALTH AND THE INTRINSIC BENEFITS OF CYCLING.

There is a large and growing body of evidence that demonstrates conclusively cycling’s conduciveness to good health and economic vitality. This evidence should form the basis of effective policy approaches. The session “Health Benefits and Cycling Economy” at Velo-city Vienna 2013¹ provided a unique combination of scientific rigour and political perspectives on this topic and shined a light on the interfaces between knowledge development, its packaging for practitioners and policy makers, and policy actions at national and local levels. The session benefited from contributions by health scientists, who critically investigated the most recent evidence on the links between cycling and health; transport economists, who highlighted how cycling should be amenable to economic assessments just like other transport modes; and policy makers, who brought their practical experience and their need for information and evidence to support policy action and investments in cycling.

Chaired by Francesca Racioppi from the World Health Organization (WHO), Regional Office for Europe, the session began with a presentation by Christian Schweizer (WHO, Regional Office for Europe). Schweizer provided an overview of the links between cycling and health and highlighted the effect of cycling on reducing total deaths. This offered the epidemiological evidence underpinning the WHO Health Economic Assessment Tools (HEAT) for cycling and walking. The HEAT is an innovative and easily accessible online tool for estimating the economic value of reductions in mortality from

contexts including: cycling infrastructure at city level (e.g. in Parnu, Estonia; Modena, Italy; Palma, Spain); awareness-raising initiatives on the health benefits of cycling (Glasgow, UK); the health impacts of public transport policies (Boston, USA); investments into winter cycling for commuters (Kuopio, Finland); methodological tools for transport planners (UK Department of Transport); and a national cycling master plan (Austria). While positive overall, this experience indicates that challenges remain in terms of identifying information on cycling travel patterns, interpreting the results of HEAT analyses, and gaining political support for cycling.

The discussion broadened to address a key question for policy makers: is it safe to support investments in cycling in the context of concerns that cyclists may be exposed to increased health risks from injuries and air pollutants relative to other road users? Over the last few years, this question has witnessed a flourishing of research, the main outcomes of which were reviewed by Bas de Geus (Vrije Universiteit Brussel, Belgium). Though results are highly context specific and influenced by methodological choices (e.g. the inclusion of non-fatal injuries of low severity), Bas demonstrated that the benefits of being physically active on a daily basis greatly outweigh the costs. Although the costs of

The HEAT is an innovative and easy accessible online tool.

cycling injuries, road infrastructure, and air pollution are considerable, the benefits to health are far more significant. These findings should stimulate policy makers to increase safety for cyclists and improve urban air quality in order to maximize the health benefits of cycling.

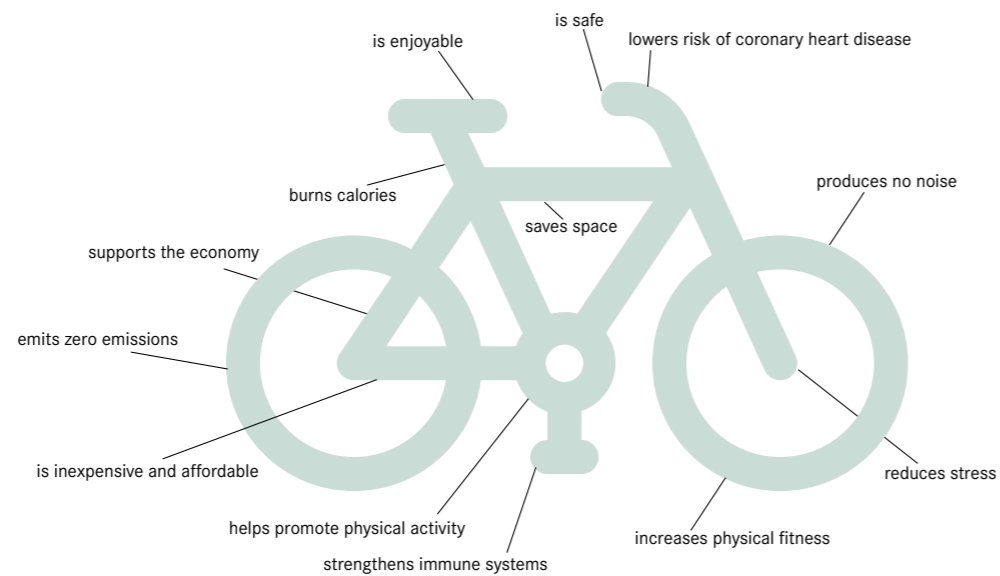
A discussion about cycling and economy would be incomplete if not anchored to transport economics. John Parkin (London South Bank University, UK) drew attention to the fact that, while recent research has mostly

The benefits of being physically active on a daily basis greatly outweigh the costs.

regular cycling and/or walking and was developed within the framework of the Transport, Health, Environment Pan European Program (THE PEP).

Nick Cavill (Cavill Associates) followed, illustrating examples of how the HEAT has been used in diverse

¹ This session was organized in cooperation with ECF’s Scientist for Cycling network.



focused on economic evaluations of cycling based on external aspects to its users (i.e. through reduced car use, congestion, and emissions), greater efforts are needed to understand the “intrinsic” benefits of cycling to those who choose to cycle, rather than to those who benefit from others’ choices. For example, travel time savings are one of the key arguments to support the economic soundness of transport investments;

The cycling sector adds to the Austrian economy nearly 900 million euro and supports 18,000 jobs.


but there is a need to develop better understanding of the nature of travel time savings to cyclists. In many circumstances (i.e. good travel ambience), cyclists may perceive the time they spend cycling positively, so that this outweighs time savings in monetary terms. Adding to these considerations, Martin Held (Protestant Academy Tutzing, Germany), noted that since it is important to be physically active, the opportunity cost of time spent in passive mobility (e.g. in a car) would still need to be compensated with time spent on physical activity. In turn, this would greatly diminish the value of time savings through motorized transport.

Greater efforts are needed to understand the intrinsic benefits of cycling.

Bringing these scientific discussions into the realm of policy making, Robert Thaler (Austrian Ministry of Agriculture, Forestry, Environment, and Water Management and present Chairman of THE PEP) provided a compelling overview of how policy makers can develop evidence-informed policies and create a national policy framework that sustains local action. This was illustrated through the example of the ambitious Austrian Master Plan for Cycling, which aims at doubling Austrian national cycling share from 5% to 10% by 2015 through the implementation of a package of 20 measures. In addition, the “Klima: Aktiv Mobil” national program provides a robust basis to motivate and support cities

and regions, companies, leisure and tourism, schools and youth to develop and implement environmentally friendly mobility measures, particularly by providing the financial means to implement programs and investments for cycling. Thaler also shared the results of a study jointly undertaken by the Ministry of Environment and the Chamber of Commerce on the “Cycling sector as Economic factor in Austria”, which estimated that the cycling sector adds to the Austrian economy nearly 900 million euro and supports more than 18,000 green jobs. He also mentioned the positive role played by the HEAT in building up political support for the implementation of the Austrian Master Plan for Cycling. Furthermore, he stated that Austria has also developed a HEAT version for application at company level.

Adam Bodor (European Cyclist Federation, ECF) closed the series of presentations on a positive note, highlighting the European financial opportunities for cycling-related development measures. The ECF is targeting 6 billion euro of EU funding in support of cycling between 2014 and 2020 (ten times more than the current level) in order to double Europe’s share of cycling by 2020. Achieving this level of cycling will require influencing decision makers, who in turn have to take into account all external costs and benefits when deciding on investments.

In drawing up the final conclusions from the session, Harry Rutter (London School of Hygiene and Tropical Medicine, UK) remarked that attention needs to remain focused on strengthening the scientific basis and critical thinking underpinning the links between cycling, health and economics. The scientific community must be aware of the needs of policy makers and develop better skills and capacity to communicate and share its findings, as well as tools to facilitate their fruition by policy makers and practitioners at the national and local level. We should find new ways of thinking and framing, and move away from traditional ways of assessing the transport system, based on motorised transport modes. Cycling must be valued for its own intrinsic benefits. 



by Ine Bosmans & Marjan Frederix

CYCLING ON PRESCRIPTION

Should a doctor write a prescription for cycling?

When Mobiel 21 started the cycling school for adults in the city of Leuven in 2012 they aimed to expand the travel options of citizens who didn't know how to cycle. After only a couple of months it became clear that a number of participants didn't join the cycle school just to improve their mobility. During its first year, 10% of the cycle school's participants signed up after receiving a doctor's prescription to exercise.

A bike ride a day keeps the doctor away.

Moving on prescription is an initiative from the Community Development of the province of Vlaams-Brabant and a local community work program. This pilot participation project was launched in Leuven in 2009 and focuses on socially vulnerable people. When consulting a doctor in the local health centre, patients can receive a prescription to exercise more for health reasons. A physical coach is then appointed to the patient to assist him or her in finding a sport that fits him/her the best. The physical coach intensively follows up on the patient by means of a weekly contact to talk about progress and wellbeing while practicing. For many patients, cycling seems to be an easy solution as it is a sport you can do anytime of the day, and you can do it individually or in a group. The most important asset of cycling is that you can implement it in your daily lifestyle. For every short trip you can jump on your bike and it doesn't even feel like a real workout. In this way, cyclists easily reach the 30 minutes of daily

physical exercise recommended by the World Health Organization. At Velo-city Vienna, ideas about cycling and health benefits were exchanged. Here are some main conclusions:

Doctors are the first to keep a healthy lifestyle

Doctors should be involved more as a communication channel to patients. They could help spread the message of cycling as a habit that maintains a healthy lifestyle. Despite the evidence from enormous amounts of research on health effects of cycling, it is rarely seen as a medical solution. What can doctors do to rectify this?

- » Doctors should be model of healthy lifestyle, and could choose to do their home visits by bike.
- » Waiting rooms can be decorated with informational material on cycling and its various health benefits.
- » Doctors can also go on cycling tours with patients and explain cycling's health benefits while riding, using cycling as a mobile consultation. As an example, general practitioners in Solothurn, Switzerland, take their patients on healthy "DocTours".
- » Doctors could be involved in campaigns and actions from advocates of cycling or health.
- » Doctors could work together with physiotherapists on a long-term basis.

Bike ownership is a key factor

Bike ownership seems to be a barrier for many people. People with inactive lifestyles do not always have



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Ine Bosmans and **Marjan Frederix** both work for Mobiel 21, a Belgian nonprofit organization. Ine's main tasks are sustainable mobility education and campaigns. She is primarily involved in mobility education for schools, but she also coordinates the cycling school for adults in Leuven. Marjan is project officer for campaigns and education. Her specialties are in the field of mobility management initiatives on different levels.


the right equipment to be active. Patients should have easy access to materials for try-out purposes. One idea is to strike a deal with a health insurance company to give patients for whom more activity is medically recommended access to a bike. Some cities or municipalities can offer citizens a discount when they buy a new bike.

iBike?

Nowadays, we are evolving toward a more digital world. Can applications (apps) and other digital tools convince people that cycling is healthy? Personal apps are certainly a viable method of encouraging people to cycle, e.g. the American app "My fitness pal" combines numbers and a personal approach in one tool.

Cross-sectoral approach needed

It is important to get various parties and departments of a city or state around the table. Cycling has a strong connection with other themes like health, environ-

ment, work, social inclusion, and urban planning. Besides, over two-thirds of the world's population live in countries where overweight and obesity kill more people than malnutrition. The bicycle can be part of a new sustainable development including a high-quality improvement of public health. Doctor's prescriptions for cycling or walking could be combined with a coaching program. Today's agenda of physicians should focus not only on making you healthy, but keeping you healthy in the first place. 

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AUSTRIAN ACADEMIA GIVES SCIENTISTS FOR CYCLING NETWORK

by Manfred Neun

A PUSH!



From Copenhagen to Vienna: within only three years the European Cyclists' Federation's (ECF) global network "Scientist-for-Cycling" (S4C) has become a dynamic interdisciplinary collaboration of professionals in both natural and social sciences worldwide. The now-traditional members meeting on the day before the conference begins was held this year at the Vienna University of Technology, where valuable presentations took place.

This significant step forward was already initiated when ECF and the Velo-city Vienna team started more than one year before the Vienna summit to invite Austrian Universities to use the momentum of the conference for their own cycling-related research and lectures. And they made the most of the opportunity with workshops,

papers, and lessons before the conference while also preparing workshops for the Velo-city program. The academic collaborations before and during Velo-city were highlighted by the plenary speech of Georg Hauger, a remarkable contribution for all participants. Additionally, Manfred Neun's launching of the "Cycling Economy 2.0" (see article on page 86) is part of the S4C content development on cycling's key-issues.¹

And the approved collaborations will go on: setting agendas for cycling related research is the target of the next S4C events.

¹ The Science Behind Doubling Cycling – Presentations: <http://www.ecf.com/events/the-science-behind-doubling-cycling-in-europe-academic-workshop/>

INSPIRING WORKSHOP OF ECF'S CITIES FOR CYCLISTS NETWORK

by Bernhard Ensink



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One of European Cyclists' Federation's (ECF) side events on the day before Velo-city 2013 opened was an inspiring workshop of ECF's global city network, "Cities for Cyclists". This was followed by the reception in the evening from the host city and ECF-invited special guests. The participants of the workshop came from Cities for Cyclists members Ferrara, Munich, Vienna, Brussels, Helsinki & Finnish Cycling Municipalities, Nantes, Stockholm, Mecklenburg-Vorpommern, Andalusia Region, and invited guests from, among others, the Region of Utrecht, Budapest, Adelaide, the city

network AGFS from North Rhine Westphalia, U.S. city of Austin, and the Green Lane Project, which works with six leading U.S. cities.

Scheduling workshops for ECF networks on the day before Velo-city opens has successfully met the demand of interactive life sessions to learn from each other and intensify the networking within the networks.

More about ECF's global network Cities for Cyclists: www.ecf.com/projects/cities-for-cyclists/



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BIKES

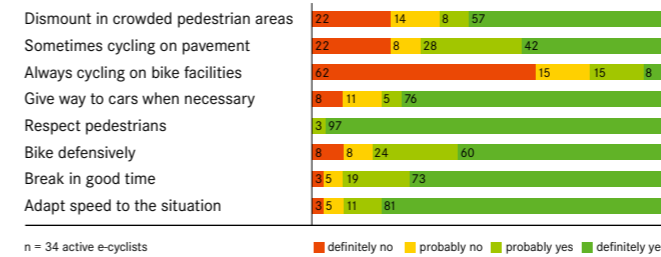
by Sandra Wegener, Michael Meschik & Ulrike Raich

Rising numbers of cyclists in our cities are a challenge for road users as well as for bicycling infrastructure, especially when more and more cyclists use electrically supported bicycles (pedelecs). The quicker acceleration of these pedelec riders can cause conflicts with other road users who are used to slower cyclists. A field study in Klosterneuburg and Vienna by the University of Natural Resources and Life Sciences, Vienna, provides an overview on the risk potential as well as legal and infrastructural requirements of e-cycling.

Within the research project SEEKING¹, conventional cyclists and e-cyclists were interviewed about their cycling expertise, their experiences, interactions with other road users such as car drivers, pedestrians, and cyclists, as well as about their strategies to ride safely in road traffic. Between the different parts of the face-to-face interviews, participants had to pedal through test rides on a set course with both ordinary bicycles and pedelecs. Different sets of data of the bicycles were recorded during the test rides, such as speed or three-dimensional acceleration to analyse the driving dynamics and handling of the bikes.

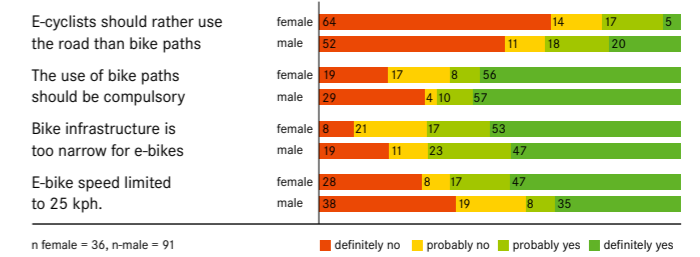
This article focuses on the results of the interviews, especially on participants' attitudes regarding traffic safety issues. Topics addressed are perception of personal safety on the road, safety strategies related to safe and anticipatory cycling (appropriate speed, slowing down in critical situations, etc.), and assessment of possible sources of risks for (e-)cyclists. Two thirds of the test persons (n = 127) had experienced a conflict or dangerous situation with another road user in the past while cycling. The group most frequently mentioned was car drivers (male cyclists

Safety strategies of e-cyclists (in %), figure 1



Acceptance of measures:

Rating of bike infrastructure and e-bike policies (in %), figure 2



Sandra Wegener, Michael Meschik, and Ulrike Raich work at the Institute for Transport Studies at the University of Natural Resources and Life Sciences, Vienna. Sandra Wegener is a senior researcher with a focus on mobility behavior and sustainable and active mobility. Michael Meschik is assistant professor and has lectured on non-motorized transport and traffic-related environmental impacts for more than twenty years. Ulrike Raich is a scientific assistant. Her research focus is on transport planning, mobility behavior, economic and ecological traffic effects, and mobility management.

55%, female cyclists 44%), followed by other cyclists (males 30%, females 36%) and pedestrians (males 29%, females 25%). Women felt safer on a conventional bicycle than on an e-bike. The female participants seemed to be more concerned about their personal safety in general because they wear cycling helmets more often than male cyclists, who would rather use a cycling helmet when riding an e-bike than when riding a conventional bicycle.

The safety strategies of the active e-cyclists interviewed (34 e-cyclists out of 127 test persons) depicted in figure 2 reflect their high awareness of road risks and the adaptation of their cycling behavior in road traffic. Pedestrians are respected by the whole sample interviewed, which is slightly contradictory to the percentage answering that they would dismount in crowded pedestrian areas. Due to the gaps in the bicycle infrastructure network, cycling is sometimes unavoidable on the road or on sidewalks. The majority of the interviewees characterized themselves as defensive cyclists who ride with appropriate speed and slow down in good time. Some answers admittedly also give reason to suspect that there are some less considerate people among cyclists.

Interesting insights were gained through a qualitative evaluation and also by a gender-specific analysis, although the share of participating women was below expectations. The majority of the interviewees rejected the idea that e-bikes should use the road rather than cycle facilities. E-cyclists want to have at least the opportunity to ride on bike paths – especially women, as doing so corresponds with their safety preferences. Women even support the compulsory use of bike paths. Quality of bicycle infrastructure is not only discussed among experts: two-thirds of the cyclists

assessed the bike paths in the regions where the test rides were conducted as too narrow. Interestingly, if not surprisingly, male test persons generally found no need to impose speed limits for e-bikes, while more than half of the interviewed women did.

Participants also expressed preferences regarding potential measures for the safe participation of (e-)cyclists in road traffic, such as (voluntary) rider training, mandatory wearing of a bicycle helmet, or license plates for bicycles. The discussion about having to wear a bicycle helmet seems to be more intensive for e-cycling due to the higher average speeds (compared to conventional bicycles). The answers correspond with those given about personal safety perceptions, again with a higher acceptance by female cyclists. License plates for e-bikes in combination with liability insurance are rejected to a large extent. A compulsory test on traffic rules for e-cyclists is favored especially by female interviewees, while compulsory training tends to be considered as unnecessary, especially among males. Experts, however, regard tests as useful especially for seniors or untrained persons who have not cycled for a long time and now want to use a pedelec.

The majority of e-cyclists can roughly be characterized as male, academic, and middle-aged. Despite rising sales figures of e-bikes, the sample contained only a small share of e-cyclists. However, the basis for a growing number of e-cyclists and for a safe cooperation of all road users should be established now by providing adequate infrastructure (e.g. suitable cycle paths), briefing and training the cyclists, and setting the legal framework in Austria according to EC-regulations. After all, e-cycling is not only a vital part of cycling in cities but shows a high potential for sustainable mobility as well.



¹ SEEKING: Safe E-Biking is a project funded by the Austrian Ministry of Transport. Team members: Austrian Institute of Technology, University of Natural Resources and Life Sciences, Vienna, Austrian Road Safety Board, The Province of Carinthia, Karl Katoch (Strombike.at).



by Dave Horton

FEAR OF CYCLING

Cycling is so very good, yet many people still don't cycle. Why?

Dave Horton is a sociologist and writer based in Lancaster, England. Cycling is his main research interest and passion. Much of his writing, including a longer version of "Fear of Cycling", can be found on his blog: www.thinkingaboutcycling.wordpress.com.

We must start by recognizing how cycling conditions remain so generally poor; to do otherwise is naïve. Most people quite simply do not want to, and will not, cycle along roads dominated by fast, motorized traffic; the thought of riding amongst or close to big, heavy vehicles is one which they find very scary. Nobody wants to get hurt and, rightly or wrongly, people feel getting hurt is more likely if they move by bike.

For anyone who wants to see more cycling, the instinct is to try to persuade people that cycling is actually, really safe. We might explain how cycling is:

- » objectively safe – the chances of a crash when cycling are very, very slim;
- » relatively safe - for example, there is more chance of being injured when cooking than when cycling;
- » much safer than not cycling - the health benefits of cycling, it is said, outweigh the risks by 20:1.

Better still, we might try not only to encourage people to ride despite their fears, but also push for substantial – radical – improvements to current conditions for cycling. But the question remains: why is cycling – something which perhaps gives us such pleasure and benefit – in the minds of other people so worrying?

Fear is the biggest barrier to cycling

We don't need another survey to tell us that across most of the world fear is the biggest barrier to cycling. Yes, people might overstate cycling's risks. Yes, more must be done to make cycling (feel) safer. But might there also be cultural and political processes at work which

make cycling seem dangerous, more dangerous than it is, and which produce a fear of cycling? And, if this was the case, and we identified those processes, couldn't, shouldn't we intervene, to stop them?

Emotions can be, and are, constructed. Cycling is not inherently dangerous and a fear of cycling is not inevitable. We need only look to the Netherlands to know that; cycling there is so normal that people barely even think about it. But across most of the world cycling is much more problematic, with many people reluctant to cycle because they think it's dangerous.

How is fear of cycling produced?

So let's examine how fear of cycling is produced. There are three clear ways in which cycling is made to seem more dangerous than it is. Ironically they all purport to be responding to cycling's danger and to be making cycling safer, but instead they produce cycling as a dangerous practice, and thus contribute to fear of cycling; they do, in other words, the opposite of what they intend.

Road safety education makes cycling seem alien and dangerous

Road safety education teaches everyone, but particularly children, that moving around is risky, roads are dangerous, and they ought to be very careful, especially when walking and cycling. You know the kind of thing – leaflets telling children to keep out of the way of cars. Such information reinforces driving as the normal means of moving around, and makes cycling seem difficult, awkward, and dangerous; it usually puts responsibility for safety squarely on the cyclist's shoulders – it's up to



Dave Horton talked about emotional aspects of cycling at Velo-city Vienna and states that the picture for cycling is actually pretty bleak in most of the world.

you to devise a quiet route (however long), to wear hi-viz clothes and (of course!) a helmet. Road safety education does not make places safer; it makes driving more normal and cycling more dangerous, and it seems often deliberately designed to instill a fear of cycling.

Promoting helmets increases fear of cycling

In a context marked by widespread fear of cycling, promoting helmets – or making them mandatory – can seem like an easy, obvious, quick, and sensible thing to do. Which is of course why it's done. But this is no way to promote cycling, because promoting helmets depends on associating cycling with danger, and will therefore inevitably increase fear of cycling. Like road safety education, helmet promotion puts responsibility onto the wrong people; and instead of making streets safer, makes cycling more dangerous. To promote helmets is to promote car use and to repress cycling.

It's a dilemma: media likes nothing better than having a conflict, particularly if it represses cycling and it reproduces motoring as normal.

We try to make cycling safer without tackling the root problem

If fear stops most people riding, an obvious solution is to change cycling's place. And in the short to medium term this might be a necessary step to overcoming fear of cycling, getting more people riding, and building a mass culture of cycling. But can you see how the logic here remains similar to the previous two examples? We try to make cycling safer without tackling the root problem, the danger imposed by fast motorized traffic. And with similar results – the impulse to take cycling off the road inevitably increases people's fear of cycling on the road, and also makes those who remain cycling on the road a bit more "strange".


So all these attempts to make cycling safer actually make cycling (seem) more dangerous, and produce a

fear of cycling whilst failing to change how most people, most of the time, move around. And so, cycling remains in the minority, and the cyclist remains strange.

But we're trying to promote cycling, aren't we? Yes, and we shouldn't be surprised if there's discomfort around, even resentment and resistance towards, this – because by inviting people to cycle we are asking them to become different. However, cycling would be much more successfully promoted if we stopped making it seem dangerous and difficult, and worked instead to make it the simplest, easiest thing in the world. The sooner we make cycling normal, the sooner most people will stop feeling cycling is a strange thing to do.

How do we combat fear of cycling and make cycling normal?

From the bottom-up: by grassroots empowerment, communicating cycling's benefits, and helping people insert cycling more effectively into their lives. The more people cycle, the safer cycling becomes. From the top-down: by explaining to our governing institutions how cycling remains much too difficult and dangerous, and requires radical political re-prioritization. The more cycling is prioritized, the safer cycling becomes. From everywhere: we should stop focusing on the misguided attempts to make cycling safer discussed here (with the caveat that high-quality dedicated cycling infrastructure is often now a necessary step to mainstreaming cycling), and instead concentrate on making motorized traffic less dangerous – by for example increasing restraints on driving, slowing speeds, and enforcing careful driving.

Fear of cycling can be otherwise, but we must work to make it so. 



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FEAR

by Joshua Grigsby

Lenore Skenazy is the worst mother in the United States of America and possibly in the world. This is a fact, as reported by major American media outlets. How else to explain her decision to abandon her 9 year old son at Bloomingdale's in New York City, at the mercy of kidnappers and child molesters, and force him to find his way home all alone?

Turns out the boy had been pushing the idea on his parents for months. "We discussed it and decided that he knows how to read a map," says Skenazy. "He speaks the language and he's grown up in New York riding the subway." Skenazy and her husband prepared their young son for his maiden solo voyage on public transportation. They equipped him with a map, emergency contacts, a MetroCard, and cash, and selected Bloomingdale's because the department store sits atop a subway station on their local line and no changing of trains would be required. Plus, the Bloomingdale's station is always crowded. "To me," says Skenazy, "crowded means safe."

While excessive crowding presents some real risks, Skenazy isn't wrong. The safety of numbers is something cyclists have long known and cycling planners and advocates have long cited. If you want to make cycling safer, get more cyclists on the road. This, in combination with the countless environmental, social, economic, and health benefits of cycling, makes sociologist and cyclist Dave Horton's question all the more apt: Why don't more people cycle?

An animated and infectious speaker, Skenazy criticizes what she calls the "Safety Industrial Complex", in which so-called experts advise the correct and incorrect ways

to conduct every facet of one's life, rampant litigiousness sparks paranoid fear of close proximity to fellow humans, and mass media peddles fear to a consumer society striving to inoculate itself to risk via the latest safety product. "We've been taught to view life through the lens of risk," says Skenazy, whose son made it home safely and with a newfound sense of independence. Overemphasizing risk quickly leads to fear, and the loss of our ability to think and act rationally in the face of fear is well-documented. When fear swells into a culture unto itself behavior once considered normal becomes deviant. Seemingly innocuous activities such as learning to walk, picking berries, or riding a bicycle became shaded by the specter of death. As Horton points out, never in human history have we been so safe, and never have we felt so scared.

"Never in human history have we been so safe, and never have we felt so scared." Dave Horton

In seeking to answer his own question as to why more people don't cycle, Horton examined British road safety education methods, helmet promotion campaigns, and the discourse surrounding new cycling spaces. He discovered that the monopolization of both streets and minds by motor vehicles had transformed the perception of the bicycle. Bikes had become strange, cyclists strangers. Justified fears of reintegrating bicycles onto streets where they would share space with fast moving auto traffic spurred safety measures that by relying on scare tactics succeeded mostly in institutionalizing fear. Focusing on the potential dangers of urban cycling

reaffirmed suspicions that this odd behavior was truly dangerous, despite a plethora of studies and statistics to the contrary. Horton concluded that, "fear of cycling is neither natural nor inevitable; it is produced by constructing cycling as dangerous."

"We've been taught to view life through the lens of risk." Lenore Skenazy

Cycling, like fear, can be described in terms of culture, which Peter Cox of the University of Chester says always exists in relation to power. Cycling culture exists in relation to the power wielded by both car culture and the culture of fear. It is neither cars nor fear, per se, that cycling should view as its opponents, but rather the behavior that the culture of each supports. And it is critical that cycling advocates understand that difference.

So, why don't more people cycle despite popular acknowledgment of its many benefits? To be sure, the redesign of streets to facilitate and prioritize high-speed motor vehicle traffic is a major reason. But psychology plays an equal role. As Dave Horton so eloquently explains, "fear prevents the conversion of values to actions." Ideological support is no match for fear. To neutralize the fear of cycling we must make cycling normal. We must accept the risk inherent in life. The question we should be asking isn't how could Lenore Skenazy allow her child to ride the subway unattended, but rather what is wrong with our cities and society that causes us to view such an act as abnormal. 🌱



Lenore Skenazy showing the baby bath water temperature rubber duck. If the word "hot" appears on the duck, then and only then do you know that your child might not be safe. The duck is here to "screw with a parent's mind."

by Christina Bellis

FROCKS ON BIKES: CYCLING IN STYLE

Frocks on Bikes is a success story. Its methods of cycle advocacy are achieving what has thus far been a difficult challenge in New Zealand: normalizing everyday cycling as a means of transport. Our motto: everything in your closet is cycle wear – even a frock.


The importing of affordable secondhand automobiles is just one of the reasons Kiwis began trading in their two-wheeled transportation a few decades ago. This started to change the culture of cycling from commuter to sport. Off-road cycling and racing became the focus of bicycle culture in New Zealand and with it came specific gear and clothing. Cycle advocacy groups have been working hard to re-popularize cycling as a regular transport option, doing great work to get more Kiwis on bikes. We see it at events like “Go By Bike Day” breakfasts, which draw crowds of passionate cyclists.

It was at one of these breakfasts in 2008 that four women with their bikes, en route to work like everyone else, saw each other standing out from the crowd, completely out of context. These women wearing their work clothes – skirts, trousers, a dress, one in jeans – were surrounded by a sea of men clad in lycra, high visibility clothing, and mountain biking gear. These women decided that something needed to change: more women needed to enjoy the convenience, the liberty, the economy of getting from A to B on a bike, without changing their style or their wardrobe. And “Frocks On Bikes” was born.

Frocks On Bikes takes a fresh approach to getting women on bikes. We focus on showing, not telling, how one can enjoy all the benefits of biking simply by bringing a little bike into everyday lives. We get people out on bikes doing activities and having fun. Frocks On Bikes runs events and provides services that get women past biking barriers and doing it their way, for their own reasons. We organize movie trips, café excursions, fashion shows on bikes, picnics, and tweed rides. We run Street Skills workshops and Road Rights

and Responsibilities evenings, which give women the confidence and skills for road riding, and more.

We don't advocate a particular ideology, and we don't try to make women into enthusiasts of bikes. We simply show how great it is to use a bike to save time, money, keep healthy and fit, be more environmentally sustainable, or just not have to search for a car park! This combination of showing instead of telling, getting regular women on bikes for their own reasons instead of ours, and wearing anything in our closet – this is our manifesto. It is the core of our success and what makes us different than most traditional cycle advocacy. Frocks on Bikes started with four women in Wellington in 2008 and there are now 13 “flocks” in cities all over New Zealand and Australia – and we're growing all the time. Commuter cycling in Wellington has doubled from 2% to 4% due to volunteer initiatives like Frocks On Bikes and cycle advocacy groups. The annual city budget for cycling in Wellington City has grown from zero dollars to over a million.

Frocks on Bikes wants to catalyse a movement. We want to change New Zealand's culture, which we see happening through encouraging and empowering women to do a bit of cycling the way they want to: independently, spontaneously, anytime they please. Our goal is to make cycling such an accepted thing to do that movements to normalize cycling are totally redundant. While we won't be Copenhagen tomorrow, we'd like to see the day when cycling is a regular everyday activity performed in regular everyday clothes. Everyday urban cycling will create more liveable cities, better public health, healthier local economies, more liberated and happier people with more time, money, and freedom. 



The typical cyclist in New Zealand: clad in lycra, high visibility clothing and mountain biking gear.



Frocks On Bikes takes a fresh approach to getting women on bikes

Christina Bellis is a volunteer coordinator for Frocks On Bikes in Wellington. Christina is passionate about helping to create the future she'd like to live in, with liveable cities, connected communities, and a healthy environment. Her beautiful vintage bicycles are fantastic transportation and also a fashion statement, and she loves riding them along the stunning Wellington waterfront.

AMONG MEN

by Andrea Weninger

Women are still outnumbered by men in positions of responsibility, and the cycling world is no exception. When I visited the Velo-city conference in Vancouver in 2012, Ellen Barton from Whatcom Council of Governments in the U.S. encouraged me as the future program director to involve women more fully in the 2013 Vienna conference. My task was clear: involve more women in decision-making processes and committees (which by the way worked out quite well), and invite as many women speakers as possible. Thanks to Master of Ceremony Monika Jones and impressive female plenary speakers such as Lenore Skenazy, Amanda Ngabirano, and Shipra Narang Suri, these efforts proved to be worthwhile. But still, only one-third of all Velo-city participants and only 25% of the speakers were female. In developing the Velo-city conference program we added a “gender criterion” to our selection process, yet to my surprise, many females selected to speak were eventually replaced by their male colleagues. I wondered why women are not as likely to attend and speak at conferences as men. Do they not earn the privilege? Is it because they have less authority than men in their workplace? Family duties, which still tend to fall to women, may play a role. Or perhaps it is because networking, a main reason to visit international conferences like Velo-city, is still a male-dominated task. However, since women are key to improving conditions for youth and elderly cyclists, they must be involved greatly in cycling issues, in all different kinds of ways. And everywhere you look, more and more women are in fact jumping on the bicycle bandwagon. A city is not really a cycling city until it has at least as many female as male cyclists. Women are change makers.





EVEN BRUCE WILLIS RODE A BICYCLE

Steel, iron, and steam

When the first movies came out in 1895, today's bicycle had just been born and was spreading rapidly. Both movies and bicycles were created from the same components: steel, iron, and steam. Both were contributing to the creation of a new industrialized world which was, just like the bicycle, moving forward. Factories were being built mainly in the outskirts of cities and workers had to think about how to reach them quickly and affordably. The bicycle fulfilled these requirements and became very popular for commuting.

In the end of the 19th century motion pictures were completely new. Fairgrounds and amusement parks reached a high level of popularity, especially among the working class. Technical novelties, like movies, were featured attractions. The first filmmakers filmed moving objects and showed common street life. They wanted to arouse the audience's interest by showing reality, which the audience would recognize. It is not at all surprising that the very first movie became a milestone in the film world: *La Sortie de l'Usine Lumière* of 1895. The movie shows workers spilling out of the gate of the Lumière factory, many of them on bicycles. At that time, there was no need to tell complicated stories with movies as they were just another fairground attraction. Film was not considered to be high culture,

like theatre or opera. The bicycle, while popular with the working class, was also important as a symbol of freedom within the female emancipation movement. As film clips prove, women on bicycles were a perfectly normal sight at that time, but nonetheless, women had to cycle against established moralities.

When storytelling begins

In the beginning of the 20th century, movie theatres emerged and storytelling became important. The shooting of movies also became more complex as many movies were shot indoors, and naturally bicycles appeared on the screen. At this time, the US and European film industries started going in different directions. In the US, Chaplin, Lloyd, Laurel & Hardy, and Buster Keaton emerged with their slapstick comedies. By then, the American industry had changed. Cars and trains appeared in the landscape and on the screen and became much more important than bicycles. Bicycles are just shown from time to time, for instance in an undated Harold Lloyd sequence including a slapstick scene on a tandem. Another example is the Buster Keaton movie *Our Hospitality* (1923), featuring a scene with Buster riding a draisine.

In contrast, European films focused more on surrealism and/or machines. If bicycles appeared in

by Christine Dériaz & Andrea Weninger

The bicycle plays certain kinds of roles in movies. In many films bicycles simply serve as add-ons or as set decoration, but sometimes they take on a major role. Bicycles reflect and define the time period in which the movie is set. In movies, the bicycle is not just a means of transportation, it is often a cultural statement. Thus, analyzing film history allows us to draw conclusions about cultural and transport-related societal developments over time.

European movies, they were more likely to be just an extra than a central object. Nonetheless, a very short but intense appearance can be found in Sergei Eisenstein's movie *October* from 1927. A stunning sequence combines the angle of the proletarian vehicle with the metaphorical and literal aspect of bicycles moving forward.

After the wars

In the late 1940s, after the Second World War, the bicycle reappeared in European movies and was again mainly used by the working class. The most famous example of this time is Vittorio de Sica's *Ladri Di Bicicletta* (1948), or Bicycle Thief. The bicycle is shown to be essential to survival, a prerequisite for getting a job. In the 1940s and 1950s there is no movie found without a policeman, postman, priest, or doctor riding a bike, for example Jacques Tati's flying postman including slapstick tools to amuse the audience.

The cyclist becomes rebellious


In the course of time, the bicycle developed rebellious characters and represented the attitude of being fast, free, and bold. In Julien Duvivier's *Don Camillo* (1951), a priest, passionate and bold, and always fighting injustice, is often seen on a bicycle. Outside of the story line, it is very funny to watch the priest in a soutane riding a bike. In the US, the bicycle plays a minor role in movies of the 1950s. In the 1960s and 1970s, comedies and rebellious movies with wired characters became popular and in the European cinemas the bicycles reappeared on the screen. Michel Piccoli in *Themroc* (1973) uses the bicycle for his daily routine. In *Jules et Jim* (1962) a relaxed bicycle ride expresses an easy way of life and contributes in very strong scenes to the movie. In *Barbara* (2012) playing in East Germany in 1980, the bicycle is the mode of transportation chosen by the main character, a strong, intelligent and stubborn woman, who refuses to be under political control of the state security service.

Riding a bicycle as a statement

In the 1980s there was a turning point: the bicycle became part of a character and no longer just an extra.

Mostly young and urban characters, who started to live different lives, chose a bike rather than a car. Riding a bicycle became a way of life, a way to be different. In Spielberg's *E.T.*, the bicycle was the preferred way of transportation and becomes essential to the development of the story. Everybody remembers the scene of E.T. making the bicycle fly high in the night sky. At that time in movie history, riding a bicycle turned into something cool to do and speed by means of pedal power gained importance: car chases were even replaced by bicycle chases. Jackie Chan includes a hilarious bicycle action sequence in *Project A* (1983). Bicycle messengers in New York, L.A. or San Francisco probably inspired the change in the image of the bicycle to something young, fast, urban, and active. The film industries effectively placed bike riders on the screen, for instance in *Quicksilver* (1986). US movies still experiment with bike riding characters and even build entire stories around them as in *Premium Rush* (2012), a fast, fixed gear rider starring in a breathtaking action movie. Even Bruce Willis rode a bicycle in *Die Hard With a Vengeance* in 1995, proving that cycling is no longer only associated with suburban kids or nerdy geeks.

Cycling becomes normal again

Riding a bicycle is more than just a way of getting from one place to another. It suggests its own attitude, one that stands alongside those associated with fancy cars and cool motorcycles. Bicycles increasingly define the young, modern, urban citizen. Movies from the beginning of the 21st century are the first evidence of changing bicycle cultures in Europe and the United States. The bicycle slowly changes again from an odd thing to something normal, just like in the beginning of film history. Right from the beginning of motion pictures, bicycles and the audience belonged together. Bicycles were mere scenery, necessity, status symbol, attitude, and metaphor of different dreams. The ways in which bicycles, or bicycle riders, are shown in the movies, reflect throughout time the status of bicycles in society, in urban development, and in urban cycling cultures. The bicycle is again becoming a normal sight in movies – and on our streets. 

YOU NEED ONE CLEAR VOICE
TO ACHIEVE ONE

BIG GOAL

Amanda Ngabirano, a lecturer at Makerere University and consultant in Kampala, Uganda, lived in the Netherlands for 13 months. She learned to ride a bicycle there and has become a passionate advocate of cycling. Ngabirano, referred to as “Madam Bicycle”, believes that cycling’s potential contributions to economic development in African countries are greatly underestimated.

Some of my friends and family could not hold their laughter when I mentioned that I was going to Vienna to speak “only” about bicycle transport. I could understand because the bicycle is such a simple item: two wheels, two pedals. Apparently it calls for a lot of efforts to sustain that bicycle passion and its usage, and to push it forward. Otherwise why would over 1,400 cycling experts and lovers fill Vienna’s City Hall to listen to bicycle stories?

Kampala, being the capital of Uganda, is the fastest growing city in the country. It has a day-time population of over three million people. Bicycle transport is not so popular because of several reasons that reinforce each other. One of the most visible is the safety concern. This is mainly because there are no segregated lanes for the cyclists nor caution on the part of motorists. It is also the perception of cycling being a vulnerable mode, simply on two wheels, so it must be very unsafe.

Riding bikes is not for girls

Bikes are also unpopular for cultural reasons, especially because women are not expected to ride and so the majority of girls never learn. I was stopped when I tried to learn as a young active girl. This consequently affects the total number of cyclists on the road. And that is why it is very rare to find a woman riding in Kampala, and in most towns in Uganda. On the other hand, women tend to do more domestic errands and so one would expect their travel options are not limited at all but rather expanded.

Cycling is also regarded as a poor person’s mode. Therefore, since the women and children are automatically excluded, as explained, it implies that the few who ride are the presumed “poor men”. I guess they can’t wait to be financially stable enough to kick the bicycle. This is ironic because the majority of the people are of low income class and it would make a lot of sense if they could be enabled to ride bicycles, without fear or such

negative connotations, but with pride and pleasure. This kind of attitude puts the cyclist in Kampala at risk in all ways. If it is a woman or a girl, she is doing a strange thing, outside the expected societal norms. Then of course she or her husband cannot afford other means of transport. If it is a child, it is extremely dangerous and the parents must be a careless lot. And for a man, he risks being branded as poor.

The irony of traffic congestion

It is currently estimated that 70% of the daily trips made in Kampala are by non-motorized means of transport. Although the percentage of those cycling is not yet known, this should be viewed as great opportunity for the city. Some fast developing cities such as Beijing already lost this opportunity and it will certainly be more challenging to reinstate it because of other competing modes.

Kampala’s general traffic flow is also an experience dreaded by the majority of the motorists. It is extremely heavy and certainly growing day by day. It is also periodic and affects the proper functionality of the city. For a distance that should take 15 minutes, one is likely to spend more than two hours. Also, some sections of the city are no-go zones for motorists during those hours. This is obviously ugly, given all the disadvantages of such congestion.

It should be surprising then for a city where the majority are said to be using non-motorized transport, to be experiencing congestion of this nature. The current public transport is still far from good in terms of capacity, efficiency, convenience, and regularity. This implies that the private car is currently deemed as the only convenient option left for the people. It also insinuates that improved and safe mobility for the cyclists and pedestrians would most likely relieve those stuck in the congestion, by providing an extra option, and also facilitate increased flow for those who will stick to motorized transport.

A typical street in Kampala’s Central Business District

Traffic congestion in Kampala



Pushing the cycling agenda in Kampala

It is simply imagined, thanks to the “developed world”, that road expansion, expressways and flyovers will address the congestion problem, and that traffic congestion is the only major problem to be addressed. Kampala is considering such projects, but thankfully the non-motorized pilot project is also underway. It is being funded by the United Nations Environment Program and UN-Habitat and the Dutch organizations Iganga Foundation and Move Mobility. The entire corridor is roughly 3.5 km, but its design process is being sponsored by all those organizations. That also tells a thing about prioritization of cycling infrastructural needs. This is simply because there are multi-million dollar road design and construction projects being funded by just one organization. Nevertheless, this is a good start, and the final design is expected to be ready by the end of 2013. There are also several initiatives like those pushed by Uganda Sustainable Urban Transport Network (UST-NETWORK), meant to tackle the awareness issues regarding sustainable urban transport modes.

Pushing the agenda for cycling as a lecturer and a consultant so far has not been rosy. I have no power to change anything immediately although that’s what I would wish for. And that of course earned me a great name: Madam Bicycle. There is a lot of doubt about the overall benefits of cycling-inclusive planning for the city, even among some of the hired transport consultants. It is easier for some officials and lay men to imagine that the problem is just narrow roads even when the same road width is already being shared. This disqualifies the excuse of narrow roads unless they get wider when in use by all. The issue is just planning relevantly for all, prioritization and organization of facilities. Kampala has the demand for moving by cycling and walking, and so do most cities of Africa. This is gold for Africa in relation to the future transport planning.

The Dutch cultural shock and disappointment

The issue of narrow roads reminds me of my stay in the Netherlands, where I lived for 13 months and actually learned to ride a bike and became passionate about it. I hope Kampala and other African cities will not wait to fly its dwellers, planners, and decision makers to the Netherlands before they can appreciate bicycling. I was struck by the number of cyclists young and old, male and female. I was also astonished by the existence of cycling lanes, even on very narrow roads, some even narrower than most of the roads in Kampala. On the other hand, I must admit that I was later disappointed that there were not more cyclists in the Netherlands given the supportive infrastructure and policies already in place. This is quite unbelievable for a well-read and informed citizenry not to utilize this opportunity fully.

There may be excuses as well, but compared with the riding circumstances in Kampala it is simply an under-utilized opportunity which was costly to put in place. So all countries and cities that are cycling friendly, you have gold. Use it to the fullest!

You don’t have to be mayor to change things

At Velo-city Vienna, it was very inspiring to see what some mayors are doing for their cities. However, different cities have different systems and so mayoral priorities also differ. This may not work for some cities, but does not imply that we have to sit and do nothing because it is the mayor’s work. In everybody’s capacity, a big difference can be made. We just have to be convinced of the importance of cycling, assess its current status, and identify measures through which a special agenda can be pushed forward. For instance, identifying the right decision makers, engaging the city leaders, equipping the civil society organizations with facts, press and media attention, and establishing supportive networks, among others. This is important not only for attracting more cyclists but maintaining those that already exist. Cyclists in cycling-friendly cities should not be taken for granted. They also need special incentives and innovations to maintain that standard. Cycling is truly special, but it faces stiff competition from resource allocation to acceptability, so it is not only vulnerable on physical roads but also in board rooms.

Realizing that we are still in the developing world means we have not made such huge and costly mistakes.

Dreaming big and avoiding mistakes

From the African perspective, someone out there may be thinking I am dreaming big and that it is not feasible in our cities given their current state of “road sharing no matter the design”. Have you ever dreamed while awake? Well, I have. Fortunately, some dreams come true and therefore the bigger they are, the better. So if you must dream, dream even bigger. Additionally, we have to share our dreams, work hard and together towards attaining them. It has been said that a section of the indigenous Africans



living in Africa think that the idea of promoting such projects as cycling still has a colonial perspective, and that the “developed world” is just not wishing “us” to have nice looking streets filled with flyovers and super-highways crisscrossing in cities. It is easy to think this way because the pace was set by the developed world, and it was attractive, and so everybody else would wish to have it. But it is not well known that focusing on infrastructural expansion was a mistake that is being regretted heavily, and the efforts to counteract the effects such as global warming are even more costly.

Making Velo-city truly global

Lastly, it is very important that Africans (and decision makers from African cities in particular) are present and engaged in such initiatives as Velo-city and those being spear-headed by decision makers from the developed world to promote cycling. This will enable us to realize that the fact that we are still in the developing world means we have not made such huge and costly mistakes. And we don’t need to make those same mistakes. We can learn from the mistakes of others instead. It also does not make sense for cycling to be promoted only in Europe; cycling must be promoted everywhere. For example, if it is good for you in Europe, it is good for me in Africa or Asia and also good for you when you cross to Africa or Asia. We need to effectively look at it globally for even greater outcomes.

In Africa, our city dwellers, visitors, and future cities are entitled to the benefits of cycling. So we have to take a step, which luckily Kampala and Uganda are beginning to take. And remember that even the longest journey begins with one single step. I doubt if this is the longest.

For the rest of the world, please be inspired by Kampala to ride even more, work harder and together to maintain and increase cycling levels in your cities. 🌞

by Michael Szeiler

NO BIKES ON THE BALCONY!

The possible impact of housing on cycling.

Christoph Chorherr, Green Party politician in Vienna and a passionate advocate of cycling, has long cherished the vision of a housing project specifically geared toward cyclists. He refused to take no for an answer until his idea became reality, and in 2008 he was finally able, together with the housing developer Gesiba, to create Bike City, a flagship project of bicycle-friendly housing. The success was so massive that the next bicycle-friendly pilot project – Bike & Swim – followed only four years later in 2012.

The special thing about bicycle-friendly housing projects is their comprehensive and varied availability of bike parking options. For a total of 99 flats, Bike City offers over 330 bike parking spaces, mostly in bike storage rooms on the ground floor and on the upper stories. In addition, residents can rent lockable bicycle storage compartments in the basement.

Bike parking spaces abound

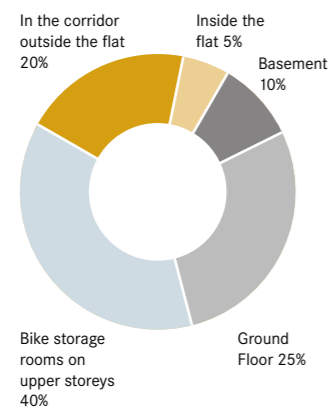
The visitor to Bike City is struck by the extra big lifts designed to transport bikes. At 1.6 by 1.4 meters, the lift cabin easily carries three bikes and three persons at a time. As a result, bike parking on the upper storeys is very popular: 60 % of residents go for this option.

However, sometimes storing your bike in the flat or on the balcony is unavoidable, even at Bike City. Some residents simply prefer to keep their bicycles close by, especially if these are expensive models.

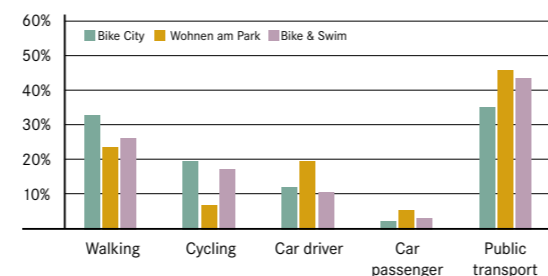
Bike City not only boasts many excellent bike storage facilities but of course offers parking spaces for cars as well. However, the underground car park only accommodates a total of 56 car spaces for 99 flats. According to the Vienna Building Code, one parking space must be provided for each dwelling. An exemption from this statutory requirement was made for Bike City. On a side note, one of the spaces is occupied by a car-sharing vehicle.

The smaller number of car parking spaces resulted in reduced construction costs, and the money saved permitted the creation of spacious shared facilities. Residents like to spend time in the communal rooms, with the respective playrooms for children and teens as particular favorites. In addition, there is a fitness room and a laundry. The Bike City sauna is very popular, too, and always fully booked ahead. Likewise, the Bike & Swim project boasts a rooftop pool and an in-house wellness zone.

Where do Bike City residents park their bicycles?



The mode share of cars at Bike City and Bike & Swim is less than 15%.



Does bike-friendly housing change anything?

And what about the mobility behavior of the residents of bike-friendly housing developments? A research project compared the mobility patterns of the residents of Bike City, Bike & Swim, and Wohnen am Park, an adjacent conventional housing development. Car ownership among the inhabitants of the three housing estates is surprisingly similar. However, the residents of the two bike-friendly developments tend to use their car much less often. At Bike City and Bike & Swim, the share of trips made by car is under 15 % (on workdays, for persons aged 18 to 64 years).

The impact of infrastructure on behavior

It is particularly interesting to compare those persons whose decision in favor of a specific housing project was not influenced by any bike-related aspects. In this group, the share of trips taken by bike is three to four times higher for the residents of Bike City and Bike & Swim than for the inhabitants of Wohnen am Park. This suggests that good bike storage facilities motivate even those people to cycle who normally have little interest in this form of travelling. In the case of Bike & Swim, 15% of residents use the bike more frequently after moving in because of the superior storage options. In addition to the Car-free Model Housing Development in Vienna's 21st municipal district Floridsdorf, the Bike City and Bike & Swim estates are success stories for how good infrastructure provision in housing projects can change the mobility behavior of residents.

Challenges for Vienna

Vienna will grow by over 200,000 inhabitants in the next few years, while the motorization rate will stagnate

or even continue to decrease. Effective solutions for the space- and energy-saving form of transport that is cycling are already in the pipeline.

A special challenge comes from the necessity of retrofitting older residential buildings with bike parking spaces. While subsidies from the City of Vienna and the Federal Ministry of Agriculture, Forestry, Environment, and Water Management do create financial incentives for building owners to add bicycle storage facilities, the biggest problem lies in finding the space required for this purpose. Moreover, efforts are being undertaken to use vacant shop premises as bicycle garages. However, this still leaves the problem of financing. People tend to be less willing to pay for heated and dry bike storage space than for indoor car parking.

With the amendment of the Vienna Building Code, newly built housing developments must offer one bike parking space for every 30 square meters of housing space. This equals roughly three bike parking spaces for one flat and meets the existing demand. So far, however, these bicycle parking spaces are designed heterogeneously and in the absence of quality control standards which should be developed together with architects. The experience made with special housing projects like Bike City and Bike & Swim will be taken on board when planning new urban development zones – after all, cycling is no short-lived fad but continuously on the rise. 🚲

The title of this text refers to Antje Hammers speech at Velo-city Vienna about Basel's bicycle parking policy.

	Bike City	Bike & Swim	Wohnen am Park
Architects	koeniglarch architekten	Laki architects	PPAG architects
Year of construction	2008	2012	2009
Address	Vorgartenstrasse 130-132	Vorgartenstrasse 127	Vorgartenstrasse 122-128
Number of flats	99	231	274
Car parking spots per flat	0.56	0.45	1.0



All photos: © Michael Szeiler

© Felix Bayer



All photos: © Meine Fahrradgarage

CREATING MORE BIKE PARKING IN YOUR NEIGHBOURHOOD

by Wencke Hertzsch & Herbert Bork

If you live in a densely built urban area, a lack of bicycle parking might be a formidable obstacle to more frequent use of your bike. Bicycle garages are advantageous not only for bicyclists, but for the entire quarter.

Wencke Hertzsch

studied urban and regional planning at Berlin University of Technology and serves as a freelancer in urban planning in Vienna and as scientific assistant at the department for spatial planning at Vienna University of Technology.

Herbert Bork

was educated as a spatial planner at Vienna University of Technology and is a staff member at stadtländ in Vienna and Regenz.

The potential for cycling is enormous, but to tap into this potential the building of bicycle-specific infrastructure such as secure bicycle parking in urban areas plays an important role. For high-density urban neighbourhoods, empirical data shows that the use of bicycles falls when cyclists cannot find appropriate parking facilities. Many bicycles have to be parked on streets and without protection against weather, vandalism, or theft. Cyclists often carry bikes into their apartments, or else leave them in the staircase at the risk of conflicts with neighbours or property managers.

Few buildings in Vienna have bicycle garages, even fewer among the *Gründerzeit*¹ buildings. For new buildings there is still no mandatory law to incorporate bicycle garages. In historic districts, hardly any contemporary examples can be found of integrated bicycle garages, whether attained through creative urban interventions, new types of public space furniture, vacancy management, or innovative business models. Bicycle garages have positive effects on neighbourhoods. Informal interactions take place while retrieving or depositing the bicycles, and these create new contacts, develop neighbourly ties, and build trust between those living in the neighbourhood.

The question of how to integrate bicycle parking in urban quarters with historic urban fabric requires an answer, or possibly answers. But which architectural, social, and economic principles should be considered?

The research project *meineFahrradgarage* analyzed these questions with the goals of implementing a pilot project in 2013 with 200 parking possibilities in different locations and developing an operating system for the next five years. The research focuses on:

- » urban-functional and social-space related analysis to determine the appropriate places and possibilities for bicycle garages;
- » customer surveys to assess demand, the maximum distance to the next garage, willingness to pay, and any special requirements they may have;
- » analysis of suitable parking facilities (those that save space and costs without impeding movement) and research regarding access systems;
- » network analysis to find the operating and supporting actors;
- » analysis of different operating systems for development and implementation of bicycle garages.

Possible locations for bicycle parking can be found in three different categories: empty premises, car garages, and public space. Each category has its own challenges to overcome.

Empty premises

Empty premises are one of Vienna's urban economic problems with all known negative implications. These vacant stores hold great potential regarding their conversion to bicycle garages. For one thing they are available almost everywhere. Also, implementation can be part of the revitalization and upgrading process

¹ From 1850 and the failed March uprising until around 1910, Vienna, the imperial capital and residence of Emperor Francis Joseph, gradually grew into the world's 5th largest metropolis due to the incorporation of the old suburbs and the influx of hundreds of thousands of newcomers, mainly from Bohemia and Moravia. The Ringstrasse boulevard replaced the old city walls; housing construction and speculation flourished. A typical characteristic of the *Gründerzeit* (founder era) are perimeter buildings – usually built by private housing contractors – of mostly four to six storeys with richly decorated facades.

in public (street) space, increasing the subjective feeling of security and promoting communication and empowerment of inhabitants. Imagine a coffee shop, a bar, a community bike repair shop within the garage! High rents and running costs can present an obstacle for a bicycle garage, particularly in inner districts. Users might need to pay more per month for their bike than for a car. Beyond that, the organizational efforts are necessarily high.


Bicycles in car garages

The city of Vienna offers a high potential for conversion of car garages. Access to *Volksgaragen* (cheap car parking facilities funded by the municipality) is nearly universal in the inner districts. Plus, capacity utilization is not overly high. A reuse of car parking spaces for bicycles would be feasible. The operating system, back office, and security are already there. Thus, the installation and implementation could be easy and quick.

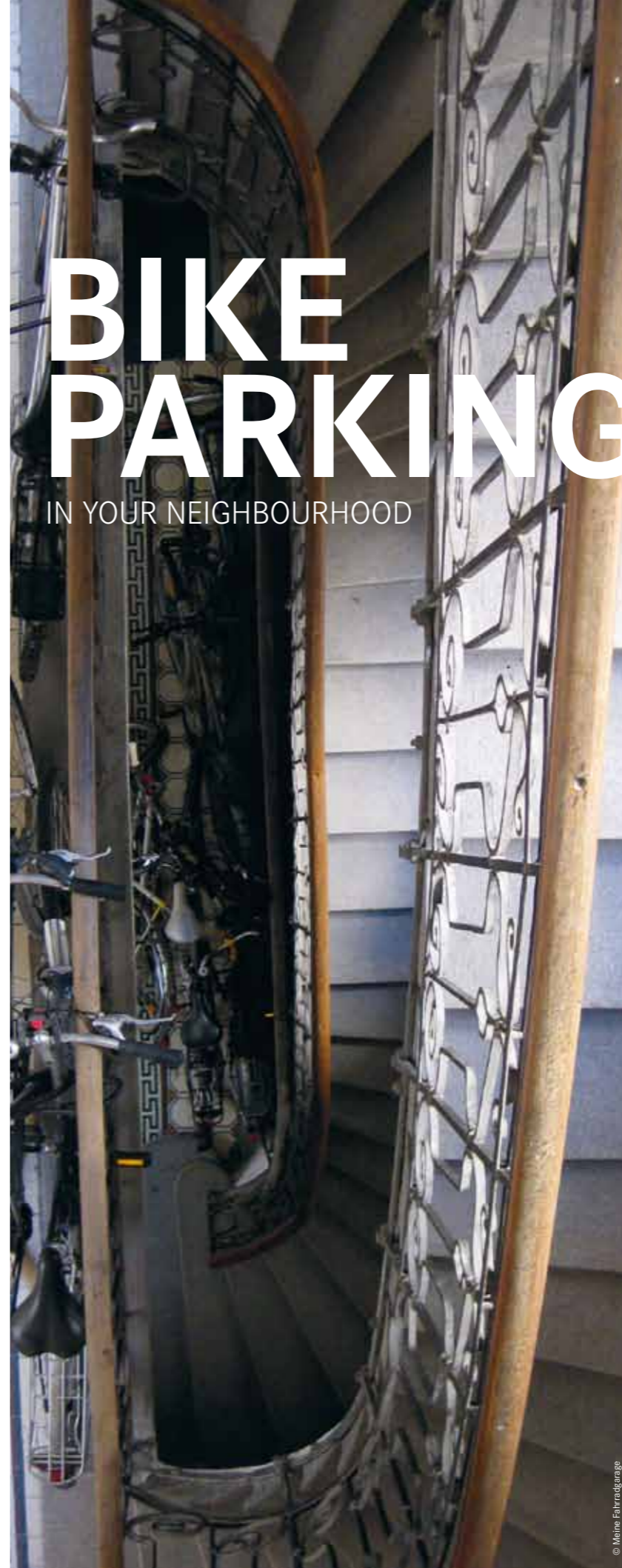
Bicycles in public space

Numerous examples, many of which have been presented at Velo-city Vienna, show that bicycle garages can also serve as multifunctional street furniture and a design aspect of public space. Garages can be combined with recycling points, toilets, or even playgrounds. Furthermore, the municipality holds the ownership of bicycle garages and so the rental and running costs can be kept to a minimum.

A pilot garage implemented

The research for *meineFahrradgarage* has been finalized. The first garages will be implemented in 2013. The work on the supporting actors, the cost-benefit analysis, and the operating system remain great challenges, however, as it is difficult to change a research project into a business project. 

This article is based on a text by Wencke Hertzsch and Herbert Bork.



© Meine Fahrradgarage

GETTING READY...

Velo-city Vienna was a fantastic conference and a great event! It is now with great excitement and anticipation that Adelaide looks forward to hosting the world's premier international cycling planning conference from May 27 - 30 next year. What will be going on? An interview with **Margaret Howard**, Program Director for Adelaide Velo-city Global 2014, and **Peter Smith**, CEO of Adelaide City Council.

Marg, how did you use your time in Vienna to prepare for the Velo-city conference in Adelaide?

Margaret Howard: Velo-city Vienna gave us the opportunity to talk with hundreds of delegates, exhibitors, and government representatives. If some of your readers attended the Vienna conference and visited the Adelaide booth then they might be one of the many people who told us what they'd like to see in Adelaide next year and the sorts of things they'd like to see in the conference program. We'll be working hard to meet those expectations.

Peter, what are the main cycling goals?

Peter Smith: We hope that experts and delegates from around the world will join us to share leading practices for creating and sustaining cycle-friendly cities. Adelaide aspires to be not only a cycle-friendly city, but the most cycle-friendly city in Australia and indeed the southern hemisphere. So it is fabulous for us to be the first city in the southern hemisphere to host a conference in the Velo-city Global series. And by the way, we can absolutely guarantee kangaroos, koalas, and more of Jack Buckskin's amazing didgeridoo playing and singing. Jack is a young Kurna man (the Aboriginal people who are the traditional owners of the land on which Adelaide is situated). He gave a mesmerizing performance at the closing ceremony in Vienna that was hugely appreciated by the audience.

Where will the conference be held?

Peter Smith: Our conference will be primarily held at the Adelaide Convention Centre – a multi-award winning venue that enjoys a global reputation for excellence and is consistently ranked among the world's top convention centres. Its reputation is second to none and is founded on superior product, world-class facilities, and constant maintenance of already exceptional standards. We'll also be making use of other nearby venues and the city itself. We're also planning a fantastic conference dinner and party at a surprise location that we hope will rival Vienna's Garden Party – which everyone from Adelaide really enjoyed.

Kangaroo Island





Visit the Adelaide Velo-city website at www.velo-city2014.com. You can sign our mailing list, follow us on Twitter and “like” us on Facebook. There are many ways to stay in the information loop!

The motto will be “A Celebration of Cycling”. That sounds very promising...

Margaret Howard: Adelaide Velo-city Global 2014 will be much more than just a conference. We are planning a range of community events, activities, and tours before, during, and after the conference, so there will be lots of different experiences for you to enjoy. You’ll also have the opportunity to compare notes with leading cycling practitioners, policy makers, and advocates from all over Australia – all of whom will be keen to learn from you. We particularly look forward to welcoming our French colleagues from Nantes who will host Velo-city 2015 – and working with them to design a memorable closing ceremony and hand-over so that the global cycling conversation continues. You can read about the themes for Adelaide Velo-city Global on our website www.velo-city2014.com

Adelaide aspires to be the most cycle-friendly city in Australia...and indeed the southern hemisphere.

If some of the readers have never been to Adelaide or Australia, why should they come?

Peter Smith: Adelaide is the gateway to a number of other wonderful South Australian destinations including the wine regions of Adelaide Hills, Barossa Valley, McLaren Vale and Clare, the stunning Flinders Ranges, and pristine Kangaroo Island, where more than one-third of the Island is declared conservation or national park with five significant wilderness protection areas. So, Kangaroo Island is a special and protected place. You can taste food from around the world at more than 700 restaurants, cafés, and pubs, and visit the renowned Adelaide Central Market that showcases our local produce in a cosmopolitan, friendly atmosphere. Stroll along the North Terrace Boulevard and visit our many art galleries and museums. You can also say hello to Wang Wang and Funi, the giant pandas at the Adelaide Zoo. Come to the conference, and make sure you stay a while – get to know us better, our culture, and our beautiful country.

Margaret Howard: Adelaide is a great city to appreciate on foot or by bike. The city features some of the best preserved heritage architecture in the country, well-designed parks and squares, magnificent cultural collections and intriguing public art. And Adelaide was recently voted Australia’s most liveable city. Adelaide and indeed all of South Australia, are home to long summers, stunning beaches, and award-winning wine, events, and festivals.

But it’s so far to come...

Margaret Howard: (smiling) Actually it’s just a flight away. And one that takes not much longer than a train trip from Copenhagen or London to Vienna. Australians travel a lot and often take advantage of the direct flights to Asian airports from Adelaide and all Australian capital cities to enjoy a brief stopover and experience a different culture. Interstate coaches and trains also service Adelaide, including The Ghan transcontinental train which takes you through our red centre to Darwin and the Arafura Sea.

How can I get involved?

Margaret Howard: If you have a story to tell, research to share, or an innovative idea to spruik we’d love to hear from you. The call for abstracts closed on October 11, 2013, the conference program will be published soon so that you have plenty of time to make arrangements for your trip to Adelaide. Likewise if you have great products, technology, or cycle tourism you’d like to promote please be in touch. The early-bird exhibitors’ deadline is January 27, 2014. Australia offers great opportunities for your business to expand. And if you’d simply like to participate in a great conference take advantage of the early-bird delegate rates.

Thank you, Marg and Peter, you’ve made us curious. See you next year! ☀



Jack Buckskin at the closing ceremony in Vienna

© City of Vienna, Christian Fürthner



by Ulla Thamm

CYCLING FUN FOR EVERYBODY

VIENNA BICYCLE WEEK

In 2013, Vienna is all about cycling. The Velo-city conference 2013 was embedded in the Vienna

Bicycle Week, the highlight of the Vienna Bicycle Year. Velo-city participants and the citizens of Vienna enjoyed a multifaceted, informative, and exciting side program with numerous events. With more than 4,000 participants, the Bicycle Corso took place as the largest bicycle parade ever in Vienna on a week day!

The Vienna Bicycle Week has made cycling and the Velo-city conference visible throughout the entire city. While the experts inside Vienna's City Hall met for the Velo-city Conference, Viennese people enjoyed Vienna's Bicycle Week outside. The cycling arena in front of the City Hall featured information stands, training opportunities and workshops, and service points as well as cycling competitions.

The Karlsplatz Square turned into the scene of the Bike Fashion Show, VeloStyle. National and international designers adorned these evenings with colorful fashion that was not only stylish but also appropriate for cycling. The audience had the pleasure of enjoying and joining The Sound of Cycling at the Bicycle Bell concert as well. More than 1,000 visitors joined this extravagant sound and fashion event.

The Museum of Applied Arts opened its exhibition *Tour du Monde* featuring Michael Embacher's historical and flamboyant bicycle collection. Bicycle-loving cinephiles were invited to the Sigmund Freud Park for Bike Film Nights. Latecomers could hardly find a free seat and these warm summer evenings were used to relax after the Velo-city conference.

The week drew to an end with the Vienna Radhaus Bike Polo Masters and a family bike ride to Aspern, Vienna's urban lakeside.



The Bicycle Week celebrated its spectacular opening with a Tweed Ride and subsequent Bicycle Picnic. After a stylish – and very British – ride through Vienna, the Awesome Bike Award was successfully handed out. Participants of all ages joined on this sunny day in the Freudenu, eating Bavarian sausages and enjoying a Brompton race.

Vienna's bicycle week was a great success and its side events received a lot of positive feedback from conference participants. Vienna's aim of becoming a cycling city is well underway. The Vienna Bicycle Week definitely made cycling visible throughout the city, and definitely motivated plenty of non-cyclists to hit the pedals. 🚲



PRESERVE YOUR MENTAL EQUILIBRIUM

Waiting at a red traffic light, Marianne Eberl, one of Vienna's first female cargo bike messengers, started to stretch her muscles and balance on her bike. Bike Yoga was born.

A lot of people ride their bikes daily and keep growing their cycling-muscles. For helping your muscles grow and stay flexible it is important to do some stretching. So, why not just do it on your bicycle? Seize the time while waiting at a traffic light and instead of getting bored give your legs a stretch. Or just take a few minutes to stretch after riding. Your wellbeing and body-awareness will grow. Velo-city participants enthusiastically attended Marianne's early morning bike yoga lessons.

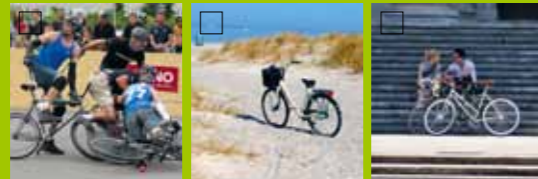
www.bikeyoga.blogspot.at



GEAR UP YOUR LIFE!

FIND YOUR NEW BEST BIKE MATE

1. Which picture do you find most appealing?



2. You encounter a parked SUV blocking the bike lane while you are on your way to an important meeting. How do you react?

- a. You take your key and scratch the car door.
- b. You get off your bike and engage the car owner in a thorough and deep discussion about traffic rules.
- c. You simply go around it.

3. The wheel rim of your bike is cracked. What do you do?

- a. You put your bike on your shoulder, carry it home, and choose another one of your other eight bikes to ride.
- b. You repair it yourself as you always do.
- c. You go into the next bike shop and have it repaired.

4. You attended the Velo-city conference in Vienna. What did you enjoy the most?

- a. Bike Yoga lessons in the morning
- b. Plenary Speeches
- c. Garden Party and the Gala Dinner

5. You are working to enhance cycling in your city. Why?

- a. Don't ask – just ride!
- b. Cycling reduces the negative environmental and health impacts on a nation's economy.
- c. Because the bicycle is THE solution to some of world's most complicated problems.

6. Your next holiday by bike takes you to:

- a. London, UK
- b. Adelaide, Australia
- c. Tuscany, Italy

7. Which one do you like best?



Tally your a, b, and c answers to see which kind of cyclist you are (note: there's nothing wrong with hybrids!)

A – Bicycle revolutionary

You find your own way through the city, letting no inconvenient barriers stop you from reaching your final destination. You are a fast and brilliant rider searching for someone to join you in the front row at Critical Mass. You know all dangerous bike lanes in your city and which ones should be abolished. You ride no matter the weather, not even icy coldness can stop you during winter and the ice riders would be lucky to have you!

Find your bike fellow here:

SkirtBike www.skirtbike.ro

Adopt a Dangerous Bicycle Lane www.optar.ro

Ice Riders www.uwsabikelab.ca

B – Autonomy rules!

You know what you want. You are an independent individualist, striding into a new cycling future. Your life is full of energy and work – but you must not forget to enjoy the bright side of your cycling life and relax while maintaining your bicycle in the nearby community bike shop. Spend your evenings watching a movie at the Cycle Cinema Club, accompanied by your shared urban bike trailer full of drinks and popcorn.

You will find your perfect co-cyclist here:

Bike Kitchen www.bikekitchen.net

DIY Cycle Cinema Club www.cyclecinemaclub.at

Tel-O-Porter www.udirimom.com/

C – You are a romantic cyclist.

Being a romantic dreamer on your bicycle, you love riding slowly through the landscape and looking for your dream partner to ride your way. You love poems, flowers, sunsets, and you always have a warm smile on your face while riding your bicycle. On Sundays, you enjoy putting on a romantic gown and cruising along with your friends from Frocks On Bikes. You have a smoothly balanced karma.

Find your beloved bike partner here:

Borracce di Poesia www.borracedipoesia.it

Frocks on Bikes www.frocksonbikes.wordpress.com

God Cykel Karma www.vimeo.com/28240374



The cycling culture in Portugal is probably one of the poorest in Europe. Cyclist associations and municipalities try to push bike sharing, but at the end of planning projects there wasn't enough money to implement a big scheme. Therefore the Velo-city in Vienna was a fantastic opportunity for networking.

Catarina Miguel
BikeEmotion, Portugal



The Velo-city 2013 was a great opportunity to see the best practices from all over the world. From the lectures at the conference we learned how cities like Vienna have proceeded to promote cycling. We will try to implement these projects in our country.

Ademola Lawal
Assistant Corps Marshal,
Federal Road Safety Corps,
Nigeria



I will leave Vienna very motivated and inspired from the good vibes. My focus was on marketing ideas, campaigns, and how to create a good image of urban cycling. I learned a lot!

Andreea Toader
SkirtBike, Romania



The program was full of highly qualified speakers. I wish we could join all forces of the Velo-city. That would make a great campaign! I really liked Vienna as a conference venue, the great environment and all the various locations of the side events.

Benedicte Swennen
Project Manager at Bond
Beter Leefmilieu, Belgium



I loved the hospitality of the Austrian people. Considering the panels and speakers, I have huge respect for the program director. She did a great job. Many projects transferred the message that emotions are very important, which I fully agree with. Cycling should be connected to fun, emotions, and positive messages. Furthermore, we need to talk about the peaceful coexistence between cyclists, car drivers, and pedestrians.

Andrzej Piotrowicz
Secretary General of the Polish Union of Active Mobility,
Poland

INTERVIEWS WITH PARTICIPANTS

At the conclusion of Velo-city Vienna, journalist **Eva Zelechowski** checked in with participants to get their perspective on the conference.

It is still quite a challenge to cycle in the Korean city Changwon where I come from, mainly because of the traffic. The lectures about urban planning have been truly inspiring.

Jo Mi Sun
Changwon, Korea



The program of the Velo-city 2013 was of high quality. I liked the interactive sessions a lot where the participants could ask questions and exchange ideas. My expectations for learning from speakers have been fully reached. I also think that you have to address the emotional side if you want to get people on bicycles.

Samir Bendida
Cyclodeo, Netherlands



With its 1,400 participants, the Velo-city 2013 in Vienna is the biggest of all Velo-city conferences so far. My personal highlight was the Bicycle Corso. The motto "The Sound of Cycling" matches the city perfectly. For the upcoming Velo-city 2014 in Adelaide, I expect to show them the European point of view: that urban cycling can be an alternative for cars.

Ceri Woolsgrove
European Cyclists' Federation, Belgium



I'm sad I could not clone myself to go to all the lectures. The program was very inspiring and I was often thinking about the things I can bring home. I think Romania is next on the waiting list to develop a good bicycle culture.

Ariel Constantinof
Tribule – The Tribe,
Bucharest, Romania



What I probably liked the most about this conference was seeing the different visions from all corners of the earth. The program offered enormous diversity. How do you get more people on bikes? I think we need some kind of "bike coalition" focusing on combining cycling with urban planning.

Nadine Gomez
Filmmaker, Canada



VELO-CITY VIENNA 2013

IN RETROSPECT

Travelling to Bavaria in 2011 to consult with our colleagues in Munich about how to bring Velo-city to Vienna, we never thought that Vienna might become the biggest Velo-city conference ever. Thanks to our colleagues from Munich, we learned that a conference like this is first of all no piece of cake. Secondly, it is not just a conference! Munich's Vice-Mayor Hep Monatzeder proved that Velo-city 2007 in Munich had powerful both short- and long-term effects on transport policy in his city (see interview on page 14). All the different benefits from a conference of this kind must be taken into account to achieve Vienna's goal of doubling the modal share of cycling by 2015. The City of Vienna had this unique opportunity to involve cycling experts and other creative minds in order to further develop its own cycling strategy. So far, we have obtained valuable feedback and expertise from international professionals, not only about organizing a conference of this size, but also about how to further

enhance cycling infrastructure, urban planning, and bicycle marketing campaigns. Munich assured us that the city will certainly benefit for a much longer time from the lessons learned from this conference. The resolution for urban cycling *Grundsatzbeschluss Radverkehr* and the *Strategic pillars for urban cycling in Vienna – Learning from Velo-city 2013* should be among the first results.

Well, what have we learned at Velo-city Vienna? Lessons, ideas, and recommendations.

1. Plan for the goal, not the present need. Accept that ambitious goals come with controversy.
2. Situate cycling within larger political issues, such as livability, climate change and economic development.
3. Consider tying the percentage of transportation funding to the mode share. If bicycles represent 6% of the modal split they should receive 6% of the budget.
4. Draw inspiration from good examples from other cities, but don't copy and paste.
5. Embrace trials. Test new ideas, designs, and locations before making them permanent.
6. Do not attack cars. Emphasize the ideal use of each mode of transportation. Communicate that a balanced distribution of transportation modes improves conditions for all users, including reducing traffic congestion for car drivers.
7. Limiting speeds to 30 kmh in urban areas promotes urban cycling and urban quality of life. Exceptions can be made for certain high-traffic routes that do not impair urban life, though even these should be restricted to 50 kmh within the city.
8. Open one-way streets to contra-flow cycling. It works, and it's safe.
9. Create park-and-ride stations at the urban fringe and connect them to the city via both public transit and cycle paths. Provide ample bike parking and services. Equip them with bike-share stations.
10. Eliminate car parking minimums in building codes. Establish car parking maximums and bicycle parking minimums instead.
11. Don't underestimate the power of infrastructure to normalize behavior. Consistent and continuous bicycle infrastructure normalizes cycling as a regular mode of transportation.
12. In urban areas with minimal auto traffic, create more shared space. Put entire right of way at a single grade. Use pavers and design to suggest central travel lane for cars and bikes. Try not to use bollards or other physical separations.
13. Move more goods in cities by pedal power. It is estimated that 20-50% of goods moved in cities could be efficiently and effectively moved by bike.
14. Get involved at a street and neighborhood level. Advertisement campaigns and policies are not enough.
15. Embed bicycle training in schools and community centers.
16. Strengthen the association of bicycles with freedom and quality of life, especially in developing or post-socialist states that are likely to aspire to car ownership even in urban areas.
17. Partnerships with other cities can help overcome local limits. Leverage these partnerships to establish actionable goals. Replace zero-sum interurban competition with mutually beneficial interurban competition.
18. Merge all transport tasks (public transport, road design, (public) bicycles etc.) into one administrative agency.
19. Cities are shaped and reshaped by the dominant modes of transportation. The first phase of urbanity was shaped by walking, the second by motorized transportation. Cities are ready to be reshaped for bicycles. Don't be afraid to think big.

Andrea Weninger
Velo-city Program Director

Joshua Grigsby
Urban Researcher



All photos: © City of Vienna, Philipp Forstner



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THE SOUND OF CYCLING
URBAN CYCLING CULTURES
VIENNA, JUNE 11 - 14



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motion.

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