

## ABC.MULTIMODAL 2<sup>ND</sup> NEWSLETTER

### OCTOBER 2012 – AUTUMN EDITION

Welcome to the second newsletter of the project “abc.multimodal”. During spring and summer the partners have worked hard to promote cycling and multimodality. This newsletter shortly presents their activities and first outputs with links to more information on our website.

## TARGET GROUP ANALYSIS: CYCLISTS IMPORTANT FOR THE COMMERCIAL SECTOR IN KALMAR



During spring Kalmar has conducted a survey to find out what impact cycling consumers have on the commercial sector and what could make more consumers cycle to the areas of commerce. The analysis shows that 59 % use sustainable forms of transport (cycling, walk, bus, train) to reach the city centre. 38 % of the consumption in the city centre is generated by cyclists and pedestrians, 28 % in

the city as a whole. Read more here: [www.abcmultimodal.eu/target\\_group\\_analysis.html](http://www.abcmultimodal.eu/target_group_analysis.html)

A local workshop with all stakeholders will follow during autumn. The aim of the workshop is to improve conditions for cycling consumers and to stimulate more consumers to choose the bike instead of the car when possible.

## FEASIBILITY STUDY: BICYCLE STATION IN ROSTOCK



Rostock's inhabitants take the bicycle for more than 20 % of all trips. Many of them use the bicycle also in combination with busses, trams and trains. The Hanseatic City of Rostock wants to improve the conditions for bicycle commuters. 2011 the municipality began its project work with a vision for an optimized combination of cycling and public transport: A bicycle station at the Central Station.

Read more here: [www.abcmultimodal.eu/planning\\_measures.html](http://www.abcmultimodal.eu/planning_measures.html)

## WORKSHOP IN GDANSK: COMMUNICATION TO PROMOTE CYCLING



Twice every year the abc.multimodal partnership group meets to discuss the progress of the project so far and what is next on the „to do-list“. In February the partners met in Gdansk. They invited Thomas Krag from Copenhagen as expert for cycling and communication. He introduced into the topic of communication to promote cycling.

The presentation is available here: [www.abcmultimodal.eu/workshops.html](http://www.abcmultimodal.eu/workshops.html)

## CYCLING MONITOR: NEW PROTOTYPE IN ROSTOCK



Rostock has built up the first Cycling Monitor in the city. It is situated in the "Lange Straße" close to the pedestrian zone in the inner city. The Cycling Monitor shows the number of passing cyclist per day and per year on a display. The cyclists are counted by a loop in the cycle lane. The investment was prepared by the engineering office LOGOS from Rostock. The display is the product "iSight" from the British company Traffic Technology Ltd, the counting technology is developed by the company Eco-Counter from France. The Cycling Monitor was opened and presented in a ceremony during the car free Climate Action Day.

## CYCLING EVENT: CAR FREE DAY IN ROSTOCK



On 16<sup>th</sup> of September 2012 the Hanseatic City of Rostock organized together with the Agenda21 group "mobility and climate protection" the first car free Climate Action Day. Important partner were ADFC Rostock, the RSAG (Rostocker Straßenbahn AG) and the DB (Deutsche Bahn). The event took place in the "Lange Straße", a busy street in the city centre with many shops, tramway lines and (usually) car traffic. During this day the street was

closed for car traffic and people could walk, cycle or skate on a stretch of about 600 meters.

The municipality invited everybody to redesign a parking spot and called it the first PARK(ing) Day in Rostock. Many initiatives and inhabitants created small parks, galleries, resting places or presented climate friendly transport facilities. Find more information, many pictures and promotion material here: [www.abcmultimodal.eu/event-rostock.html](http://www.abcmultimodal.eu/event-rostock.html)

## KALMAR: CYCLE TO THE CITY FEST



Every year there is a City fest in Kalmar with regional, national and international famous musicians. The event is visited by approximately 100.000 visitors each year and in a city with an historic centre, car parking can be an issue. This year Kalmar Municipality tried to motivate more visitors to cycle to the event. All cyclists that passed through “Norra Långgatan”, the passage from the main stage to some of the smaller stages, was offered to get their tires pumped and their chain oiled. At the cycling station you would also get city cycling maps, cycling excursion maps and information about ongoing projects like abc.multimodal. The cycling station was very popular, especially to hide from the rain as the weather was appalling! This meant long and interesting conversations with cycling lovers of Kalmar!

## GDANSK: 3<sup>RD</sup> CONGRESS OF ACTIVE MOBILITY



Over three hundred participants took part in the Third Congress of Active Mobility in Gdansk’s AmberExpo Exhibition and Convention Centre on 6-7th September. This year’s edition of the Congress, organised by the City of Gdansk and the Polish Union of Active Mobility (PUMA), was partially financed from the Central MeetBike project implemented through the CENTRAL EUROPE program, co-financed by ERDF. Find more information about the congress here: [www.abcmultimodal.eu/conferences.html](http://www.abcmultimodal.eu/conferences.html). It is planned to part finance the next year’s edition of the Congress within the ABC project and combine it with a project workshop. The Polish Union of Active Mobility (PUMA) has replaced the Pomeranian Association Common Europe (PSWE) as partner in the ABC project in September 2012.

## STUDY TRIP: CYCLING IN COPENHAGEN AND MALMÖ



In August 2012 a group of 25 people from Rostock, Kalmar, Gdansk and Gdynia visited two of the most interesting cycling cities in the world: Copenhagen and Malmö. They took the time to meet experts and see the infrastructure and bicycle culture during a guided cycling tour. You can find photos from Copenhagen and Malmö here: [www.abcmultimodal.eu/study-trips.html](http://www.abcmultimodal.eu/study-trips.html)

## PARTNERSHIP MEETING IN KALMAR IN OCTOBER

On 15<sup>th</sup> to 17<sup>th</sup> of October the next ABC workshop will be held for the first time in the Hanseatic City of Kalmar, Sweden. „It will be an honor to host the ABC Multimodal meeting“ says Kerstin Björklund, head of Department for Development, Kalmar Municipality. „We look forward to a fruit full meeting and to show the other partners our lovely city“.

Please forward this newsletter to colleagues and experts in your networks or motivate them to subscribe here: [www.abcmultimodal.eu/newsletter.html](http://www.abcmultimodal.eu/newsletter.html)

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The ABC-partners wish you a nice autumn! Best regards

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