



SpiCycles

newsletter

Sustainable Planning and Innovation for Bicycles

Intelligent Energy  Europe

Introduction

SPICYCLES

Cycling as a daily mode of transport has widely recognized positive impacts on cities: it improves the environmental performance reducing pollutant emissions, increases road safety and helps traffic management, supports equity and accessibility; it is beneficial to health and improves the overall quality of life

Actions

SPICYCLES Participating Cities are: Rome, Barcelona, Berlin, Göteborg, Bucharest and Ploiesti. They will execute the following actions: Introduction of bike-sharing schemes; Implementation of communication and awareness raising campaigns; Integration of cycling planning in the overall spatial and transport planning; Building local partnerships.

Bike Sharing Schemes *A challenging and innovative measure* seeking to transfer the better known principles of car-sharing to bicycles in order to encourage the use of a virtually zero-energy intense mode. This theme will rely on an extended experience accrued over more than 5 years of bike-sharing in several German cities and on the design, implementation and management of pilots in Göteborg, Ploiesti and Rome.

Communications and Awareness which will address the efforts of all cities, led by Göteborg, to *inform and sensitize travelers* about the general consequences of their transport decisions, makes them aware of the benefits of alternative clean travel options and particularly cycling, and provides detailed and multimedia information on existing opportunities to use cycling.

Integration of Cycling in Transport Planning will tackle the issue of encouraging cycling from the angle of integrating cycling planning in the broader framework of spatial and transport planning, providing adequate infrastructure for deployment. SPICYCLES will thus encompass a broad range of strategic, design and operational studies/actions sharing the common goal of creating the conditions for a more organic and endowed uptake of cycling.

Building Local Partnerships will work towards involving local actors in the cycling plans of the municipal authorities. The goal is to promote the use of cycling by fostering collaboration, participation and partnerships with entities able to positively influence the travel behavior of large portions of citizens (e.g. schools, land developers, retail chains, etc.).

spicycles
<http://spicycles.velo.info>



Rome



Barcelona



Bucharest



City of
Göteborg

Göteborg

SPICYCLES

Cycling is fast on its way to become a mainstream tool for cities to conquer back their centres and to increase the quality of life in their cities. 'SPICYCLES realises that the minor role the bicycle still plays in the overall transport systems is due to reasons. There is a need for an articulated strategy that tackles the issue from different but equally important perspectives. Despite these many advantages, cycling is still underused in many cities, and its effectiveness is too often under evaluated by national and/or local transport policies.

The project SPICYCLES (Sustainable Planning & Innovation for Bicycles) specifically deals with such issues. The project realises that the minor role the bicycle still plays in the overall transport systems is due to reasons of both technical and political nature. To solve the problem, there is a need for an articulated strategy that tackles the issue from different but equally important perspectives.

The coordination of all such actions will provide at the end for an integrated set of measures that can make the difference in the long term. SPICYCLES has the ambition to support, facilitate and stimulate the activities of the 6 participating cities (**Barcelona, Berlin, Bucharest, Göteborg, Ploiesti and Rome**) according to a simple and widely participated work plan.

Spicycles, is co financed by Intelligent Energy – Europe (IEE) and is one of 3 STEER Actions promoting cycling. January 1, 2006 – Dec. 31, 2008.

Increase of modal share

SPICYCLES aims to give a positive boost to local cycling policies by showing what can be achieved. The experiences with different types of measures and the results obtained will be disseminated to a wide audience of European cities.

The success of the SPICYCLES project depends to a large extent on the support it will be able to gain around the implementation of cycling initiatives. It is essential to obtain at first the consensus of potential beneficiaries of the project: they are all those groups potentially gaining from an improved accessibility to and improved liveability of urban areas.

Examples of target groups are: City administrations (local decision makers and urban planners) and networks of cities; public transport infrastructure managers and undertakings; cycle rental companies; bicycle users (current users of bicycle) and cycling associations; other citizens not using bicycle as a means of transport.

SPICYCLES will demonstrate that the modal share of cycling can be increased by 4 types of actions in European cities. Participating Cities are: Rome, Barcelona, Berlin, Göteborg, Bucharest, and Ploiesti.



Ploiesti



Berlin

Impacts

The main impacts of these actions are expected on 'Cycling modal share' and on:

- Energy consumption
- Emissions
- Attitudinal change
- Local stakeholders involvement
- Integration transport/spatial planning

By increasing the modal share of cycling the estimated energy and emission savings by the end of the project are:

| City | Energy Ton/year | CO2 Ton/year | NOx Kg/year | HC Kg/year |
|-----------|-----------------|--------------|-------------|------------|
| Barcelona | n/a | n/a | n/a | n/a |
| Berlin | 105000, | 330000,0 | 1000000,0 | 1500000, |
| Göteborg | 86,4 | 276,5 | 858,0 | 1232,0 |
| Rome | 3456,0 | 11059,0 | 34230,0 | 49280,0 |
| Ploiesti | 37,5 | 120,1 | 372,6 | 535,1 |
| Bucharest | n/a | 31 | 210 | n/a |



ISIS

CALL A BIKE 

DB RENT

Actions

4 types of actions will be carried out and tested at the local level:

- **Bike-sharing**, a challenging and innovative measure seeking to transfer the better known principles of car-sharing to bicycles. This WP will be led by Berlin (DB Rent).
- **Communication and Awareness Raising**, led by Göteborg, will address the efforts to *inform travellers* and make them aware of the benefits of alternative clean travel options and particularly cycling;
- **Planning for Cycling** will tackle the issue of encouraging cycling from a different angle, that of *integrating cycling planning* in the broader framework of spatial and transport planning and accordingly providing *adequate infrastructure* for deployment. This workpackage will be led by Rome (Dipartimento X);
- **Building Local Partnerships** will work towards involving local actors in the cycling plans of the municipal authorities. It will be led by Barcelona.



Vélo Mondial



CPI Progetti

Bike Sharing Schemes contains the creation, implementation and improvement of new innovative bike-sharing systems in Berlin, Göteborg, Ploiesti and Rome. The goal of all bike-sharing systems is to increase the modal split of bike traffic by offering alternative bicycle services as well as improving the access conditions, simplifying the use and raise the subjective perceived safety. Bicycle rental systems can be seen as an important service to support the policy of pushing the modal split of bikes. The Bike-sharing activities will vary in the participating cities since starting points of the cities differ.

For Instance **Ploiesti** will design a bike-sharing pilot system and promote it among commercial companies, local government institutions and educational institutions. Therefore Ploiesti will start with an analysis of experiences and know how in the field of bike sharing. Afterwards a strategic scheme will be elaborated for the set up of a bike-sharing system with a fleet of 50 Bikes.

The Municipality of **Rome** is launching a large scale program for the promotion of cycling. An innovative bike-sharing system is playing a key role in that program. In SPICYCLE Rome will carry out a transport study to define the interested areas and extent of the system (numbers of bikes etc.). An important step is to analyse existing commercial models of bike-sharing and to select the suitable type, both for conventional and electric bicycles since Rome intends to use different types of bikes. Furthermore Rome will design a "Bike-sharing Web Portal", a tool for the fast access to services of information, reservation and interaction.

Successful models

Göteborg will implement a rent-a-bike pilot scheme for companies, with the intention to upscale the system to the whole city. While the pilot is running in the city district of Lundby since this area nowadays is the mobility management test-site of Göteborg adequate areas for the expansion will be reconnoitred. So far the high-tech system based upon smart card use is directed towards the employees of a number of companies in the Lundby area. For the upscale contacts with authorities and partners concerned will be established. The evaluation of the rent-a-bike system will be the basis for the full scale implementation for public use.

DB Rent will improve the existing bicycle rental system "Call a Bike" in **Berlin**. Therefore a study about stolen bikes will be made. The results of this analysis will flow into a specification of a new lock respectively bikes. Furthermore DB Rent intends to establish a better integration of Call a Bike into the Public Transport as well as into other services. The goal is to simplify the use of a rent-a-bike system and to reduce the barrier of access.

The **overall goal** is to recognise and develop general frameworks for the implementation of successful operational bike-sharing systems. It is also intended to record the drivers and opportunities of cross-city transferability of successful bike-sharing models. This includes specific city features such as infrastructures, structure of population, climate, culture etc.



Goudappel Coffeng



DITS

The logo for ATAC, consisting of the lowercase letters 'atac' in a white, sans-serif font on a dark red background.

ATAC



The Team

Communications and Awareness

Actions are planned in Barcelona, Berlin, Bucharest, Göteborg, Ploiesti and Rome and focus on bicycle communication through different marketing campaigns and improved information about cycling. The overall goal is to encourage the use of cycling which will raise people's awareness, create a change in travel behaviour and to raise the status of the bicycle to become an attractive mode of transport. At the same time, other beneficial aspects, such as health, environment and safety will be highlighted.

For some cities the situation is very clear and the strategies merely worked out, others are in the starting face of thinking strategically about communication. The cities which are in the starting face will either deepen the analysis of how to communicate and to whom or to try out different actions and from the result form a strategy.

The communication and awareness raising activities will target an as broad as possible audience, for example households and citizens, schools, company management and employees, tourists and visitors. The different stages in the behavioural chain will be taken into account while developing strategies; awareness raising, influencing attitudes and change in behaviour.

This task calls for the following actions:

- Definition/appraisal of local information and communication strategies;
- Illustration of the chosen marketing campaigns and user information methods, their quantification, localisation and prioritisation, including the role played by decision-makers, stakeholders and citizens.



Article in El Pais

Strategy

Marketing actions will be designed and deployed as soft measures in order to support the hard measures regarding the infrastructure development; some examples are:

- Schools program for promotion of safe cycling to schools
- University Collaborative agreement for promotion of cycling measures at the principal campus locations in the city
- Bike Week, an annual event involving a range of promotional activities;
- Developing information strategies: getting attention, providing information;
- Implementing strategies in a medial campaign.
- Local cycling events such as rewarding activities to cyclists, outdoor activities with bicycle information.
- Guided cycle tours;
- Cycle courses and training of cycle instructors for schools, organizations etc.
- Test bikers at companies and competitions;
- Information campaigns about new cycle roads, the cycle bridge etc
- Set up of INFOPOINT
- study of the behavioral chain



Presentation in Barcelona



Integration of Cycling in Transport Planning

SPICYCLES addresses the definition of the infrastructure requirements to support an adequate, efficient, and sustainable development of cycling in cities. By infrastructure, it is here intended the range of physical components supporting cycling services, such as cycle lanes, signals, parking racks and lanes, communication technology, etc. As such, this kind of appraisal is one of the underpinning elements of any operational cycling policy in that it quantifies and localises the need for additional or improved infrastructure and addresses them setting in motion interventions apt to promote, facilitate and service cycling activities.

This task calls for the following actions:

- ✓ Definition/appraisal of the local strategic plans for cycling development, with an emphasis on the infrastructure activities thereof;
- ✓ Illustration of the criteria leading to the identification of the chosen infrastructure, their quantification, localisation and prioritisation, including the role played by decision-makers, stakeholders and citizens;

These actions will represent the key reference for an adequate planning of cycling strategies and will also serve as a coordination instrument over the activities carried out in the city cases.



The case of Rome: Rebalancing modal split

The main objective at the base of e.g. the Rome City Council policies consist of the achievement of a sustainable development as outlined in the Europe Council Program "For a durable a sustainable urban development". Such main objective is detailed in two general goals: improve mobility conditions, while increasing circulation safety and decreasing air and noise pollution, retrain urban spaces, by rationalising public space use, safeguarding citizen's health and preserving historical and architectural heritage.

With intention to perceive the above objectives, the City Administration has developed a strategy aimed at obtaining a rebalancing of modal split through the adoption of specific measures to decrease private car use and convert a significant part of this mobility to public transport, at the same time by enforcing transit supply and promoting alternative means of transport.

This strategy is developed as an extremely flexible instrument, susceptible to be adapted to typological and dimensional characteristics of the urban fabric; the transport policy is aimed at discouraging private vehicle usage in the central areas, with higher density of activities, and allowing its usage increasingly with distance from the historic centre.



Building Local Partnerships

Each city, and country, presents its own particularities, but most of them share two common ways of developing this mechanisms of consultation and partnership building: the creation (and application) of a Cycle Master Plan –independent or included into a wider transportation or mobility plan– or an equivalent document, and the achievement of partial goals by creating, promoting or supporting specific activities where partnership building is needed.

A proper '*Cycle Master Plan*' exists in the cities of Berlin and Barcelona (revised in 2005 and 2006 respectively), created with the involvement of different departments, cycling associations and other stakeholders; the main objectives in biking policy are presented as well as a complete set of goals and objectives to achieve and a detailed list of concrete measures to be implemented.

A more general *mobility plan*, with a specific section dedicated to cycling, is found in the other two cities: The Göteborg Environmental Programme for Traffic includes a Cycling Programme, a short-term strategic document from 1999, that is now being revised to raise a long-term strategy for the next 10-20 years, divided in six basic chapters, and some milestones fixed (2008 and 2012). The case of Rome is characterized by the many and different parties involved in cycling issues

The cities of Bucharest and Ploiesti are situated at a different stage. Even if in Romania cycling is underused and it is socially less appreciated it has the basis to be further developed. The number of bicycle users is increasing.



The case of: Barcelona

A multi partnership is necessary to develop some ambitious actions /measures involving a wide range of participants.

One of the longest-standing mechanisms supporting the open and fluid communication between interested parties and actors (and thus the promotion of active participation for the common interest) is the **Comissió Cívica de la Bicicleta** (*Civic Commission for the Bicycle*), a body of Barcelona City Council which incorporates citizen participation.

It brings together the main entities involved in promoting the bicycle as well as representatives from various ambits within the City Council and other bodies connected with cycling. Also, at a higher level, there is the **Pacte per la Mobilitat** (*Mobility Pact*), an overall forum for consultation and representation that deals with all travel modes and establishes collaboration between the Mobility, Urban Planning and Environment/Maintenance departments and other public and private organisations including user groups.

A good example of that multiple partnership, and a sample of the works developed by the entities referred above, is the edition of "Barcelona en bici" (*Barcelona by bicycle*), a magazine with information, news, etc., published by Agenda 21, in collaboration with the Pacte per la Mobilitat and the Comissió Cívica de la Bicicleta, with the objective of promoting the use of the bicycle as a normal (habitual) transport mode for the population of Barcelona.



Project Cities

Project Partners

Rome,
Dipartimento X, Politiche
Ambientali ed Agricole
Italy

DB Rent GmbH,
Germany

Berlin,
Senate Department for Urban
Development (**SenStadt**),
Germany

Goudappel Coffeng BV,
The Netherlands

Ploiesti,
City Hall (**PMP**),
Romania

CPI Progetti S.P.A.,
Italy

Bucharest,
Regia Autonoma de Transport
Bucuresti (**RATB**),
Romania

Velo Mondial,
The Netherlands/ UK

Barcelona,
Barcelona Municipality (**BCN**),
Spain

University of Rome
"La Sapienza" DITS,
Italy

Göteborg,
Traffic and Public Transport
Authority
Göteborg
Sweden

ATAC
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Autoferrotranviari del
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