

**CONCEPT OF CYCLING
SYSTEM DEVELOPMENT
IN POMORSKIE
VOIVODESHIP
“GREEN PAPER”**



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Gdańsk, October 2009: Marshal Jan Kozłowski testing an electric bike within the framework of „PROMOTION OF DAILY CYCLING (PRESTO)” project financed from the Intelligent Energy Europe Programme

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List of Abbreviations

Green Paper	the document officially entitled „Concept of Cycling System Development in Pomorskie Voivodeship”	IT	Information Technology
ADFC	Allgemeine Deutscher Fahrrad-Club – German Cyclists’ Federation	JST	Territorial self-government units
AGFS	Arbeitsgemeinschaft fahrradfreundliche Städte, Gemeinden und Kreise in NRW – Association of Cycle Friendly Towns, Cities and Communes of North Rhine – Westphalia	LivCom	Liveable Communities Award – a world award granted to communities with the highest quality of life
SWOT Analysis	analysis of strengths, weaknesses, opportunities and threats	LK BRD	Local commissions of Road Traffic Safety
ARP	Agencja Rozwoju Pomorza S.A. – Pomeranian Development Agency	LOT	Local Tourist Organisations
BRD	Bezpieczeństwo Ruchu Drogowego – Road Traffic Safety	NGOs	Non-Governmental Organizations
BYPAD	Bicycle Policy Audit	NRW	North Rhine – Westphalia – one of states of the Federal Republic of Germany
CH	commercial centres	OMZG	Metropolitan Area of the Gulf of Gdansk
CO2	carbon dioxide	OLE	Civic Ecological League
DKK	Danish Crown (the legal currency of Denmark)	OP	priority axis
ECF	European Cyclists’ Federation	PART	Polish Tourism Development Agency
EURO 2012	European Football Championships in 2012, scheduled to take place in Poland and the Ukraine in 2012	PKE	Polish Ecological Club
EuroVelo	European network of long-distance cycle routes managed by the ECF	PKP	Polish State Railways
GEF	Global Environmental Facility of the United Nations Organisation	PLN	Polish zloty – legal currency of Poland
GPS	Global Positioning System	PRBRD	Pomeranian Road Traffic Safety Council
GRPIP	Gdańsk Cycling Investment and Promotion Project	PROT	Pomeranian Regional Tourist Organisation
Greenways	Programme of the European Greenways Association aimed at construction of car-free tourist trails	PSWE	Pomeranian Association „Common Europe”
HR	Human Resources	PTTK	Polish Tourist – Country Lovers’ Society
ICT	Information and Communication Technologies	PUP	Powiat Labour Offices
ISO	International Organization for Standardization – international NGO determining quality standards for a number of areas of life	PUW	Pomorskie Voivodeship Office
		RPO WP	Regional Operational Programme of the Pomorskie Voivodeship for 2007-2013
		RZGW	Regional Water Management Authority in Gdańsk
		SKM	PKP Rapid Urban Rail Transit in Tri-city Co. Ltd.
		TQM	Total Quality Management
		EU	European Union
		UG	University of Gdańsk
		UMWP	Marshal’s Office of the Pomorskie Voivodeship
		USA	United States of America
		Velo-city	World Cycle Planning Congress organised by the ECF
		WUP	Voivodeship Labour Office in Gdansk

Ladies and Gentlemen,



With great pleasure and satisfaction I would like to submit to you the publication which determines the directions of development of cycling system in the Pomorskie Voivodeship. Its authors show, how cycling may contribute to the development of our region, presenting benefits resulting from it and innovative ways to overcome a number of barriers standing on its way.

The publication focuses attention on the need to increase the involvement of local communities in creation of innovative solutions and attractive products of cycling recreation and tourism, which, accompanied with the promotion of daily cycling, may contribute to the development of Pomerania as a leading cycling region of Poland or even the entire southern Baltic area.

The „Green Paper” submitted now to public dialogue stresses as well the importance of monitoring the scale of cycling traffic. Knowledge about its many aspects will thus become a sound basis for making rationally justified decisions. It also pays attention to the need of harmonious, long term partnership cooperation among all echelons of our self-governments, NGOs and central government bodies.

The development of cycling may contribute to the sustainable development of the whole Pomerania – in particular its urban areas. It will positively contribute to the increase in available forms of promotion of healthy life styles, and will help to maintain the image of our region as a source of innovation and high level of civic involvement. It will also contribute to the increase in the level of active recreation in an attractive natural and cultural environment of Pomerania. Promotion of such an image of our region will then bring numerous, measurable positive effects in our economy and social life.

I am convinced, that the present publication will become a good starting point for a fruitful discussion among people involved in the process of looking for solutions of a number of problems of our region.

Please feel invited to the debate.

Gdańsk, September 2009.

A handwritten signature in black ink, appearing to read 'J. Kozłowski'.

Jan Kozłowski
Marshal of the Pomorskie Voivodeship

Ladies and gentlemen,

This very complete and integral Green Paper on cycling policy for Pomerania is very impressive. It is an excellent document for the dialogue the authors invite to. As it is published not only in Polish but also in English it is a valuable contribution to the international discussions on cycling policy.

The authors did profit from studying foreign documents and taking part in a number of conferences organised at home and abroad.

They are involved in the exchange of experience and expertise via e.g. the ECF network and the ECF Velo-city conferences. Their overview and analysis of important aspects of a good cycling policy for Pomerania is based on a huge number of documents and studies.

The ECF is grateful to the Marshal's Office of the Pomorskie Voivodeship and to the authors for this good document. I am very interested in the outcomes of the coming dialogue and the results we should see in the streets and on the roads of Pomerania in the future.



Two main points in this Green Paper should be stressed from an international point of view. The authors explain very clearly how the call for dedicated bicycle infrastructure can be abused to ban cyclists from the streets. Cycling countries (like the Netherlands and Denmark) improved the safety and comfort for cyclists successfully by building dedicated infrastructure where it is necessary and useful.

Their best practice examples should indeed not be abused for a policy which is tacitly intended to completely remove bicycles from car lanes for the convenience of car drivers. And this document shows that it is far more important and fruitful to focus on people, rather than on vehicles, when we talk about the development of cities and regions.

Such approach suggests, that a basic prerequisite for a good cycling policy, effectively contributing to regional development, is the establishment of partnership relations with internationally recognised cycling advocacy organisations.

I wish the people of Pomerania a good dialogue on the further development of their region as a leading cycling region of Poland.

Brussels, November 2009

A handwritten signature in black ink, appearing to read 'B. Ensink'.

Dr. Bernhard Ensink
Secretary General
of the European Cyclists' Federation

Introduction

We offer to you the Concept of Cycling System Development in Pomeranian Voivodship (Green Paper¹). It is the first publication in Poland, which describes the potential, ways of exploiting cycling and ways of promoting it for the development of the region.

The key concept of this document is not the bicycle as such, routes dedicated for cycling, cycling trails or other elements of cycling infrastructure, but **REGIONAL DEVELOPMENT**.

We are a team of certified auditors of cycling policy BYPAD, but also a group, which practically experiences the endorphins („hormones of happiness”) while cycling in our daily life. Since over ten years we have been getting acquainted with practical experience of countries, regions and most innovative towns and cities, taking part in Velo-city – world bicycle planning congresses, actively promoting the unique values of Pomerania.

Since May 2008 we are the members of the most organisationally mature network of associations which promote cycling in all its aspects: the European Cyclists' Federation (ECF). We contribute to its activities our experience in strategic management, management of partnerships, changes, projects, organisational processes and the use of advanced information and computer technologies.

In our activities we take advantage of the collective experience of the unique community of Pomerania, which during the last three decades moved the world from its foundation and changed its face. We are convinced, that the stipulations of the present document will change the living conditions in our region to a comparable extent and will be a subject of similar fascination in other regions of Poland and the neighbouring countries.



Photo 1: Celebrations of 25th Anniversary of creation of the Solidarnosc Trade Union Source: Authors' own material

¹ **Green Paper** is a report of executive authorities containing propositions, without commitment of taking action. Usually it is the first step towards a change of a legal regulation or adoption of a strategy of action in a selected area of public life. Green Papers developed by the European Commission (EC) are documents which are intended to encourage public debate. They usually contain a presentation of a number of ideas and good practices. They are prepared to invite the interested individuals or organisations to present their views, concepts and information on a given subject. They are usually followed by a preparation of the White Paper, that is an official set of propositions used to be transformed into an officially approved strategy of action adopted for implementation.

White Paper has a character of a report or a set of guidelines, which identifies problems and ways of solving them. It is used to educate and support people in making decisions. It is applied in political and business life. White Papers published by the EC are documents, which contain propositions of EU actions in a concrete area of life. They are published after the publication of a Green Paper.

WE ARE CHANGING THE COURSE OF HISTORY. Only such words may express the scale of challenges, which we would like to square up with.

A spectre is haunting Pomerania — the spectre of cyclism.

Ideas promoted by the Civic Ecological League (OLE) led by Roger Jackowski and late Przemek Miler supported by Marcin Hyla from the Polish Ecological Club of Krakow were recognised by the authorities of the city of Gdańsk as worth taking into consideration. Common actions of the city authorities and the non-governmental organisations(NGOs) led to a situation, where Gdańsk has become in public opinion a leading Polish cycling city not only because of good conditions of cycling, but also a city renowned for a number of dimensions of quality of public urban space.

High rank of Pomerania among tourist regions of Poland and a similar rank of the city of Gdańsk is an important achievement of their tourism promoters and regional authorities. Our aspirations are, however, much higher – we are convinced, that Pomerania, with all its variety of rich cultural and natural heritage may become a leader of the most innovative, valuable and most dynamically developing European form of tourism – i.e. cycling tourism.

The bicycle improves the accessibility of the most attractive places, it extends the tourist season, in combination with public transport (in particular with railway and inland water transport) it helps to overcome geographical and social barriers.

Promotion of cycling may also be a catalyst of development of civic society. We address the current document first of all to the inhabitants of Pomerania, in particular to those, who look for forms of involvement in the realisation of well organised grass-root initiatives.

This document is also addressed to the employees of the Territorial Self-Government Units (JST) of all levels. They are currently often ready to contribute to the improvement of cycling conditions focusing their efforts mainly on the design and construction of a network of dedicated, separate cycling routes. The present Green Paper is intended to help them in avoiding mistakes committed elsewhere. It is based on best practices, integrated with other measures, applied in the most cycle-friendly towns, cities and regions of Europe and the world, in particular those, which have led in recent years, to radical increases in cycling traffic.

This document is also directed to the members of decision making bodies, which assess the value of applications, filed to various local and regional development programmes and structural funds.



Photo 2: Advertisement of the French Onyx bicycles of 1925.
Source: www.art.com

A separate group of addressees of this document are the public transport operators, without whose co-operation it is difficult to expect the emergence of an appropriate cycling culture. They may also use the promotion of cycling to increase the revenues from the sale of their services.

On the basis of experience of Scandinavian countries, we assume the necessity of multisectoral co-operation among the territorial self-governments, as well as among them, the NGOs and private firms. Among problems, that we propose to solve in the present document, there is a great number of areas of potential and actually experienced conflicts. Awareness of the possibility of their emergence sometimes discourages the willingness to undertake certain initiatives.

Our document is intended to initiate a process, which will expose the existing differences in opinions and views, and allow to identify and overcome knowledge deficiencies needed to make rational, but often difficult choices at numerous decision making levels. The European and our own, Polish experience suggest, however, that the strategy is the art of exploiting conflicts for the sake of local and regional development. The present Green Paper contains a number of suggestions, how to find practical confirmation of that thesis.

We do hope, that it will allow to initiate a process of exploiting the chance of creating in Pomerania a region with a high quality of all spheres of business, cultural and social life.

Summary

The present publication is composed of three parts and a set of annexes, available at the website of the (www.pswe.org). The first part of the publication contains a preface written by Jan Kozłowski, the Marshal of the Pomorskie Voivodeship and Dr Benhard Ensink, the Secretary General of the European Cyclists' Federation and an introduction, prepared by the editorial team. Two following parts, divided into 11 chapters, contain the rest of the publication.

The second part of this Paper, entitled "Concept of cycling system development in Pomorskie Voivodeship. Green Paper" has an introductory character.

Its first chapter presents the conditions of cycling development in the Pomorskie Voivodeship. It is made of 8 subchapters, starting with a presentation of key theses of the publication. The next subchapter gives an outline of history of changes in popularity and conditions of cycling in Poland. In the third subchapter we provide information about the presence of cycling issues in the documents of the EU, national authorities and the decision making bodies of our voivodeship. **The content of the Green Paper adapts the stipulations of documents of the main EU authorities to the conditions prevailing in Pomerania.**

In the next, fourth subchapter, we present the results of research showing the role of cycling in the countries and regions of Europe, where it is used as an important factor of their development. In view of no data collection system about cycling in Pomerania we put stress on the necessity to undertake efforts to create it. It will then form a basis for monitoring results of suggested actions and preparation of the final concept of cycling system development in Pomerania – a White Paper.

The next, fifth subchapter focuses attention on the impact of cycling on the quality of life. Two subsequent subchapters discuss the contribution of cycling to prophylaxis, health promotion and wellness, that is the impact of cycling on public health and the quality of natural environment of Pomerania.

The last, eighth subchapter contains a SWOT analysis. We present there a number of theses, resulting from important differences in perception of cycling in Poland and in the EU-15. We draw the attention to the existence of non-verbalised reservations against the introduction of good European practices and lack of approved programme documents concerning cycling at the national, regional and local levels. One of the conclusions resulting from the identification of those differences is the need to put more stress on substantially enhanced educational and promotional activities in comparison with the up to now dominant stress on the construction of isolated elements of cycling infrastructure.

In view of the identified predominance of weaknesses over strengths and a relative balance between opportunities and threats, we formulate the conclusion about the need to create partnership

groups with the participation of local self-governments, public transport operators, NGOs, firms and local tourist organisations.

The third part of the present Paper („Areas of implementation”) discusses the propositions leading to the attainment of goals mentioned in the second part of the publication. It contains descriptions of good practices tested in a number of towns, cities and regions of Europe and the world. It is composed of nine chapters and a concluding summary.

The first chapter starts with a graphical presentation of cycling as a complex system. It is a synthetic presentation of a number, often insufficiently understood in Poland, mutual relationships conditioning its operation and development. The ways of improving the environment and conditions of cycling are described in the next chapter. It shows the principles of a complex assessment of the local and regional cycling policy developed within the framework of the BYPAD – bicycle policy audit. The chapter stresses the need to apply tested European practices, based on taking into consideration the needs of daily users – clients of the system.

The next chapter discusses the principles of financing of proposed measures. We note there the possibility to use not only budget allocations of the local self-governments or other funds of the domestic or international taxpayer. We recommend as well to use the resources coming from the internalisation of external costs of individual motorisation, such as fees for legal parking and fines for illegal parking in city centres, near naturally attractive or ecologically sensitive areas.

Besides that, in a separate subchapter, we describe the present and potential social and economic benefits resulting from the operation of a cycling system. It presents cycling as a factor of local and regional economic growth, generating new employment opportunities, tax revenues and organisational, social and technological innovations.

The next, sixth chapter discusses organisational solutions which condition the development of a cycling system. We describe the origins of creation and principles of operation of partner groups. We also stress there the need for certification of bicycle policy and the need to create the posts of „cycling officers” in Pomeranian self-governments.

The seventh chapter describes the connections of the cycling system with public transport. We describe there the benefits of combining these two subsystems of sustainable mobility and some principles of shaping intermodal public transport hubs. The next chapter discusses the principles of running effective promotional campaigns.

The ninth chapter discusses cycling tourism and recreation. It is composed of four subchapters. The first gives an overview of the present state and perspectives of development of cycling tourism in Pomerania. We focus our attention on mutual relationships and synergic effects of promotion of daily cycling for local and regional development. In a separate box we provide data about the importance of cycling recreation and tourism in the most cycle-friendly region of Germany, i.e. the Münsterland.

The second subchapter shows the differences in perception of cycling tourists in the EU-15 and Poland. The third subchapter contains information about the specific character of cycling tourism

and its importance for the development of tourism as such. The last, fourth subchapter contains a description of the present cycle route network in Pomerania. It contains arguments about the need to focus efforts on the construction of the potential principal corridor of long distance cycling traffic in the region – the Euro-Velo R9 route along the Vistula river, connected with the Greenways network.

The tenth chapter describes the activities aimed at the improvement of road traffic safety. Its content is based on publications created in the EU -15, achieving both the best results in road traffic safety indices as well as in promoting daily cycling. These are the countries, from which we can expect the greatest inflow of cycling tourists. We discuss a number of legal regulations, which influence the conditions of cycling in Poland and perspectives of their modifications. We suggest to undertake efforts to simplify them and change the ways of their interpretation and enforcement.

The eleventh chapter contains an invitation to dialogue on the content of the present Paper. It will form the basis of making its stipulations more precise. We show, how the lack of dialogue may result in a wastage of public funds and general inefficiency of measures aimed at encouragement of daily cycling.

The concluding summary of the Paper discusses its basic theses in a synthetic manner.

A set of four annexes enclosed at the end of the Paper presents concrete propositions of implementing its stipulations.

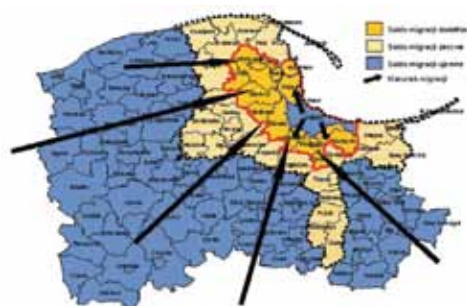
Part 1

Basic assumptions
of development
of cycling system
in Pomerania

1 Principal conditions of development of cycling in the Pomorskie Voivodeship

The development of cycling in a region is first of all influenced by the changes in spatial and settlement structure, which influence the daily habits of using cars. Those changes are presented in the most synthetic way on the following Map 1.

It shows, the so-called urban sprawl is experienced in the Pomorskie Voivodeship, particularly in the Gulf of Gdańsk Metropolitan Area (OMZG) and its immediate surroundings. It is expressed in reduction in density of population in urban centres of Pomerania accompanied with migration of wealthier residents towards adjacent suburban and rural areas.



Map 1: Directions and balances of migrations in the Pomeranian voivodeship between 1950 and 2006

Source: Study of conditions and directions of spatial development of the city of Gdańsk. (20 December 2001). Annex to the Resolution of the Council of the City of Gdańsk No. XLII/1289/2001 Gdańsk, pomorskie, Poland: The Board of the City of Gdańsk.

These processes increase the length of daily commuting journeys, resulting in an increase in operational costs of public transport and reduction of its attractiveness. This implies a growing dependence on motorized travel. Under such circumstances it becomes increasingly difficult to convince the inhabitants about the need of reorientation of local transport policies. This is manifested with resistance towards enlargement of pedestrian, cycling and car parking restriction zones and enforcement of the payment of fees for the limited number of car-parking spaces.

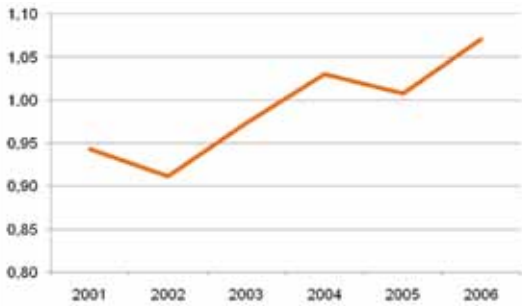
The quality of land road network in Pomerania is of strategic importance for the accessibility of **individual communication** for people travelling by **cars, bicycles and on foot**. The road network of the voivodeship has a total length of 19.5 thousand kilometres. The road network of the region is composed of 8 national roads, 69 voivodeship roads as well as a great number of poviats and communal roads.

Index of the number of passenger cars per household in the Pomeranian voivodeship						
Year	2001	2002	2003	2004	2005	2006
No. of households	646 900	691 700	705 300	712 400	719 700	728 800
No. of passenger cars	609 911	630 400	686 745	733 582	724 913	780 160
Number of cars per household	0.94	0.91	0.97	1.03	1.01	1.07

Table 1: Table 1: Number of passenger cars per household in Pomorskie Voivodeship

Source: Authors' own calculations based on the data of the Bank of Regional Statistics GUS, 24th June 2008.

In view of the growing foreign and domestic tourist traffic, the strategic documents of the voivodeship clearly identify the necessity to extend the existing road network.



Graph 1: Number of passenger cars per household in the Pomorskie Voivodeship
Source: Bank of Regional Data, GUS, June 24, 2008 quoted after: S. Ciurkowski; diploma dissertation

The Pomorskie Voivodeship coastal location creates favourable conditions for the development of transport nodes and multimodal transport chains (including the Bike and Rail systems). In order to improve the transport infrastructure, a number of road infrastructure extension and modernization projects are realized. It is worth to take care, that during their realisation the interests of the non-motorised – vulnerable – road users are taken into account. In subsequent chapters the reader will find a number of suggestions, how to realize these postulates.

It is also possible to reach Pomerania **across the sea**. Regular ferry services connect Pomerania with Sweden. From Gdańsk and Gdynia it is possible to sail i.a to such ports as Karlskrona and Nynäshamn. In summer it is also potentially possible to make excursions to the Kaliningrad area of the Russian Federation and to the cycling paradise of the Bornholm island.

A substantial cycling potential is created by seasonal water tram service operating between Gdańsk, Sopot and Gdynia and the smaller harbours of the Gulf of Gdansk: Hel and Jastarnia. A similar potential is represented by the links between the ports of the Vistula Spit – Krynica Morska and the harbours located in the Warminsko-Mazurskie Voivodeship: Elbląg and Frombork, as well as the towns located along the Elbląg – Ostroda Canal.

The region may be accessed from the air at the Gdansk- Rebiechowo Lech Walesa International Airport – the third largest airport of Poland. Between 1991 and 2005 the amount of cargo handled in the airport increased 12 times, while the number of passengers increased more than 8 times. Since further increase in air traffic is expected, other airports of the voivodeship are planned for reconstruction for passenger service (e.g. the Gdynia – Babie Doły and the Słupsk – Redzikowo airports).

2 Main assumptions

The principal aim of the Green Paper is to identify measures which would lead to the development of the cycling system of the region, making Pomerania the most cycle friendly region of Poland. This would make Pomerania a region characterized with a very high quality of life, attractive for its inhabitants, investors and tourists.

The leading idea of the Paper is the **DEVELOPMENT OF THE REGION** and cycling is considered merely as an important instrument of its accomplishment.

That is why authors want to promote cycling as a means of transport useful in daily life and for leisure. Bicycle should be considered as an attractive alternative for all other transport options – either on its own, at short distances, or – in connection with public transport (mainly the railways) at longer ones. The bicycle should be used more often than now by more people.

It will allow to reduce the pressure exerted by car traffic on central areas of towns and cities, reduce the emission of greenhouse gases and stop the degradation of green areas of our region, in particular in the urban environment.

The bicycle in urban conditions is perceived by its users as a comfortable, fast and economically efficient means of transport. It should become to a greater extent a source of positive emotions and a factor that contributes to the improvement of health and reduction in expenditures. At the regional level it will strengthen the entrepreneurial spirit, increase the number of attractive employment opportunities, tax revenues of the local self governments and the state treasury. It will also contribute to the improvement of quality and effectiveness of the use of public spaces, as well as the quality of interpersonal relations.

The implementation of actions contained in the Paper will improve the safety of all road users, in particular children, youth and seniors. Actions proposed here will create a favourable “cycling climate” in Pomerania, positively perceived by tourists and inhabitants alike.



Photo 3: Participants of the General Assembly Meeting of the ECF taking place in Brno in the Czech Republic in May 2008.
Source: http://www.ecf.com/2969_1

2.1 Basic theses

1. The content of the Paper is based on an extensive practical experience of the most cycle friendly countries, regions, towns and cities of Europe. Since decades these countries, regions and cities occupy the highest places in rankings of economic efficiency, investment attractiveness and quality of life. Their successes have only been possible under conditions of consistent realisation of a coherent policy developed in partnership co-operation of authorities of all levels with non-governmental organisations and the private sector.
2. Their experience has been reflected in the stipulations of the official documents of the European Union (thanks i.a. the efforts of the European Cyclists' Federation (ECF) – the world's largest cycling organisation).
3. Outward negation of theses presented in the Paper practically means negation of not only the experience of the ECF, but also the policies of the EU. The authors are aware, that the development of a cycling system is culturally conditioned. It is not possible to change habits overnight, but it is already possible to assume, that there is no need to repeat mistakes committed elsewhere. The process of open communication between different stakeholders has a great role to play here.
4. The development of cycling system of Pomerania is intended to create a favourable cycling climate – **"A CYCLING CULTURE"**. An important condition for it is the abandonment of the philosophy of creation of separate cycling routes only. Cycling policy based on such philosophy is very costly, cannot lead to full satisfaction of cyclists' needs and does not contribute to the improvement in road traffic safety as much as other cycling promotion measures.
5. The more cyclists on the carriageway, the safer they are. The attempts to remove them entirely from the space allocated presumably for car traffic only will not be effective. They will not contribute to the improvement in road traffic safety either. The traffic management philosophy assuming complete removal of cyclists from the carriageway used to be applied in nazi Germany¹. No city consistently implementing the policy of sustainable development applies this concept any more.
6. In Poland a tacitly adopted assumption seems to prevail, that isolation of particular groups of road users (cyclists, pedestrians, roller-skaters, motorists) from each other is the best way to assure traffic safety. It has resulted in focusing on the construction of separate cycling paths and routes. In many instances this results in hostile attitudes of various user groups to each other in social perception and in the mass media. We propose to change that approach and promote the peaceful coexistence in the most frequented areas: near public transport nodes, shopping and town centres and principal tourist attractions.
7. The experience of the most cycle-friendly European countries suggests, that educational, informational and promotional measures bring important effects relatively quickly. The efforts of local authorities should not be focused on the creation of separate cycling routes only.

¹ Cf. e.g. Johanna Kallioinen „Institutional position of cycling in transport planning”, presentation from the Velo-city, Congress, Paris 2003.

The following figure shows, how an assumption, that cycling is a sport activity rather than **transport**, leads to strategic decisions which limit the possibility of using it in daily life.

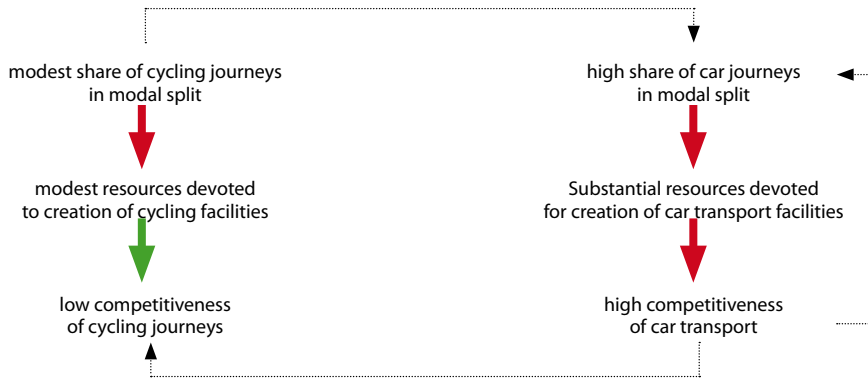


Figure 1: Closed circle of arguments used in transport planning. An increase in the level of car transport and modest role of cycling are considered as natural phenomena, independent from planning. This 'fact' in turn is adopted in actions justifying (red arrows), in reality strengthening those 'facts', which are considered as independent from one another (green arrows and arrows with dotted lines). Red arrows show connections, which are implemented. Green arrows symbolise connections, which are implemented to a certain extent, and arrows with dotted lines symbolise connections, which are not built at all or built to a very limited extent only.

Source: Johanna Kallioinen „Institutional position of cycling in transport planning”, presentation from the Velo-city, Congress, Paris 2003.

8. Cycling has recently become increasingly popular in Pomerania, enjoying substantial media coverage. Local journalists, however, rarely identify multidimensional benefits resulting from its development.
9. In this publication authors identify the differences in opinion existing among people, who practice daily cycling and those, who do not yet have such experience.
10. Cycling is less dependent on weather conditions than it is generally assumed. It may be practiced in autumn and winter – the more frequently we cycle, the better we are prepared to use them throughout the year. Countries with colder climate than Pomerania often enjoy higher levels of cycling¹.



Photo (left) 4: Women cyclists commuting to work on a winter morning in Copenhagen Source: presentation of Klaus Bondam, the Mayor of Copenhagen at the Velo-city Congress Munich 2007.

Photo (right) 5: A school cycle parking lot in Turku (Finland) in January 2004. Source: presentation of Mari Päätaalo at the Velocity Congress Dublin 2005.

¹ Cf. „Cycling – the way ahead for towns and cities”, European Commission, Luxembourg 1999

Authors' observation of different cycle friendly towns and cities of Europe allow to claim that:

11. Landscape, climate, urban and demographic structure of Pomerania are similar to the most cycle – friendly cities and regions of Europe. Hence, Pomerania has a very large potential for cycling recreation, communication and tourism development.
12. The main waterways of the region and abandoned railway corridors create an important potential for the construction of attractive cycling routes in Pomerania.
13. In built-up areas the bicycle at a distance up to 7.5 km is faster than a car. At the same time ca. 30% of journeys in urban areas are not longer than 3 km; half of them are not longer than 5 km. Therefore, they could successfully be replaced with bicycle journeys. At longer distances a practical alternative is the "Bike+Rail" system.
14. Modern cycling tourism is practiced by people with above average education and above average income levels. They usually spend in local economies more money than motorised tourists.
15. The natural and cultural heritage of Pomerania is exposed to a number of negative impacts of individual motorisation. The authors introduce here the concept of "**motorisation pressure**", defining it as all processes which expose the natural and social environment to inconsiderate use of cars.



Photo 6: Cars parked at the strawberry picking festival near Brodnica Górna (Cashubian Lake District) in June 2008.
Source: enclosure to an e-mail message sent by professor dr hab. Jan Burniewicz

2.2 History of cycling in Poland – an outline¹

The Polish equivalent of the word “bicycle” – “rower” is derived from an English word *to rove* – to wander, roam around. In 1885 John Kemp, nephew of the father of the British cycling industry James Starley, designed and built a bicycle which was a model of a contemporary bicycle (velocipede): wheels of a similar diameter, chain drive, a comfortable saddle and a steering rod. Vehicles with such a form, sold under the Rover Safety Cycle brand, gained at the end of 19th century a considerable



Figure 3: A woman on a bike at the end of 19th century. Source: <http://bridgetatkinson.com/about-the-author/short-story-woman-and-bicycle/>

popularity in Poland. Soon their polonised brand name (rover= rower) became a “generic” name for a bicycle in our country.

In 1886 the Warsaw Cyclists’ Association was established as the second (after the Warsaw Rowing Club) Polish popular sport organisation. In 1892, as a result of efforts of that Association a ground



Photo 7 (left): Members of the Warsaw Cyclists’ Association at the Nowy Swiat Street in 1897

Source: www.starorerowery.republika.pl



Photo 8 (right): Members of the Warsaw Cyclists’ Association in front of the Belvedere palace waiting for the arrival of president Stanisław Wojciechowski in 1926

Source: www.starorerowery.republika.pl

¹ Aleksander Buczyński et al., Rower, historia, legendy, sytuacje, wyprawy, technologie, techniki, typy, Pascal, Bielsko – Biała, 2004.

cycle racing track was opened at the Dynasy street in Warsaw. At that time it was one of the most modern racing tracks in Europe.

In 1920 the Polish Union of Racing Cyclists' Associations was established, renamed in 1938 into Polish Cyclists' Union. It soon joined the International Cyclists' Union.

The authors, however, are interested in the development of daily cycling. An increase in its popularity was conditioned not only by the development in construction of bicycles as such, but by the progress in road construction.



Photo 9: Rev. Karol Wojtyła on a cycling excursion in 1950s. Source: www.g1.powiat.sejny.pl

Figure 3: Poster published in 1950s promoting daily cycling. Source: www.starerowery.republika.pl

The post-war period has been characterised in Poland on the one hand with continued popularity of recreational and utility cycling, on the other hand – with extreme reduction in variety of bikes offered in retail trade. Radical constraint of individual motorisation before 1956 and less drastic, but still effective restriction of its development until 1989 resulted in growing social frustrations, in particular in view of poor quality of public transport services. The start of construction of the “baby Fiat” cars at the beginning of 1970s, accompanied with a certain easing of restrictions to visit western Europe, resulted in the concentration of people’s aspirations on cars. At the same time the largest bicycle factory of Europe –Romet in Bydgoszcz devoted the lion’s share of its output to foreign markets. Very poorly developed network of bicycle retail shops were irregularly supplied with “bicycles rejected from exports”. Simple “Ukraina” brand bikes imported from the USSR have also been available, but they were not a subject of interest of more discriminating clients.

Only after 1989 and opening of the market, the Polish people began to enjoy the results of technological revolution in bike construction initiated in mid 1980s: the multi speed bicycles of the new generation (ATBs and MTBs). The simultaneously progressing motorisation, however, started to crowd the traditional cyclists off the carriageway. Poland started to occupy one of the top positions in European statistics of road accidents. Construction of separate bikeways started to be a subject of fascination, often accompanied with a low level of reflection. Many motorists thought, that traffic jams – a nuisance experienced in all major cities of Poland, were the result of not enough quick pace of extension of road infrastructure.

Cycling started to be considered as a problem, unless it was taking place in recreational purposes on separate, dedicated cycling routes.



Photo 10 (left): A mass cycling rally in Gdansk in 2006. Source: authors' own material



Photo 11 (right): A Cycling University of Gdansk – a promotional meeting organised by the Gdańsk Cycling Campaign in April 2004. Source: www.rowery.gdansk.pl/galerie.php

In Gdańsk the construction of such routes resulted in a dynamic increase in popularity of recreational cycling, what was readily acknowledged by the city authorities. Conditions for daily cycling continued, however, to deteriorate. Cyclists started to organise themselves and to criticise the creation of separate tracks with a surface worse than the one, to which they were accustomed while cycling on the carriageways. In mid 1990s the Gdansk Civic Ecological League during annually organised mass cycling rallies, campaigned to ban the construction of cycling routes with rounded concrete blocks. The League insisted on the preparation of a complete concept of construction of the cycling route network and adoption of an appropriate set of technical standards.

Members of Polish ecological organisations and academic circles started to regularly take part in the Velo-city world bicycle planning conferences. The attempts to reach the decision making bodies of the country with presentations of experience of cycle friendly cities and regions have, however, usually been unsuccessful. These efforts led to the creation of the first cycling route meeting the expectations of cyclists along the Hallera street in Gdańsk in 2002. In the following years the city acquired the opportunity to realise the Gdansk Cycling Investment and Promotion Project supported from the GEF programme of the UNDP. It assumed the construction of separate cycling tracks and traffic calming on 70 kilometres of city streets.

The Board of the SKM, under the influence of the cycling advocates of the Polish Ecological Club allowed to carry bikes on board trains in summer. The SKM passengers acclaimed it as the most passenger friendly innovation of the company in 2003.

In May 2008 the Environmental Partnership Foundation of Krakow together with the Pomeranian Association Common Europe (PSWE) were admitted as the first two Polish organisations to the European Cyclists' Federation.

The authorities of Gdańsk, Gdynia and Sopot (the Tri-city), still focused on the construction of separate cycling routes, prepared an ambitious plan to extend their network. The authorities of Gdansk, inspired by the PSWE, began to consider the idea of applying for the right to organise the Velo-city congress in the Tri-city in 2013.

2.3 Relations to strategic documents adopted at the European, national and regional level

While preparing the Paper, the authors took into account the stipulations of the following documents, developed at the EU, national and regional levels. They are presented below:

Energy	
Green Paper – A European Strategy for Sustainable, Competitive and Secure Energy (2007):	
<ul style="list-style-type: none"> integrated approach to countervailing the climate change the need to make a renewed effort in the transport domain 	<ul style="list-style-type: none"> reduction in the level of passenger car use and increase in the level of bicycle use as energy-efficient means of transport
Green Paper on Energy Efficiency (2005):	
<ul style="list-style-type: none"> social campaigns concerning energy efficiency promotion of best practices 	<ul style="list-style-type: none"> use of good practices concerning bicycle use as energy-efficient means of transport
Action Plan to improve Energy Efficiency in the European Community (2006):	
<ul style="list-style-type: none"> importance of improvement in energy efficiency in the transport sector change in transport habits for the sake of intermodal journeys 	<ul style="list-style-type: none"> set of “soft measures” influencing the transport behaviour of the population for the sake of more frequent use of bicycles
European Commission’s communication “An Energy Policy for Europe” (2006):	
<ul style="list-style-type: none"> use of fuel efficient vehicles in transport 	<ul style="list-style-type: none"> reduction in the greenhouse emissions
Protection of environment	
Thematic strategy on the Urban Environment (2006):	<ul style="list-style-type: none"> key role of local authorities while solving urban transport problems
<ul style="list-style-type: none"> decisive role of local authorities in assuring the sustainable urban transport built on the participative approach promotion of safe cycling and walking 	<ul style="list-style-type: none"> involvement of users and other stakeholders with local events and promotional activities use of effective measures of transport demand management, contributing to the reduction in CO₂ emissions
Communication „Limiting Global Climate Change to 2° Celsius: The way ahead for 2020 and beyond” (2007):	
<ul style="list-style-type: none"> increasing CO₂ emissions in the transport sector in the EU 	<ul style="list-style-type: none"> set of activities promoting safe cycling in towns and cities of Pomerania
Transport and Urban Development	
Transport White Paper (& Mid-term review) (2001 & 2006):	
<ul style="list-style-type: none"> focusing attention on users, increase in attractiveness of alternatives to cars identification and promotion of best practices of the transport system 	<ul style="list-style-type: none"> responding to the urgent need to create new ideas of urban environment and transport concrete examples of ways of transforming a given area into a “cycle friendly city”
Green Paper “Towards a new culture for urban mobility” (2007):	
<ul style="list-style-type: none"> promotion of walking and cycling 	<ul style="list-style-type: none"> taking the users’ needs into account concrete measures leading to the improvement in accessibility of the transport system, walking and cycling, information about available options of covering the mobility needs, safe and reliable mobility
Official publication of the European Commission “Cycling-the way ahead for towns and cities”(1999):	

• showing benefits and accumulation of arguments for the increase in the level and improvement in conditions of cycling in urban areas	• effective exchange of good practices on a European scale • improvement in expert knowledge thanks to training carried out in a stationary form and using the e-learning systems
European Conference of Ministers of Transport (ECMT): "Implementing Sustainable Urban Travel Policies: Moving Ahead. National Policies to Promote Cycling"(2004):	
• considering cycling as a clean and environmentally and socially friendly mode of transport and an essential part of a sustainable, intermodal urban transport	• determination of the ways of reducing the level of car use as a condition to retain accessibility to main centres of interest and activities in Pomeranian towns and cities • assuring a general overview of good European practices of cycling promotion as a means of transport at short distances in urban areas
Leipzig Charter (2007):	
• the need for sustainable, physically and financially accessible urban transport	
Safety	
Communication from the Commission to the Council and the European Parliament on Thematic Strategy on the Urban Environment (2006):	
• development of a long term vision of planning financial requirements allowing to promote safe walking and cycling.	• sharing of good practices concerning the improvement in cyclists' safety
Health	
White paper "A strategy for Europe on nutrition, overweight and obesity related health issues" (2007):	
• encouragement to physical exercise e.g. in the form of walking and cycling	• dedicated measures of cycling promotion among citizens
Training and e-learning programmes	
Education and Training 2010' work programme -'Delivering lifelong learning for knowledge, creativity and innovation'	
• promotion of life learning, sharing knowledge among all social groups	• active contribution to filling the gap of training realised in stationary and e-learning forms concerning efficient cycling policies on a European level

Table 2: Documents of EU strategies and policies concerning various domains connected with the use of bicycles.
Source: authors' own analysis on the basis of documents prepared by Rupprecht Consult GmbH

Article 5 of the Constitution of the Republic of Poland assumes the promotion of sustainable development. Their implementation depends, among others, on the integration of transport and spatial policies – taking into account the needs of people using the most environment – friendly mobility modes – walking and cycling.

All member countries of the European Conference of the Ministries of Transport, except Poland and Belarus, have adopted national cycling strategies. This Green Paper is intended to be a step towards preparing an analogous document in our country.



Photo 12 (left): MP Ryszard Kalisz with his wife during a cycling excursion. Source: Onet.pl



Photo 13 (right): MP Ewa Wolak, president of the Parliamentary Group for the development of Cycling Communication and Tourism together with i.a. MP Maciej Płażyński. Source: <http://www.ewawolak.pl/>.

The first session of the Parliamentary Group for the Development of Cycling Communication and Tourism took place on 13th March 2008. The Group is composed of members of all parties represented in the Parliament. It is supposed to work on the change of road traffic safety regulations which influence the conditions of cycling in Poland. It should also become a permanent platform of co-operation between the cycling community and the decision makers. The members of local cycling advocacy groups taking part in the parliamentary meeting pointed out to the fact, that in a situation, when substantial funding (€ 50 million) is devoted to the construction and signposting of cycling routes in the eastern part of the country, there is no system of taking the cyclists' needs into account¹.

In spite of all those initiatives, under conditions of scarce experience in partner co-operation of decision makers with soft mobility promoters, cycling is not considered as an important factor of regional development or a tool helping to solve a number of regional problems.

On the other hand, Pomeranian authorities have adopted a number of documents shaping the perspectives of development of cycling in the region. Their list is presented below:

- Strategy of Development of the Pomorskie Voivodeship until 2020 adopted with a resolution No. 587/XXXV/05 of the Sejmik of the Pomorskie Voivodeship on 18th July 2005;
- Plan of Spatial Development of the Pomorskie Voivodeship adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no. 639/XLVI/02 on 30th September 2002;
- Programme of protection of the Natural Environment of the Pomorskie Voivodeship for 2007-2010 taking into account the perspective of 2011-2014, adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no. 191/XII/07 on 24th September 2007;
- Regional Operational Programme for the Pomorskie Voivodeship for 2007-2013, adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no 799/68/07 on 2nd October 2007.

¹ more about it in the web: <http://www.rowery.org.pl/rowery.htm>

- Strategy of Tourism Development in Pomorskie Voivodeship for 2004 – 2013 adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no 327/XXIII/04 on 17th May 2004;
- Draft of a Regional Strategy of Transport Development in the Pomorskie Voivodeship for 2007 – 2020;
- Programme of development of waterways of the Vistula River Delta and the Gulf of Vistula – The Żuławska Loop – International E-70 waterway adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no. 1101/LII/06 on 23rd October 2006;
- Programme of Tourist Products' Development of the Pomeranian Voivodeship adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no. 804/XLIV/06 on 27th February 2006;
- Assumptions for the Pomeranian Programme of Prophylaxis and Treatment of Cardiac Coronary System and Cancer-related Diseases „Health for Pomeranians 2005–2013” adopted with a resolution of the Sejmik of the Pomorskie Voivodeship no 745/XL/05 on 14th November 2005.

Due to the usually local character of cycling, the stipulations of the Polish Constitution and EU documents should be reflected in appropriate documents adopted at a local level. There is also the need to adopt a White Paper on cycling development in Pomerania by the regional parliament of the Voivodship. At the local level bicycle policy audits should be carried out. They will allow to prepare and approve appropriate action plans in particular towns, cities and communes of the voivodship.

Such action plan adopted by a local self-government should be considered as **AN INDISPENSABLE PREREQUISITE** of receiving financial support for the development of cycling and cycling infrastructure from national and regional development funds.

Such documents will assure, that the needs of cyclists' are taken into account in all spatial and transport development plans of towns, cities and communes. They should also determine the methodology of regular monitoring of the level of cycling: – the share of cycling trips in all local journeys, with distinction of car journeys (separately – as a driver and as a passenger), journeys made by public transport, walking and cycling.

It is recommended to monitor separately the level of cycling on weekends and on working days. To monitor the importance of cycling in intermodal journeys, data about sales of bicycle tickets should also be collected at railway, ferry tram, bus and airline terminals.

Such data would allow to define measurable targets of cycling policy – such as the share of cycling in the total number of journeys made in towns, cities and communes of Pomerania. This process will also be supported with the start of the public bike sharing systems (allowing the identification of users).

The GRPIP assumed the increase in cycling trips from the level of circa 1.5-2 percent achieved in 1990s up to 10% within 10 years after the completion of the project. Lack of the system of data collection does not allow to measure the level of attainment of that target yet.

Box 1: Gdańsk Cycling Infrastructure and Promotion Project (GRPIP). Source: author's own considerations

Clearly formulated target levels will be an expression of recognition of the role of cycling promotion as an important element of region's development policies. It would also create an opportunity to continuously monitor the process.

Green Paper and the Regional Operational Programme of the Pomorskie Voivodeship for 2007-2013

The Green Paper is intended to become a *sui generis* manual for institutions preparing applications within the framework of various priority axes of the Regional Operational Programme of the Pomorskie Voivodeship for 2007-2013.

The applicants, taking it into account, will be able to understand why their applications should not be focused on the design and construction of separate cycling routes only. The efficiency of cycling promotion measures will be much higher, when the applications would cover a whole range of various activities. A list of such actions should be prepared on the basis of the best practices tested in the most cycle friendly countries. Elaboration of such a list should be carried out within a process involving local, practicing cyclists, according to tested procedures of the BYPAD bicycle policy audit. An integral and integrated development of cycling resulting from the audit process should be created within a framework of partnership co-operation networks involving adjacent local self-governments.

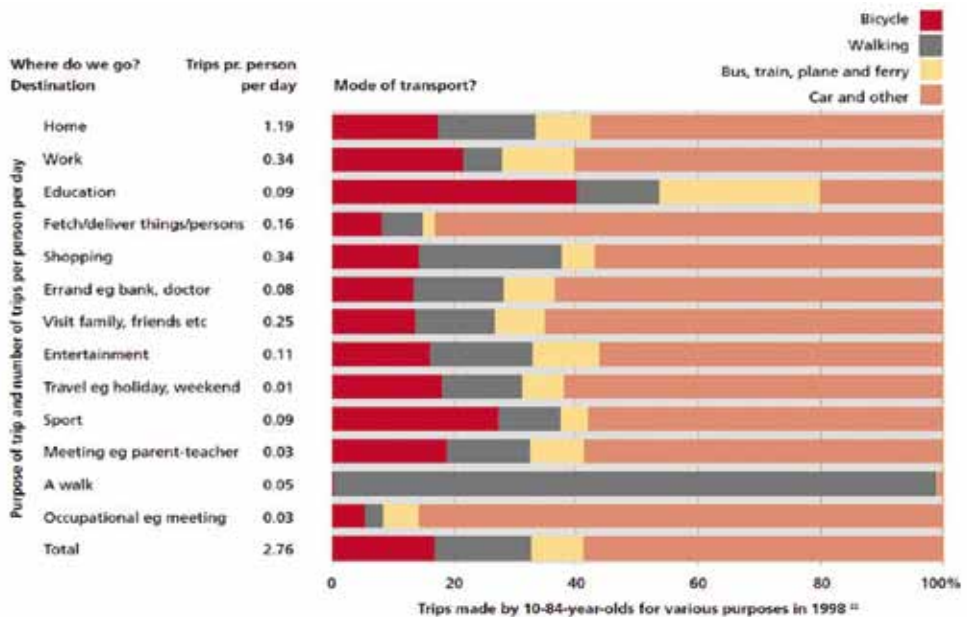
Authors assume, that this Paper, the first regional Green Paper on cycling in Central Europe, will become an important tool promoting Pomerania on the national and international arena, within the community of cycling advocacy organisations and the European operators of active tourism¹.

¹ A practical form of such promotional activities was and would be the presentation of the basic stipulations of the Paper at the session of the Velo-city congress organised in May 2009 in Brussels and in June 2010 in Copenhagen (more: <http://www.velo-city2009.com/homepage-en.html> ; <http://www.velo-city2010.com/>)

2.4 Current knowledge about cycling in Pomerania

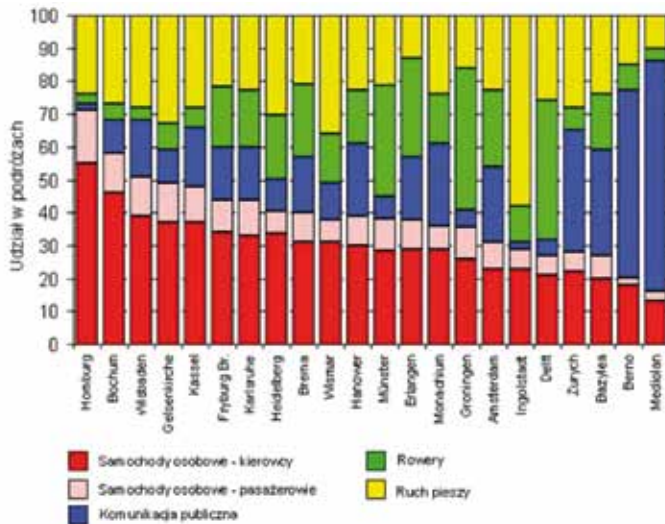
The intensity of cycle use in Pomerania is very seasonally and geographically differentiated. Data about the level of cycling in the Pomorskie Voivodeship are not systematically collected, at the level comparable with the methodology and regularity applied in the leading cycle-friendly regions and countries of Europe.

That is why considerations contained below are necessarily based on research conducted elsewhere. The following graph is an example, how detailed are the data compiled in order to determine the role of various ways of meeting daily mobility needs in Denmark.



Graph 4: Breakdown of transport modes used for different journeys by people aged between 10-84 according to purpose of the journey in 1998. Danish statistics. Source: Collection of Cycle Concepts, Danish Road Directorate, Copenhagen 2000

Data on the modal split in European cities which effectively adopt the policy of sustainable development of the urban transport system are presented in Graph no. 3. Data about car journeys are presented separately for drivers and passengers; cycling and walking journeys are also distinguished from each other.



Graph 3: Modal split of journeys in selected European cities.
Source: Dr Michał Beim, Problems of cycling traffic in Poznań. Chapter 6.

Therefore it is necessary to create a regional cycling monitoring system, covering the Metropolitan Area of the Gulf of Gdansk (OMZG), towns, cities, public transport transfer nodes as well as nodal points of long-distance cycling tourism. Applications for cycling related projects should be promoted only if they include measures aimed at the monitoring of cycling before and after completion of proposed projects.

Application of advanced techniques of counting cyclists and presentation of results in nodal points constitutes an important element of the cycling promotion system (cf. photo 14). It is worth to observe, that a system of counting the number of cyclists has already been implemented in the Polish city of Tychy (cf. Fig. 4).



Figure 14 (left): Pneumatic (walking or cycling) traffic counter. Source: <http://www.eco-compteur.com/Pneumatyczny-czu-jnik-ruchu.html?wpid=37140> Photo 15 (right): Cycling counter in Odense. Source: BYPAD material.

According to superficial observations it may be said that the bicycle remains a traditional means of local transport in rural areas and in certain urban communities (at the margin of social exclusion). In certain cities and towns, however, it also starts to be used for meeting the individual daily mobility needs, in particular among the young. The share of cycling trips in modal split remains, according to our rough estimates, at the level of 0.5-3% of all journeys.

A separate, dynamically growing group is made of recreational cyclists. The popularity of recreational cycling may easily be recognized on the coastal route between Gdansk and Sopot. On a sunny weekend this route is used by over 800 cyclists per hour – it operates then at the border of its capacity.

There are also no regularly collected data about the number of cyclists using the Bike and Rail system (the local rapid transit SKM trains carry bicycles between May and October for free). The level of cycling in the Tri-city and in other areas of the voivodship usually increases in connection with the completion of attractive cycling routes, e.g. routes located along the coast of the Gulf of Gdansk (Gulf of Puck) or waterways (Vistula waterfront in Tczew).

A sound estimate of the potential importance of cycling in Pomerania will only be possible when an integrated system of cycling data collection, compatible with the best European practices is implemented.

2.5 Quality of life improvement – social aspects

The increase in the role of cycling is connected with activities aimed at the improvement of quality of urban space and the quality of public life: the infrastructure for cyclists requires the application of high, exacting standards by designers and builders. It is proven, that well designed and maintained urban space discourages asocial or criminal behaviour. It exerts then an important, favourable influence on the quality of life.



Photo (left) 16: the Kazimierz district in Krakow, July 2008. Source: authors' own material.
Photo (right) 17: Gdańsk, Stągiewna street, August 2006. Source: : authors' own material.

Promoters of cycling put it in the following way:

„At the end of 19th century the practice of cycling has become widely popular. It was a true revolution – radical increase in speed while retaining full independence. People acquired the possibility of reaching many destinations outside their city or village. Cycling exerted an important influence on the development of humanity, since it allowed to mix the pool of genes from more distant villages and thus contributed to the birth of more intelligent children. For women in particular cycling opened new areas of independence – it was an important step in the process of their emancipation. At present cars jam the city and are the most frequent source of their own mobility problems City dwellers more and more often communicate via telephone or internet, learning the world, but to an increasingly smaller extent know their immediate neighbourhood or a town. Children lose their natural ability to move in result of lack of physical activity, adults try to retain it walking along artificial moving belts in fitness centres, without stopping to watch television programmes. Climate, as a result of a more and more polluted air, is undergoing change. It is the highest time to change the way of thinking and undertake more natural forms of activity”.

Improvement in the quality of life and urban mobility

A major challenge for contemporary cities and towns is to reduce the car traffic pressure while at the same time increasing the potential of local economy, improving welfare and the quality of life. Housing development in the outskirts, increasing the need to cover longer distances, leads to an increase in car traffic, contravening the principles of sustainable development.

The foundation of the idea of sustainable development is the reduction of the need to cover large distances. It does not mean, that urban dwellers should resign from daily journeys, – but to shorten their length. Ideally if the distances were so small, that a short walk or

¹ Source: Thomas Moeller, Cycling. Inspiration book. Baltic Sea Cycling Project. Örebro, 2007

a bicycle ride would suffice. Short distances help also in using a combination of several means of transport. An important goal is to assure all social groups an equally easy access to various transport options².



Photoe (left) 17: Entry to the Humboldt point, one of the most attractive view points on the Gulf of Gdansk, August 2008. Source: Authors' own material. Photo (right) 18: Gdańsk Nowy Port, May 2008. Source: Authors' own material

Clean and silent transport system, which supports wider use of energy efficient vehicles and alternative fuels, reduces the disturbing effects of noise, air pollution and emission of greenhouse gases. Creation of infrastructure for walking and cycling contributes to the improvement in the quality of public space and at the same time to the improvement in the quality of life.

² Source: Sustainable mobility, Guide on Plans of Sustainable Urban Transport. Union of Baltic Cities. Commission of Natural Environment. www.movingustainably.net

2.6 Health promotion

An important argument supporting the implementation of a cycling system is its impact on public health. A person which commutes to school or to the place of work by bike, is appropriately activated and ready for effort at the start of the day. Many cyclists manifest an above average dynamics of movements, what positively influences the image of the company. Various forms of physical activity discharge stress. Employees commuting by bike strengthen their immunological system and suffer infections less frequently.

These observations influenced the content of the "Charter on transport, environment and health" of the World Health Organisation (WHO) signed in summer 1999 by the representatives of over 50 European countries. According to the research contained there, regular physical activity brings the following health benefits:

- Reduction of the risk of a coronary and cardiovascular disease by 50%,
- Reduction in the risk of contracting diabetic condition in an advanced age by 50%,
- 50% reduction in the risk of obesity,
- 30% reduction of hypertension,
- Reduction in the risk of contracting osteoporosis,
- Reduction in the risk of blood overflow,
- Reduction in the risk of contracting a breast cancer or the cancer of the lower intestine,
- Positive influence on the presence of lipid content (cholesterol) in blood,
- Reduction of tension under stressing or threatening situations,
- Positive influence on the retention of the ability to memorise,
- Positive influence on the general approach to life.

The easiest way of integrating daily physical activity with the daily routine is to commute to work by bike¹.

Employers receive substantial benefits when their employees undertake more often a form of physical activity. Expenditures that they incur in connection with sick leaves in 2001 amounted to nearly € 27 billion. The number of days of sick absence is nearly 50% lower for cyclists. It may mean annual savings equal to about € 1.100. In a Norwegian industrial company employing 610 employees the number of days of sick leave fell in the first year of switching to bike commuting by half. It corresponded to the amount of about € 225.000 per year

Box 3: Measurable benefits for employers resulting from employment of people who regularly cycle.

Source: Kirsten Kock, Susanne Heise and Doris Neuschäfer. Gewinn Faktor Fahrrad. Das Fahrrad im Berufsverkehr. VCD Verkehrsclub Deutschland – Landesverband Nord. Landesbüro Schleswig-Holstein. Aktualisierte Auflage Kiel 2006

¹ Source: Gewinn-Faktor Fahrrad. Das Fahrrad im Berufsverkehr 2006

Promotion of cycling tends to become more often a form of mobilisation of social activity in a local scale. It results i.a. from the observation, that the lack of physical activity and not just the flow of time is responsible for the process of aging.

Many diseases, which used to be assigned to aging, actually result from deficiency of movement. Regular physical activity may contribute to unexpected, significant manifestations of improvement in health condition.

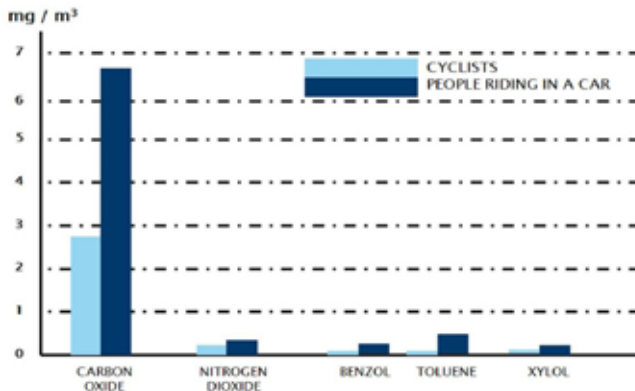
- Delay of the processes of aging („anti-aging effect“),
- Supporting the process of creation of new nervous cells in the brains and strengthening of the general physical capacity in an advanced age,
- Reversal of the process of calcification of veins and renewal of blood cells,
- Improvement in the pumping capacity of the heart,
- Reduction of the risk of breast cancer by 30-40% (according to the data of the breast cancer treatment centre Charité in Berlin).

Movement may not only favour the prophylaxis, but also rehabilitation in such diseases as osteoporosis, stiffening of joints, or chronic back pain. Appropriately designed and reasonably developed forms of physical activity support the process of return to healthy condition and rehabilitation of the sick – often better than costly treatments and operations¹.

¹ Source: Fahrrad. Das Info-Magazin zur Umsetzung des Nationalen Radverkehrsplans 2002-2012. Ausgabe 06 April 2008

2.7 Contribution to natural environment protection

In discussions on sustainable development the intention to reduce the negative impact of car transport on natural environment is often declared to be achieved thanks to the improvement of cars (resulting from the reduction in fuel consumption or improvements in cleaning the exhaust gases, use of more efficient catalysts etc.). The emission of pollutants is, however, commonly treated as an unavoidable and necessary cost of comfort of driving a car. There is not enough knowledge, however, that persons sitting inside the car are exposed to the risk of inhaling **A GREATER AMOUNT OF TOXIC SUBSTANCES** than other road users, since they enter into the closed cabin of passenger cars.



Graph 4: Concentration of noxious substances inhaled by cyclists and people riding in a car

Source: Gewinn -Faktor Fahrrad. Das Fahrrad im Berufsverkehr. Verkehrsclub Deutschland Landesverband Nord hansadruk Kiel. 3.Auflage March 2006 p. 5

Cyclists, in spite of inhaling about 2.3 times more air while riding a bike, introduce to their organisms **smaller amounts** of noxious substances. Besides that – thanks to generally higher level of physical capacity – they have a higher ability to cope with the effect of those substances on their organisms. Average indices of concentration of noxious substances inhaled by cyclists and car drivers and passengers on the same distance of a road at the same time are presented above.

In practice the car often does not satisfy the needs of all inhabitants. In cities a large part of households does not have it, and among the motorised households many persons do not have a driving licence, and thus do not have the right to drive a car (children, youth) or do not have access to a car¹. From the point of view of the community, discomforts resulting from inconsiderate use of cars are very serious. The car **participates in wasting the “urban space”**, uses a lot of fuel and harms the environment. Pollutants destroy the historical buildings, but also and first of all are harmful for health. Noise resulting from high speed car traffic is also a major nuisance in built up areas.

¹ Source: Authors' own consideration on the basis of the publication of the European Commission, „Cycling: the way ahead for towns and cities, p. 9 and 13 – http://ec.europa.eu/environment/cycling/cycling_po.pdf

² Ibid.

In the Eurobarometer survey carried out in 1995 82% Europeans declared, that environmental issues are an important problem, while 72% are of the opinion, that economic development and the protection of natural environment should be given equal attention².

In the years 1990-1997 the CO₂ emissions decreased in all sectors of the economy except transport, where it increased by 9% (resulting mostly from passenger car traffic). The use of cars increases everywhere, except the cities, which managed to effectively implement sustainable, integrated transport policies, assuming a radical support to public transport, walking and cycling, connected with conscious management of demand for individual motorised transport. In other terms the question is to **reduce the use of cars in all situations**, where other means of transport could be equally suitable. In this context the activities aimed at the return of the bike as a means of urban transport appear to be indispensable.

2.8 SWOT analysis of the cycling system of Pomerania

The following table contains a set of factors which characterise the cycling system in Pomerania and conditions that influence its role as an integral element of the region's sustainable development policy.

Strengths	Rank ¹	Weaknesses	Rank
similarity of landscape and climate, i.e. natural conditions to the most cycle-friendly countries of Europe (Denmark, Holland)	1	non-verbalised fear from application of tested good European practices under Polish conditions (such as advanced stop lines, cycle lanes painted on the carriageway etc.)	1
high tourist attractiveness of natural and cultural heritage of Pomerania	1	lack of approved documents programming the development of cycling at the voivodship and local level	1
popularity of cycling tourism and recreation in Pomerania (e.g. route around the Gulf of Puck and the coastal route from Sopot to Brzeźno)	1	car-oriented transport infrastructure development policy in Pomeranian local governments	1
accumulated experience and social support of Pomerania inhabitants for the development of cycling	1	stressing the need to isolate the cycling traffic from car, pedestrian and roller skaters' traffic in all circumstances, low level of readiness of co-existence of the pedestrians, roller skaters, cyclists, motorcyclists and automobile drivers in road traffic	1
importance of the local rapid rail transit railway in providing transport services to the inhabitants of the OMZG	1	lack of a system of regular data collection (lack of counters, rough estimate of the level of cycling traffic, lack of data about social perception of cycling and transport preferences)	1
considerable length of routes (including disused railway lines) that can be converted into a cycling system route network	2	low level of organisational development of institutions supporting grass root civic initiatives	1
linear, compact and polycentric layout of the Tri-city agglomeration	2	lack of a form of multisectoral partnership co-operation among actors involved in cycling promotion	1
developed standards of designing cycling infrastructure	2	Lack of integrated approach to the development of a cycling system in transport and spatial development plans of Pomeranian towns and communes	1
planned extension of dedicated cycling tracks network in the Tri-city and in the region	3	lack of bicycle policy audits	1
experience in the realisation of cycling projects in Gdansk	3	underestimation of the role of promotion in relation to infrastructure extension activities	1
tradition and experience in organisation of outdoor cycling promotion events	3	neglect of the non-motorised users' needs in infrastructure investment projects	1
		not integrated elements of the cycling route network	1
		stress on the infrastructure (construction of dedicated, separated cycle tracks) only	1
		lack of cycle parking lots (lack of opportunity of secure cycle parking near mass events such as music concerts, football matches etc.)	1
		underestimation of the role of nongovernmental organisations	2
		lack of an integrated system of signposting cycling roads and routes	2
		lack of regular maintenance activities on cycling roads and routes	2
		lack of cycling maps (hard copy and electronic versions)	2
		lack of mobility consultation services (cf. cycling related jobs)	3
Opportunities	Rank	Threats	Rank
increase in fuel prices	1	pressure of individual motorisation	1
increased interest in physical recreation, ecotourism and active tourism	1	increase in the number of households with two or more cars	1
breakdown of the efficiency of the public transport system	1	continued lack of legal regulations concerning the need to take the interests of non-motorised users (including cyclists) into account at the construction and modernisation projects of road and water engineering infrastructure	1
access to cycling policy experience (know-how) of cycle friendly towns, cities and regions of Europe	1	continuation of car-oriented policy of infrastructure development in Pomeranian municipalities	1

¹ The given value indicates the importance of the factor in question for the development of cycling; 1 denotes the highest level

recognition of development of cycling as an important element of policy aimed at reduction of CO ₂ emissions in EU	1	treatment of public transport development as the only serious application of the policy of sustainable development of the regional and local transport systems	1
carrying out bicycle policy audits by local self-governments	1	concentration of the attention of municipalities exclusively on the construction of new road connections; underestimation of the need to modernise the existing road network and other elements of infrastructure	1
integration of cycling with public transport (rail, water, bus and air transport terminals and vehicles)	1	lack of connections between cycling and the public transport systems	1
construction of cycling routes along the network of waterways and on forest roads (integration of the programme of cycling routes extension with the programme of revitalisation of waterways)	1	taking over of public spaces by the car infrastructure (extension of infrastructure oriented exclusively on the needs of motorised transport)	1
large amount of disused railway corridors that can be converted into greenways	1	increased car-dependency resulting from urban sprawl	1
use of the internet and computer – related technologies	1	lack of consistent actions in the area of education, social communication and promotion of daily cycling, cycling recreation and tourism	1
access to European structural funds	1	increased number of new housing projects in suburban areas not served with public transport	1
development of the public bike (bike sharing) systems	2	failure to distinguish between effects of transport mode choices generating risk and transport mode choices connected with exposure to risk among the road traffic safety experts (quote: "...small children riding bikes in woonerfs endanger the drivers ...")	1
change in the road safety regulations taking into account the expectations of cyclists	2	lack of consistent car parking management policies in city and town centres	1
		continued lack of legal regulations concerning the need to take into account the needs of non-motorised users (including cyclists) while realising projects of construction and modernisation of road and water4 engineering infrastructure	1
		lack of representatives of non-governmental organisations in Local Road Safety Councils	2
		increased popularity of scooters and motorbikes	2
		low level of subjectively perceived level of safety of the non-motorised users (pedestrians and cyclists) in woonerfs	2

Table 3: SWOT analysis – characteristics of cycling traffic in Pomerania as an integral element of sustainable region's development policy Source: Authors' own considerations



Photo 19: Gdańsk, ul. Marynarki Polskiej. Source: Authors' own material

Having identified a greater number of weaknesses of the cycling traffic policies over their strengths, accompanied with a relative balance of opportunities and threats, the proposed strategy is to create local and regional partnership groups.

These groups should be made of not only of the representatives of local self-governments, NGOs and business firms, but also of local and regional public transport operators (in particular railway companies and ferry tram operators), as well as local tourist organisations. These problems will be discussed in more detail in chapters 6 and 7 of the present Paper.

Part 2

Areas of
implementation

3 Cycling as a system

The following picture, presented in the publication of the German ministry of transport, building industry and housing entitled: „National Cycling Plan for the years 2002-2012” shows, that in order to fully exploit the potential of cycling in regional development it is worth to create an integrated, comprehensive system of services, analogous to the system already functioning for cars.

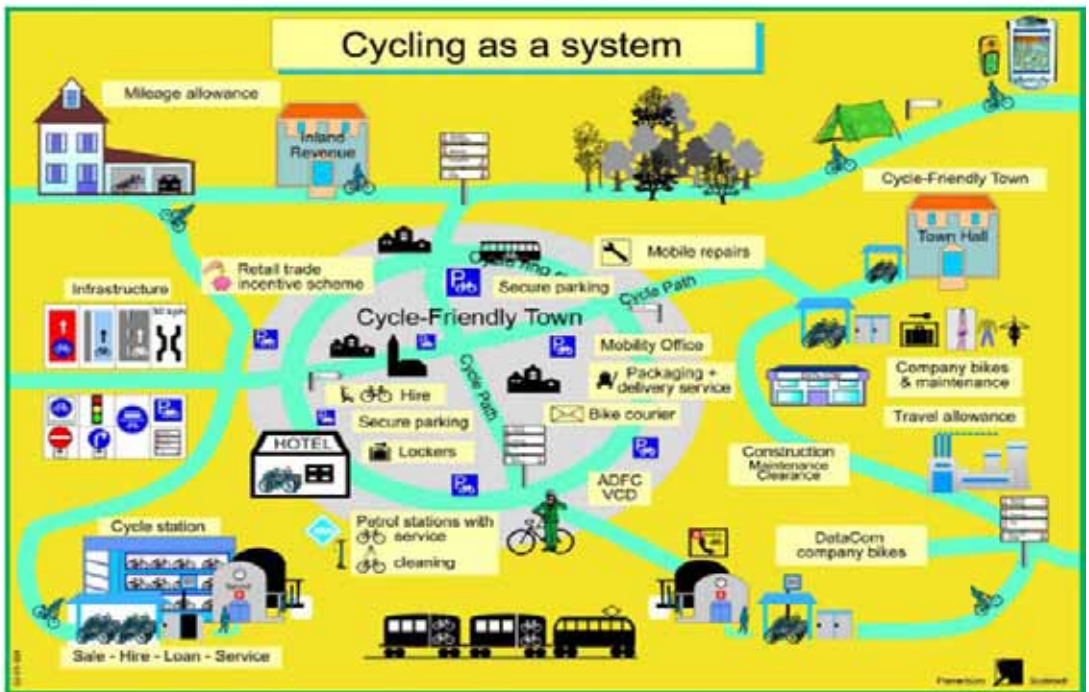


Figure 5: Cycling traffic as a system

Source: Fahrrad! Nationaler Radverkehrsplan 2002-2012. Massnahmen zur Förderung des Radverkehrs in Deutschland.

An important condition of effectiveness of such measures is to create a climate of partnership cooperation of various actors. In order to create it, it is necessary to carry out appropriate educational and promotional activities.

Elements of the „cycling system“.

- **Infrastructure („hardware“ of the system)** – its extension should be based on an appropriately prepared plan of the whole network – to allow for direct and comfortable cycling journeys, in a safe and perceived as safe road environment. Such a plan constitutes a foundation for effective promotion of cycling. Besides the elements of the road corridors, which should be created according to the road engineering regulations, it is necessary to include there comfortable and theft-and vandal resistant cycle parking facilities both at the source of cycling journeys (in housing estates), as well as near cycling journey destinations, connections with the public transport system and the signposting system of cycle routes, directing cyclists to roads with possibly low traffic density.
- **The services sphere (“peripheral equipment”)** includes various services, which enhance the attractiveness of cycling; such as e.g. bicycle stations, quick repair workshops, bicycle washing facilities or places where it is possible to leave the luggage in the city centre. Provision of such services may be often initiated by local authorities and then subcontracted to private companies.
- **Promotional activities („software“ of the system)** influence the level of cycling – the extent, to which the existing infrastructure is actually used and influences the change in transport behaviour (choice of the means of transport and way of moving around). It should assure an appropriate cycle friendly **social climate** and thus it should include many different activities informing about the advantages of cycling and its specific features. Thanks to such measures it is possible to develop an appropriately attractive **image of cycling**. It is very important in the process of persuasion aimed at the change of transport behaviour, since the way of meeting personal mobility needs is emotionally conditioned and based on rational considerations to a limited extent only. Professionally planned and carried out promotion and information campaigns are of utmost strategic importance here.

Box 2: Elements of cycling perceived as a system. Source: ibid.

4 Quality management systems

In 1999 an international consortium of cycling experts, acting under the auspices of the European Cyclists' Federation, developed, on the basis of the idea of Total Quality Management a methodology of certification of bicycle policy known under the acronym BYPAD (Bicycle Policy Audit). It is an instrument, which allows to assess and improve bicycle policy. Developed within the framework of an EU project, it constitutes an element of European Commission guidelines on sustainable development.

Until today some 140 bicycle policy audits were carried out in 21 EU member countries. The applied organisational and infrastructure – related solutions were documented and entered into a database, which is made available to self-governments, subject to the process of certification. The variety and stages of development of bicycle policies of municipalities, which were subject to a BYPAD audit, allows to use the practically tested solutions which correspond to specific features of subsequent regions or cities which decide to carry out such a process.

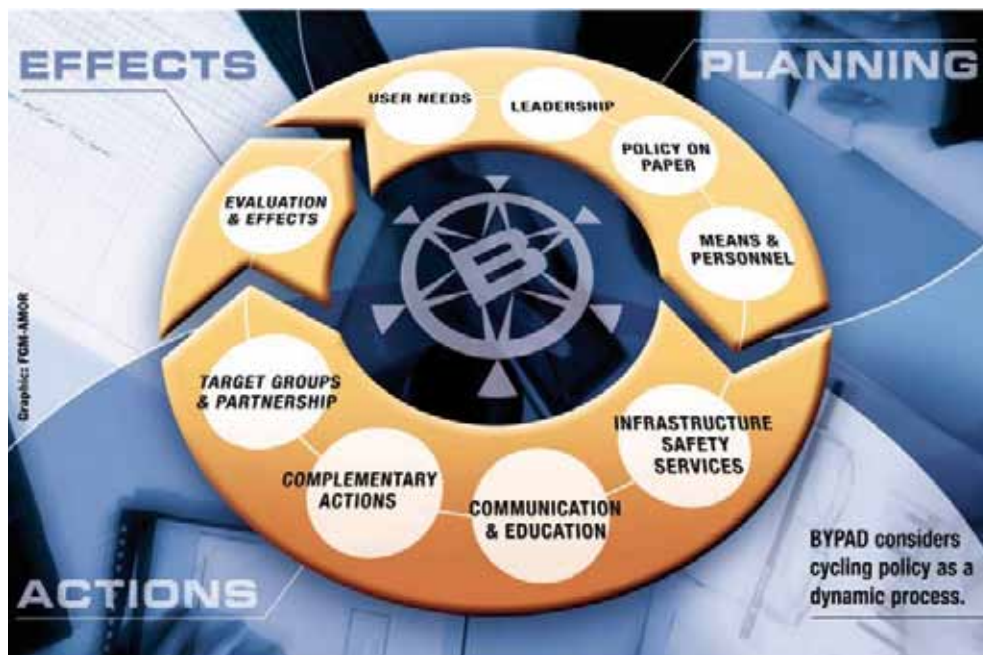


Figure 6: Bicycle policy as a process. Source: BYPAD

High levels of cycling are not only a result of good cycling infrastructure, and are not achieved only in countries with a flat landscape and good climatic conditions. They depend on a wide range of interdependent, mutually supporting factors, starting from leadership and influence of a local

politician, competence and commitment of her/his staff up to the construction of a high quality cycle friendly infrastructure.

High and stable level of bicycle use cannot be achieved overnight. The importance of implementation of a good (local) cycling policy aimed at assurance of future bicycle use has been strongly stressed in a Dutch scientific paper entitled 'Bicycle use in practice and policy of the 20th century'¹. The results of research presented in it prove, that having a continuous, long range cycling policy, has a real influence on the frequency and safety of cycling.

It is important to have a clear vision of all links of quality of bicycle policy, since, like the chain, it is as strong as its weakest link. That is why BYPAD is an expression of application of the concept of total quality management in a local bicycle policy. Main principles, which are applied by an organisation which uses the concept of total quality management are the following: users are in the focus of attention; leadership, commitment of personnel; process-oriented approach; system approach to management; continuous improvement; decision making process based on facts; mutual benefits resulting from partnership co-operation of all the stakeholders involved.

The BYPAD methodology distinguishes 9 modules divided into 3 groups defining the quality of bicycle policy: (1) *planning* of bicycle policy, (2) real, practical *actions* and (3) *monitoring* of the process of planning and implemented actions. BYPAD focuses its attention not only on results, but also on how the bicycle policy is integrated with the organisational, political and administrative structure of a given area. (cf. Fig. 6).

One of assumptions of the BYPAD methodology is the participation of both the decision makers, who shape and implement the bicycle policy (elected politicians and civil servants employed in self-government offices), and the users (representatives of local cycling advocacy organisations, members of municipal councils). Thanks to that approach the representatives of the principal (often strongly antagonised) groups are involved in the process of creation of an integrated bicycle policy, allowing them to develop solutions which satisfy all parties, and help the self-government authorities to better satisfy the inhabitants' needs, minimizing the risk of escalation of possible conflicts.

BYPAD takes into account also the organisational aspects. It results from the recognition of the bicycle policy as a dynamic process, where both the institutional solutions and actually implemented measures are important, improved within the framework of clearly delineated stages. The BYPAD methodology, based on a process-oriented approach, allows to carry out a profound analysis of implemented measures connected with bicycle use and development of a plan of initiatives aimed at the implementation of an integrated cycling policy.

Thanks to BYPAD it is also possible to establish direct relations with people responsible for cycling policies in European towns, cities and regions, what creates an opportunity to develop a network of

¹ Albert de la Bruhèze, A; Veraart.F (1999): Fietseverkeer in praktijk en beleid in de twintigste eeuw. Stichting Historie der Techniek, Enschede/Eindhoven

contacts and promotion on an international arena. Such opportunity is also the final accent of the process of certification, which consists in handing over a special diploma, which confirms the participation in the BYPAD process to the representatives of the city or a region. This event takes place at international conferences organised by the ECF and the BYPAD consortium.¹ Hence, the possession of a certificate of bicycle policy developed according to the BYPAD methodology may be an important condition supporting the process of acquisition of resources by potential beneficiaries of the EU funds and programmes.

The above stipulations suggest, that there is a need to develop appropriate documents programming the cycling policy at the level of local self-governments and to create the positions of local cycling officers /organisational units with adequately defined competences, acting according to procedures defined within the framework of local management systems.²

¹ The president of Tczew – the first Polish city where a BYPAD audit was carried out, received a BYPAD diploma at the international bicycle planning conference Velo-city, held in Brussels between 11th and 15th May 2009. The voiv of the Smóldzino gmina, the first rural commune which was subject to certification of cycling policy, received a BYPAD diploma from Marshal Jan Kozłowski at the session of the regional parliament of the Pomorskie Voivodeship.

² See as well, „Cycling- the way ahead for towns and cities”, European Commission, Luxembourg 2000

5 Financing of cycling promotion measures

Orientation on the construction of visible cycling infrastructure (dedicated cycling tracks) results in a situation, where the development of cycling traffic starts to be unavoidably associated with expenditures. While spending any resources it is important, however, to compare the amount of funds to be spent with the amount of expected benefits. It is worth to note, that the programme of development of a cycling system allows to achieve very high benefit to cost ratios. Arguments supporting that thesis – indicating also the fact, that the cycling system helps to solve many, not only transport-related problems of the region, may be found in many parts of this publication. It is easy to note, that outlays on the realisation of cycling development programme contribute more to the solution of mobility problems of the inhabitants than outlays on any other elements of transport infrastructure. It results from a simple observation, that while solving traffic problems it is necessary to pay **MORE ATTENTION TO THE MOBILITY OF PEOPLE THAN TO THE MOBILITY OF VEHICLES**¹.

In connection with it, modern urban development strategies assume the following priority list:

1. First of all planners should cater to the needs of pedestrians – walking is a component of practically any journey.
2. Then it is necessary to care for the needs of other non-motorised users – pedestrians with luggage, mothers with children in prams, the physically disabled, and cyclists. The question is to remove the small, but often uncomfortable barriers (kerbstones, stairs) but also to take into consideration their special needs (overpasses for cyclists and pedestrians, ramps with appropriate slopes, tunnels that allow or facilitate crossing over or under railway lines, motor- and expressways) while realising large road and rail engineering projects.
3. Then it is worth to take care of the needs of public transport users, usually covering longer distances. It is essential to connect the public transport systems with pedestrian and cycling traffic (related issues are discussed in the 7th chapter of the present Paper).
4. The next group, that has to be taken into account attention are the operators of delivery vehicles – the best idea is to allow the deliveries in such time intervals, which would to the smallest degree disturb the mobility of groups mentioned above
5. In the last resort there is need to take into consideration the needs of people who use cars.

In municipalities, where cycling policy is conducted in the most consistent manner, annual budget allocations for cycling promotion include considerable funds. At the same time it is possible to observe large differences. They do not necessarily imply, that a municipality with a low cycling

¹ Cf. Presentation of Lars Gemzøe

<http://www.slideshare.net/miastowruchu/lars-gemze-turning-the-city-around-presentation?type=powerpoint>

budget does not contribute much for cycling. It often means, that municipalities finance their 'pro-cycling' activities paying attention that the interest of cyclists and other non-motorised users is taken into account at all decisions concerning the construction or modernisation of new infrastructure (cf. the following table).

City	No. of inhabitants	Budget (including not only own funds, but also external subsidies) million €	Years	€/inhabitant/year
Amsterdam	742 000	100.00	2006- 2010	26.95
Raalte	28 000	10.44	1990 -2004	24.41
Nijmegen	159 000	10.00	2002-2005	15.66
Tilburg	200 000	11.20	2006-2009	13.98
Hague	475 000	24.00	2002-2005	12.62
Groningen	171 000	22.80	1989-1999	12.60
s'Hertogenbosch	135 000	8.97	2000-2005	11.09
Zwolle	113 000	4.50	1995-1998	9.95
Deventer	69 000	1.36	1989-1994	3.29

Table 4: Amount of budget allocations on cycling policy per inhabitant of selected Dutch cities (not only own funds, but also external subsidies) Source: Cycling in the Netherlands, p. 20

Below we list the possible sources of financing of local cycling system development programmes as well as possibilities of promoting cycling with the help of funds already spent on other aims.

The proposed diversification of sources of financing assumes the use of not only local, regional, national or European public funds, but also the use of funds from such sources as:

- fees connected with the implementation of parking/public space management systems / road spaces of the city and ecologically sensitive spaces located near tourist attractions (fees for legal and fines for illegal parking in those areas – with the assumption to undertake prior information and educational campaigns; particularly important here is the organisation of parking places not only for cars but also for bicycles at large mass outdoor events of a sport, cultural or religious character).
- revenues from operation of public bike systems (advertisements on public bikes and generation of telecommunication traffic connected with operation of the public bike systems).

Public funds used for the improvement of cycling conditions may be generally divided into the following two categories:

- funds dedicated directly for the development of cycling
- funds, used in cycling promotion in view of the fact, that its development contributes to the realisation of aims of other public programmes such as:
 - road traffic safety improvement programmes
 - prevention of civilisation diseases and public health promotion programmes
 - programmes of promotion of towns, cities and regions friendly for the non-motorised users
 - cultural programmes; such as music festivals, concerts, theatre performances;

- events organised in public space: jubilees, anniversaries, parades of independence, days of the Earth,
- protection of natural environment /ecological education programmes),
- revitalisation of urban areas / cultural heritage programmes,
- sport and tourism or active/ healthy life style promotion programmes,
- formal and informal education supporting programmes.¹

The role of water economy management boards in the development of the cycling system

Cycling routes created on the built-up areas are managed by different public administration authorities working at the local, poviát, voivodeship or central level. An important role may be played by mass cycling routes administered by the Regional Water Management Authorities. Together with local municipalities they also may be involved in the realisation of the programme of cycling system development, for instance wherever there is an opportunity of safe cycle way across a dense traffic route (leading the cycleway under a bridge abutment, on which an intensive road traffic is taking place or creation of an attractive cycle route on the top of an anti-flood embankment).



Photo 20: Tunnel for cyclists and pedestrians under abutment of the Elisabeth Bridge, Budapest, April 2008. Source: authors' own material Photo 21: Ramp leading cycling traffic under a bridge in Gent (Belgium) Source: Photo received from Alex Sully

¹ Source: Collection of Cycle Concepts chapter 3

5.1 Bicycle – a generator of revenues, employment opportunities and innovations

A natural process accompanying the development of a cycling system is an increase in the number of employment opportunities connected with the provision of technical services and various systems supporting cycling and cyclists. Here we give some examples of such developments.

Cycling retail outlets and repair workshops (enterprises of the private or the social economy sector) carrying guarantee and post-guarantee maintenance and repair services, selling bicycle parts, cycling accessories and cycling clothes.

Bike rental outlets

Bike rental outlets operate often near public transport nodes in urban centres or near the railway stations. They may operate as self-sustained outlets, or as a system – allowing to return the rented bikes at a different location than the place of renting them. Examples of such solutions are presented below:

- bike rental facilities in the city of Leba – combined with an excursion to moving dunes,
- a bike rental system at the Puck – Swarzewo – Władysławowo – Chałupy – Kuźnica – Jastarnia – Jurata- Hel cycling route as well as:
- bike rental facilities at the car parking lots near the entry to the valleys in the Tatra mountains,
- bicycle stations in over sixty cities of North Rhineland- Westphalia,
- bike rental facilities at several hundred railway stations in Austria,
- public bike systems in several hundred bike rental stations in Paris.

Rikshaws

In urban centres, where extensive car-free areas are devoted to cycling and walking traffic, rickshaws are often offered as a local transport option. Rickshaw drivers serve as well as guides in historical parts of a number of European metropolitan areas (in Poland including e.g. Gdansk, Lodz and Torun).

Guided thematic cycling routes

An interesting form of adding value to the bike renting services is the organisation of several hours lasting excursions along „thematic routes” in cities or in areas with a high number of tourist attractions. Tourists cycle in groups along a route designed in advance, stopping at attractive locations, under a guidance of one or two cycling guides.

Commercially organised tourist excursions

An important form of mass cycling tourism are the several days lasting tourist excursions organised in areas of natural beauty, combined with organised personal luggage transport services. Organisers of such services often offer a lift in coaches with a trailer for carrying bikes. Cycling excursion is taking place without luggage, in a system of radial excursions from a selected point; then luggage is transferred to another location and a next series of radial excursions is organised there. Another form of such a tourist product are cycling excursions with accommodation on board inland navigation vessels.

Bicycles as instruments to overcome social exclusion

In a number of countries bike rental and repair shops are used as places of supported employment subsidised from special funds for the unemployed. A similar form of such initiatives are the enterprises run by non-governmental organisations, sometimes operating at an international scale, promoting the return of old bicycles to workshops, with the intention to repair them and transfer to partner organisations in Africa.

Bike couriers

A frequent form of economic activity in large cities are the bike courier services. They offer the advantage of quick deliveries, not delayed with traffic jams. Bicycles are also used as a traditional means of transport of post office workers, using specially prepared bicycles with luggage racks (to carry large bags and/or parcels) or pedelecs (electric bikes).

Bicycles and the handicapped

In the United Kingdom it is estimated that the number of people, having difficulties in walking, but using bikes as a sui generis 'rehabilitation instrument' is greater than the number of handicapped persons using wheelchairs. In rehabilitation centres for the mentally handicapped bicycles or tricycles are used often as a rehabilitation equipment. People suffering of diseases of the cardiovascular system who are supposed to use stationary bikes for rehabilitation, are persuaded to use bicycles in a natural environment. Bicycles are also often used as means of transport by social workers, who reach their patients using service bikes funded by their employers.

Bicycles as means of internal transport in large industrial establishments

In large industrial plants such as shipyards or chemical factories bicycles are often used by employees as means of internal transportation

Cycling and the information processing and telecommunication technologies

Systems that allow to plan journeys with the help of the GPS devices are becoming more and more popular. It is possible to programme the journey by entering the address of start and the end of the journey, taking into account the information about the uphill segments of the planned route. Information and computer technologies are also applied in monitoring cycle parking lots and automated bike rental systems.

Cycling consultant companies

In countries, where the role of cycling in reducing toxic emissions and improvement in the use of public space is appreciated, there are companies, which develop organisational solutions and promotional campaigns about real and potential role of cycling in meeting the mobility needs. They employ, among others, specialists involved in organisation of the image enhancement and social marketing campaigns.

6 Creation of partner groups

The complicated character of relationships in a cycling system implies the necessity to create organisational structures, which allow for efficient, long term co-operation between self-governments, NGOs and firms. In connection with the policy of increasing the role of cycling in Pomerania, we will unavoidably have to do with a number of areas of various conflicts. It is worth then to look for solutions, which allow to use them for local development.¹



Photo 22 and 23: „Cycling City Office” – Photo of the City Office building in Tczew, September 2003 Source: Department of Promotion, Tczew City Office

Examples of such solutions are the Partner Groups. They started to emerge at the end of 1970s in Scandinavia and Finland, becoming an intersectoral instrument of promoting local development. Their success resulted from a specific set of features of organisational culture of Scandinavian countries: pragmatism, orientation on knowledge and the custom to make decisions after taking into account many different opinions considered on an equal footing, striving to attain durable, reliable solutions and low level of formalisation of organisational structures (the culture of low power distance). The opinion of people occupying high positions may be rightfully questioned, and occupation of those positions should result from possession of actual competence, and not from the readiness to satisfy the expectations of higher authorities. It is also important to pay more attention to human aspects than to measurable efficiency of actions, long (but not procrastinated) and dispersed process of decision making, as well as striving to reach a compromise and solve rather than settle conflicts in case of emergence of divergent opinions.

In 1990s the EU perceived the potential and opportunities of local partnerships. The principle of partnership became one of **key rules** applied in the selection of initiatives supposed to receive support from the EU. In view of experience of municipalities of the EU – 15 countries which decided to implement cycling policy, a basic condition of success was to create various forms of partner cooperation. This allows to formulate the following:

¹ Strategy is the art to exploit local conflicts for local development – cf. Piotr Topiński – Szanse rozwoju wsi (Chances for rural development), Żywiecka Fundacja Rozwoju 2005.

- grass root cycling advocacy organisations should create 'cycling coalitions' of particular communes, poviats, towns and cities becoming local representations of organisationally mature national and international structures such as e.g. the ECF,
- these organisations should receive financial and organisational support from various public and private sources, so that they could become rightful partners of local self-governments and firms,
- Pomeranian self-governments should create an Association of Cycle Friendly Towns, Cities and Gminas (Communes) of Pomerania on principles analogous to the association operating in Northern Rhineland - Westphalia (AGFS),
- analogically, firms involved in selling bicycles, cycling accessories and services connected with cycling should become members of the European association of companies involved in such activities (ETRA).

Creation of such organisational forms would contribute to the creation of partner groups and more efficient implementation of actions proposed in the present publication. The coordinators of cycling initiatives undertaken in municipalities of the EU-15 countries formulated the following conclusion in a publication of the Directorate General for Environmental Protection of the European Commission – "Cycling- The Way Ahead for Towns and Cities" (Luxemburg 2000):

THE FIRST STEP leading to the realisation of a convincing cycling promotion policy in a given municipality is the nomination of an appropriately positioned CYCLING OFFICER.



Photo 24: Daniel Chojnacki. The first 'Cycling Officer' in Poland: operating since 2007 in the structures of the Wrocław City Office
Source: Photo received from Daniel Chojnacki



Photo 25: The first woman 'Cycling Officer' of the city of Tczew – Małgorzata Ciecholeńska, together with her team on cycling development in Tczew
Source: Department of Promotion of the Tczew City Office.

Later years of experience suggest, that a more important move is to carry out in the first place the bicycle policy audit (BYPAD) according to the principles of Total Quality Management (cf. chapter 4 of the present publication). It would allow to develop a two-year plan of action leading to an increase in the role and improvement in the conditions of cycling, according to the expectations of principal stakeholders: local self-governments and the inhabitants.

7 Connections of the cycling system with public transport

The experience of highly civilised European countries prove, that the best results of the policy of sustainable development are not necessarily achieved where a public transport is appropriately developed. A region is developing most effectively where the cycling system is not only considered as a substitute of the public transport, but where it is considered as its important complement and support. It may then play the role of a **FLYWHEEL** of regional development.

Creation of an appropriate set of connections between both systems in Pomerania is important not only for the development of the regional transport system, cycling culture or management of public space, but for the **DEVELOPMENT OF THE REGION** as such. The cycling subsystem should be considered as an integral part of sustainable development of Pomerania. It is an essential condition for achieving high benefits-to-cost ratios in the process of implementation of programmes of development of a number of spheres of life, not only related to communication or tourism.

The experience of European cities prove, that people using cars are more likely to change their commuting habits for cycling (provided that in a city an appropriate climate for the non-motorised users is created) than for public transport use. It results among others from the data shown in the following table. It shows in subsequent rows the options of daily commuting to work in a large urban agglomeration.

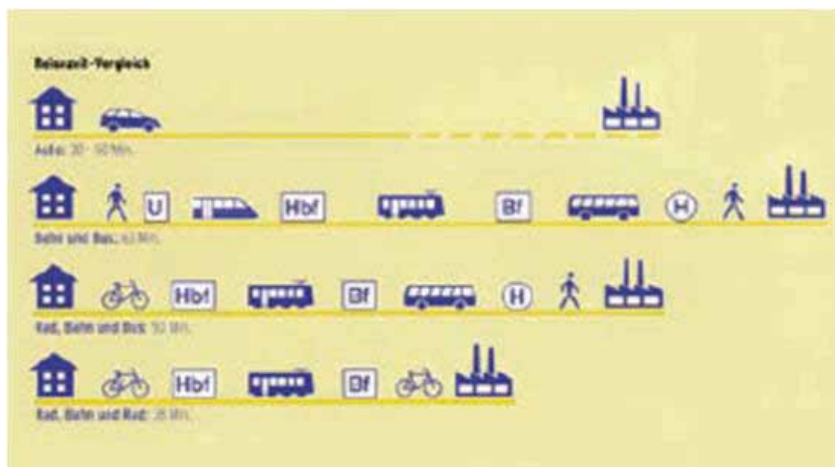


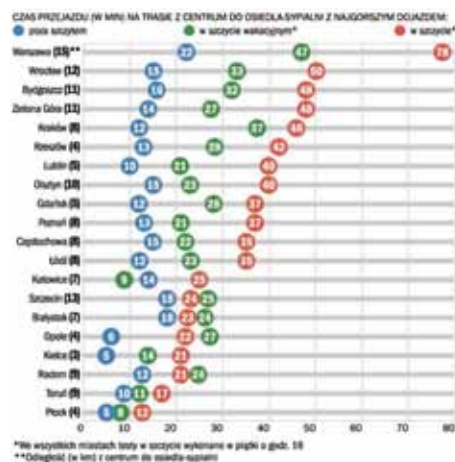
Figure 7: Comparison of travel time using different means of transport
Source: Verkehrssicherheit in NRW. Das Verkehrssicherheitsprogramm 2004, page 57

The first row (a) shows an option consisting in commuting by car in a door-to-door arrangement. A characteristic feature of that solution is relative quick passage under conditions of lack of congestion, but a much longer journey under conditions of a high modal share of car travel and queues resulting from it (cf. the following graphs).

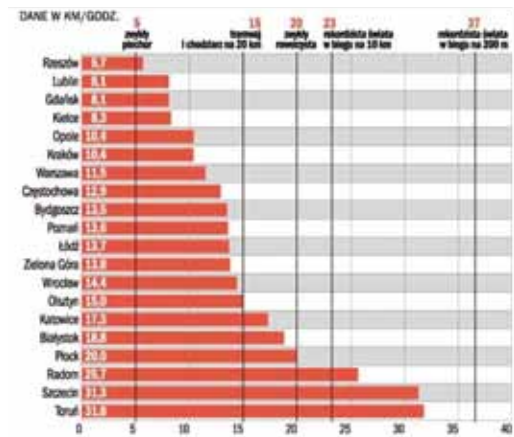
The second row (b) shows an option available under conditions of **non-existent cycling system**. It consists in using the public transport with an assumption to reach the local railway line on foot, in order to cover the last leg of the journey, after reaching the target station, by bus, tram or on foot. This option is most time-consuming. In the given example it takes the traveller over one hour. The last two rows show a solution available under conditions of an operating – more or less developed – cycling system.

The third row (c) shows a solution consisting in reaching the local railway station by bike, to reach the destination station by public transport, with the assumption, that the last leg of the journey is made by public transport and the last kilometre on foot. This option gives an opportunity to reach the destination in time comparable to the car driver commuting to work in morning rush hours.

The last option (d) shows the advantages of a developed „cycling system” in a large agglomeration. It consists of the possibility to reach the local railway station by bike, covering an important part of the daily commuting journey with a local train in order to cover the “last kilometre” of the journey with one’s own bike or a public bike. It gives the commuter the chance to reach her/his destination in the morning quicker than by car, because of the opportunity to avoid queues and traffic jams. The use of such solution is only possible when appropriately secured bicycle parking facilities and/or public bike systems are created by the railway company or the municipal authorities. Of course it is possible to imagine other options for daily commuting journeys, such as reaching the local railway station by car, to cover the rest of the journey using the option (b), (c) or (d).



Graph 5: How much time do we spend in morning traffic queues. Source: Gazeta Wyborcza of 5th September 2008.



Graph 6: What is the speed we reach by car in the morning peak hours Source: Gazeta Wyborcza of 5th September 2008.

The above stipulations explain the inevitable necessity to revise the programmes of sustainable mobility in Pomerania. They assume the promotion of public transport only, trying to convince drivers who commute daily by cars to use public transport. Such activities are considered as the only ways to reduce the scale of problems resulting from the development of individual motorisation (congestion, noise, use of space and emission of pollutants). They should be replaced with activities aimed at promotion of cycling and its connections with the public transport.

The dominance of weaknesses of conditions of cycling in the voivodeship over their strengths identified in the SWOT analysis (cf. subchapter 2.8 of the present publication) suggests the need to apply an integrated approach to the development of cycling in transport and spatial development plans of towns, cities and communes of Pomerania. A way leading to this end is the creation of partnership groups, composed of local self governments, NGOs and firms, but first of all the local and regional transport operators (in particular the railways and ferry tram operators) as well as local tourist organisations.

Promotional benefits are also important: the extension of infrastructure for the motorised traffic is a costly and ineffective strategy aimed at reduction of traffic congestion. The region which promotes the development of daily mobility founded on **THREE PILLARS: THE PUBLIC TRANSPORT, NON-MOTORISED TRAFFIC (OF PEDESTRIANS AND CYCLISTS)** and the **INDIVIDUAL MOTORISED TRAFFIC** may attain a much higher efficiency.

At present the most characteristic expression of not taking the needs of bicycle users in Pomerania into account is the deficit of bicycle parking facilities of appropriate quality. That is why such facilities **SHOULD BE CREATED WITH SUFFICIENT ADVANCE** – and not only after the creation of a network of cycling routes. Their creation should precede the extension of other elements of cycling infrastructure in the region.



Photo 26: Bicycle parked at the Madison shopping mall in Gdańsk, June 2008. Source: Authors' own material



Photo 27: Bicycle with four elements preventing theft, Riga July 2007. Source: Photo received from Frederik Depoortere, Cycling Officer of Brussels

The improvement of quality connections between cycling and public transport systems brings a number of benefits to local communities. There is an improvement of quality of public spaces around public transport nodes, as well as an improvement in the feeling of security among people using the station buildings. A wide range of services offered to cyclists and people using public transport is also an important condition of acceptance of implementation of paid parking systems and other car traffic demand management solutions.



Photo (left) 28: A cycling groove at the stairs leading to a railway platform. Source: BYPAD materials

Photo (right) 29: Putting a folded bike into a station locker Source: <http://www.dahon.com/>

The development of cycling traffic of a tourist, recreational and utilitarian character is a source of important benefits for public transport operators. They result first of all from about **TENFOLD INCREASE** of the area of inflow of passengers to a railway station in comparison with the size of the area, from which they can be reached on foot.



Figure 8: Comparison of the area of inflow of railway passengers reaching the station on foot or by bike in 10 minutes.

Source: Tymon Galewski: Programme of activation of cycling in the Tri-city. A presentation prepared in 2005

Map 2: Range of a 10 minute cycling and walking journeys on the map of the Tri-city. Source: ibid.

The development of daily cycling contributes as well to the improvement in conditions of travelling of traditional clients of public transport in peak hours. It results from a reduction of crowding in PT vehicles as a result of change in the ways of commuting to schools by the young people, who can resign from travelling by public transport or are not escorted to schools in their parents' cars,

contributing to the reduction in congestion and improvement in regularity of city buses during morning peak hours.¹

Another, easy to implement postulate of our publication is to extend the offer of free carriage of bicycles over the whole territory of Pomerania for the whole year. Another, important step on the way to create an integrated cycling system will be the implementation of a public bike sharing system. Then the number of sources and destinations of daily journeys to be covered in a Bike and Rail arrangement will increase further.



Photo (at the left) 30: Public bikes in Brussels, September 2008 Source: authors' own material

Photo (at the right) 31: Public bikes in Leipzig Source: <http://nextbike.de/>

Another story is connected with the problem of linking cycling with bus and tram transport. Carrying bikes inside crowded buses or trams in the morning and afternoon peak hours is impractical and may only happen in exceptional cases. This problem may be partly solved when folded bikes are used, but it cannot be expected, that this will be a generally applied solution.

In view of the currently applied road traffic safety regulations it is not possible to use in Poland the foldable bus racks mounted on the front side of urban buses like it is the case in US and Canadian cities. This ban is rationalised with the argument about the increase in risk for pedestrians. In our opinion it is worth to make an effort to change them.

¹ it is estimated, that 40% of traffic in morning rush hours in Britain results from escorting children to schools in parents' cars. Source: <http://www.sustrans.org.uk/>



Photo (left) 32: A woman with a folded bike getting out of a bus Source: <http://www.dahon.com/>



Photo (right) 33 : A bike rack – standard equipment of city buses in the USA and Canada Source: presentation of the Sportsworks Company at the Velo-city 2005 congress in Dublin

It will contribute to the attainment of tangible financial benefits by the public transport operators, resulting from the reduction in congestion (an important part of passengers who carry bikes on such bus bike racks in the USA and Canada resign from taking a car), but – what is most important – promotional benefits – by the demonstration of an offer, which inspires drivers stuck in traffic jams to reflect on the quality of their choice of transport behaviour. The risk for pedestrians would be reduced thanks to the fact, that part of car journeys will be replaced with bike and public transport journeys, creating less risk than the one resulting from car traffic.

People using bikes for recreational and cycle touring purposes will have the possibility to substantially increase the range of their cycling excursions, because of the opportunity to return when weather conditions get worse or in case of a technical problem. This would increase not only the range but also the safety of cycling.

During long weekends on certain railway lines which link urban centres with naturally attractive areas there are problems resulting from excessive demand for bike-on-board facilities in railway carriages. There is a need to create a system of collecting data about the level and structure of demand for cycling traffic on such connections. It is also worth to improve the quality of the reservation system for such services and to introduce innovative, appropriately tested cycle stands allowing to fix the bikes inside rail carriages.



Photo (left) 34: Group of participants of a cycling pilgrimage from Rumia to Zebrzydowska Calvary on the platform of the main railway station in Gdansk. Source: Authors' own material



Photo (right) 35: : Another group of pilgrims on board an SKM train. Source: author's own material.

In cycling tourism the most important are its links with rail transport and shipping – ferries, ferry trams and “white fleet”, i.e. the inland and coastal passenger ships. Since several years the possibility of using the services of air transport operators is increasingly exploited by cyclists. In each arrangement folded bikes show their specific advantages. For success in promotion of cycling as a factor of regional development the most important issue is to create the possibility of free, secure and comfortable parking of bicycles at railway stations which often perform the functions of transfer nodes of other public transport operators.



Photo (left) 36: Unloading folded bikes from a small passenger car
Photo (right) 37: A passenger with a folded bike waiting for a train Source: Dahon company.

Tourists, coming to Pomerania by different means of transport, getting acquainted with a well developed cycling system, will become a natural ambassadors of the region. Next time they will most probably use the bike to a greater extent, reducing the motorisation pressure wherever natural spatial restrictions are clearly visible (cf. congestion at the entry to the Hel Peninsula or the Vistula Spit).



Photo 38 (left). Cyclists getting out of the ferry tram in Hel (September 2006) with the intention to go to Jastarnia and Władysławowo
Photo 39 (right). The area near the ferry terminal in Nowy Port of Gdansk – a starting point for Scandinavian cyclists going to visit Pomerania

For the development of tourism in the area of the Gulf of Gdansk, the Vistula Bay and the waterways in the Żuławy Loop (The Vistula Valley and the Vistula Delta) the possibility of carrying bikes on board white fleet ships and ferry trams will be of essential importance. The cities of southern Scandinavia and operators of ferries connecting them with Pomerania are already promoting the attractions of Bornholm, Denmark or southern Sweden as world leading regions of cycling tourism. After implementation of appropriate activities aimed at the increase in importance of cycling in Pomerania, it may be expected, that ferry shipping operators will derive benefits from advertising similar attractions of Pomerania.

8 Promotion of the cycling system

Promotion of cycling and safe road traffic behaviour of all road users is more important for the development of cycling than engineering measures. It results first of all from the fact, that the choice of the mode of travel is not only a result of rational reflection. Education, feelings and habits play here an important role. They can be consciously acted upon and thus it is possible to influence the actual choices.

The main aim of promotional campaigns is the improvement in awareness about limited possibility of solving such problems as traffic jams and lack of car parking spaces without a change in social approach to public transport, cycling, car traffic and road safety issues. In certain groups there is a higher potential for change than in others, it is important to identify them in order to determine the content of applied messages. It will be possible to use these data later in campaigns directed to more precisely defined target groups, e.g. selected companies or households.

Promotional and educational campaigns aimed at the change of transport habits may be organized by the local self-governments, NGOs and firms. They can be focused on the problem of traffic jams, condition of the environment, health protection, road traffic safety issues or ways of commuting to schools.



Photo 40 and 41: Examples of advertisements promoting the use of bicycles in Bolzano (northern Italy)
Source: "Toolkit for the implementation of a corporate cycling system" – Ökoinstitut Südtirol/Alto Adige

Campaigns should be carried out with the help of various carriers and in various forms. They may be carried out with the use of articles and debates in the press or in the internet, on the radio and in TV programmes. The encouragement to change mobility habits may be carried out as well organising promotional events, poster campaigns, phone calls, letters, advertisements or brochures. Weblogs applied in Sweden are a simple way of identifying journeys, that may be easily done by bike and to monitor individual mobility habits. Important results can also be achieved to promote certain forms of behaviour with personal examples – using the bicycle in everyday life by well respected important persons of public life.



Photos 42: The prime minister of Norway Jens Stoltenberg during a cycling excursion. Source: <http://www.bt.no/nyheter/valg/-Uforpliktende-932974.html>

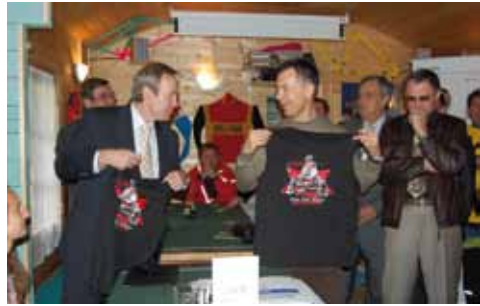


Photo 43: Czech Minister of Regional Development Eng. Rostislav Vondruška and the Czech Minister of Transport Gustáv Slamečka try the T-shirts with an inscription "Time for the next (cycling) revolution" Source: <http://www.cyklokonference.cz/fotogalerie/>

Promotion of cycling in Pomerania should be directed generally towards two target groups: towards the inhabitants of Pomerania and towards visitors.

Internal promotion, directed to inhabitants of Pomerania, should be addressed directly to particular individuals (like parents and pupils) but also to people, who play important roles in shaping the cycling system (such as elected representatives in local and regional councils, spatial planners, traffic engineers, architects, civil servants involved in promotional activities, public health and physical activity promoters as well as policemen and traffic wardens). Besides that, promotion measures should be directed to people performing specific professional functions connected with many journeys, in particular in urban environment, managers of large public institutions and companies.



Photo 44: Participants of the "In Town, without My Car Day" in Tczew received reflective vests promoting the city – „From Tczew it is close to anywhere" in September 2007. Source: Department of Promotion of the Tczew city office

Schools are a good location for cycling promotion and road traffic safety. A promotional campaign may be naturally integrated with lessons on mobility education, ecology or lessons of civic education. It may be organised on a local level, thanks to the contacts between the local self-

government and schools. It may lead to a simultaneous increase in awareness among children, as well as among their parents, thanks to the 'grass root' effect.

A good idea is to introduce the local aspect into the framework of a national or a regional campaign. As an inhabitant of Łębork a given person will feel, that the message 'Łębork cycles to work' is more important for her than a national message 'We cycle to work'. The same, of course, applies to the road traffic safety campaigns.

External promotion may be addressed to visitors, directly or via firms and non-governmental organisations involved in the organisation of tourist and recreational cycling events.



Photo 45 (left): Gdynia Heineken Open'er Festival 2008 Source: Onet.pl 5th July 2008r Photo 46 (right): Competition for the best dress up during the cycling rally in Gdańsk, June 2007. Source: authors' own material

Campaigns reach the widest social groups when many mass media are used at the same time to convey their message. It is also possible to spontaneously use in them many mass events, widely commented by the general public.



Photo 47: „Cycling lift” attracted the attention of the whole „cycling Europe” on the city of Trondheim in Norway and promotion of cycling. Source: Collection of Cycle Concepts, page 32

Photo 48: The Mayor of Copenhagen Klaus Bondam distributes sandwiches within the framework of the "Cycling to work" campaign. Source: Photo sent by Jens Loft Rasmussen, President of the Dansk Cyklist Forbund and member of the Board of the ECF.

9 Cycling tourism and recreation

High position of Pomerania on the tourist map of Poland is a good prerequisite to make Pomerania a region with a high quality of life, dynamic development, resulting from its creative and innovative character. It is then worth to take into consideration the experience of other European regions, which apply innovative and sustainable development policies. These regions, usually very cycle friendly, are usually characterised with a high level of civilisation development, innovation and low indices of social exclusion and power distance index¹. No wonder then, that in those regions the most popular, mass form of recreation and active tourism is cycling, characterised with a very high dynamics of growth.



Figure 9: Pyramid of types of cycling journeys. Source: Claudia Krieger, Touristische Projekte. Cycling Tourists, Who they are, what they want and how they improve regional economy, presentation at the Velo-city Congress Munich 2007

The development of cycling tourism and recreation depends on the practice of daily cycling of local residents, which creates the foundations of a cycling culture. Appreciation of this relationship is the principal challenge for people involved in the development of cycling tourism and recreation in Pomerania.

Long distance cycling tourism, the form of cycling that brings the largest, direct revenue forms a tip of a widely founded pyramid. Without a broad foundation of daily, utility cycling practiced by residents, one can hardly expect its lasting development. An important synergy may be identified between cycling tourism, recreation and the daily, utility cycling. The principal challenge for people

¹ Cf. e.g. G. Hofstede "Cultures and organisations. Software of the Mind" McGraw Hill, 1991

involved in the promotion of environment-friendly transport habits is to convince the daily car users to stop considering car journeys as the indispensable element of their life style. The challenge is to make them consider other ways of daily and holiday travel.

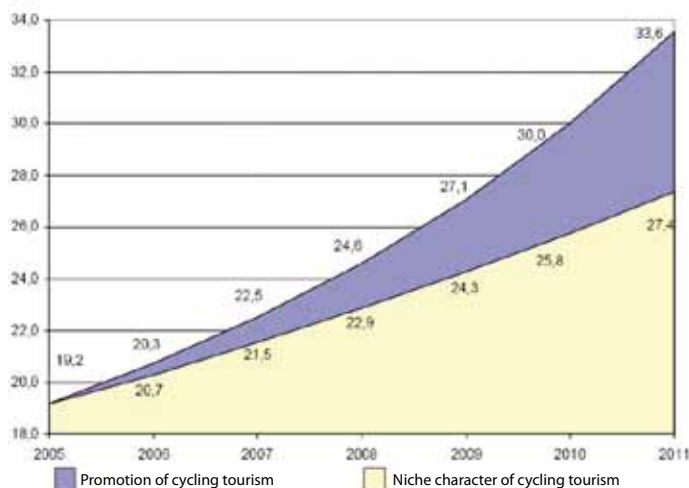
At the same time it is difficult to expect, that without basic experience acquired during recreational cycling, the people tied emotionally to their cars in everyday life would decide to make such a step.

Thus an improvement in conditions for recreational cycling may contribute to the development of a cycling system in urban environment. This relationship works also the other way round: the greatest potential number of foreign cycling tourists live in the most cycle friendly towns, cities and regions of Europe. Promoting Pomerania as a cycle friendly region without creating sound cycling conditions for daily users, may lead to frustration and discourage such visitors to come again.

Implementation of European standards of cycling policy, mobility management and ecological education would contribute to the increase in tourist attractiveness of Pomerania as an innovative region friendly for all: first of all for its inhabitants, but also for tourists, visitors and investors.

9.1 Current status and development perspectives of cycling tourism in Pomerania

Studies of recreational and tourist cycling are not regularly carried out in Poland. That is why it is difficult to define the present role of recreation and tourist cycling in the Pomerania. An estimate of the present and expected value of the Pomeranian cycling tourism market is given below:



Graph 7: Expected value of cycling tourism in Pomeranian Voivodship up to the year 2011. Vertical axis: million zł.

Source: Ewa Wyszowska – Wróbel „Rynek turystyki rowerowej w województwie pomorskim – stan obecny, determinanty i kierunki rozwoju” („The cycling tourism market in Pomeranian Voivodship – current state, determinants and directions of development”) Doctoral dissertation prepared in the Institute of Sea Transport and Trade of the UG, Sopot 2007 p. 218

While considering the importance of cycling for the perspectives of the region's development it is worth to look into the data collected by the largest national cyclists' organisation in Europe (German ADFC) which show the importance of cycling tourism in Germany. It is the country, from which the greatest inflow of foreign cyclists to Pomerania can be expected.

1. Cycling tourism retained in 2006 its high level: **44,7%** Germans aged over 14 (= **21,72 million**) used a bike during holidays or vacations. In 2005 there were 21,67 million of them¹
2. The popularity of cycling during holidays has shown a steadily rising trend: **14,9% (7,2 million people)** German holiday makers use the bike „often “ or „very often“. In 2005 there were 14,3% of them, i.e. 6.8 million people)
3. According to the analysis of journeys undertaken by the ADFC 2.2 million Germans (3.4%) plan in the coming three years „nearly certainly“ to make a longer journey on a bike. In 2007 **5.8% Germans (3.8 million people)**, in 2006 5.3% (3.4 million people) were thinking about spending their holidays on a bike
4. Cycling holidays are an important element of the overall structure of spending holidays: **64%** in 2006 (in 2005: 89%, in 2004: 76%) cycling journeys was considered as the most important holiday journey in a year. It is possible to note, that there is a steady trend to make a greater number of shorter holiday journeys.
5. **Meklemburg – Vorpommern**² was mentioned in a survey carried out among the ADFC members using the „Deutschland per Rad entdecken“ catalogue as the **MOST POPULAR REGIONAL DESTINATION FOR CYCLING HOLIDAYS**; before Bavaria and the Bodensee region³.
6. Cycling tourism is an important element of business life – the level of annual revenue generated by it is estimated at the level of **€ 5 BILLION**. This estimate is based on the responses of about 80% people surveyed by the ADFC last year: each of them spent over € 500 on cycling journeys and short cycling holidays. For **51.3%** people travelling by bike the amount exceeded the level of € 1.000. The average level of spending on a cycling journey amounted to the level of **€ 1.169**
7. Cycling related companies whose stock was quoted on the stock exchange noted in most cases significant rates of growth of their value in 2006 Among companies operating world wide 28 companies over a half (**57%**) closed the financial year 2006 at much higher prices of their shares, often characterised with two-digit rates of growth⁴.
8. Certain German regions noted clear symptoms of increase in importance of cycling tourism. In Schleswig – Holstein about 57% holiday makers use a bike. Near Münster the prepaid cycling holidays offered under the logo „Auf Sand gebaut“ connected with 700 overnight accommodations generated a revenue of **€ 44 thousand**.
9. The use of 600 bikes offered for rent within the „Oberlausitz per Rad“ system increased in 2006 by 22%⁵.

Box 4: Source: authors' own considerations based on: Cycling Tourism in 2007: Numbers, data, facts. Results of analysis of cycling journeys carried out by the ADFC – selected details.

The greatest potential of development of cycling tourism products results from the possibility of combining cycling with railway as well as coastal passenger shipping (ferry trams) journeys. An excellent example of attractiveness of such combination is the popularity of the dedicated – car free- cycling route around the Gulf of Puck, which allows to make a whole day cycling excursion from the Tri-City with the use of local ferry-tram lines (cf. Fig.10.)

¹ Source: Exklusivfragen in der Reiseanalyse 2007 der Forschungsgemeinschaft Urlaub und Reisen e.V., F.U.R.

² The most similar to Pomerania as far as landscape and climate is concerned region of Germany.

³ Source: Survey carried out among the readers of the ADFC magazine „Radwelt“ and the users of the „Deutschland per Rad entdecken“ catalogue, ADFC/DpR

⁴ Source: Branch magazine „RadMarkt“ 2/2007

⁵ Source: Marketinggesellschaft Oberlausitz



Figure 10: Connections between cycling and ferry trams in the Gulf of Gdansk area. Source: Piotr Kuropatwiński, presentation shown at the World Cycle Planning Congress Velo-city 2007 in Munich.

Nodal regions of mass tourism in Pomerania, such as Słupsk, Tczew, Malbork, Krynica Morska, Łeba, Hel, Jastarnia, Sopot, Władysławowo, Ustka, Gniew in many instances already offer services addressed to the amateurs of cycling. Information about attractive cycling trails in their vicinity are, however, hardly accessible for foreign tourists.

The potential of development of cycling tourism and recreation in the voivodship can be assessed while observing the already existing level of recreational cycling in Gdansk, achieved under conditions of lack of advanced forms of promotion (cf. the following box).

How tourists move around Gdansk?

Tourists visiting the city of Gdansk most often walk 55.5%, (...) cycle 5.5%. Foreign tourists were visiting Gdansk most often walking 64.5%, (...) cycling 1.9%. Polish tourists were most often visiting Gdansk walking 51.4%, (...) cycling 6.4%.

Box 5: Opinion survey of tourists visiting Gdansk in summer 2007. Source: Report of the Eurotest institute, September 2007.

The above data are a foundation for a thesis that already the number of tourists using cycling for recreational purposes in Gdansk amounts to over 60 thousand people.

Cycling tourism in a cycle-friendly region, apart from promotional benefits is also a substantial source of financial revenue. This is manifested with data about the importance of cycling tourism in North Rhine - Westphalia (Münsterland, Germany):

¹ More at <http://www.livcomawards.com/>

Münster is one of the most attractive tourist cities in Westphalia. It is estimated, that every year about 5 MILLION TOURISTS visit the region. In 2004 half a million tourists spent at least a night there. Because of a great number of students and low amount of industry, Münster makes an impression of a „easy going city“ proven by a high number of cafés and restaurants. In 2004 the city won in its category an award of an international LivCom Foundation¹ granted to cities with the highest level of the quality of life in the world. Münster is considered as a cycling city. It is estimated, that its inhabitants have about 500.000 bicycles..

In Münsterland about one third of all overnight stays (about 1 million annually) are connected with cycling journeys. To this number one should add about 12 MILLION DAILY CYCLING TRIPS OF A RECREATIONAL CHARACTER. Comparison between amateurs of cycling recreation coming from outside the region with the number of local cycling amateurs results in a ratio of 60 to 40. On the basis of these data it is possible to estimate (with a rough assumption about the level of daily expenditures) the basic revenues resulting from cycling of particular groups of tourists in Münsterland at the following levels:

– with overnight accommodation about € 69 million

– coming to Münsterland from outside the region without spending a night there – about € 184 million

– domestic recreational cyclists (inhabitants of the region) about € 36 million

Thus the total annual amount of revenue generated by amateurs of cycling can be estimated at the level of € 289 million, that is about 30% of the total tourist business revenue realised in Münsterland. (...). Cycling tourist traffic supports the existence of some 5 TO 6 THOUSAND JOBS, and tax revenues resulting therefrom are estimated at the level of € 3 MILLION ANNUALLY.

Box 6: Tourist potential of a cycle-friendly region of Münsterland.

Source: authors' own considerations on the basis of Nationaler Radverkehrsplan 2002-2012 FahrRad!. Bundesministerium für Verkehr, Bau- und Wohnungswesen, Berlin 2001, p.40

9.2 Differences in perception of cycling tourists between the EU-15 and Poland

There is an important difference in approach adopted by local authorities in the cycle-friendly countries of Europe and in Poland. When in the cycling friendly Europe the promotion of cycling recreation and tourism is closely connected with the promotion of utility cycling, (daily cycling), in Poland quite often these issues are considered separately. Another example is treating cycling tourism in Poland as a form of niche activity, practiced by a small number of cycling enthusiasts. It is not considered as a form of **GENUINELY MASS ACTIVE TOURISM**, which can be practiced by all age groups. Actually it is practiced in particular by people with high professional and managerial positions, with higher than average level of education and incomes and, what is particularly important for the local self-governments – leaving in local economy more money than tourists travelling by cars.

The following table, developed by Maciej Zimowski, one of the most experienced cycling tourists operators in Poland, gives a systematic presentation of differences in perception of cycling tourism in Poland and in the EU -15:

	Myths and images	Real situation in the developed countries and directions of change in Poland
Who practices?	Young people and sportsmen. Typical masculine form of recreation.	Prevailing number of middle-aged and retired people, with above average incomes, education and social status Little, but clearly perceptible predominance of women.
Expectations concerning the standard of services	The cheapest hostels, private accommodation, plain pork steak and large quantities of inexpensive beer.	Best hotels and pension houses (minimum **/****), highly refined cuisine, noble brands of wine.
Cycling equipment used	Bikes designed for extreme forms of mountain cycling, mostly equipped with very expensive auxiliary accessories.	Predominance of trekking bikes and city-bikes, with modest equipment, e.g. rented from local bike rental outlets.
Cycling routes	Stony and unpaved roads, with steep slopes, in the mountains, marked along walking trails	Cycling tracks with hardened surface or local asphalt roads with little car traffic. Unpaved field roads accepted only for short distances. Without demanding uphill slopes.
Style of travelling	Sport- related – the willingness to cover large number of kilometres /heights, often monotonous or circular routes.	Tourist purposes – bicycle as an instrument to admire the variety of landscape and to visit local curiosities. Preferred linear routes, divided into stages with frequent change of hotel accommodation.
Size and character of the market	Such tourism is practiced by a small number of the fit and the brave, who are in some corners quite noisy and visible, but are not an important factor contributing seriously to the regional tourist revenues	Such tourism is practiced in Europe annually by 3-4 million people. Since 15 years a steady increasing trend has been noted, independently from the slowdown in other tourist sectors. An important contribution to the budget revenues of a number of regions, including the ones without spectacular tourist attractions

Box 7: Cycling tourism, which brings measurable economic benefits to the regions

Source: Maciej Zimowski, Bird Service Presentation at the first session of the Parliamentary Group for the Development of Cycling Communication and Tourism. June 2008

While promoting a region as attractive for cycling tourists it is worth to know the principal characteristic features of that client group. In contrast to other groups of tourists they are particularly interested in information material and literature about the place of their holidays. 39% German cycling tourists informed that they made the decision about choosing their holiday

destination on the basis of “advertising publications” and/or “cycling literature” or articles in the press (19%) and advertisements in periodicals (14%).



Figure 11 Co-operation between the Nestle company and the German Cycling Club promoting cycling routes along the German coast of the Baltic Sea. Source: ADFC

Cycling tourists usually easily accept higher prices of accommodation and **ARE TOLERANT TOWARDS ADVERSE WEATHER CONDITIONS IN COMPARISON WITH OTHER TOURISTS**. The reason for their discontent may be for example an excessively intensive road traffic, problems in finding accommodation, low quality of railway services or an inconsistent signposting of a cycling route. On the other hand they highly appreciate the landscape and natural beauty of the trails.



Photo (left) 21: A group of cycling tourists approaching the ferry in Swibno at the mouth of the Vistula river
Source: authors' own materials



Photo (right) 22: A group of cycling tourists at the Rhine river bank. Source: Ralf Kaulen, Claudia Nowak „Communication and Marketing Concept Rhine Cycle Route” presentation from the Velo-city Congress, Munich 2007.

An important observation is also the fact, that cyclists are characterised with a specific kind of loyalty. **THEY CHANGE REGIONS, BUT REMAIN LOYAL TO BIKES.** They tend to go to a different cycling route or visit another region every year. Such an observation confirms the need to co-operate among all Pomeranian self-governments in promotion of cycling tourism. The tendency to separate the promotion initiatives existing in other areas does not make any sense in relation to that group of clients¹.

On the basis of analysis of cycling tourists travelling along the Weser and the Danube it may be observed, that they use all kinds of accommodation opportunities (from such simple ones like tent camping grounds and youth hostels up to 5-star hotels), but in average they tend to choose high class hotels, so that "after strenuous physical effort during the day, relax in the evening taking advantage of a good cuisine and other manifestations of good living".

Box 8: Potential and examples of cycling promotion Source: Frank Hofman. Potentiale und Beispiele der touristischen Radverkehrsförderung, 3. Bonner Fahrradkongress, p. 47

¹ Dr Martin Uitz, op.cit. s. 20

9.3 Specific features of cycling tourism strengthening the development of tourism

Cycling tourism extends the tourist season. Many cycling tours are made in spring and autumn – they allow then to use the accommodation base more efficiently. Before and after the summer season its capacity is used at about 20% only. Cycling tours along large waterways are often connected with organised forms of bird watching. Birds show an above average agility (connected with nesting and breeding their offsprings in April and May) or prepare for their annual journeys to the south in late summer and early autumn. We see, then, the opportunity to offer in Pomerania other, attractive products of ecological tourism based on cycling.

Cycling pilgrimages

One of specific features of religious life in Poland is the continuation of mass pilgrimages. Recently one could observe a tendency of growing popularity of cycling pilgrimages, with an intention to reach Rome, the Holy Land or to Santiago de Compostella. It is worth then to prepare the programmes and routes of such pilgrimages in Pomerania to the sanctuaries in Matemblewo, Wejherowo Calvary, Mątowny Wielkie, the sanctuary of St Adalbert, the Pelplin Cathedral or St. Mary in Piaseczno near the city of Gniew.



Photo 23: Cardinal Józef Glemp on a route to Wilanów Fields. Warsaw, Jubilee Youth meeting, 24th September 2000.
Source: Tygodnik Powszechny no. 34 (3085) of 24 August 2008.

Many segments or the whole routes of the EUROVELO and GREENWAYS network pass along the centuries old pilgrim trails: the EV3 from Trondheim (the tomb of St. Olaf) to Santiago de Compostella in Northern Spain bears the name of the „Pilgrim Route”. Another route (EV 5) called the „Via Romea Francigena” goes along the trail of ancient pilgrimages from the tomb of St. Anselm in Canterbury to Rome. The Vistula river trail worth to be promoted in Pomerania may refer both to the mission of St Adalbert and to the life of medieval mystic Dorothea of Mątowny¹, admired as a beatified saint in Poland and as canonised saint in Germany.

Cycling maps

A basic, cheap and efficient instrument of cycling promotion are signposts located near public transport transfer nodes, showing the possibility of reaching the key local tourist attractions by bike. Dedicated cycling routes built with cyclists and pedestrians in mind – particularly those which pass along waterways and water reservoirs, along the living or disused railway lines – do not create the

¹ More about her on the web http://pl.wikipedia.org/wiki/Dorota_z_M%C4%85tow%C3%B3w

necessity of signposting the route – cyclists in such circumstances can follow the trail very easily. Under conditions of a more dense cycling network, however, there is a need to develop a uniform signposting system and present it on specially prepared maps.

Signposts of cycling routes and their presentation on cycling maps should inform the potential cycling amateurs about the character of the route – whether it is a route for average people or it has a more sport-oriented character and is destined for amateurs of a higher level of adrenaline.



Figure 12: Combined signposting of the EuroVelo and Greenway network routes Source: materials received from the Office of the Greenways Programme in Poland

Other important information, which should be included on cycling maps are the data about intensity of car traffic on local and regional roads. Experienced cyclists (and drivers) know, that the traffic is extremely low in morning hours of the weekend, but on a Friday afternoon one can hardly expect good cycling conditions. The conditions for driving a car at that time are not comfortable either. Such maps can largely help to plan a cycling journey.

It is also important to introduce information about accessible and signposted cycling corridors into local internet portals as well as the development of interactive route planners. They allow to plan a cycling journey between selected points of a town, city, poviát or voivodship. The programmes of internet search engines allow to define conditions, that the proposed routes should meet – i.e. take into consideration the profile of the route such as the steepness of slopes or data about heights to be negotiated along the route, its principal fragments, intensity of road traffic along adjacent streets etc.

At present in Poland there is a predominance of tourist maps where information about the layout of cycling routes is presented together with information about walking and horse-riding trails. Lack of specially developed information material promoting cycling among people without advanced orientation skills can be observed. Cycling tourism should not be treated as niche form of qualified tourism, practiced only by seekers of extreme adventures.

9.4 Cycling route network in the Pomorskie Voivodeship

The present layout of cycling routes in Pomerania in programme documents of the Voivodeship

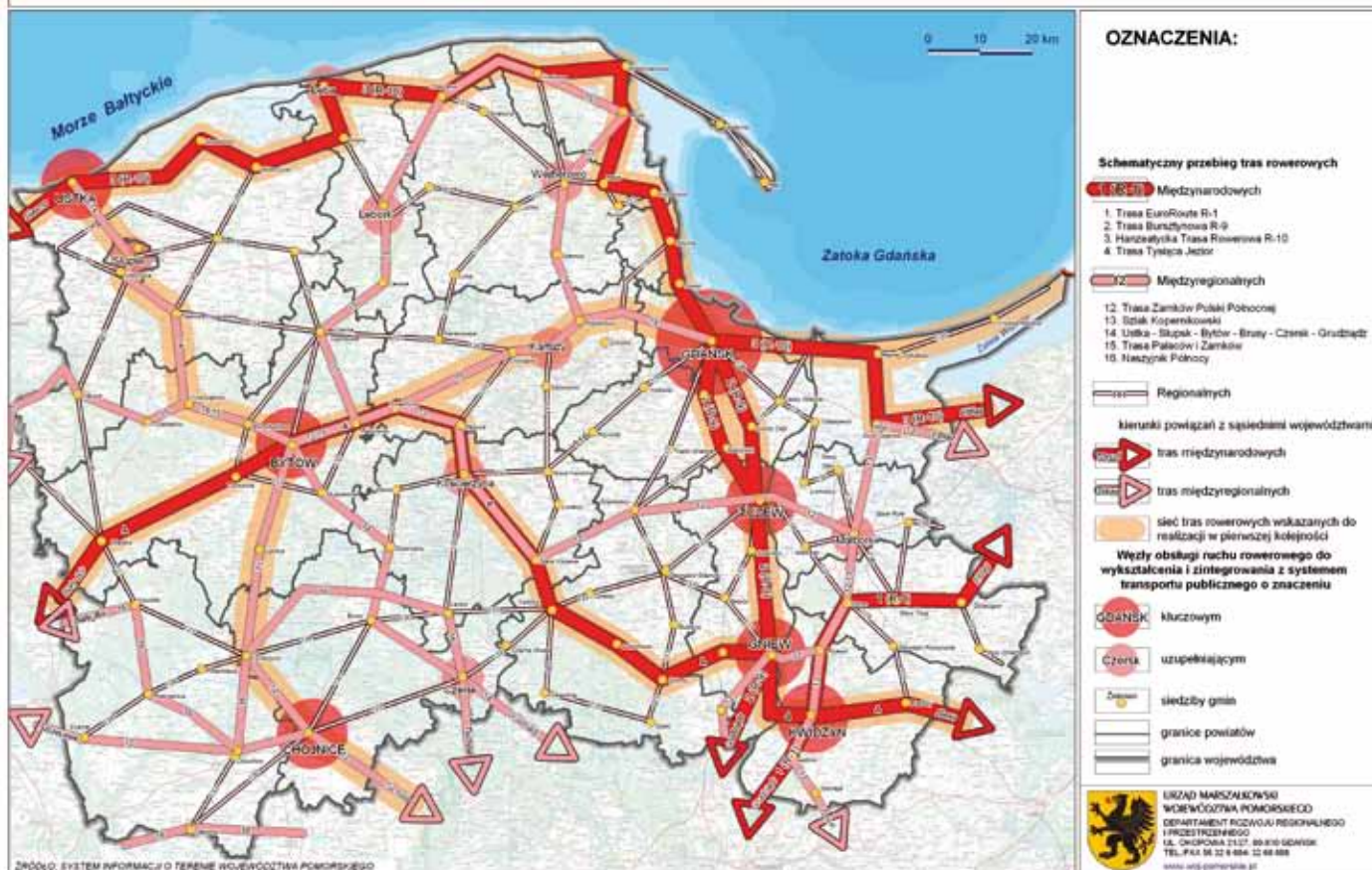
The Department of Regional and Spatial Development of the UMWP has developed a proposition of the layout principal trails of cycling tourism of the region. It is shown on page 77.

At present in the Pomorskie Voivodeship there are about 2.5 thousand kilometres of walking trails signposted by the PTTK, of which about 80% can be used by cyclists. They lead most often along unpaved local and forest roads. Besides that, along the communal and certain poviats roads of the voivodeship, a great number of kilometres of cycling trails are marked. Use of those trails by cyclists was possible under conditions of low level of motorisation. At present, under conditions of growing car traffic it is rather unlikely that it will be possible to use them as mass cycling routes of a high standard. We expect, that they will be used by qualified tourists, with sufficient experience of cycling together with the car traffic.

To promote Pomerania as a region of mass cycling tourism it is necessary, however, to make an effort of building a network of high quality dedicated cycling routes free from car traffic, connected with the railway and ferry tram terminals. The layout of already existing routes of that kind and the proposed layout of priority axes of cycling traffic are shown on page 79.

PLAN ZAGOSPODAROWANIA PRZESTRZENNEGO WOJEWÓDZTWA POMORSKIEGO

KIERUNKI - Struktura przestrzenna tras rowerowych



Map 3: Plan of Land Use in the Pomorskie Voivodeship. Directions – Spatial structure of cycling routes. Source: UMWP

The Green Paper is a result of adoption of a different approach. We identify here the principal corridors, along which high quality mass cycling traffic has the greatest chances for development. According to authors' opinion, concentration of investment and promotional efforts on those corridors will result in achievement of the highest benefit-to-cost ratios. In line with the improvement of quality of cycling infrastructure it will be possible to carry out promotional activities within the framework of the ECF, in particular in the ADFC and the cycling associations in Scandinavia.

The approach proposed here results as well from the fact, in view of low level of daily cycling, the popularity of long distance cycling tourism is very low in Poland. Most cycling tourists in Pomerania are foreigners. Poles until now usually cycle in mass numbers for recreational purposes, cycling near the place of their residence on weekend or on holidays¹.

The increase in popularity of longer cycling tours will develop in line with the development of the visible cycling infrastructure certified by the experts accredited by the ECF and organisations affiliated to it. This will be accompanied with the increase in the number of accommodation opportunities with the "cyclists' welcome" label (www.przyjaznyrowerom.pl).

The layout of main corridors of cycling traffic proposed in the Green Paper was developed on the basis of attractiveness of cycling tourism routes of Germany, Holland, France and the Scandinavian countries. Certain segments of routes proposed in the Paper already function as routes of mass cycling recreation. It concerns in particular the routes built along the shores of the Gulf of Gdansk in the Tri-city and along the shores of the Gulf of Puck from Hel via Jastarnia, Władysławowo and Swarzewo to Puck. Their popularity results not only from their car-free character, but also from their good connection with the Tri-city public transport systems. They can already be promoted among European cyclists².

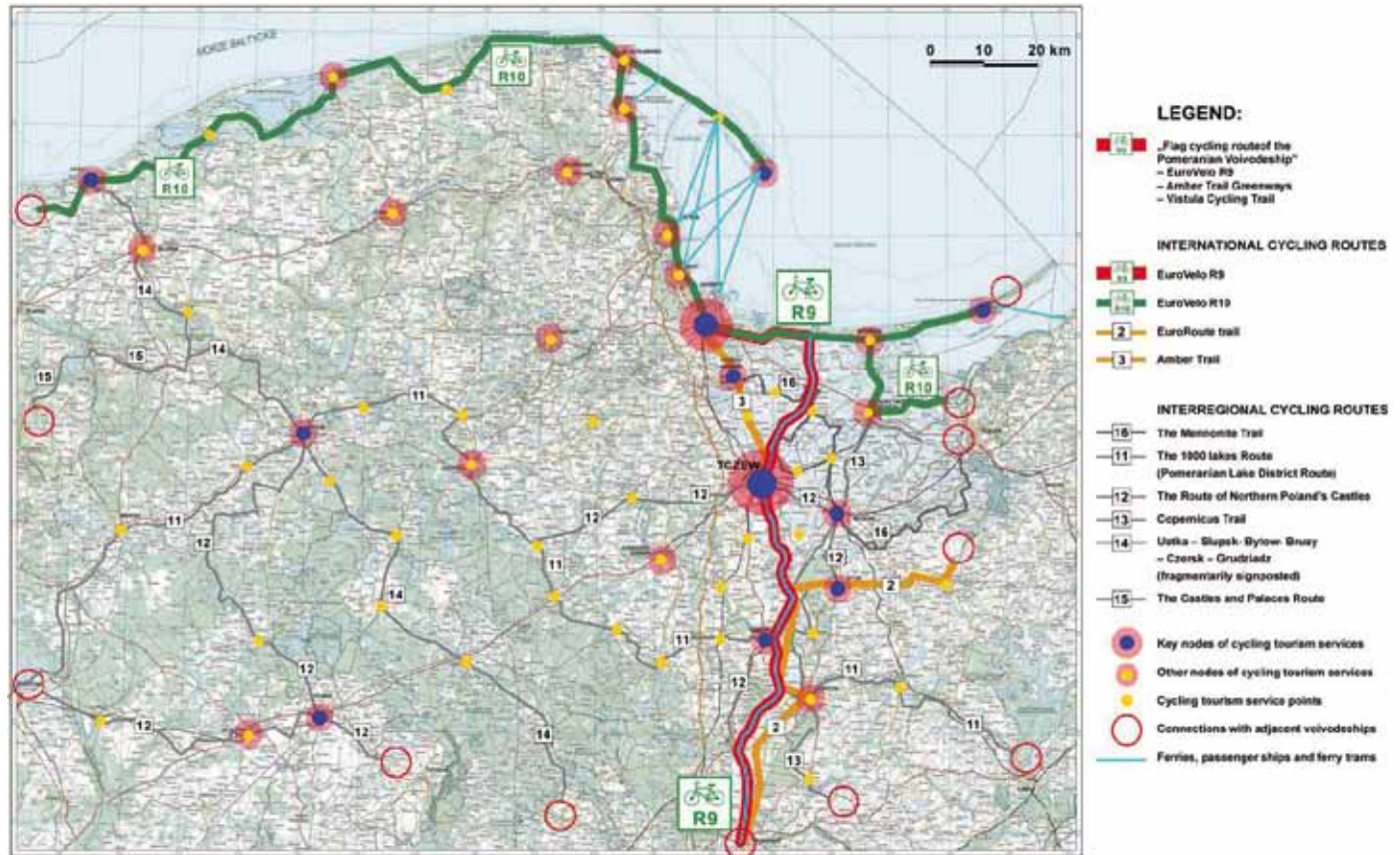
The proposed layout of principal corridors of mass cycling tourism in Pomerania

The above considerations prompted to determine the following layout of cycling corridors in Pomerania. Cycling investment and promotional efforts in Pomerania should be primarily concentrated on them (cf. map on page 79).

¹ More about them cf. doctor's dissertation of E. Wyszowska-Wróbel op.cit.

² The PSWE representatives promoted them already at the Velo-city 2007 conference in Munich and the Velo-City 2009 in Brussels

*MOTTO: MAN HAS LEARNT HOW TO REACH THE MOON,
BUT IT'S BECOMING MORE AND MORE DIFFICULT TO CROSS THE STREET*



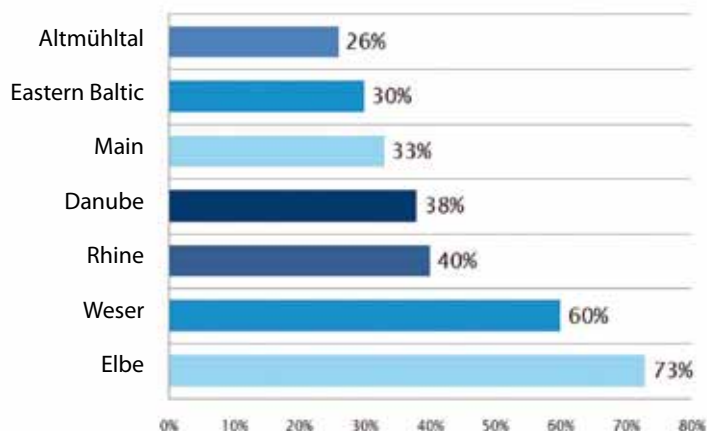
Map 4: Proposed layout of cycling routes in Pomerania. Directions – Network of cycling routes. Source: Authors' own considerations

EuroVelo Route R 9 (Amber trail Gdańsk – Adriatic Sea).

The route goes along the Vistula river from the border of the Pomeranian Voivodeship near Nowe and the Landscape Parks of the Lower Vistula Valley, via Gniew, Tczew to the mouth of the Vistula river near Świbno. It turns then to the west, joining the EuroVelo 10 Baltic Sea Coast Route heading to the centre of Gdańsk.

It allows to go by bike independently from the car traffic, offering the possibility of observing vast areas stretched between the dikes of the last large wild river of Europe. Flat layout of the route allows to use it by people without advanced physical condition. Good connection with the railway network of Pomerania in Tczew and in Gdansk creates the opportunity of riding along the route in stages. Apart from obvious natural attractiveness the R9 route offers the opportunity to visit many landmarks of cultural heritage of Pomerania, such as castles of Teutonic Knights in Kwidzyn and in Gniew, the sanctuaries of St Adalbert and Dorothea of Małowy or monuments of the history of engineering – the bridges in Tczew and locks in Biała Góra and Przegalina.

The Vistula is one of the last large rivers in Europe, along which a mass cycling route has not yet been built. The experience of the ECF prove, that the most popular routes of mass cycling lead along the main rivers of Germany, Austria and Holland. The following graph shows the scale of potential cycling traffic along the Vistula river.



Graph 8: The most travelled long-distance cycle trails in Germany in 2004. Source: Ralf Kaulen, Claudia Nowak, „Communication and Marketing Concept Rhine Cycle Route” presentation at the Velo-city Congress Munich 2007.

The above data suggest, that the potential of development of cycling tourist traffic along the Vistula (EuroVelo Route R-9) is several times greater than the potential of development of cycling tourist traffic along the Baltic coast (EuroVelo Route R-10). The R-9 route should become a „flag” element of the visible cycling infrastructure of Pomerania. Its layout is identical with the layout of the “Vistula Cycling Route” created as the project of the Member of European Parliament Elżbieta Staniszewska and the Vistula segment of the Greenways Amber route leading from Budapest via Krakow to Gdansk².

¹ <http://www.wislanatrasarowerowa.pl>

² <http://www.greenways.pl/>



Photo (left) 52: Segment of a cycling route along the Vistula in Krakow at the Royal Castle of Wawel, June 2008.

Source: authors' own material



Photo (right) 53: Segment of a cycling route along the Vistula near Tczew. Source: Department of Promotion of the Tczew City Office.

The construction of an analogous cycling route along the river Danube in Austria resulted in the emergence of cycling traffic counted annually in **TENS OF THOUSANDS OF CYCLISTS**.

EuroVelo Route R 10 (around the Baltic Sea).

It goes from the western border of the Pomeranian Voivodship near Ustka, across the attractions of the Checked House Region (www.krainawkrate.pl/) along the southern coast of the Gardno and Łebsko Lakes, across Łeba, Choczewo, to return to the Baltic Sea Coast near Białogóra. Then the R-10 route goes via Władysławowo and further to the south, along the coast of the Gulf of Puck and the Gulf of Gdansk towards the northern border of the Tri-city.

After cycling along the streets of Gdynia and Gdansk the cycling tourists will be able to go along the banks of the Vistula to Swibno. Then, after crossing the main stream of the Vistula river by ferry they will be able to continue their journey towards the Vistula Spit. At present, to avoid the difficulties connected with travelling across the Tri-city by bike, they have the opportunity to cover a large segment of their itinerary taking an SKM train with their bike on board for free. An important supplement of the proposition of that route is to signpost the already existing segment of a car-free route between Władysławowo and Hel. Its high attractiveness results from its location close to the waters of the Gulf of Puck between Władysławowo and Jastarnia. From there it is possible to cross the Gulf of Gdansk on a ferry tram to Gdynia, Sopot or Gdansk.

Reaching the Krynica Morska with the R-10 route along the Vistula Spit will provide the opportunity to cross the Vistula Gulf with the local passenger ships to Frombork. Another variant of the route assumes its deviation to the south in Stegna towards the Nowy Dwór Gdanski and then further east to the city of Elbląg.

The attractiveness of the R-10 route for mass cycling tourism in Pomerania is very varied. It goes along the highly developed coastal resorts, but it is properly connected with the railway network only in the Tri-city and along the Hel peninsula.



Photo 54: End of a cycling route leading around the Gulf of Puck between Puck and Bładzikowo

Source: http://www.trojmiasto.pl/galeria/Realia-polskich-drog-12539.html?id_rowery=1&pozycja=11#foto

Photo 55: Testing of the R-10 route near Kluki in April 2009. Source: Authors' own material

The western part of the route allows to admire the wilderness of the Slowinski National Park and its surroundings, the segment running to the east of the Vistula river runs on the flat section of the back side of coastal dunes and forests of the Vistula spit, as well as along the canals irrigating the Vistula Żuławy.

The Amber route Tczew – Pruszcz Gdański – Gdańsk (variant of the EuroVelo Route R-9)

The map presented in the paper suggests to consider an additional variant of layout of the EuroVelo Route R-9 near Gdansk. At present the signposted route assumes, that cyclists will follow the bank of the canal of the Motława river and further on along that river on roads with very poor quality paving (perforated concrete blocks) via Mokry Dwór. Then the route goes further, along asphalt roads with little car traffic via Wiślina, Wróblewo, Grabiny Zameczek, Krzywe Koło, Koźliny to Tczew. At present, because of its picturesque character, it is a popular route of cycling tours for the residents of Gdansk. If it is to become a corridor of mass cycling tourism towards Tczew and the Vistula river, the authors propose to lead it directly from the main railway station of Gdansk along the canal of the Radunia river and link it with local and regional railways in Pruszcz Gdański. This will allow to reach the principal tourist attraction of that city – the Roman Amber trading post, via the sanctuary of St Adalbert near Gdansk.



Photo 56: Segment of the „Amber route” near St Adalbert's sanctuary near Gdansk Source: Authors' own material

The proposed route would allow to cycle between Pruszcz Gdański and Gdańsk independently from the dense car traffic of the heavily congested national road No 1. It will be possible to link that route with the EuroVelo R-9 route near the Tczew bridges.

The cycling routes of the Vistula Delta, leading along the dikes and roads with low level of car traffic and or the disused railway lines (narrow and standard gauge) would allow to reach the Malbork castle from TCZEW. It will also start the process of tourist revitalisation of many townships and villages of the lowlands of the Vistula Delta.

An important challenge is to encourage cycling tourists from Germany heading towards the Mazurian Lake district to start their cycling journey already in Tczew. The question is to offer them attractive tourist products along the Vistula and over the whole delta of the Vistula river. They strongly resemble the most renowned cycling country of Europe – the Netherlands. Plans of redevelopment of inland water tourism along the European water route E-70 Berlin – Elbląg – Kaliningrad should be combined with various cycling tourism development projects.

Other cycling routes in the Voivodship

The increase in cycling traffic along routes of a lower rank, around smaller towns and cities of Pomerania, will follow the development of daily and recreational cycling traffic in their vicinity. This concerns in particular the routes built along disused railway lines, forest roads with hardened surface and routes leading along the banks of lakes and other inland water reservoirs. Very important role in the process will be played by the "Bike and Rail" offer of services along the railway corridor Słupsk – Lębork – Wejherowo (and further on to the Tri-city and beyond – to Tczew and Malbork) as well along the line Tczew – Starogard Gdański – Czersk – Chojnice – Człuchów railway corridor.

A threat to the development of links of cycling traffic likely to thrive along the EuroVelo Route R-9 with local cycling routes of Kociewie and Kashubia is lack of provisions for the needs of cyclists during the construction of infrastructure accompanying the A-1 motorway and expected construction of the southern ring road of the city of Gdańsk.

The question is to assure the creation of appropriately sloped ramps (spiral ramps), that would eliminate the barrier effect of the motorway for local residents while building overpasses for pedestrians or bridges for local traffic.

10 Road traffic safety

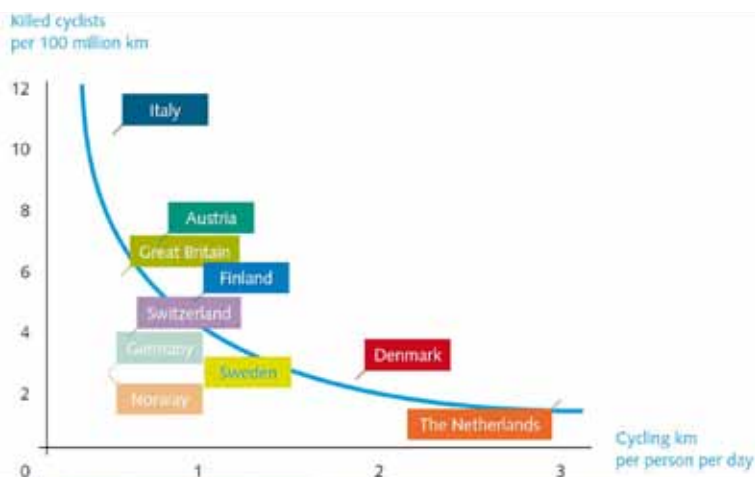
Actions aimed at the improvement of road traffic safety are an important direction and condition of success of implementation of an integrated cycling system in Pomerania. The most important among them is the programme of improvement of road traffic safety called GAMBIT POMORSKI. The key challenge here is to create forms of institutionalised co-operation between cyclists and decision makers involved in shaping the directions of space planning and transport infrastructure of the voivodship. The role of particular local self-governments in assuring the compliance of those measures with principles of modern cycling policy (BYPAD – cf. chapter 2.6 of the present Paper) is of utmost importance here.

The experience of a number of regions of the EU-15 member countries which promote daily cycling indicate, that both aims: an increase in the role of cycling and improvement of road traffic safety conditions support each other. It is possible to simultaneously increase cycling and reduce the number and severity of road accidents and the number of their victims.

*In Northern Rhineland – Westphalia an over twofold **increase of cycling in the modal split was noted** (from 3% to 8%) within 8 years. At the same time there was a fall in the number of road traffic victims – to the level of 4 victims per 10.000 inhabitants. The fact, that such changes may take place not only in selected cities, towns and communes, is convincingly proven with examples from Holland, Denmark and many other European countries.*

Box 10: Correlation between the increase in the share of cycling in modal split and the fall in the number of victims of road traffic accidents. Source: authors' own analysis on the basis of FahrRad! Nationaler Radverkehrsplan 2002-2012 op.cit. p.9.

This relationship is also shown in the following graph:



Graph 9: Negative correlation between the number of fatal victims among cyclists and the average number of kilometres cycled per day per person in various countries of Europe Source: Cycling in the Netherlands, Ministerie van Verkeer en Waterstaat, p. 13

The presented relationship shows, that the higher is the presence of cyclists in road traffic, the higher is the safety of all road users.

Analysis of data about road traffic safety in our country (cf. the boxes presented below) allows to say, that Poland is an unfriendly and unsafe country for the non-motorised users. Besides that, actions undertaken to improve the situation appear to be ineffective. It implies the necessity to take into consideration the experience of countries with a higher cycling culture.

*In 2005 as many as 509 cyclists were killed on Polish roads – that is about **9.7 %** of the total number of fatal victims; 5350 cyclists were injured in those accidents, i.e. **9 %** of all victims, under conditions where cycling traffic has merely a **1-2 %** share of all journeys.*

- *Very many accidents happen on streets with cycling tracks (Krakow, Warsaw).*
- *28 % of road incidents in Warsaw took place at **crossings with actively operating road traffic lights, but only 7%** of them resulted from an entry of a cyclist at a red light!*

Box 9: Number of accidents with the participation of cyclists in Poland in 2005. Source: presentation of Marcin Hyla shown at the session of the Parliamentary Cycling Group, June 2008 (www.rowery.org.pl)

These statements relate also to the situation prevailing in the Pomeranian Voivodeship:

*In 2007 in Pomeranian Voivodships 18.174 collisions were registered, besides that there were 3.060 accidents, in which 4.008 people were injured, and **266 people were killed**. Comparing those data with the data of 2006 **we observe an increase of all indices apart from collisions (...).** **The number of accidents increased by 11%, the number of injured victims of accidents by 13% and the number of fatalities by 4%.** Estimated material and social losses of road accidents in the Pomeranian voivodship in 2007 amounted to PLN billion 1.9 that is to 11% more than in the preceding year.*

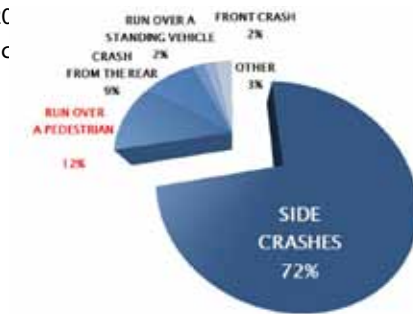
Box 11: Number of accidents in Pomerania in 2007. Source: website of the Pomeranian Road Traffic Safety Council (<http://prbrd.gda.pl/?cat=57>)

Modernisation measures, leading to an increase in traffic speeds and capacity of road corridors for cars quite often deteriorate the mobility conditions of the non-motorised users. They force them to accept longer waiting time at traffic lights, to climb stairs of specially built overpasses or tunnels for pedestrians, extend the distance needed to reach the public transport stops etc. Such activities implemented in areas with many travel sources and destinations are not compatible with **the principles of sustainability declared in programme documents of development of cities, towns and communes.**

Besides that, in the process of modernisation of road infrastructure in Poland the authors can identify a tacitly adopted assumption to move the cycling traffic out of the carriageway, under the slogan of “protection of the safety of cyclists”. Such actions are justified only there, and only when the intensity of road traffic exceeds certain threshold values. They do not result from the need to reduce the risk created directly by the cyclists themselves. In fact these actions are implemented more to “prevent cyclists from irritating the drivers on the carriage way (in free or deprived of consequences transgression of speed limits)”.

If such measures consist only in the construction of cycling routes along the principal arteries of road traffic, they do not contribute to the increase in cycling traffic safety. A report of cycling traffic safety in

Warsaw in the years 2004-2006 consisted in crashes where c



on dedicated cycling routes
(cf. the following Graph 10).

Graph 10: Breakdown of reasons of accidents involving cyclists.

Source: Aleksander Buczyński – Report on safety of cycling traffic in Warsaw between 2004-2006

The improvement in road traffic safety accompanied with a general increase in the share of cycling journeys in the general modal split is one of the principal measures aimed at the use of the cycling system as a factor of regional development.

A specific problem existing in Poland is the lack of distinction between travel mode choices which contribute to the generation of risk to other users, from those, which result in exposure to risk caused by others. Lack of such distinction, connected with lack of appropriate promotion of change in travel habits (e.g. to resign from using car for short trips) reduces the potential effectiveness of cycling and road traffic safety promotion campaigns.

Cycling may safely be practiced on carriageways even if speeds reached by cars attains 80 km/h, provided that the density of car traffic is sufficiently low. It means that on less frequented roads outside built up areas the cycling traffic may proceed in a relatively safe way and there is no indispensable necessity to built there any separate cycling routes.

In the built up areas, where a general speed limit of 50 km/h is applied – if traffic intensity is relatively low – **CYCLING MAY SAFELY TAKE PLACE ON THE CARRIAGEWAY.**



Photo 57 and 58: Painting of cycling lanes on the carriageway in Prague and examples of their use in April 2009.

Source: [http://doprava.praha-mesto.cz/\(ctr41e45htfdep mip4bfjp2k\)/zdroj.aspx?typ=2&Id=80744&sh=1158446651](http://doprava.praha-mesto.cz/(ctr41e45htfdep mip4bfjp2k)/zdroj.aspx?typ=2&Id=80744&sh=1158446651)

In the EU-15 member countries the basic role in road traffic safety promotion is played by an increase in the number of streets, with a 30 km/h speed limit (preceded and accompanied with appropriate information and promotion campaigns). **SUCH TRAFFIC CALMING CONTRIBUTES TO THE FACILITATION OF INTRODUCTION OF OTHER ELEMENTS IMPROVING ROAD TRAFFIC SAFETY.** Potentially most favourable conditions for cyclists (and other non-motorised users) would prevail, if speed differences between them and cars were possibly low, so that the time for reaction to behaviour of other road users is sufficiently long.

Such solutions enhance the comfort of the non-motorised users and help to introduce other regulations, such as the rule to stop cars to let the pedestrians waiting at the edge of the zebra to cross the street, letting the cyclists to cycle next to each other, two-way cycling on one-way streets, or creation of separate cycling lanes and advanced stop lines at road junctions. Such processes are usually accompanied with the extension of woonerfs and pedestrian zones where cycling is allowed.

Radical limitation of speeds on one-way streets allows to introduce a general rule of using them by cyclists in both directions without painting separate cycling lanes. Cyclists in such streets are considered by people responsible for traffic safety as “moving traffic calming chicanes”, helping to reduce the number of little road collisions and increasing the safety of all road users.

That is why in this publication the authors focus attention on the need to appreciate the importance of traffic calming measures. They lead to a general reduction in the risk of road accidents and their severity. Thanks to them drivers may better judge the situation and more easily react to unpredictable behaviour of others. Pedestrians and cyclists should also contribute to the minimisation of risks, observing the regulations and adapting their cycling style in road space to the existing conditions.

The first step in the process of improvement in road traffic safety should be the development of a new system of collecting data about road accidents. An effort should be made to upgrade the quality of analyses of circumstances and details of accidents in particular constituencies of the region (covering at least such issues as the kind, reason, circumstances and severity of injuries).

The specific character of cycling, in particular of a sport and recreational character results in a situation, where about 40 % of incidents involving cyclists are not reported to the police, i.e. because there is no involvement of other users. That is why the **HOSPITAL EMERGENCY WARDS** are more credible sources of data about road accidents than the police.

The representatives of the non-motorised users, including cyclists, should be represented in the process of road traffic safety audits. **Their participation in the audit procedures should be preceded with a training of all auditors in the area of good practices tested in countries, which effectively implement policies preferring the role of pedestrians, cyclists and public transport systems in meeting the mobility needs of their inhabitants.** The following list contains issues, which require a **change in approach** of both the decision makers and the road users:

- collection of data about reasons and details of accidents involving pedestrians and cyclists;
- carrying out road traffic safety audits, taking into account specific cyclists' needs;
- appreciation of the importance of the „invisible cycling infrastructure“ (mainly the woonerfs, traffic calmed zones, „**30 KM/H Zones**“ and areas located near public transport hubs and urban

centres; accompanied with regulations allowing cycling in pedestrian zones, at least at certain times of the day;

- introduction of the so-called cycling streets and cycling and parking streets, with a speed limit of 20 km/h, in which other vehicles would have the obligation to yield to cyclists having the right to cycle in both directions and/or next to one another;
- combination of road traffic education with the promotion of cycling realised in real road traffic condition;
- discussion of typical behaviour of cyclists and pedestrians among the participants of driving licence courses;
- allowing cycling against the traffic flow on one way streets and creation of advanced stop lines at signalised street junctions;
- freeing cyclists from the obligation of stopping at red lights in situations, which do not generate risk to other users (e.g at T- shaped junctions);
- allowing to put foldable bike racks on the front of city buses according to the practice tested in several hundred cities of the USA and Canada;
- allowing cyclists to move along a column of slow driving cars in front of traffic lights on their right hand side;
- resignation from the requirement to use the cycling track if its quality does not meet certain standards (allowing to cycle on the carriageway);
- allowing to cycle on walkways in case of difficult weather conditions (thunderstorm, snow or rainfall, glass ice, poor visibility, fog);
- revision of the system of signposting of cycling routes and cycling trails;
- adoption of the rule, that road works supervision inspectors have the obligation to use bicycle while accepting new road investment projects (the quality of cycling infrastructure depends on the quality of paving, but even more on the quality of solving the potential collision spots between cyclists and cars).
- revision of content or way of interpreting regulations on the location of cycling routes along waterways (along the top of dikes) and along railways (in particular near bridges leading the car traffic over railway lines).

Realisation of the above postulates would allow to create a network of cycling routes with the abandonment of the **TACITLY ADOPTED RULE OF UNCONDITIONAL ISOLATION OF CYCLING TRAFFIC FROM OTHER TRAFFIC PARTICIPANTS**. It is often connected with frequent discrimination and lack of tolerance of cyclists behaviour such as the requirement to dismount and walk along zebra crossings even at signalised junctions. Additionally it would allow to eliminate the association of reducing speed on most streets with

¹ Source: Collection of Cycle Concepts, Vejdirektoratet, Copenhagen 2000

the reduction of their capacity. It would reduce the need to create car parking bays at the expense of space devoted to pedestrians and cyclists and the practice of parking cars on walkways and cycling tracks.



Photo (left) 59: Example of an entry to a street friendly for all road users in Krakow. Source: authors' own material



Photo (right) 60: The appearance and road signs at an analogous street (Ogarna) in the Gdansk. Source: authors' own material

Road traffic safety campaigns, if they are to contribute to improve behaviour should be addressed to all traffic participants of all age groups, but first of all to road users, who generate the greatest potential risk, that is the car drivers.



Photo (left) 61: A group of Danish schoolchildren at a traffic safety lessons under conditions of daily traffic

Source: Collection of Cycle Concepts, p.30



Photo (right) 62: Making mothers involved in the realisation of a bikeability programme under normal urban traffic conditions.

Source: Paul Robison, Bikeability Manager. Getting the next generation on their bikes. Presentation of an English Bikeability programme at the Velo-city 2009 congress in Brussels.

Promotion of cycling – including recreational cycling – also contributes to the improvement in road traffic safety, since car users, even using bikes during weekends only, may better understand cyclists' behaviour in conflict situations on the carriageway or in potential collision situations when they drive their cars on a standard weekday.

11 Invitation to dialogue

The "Green Paper" is in our intention a starting point to a long, but a highly rewarding dialogue. We want to start a discussion on the opportunities and possibilities for a systematic, widely conceived promotion of cycling in Pomerania. Particular propositions, actions and recommendations should serve as landmarks on the road to wide opening of opportunities for cycling in all its possible forms – recreation, communication, tourism and sports.

Our experience in cycling promotion suggests, that many reservations concerning the reasonability of promoting it result from insufficient and poorly formulated information. Hence, in the Green Paper we have tried to present arguments proving the favourable influence of cycling on many areas of an advanced region, like Pomerania. We have come to a number of conclusions presented in it gradually, perceiving, how our position was changing while taking into account a number of apparently irrelevant details. We do hope, that opinions formulated in relation to many stipulations proposed by us will be preceded with an attempt to read our publication with deeper understanding. We hope most for the opinion of those, who experienced a kind of a conversion: those who used not to consider daily cycling, until they have noticed its advantages after a long period of an emotional addiction to car. The next publication, programming the development of the cycling system in Pomerania, based on the dialogue will then be able to take into account a number of opinions of Pomeranian self-governments, NGOs, firms and individuals.

We should bear in mind, that the promotion of cycling is not only the area of activities of public authorities and organised interest groups. Only when the inhabitants of Pomerania consider supporting cycling as a reasonable activity and an important factor of regional development, we will be able to experience a noticeable progress within several years from now.

We are of the opinion, that cycling will be able to play a significant, positive role in the development of Pomerania if it is considered as a dynamic process. It means, that the promotion of the cycling system should from the very beginning be realised through actions with the following features:

- **communicativeness** – expressed in open information made available to the general public;
- **readiness for co-operation** and co-participation of all essential communities of Pomerania, but also particular individuals
- **innovativeness** – consisting in giving propositions of new ideas and concepts,
- **integration** with other activities resulting from the policy of sustainable development of the voivodeship.

On the basis of the preceding assumptions, we propose to make the following concrete steps:

- presentation of the Concept of Cycling System Development in Pomorskie Voivodeship “Green Paper” on the website of the voivodeship,
- **establishment of an internet platform** entitled “Discussion Forum on the Green Paper on cycling system development in Pomorskie Voivodeship”,
- **creation of Partner Groups** composed of: local self-governments, non-governmental organisations (NGOs), private businesses, public transport operators, researchers, mass media and interested individuals in particular towns and cities of the voivodeship,
- starting the **preparation of a White Paper**, which will constitute a binding document of cycling system development in Pomerania;

Problems and opportunities of cycling development may be identified in the best way at the local level. Local authorities will then play a key role in the process of developing solutions and informing the interested parties about implemented measures. We suggest to focus attention on the improvement of the quality of public dialogue and to strengthen the readiness to listen to propositions expressed from below – to start the process of consultation with inhabitants, entrepreneurs and local civic organisations. Promoting the programme of cycling promotion we will promote Pomerania as an innovative region, which applies modern forms of co-operation and confidence building measures, a region that is friendly for us and our visitors alike.

We are convinced, that a number of already implemented measures which support the development of cycling in Pomerania may be considered as examples of good practices. They may already be promoted in other regions of Poland and elsewhere in Europe. It is worth to strengthen the system of sharing information, dialogue and promotion – within the framework of widely conceived, well prepared promotional activities, actively exploiting the instruments of social marketing.

Problems of sustainable mobility are encountered all over the world – towns, cities and regions which promote cycling achieve above average successful results in this area. It is worth to join them and follow their example.

Please feel invited to the dialogue.

Concluding Summary

The bicycle is quicker than you think¹. Cycling crosses frontiers². Bicycle is a tool to reconquer the city³.

However, neither cycling nor the bicycle but **REGIONAL DEVELOPMENT** is the key concept of this Green Paper. We have tried to support this idea with the following arguments:

The Pomeranian Voivodship has a huge, underestimated and insufficiently exploited potential for development of a cycling system. This system may fruitfully contribute to the solution of a number of problems. It may positively enhance the quality of life of its inhabitants, attract tourists and boost the image of the region.

The experience of regions, which have already achieved successes in this area, may be fruitfully imitated, through realisation of various appropriately prepared, staged and consistently implemented actions, showing a very favourable benefit-to-cost ratio.

The content, scope and sequence of those actions may be determined on a local scale, within the framework of appropriately organised, lasting forms of partnership co-operation among local self-governments, NGOs, private sector entities and interested individuals.

The content of the Green Paper is compatible with stipulations of many EU programme documents, national strategic development programmes as well as the stipulations of programme documents of Pomeranian self-governments. We have identified the need to decisively upgrade the quality of data concerning the spontaneously increasing cycling traffic. It will be possible to use such information in further promotional activities and in monitoring the progress on the adopted path of development.

There are no simple solutions, only intelligent choices. Local promoters of cycling will encounter on the road proposed by us a number of various barriers. They will also be surprised with a number of mutually excluding opinions. Such opinions often result from low readiness to overcome the limits of imagination and the need to consider a number of details.

In the Green Paper we presented a lot of practical tools and good practices showing the way to implement an effective and attractive cycling policy. They may and should be integrated with actions concerning many other areas of interest of local authorities and inhabitants.

We have referred to the experience of many, not only European, municipalities, regions and countries. We have shown, that certain elements of Pomeranian experience in creation of attractive

¹ One of the slogans of the Gdansk Cycling Campaign

² Motto of the Velo-city 1999 Congress in Graz (Austria) and Maribor (Slovenia)

³ Motto of the Velo-city 2003 Congress in Paris

cycling facilities are already becoming the subject of interest in other regions of Europe. They confirm, that Pomerania is a source of initiatives that not only changed the face of the world, but also a cradle of practical actions improving the quality of urban life and public spaces.

We have shown, how the development of a cycling system may directly contribute to the creation of new, attractive employment opportunities. They usually do not require major outlays, thus allowing to develop forms of professional activation of people, who used to be marginalised in the labour market. They also offer opportunities for those, who want to take part in innovative international projects using the most modern computer and internet related technologies.

A particular place in the Green Paper is occupied by arguments which show, how cycling, connected with exposure to risk, rewards men and women of all age groups who take it with an improvement of emotional, psychical and physical condition. Let us experience it ourselves, organising and taking part in the regularly organised mass cycling tours. They support imagination and hope for the situation, that life in our local communities may be based on mutual trust and readiness to share not only space, but also well co-ordinated energy.

Such increase in energy will contribute to the improvement in the condition of our natural environment and in opportunities of enjoying it. Such reflections – concerning the positive influence of cycling on health and natural environment are usually readily accepted – the only reservations concern the question, whether there is a chance to convince people to use bicycles more often in daily life. Examples of not only foreign but also Polish towns and cities prove, that it is very high.

We have devoted separate chapters to show the scale of potential development of cycling recreation and tourism. Poland's location near countries of western and northern Europe, where it is practiced on a mass scale constitutes a good foundation for its development in Pomerania. It will contribute also to an improvement in the image of our towns and cities, but also considerably extend the tourist season, attracting more visitors in spring and autumn months.

We attached much attention to the question of quality of multilateral partnership co-operation. Without it there is no chance to exploit the opportunities of the next group of measures characterised with the highest mutual benefit – to cost- ratio: systemic linking of cycling with the public transport system. This concerns in particular the railway network. Slowing down – or even reversing the decline in the number of journeys made on local and regional trains thanks to an increase in the area of inflow of passengers using the public transport hubs – large and small railway stations of Pomerania should be considered as a strategic challenge for the local self-governments, railway operators and owners (managers) of station buildings and adjacent areas.

Perhaps the most important direction of re-orientation of a traditional approach to activities aimed at the increase in cycling traffic proposed in the Green Paper is the idea to shift the stress from activities of an engineering character (consisting in principle in the construction of separated cycling routes) to **informational and promotional** activities.

Listening to clients' opinions is a standard practice of companies operating in a competitive environment. This principle may also be used in activities of the local self-governments catering to

the needs of potential and practicing cyclists. Implementation of an integrated cycling policy would be largely facilitated with the implementation of BYPAD (bicycle policy) audits, already tested in a great number of European towns and cities. It would allow to radically improve the quality of actions undertaken for the improvement of cycling conditions and to achieve substantial savings in the process of extension of transport and water engineering infrastructure of the region.

An essential part of the Green Paper contains stipulations about the possibility to simultaneously increase cycling and improve the road traffic safety. On the foundation of experience of cycle friendly towns, cities and regions of Europe we present arguments for abandonment of the concept of isolation of all road users from each other everywhere, dominant among many decision makers.

We propose to modify a number of road traffic regulations. The most important of them is to change the scope and ways of introducing speed limits in built-up areas. While introducing them it is important, like during any processes of change, to adequately prepare and consistently explain their sense to stakeholders involved, within a framework of appropriate educational and informational activities.

The question is not about imposing certain solutions, which are not understood by people accustomed to traditional standards – the question is to **develop the ability to understand the point of view of other parties**. Under conditions of an open dialogue a lot can be achieved. We know well, how much has already been achieved in this respect in Pomerania.

We hope, that concrete and practical propositions presented in the Green Paper will initiate a process of a fruitful debate. We do not want to regularly listen to news about the number of fatalities which were the result of road accidents.

We want to initiate the process of more responsible and considerate use of public spaces of Pomerania. Even more important is to strengthen the already initiated process of exploiting the advantages of cycling for the region's development.

LET'S CYCLE, POMERANIANS!

Annexes

Cycling system development priorities in Pomerania

At present cycling plays a marginal role in Pomerania, but some renaissance of daily cycling can be identified in areas, where the quality of cycling infrastructure has improved. (cf. the example of Gdańsk – a visit on the spot). In smaller towns and cities of Pomerania some 'residual' cycling can be noted, particularly in municipalities, where it retained its traditional, natural character.

The increase of cycling in communities, who take car journeys for granted, is one of the most important challenges of implementation of the idea of this Green Paper. It requires a number of co-ordinated actions, in particular in the area of social communication (avoiding the syndrom of a 'teacher with a raised finger'), education and promotion.

Within the framework of this publication the following priorities of the Concept of Development of Cycling System in Pomeranian Voivodeship were determined:

- 1.0 Increase of cycling in the structure of revenues
- 2.0 Improvement in the quality of public life
- 3.0 Improvement in the quality of public spaces
- 4.0 Increase in the level of recreational and tourist cycling
- 5.0 Improvement in the quality of public health
- 6.0 Improvement in the level of transport services in the region.

Annex A2

Key action and actors involved in the development of cycling in Pomerania

Priority

1.0 Increase in the share of cycling in total revenues

Strategic aims	Task	Partners
1.0.1 Increase in the number of jobs connected with daily, recreation and tourist cycling among SMEs		
	1.0.1.1 Number of cycling retail outlets and bicycle repair work-shops	ARP; Tourist offices; CH; Other actors; Scientific and research establishments; Investors; Chambers of commerce and business clubs; JST; Media; NGOs; informal cycling user groups; Public transport operators; PUW; SKM; Producers of bicycles and bicycle accessories; Statistical Office; WUP
	1.0.1.2 Number of cycling retail outlets and bicycle repair work-shops with a website	ARP; Other actors; scientific and research institutions; Investors; Chambers of commerce and business clubs; JST; Media; NGOs; informal cycling user groups, PROT
	1.0.1.3 number of bike rental stations	ARP; Tourist offices; CH; Passenger shipping operators; Vessel operators; Catering companies; Port and harbour operators, including marinas and ancillary services; Other actors; Investors; JST; Air transport companies; Local Tourist Organisations; Media; NGOs; informal bicycle user groups; Public transport operators; PKP; Air ports; Sea ports; PROT; PSWE; PTTK; PUP; WUP; Road maintenance and construction authorities
	1.0.1.4 number of bike rental stations with a website	ARP; Other actors; Scientific and research establishments; Investors; Chambers of commerce and business clubs; Media; NGOs; informal bicycle user groups; PROT
	1.0.1.5 thematic cycling routes (number of operators)	ARP; Tourist offices; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Investors; Chambers of commerce and business clubs; JST; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; Airports; Seaports; PROT; Tourist guides; PSWE; PTTK; Schools, teachers; WUP
	1.0.1.6 number of cycling related websites and Internet portals with a module on connections between cycling links with public transport services	Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Transport institutions; JST; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; Public transport operators; PKP; Tourist business operators; Airports; Seaports; PROT; Transport companies; PSWE; PTTK; SKM
	1.0.1.7 cycling consultancy companies	ARP; Trade Union activists; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; Media; NGOs; Informal bicycle user groups; Public transport operators; PKE; PKP; PSWE; PUP; UM WP; WUP
	1.0.1.8 schools and institutions with cycling educators	ARP; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; League of Natural Protection and other similar organisations; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; PKE; Police; Politicians and public service employees from other townships and communes; PROT; PSWE; PUP; Schools, teachers; (local) Departments of Education and Culture

1.0.2 Increase In the number of innovative products connected with daily, recreation and tourist cycling		
	1.0.2.1 thematic cycling routes	Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Transport institutions; Investors; Chambers of commerce and business clubs; JST; League of Natural Protection and other similar organisations; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; NGOs involved in social integration of the handicapped and socially excluded people; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Schools, teachers; WUP; (local) Departments of Education and Culture; Health and labour inspection departments
	1.0.2.2 % share of outdoor social integration events using cycling rallies in the activities of operators of such events	Tourist offices; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Transport institutions; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; PROT; Tourist guides; Transport companies; PSWE; PTTK; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; (local) Departments of Education and Culture; Health and labour inspection departments
1.0.3 Reduction in energy consumption of households resulting from transport behaviour patterns		
	1.0.3.1 % share of employers employing >50 people involved in 'cycling to work campaigns'	ARP; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Transport companies; PSWE; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; ; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments
	1.0.3.2 % share of educational establishments involved in "cycling to school" campaigns	Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Police; Politicians and public service employees from other townships and communes; PROT; Transport companies; PSWE; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; WUP; (local) Departments of Education and Culture
	1.0.3.3 % share of employers who employ >50 people making audits of mobility needs of their employees (green travel plans)	ARP; CH; Trade Union activists; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; PROT; Transport companies; PSWE; PTTK; PUP; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments

1.0.4 Increase in profitability of public transport		
	1.0.4.1 extension of the possibility of free transport of bicycles in railway carriages throughout the year (in local and regional journeys)	Trade Union activists; Managers of ancillary service companies; Other actors; Transport institutions; JST; Management staff; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; PKE; PKP; Business companies; Tourist business operators; Politicians and public service employees from other townships and communes; Transport companies; PSWE; PUP; PUW; SKM; UM WP
	1.0.4.2 % share of public transport hubs equipped with guarded bicycle parking facilities (bicycle stations)	ARP; Trade Union activists; Companies offering catering services and restaurants; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Airlines; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Transport companies; PSWE; PTTK; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Hospitals; UM WP; WUP; Health and labour inspection departments
	1.0.4.3 % share of local self-governments which organise campaigns of promotion of intermodal cycling and public transport journeys	Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments
	1.0.4.4 % scope of local self-governments covered with a public bike system	ARP; Tourist offices; CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Transport institutions; Investors; JST; League of Natural Protection and other similar organisations; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments

2.0 Improvement in the quality of public life

2.0.1 Improvement in the quality of public dialogue and social trust		
	2.0.1.1 % share of local self-governments having a system of collecting and disseminating data about the level of cycling	ARP; Tourist offices; CH; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	2.0.1.2 % share of local self-governments having a system of collecting and disseminating data about the mobility needs of the population	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

	2.0.1.2 % share of local self-governments having a system of collecting and disseminating data about the mobility needs of the population	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	2.0.1.3 % share of local self-governments organising information campaigns about the state of natural environment (noise, CO2 and dust emissions)	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
2.0.2 Increase in the number of grass-root initiatives		
	2.0.2.1 % share of local self-governments organising cycling promotion events at least once a year	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	2.0.2.2 % share of local self-governments organising campaigns of collection of experience resulting from daily cycling in Pomerania	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

2.0.3 Increase of involvement of inhabitants of Pomerania in grass root initiatives		
2.0.4 Decline in the level of social exclusion resulting from lack of access to public transport, cycling and walking facilities		
	2.0.4.1 % share of local self-governments, which adopted target levels of employment opportunities near living quarters in their spatial development plans	Companies offering catering services and restaurants; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Business companies; Police; Politicians and public service employees from other townships and communes; PUP; PUW; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
2.0.5 Improvement in subjectively perceived level of security in public space		
	2.0.5.1 % share of local self-governments, which adopted principles of allowing cycling in pedestrian zones agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	2.0.5.2 % share of local self-governments, which determined the areas and forms of traffic calming agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	2.0.5.3 % share of local self-governments, which decided to introduce cycling and pedestrian zones in selected streets agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

2.0.5.4 % share of local self-governments, which carried out road traffic safety audits agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
2.0.5.5 % share of local self-governments, which introduced the stipulations of the GAMBIT POMORSKI programme agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
2.0.5.6 % share of local self-governments, which organised road traffic safety campaigns, taking into account the role of cycling for road traffic safety	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
2.0.5.7 % share of local self-governments, which introduced cycling lanes on carriageways with advanced stop lines at crossings, agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

3.0 Improvement in the quality of public spaces

3.0.1 Reversal of the trend of devastation of green areas in urban environment and in naturally attractive coastal and lake district areas		
	3.0.1.1 % share of local self-governments introducing a consistent system of parking fees for legal and fines for illegal parking of cars at naturally attractive areas, combined with the organisation of guarded cycle parking lots	Tourist offices; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	3.0.1.2 % share of local self-governments combining the enforcement of fines for illegal car parking with information and education activities	Tourist offices; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	3.0.1.3 % share of local self-governments offering functional guarded cycle parking facilities near naturally attractive areas (near beachfronts, nature reserves and other attractions)	Tourist offices; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
3.0.2 Revitalisation of town centres and traditional shopping streets		
	3.0.2.1 % share of local self-governments with plans of extension of car traffic and car parking restriction areas agreed with bicycle users	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

	3.0.2.2 % share of local self-governments offering aesthetic and functional cycle parking facilities at shopping centres and shopping streets at walking precincts	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
3.0.3 Improvement in accessibility of mass outdoor sport, recreation and religious events (reduction in the demand for car parking)		
	3.0.3.1 % share of local self-governments organising ad-hoc, promoted in advance guarded cycle parking facilities at stadiums, and places of mass attendance of sport, recreation events and near religious sanctuaries	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	3.0.3.1 % share of local self-governments organising ad-hoc, promoted in advance guarded cycle parking facilities at stadiums, and places of mass attendance of sport, recreation events and near religious sanctuaries	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

4.0 Increase in the level of recreational and tourist cycling

4.0.1 Increase in the number and quality of urban cycling tourism products		
	4.0.1.1 % share of local self-governments organising competitions of scenarios for thematic cycling tours organised by educational establishments and promotion departments of local self-governments	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

	4.0.1.2 % share of local self-governments offering group or individual guided cycling tours within the framework of an offer of local tourist operators	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	4.0.1.3 % share of local self-governments with an information system about available cycle services (bike rental, bike repair, tourist guide companies etc.	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUP; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
4.0.2 Increase in the number and quality of active ecotourist products		
	4.0.2.1 % share of local self-governments offering attractive educational tourism cycling trails	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUP; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

4.0.3 Improvement in accessibility of naturally attractive areas for the non-motorised visitors		
	4.0.3.1 % share of local self-governments offering cycling car-free cycling routes, in particular along the banks of water reservoirs, water canals and rivers and along disused standard and narrow gauge railways)	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	4.0.3.2 % share of local self-governments containing information relevant for bicycle users and data about density of car traffic on the road network of the voivodship	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
	4.0.3.3 % share of local self-governments applying uniform signposting standards of cycling routes and information about cycling trails on websites	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
4.0.4 Increase in the number of foreign cycling tourists visiting the region		
	4.0.4.1 % of advancement of construction of the EuroVelo R9 route (Gdańsk – Adriatic Sea) along the Vistula river	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

	4.0.4.2 % share of local self-governments which have attractive cycling routes in Pomerania, about which articles were published in foreign internet portals, publications or illustrated magazines	ARP; Tourist offices; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
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5.0 Improvement in the quality of public health

5.0.1 Combination of regular cycling with daily routines		
	5.0.1.1 % share of local self-governments, where a programme of distribution of local and regional cycling maps in cardiological cabinets/ heart diseases wards is implemented	CH; Managers of ancillary service companies; Other actors; Scientific and research institutions; JST; General practitioners (doctors of first contact); Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; PKE; Politicians and public service employees from other townships and communes; PSWE; PUW; NGOs involved in promotion of healthy life style and ecotourism; Hospitals; UM WP; Health and labour inspection departments; Road construction and maintenance authorities
5.0.2 Improvement in conditions of realisation of habits of daily physical activity		
	5.0.2.1 % share of local self-governments, where regular physical activity in public space promotion events are organised, combined with closure of certain fragments of the road network for car traffic	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors ; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PART S.A.; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities
5.0.3 Improvement in the quality of social interactions in public space		
	5.0.3.1 % share of local self-governments, where public debates with residents are organised about improvement of walking and cycling conditions	Trade Union activists; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities

6.0 Improvement in the quality of transport services in the region

6.0.1 Reduction in congestion, in particular in built-up areas and at narrow passages of access roads to tourist attractions		
6.0.1.1 % share of local self-governments, where narrow passages of access roads to tourist attractions were identified and ways of solving congestion problems resulting from improved access of non-motorised users with public transport, walking and cycling	ARP; Tourist offices; CH; Trade Union activists; Offshore passenger shipping companies; Passenger ship operators; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; JST; Management staff; League of Natural Protection and other similar organisations; Airlines; LK BRD; Local Tourist Organisations; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUP; PUW; RZGW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; HR department managers; Schools, teachers; Hospitals; UM WP; Statistical Office; WUP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities	
6.0.2 Reduction in the number of road accidents, in particular resulting in death or heavy injury.		
6.0.2.1 % share of local self-governments implementing programmes of informing drivers of large trucks and buses about problems of cyclists and informing cyclists about problems of drivers of trucks and buses.	CH; Companies offering catering services and restaurants; Port and harbour operators, including marinas; Managers of inland water transport harbours; Managers of ancillary service companies; Other actors; Scientific and research institutions; Transport institutions; Investors; Chambers of commerce and business clubs; JST; Management staff; General practitioners (doctors of first contact); League of Natural Protection and other similar organisations; LK BRD; Media; NGOs; Informal bicycle user groups; OLE; Public transport operators; NGOs involved in social integration of the handicapped and socially excluded people; Roller skaters; PKE; PKP; Business companies; Tourist business operators; Police; Politicians and public service employees from other townships and communes; Airports; Seaports; PROT; Tourist guides; Transport companies; PSWE; PTTK; PUW; SKM; Bicycle retailers and producers of bicycles and cycling equipment; NGOs involved in promotion of healthy life style and ecotourism; Traffic Wardens; Schools, teachers; Hospitals; UM WP; (local) Departments of Education and Culture; Health and labour inspection departments; Road construction and maintenance authorities	

Tabica 5: Key measures and actors involved in the development of cycling in Pomerania. Source: authors' own considerations

Annex A3

Monitoring indices

			OMZG					Pomerania cities with > 35 thousand inhabitants					Other areas of Pomerania				
Priority	Strategic aims	Tasks	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014	2010	2011	2012	2013	2014
Increase in the share of cycling in total revenues																	
	Increase in the number of jobs connected with daily, recreational and tourist cycling in SMEs																
		Number of bicycle shops and bicycle repair shops	38	41	44	46	49	25	27	29	31	33	10	12	16	20	24
		Number of bicycle shops and bicycle repair shops offering their services in the internet	25%	45%	54%	70%	82%	25%	45%	54%	70%	80%	5%	15%	35%	54%	60%
		Number of bike rental outlets	63	98	176	284	306	19	34	43	52	65	21	38	46	63	79
		Number of bike rental outlets offering their services in the internet	10%	25%	45%	75%	85%	5%	15%	32%	50%	75%	5%	12%	34%	54%	70%
		thematic cycling routes(number of operators)	1	2	2	3	3	2	4	6	8	10	2	2	4	6	7
		number of websites and internet portals with a module offering cycling connections with public transport terminals and stations	1	3	4	6	6	1	12	16	20	20	1	12	16	19	19
		cycling consultancy companies			1	2	3			2	5	7			3	7	11
		firms and institutions with cycling promotion educators	10%	25%	45%	66%	75%	5%	15%	25%	33%	45%	5%	12%	25%	33%	45%

	Increase in the number of innovative products connected with daily, recreational and tourist cycling																
		thematic cycling tours and trails	3	6	12	16	19	2	6	8	10	12	3	7	11	16	18
		% share of outdoor social integration events using cycling rallies in the activities of operators of such events	2%	5%	10%	12%	20%	2%	5%	10%	12%	20%	2%	5%	10%	12%	20%
	Reduction in energy consumption of households connected with realisation of mobility needs																
		% share of employers who employ >50 people, who organise 'cycling to work' campaigns		5%	12%	18%	25%		5%	12%	18%	25%		5%	12%	18%	25%
		% share of educational establishments which organise 'cycling to school' campaigns	2%	7%	15%	22%	30%	2%	7%	15%	22%	30%	2%	7%	15%	22%	30%
		% share of employers who employ >50 people carrying out audit of mobility needs of their employees (green travel plans)		2%	7%	10%	15%		2%	7%	10%	15%		2%	7%	10%	15%
	Increase in profitability of public transport																
		extension of the possibility of free transport of bicycles on railway connections throughout the year (on local and regional trains) (% of trains)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		% share of public transport hubs equipped with guarded cycle parking facilities (bicycle stations)	20%	30%	55%	72%	85%	10%	15%	25%	45%	65%	5%	10%	22%	35%	50%
		% share of local self-governments organising campaigns of promotion of cycling and public transport	16%	32%	48%	64%	80%	5%	10%	25%	40%	60%	5%	10%	25%	40%	60%
		% of the range of local self-governments covered with a public bike rental system	16%	32%	48%	64%	80%	5%	10%	25%	40%	60%	5%	10%	25%	40%	60%

Improvement in the quality of public life																	
	Improvement in the quality of public dialogue and social trust																
		% share of local self-governments having a system of collecting and disseminating data about the level of cycling	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%
		% share of local self-governments having a system of collecting and disseminating data about mobility needs of the population	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%
		% share of local self-governments organising information campaigns about the condition of natural environment (noise, CO ₂ and dust emissions)	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%
	Increase in the number of grass-root initiatives																
		% share of local self-governments organising cycling promotion events at least once a year	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%
		% share of local self-governments carrying out campaigns of collecting data about experience of daily cycling in Pomerania	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%
		% share of local self-governments carrying out campaigns of collecting data about experience of daily cycling in Pomerania	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%
	Increase of involvement of inhabitants of Pomerania in grass root initiatives																
		% share of local self-governments where annual celebrations of the „In Town without My Car Day“ are organised within the framework of the European Mobility Week and European Days of Physical Activity	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%	30%	50%	100%	100%	100%

	Decline in the level of social exclusion resulting from lack of access to public transport, cycling and walking facilities																
		% share of local self-governments, which adopted target levels of employment opportunities near living quarters in their spatial development plans	16%	32%	48%	64%	80%	5%	10%	25%	40%	60%	5%	10%	25%	40%	60%
	Improvement in subjectively perceived level of security in public space																
		% share of local self-governments, which adopted principles of allowing cycling in pedestrian zones agreed with bicycle users	32%	48%	64%	80%	100%	10%	25%	40%	60%	80%	10%	25%	40%	60%	80%
		% share of local self-governments, which determined the areas and forms of traffic calming agreed with bicycle users	32%	48%	64%	80%	100%	10%	25%	40%	60%	80%	10%	25%	40%	60%	80%
		% share of local self-governments, which decided to introduce cycling and pedestrian zones in selected streets agreed with bicycle users	32%	48%	64%	80%	100%	10%	25%	40%	60%	80%	10%	25%	40%	60%	80%
		% share of local self-governments, which carried out road traffic safety audits agreed with bicycle users	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%
		% share of local self-governments, which introduced the stipulations of the GAMBIT POMORSKI programme agreed with bicycle users	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
		% share of local self-governments, which organised road traffic safety campaigns, taking into account the role of cycling for road traffic safety	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%
		% share of local self-governments, which introduced cycling lanes on carriageways with advanced stop lines at crossings, agreed with bicycle users	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%
		which introduced cycling lanes on carriageways with advanced stop lines at crossings, agreed with bicycle users	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%	50%	100%	100%	100%	100%

Table 6: Indices allowing to monitor the progress in realization of proposed activities. Source: Authors' own material

Annex A4

Proposed sequence of strategic activities

			OMZG					Pomerania cities with > 35 thousand inhabitants					Other areas of Pomerania				
Increase in the share of cycling in total revenues																	
	Increase in the number of jobs connected with daily, recreational and tourist cycling in SMEs																
		Number of bicycle shops and bicycle repair shops															
		Number of bicycle shops and bicycle repair shops offering their services in the internet															
		Number of bike rental outlets															
		Number of bike rental outlets offering their services in the internet															
		thematic cycling routes (number of operators)															
		number of websites and internet portals with a module allowing to look for cycling connections with public transport hubs and terminals															
		cycling consultancy companies															
		firms and institutions with cycling promotion educators															
	Increase in the number of innovative products connected with daily, recreation and tourist cycling																
		thematic cycling tours and trails															

		% share of outdoor social integration events using cycling rallies in the activities of operators of such events															
	Reduction in energy consumption of households connected with realisation of mobility needs																
		% share of employers who employ >50 people, who organise 'cycling to work' campaigns															
		% share of educational establishments which organise 'cycling to school' campaigns															
		% share of employers who employ >50 people who carry out audits of mobility needs of their employees (green travel plans)															
	Increase in profitability of public transport																
		extension of the possibility of free transport of bicycles on railway connections throughout the year (on local and regional trains) (% of trains)															
		% share of public transport hubs equipped with guarded bicycle parking facilities (bicycle stations)															
		% share of local self-governments organising campaigns promoting cycling and public transport															
		% share of local self-governments covered with a public bike rental system															
Improvement in the quality of public life																	
	Improvement in the quality of public dialogue and social trust																
		% share of local self-governments having a system of collecting and disseminating data about the level of cycling															

		% share of local self-governments having a system of collecting and disseminating data about the mobility needs of the population																	
		% share of local self-governments organising information campaigns about the condition of the environment (noise, CO2 and dust emissions)																	
	Increase in the number of grass-root initiatives																		
		% share of local self-governments organising cycling promotion events at least once a year																	
		% share of local self-governments organising campaigns of collection of experience resulting from daily cycling in Pomerania																	
	Increase of involvement of inhabitants of Pomerania in grass root initiatives																		
		% share of local self-governments where annual celebrations of the „In Town without My Car Day“ are organised within the framework of the European Mobility Week and European Days of Physical Activity																	
	Decline in the level of social exclusion resulting from lack of access to public transport, cycling and walking facilities																		
		% share of local self-governments, which adopted target levels of employment opportunities near living quarters in their spatial development plans																	
	Improvement in subjectively perceived level of security in public space																		
		% share of local self-governments, which adopted principles of allowing cycling in pedestrian zones agreed with bicycle users																	

		% share of local self-governments, where areas and forms of traffic calming agreed with bicycle users were determined																	
		% share of local self-governments, which decided to introduce cycling and pedestrian zones in selected streets agreed with bicycle users																	
		% share of local self-governments, where traffic safety audits were carried out agreed with bicycle users																	
		% share of local self-governments, where the stipulations of the GAMBIT POMORSKI programme agreed with bicycle users																	
		% share of local self-governments, which organised road traffic safety campaigns, taking into account the role of cycling for road traffic safety																	
		% share of local self-governments, which introduced cycling lanes on carriageways with advanced stop lines at crossings, agreed with bicycle users																	

Table 7: Proposed sequence of strategic activities Source: authors' own considerations
Legend:

← Attainment of the aimu
 ← Systematic increase
 ← No activities

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Kwidzyn Cycling Team	www.ktr.net.pl
Kwidzyn Cycling Society	www.chojniczanka.pl
„Chojniczanka 1930" City Sport Club	www.futsal.chojnice.pl
City Sport Society in Chojnice	www.sopotkillers.pl
Sopot Killers Racing Team	www.tczew.pl
„Gryf" Tczew Cycling Club	www.wtc.wejher.pl
Wejherowo Cycling Society	www.actionteam.pl
Mroz –Section- Uniqua Professional Cycle Racing Group, Gdansk	

Tourist NGOs:

TRAMP Tourist Office, Gdynia
Almanak Adventure Fraternity
Choczewo Tourist Association
Wybrzeże Cycling Team, Gdańsk
Marek Kaminski Foundation
Gdańsk Tourist Organisation
Gdański Akademicki Klub Kadry Politechniki Gdańskiej
„Kościerska Chata” Kashubian Agrotourist Association
Local Tourist Organisation Kociewie
„Bory Tucholskie” National Park
Polish Adventure Club
Pomeranian Regional Tourist Organisation
Harpagan Pomeranian Orienteering Club, Gdańsk
PTTK, Gdańsk
„Słupia”: Słupsk Cycling Tourism Club
Starogard Gdański
„Podaj rękę”, Association, Pruszcz Gdański
„AGRO-KASZUBY” Agrotourist Association of the Bytowski Powiat
Association of Agrotourist Development of the Tuchomska Gmina
Kaszuby Tourist Association

www.tramp.gda.pl
www.almanak.gdansk.pl
www.wakacje.agro.pl/choczewo
www.free.of.pl/e/erw
www.kaminski.pl
www.got.gdansk.pl
www.akk.pg.gda.pl
www.wakacje.agro.pl/kościerskachata
www.kociewie.eu
www.park.borytucholskie.info
www.klubprzygody.pl
www.prot.pomorskie.info
www.harpagan.gda.pl
www.pttk-gdansk.pl
www.ktrslupia.friko.pl
www.rowery.big.prv.pl
www.podajreke.org
www.agrokaszuby.com.pl
www.agrotuchomie.com.pl
www.kaszuby.com.pl

Ecological NGOs:

Ochrona Ziemi Foundation, Sopot
ECOBALTIC Foundation
Ecological Foundation of the Chojnicka and Zaborska Land
Ecological Foundation of the Chojnicka and Zaborska Land
Kashubian Ecological Association
League of Nature Protection, Powiat Division in Chojnice
Polish Ecological Club, East Pomeranian Branch
„Zdrowy Gdańsk” Pomeranian Nature Oriented Society
Powiat Division of the League of Nature Protection, Gdańsk
Regional State Forest Authority
Eko-Initiative Association in Kwidzyn
EKO-STAR Ecological Association
Tri-city Landscape Park

www.ziemia.org
www.ecobaltic.gda.pl
www.fundacja.chojnice.pl
www.funeko.chojnice.pl
www.sudomie.org.pl
www.lop.gda.pl/kontakt/chojnice
www.pke.gdansk.pl
www.ptpzg.eko.org.pl
www.lop.gda.pl
www.gdansk.lasy.gov.pl
www.ekokwidzyn.pl
www.ekostar.prv.pl
www.tpkgdansk.pl

Individual cyclists' websites:

Photo-cycling marriage blog – Two bicycles and the two of us
My Seacoast Cycling Routes – the website of Marek Cygan
Cycling Family – website of Justyna, Natalka and Remigiusz Kitlinski
Michał Dargacz website, Gdańsk
Tomasz Gulli website
Kasia and Stasio website
TROP Cycling workshop of untypical bicycles
of Kazimierz Leśniewski
Arkadiusz Podhorodecki website
Weronika Podhorodecka website
Krzysztof P. Skok website
Stefan Sokołowski website
Wiesława Stachańczyk website
Paweł Wroblewski website
Sławomir Wojciechowski website
Maciej Zielonka website

<http://www.dwarowery.daa.pl/index.php>
<http://www.pomorskie-drogi-rowerowe.pl/>
<http://www.rowerowarodzinka.pl/index.html>
www.mdargacz.pl
www.tomson1.republika.pl
<http://www.stasko.kast.net.pl/>
<http://rowerynietypowe.republika.pl/home.html>
<http://www.fotocykle.pl/>
<http://nika.xwp.pl/>
<http://www.rowerem.zehej.pl/>
www.ipipan.gda.pl
<http://wiesia.nets.pl/>
<http://docieplychkrajow.blox.pl/html>
<http://slawekwojciechowski.ludziessportu.pl/>
<http://mcgreen.ludziessportu.pl/>

Self – governments with cycling websites

Bytów	www.bytow.com.pl
Chojnice	www.miasto.chojnice.pl
Czersk	www.czersk.pl
Człuchów	www.um.czluchow.pl
Gdańsk	www.gdansk.pl
Gdańsk	www.mosir.gda.pl
Gdańsk – Nasze Miasto	www.gdansk.pl
Gdynia	www.gdynia.pl
Gdyński Ośrodek Sportu i Rekreacji	www.gosir.gdynia.pl
Jastarnia	www.jastarnia.pl
Kociewie	www.kociewiak.pl/serwis/ /trasy_rowerowe/index.php
Konarzyny	www.konarzyny.pl/turystyka.html
Kościerzyna	www.infokoscierzyna.pl
Kościerzyna	www.koscierzyna.gda.pl
Malbork	www.visitmalbork.pl
Miastko	www.miastko.pl
Nowy Dwór Gdański	www.miastonowydwor.pl
Powiat Bytowski	www.powiatbytowski.pl
Powiat Chojnicki	www.powiat.chojnice.pl
Powiat Gdański	www.powiat-gdansk.pl
Powiat Kościerski	www.pow-koscierzyna.home.pl
Powiat Malborski	www.powiat.malbork.pl
Powiat Starogardzki	www.powiatstarogard.pl
Pruszcz Gdański	www.mosir.pruszcz-gdansk.pl
Rumia	www.rumia.home.pl
Słupsk	www.slupsk.pl
Tczew	www.tczew.pl
Wejherowo	www.wejherowo.pl

Tourism – tourist trails/ natural paths
 Tourism – cycling tourism trails
 Tourism – tourist trails
 Tourism – Trails
 Cycling communication – Cycling Gdańsk
 City Centre of Sport and Recreation, Gdańsk
 Our City – Active Gdańsk – Sport and recreation
 Relaxation and recreation – cycling paths
 Gdynia Centre of Sport and Recreation
 Nature-lovers and cycling paths

Cycling in Kociewie

Active tourism – walking and cycling trails
 Tourism – walking and cycling trails
 Tourist trails
 Tourism
 Tourism – tourist routes
 Tourism – Cycling trails
 Tourism and recreation
 Tourism – tourist trails
 Tourism – Forms of active relaxation
 Cycling paths
 Tourism – tourist trails
 City Centre of Sport and Recreation, Pruszcz Gdański
 Tourism – cycling paths
 Tourism – Cycling trails and paths
 Cycling Potential of Tczew and Żuławy
 Tourism – cycling routes

Organisations promoting Road Traffic Safety initiatives

Życie Bezpieczniej" Foundation
 Bezpieczni w Ruchu Drogowym Foundation
 Civil Engineering Development Foundation
 „ORLEN. Bezpieczne drogi" Foundation
 Pomeranian Road Traffic Safety Council
 Pomeranian Association of Assistance to Victims
 of Accidents and Other Events

www.fundacja.gda.pl
www.fundacijabwrd.pl
www.fril.org.pl
www.orlenbezpiecznedrogi.pl
www.prbrd.gda.pl

www.inter-alia.pl

Foreign partners

Allgemeiner Deutscher Fahrrad Club (German Cyclists' Club)
 AEVV – EGWA, European Greenways Association, Belgium
 AF3V Association Francaise des Veloroutes et Voies Vertes, France
 ARGUS, Austria
 Bicycle Federation of Australia, Australia
 Bisiklet Sevenler Derneği, Turkey
 Clubul de Ciclism Turism Napoca, Rumania
 ConBici, Spain
 Coordinadora Catalana d'Usuaris de la Bicicleta, Spain
 CTC, the national cyclists' organisation, United Kingdom
 Cycle Campaign Network, United Kingdom
 Cycling Touring Club Malta, Malta
 Cykelframjandet, The Cycling Promotion in Sweden, Sweden
 Cyklo Klub Kučera Znojmo, Czech Republic
 Cyprus Tourism Organisation, Cyprus

www.adfc.de
aevv-egwa.org
www.af3v.org
www.argus.or.at
www.bfa.asn.au
www.bisikletliler.org
www.ccn.ro
www.conbici.org
www.ccub.org
www.ctc.org.uk
www.cyclenetwork.org.uk

www.cykelframjandet.se
www.cykloklub.kucera-zn.cz
www.visitcyprus.org.cy

Czech Environmental Partnership Foundation	www.nadacepartnerstvi.cz
Danish Cyclists Federation	www.dcf.dk
Dansk Cyklist Forbund, Denmark	www.dcf.dk
Dublin Cycling Campaign	www.home.connect.ie/dcc
Dublin Cycling Campaign, Ireland	home.connect.ie/dcc
European Cyclists' Federation	www.ecf.com
Federacao Portuguesa Cicloturismo e Utilizadores de Bicicleta, Portugal	www.fpcub.pt
Federazione Italiana Amici della Bicicletta (Italian Cyclists' Federation)	www.fiab-onlus.it
FIAB, Federazione Italiana Amici della Bicicletta, Italy	www.fiab-onlus.it
Fietzersbond vzw, Belgium	www.fietzersbond.be
Fietzersbond, Holland	www.fietzersbond.nl
Fietskaart Informatie Stichting, Holland	www.fietskaartinformatiestichting.nl
Filoi tou podelatou (Friends of the Bicycle), Greece	www.filoi.eie.gr
FUBicy, Federation Francaise des Usagers de la Bicyclette, France	www.fubicy.org
GRACQ asbl, Belgium	www.gracq.org
Green Tour Bosnia & Hercegovina, Bosnia and Hercegovina	www.greentour.ba
Helsingfors Cyklister / Helsinki Cyclists, Finland	www.hepo.fi
I-ce, Interface for Cycling Expertise, Holland	www.i-ce.info
Idevarkstedet De Frie Fugle, Denmark	www.friefugle.dk
IG-Fahrrad, Austria	www.ig-fahrrad.org
Japan Bicycle Promotion Institute, Japan	www.jbpi.or.jp
Landssamtök hjólréidamanna, (LHM) – Icelandic Cyclists' Federation, Iceland	www.islandia.is/lhm/
Latvijas Velocelojumu Informācijas Centrs, Latvia	www.bicycle.lv
Lithuanian Cyclists' Community, Lithuania	www.bicycle.lt
LVI, Letzebuurger Velos-Initiativ, Luxemburg	www.lvi.lu
Magyar Kerekparos-Klub (Hungarian Cycling Club)	www.kerekparosklub.org
One Street, United States of America	www.onestreet.org
Polish Environmental Partnership Foundation, Poland	www.epce.org.pl
Pro Velo asbl, Belgium	www.provelo.org
Pro Velo Schweiz, Switzerland	www.pro-velo.ch
Russian Cycle Touring Club, Russian Federation	www.rctc.ru
Slovenska Kolesarska mreza – Slovenian Cyclists' Network, Slovenia	www.kolesarji.org
Slovensky Cykloklub, Slovakia	www.cykloklub.sk
Stichting Landelijk Fietsplatform, Holland	www.fietsplatform.nl
Sustrans, United Kingdom	www.sustrans.org.uk
Svensk Cykling (Swedish Cyclists)	www.svenskcykling.se
Syklisterenes Landsforening, Norway	www.syklistene.no
T & E, the European Federation for Transport and Environment, Belgium	www.t-e.nu
The Cycling Promotion in Sweden	www.cykelframjandet.se
The National Cyclists' Organization, United Kingdom	www.ctc.org.uk
Thunderhead Alliance, USA	www.thunderheadalliance.org
Udruga BICIKL, Croatia	www.bicikl.hr
Vänta Aga, Estonia	www.bicycle.ee
VCS / ATE, Switzerland	www.verkehrsrclub.ch
Velo Quebec, Canada	www.velo.qc.ca
Yugo Cycling Campaign, Serbia	www.bicikl.info

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Translator and editor of many publications of theoretical economics, banking, finance and processes of international economic integration (including the first textbook on mainstream economics published in Poland after 1989 written by Richard McKenzie et al.).

Author of numerous articles and publications on cycling tourism, recreation and communication as an element of sustainable development of local transport systems, presented among others on international Velo-city conferences in Graz-Maribor (1999), Edinburgh-Glasgow (2001), Paris (2003), Dublin (2005), Munich (2007) and Brussels (2009).

Member of the Steering Committee of the Gdańsk Cycling Investment and Promotion Project. Member of the Board of the Poish Ecological Club East Pomeranian Branch – author of the programme of the ecological transport education BALTEES.

Member of the Chapter of the "CYCLE FRIENDLY" Certificate. Member of the Polish Economists' Society.

Certified auditor of the BYPAD (Bicycle Policy Audit).

Marine Yacht Helmsman, yachting instructor of the Polish Sailing Association.



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Her interests are connected with culture anthropology, history of theatre, Russia and multicultural heritage of Central and Eastern Europe.

Interest in new people and places and the intention to acquire new, varied experience lead her to the PSWE, where she got involved in the activities of the cycling team.

Participant of the international Velo-city Congress in Munich (2007) and Brussels (2009).

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Graduate of the Faculty of Economics of the University of Gdańsk. One of the first certified IT and Telecommunication Project Managers in Poland within the framework of the "IT Project Management Academy" organised by the George Washington University and Washington-based Educational Services Institute International. Co-author of the Internet Development Strategy in Poland in 2002-2007. Responsible for the implementation of the Neostrada Plus (aDSL) and Internet Packages. Co-founder of the "Project Management Institute Gdańsk Branch". Participant of the international Velo- city Congress in Munich (2007) and Brussels (2009). Certified auditor of the BYPAD (Bicycle Policy Audit).





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