







City at eye level is essential



60km/h Architecture



Large spaces, no details, no people



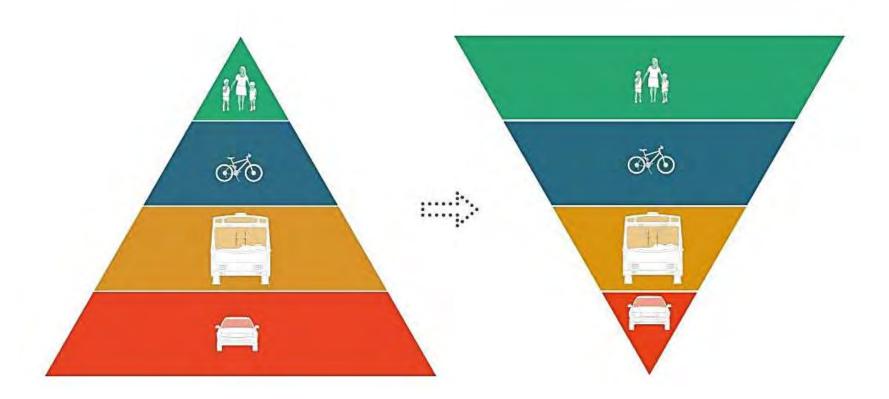
Small spaces, many details, many people



"You can have a city that is friendly to cars or friendly to people, you cannot have both."

- Enrique Penalosa

How to make the change?



Reinventing bicycling in the city of Ljubljana

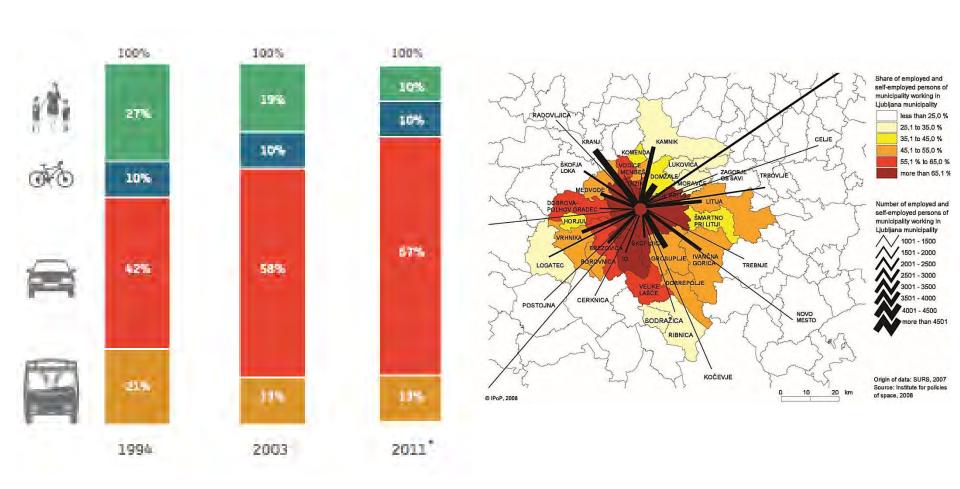
 This is a story of successful transformation into a more bicycle friendly city – step by step







Solving car traffic issues is Priority #1



Car usage has increased in past: +60% in 20 years

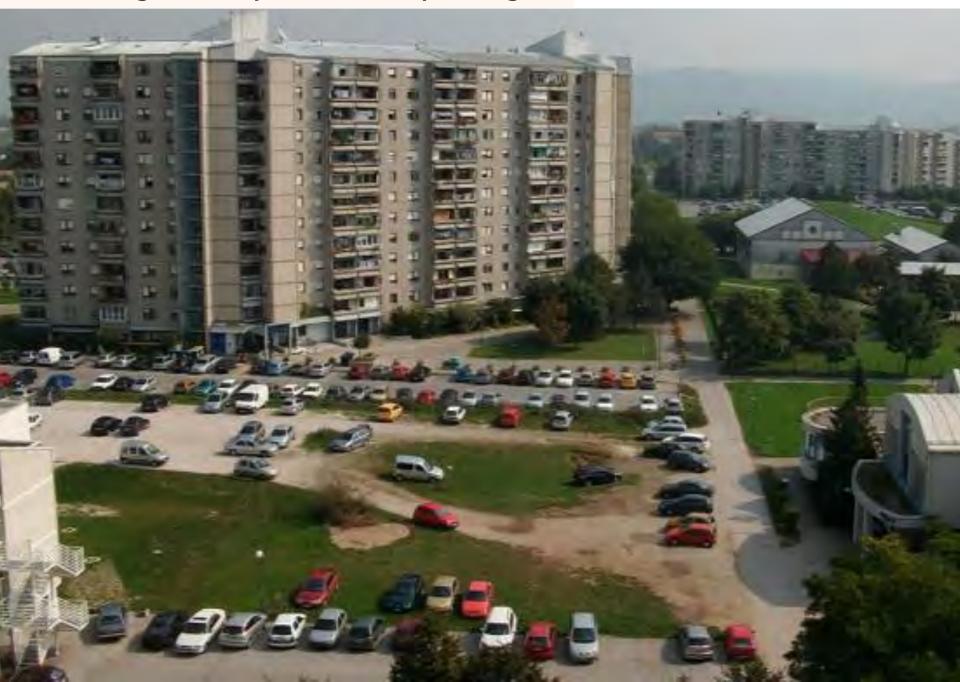


Giving more road space to cars





Dedicating more space for car parking









Recipe for transformation

Action 1 – Mobilize all stakeholders

Action 2 – Partner with the traffic engineers

Action 3 – Develop a new mobility plan

Action 4 – Promote new mobility paradigm

Action 5 - Improve bicycle infrastructure and culture

The gradual transformation in Ljubljana can be seen as a "just do it" model for other cities?

Action 1 - Mobilize all stakeholders

- Civitas Elan
 - Awareness campaigns
 - Public round tables and lectures
- ☑ Bicycle Coordinator
- MGO participation
- Bicycle events

This action we consider a smart way to mobilize all stakeholders.







Bicycle Coordinator





Today I met someone from the Cycling Platform of Ljubljana on one of the newly-renovated squares near the river. I find I often get to chat with people on the street, especially on sunny days.



The beautiful historic centre of Ljubljana is much nicer now with all the pedestrian zones and without all the cars.
But today when I arrived at work I found a car directly in front of our shop – and it's in the pedestrian zone.





Prioritizing bicycle issues within the municipality





A It makes me mad when people think they can park wherever they want so I called the towing service. They told me they would come right away and remove the car.





Because I still had some time before I started work, I rode to the bakery around the corner to buy some breakfast.
The car was already gone when I got back. The towing guys were fast!









Street party - lecture





Action 2: Partner with traffic engineers

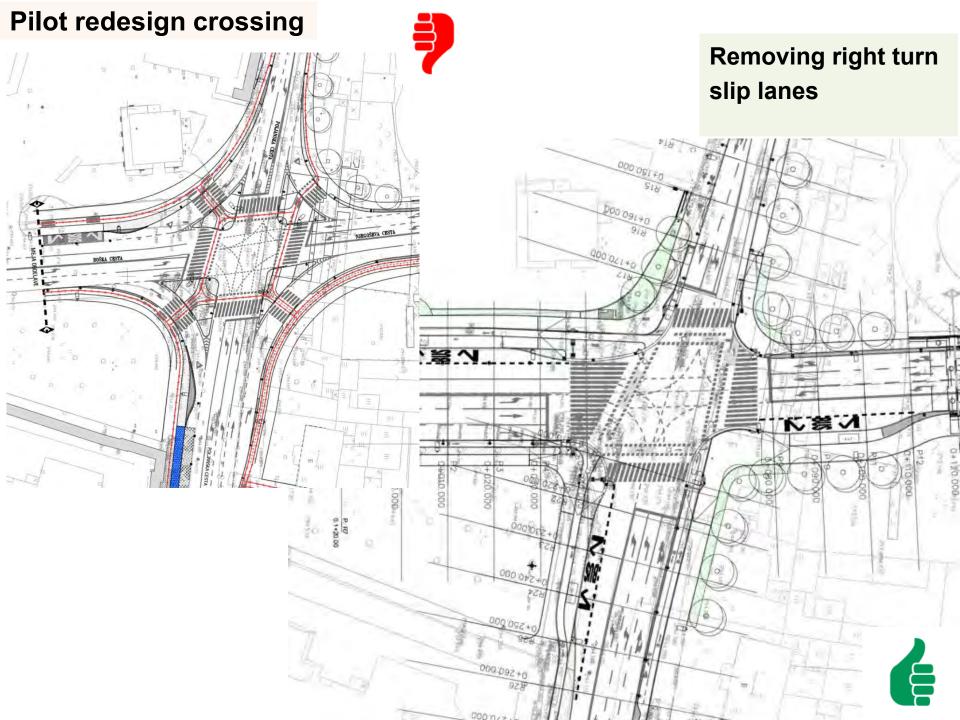
Develop new pilot projects with traffic engineers

- ☑ Introduce bike boxes
- Redesign crossings using bicycle-friendly principles
- ☑ Introduce safe bike lane
- **☑** Promote pilot projects

We consider this action a smart move by partnering with Traffic Engineers before defining an overall mobility plan. Pilot projects provide a bottom-up approach, where people can see and experience the changes.











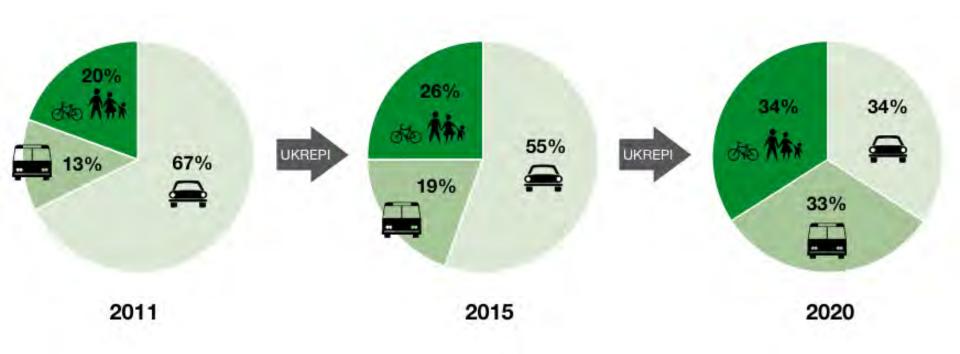


Action 3: Develop new mobility plan

- Sustainable mobility plan
 - Set measurable targets
 - Define action plan
 - Define measures
 - Include Traffic Design Manual

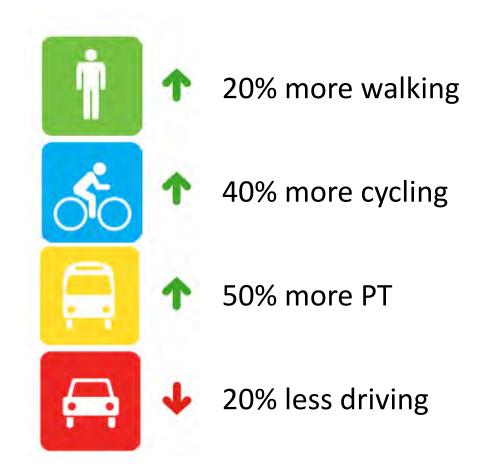
This action we consider a step to create a new mobility paradigm, driving its implementation by results and independent of political preferences in the city council.

Main goal of new mobility plan is balanced modal split and increased share of cycling



Set measurable targets

Measurable targets will allow you to assess and monitor the results



5 automatic bike counters are used to measure success

Define action plan

13 actions to be implemented by 2015

40% increase of bike to work trips

- 1- Connect primary and secondary bike routes
- 2- Remove unsafe design from the network
- 3- Add 500 bike stands per year for employees
- 4- Expand bike share program
- 5- Promote city cycling
- 6- Add 3 covered bicycle storage

50% increase of bike to school trips

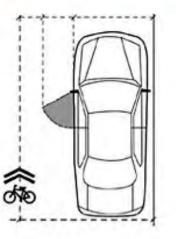
- 7- Create safe bike to school routes
- 8- Add 1.000 bike stands per year at schools and faculties
- 9- Expand payable on-street parking near schools and faculties
- 10- Promote bike to school cycling
- 11- Add new bike boxes
- 12- Install 3 visible bike counters on main routes
- 13- Install 3s pre-green at main crossings

Include Traffic Design Manual

Unify design principles for cycle infrastructure

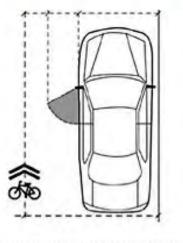






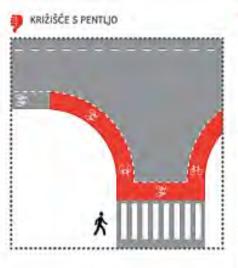


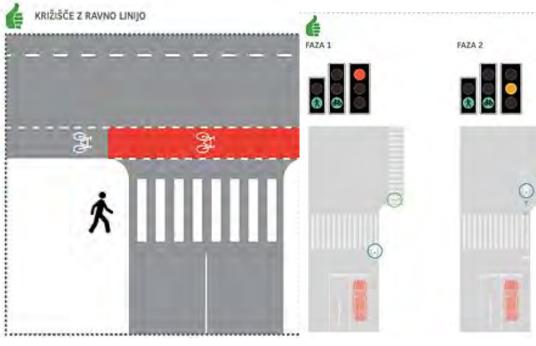






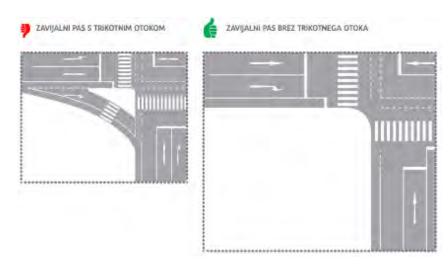
Set design principles for intersections











FAZA 3

Action 4: Promote new mobility paradigm

- Bike share
- Expert lectures
- Campaigns
- Mobility week
- Visual communication

This action we consider a smart way to gain public support for cycling improvements.







Public events

Bicycle to work campaingn









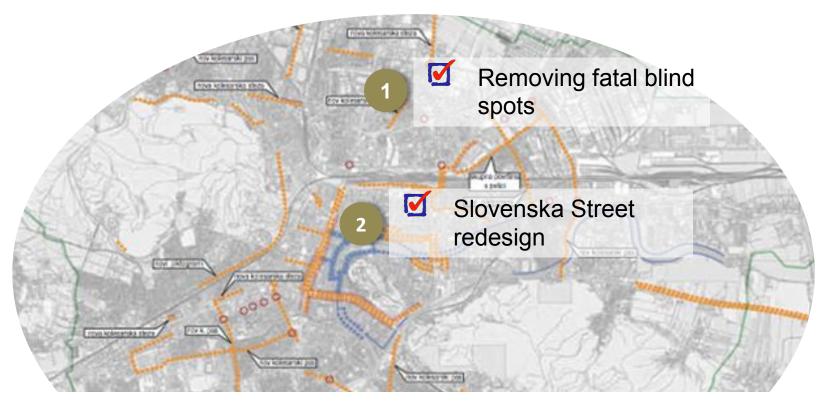
Visual communication

Communicating before-after changes to public





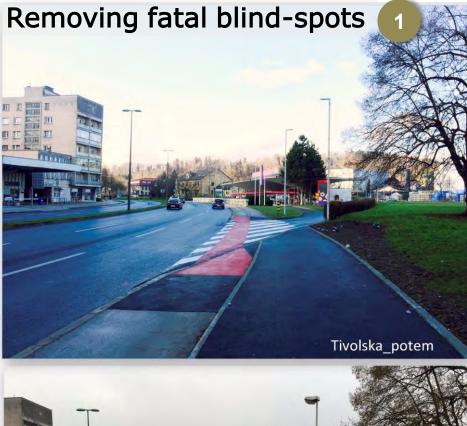
Action 5 – Systematically improve bicycle infrastructure



This action we consider to increase the bicycle modal share.

Positive messages

https://www.youtube.com/watch?v=O0A0xk7Q2xE











Slovenska street redesign

Alternative uses have been repeatedly explored











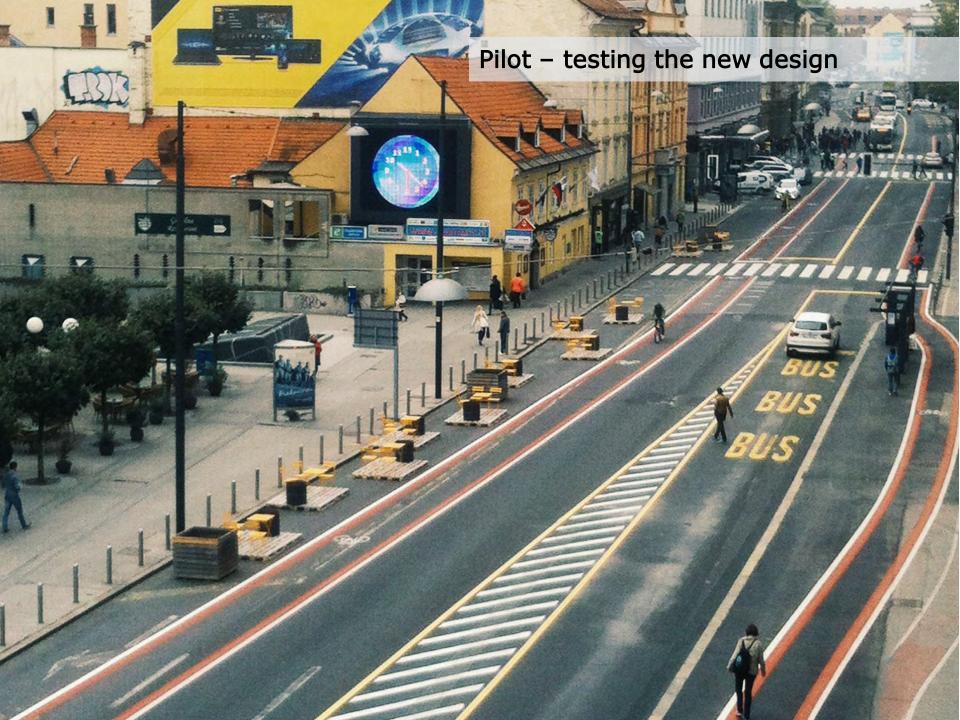


Slovenska street redesign

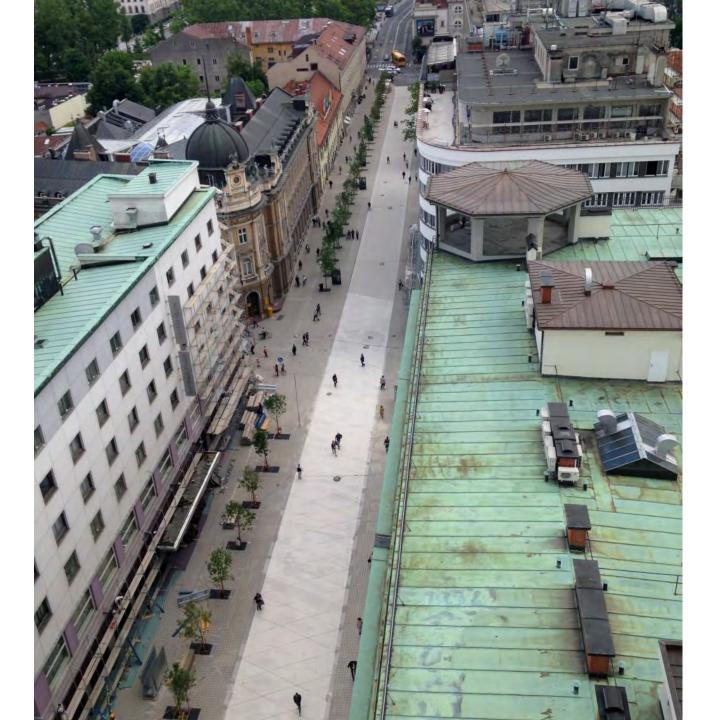
Promoting changes

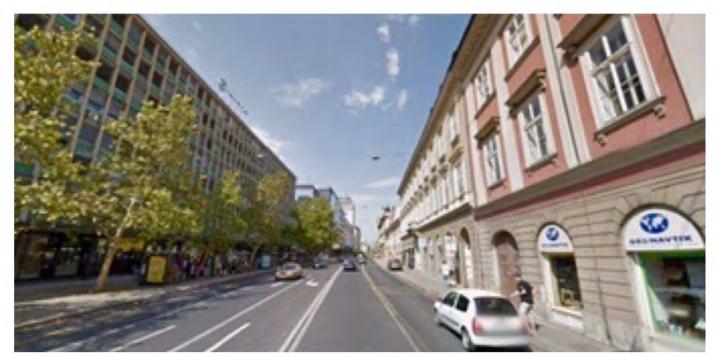






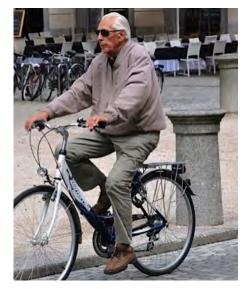








Bicycle culture flourishing















We have a choice



Change management is our real business

"The topic is transportation, but our real business is change management. 90% of people need to see things to believe." @gabe_klein #CityLab

07.10.13 20:02

Transformation is about passionate people













Act NOW



