

Bicycle Promotion Programs in Switzerland

Daniel Bachofner
Head of Road safety, Pro Velo Switzerland





**promote
happyness
offer awards
eliminate fear**





BIKE TO WORK 2019

Bring a fresh breeze to your company and promote movement, team spirit and pleasure. Sign up your company for the bike to work Challenge 2019 and be part of the biggest Swiss health promotion and bicycle challenge during the months of May and June.

WELCOME BACK



TO THE CALENDAR

TO THE COMPANY



Total km covered

648'700

Equivalence CO2 in tonnes

93

Participating companies

2'209 x 

Teams total

13'748 x 

50'063 x 



DÉFI
VELO



Fotos



Resultate



Preise



Final









Neues Konto

Einloggen



BIKE 3 DAYS

bookfactory

carvelo 2go
eCargo-Bike Sharing

DAVID'S
FITNESS
FOOD

DELIZIO

DB DESIGN
YOUR BIKE™

DIE POST

fixfox
Velo und E-Bike ServiceHöfe

FIZZEN
FASHION & ACCESSORIES

orell
mein Buch füssli

OO PRO VELO
SCHWEIZ

SALON
DU VELO

RENT
A BIKE
rentabike.ch

SchweizMobil

URBAN BIKE
FESTIVAL

VEGIPASS

VELOPLUS
AUSSTATTUNG FÜR ADVENTURER

W
WÜRZMEISTER

- 
- > promote happyness**
 - > offer awards**
 - > eliminate fear**
 - >>> use animators**

Links

www.biketowork.ch (commuting by bike for companies)

www.defi-velo.ch (cycle promotion für 17-20 years old)

www.bike2school.ch (cycle promotion for school classes)

www.velomittwoch.ch (commuting every Wednesday – individual)

www.pro-velo.ch (advocacy, lobbying, campaigns, communication)

www.schule-velo.ch (collection of all offers for all teachers)

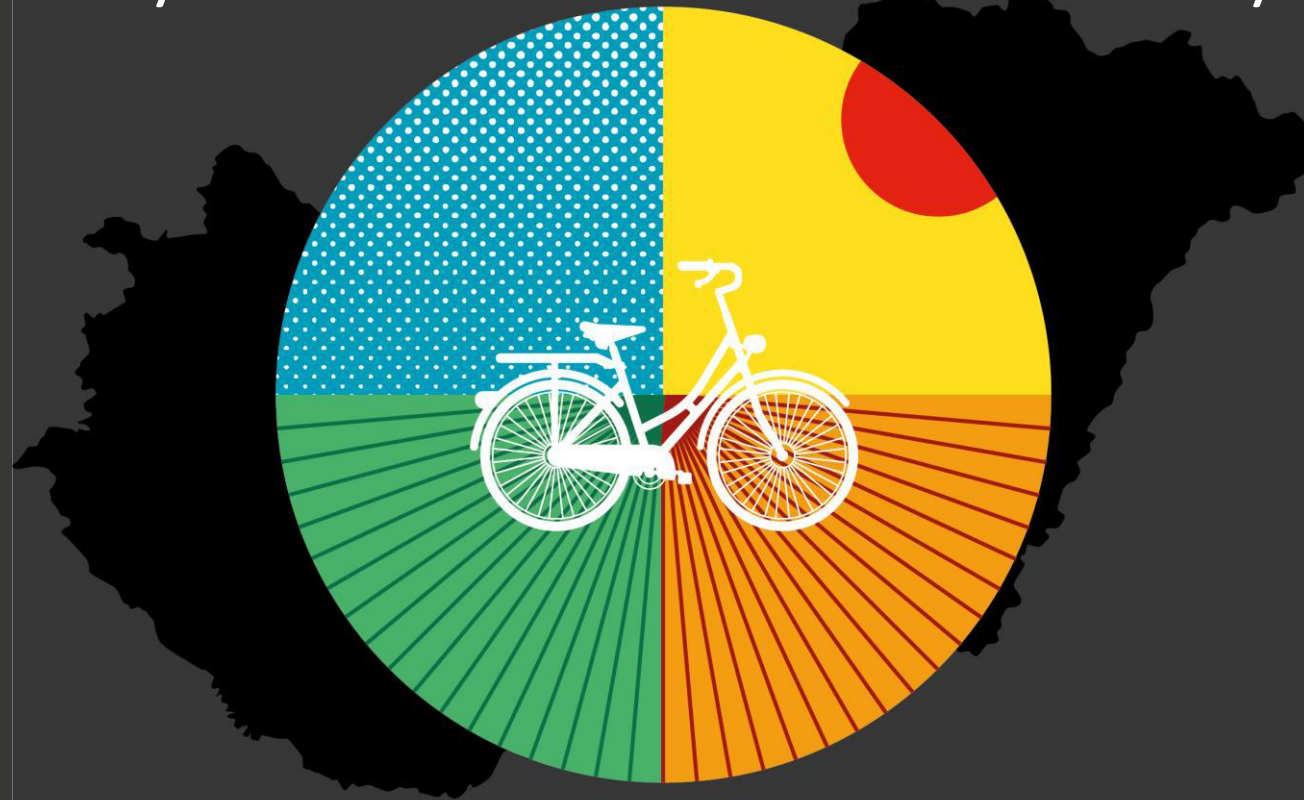
www.velostaedte.ch (best bicycle-city in Switzerland)

www.bern.ch/velohauptstadt (City of Berne promotion campaign)



**Thank you for your attention.
Have fun on your bike!**

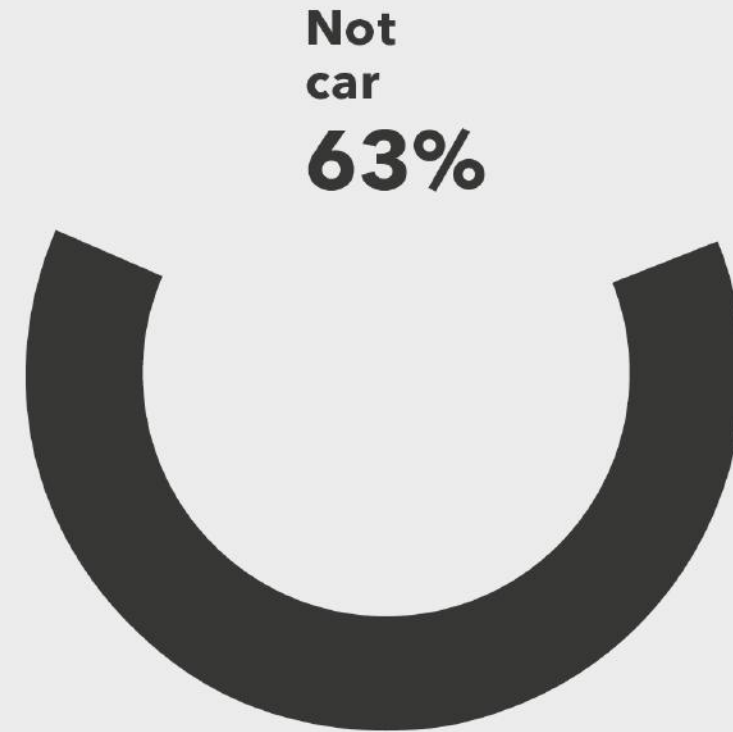
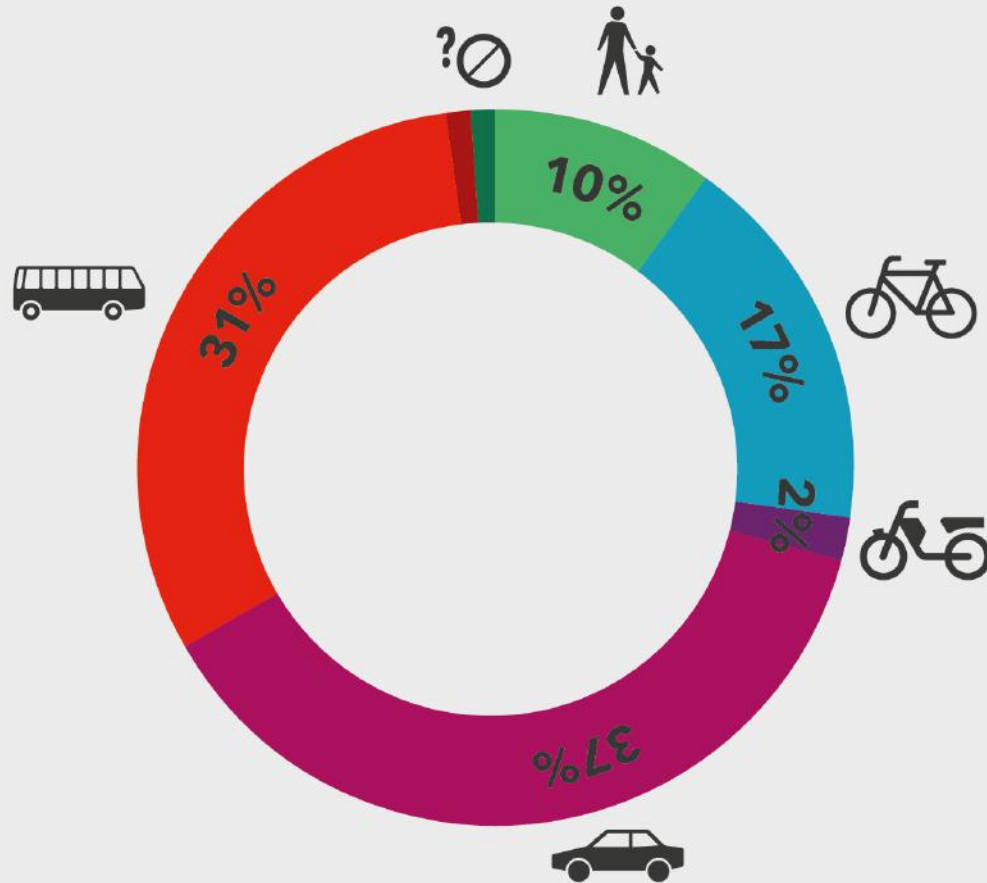
Results of a Representative Survey – How Many Hungarians Cycle and What Would They Change?



12th Austrian Cycling Summit
29th May, 2019 - Graz

Balázs Kozák – Hungarian Cyclists' Club, Mobilissimus
info@kereparosklub.hu

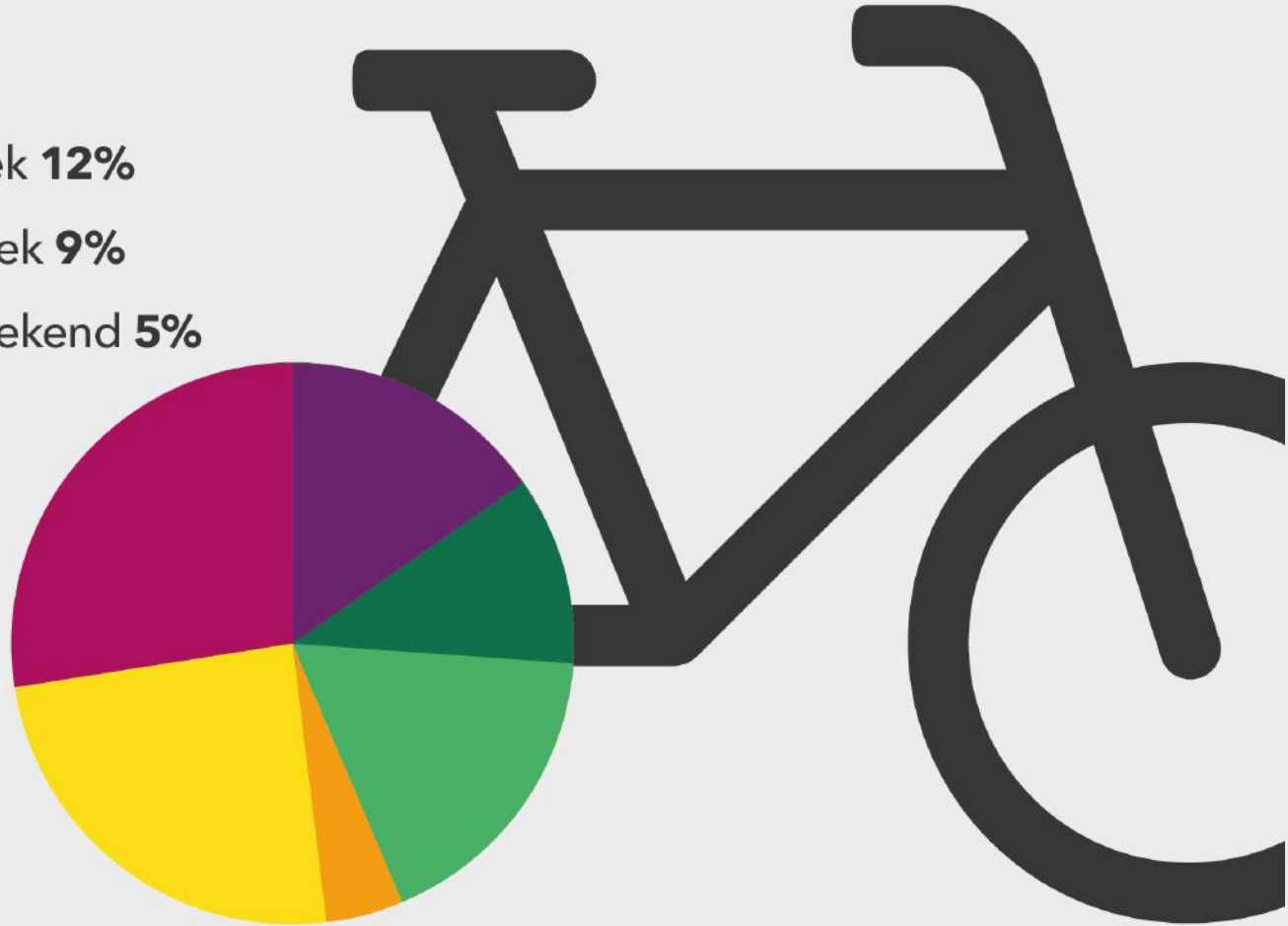
On a typical day which mode of transport do you primary use?



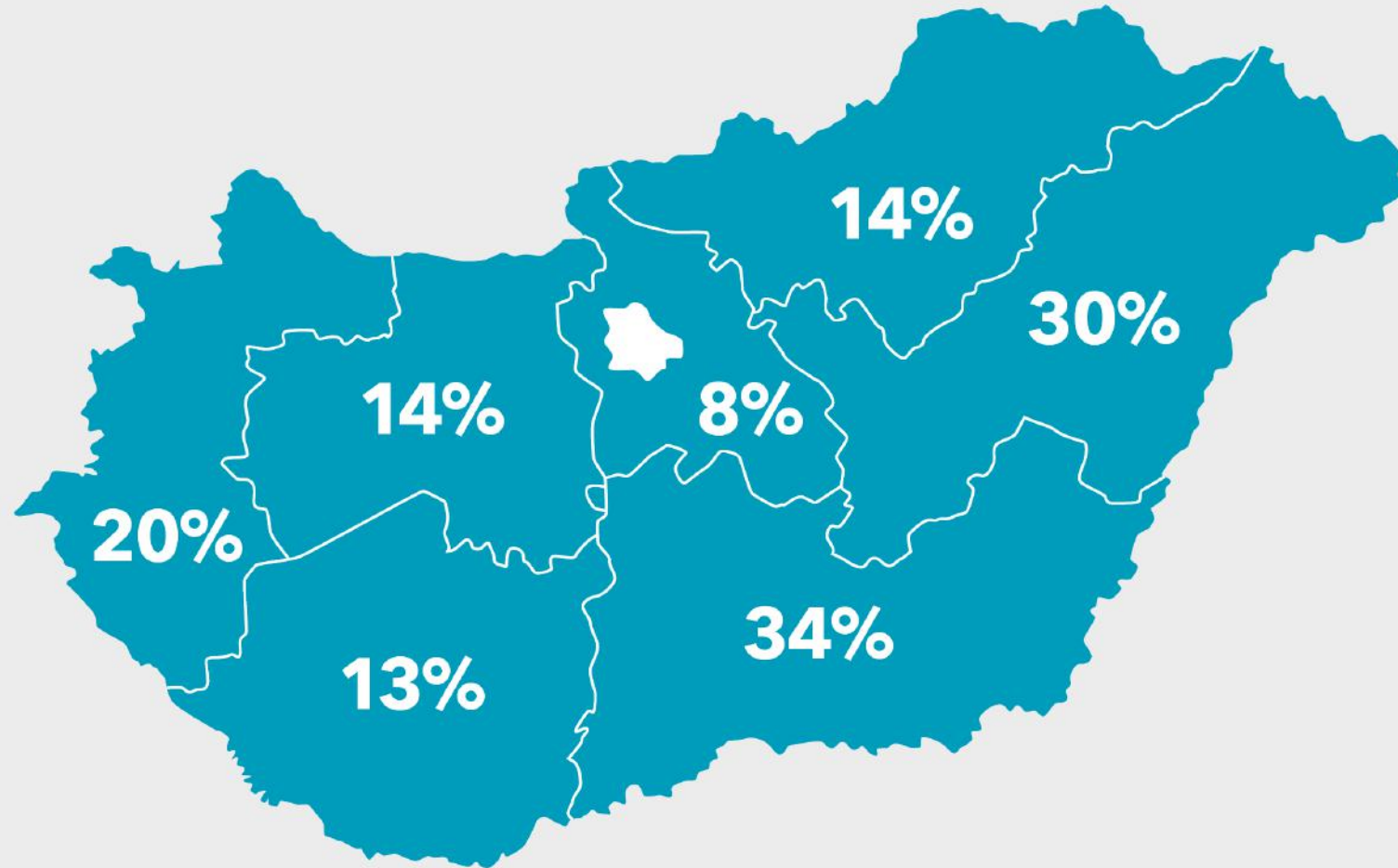
How often do you ride a bike?



70%
of people
on bikes



Where and how do Hungarians cycle?



How often do you ride a bike?



Everyday usage



Budapest

6%



villages

51%

<

Why do people cycle? TOP3



64%
shopping



38%
workout



37%
cycling to work

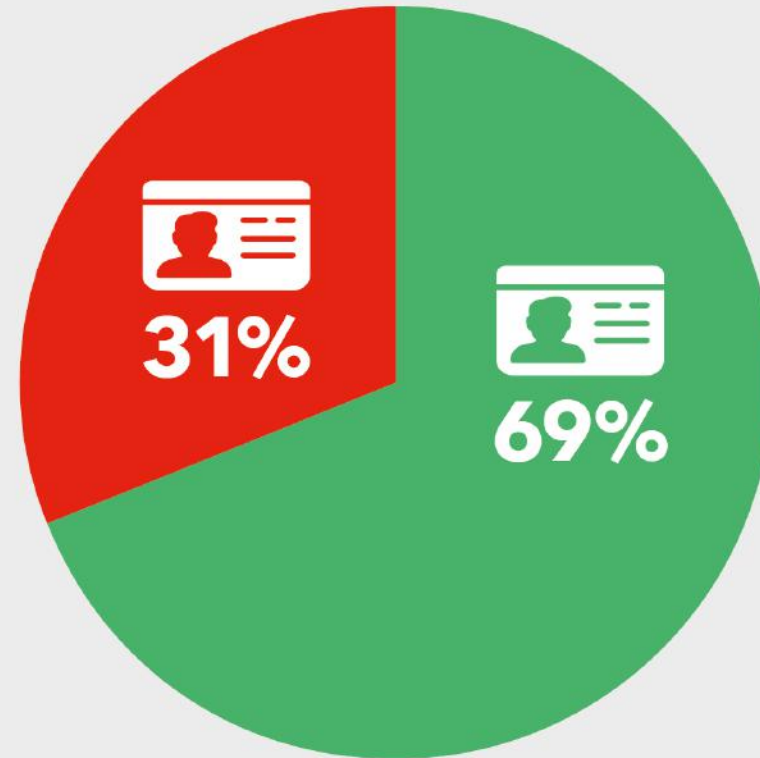
**73% of driver's
license holders
ride a bike**



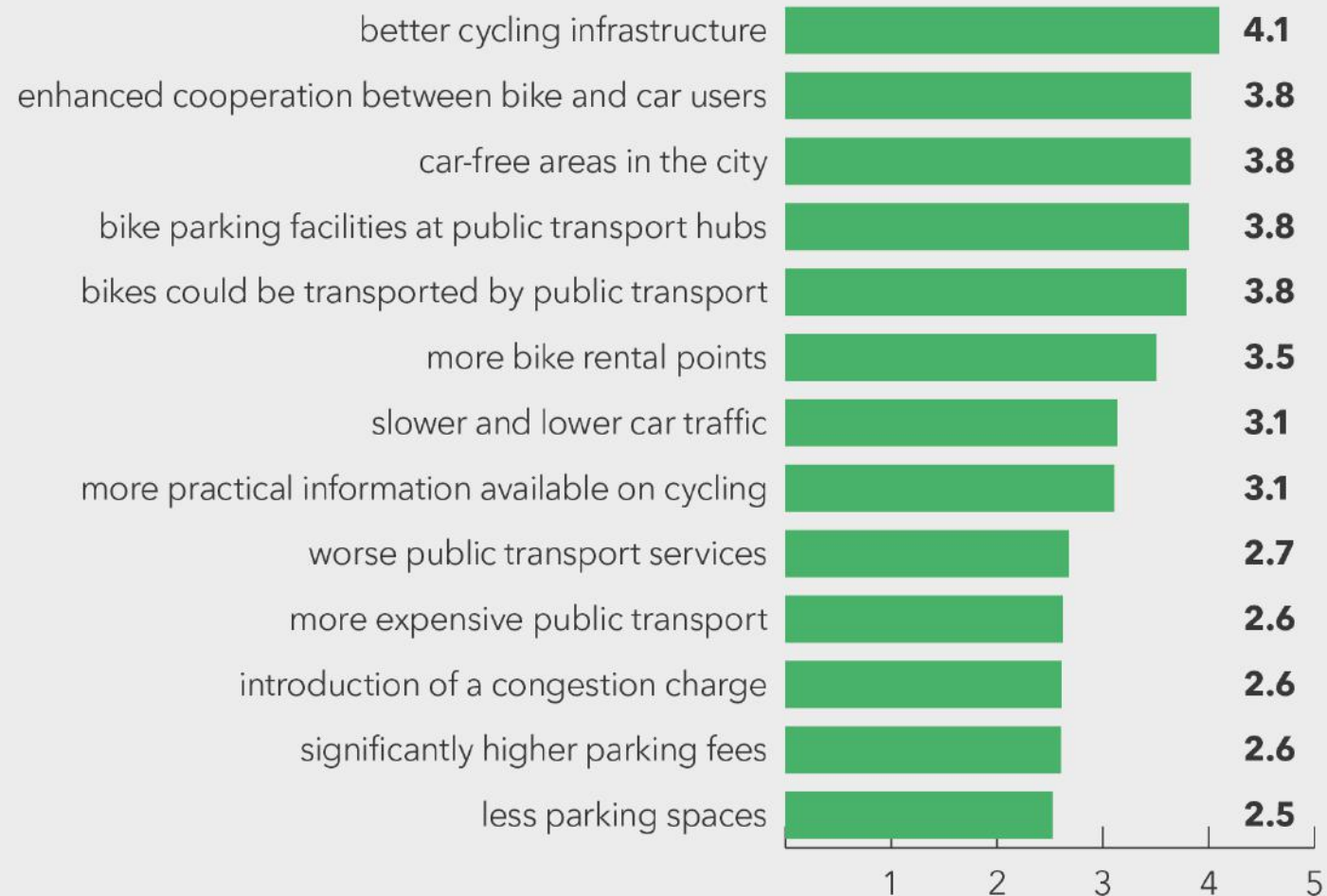
+



**Share of driver's
license holders
among people on
bikes**



What would make cycling easier or more attractive?



How comfortable are you with the different road types?



4.1

one-way cycle track



4.0

car-free zone



3.9

two-way cycle track



3.4

traffic-calming zone



3.4

separated path



3.3

bike lane



3.0

sharrow



2.8

two-way cycling in one-way street / contraflow cycling



2.7

Wide outside lane



2.6

Shared bus and cycle lane



2.6

sidewalk



2.5

shared-used path



2.2

heavy-traffic road



2.0

narrow one-way street



2.0

busy multi-lane road



Thank you for your attention!



ČVUT
ČESKÉ VYSOKÉ
UČENÍ TECHNICKÉ
V PRAZE

CITYCHANGERS CAMPAIGN

We know almost everything about S.U.M.P...



S.U.M.P...

‘SUSTAINABLE’:

TECHNICAL SUSTAINABILITY / SUSTAINABLE MOBILITY

- SOCIAL SUSTAINABILITY: EQUITY, SAFETY
- ENVIRONMENTAL SUSTAINABILITY: REDUCTION IN POLLUTING EMISSIONS/GHGS, ENERGY AND SOIL CONSUMPTION
- **UNFORTUNATELY WE SEE ONLY ECONOMIC** SUSTAINABILITY: EFFICIENT AND EFFECTIVE USE OF (PUBLIC) RESOURCES

S.U.M.P...

‘URBAN’: IN AN AREA BELONGING TO A CITY OR TOWN:

- POPULATION
- DENSITY (≠ RURAL; T.O.D.)
- POLYCENTRIC CITIES, AGGLOMERATIONS, CENTRES STRETCHING BEYOND A CITY’S LIMIT, ETC.
- F.U.A.

➤ **BUT UNFORTUNATELY: WE HAVE
MANY CITIES AND TOWN XXS
BETWEEN 5000 - 50000**

Urban centre sizes in population

S	between 50 000 and 100 000
M	between 100 000 and 250 000
L	between 250 000 and 500 000
XL	between 500 000 and 1 000 000
XXL	between 1 000 000 and 5 000 000
Global city	of more than 5 000 000

Source - EC: ‘CITIES IN EUROPE THE NEW OECD-EC DEFINITION’
Lewis Dijkstra, Hugo Poelman (2012)

S.U.M.P...

‘MOBILITY’ - MOBILITY PLANNING DIFFERENT THAN TRADITIONAL TRANSPORT/TRAFFIC PLANNING

Unfortunately – we have Traditional Transport Planning	Sustainable Urban Mobility Planning
Focus on traffic	Focus on people
Traffic flow capacity and speed	Accessibility Quality of life Sustainability
Modal-focussed	Balanced development of transport modes
Sectorial planning document	Sectorial planning document consistent with and complementary to related policy areas (land use and spatial planning; social services; health; etc.)
Short- and medium-term delivery plan	Long-term vision and strategy
Related to an administrative area	Related to a functioning area based on travel-to work patterns
Planning by experts	Planning with stakeholders

S.U.M.P....

‘PLAN’

CYCLICAL APPROACH: INITIATION, PLANNING, IMPLEMENTATION, MONITORING AND UPDATE

UNFORTUNATELY WE DO NOT UNDERSTAND THE PILLARS:

- BUILDING ON EXISTING PRACTICES AND REGULATORY FRAMEWORKS IN MEMBER STATES
- DEFINING A CLEAR LONG-TERM VISION, OBJECTIVES, MEASURABLE TARGETS AND A SUITABLE, REGULAR MONITORING AND EVALUATION SYSTEM ENSURING QUALITY OF IMPLEMENTATION AND A CYCLICAL APPROACH;
- PLEDGE FOR ECONOMIC, TECHNICAL, ENVIRONMENTAL, SOCIAL SUSTAINABILITY;
- PARTICIPATORY APPROACH INVOLVING STAKEHOLDERS AND POPULATION IN DECISION MAKING;
- VERTICAL AND HORIZONTAL INTEGRATION TO FOSTER COOPERATION AND COORDINATION BETWEEN DIFFERENT LEVELS OF GOVERNMENT AND DIFFERENT DEPARTMENTS WITHIN A LOCAL AUTHORITY;
- REVIEW OF TRANSPORT COSTS AND BENEFITS, INCLUDING DIRECT AND INDIRECT, INTERNAL AND EXTERNAL.

SOURCE: GUIDELINES ‘DEVELOPING AND IMPLEMENTING A SUSTAINABLE URBAN MOBILITY PLAN’ EUROPEAN COMMON (2014)]

UNFORTUNATELY – WE DO NOT KNOW THAT IS THE STRATEGIC ‘PLAN’

How to communicate Urban Mobility and S.U.M.P.?

Through reason and emotions.



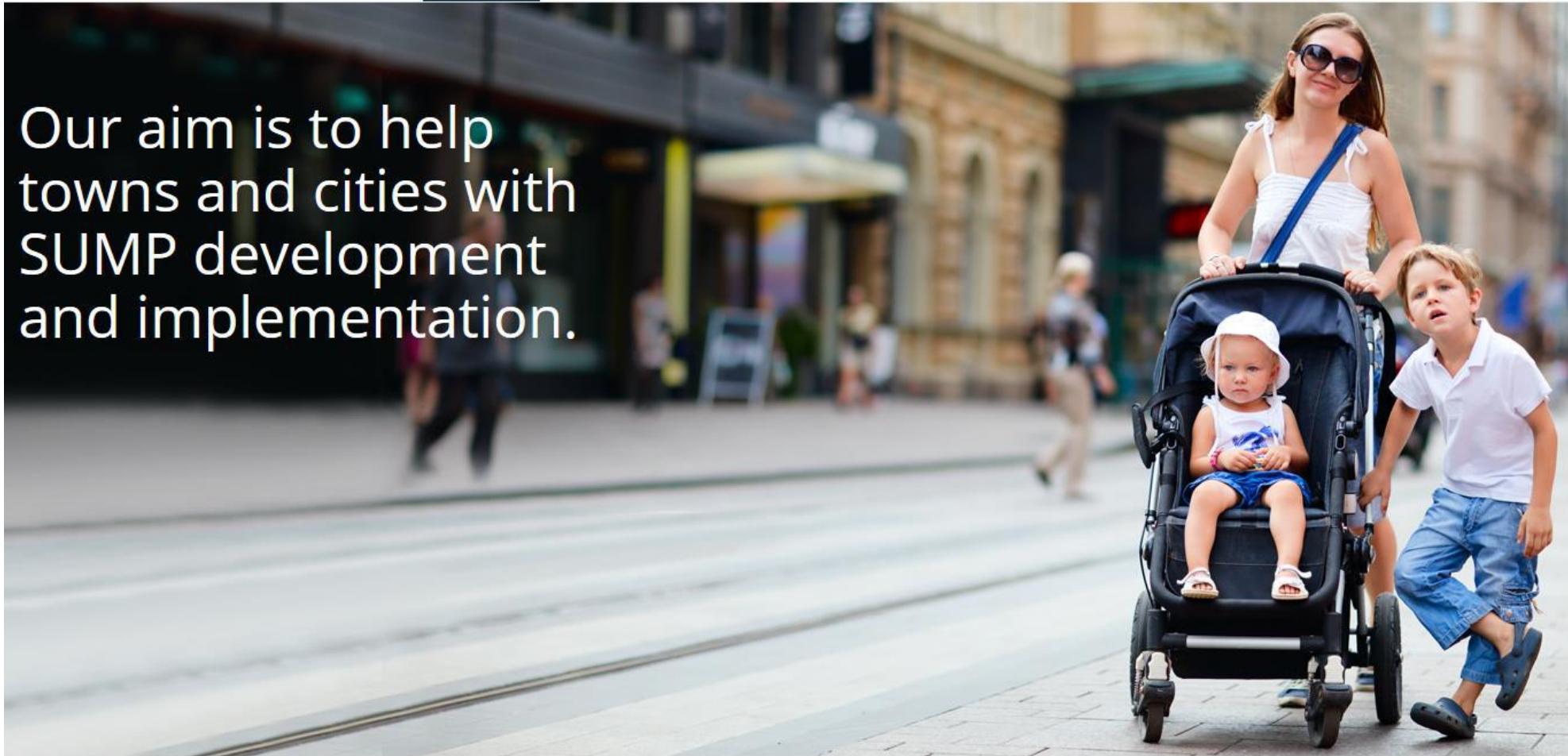
How to communicate Urban Mobility and S.U.M.P.?

Classic: Urban Mobility Academy web portal

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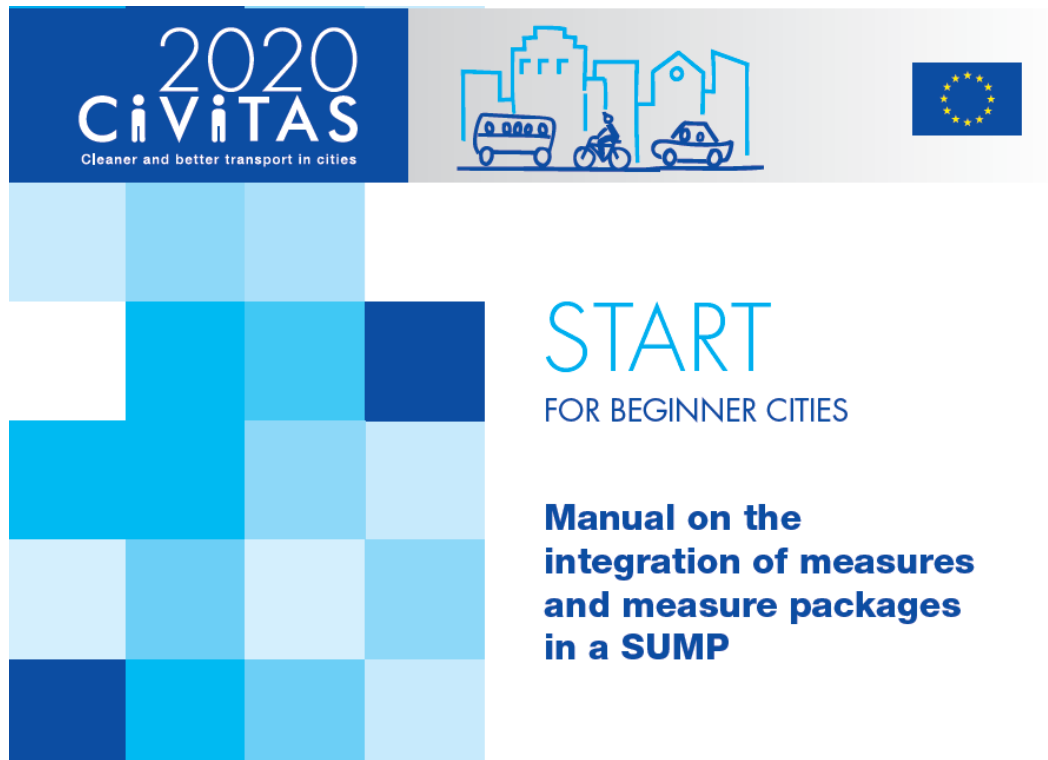
[Introduction](#) [About us](#) [Goals](#) [SUMP](#) [Barriers](#) [Inspiration](#) [Activities](#) [Topics](#) [Cycling strategy](#)

Our aim is to help towns and cities with SUMP development and implementation.



How to communicate Urban Mobility and S.U.M.P.?

Classic: development of methodologies and other documents, based on foreign experience.



Source: <http://sumps-up.eu/>



Source:
<https://ec.europa.eu/futurium/en/urban-mobility>

How to communicate Urban Mobility and S.U.M.P.?

Classic: Education and training activities

MOBILITY WORKSHOP



■ SUMMER WORKSHOP

- brainstorming focused on challenge definition
- characterization of short-, mid- and long-term challenges
- definition of cooperative Ph.D. topics
- coordination of research projects

■ WINTER WORKSHOP

- preliminary solutions exchange for mid- and long-term challenges
- presentation of realized projects
- knowledge exchange
- real education

**Here's
the new solution.**





Vision by Mastercard Inspiring places for human stories

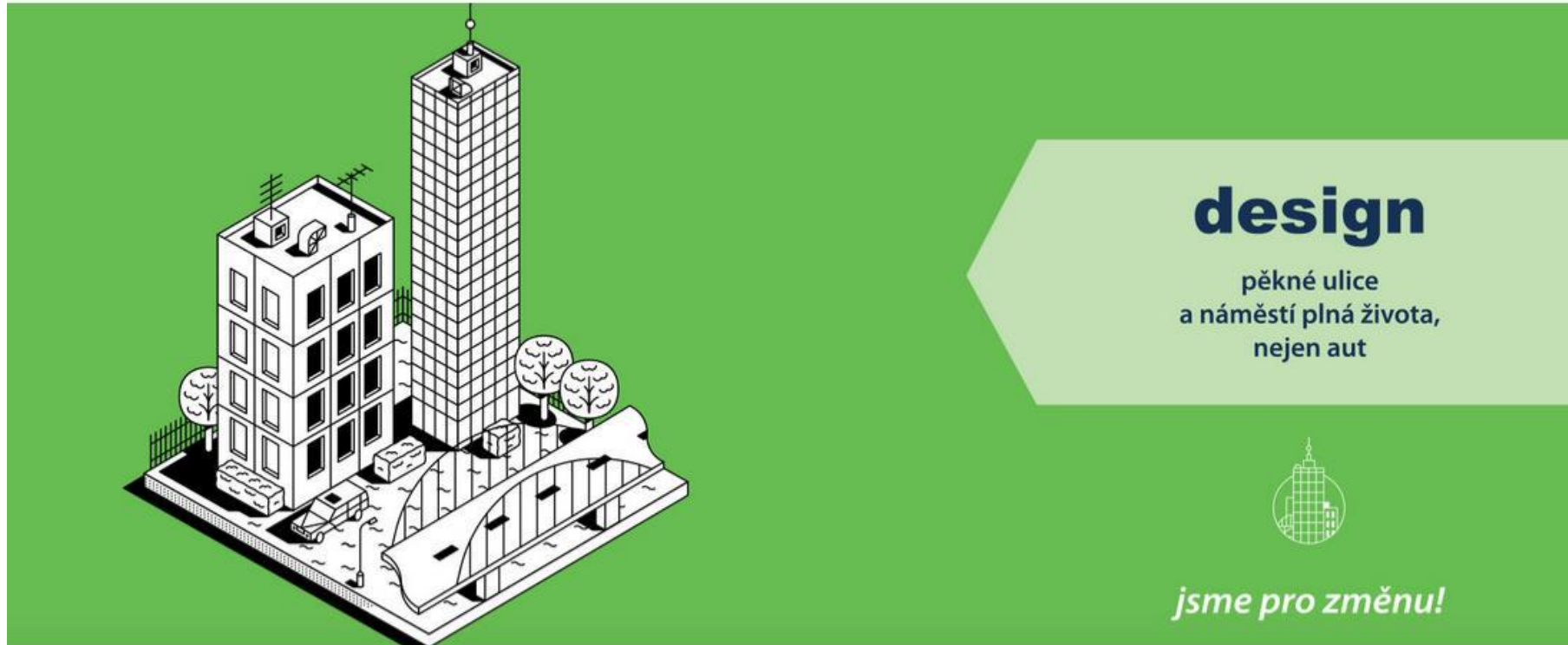
CityChangers by Mastercard:

bistro.
LINKED BY isobar

dentsu
ÆGIS
network

New coordination of marketing activities

CITY*Changers*



Již brzy přijde změna...

<https://www.citychangers.cz/>

Arousing emotions

We get the project closer to people through communication.

**Stories
raise emotions.
Emotions raise
pressure on changes.**

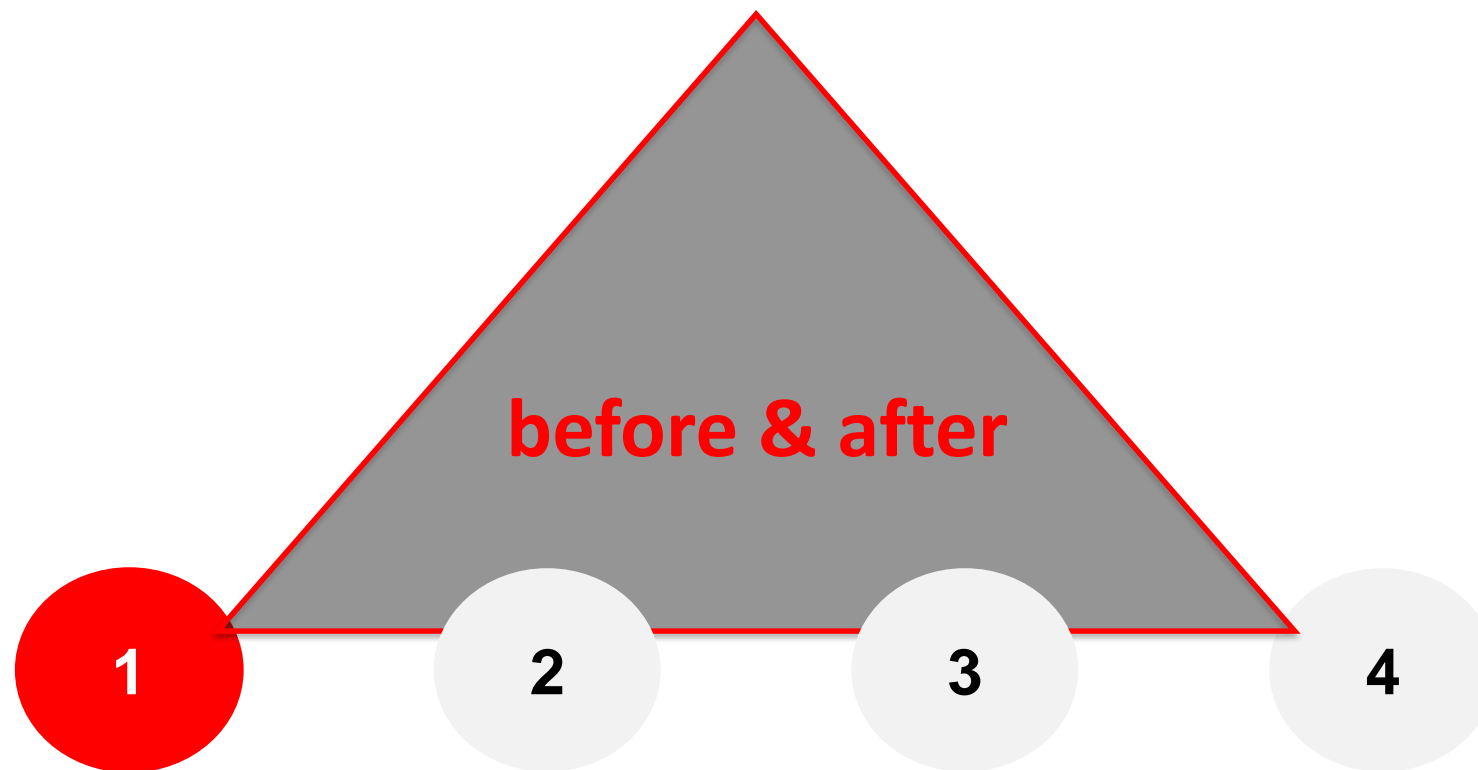
We create stories of humans.

The space connects people and enables to create real stories.

We support encountering.

We support the public space through communicating stories. The interaction starts on-line but continues in real and physical life.

a single communication platform



A single
communication
platform

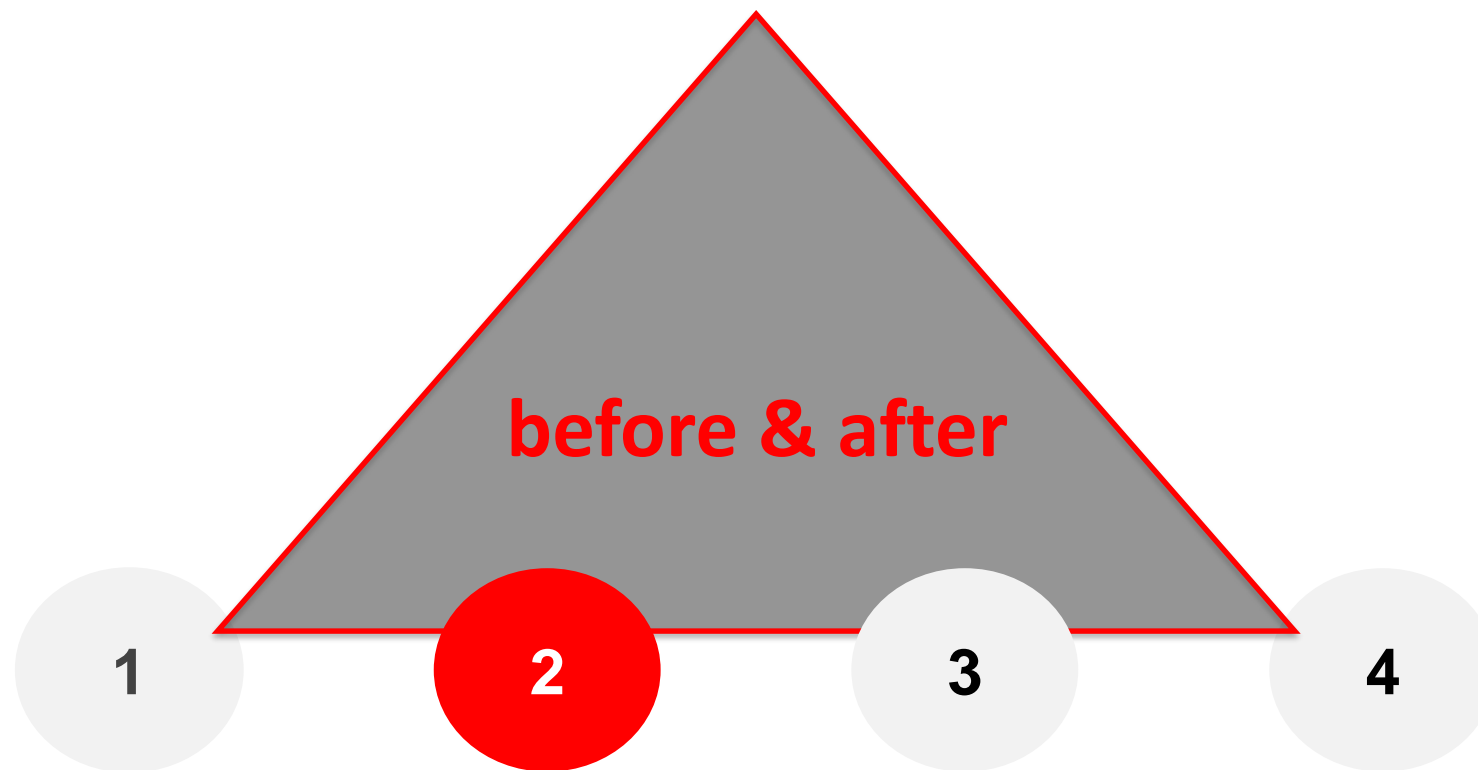
SIX COMMON CHARACTERISTICS OF THE PLATFORM

Topics:

1. Status quo: active mobility promotion.
2. Status quo: environmental protection.
3. Status quo: changing the view of safety with respect to children and seniors.
4. Do you can yourself interpretation data and analyses?
5. Are you visionary?
6. Cars vs. Bikes?



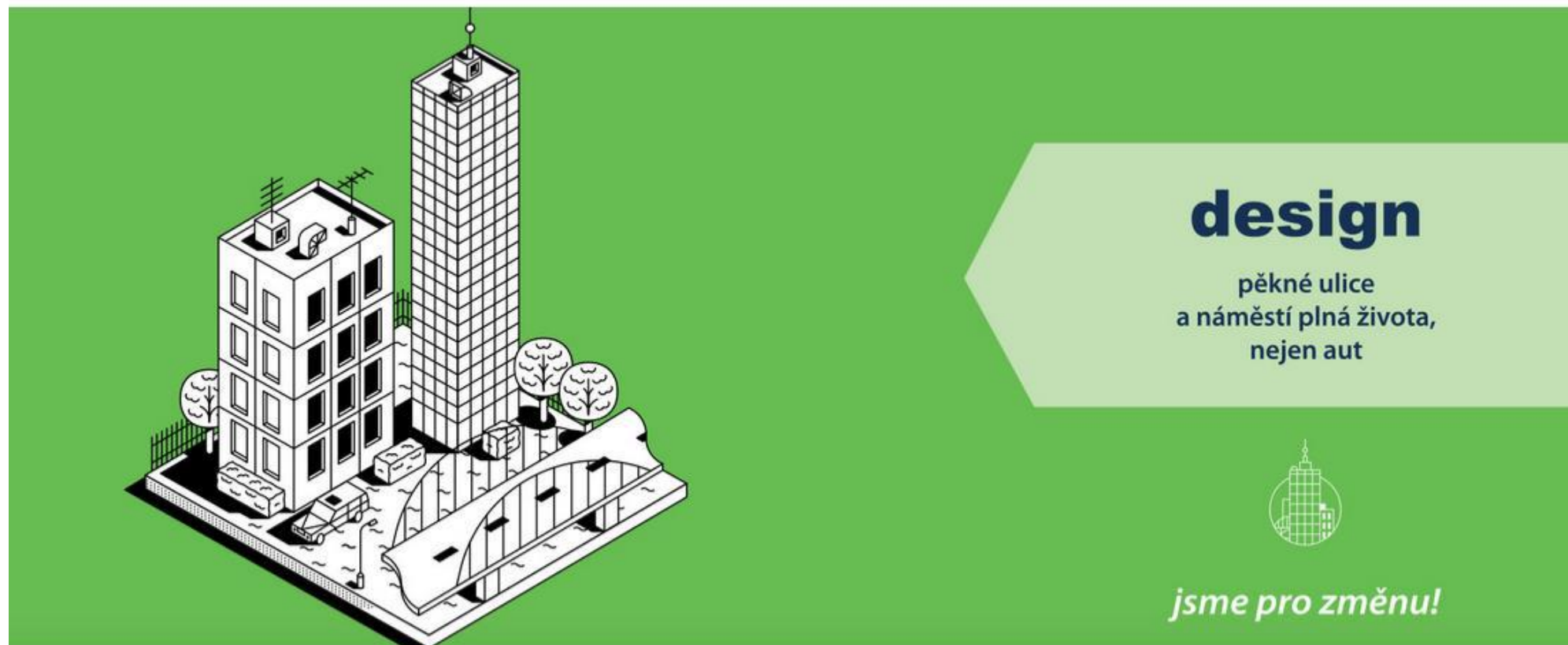
to present a story



To present
stories

The first STORY – DESIGN STREET

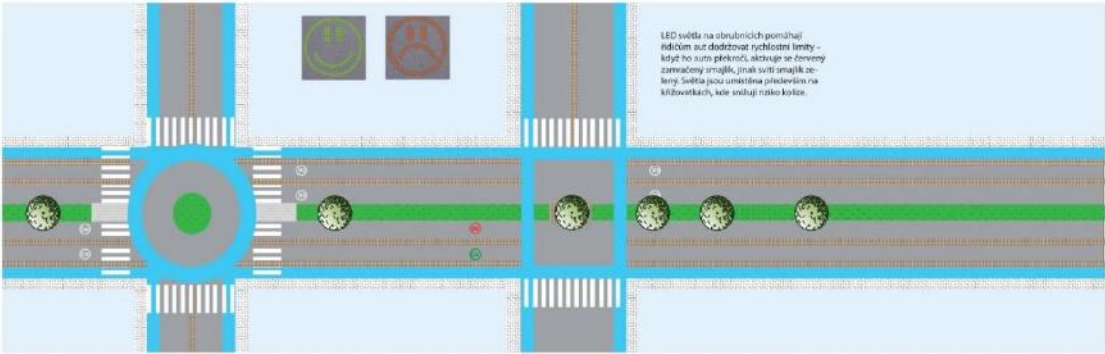
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Již brzy přijde změna...

Story / project 1: STREET DESIGN

Just a vision ...



Uzdravte jeho dopravní tepny

Story / project 1: STREET DESIGN

It's we who choose the way of using the street space.
Basically, there are two possible solutions:

<https://www.dropbox.com/s/7l805z7cog9rlvi/mesto%20old.wmv?dl=0>



After 7 years

https://www.dropbox.com/s/2zs7z2v227nwugl/2017_05_09_ados_gorkeho.zip?dl=0

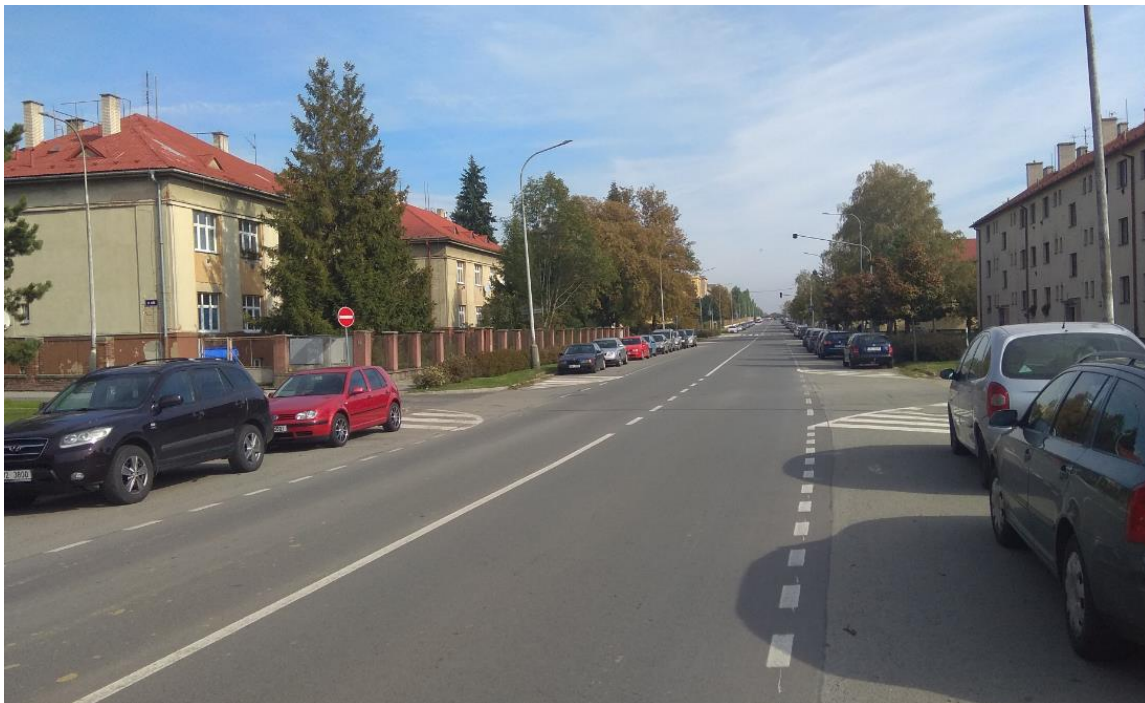
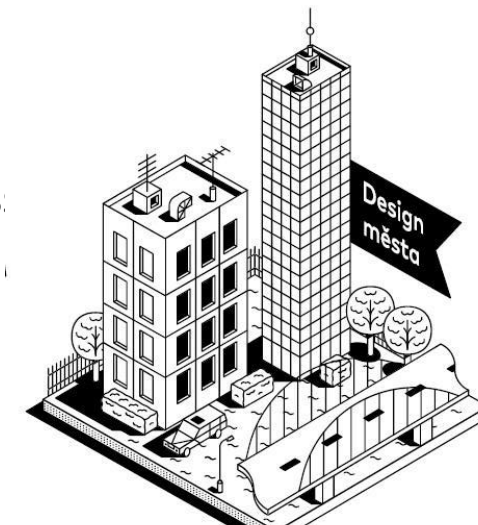
<https://www.dropbox.com/s/zuig2uogkwjgo5/mesto%20new.wmv?dl=0>



We decided to support the other option.
Do you agree? ---like---
If yes, choose your location and support your town.

Story / project 1: STREET DESIGN

There are many arterials in our towns waiting for a radical action, but also a lack of willingness and efforts.



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<http://www.dobramesta.cz/design-ulice-a-verejny-prostor131>

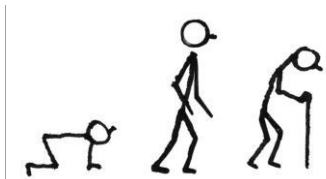
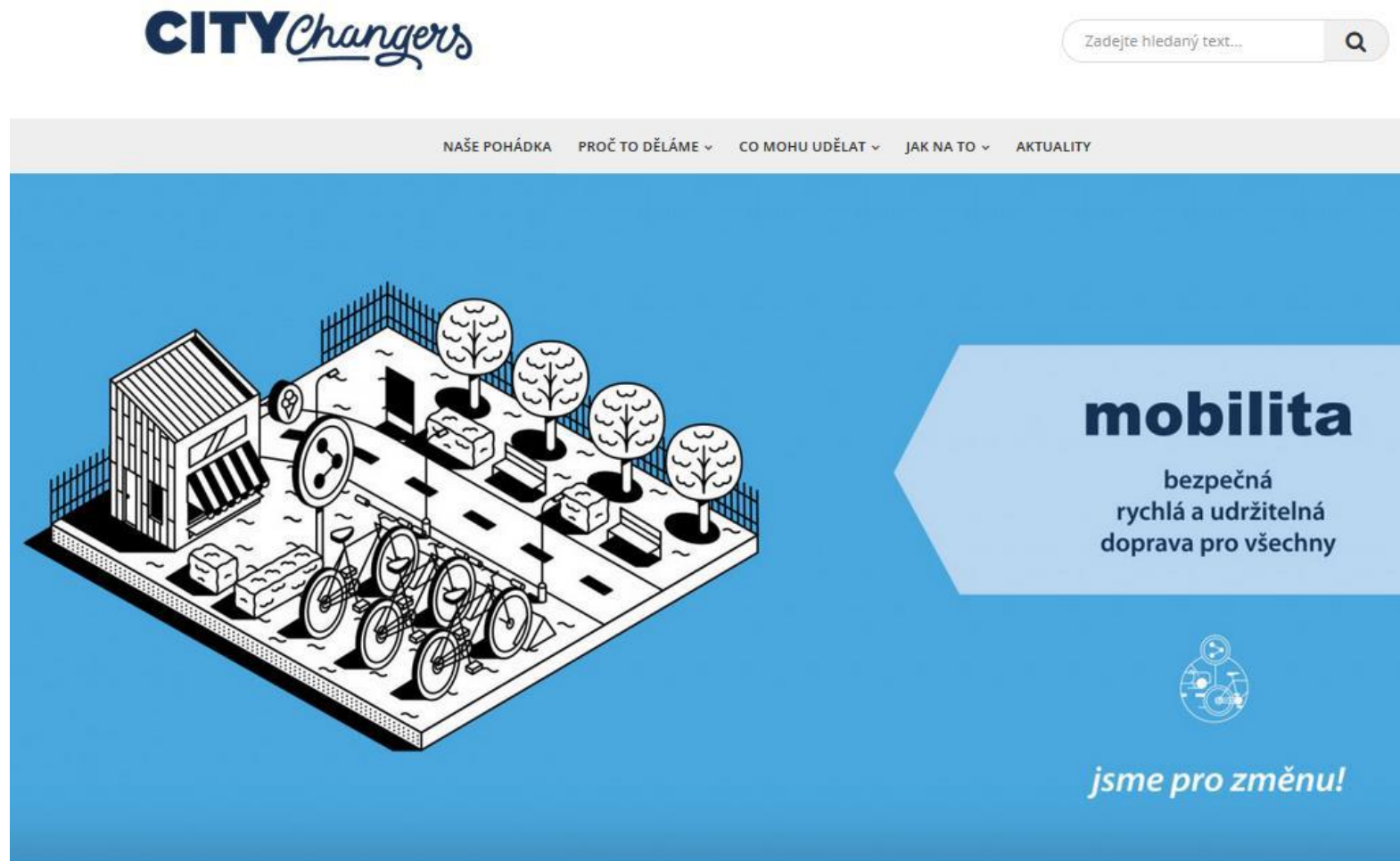
Story / project 1: STREET DESIGN

Design ulice - Palackého



922m² plochy pro AUTA x 500m² pro CHODCE

The second story: mobility and public space



Story / project 2: mobility and public space

LITTLE COPENHAGEN IN OSTRAVA



Does it make sense? A man had visited Copenhagen as a tourist and was excited about the city, and since he was smart, he made some suggestions in his home city of Ostrava. But there was an official who said "This is unrealizable". For now, it is, but things will change.

LITTLE WIEN IN TŘINEC



Underground utilities
Greenery
Safety
technologies
Sensors and counters

Surface water
Parking
Street lighting
Smart
Cycling and walking
Public space

Story / project 2: mobility and public space

ČELÁKOVICE TODAY



Underground utilities
Safety
Sensors and counters

Surface water
Street lighting
Public space

...

Engagement, participation

<http://www.dobramesta.cz/verejna-doprava-a-intermodalita>

ČELÁKOVICE TOMORROW



Greenery
Smart technologies
Public amenities

Parking
Cycling and walking
Traffic connectivity

The third story: innovation

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Zadejte hledaný text...



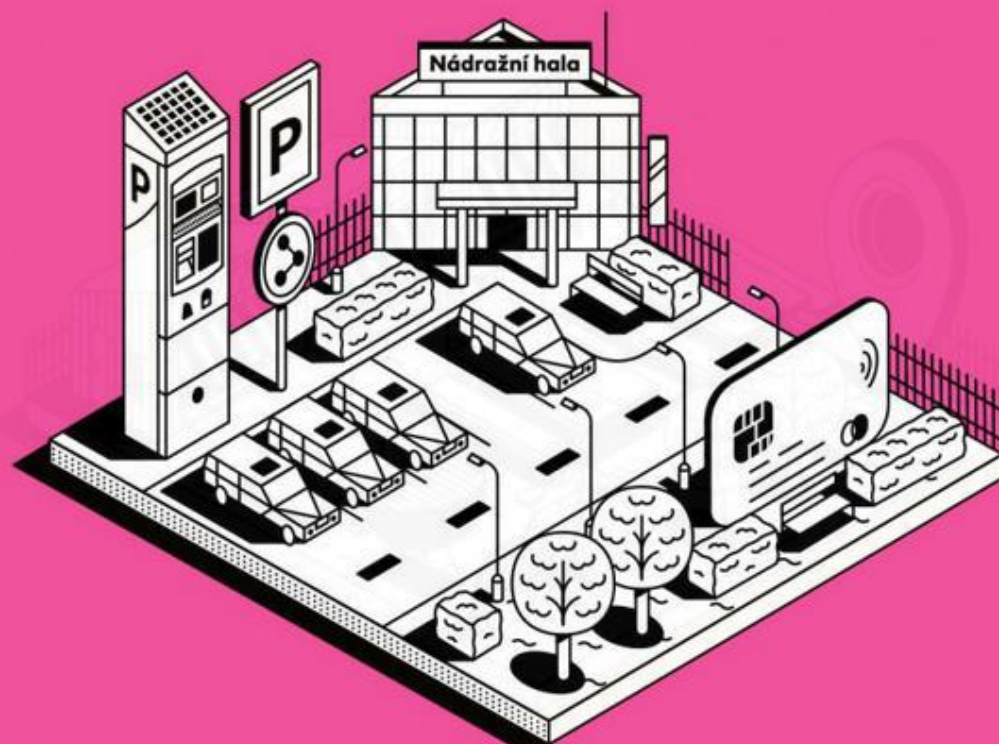
NAŠE POHÁDKA

PROČ TO DĚLÁME ▾

CO MOHU UDĚLAT ▾

JAK NA TO ▾

AKTUALITY



inovace

technologie
data
sdílené služby



jsme pro změnu!

Story / project 3: innovation

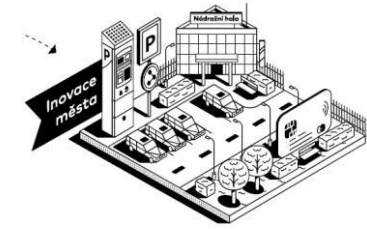


<http://www.dobramesta.cz/elektromobilita-cista-vozidla-a-paliva>

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Story / project 3: innovation

HERE'S ONE EXAMPLE OF INNOVATION



vodvoz

CITYChangers



Vodvoz

11. říjen v 17:52 · 🌐

<https://auto.idnes.cz/pesky-do-skol-mamataxi.../automoto.aspx...>

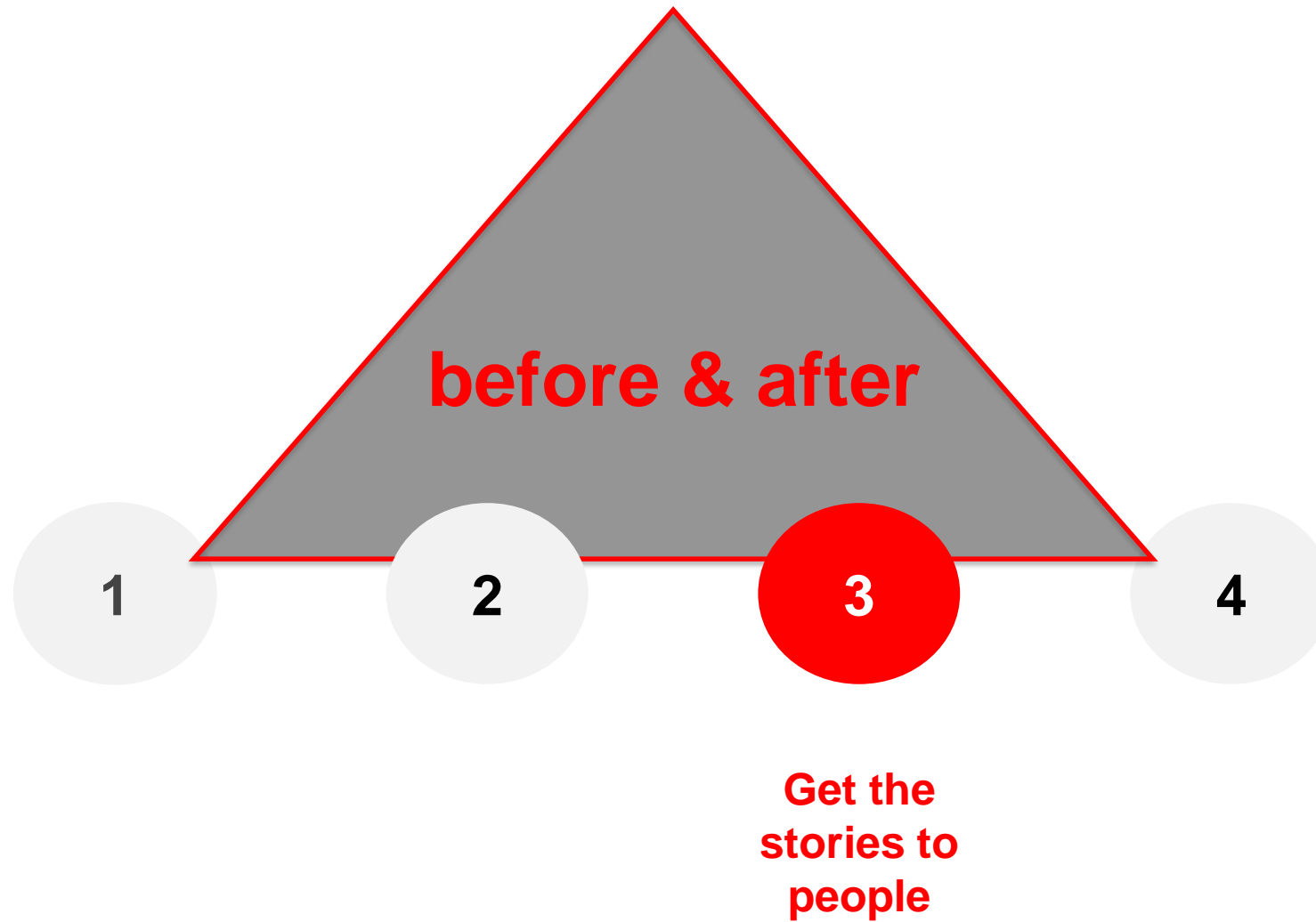
Přečtěte si o nás na iDnesu!

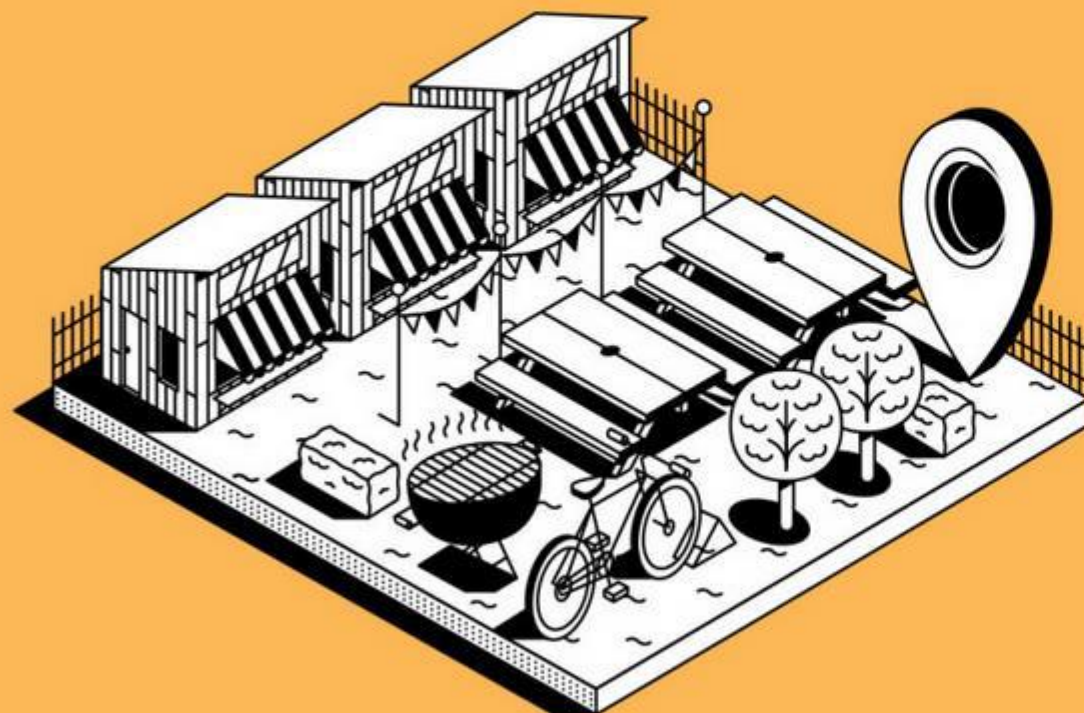


AUTO.IDNES.CZ

Mamataxi stresuje děti i rodiče, žádné řešení dlouho nevydrží - iDNES.cz

how to communicate the stories to people





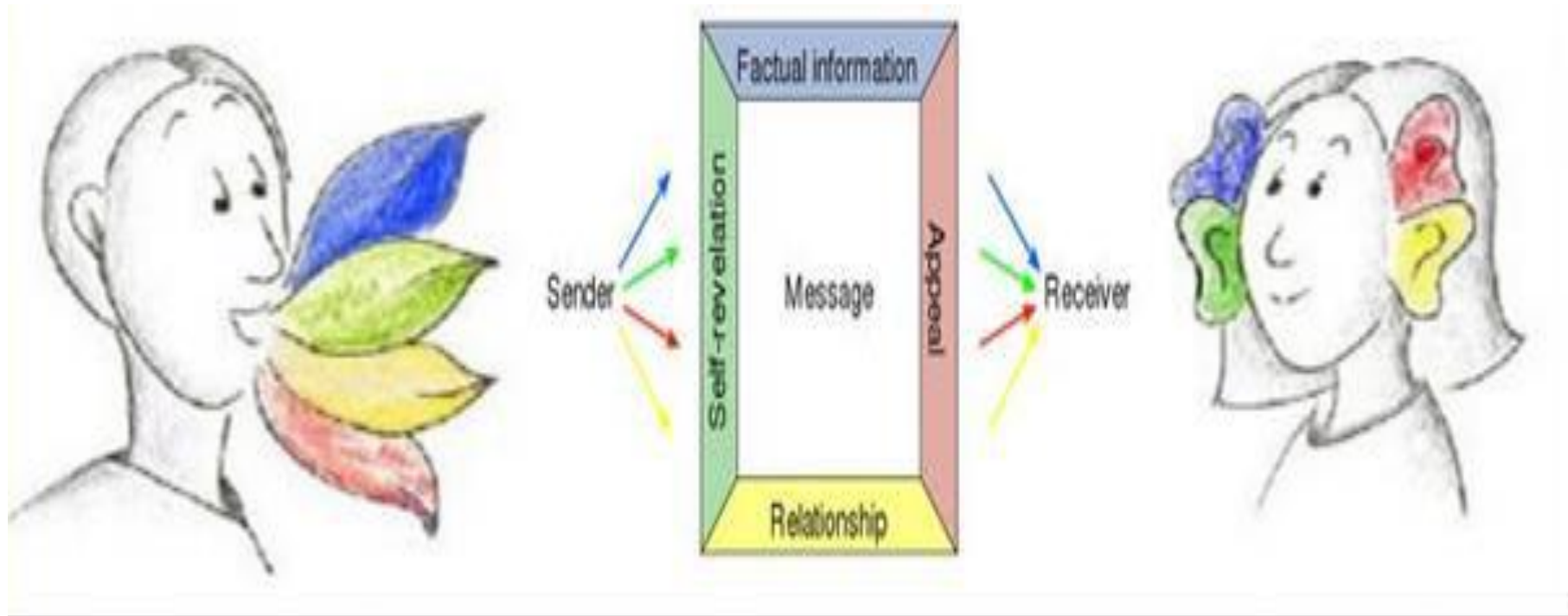
komunikace

příběhy k lidem
inspirace dobrou praxí



jsme pro změnu!

Communication – get the stories to people



Communication – get the stories to people

VOLTE !



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Cyklusvěž

PARKING PRO TVOJE KOLO

NÁVOD K POUŽITÍ

JAK USCHOVAT SVÉ KOLO?

1. Vstupte do žluté bezpečnostní zóny a vjedte předním i zadním kolem do parkovacího žlábků.
2. Najedte předním kolem na vzdálenost cca 5 cm před vstupní dveře. V nich se otevře parkovací otvor.
3. ZATLAČTE přední kolo do parkovacího otvoru tak, aby dlela k uchopení kola.
4. Správnost uchopení potvrdí zelený řádek na monitoru.
5. USTUPEJTE se žluté bezpečnostní zóny a stiskněte na platebním terminálu tlačítko START.
6. Vyčkejte na tlak číselního listku, ten odeberte a pečlivě uschovejte.

JAK VYZVEDNOUT SVÉ KOLO?

1. Přistupte k platebnímu terminálu a načítáte uschování listek přiložením ke čtečce.
2. Zaplatíte částku zobrazenou na monitoru platebního terminálu libovolnou mincí v hodnotě 1, 2, 5, 10, 20 nebo 50 Kč.
3. Pokud požadujete doklad o zaplacení, potvrdíte žádost tlačítkem ANO.
4. Po zaplacení nevstupujte do žluté bezpečnostní zóny a vyčkejte příjezdu Vašeho kola!
5. Po výjezdu kola a uzavření vstupních dveří kolo uvolníte vstupem do žluté bezpečnostní zóny.
6. Odeberte kolo a opusťte vstupní modul.



DO BUDOUČNOSTI

CYKLOVĚŽ MŮŽE SLOUŽIT JAKO NABÍJEČKA ELEKTROKOL

TAKÉ JAKO VEŘEJNÁ PŮJČOVNA KOL A ELEKTROKOL

POKUD BY BYLA V JABLŮNKOVÉ STĚNĚ VĚŽ, BYLO BY MOŽNÉ KOLO PŮJČENÉ V TŘINCI VRÁTIT AŽ TAM

Cyklusvěž

PARKING PRO TVOJE KOLO

ZJISTI VÍCE V TÉTO BROŽUŘE !



Call of the town of Třinec: „ Do not communicate topics which you don't believe in. People won't trust you until you live it.“

<http://www.dobramesta.cz/zapojovani-verejnosti>

ČVUT
ČESKÉ VYSOKÉ
UČENÍ TECHNICKÉ
V PRAZE



Communication – get the stories to people

Výzva Komunikace

MamaCar - dovoz dětí do školy / ulice Školní

Communication – get the stories to people

EXAMPLES OF COMMUNICATION VIDEOS FROM HUNGARY

<https://www.youtube.com/watch?v=Om1trrI0SJM&feature=youtu.be>

<http://www.eger.hu/hu/varos/kozlekedes/videok>



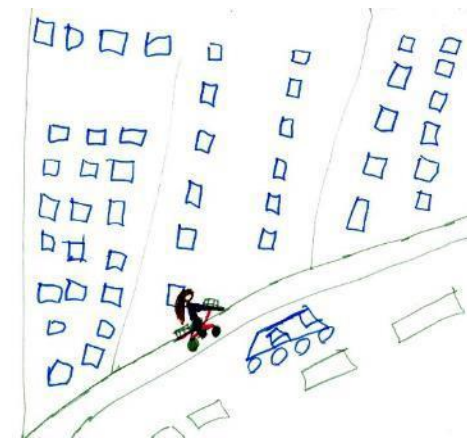
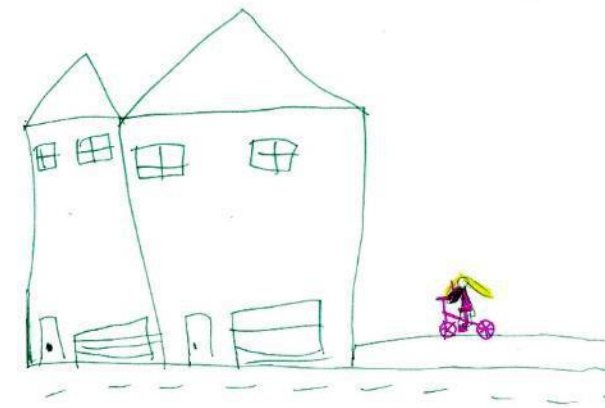
<http://www.dobramesta.cz/kampane-osveta>

Communication – get the stories to people

Do you know any city which works with ideas that came from children and young?

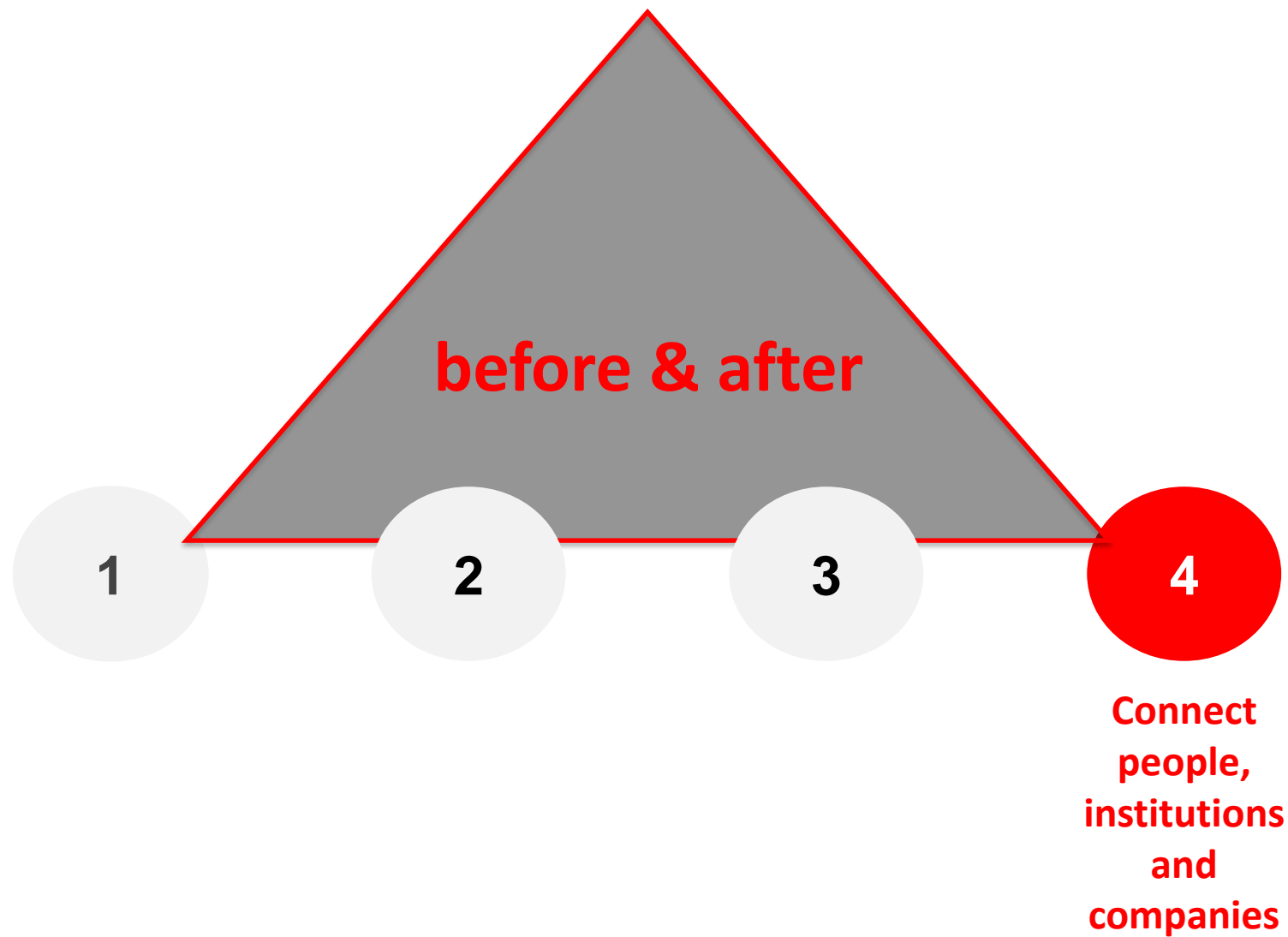
We want to take young people seriously and help them enforce their views.

In fact, our cities are here for them.



<http://www.dobramesta.cz/kampane-osveta>

get the stories to people




connect people, institutions and companies | overall view

CITY*Changers*


Zadejte hledaný text... 🔍

NAŠE POHÁDKA PROČ TO DĚLÁME ▾ CO MOHU UDĚLAT ▾ JAK NA TO ▾ AKTUALITY



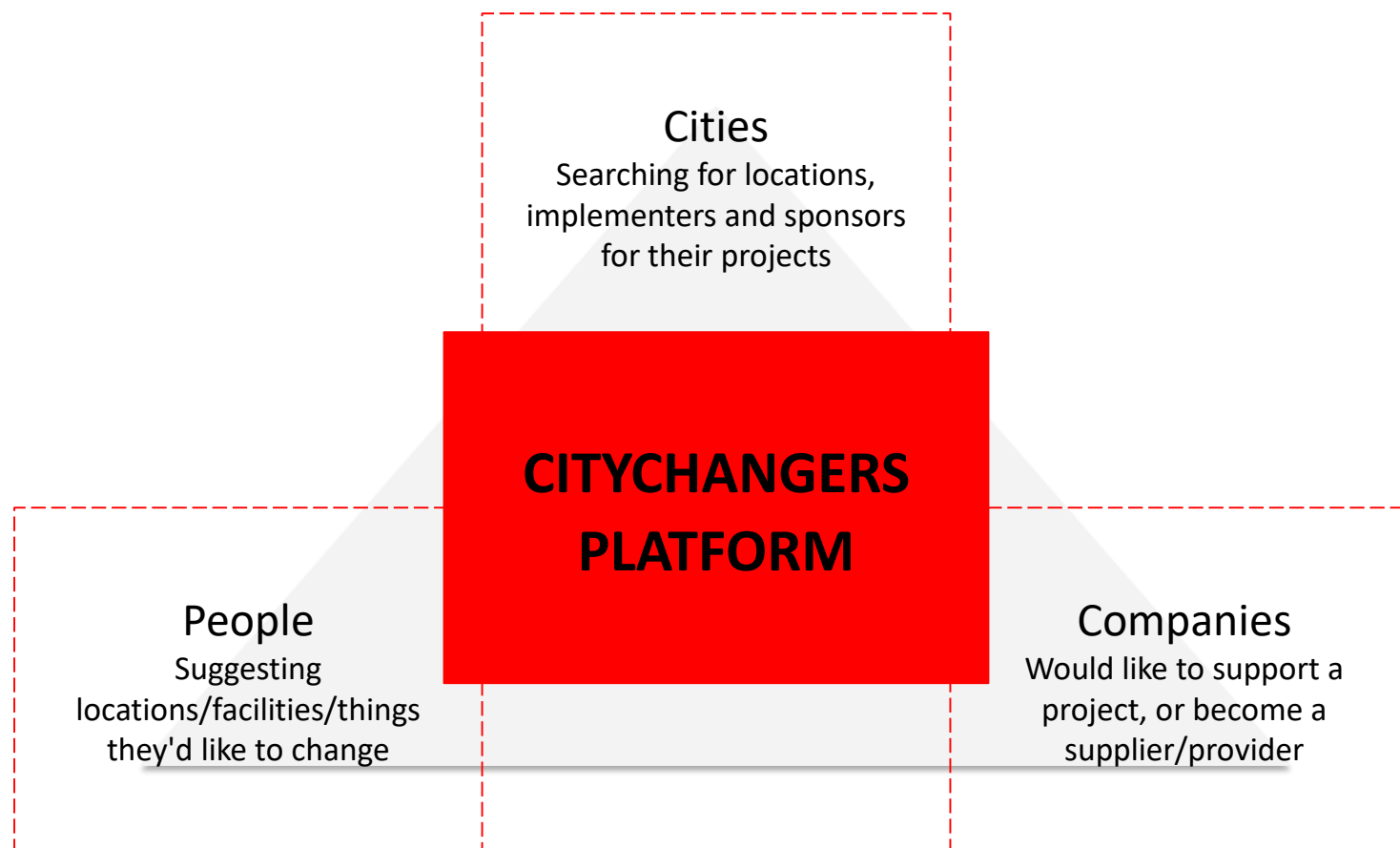
občané

změna přístupu
motivace
participace



jsme pro změnu!

connect people, institutions and companies | overall view



Citizens, schools and companies – changing an approach

We're looking for urban mobility ambassadors – WE LIKE A STORY FROM LJUBLANA



Mojmir Sepe



Ajda Smrekar



Jan Kozamernik



Nuša Kerševan



Jasna Dedivanovič



Elena Ocenic



Darja Virent and daughter Ava



Filip Kržišnik and Blaž Stanič



Silviya Pavčič



Žiga Vehovec



Nika Bosnić



Petra Koritnik



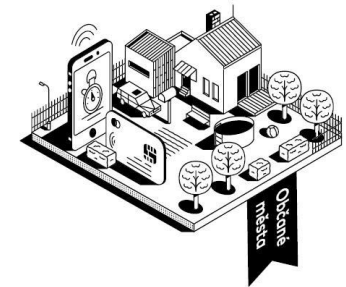
Miha Pongrac



Gregor Radclough



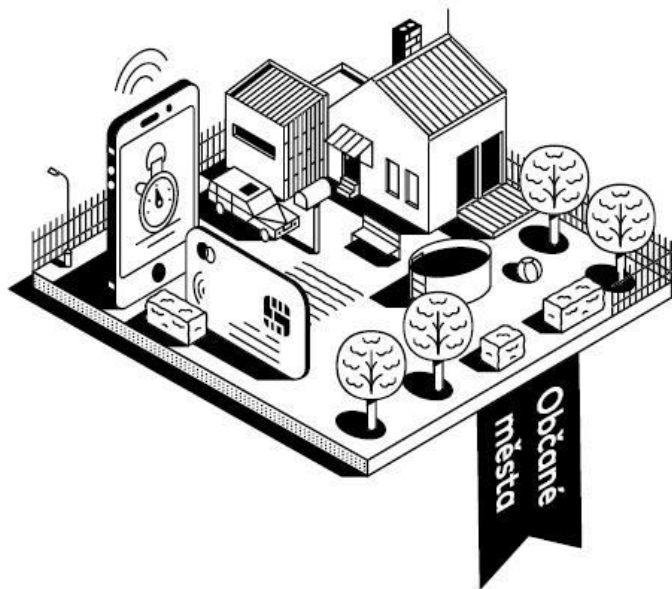
Evelina Zefran



CITYChangers

<http://www.dobramesta.cz/lublan-295>

Citizens, schools and companies – changing an approach



CITY*Changers*

<http://www.dobramesta.cz/zmena-stereotypu>

Promotion by cities

Example 1 - Uničov



CITYChangers
Uničov



ÚVOD DESIGN ULICE CYKLO PĚŠÍ VLAK & BUS AUTA INOVACE ZAPOJ SE AKTUALITY UNIČOV



Máme auta, ale ...

Víme, že máme problémy spojené s dopravou. Dnes si život bez aut nedokážeme představit, ale má to i svůj rub.

Pojďme společně řešit co nás v Uničově trápí

<http://www.unicov.dobramesta.cz>

Example 2 - Otrokovice



CITY*Changers*
OTROKOVICE



ÚVOD DESIGN ULICE CYKLO ▾ PĚŠÍ VLAK & BUS AUTA INOVACE ▾ ZAPOJ SE ▾ AKTUALITY OTROKOVICE



Chceme hledat řešení na průtahu

Aktuálně hledáme řešení ve věci zřízení pruhů pro cyklisty na silnici č. I / 55 v Otrokovicích. Také chceme realizovat řadu dalších opatření v dopravě.

Pojďme společně řešit, co nás v Otrokovicích trápí a to z pohledu

<http://www.otrokovice.dobramesta.cz>



Thank you for your attention

Jaroslav Martinek

Managing Director of the Partnership for Urban Mobility

and

Faculty of Transport CTU

Department of Security Technologies and Engineering

Konviktská 20

110 00 Prague 1

tel.: 602 503 617

jarda@dobramesta.cz

www.dobramesta.cz

Development of the Hungarian Cycle Route Network

Topic: Bringing Cycling Forward – International Perspectives

Attila Glász

officer in charge for cycling coordination
Ministry for Innovation and Technology
Hungary

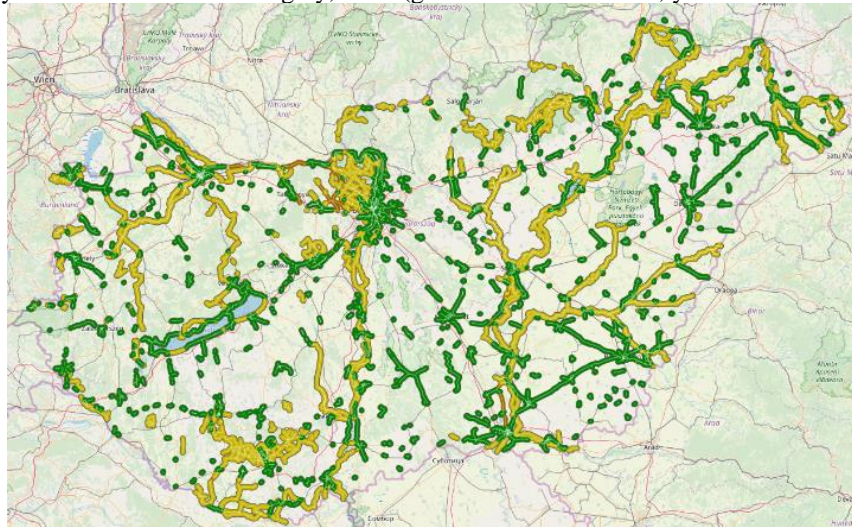
Abstract

Nowadays, the development of cycle route network is a more preferred area in Hungary than ever before. The development is expanded to the part of everyday cycling as well as recreational needs and financed by EU and inland sources also. The main goal of the development is to build up a coherent cycle route network at the settlement, regional, and national levels equally, and of course to assure the main connections to the adjacent countries, mainly through the EuroVelo routes. The primary aim of this presentation is to introduce the recent development of the cycle route network. These, on the one part, are constructional investments (such as the Győr-Budapest section of EuroVelo 6, the Budapest-Balaton route and the Balaton Bike Ring) whose execution will be started off this year. On the other part, signposting of routes is currently in progress, which is being developed according to a new image. In this project, 720 km of routes are already signed, and another 1500 km of them will be signed within the next 1.5 years. Moreover, related activities are taking place, such as building resting points, framing the numbering system, manual and automatic counting of traffic volume, conducting surveys on cycling habits. Out of the factors listed above, the main focus will be on the development of the network and phrasing long-term plans.

Introduction

Due to the former mostly isolated developments the Hungarian cycle route network was not coherent, nor was it nationwide or local. However, there are some exceptions, like bikeable dams and some regional sections. Although the map shown in Figure 1 is not completely up to date, it shows in general, that there are a lot of gaps in the network.

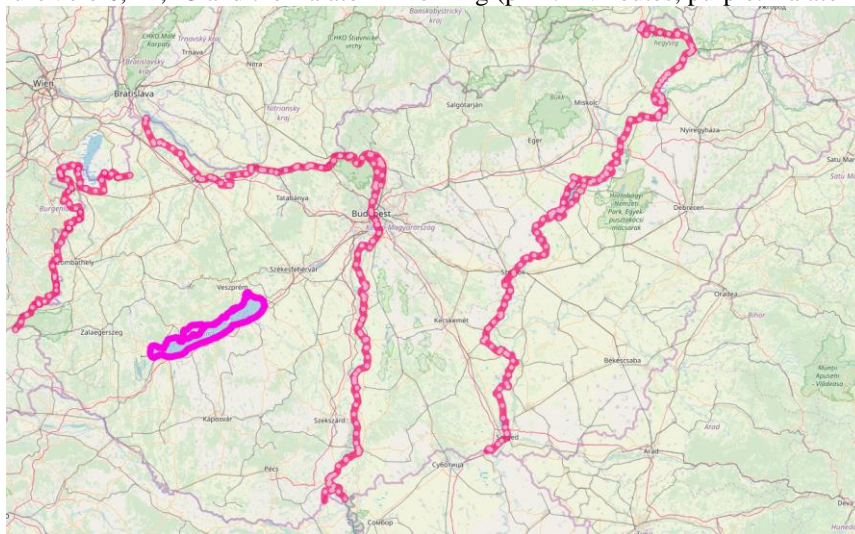
Figure 1: Cycle route network in Hungary, 2019 (green: dedicated routes; yellow: recommended routes)



Source: www.kenyi.hu

The four main sections in Hungary are the EuroVelo No. 6, 11 and 13 and the Balaton Bike Ring, but the signposting of these routes had and have some deficiency. (Fig. 2)

Figure 2: EuroVelo 6, 11, 13 and the Balaton Bike Ring (pink: EV routes; purple: Balaton Bike Ring)



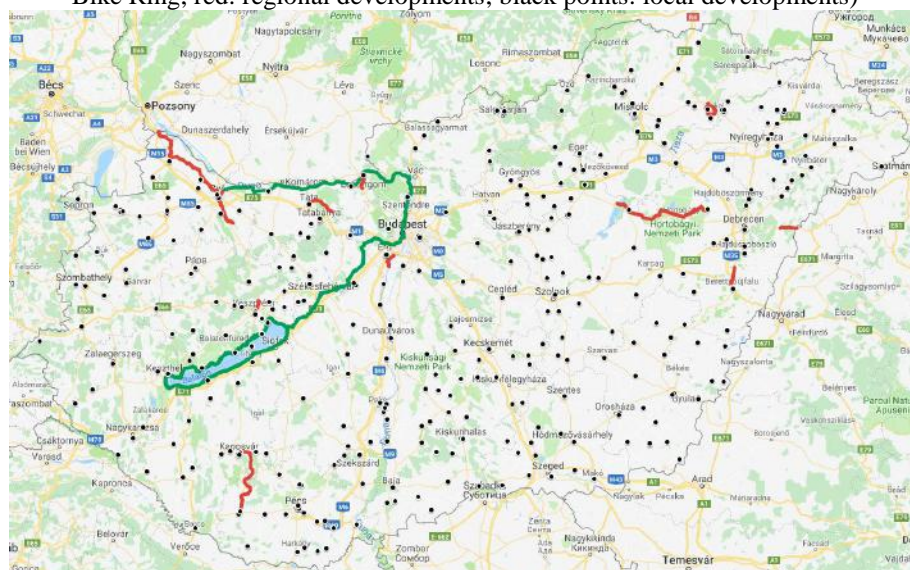
Source: www.kenyi.hu

Beyond above listed, we struggle with other problems in terms of cycling in Hungary, but I don't want to tell you all of our difficulties, instead I switch over to the present and future developments, beginning with the construction projects.

Construction Projects

The three most important developments are the Győr-Budapest section of EuroVelo 6, the Budapest-Lake Balaton route and the Balaton Bike Ring, whose execution will be started off this year and financed by the EU and domestic funds as well. There are some other investments at the regional level, mostly funded by Hungarian government. Furthermore there are about 400 projects to improve local networks. These projects are financed by the EU. As you can see in the map the developments listed above spread nation-wide. (Fig. 3)

Figure 3: Construction projects in Hungary (green: EV 6 Győr-Budapest, Budapest – Lake Balaton, Balaton Bike Ring; red: regional developments; black points: local developments)



Source: www.maps.google.com

An example for the regional project is a new bridge for cyclists over Lake Tisza, that ensures the closure of the bikeable ring around the lake. (Fig. 4)

Figure 4: Visualization of the bridge for cyclists over Lake Tisza (white bridge)

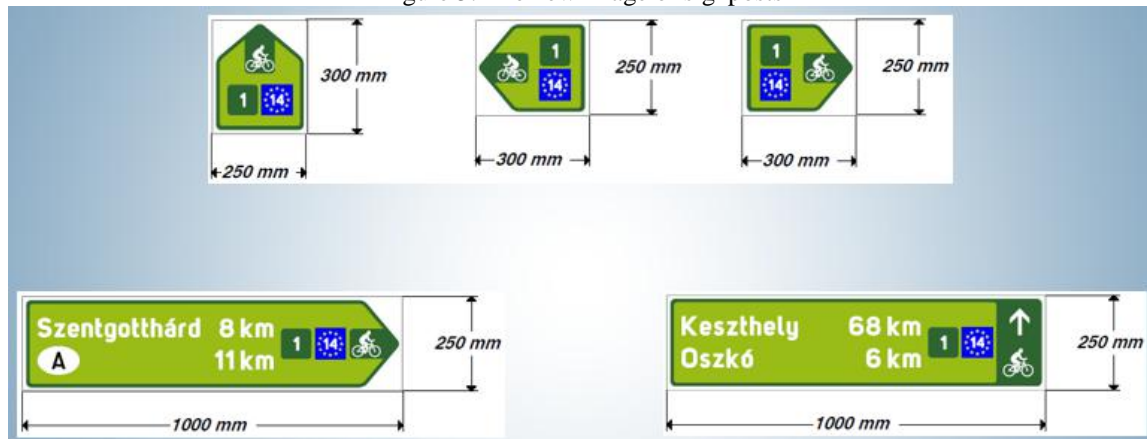


Source: National Infrastructure Development PLC.

Signposting of Recreational Routes

Besides the construction projects, signposting of recreational routes have been in progress for the last one and a half years, and the symbols that we use on the signs have a new design. As you can see there are two common type of signs. The smallest one just indicates to ensure to keep the right direction, but the biggest one provides more information about destinations and their distances. (Fig. 5) There will be two other types of signs, one to direct to the POI's and one for special cases like roadblocks, high ascent and so on.

Figure 5: The new image of signposts



Source: Hungarian Roads PLC.

There are five routes already signed, one example for that is the Fertőd-Keszthely route banding Lake Fertő and Lake Balaton. Another example is the southern and northern sections of EuroVelo route No. 11 along Tisza River. Some other routes are under elaboration out of which the most important being the Szentgotthárd-Lake Balaton-Lake Velence route, that will be a part of the EuroVelo No. 14, which is going to be the route between Mid-Austria and Eastern-Europe. Another significant route will lead from Lake Velence to Gyula. (Fig. 6) In the near future we are going to project the signposting of some more routes, that in general make connections with the routes listed above.

Figure 6: Signposted routes in Hungary according to a new image
(green: already signed; orange: under elaboration; red: near future plans)



Source: www.maps.google.com

It is important to notice, that the signposting includes placing signs, that point the right track on bikeable and low-traffic routes, and just in very well-founded cases contain constructions.

Related Activities

Associated to the signposting we will get resting points and information boards placed along posted routes and we have been creating a numbering system to identify those routes. We got 19 automatic traffic counters installed to measure the traffic volume of cyclists, and we have already been getting the traffic volume manually counted every year, at other 95 cross-sections in Hungary. (Fig. 7)

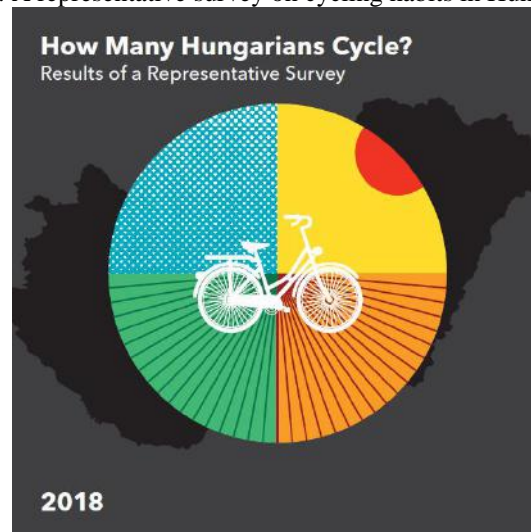
Figure 7: Automatic traffic counter at Lake Velence



Source: Hungarian Roads PLC.

Furthermore we had a representative survey made in 2018 on cycling habits in Hungary. (Fig.8)

Figure 8: A representative survey on cycling habits in Hungary, 2018

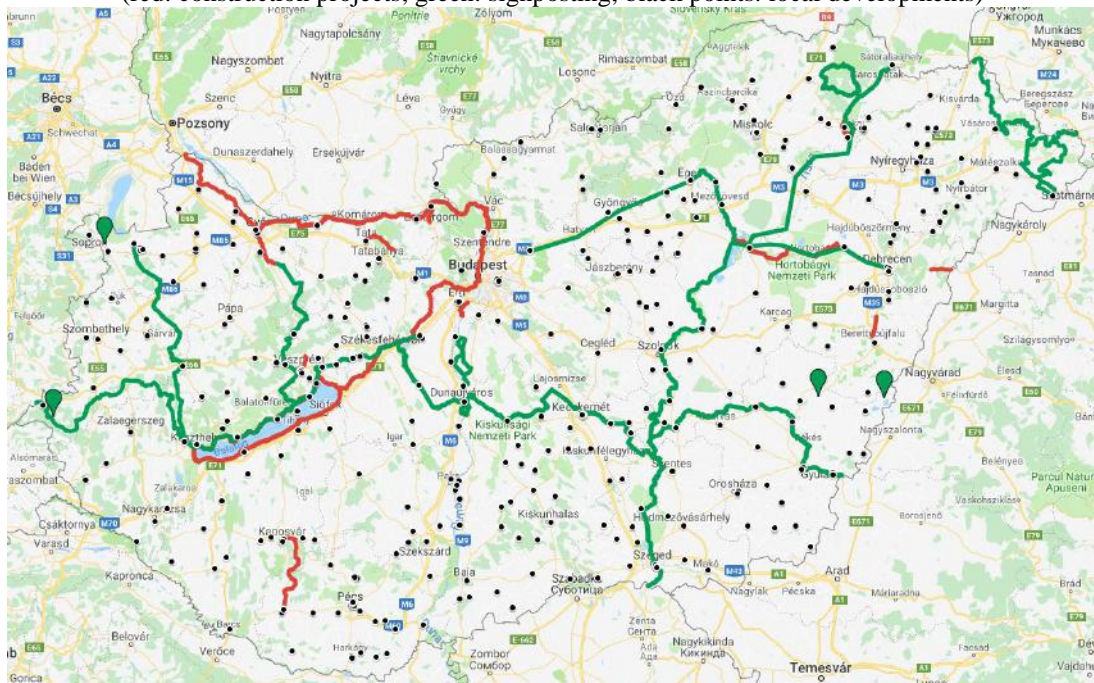


Source: Hungarian Cyclist's Club

Summary

Finally, I would like to summarize my presentation in one final map, in which you can see the nation-wide, regional and local improvements related to construction and signposting projects listed above, and those that are at issue in Hungary in order to create a coherent cycle route network. (Fig. 9)

Figure 9: Construction and signposting projects in Hungary
(red: construction projects; green: signposting; black points: local developments)



Source: www.maps.google.com