

# BOOSTING URBAN CYCLING IN THE REGION

## CITIES IN GORENJSKA REGION (SI)

Regional Development Agency of Gorenjska, Business Support Centre, Kranj, SI

### CYCLING IS LOW ON THE REGION'S TRANSPORT DEVELOPMENT LEDDER

**Ad hoc or isolated approach in starter cities in the region:** <10% modal share in poor conditions; problem solving policy, focused on infrastructure or road safety at specific locations, with low and irregular budgets, few officials with low skills and competence, limited good practice as a result of individual efforts (based on BYPAD, 2008 & PRESTO, 2010).



2 cities with completed BYPAD audit (www.bypad.org)



Ad hoc oriented approach in most cities (www.bypad.org)



Inconsistent cycling networks (FB site NGO Kranj na kolo)



Few active cycling NGOs (FB site NGO Kranj na kolo)



Good practice in recreational/tourism cycling (www.kraji.eu)



Cycling is often unsafe and not respected (www.eltis.org)



Lack of consistent cycling and mobility policy (www.champ-cycling.eu)

### CYCLING WILL BE POSSIBLE, SAFE & RESPECTABLE

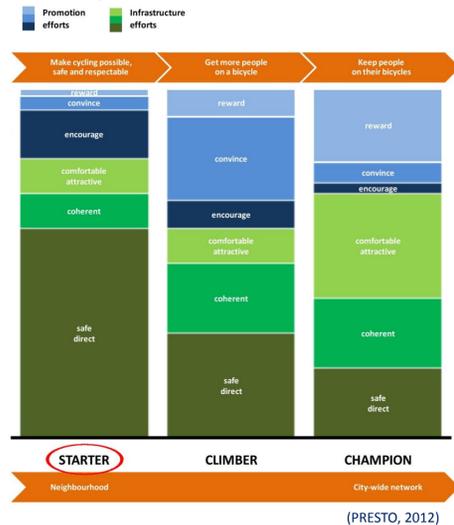
Cycling conditions will improve significantly as infrastructure is the best promotion. Improvements will make cycling safe and will send the message that cycling is possible and respectable. Promotion will publicize the infrastructure improvements and stimulate people to start using them. It will start as soon as there is clear commitment to an improvement program (PRESTO, 2010).



(www.eltis.org)



(www.eltis.org)



### CYCLING STRATEGY FOR CITIES BASED ON 12 CHAMP COMMANDMENTS

A cycling strategy is an essential document for any city that wants to significantly improve cycling conditions. The key to its success is ensuring its goals are clear, measurable and supported and that the strategy evolves over time. Strategy will follow 12 cycling commandments, developed in the CHAMP project (2014).

- DATA**
  - Be analytical, know your numbers. Collect quality data and understand your baseline.
  - Engage with others. Get their help to see the problems in your city and learn from their experiences.
  - Consider the problem before finding a solution. Don't fall in love with a measure before you know it addresses the problem.
- STRATEGY**
  - Optimise cycling's position on the political agenda.
  - Make someone a leader. Find a voice for cycling through somebody prepared to push things forward.
  - Extend the scope of your cycling work. Forge links with other policy fields and transport modes.
  - Administrations should be challenged! Break down barriers that prevent you from progressing.
- IMPLEMENTATION**
  - Create an impact. Don't be afraid to think and act outside the box.
  - Highlight & optimise existing infrastructure. Be opportunistic: make the most of public spaces, events, people and networks.
  - Assure you are well prepared to carry out measures. Plan well. Test-monitor-evaluate-improve-repeat.
  - Marketing techniques such as sampling, branding and segmentation should be used. Keep messages neutral, targeted and positive.
  - Play the media. Sell them good stories, maintain a good image for cycling and celebrate your achievements.

EUROPEAN CITIES FOR INTEGRATING CYCLING WITHIN SUSTAINABLE MOBILITY MANAGEMENT SCHEMES

