

## Guideline **CYCLING – COST-EFFECTIVE MEASURES**

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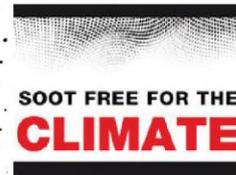


**Cycling is on the rise. For some time now, European cities have been increasingly paying attention to it. This does not come as a surprise, as increasing the share of cycling in the transport mix offers a long list of advantages for municipalities, organisations and individuals. Prime examples are that cyclists emit virtually no harmful emissions and that measures to promote cycling are highly cost effective in comparison to other modes of transport.**

Cycling is healthy, flexible, cheap and has virtually no emissions. It incurs lower external costs and reduces a society's average health insurance costs. Cycling produces a list of advantages with synergies for municipalities, society and individuals.

For municipal budgets, cycling has the distinct obvious advantage that infrastructure, if

planned well, is very inexpensive. This paper shows a number of important aspects on how municipalities can promote cycling, with a focus on cost effective measures. Beyond infrastructural measures, this paper also discusses potential services, communication tools, campaigns and organisational and regulatory measures a city can undertake.



Cycling is relatively cheap - with a budget of less than 10 Euros per head and year many EU cities have reached considerable improvements in cycling conditions (Vienna, Berlin & many others). To become a front-runner cycling city with well above 20% of modal split, many Dutch and Danish cities invest more than 20 Euros per head and year. Compared to the budget of other modes of transport this is still a low number, however in cycling policy it can change the world.

### Lyon

Lyon is one of the French cities that have recently done a lot for biking. Not traditionally a biking city, it started with big steps. Between 2004 and 2009, bike lanes increased by 33% and until 2014 by 60%. There are plans for another 75% increase between 2014 and 2020. In 2005, the city also launched its innovative bike sharing programme Vélo'v.

### Infrastructure

Perhaps the most important condition people need to cycle is space. Infrastructure sounds costly, so two things need to be said. First, infrastructure for cycling is comparatively affordable, in particular when maintenance costs are considered. And second, while there are also more expensive examples of cycling infrastructure, a city has more “budget friendly” means of promoting cycling to choose from.

#### Here are a few examples:

- On main streets, introducing coloured bicycle lanes highlights their distinct purpose.

- Guidance systems help cyclists to find their way.
- Extend shared zones and pedestrian zones and open them to cyclists.
- Extend residential areas with lowered speed limits.
- Opening one-way streets to bicycles extends the network and shortens journeys for cyclists.
- Why not adapt to local needs?: Impose local traffic bans around school buildings before and after school.
- If the goal is to promote cycling in a certain place, but not alter the infrastructure, simply reduce speed limits for motorized vehicles.

One very important piece of infrastructure is parking facilities for bicycles. They serve as a way to organise parked bicycles and give cyclists a safe location to lock their bicycles.

### Services

Most important for a municipality to promote cycling is to create enough human resources . The question here is: Do you have enough man-hours to devote to the subject?

Of course, these resources require funds from the municipal budget and up to a certain extent, cities might be able to promote cycling without extra personnel, by integrating the responsibility into existing positions. However, without sufficient municipal man-hours, it might prove impossible to implement necessary





measures such as lane networks efficiently and effectively.

Include stakeholders in municipal planning. This can make best use of local knowledge and so improve planning quality. It also creates public awareness and acceptance.

### **Safety & Security**

Cyclists want to feel safe, not only while cycling, but also when their bicycles are parked. Bicycle theft or vandalism can have a serious impact on people's perception of the quality of cycling in a city. Two examples of what a city can do are: Install a sufficient number of safe parking facilities in prime locations, and create a registry for bicycles so as to identify stolen bicycles more easily. And of course, it is important to create awareness about the problem, highlighting information and communication measures (see below).

### **Multimodal Transport**

A large percentage of journeys in cities are shorter than five kilometres. Yet, a large percentage of these journeys are done by car, even though they are perfect for bicycles! On the other hand, a good way to ensure that bicycles can also be used on longer journeys is to think about "multimodality". While cycling is particularly suited to short and medium-distance trips, in combination with public transport bicycles can also compete with cars on longer journeys.

### **Information und Communication**

Cities that invest in cycling should make sure that they communicate their plans and raise awareness. There are a couple of examples of how cities can do this at relatively low costs:

- The municipality should act as role model.
- Support or organise cycling days, for example "Critical Mass" events.
- Organise bicycle fairs.
- Organise guided cycling tours.

### **Copenhagen**

Perhaps Europe's biking capital, with a long lasting history of high modal split, a strong public support for and courageous infrastructural plans in support of cycling. The city has a dense system of biking lanes and streets and even 'highways'. The support goes even so far, that the city hands out chocolate to bikers that drive carefully.

### **Regulatory measures**

Municipalities can promote cycling using several different regulatory branches. NGOs support and call for integrated urban planning. Here we advise that targets for cycling should be implemented throughout urban planning processes. For example, new planning permission could be granted only if it includes provision for bicycle parking and is connected to the cycling route system.

Also, cycling should be integrated or even prioritised in mobility management plans, including for schools and companies.

Cycling policies should play a role in other regulatory processes. This requires inter



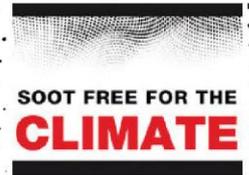
departmental communications. However, it does not require an inordinate amount of investment - it is budget friendly.

### **Think long-term**

When promoting cycling, results can be seen within a couple of years. However, changing the modal split towards cycling also requires a change in behaviour. That takes time, but the benefits are huge. A city must be prepared to invest in cycling not only in the short-term but for the future. Thus, the following points are paramount to successful and sustainable cycling promotion:

- Independent and long-term budgetary commitments to cycling.
- Integration of cycling into central municipal policies.

- Long-term targets and quality management.
- Exploiting different funding sources for cycling. The EU is paying increasing attention to cycling promotion as well.



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## CONTACT

Municipalities interested please contact us for further information:



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## ABOUT US

Clean Air is a project by nine European environmental organisations that fight for clean air in European cities. Despite the existing legislative framework and the citizens' right to clean air, continuing violations of air pollution limits remain a problem in many cities. Air pollution threatens health, environment and climate. It's time to take action!

[www.cleanair-europe.org](http://www.cleanair-europe.org)

Started in 2009, the associated campaign "Sootfree for the Climate" aims to reduce diesel soot emissions, which accelerate climate change and pose a threat to public health. To this day twelve European NGOs have joined the campaign.

[www.sootfreeclimate.org](http://www.sootfreeclimate.org)

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