

# CYCLEWALK

Solutions for regional sustainable mobility

Improving decision making on cycling and walking



Results of **PROJECT PHASE 1**  
2017 - 2019



Some urban regions in Europe, such as Amsterdam and Copenhagen, experience the benefits of holistic transportation systems, with high access to safe and comfortable streets and the presence of many mobility options, such as walking, cycling, and public transit. Healthier citizens, reduced congestion, safer streets, less noise and air pollution, and people-focused public space have resulted in these areas. As policy makers and the public grow increasingly concerned about the damaging effects of automobiles on their cities, regions and citizens, there is a growing demand for improved walking and cycling networks, infrastructure, and programming. However, decision makers often lack knowledge and expertise in this field and are ill-equipped to respond to the complexities of transportation, land use, mobility, and human behaviour.

By bringing together six European regions, CYCLEWALK gives regional administrations the chance to compare and share approaches to implementing and encouraging active transportation. This enables informed decision-making processes on walking and cycling infrastructure to take place. The Urban Cycling Institute, based in Amsterdam, the Netherlands, acts as the advisory partner in the project, supporting the regions with its knowledge and expertise of Dutch concepts, policies, and practices around active mobility.

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**PROJECT PARTNERS AND REGIONS**

The map shows Europe with several regions highlighted in green. Dotted lines connect these regions to text boxes providing details about each partner and region. The regions highlighted are: The Netherlands (Urban Cycling Institute), Lithuania (Municipal Enterprise "Connection Services"), Romania/Italy (Oradea Metropolitan Area), Italy/Slovenia (EGTC GO), Italy (Municipality of Olbia), and Italy (Autonomous Region of Sardinia).

**Urban Cycling Institute (UCI),  
 University of Amsterdam  
 The Netherlands**

Embedded in the University of Amsterdam, UCI consists of an interdisciplinary group of academics and researchers who study active mobility as a lens to examine, question, and analyse urban challenges. The UCI researches topics including policy transfer, development of urban strategies, integration of land use and transport.

**Municipal Enterprise "Connection Services"  
 Vilnius,  
 Lithuania**

"Connection Services" serves as the public transit authority in the Lithuanian capital, Vilnius, in charge of delivering not only public transit but also building cycling infrastructure. The municipality aims to increase capacity of staff and key decision makers for analysis, promotion and construction of the cycling network plan.

**Regionalmanagement  
 Burgenland Ltd.  
 Austria**

Burgenland, Austria, is a border region, with Hungary to the east. The region's proximity to Vienna means many residents commute to the Austrian capital. As a growing wine region, Burgenland experiences increasing tourism and efforts to build a cycling tourism network have been successful.

**Oradea  
 Metropolitan Area  
 Romania/Italy**

The Oradea Metropolitan Area (OMA) Intercommunity Development Association consists of the 12 municipalities and is located in the west of the Romania, bordering Hungary. The OMA is responsible for developing strategic mobility interventions for each of these 12 municipalities.

**Municipality of Olbia  
 Italy**

The Municipality of Olbia, Italy, is a coastal city in the north-east of the island of Sardinia. The population has nearly tripled since the tourist boom of the 1960s, putting considerable strain on the city's infrastructure, especially seasonally.

**EGTC GO  
 Italy/Slovenia**

"Territory of municipalities: Municipality of Gorizia (I), Town municipality Nova Gorica (SLO) and Municipality of Šempeter-Vrtojba" is directly located on the Italian-Slovenian border. Cross-territory cooperation has been necessary to deliver connected mobility solutions. The bisecting Isonzo-Soča river is recognised as a valuable area with a history of environmental neglect.

**Autonomous Region  
 of Sardinia  
 Italy**

The Autonomous Region of Sardinia has jurisdiction over the entire Italian island. The region owes much of its economic strength to the ever-growing tourism sector. The governing authority wants to provide enhanced transport options for inhabitants and visitors alike.



## WHY CYCLE AND WALK?

During the last decade, the social and environmental damage caused by car-dominated transport and mobility systems has become clear. In response, interest in sustainable forms of mobility has grown and continues to do so. Walking and cycling are considered plausible options to travel short distances in densely populated urban areas, including first and last mile solutions when combined with high-efficiency public transit. However, when people switch to active transport modes, they are all too often faced with inadequate walking and cycling infrastructure: inaccessible and discontinuous routes, and unsafe conditions. Approaches to solving these issues differ from country to country and city to city due to, among other reasons, a lack of accepted standards for cycling and walking infrastructure. As a result, quality and approaches to active travel networks and infrastructure vary widely throughout the EU.

In many cases, technical guidelines for building transport infrastructure do not reflect the new focus on walking and cycling. Technical staff working for public administrations rely on national traffic codes, many of which are outdated when it comes to active travel. In other cases, the decisions are left to planners and builders whose expertise does not sufficiently provide for the needs of those who would like to cycle and walk. Clarifying what good practices are available when it comes to walking and cycling can assist the decision-making processes of local authorities.

CYCLEWALK tackles these issues by allowing partners to compare and share approaches, ensuring more informed decision-making processes on walking and cycling infrastructure, in an attempt to increase the mode-share of active, low-carbon mobility. Using study visits, working tables with stakeholders and the Urban Cycling Institute's technical and scientific guidance, the members of CYCLEWALK developed an informed understanding and robust guidelines for how to approach walking and cycling policy.

## MOVING TOWARDS A BETTER EUROPE

Getting more people cycling and walking contributes to two priorities outlined in the Europe 2020 Strategy:

### SUSTAINABLE GROWTH

By promoting active mobility with knowledge transfer of cycling and walking measures, CYCLEWALK contributes to **building a resource efficient, greener and more competitive economy.**

### INCLUSIVE GROWTH

Improving cycling and walking infrastructure supports affordable mobility forms **for people with lower mobility access**, such as elderly, parents with children and children themselves, and those with disabilities.



## THE STATE OF ART WHERE CYCLEWALK PARTNERS STARTED

In the first year of CYCLEWALK, we gained a broad understanding of where each partner stands on the policies, projects, and practices surrounding walking and cycling in their unique context. The starting point for this was the State of Art survey – a comprehensive cross-sectional survey produced, compiled, and subsequently analyzed by the Urban Cycling Institute. One aim of the project is that these practices dynamically evolve in some respect, at their own pace, taking a new shape in their own distinct ways.

The State of Art methodology was based on many parameters indicated in the application, including: relevant legislation, available planning instruments, internal practices for collecting and managing data, participatory processes, decision-making processes, and weaknesses in the current quality of cycling and walking measures. A number of other parameters were included based on the advisory partner's extensive knowledge of current directions of active mobility research and practices. The final eight categories are:

### 1. Infrastructure, Use & Design



Oradea

### 5. Policy & Vision



Vilnius

### 2. Financial Investment



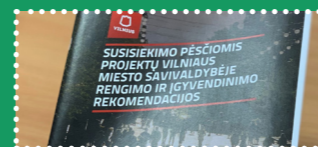
Olbia

### 6. Management & Networks



Burgenland

### 3. Maintenance, Evaluation & Operation



Vilnius

### 7. Legal Framework



Amsterdam

### 4. Communication & Education



EGTC GO

### 8. Experimentation & Learning



CRBAM 19



As part of CYCLEWALK, each participating partner hosted study visits for the other partners to experience mobility in their region.

Study visits – also called study tours or excursions – are a popular mechanism to help policy makers share knowledge, experience cycling and walking in new and different cities, and to “learn by doing.” Learning by doing is especially relevant for the field of transportation as people can experience the policies themselves. In the case of CYCLEWALK, this meant that study tour participants rode bicycles and walked a lot, as well as used public transport and experienced the connection between transit and active modes.

Study visits enabled the regions to share knowledge and exhibit their approach to walking and cycling. By actually ‘going there’ the members of the project could begin to understand the challenges faced in each region and gain an insight into how they respond and stimulate active travel. Each study visit was coordinated with the support of the Urban Cycling Institute. Preparation visits helped the coordinating team establish a blueprint and strategy for the two or three-day study visits, utilising components including site visits, cycling and walking routes, expert speakers, and presentations to curate engaging and insightful agendas.

A unique aspect of this project was that partners invited key stakeholders to attend study visits together so a broad range of interests could engage with the cycling and walking expertise. The opportunity for both partner and stakeholder to travel and learn together provided much-needed time and space to discuss local challenges and build relationships outside a familiar working environment. Over the course of the visits, many different stakeholders from each partner region experienced a approaches to walking and cycling, met peer policy makers, programme managers and designers, and discussed their current challenges around active mobility. In addition to trying out walking and cycling, a series of meetings, interactive workshops and presentations, and facilitated debrief and reflection sessions allowed this knowledge to be discussed and shared.

Importantly, a portion of each day of the study visits was dedicated to group reflection and discussion. In these sessions, often facilitated by the advisory partner, the partners shared their lessons with others and exchanged ideas for how inspiration could be translated into particular actions in their regions. After each study visit, the hosting partner reflected on the experience in a short report and once back home, the visiting partners held stakeholder meetings to share the knowledge gained.



STUDY VISIT TO ORADEA



STUDY VISIT TO BURGENLAND

## Amsterdam 6th – 7th April 2017

CYCLEWALK kicked off with a study visit in Amsterdam – a city and region known throughout the world for its comprehensive bicycle network, ‘best practice’ bicycle infrastructure, and inclusive approach to public space design and delivery.

To start, each delegate was provided a bicycle for the duration of their stay, allowing them to experience the city, and its cycle infrastructure, like a local. After the morning’s introduction, two urban designers from the municipality of Amsterdam were invited to speak and explain the cities approach to designing a city for people, not cars.

The second day was filled with more cycling and working groups. The delegates split into two groups and went out to observe and measure urban life in the city. This offered people the chance to reflect on what made Amsterdam the cycling city it is today. The session closed with a final reflection, allowing the group to discuss the lessons learned during their visit and set out concrete actions all partners are considering.

### Highlights:

- Investment in primary bicycle network – Most delegates were impressed with the amount of funding dedicated to building and maintaining a complete bicycle network, comfortable for all ages and abilities
- Fietsstraat – The delegation was intrigued to see roads that have recently shifted from car to cycling prioritisation. On a fietsstraat, cars are considered guests!



HIGHLIGHT: FIETSSTRAAT IN AMSTERDAM



PLACE: CITY OF AMSTERDAM



VISIT: STUDY VISIT TO AMSTERDAM



**Burgenland**  
14th – 15th September 2017

Delegates gained an insight into the region of Burgenland, its governing structures, achievements and challenges when it comes to sustainable transport. Burgenland has a growing wine industry bringing increasing amounts of tourism. A tourism cycling route has been successfully implemented. The study visit was an opportunity to demonstrate that an existing network of bicycle facilities and an existing bicycle culture could be strategically leveraged and transformed into 'everyday' cycling and bicycle-train commuting.

On the first day the group cycled along two popular routes – a tourist trail and an everyday commuter route. Later, the delegates were shown a presentation to introduce the region more broadly. The remainder of the day focused on integrating public transit and cycling, with an expert presentation and field excursion based around this theme.

On the second day, the group travelled by bus to Mattersburg to meet policy makers at a local train station. This location was chosen to demonstrate the needs of pedestrians and cyclists are considered at transport hubs. This was followed by a fact-finding trip, half the group on foot, with the other half cycling, to investigate how facilities could be improved.

**Highlights:**

- Scenic cycle routes – The regions 2500km of touristic cycle routes cut through the natural landscape. Cycle lanes don't always need to be next to roads!
- Train and bicycle integration – Maximising the benefits of cycling by integrating bike parking at train stations and connecting a bicycle network to transit hubs like train stations.



**HIGHLIGHT:** SCENIC CYCLE ROUTES



**PLACE:** REGION OF BURGENLAND



**VISIT:** STUDY VISIT TO BURGENLAND

**EGTC GO**  
21st - 23rd March 2018

The Gorizia, Nova Gorica and Šempeter-Vrtojba (EGTC GO) study visit was organised around the theme of 'Governance in Cross Border Mobility' and the opening session began with a presentation of the same name. The morning was spent walking around sites of interest in the region, travelling between them with public transport. At these locations, delegates saw where new infrastructure would be installed. Later that day, a presentation and workshop exhibited walking and cycling projects currently planned and under-construction.

The following morning consisted of presentations on cross border cooperation between Italy and Slovenia. After this, the group was provided bicycles to ride the cities designated cycle routes for themselves.

**Highlight:**

- PEDIBUS – By walking in a group with an adult, this scheme lets children get to school in an active and safe way.



**HIGHLIGHT:** PEDIBUS



**VISIT:** STUDY VISIT TO EGTC-GO



**PLACE:** REGION OF EGTC-GO



**VISIT:** STUDY VISIT TO EGTC-GO



**Vilnius**  
23rd – 25th May 2018

The programme began with a welcome from the Municipality, followed by a close look at the city's approach to intersection design, specifically focusing on how to accommodate and increase safety for those cycling. The partners then applied their new knowledge in a practical activity which involved re-designing a junction within Vilnius.

The following day consisted of a two-part study tour: the morning was spent on foot, before a switch to bikes in the afternoon. While walking around Vilnius, the group split into two smaller groups and explored the city, assessing the experience and completing small assignments. The second part, a bicycle tour of the city, was designed to give participants to experience the city as a cycle commuter. This gave people the chance to experience the pros and cons of cycling in the city and reflect on them in a closing session.

On the final day, everyone went back out into the city on foot to experience a route that the city considers a high-quality route for pedestrians. Although it is a route suitable for able-bodied people, participants had to think about what "inclusive infrastructure" looks like.

**Highlights:**

- Walking and Cycling Coordinator – The delegates learned that Vilnius appointed a person dedicated to manage and liaison walking and cycling projects in the city.
- Codified cycle design standards – The delegates used the Vilnius design guide that outlines standards for all infrastructure projects.



**HIGHLIGHT: DESIGN GUIDE**



**PLACE: CITY OF VILNIUS**



**VISIT: STUDY VISIT TO VILNIUS**

**Oradea**  
22nd – 25th October 2018

The visit in Oradea, Romania, acted both as a study visit and mid-term project conference. The first two days consisted of workshops and presentations and the final two days involved experiential learning on the streets of the city.

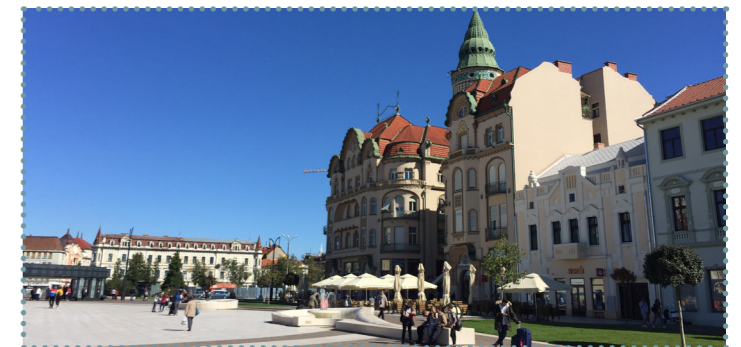
Speakers from various agencies around the region presented on issues ranging from CO2 reduction strategy to the region's use of data in developing mobility interventions. In addition, the 'Bikenomics' concept (social cost-benefits analysis used specifically to examine bicycling projects) was presented by Decisio, an economics firm based in Amsterdam.

The second section allowed delegates to experience the city by foot and bike, discovering for themselves how the city caters for sustainable modes on the ground. Highlights included a cross border cycle route into Hungary, connections to new residential areas, and the high-impact public space changes in the central square.

To conclude the study visit, all the delegates reconvened to reflect on their experience, discuss what worked in terms of cycling and walking and how future improvements could be made.

**Highlight:**

- Pedestrianised main square – The city's central square has been redesigned to heavily restrict motorised traffic. Now residents enjoy the space without the noise and pollution.



**HIGHLIGHT: PEDESTRIANISED MAIN SQUARE IN ORADEA**



**PLACE: CITY OF ORADEA**



**VISIT: STUDY VISIT TO ORADEA**



## Cagliari

11th – 13th September 2019

The group's visit to Cagliari began with a walking tour which introduced delegates to the city centre and highlighted recent urban developments that encouraged walking and cycling. In the afternoon, speakers from the city outlined the challenges facing the city before discussing the solutions which are being explored, including the development of an island-wide cycling network to encourage sustainable tourism.

The second day allowed participants to experience the city's cycle infrastructure first-hand with a guided bike tour. This was accompanied with two evaluation exercises which measured the usability and cohesion of the city's bicycle network and infrastructure. During the bike tour the delegates saw protected cycle lanes along Via Dante and a pedestrian and bicycle focused redesign of Poetto beach front. The day closed with a discussion about the morning's experience, reflecting on the infrastructure quality and how the city can continue to develop the network and improve conditions for cyclists.

### Highlight:

- City centre redevelopments – Recent restrictions placed on cars on several streets have restored the city's historic character and charm. Particularly Corso Vittorio Emanuele, Via Sulis, Via San Giacomo and Piazza Garibaldi have created safer and more vibrant places for people, free from cars.



**HIGHLIGHT:** CITY CENTER REDEVELOPMENT



**PLACE:** CITY OF CAGLIARI



**VISIT:** VISIT TO CAGLIARI

## Olbia

13th – 15th September 2019

After taking the train from Cagliari, the Olbia study visit kicked-off with an interactive workshop on tactical urbanism and walkability led by staff of the University of Sassari. Working in groups, participants had to consider walkability from the perspective of different stakeholders and conduct an assessment of a local street. After this, using maps, rating tools and role play, each group redesigned the street with the help of tactical-urbanism approaches which could benefit their stakeholders' points of view.

The next day focused on participatory planning practices. First, a theoretical introduction to the topic was given before the group headed out and studied a proposed route in order to provide feedback and ideas to contribute to the planning process. This activity was hosted at the airport of Olbia, a stakeholder within the project, who works with the municipality to integrate active transport into their development strategy. The final morning of the study tour closed with a project meeting, which gave the CYCLEWALK partners opportunity to conclude and prepare for future activities.

### Highlights:

- Pedestrianised main street – Olbia's central street, Corso Umberto, has been completely pedestrianised and now a pleasant public space that invites people to linger
- Walkability assessment – Learning about how tactical urbanism can create 'quick-wins' for cities and how this can be applied to a real street



**HIGHLIGHT:** TACTICAL URBANISM



**PLACE:** CITY OF OLBIA



**VISIT:** VISIT TO OLBIA



After the study tours took place, the partners identified what they considered to be “good practices” for walking and cycling. Each partner chose between 5 – 10 examples from their region and that of the other partners. The practices were then grouped into the eight categories from the State of Art. These categories encouraged the partners to consider the dynamic ways walking and cycling can be enabled – from innovative funding models to strategic marketing, not only infrastructure. The categories are as follows:

1. Infrastructure, Use & Design

2. Financial Investment

3. Maintenance, Evaluation & Operation

4. Communication & Education

5. Policy & Vision

6. Management & Networks

7. Legal Framework

8. Experimentation & Learning

In total, the six partners submitted 45 good practices they encountered during the CYCLEWALK study visits. As the advisory partner, the Urban Cycling Institute reviewed the submissions and 15 practices were identified which could be considered the best practices. The frequency with which partners identified certain practices were considered and the list made effort to span all the eight categories stated above and all the partners.

**Creating the Quality Criteria**

To turn the list of ‘Best Practices’ into a generalisable tool that could be used as a framework authority outside of CYCLEWALK, the group set out to use their knowledge of good practices and experiences of the project to create a guide for good cycling and walking.

To do this, the partners met once more in Amsterdam to review the ‘best practices’ in an interactive, technical workshop. All of the partners worked collaboratively to refine this list and co-create general guidelines with added contextual descriptions to create a resource useful to any region or city developing and assessing their approach to walking and cycling. The participating regions co-authored the best practices and their descriptions with the UCI. To ensure this document could be widely used and implemented by the partners – and by other European authorities – three gradient indicators were added for functionality and usability. The three-level indicators provide an assessment on an organizational level and identify how to get to the next level.

The completed framework, referred to as the Quality Criteria, has been peer-reviewed by academics and practitioners in the field of active transportation. This process of co-creation by multiple European partners, based on policy examples, followed by vigorous review and revisions has resulted in a robust framework. The full tool is outlined in the next section, including supporting examples of the policies that inspired it.

1

Infrastructure, Use & Design

**1.1 Plan and construct a continuous bicycle network from urban centre outwards**

A bike trip is only as safe as the least-safe section. For cycling to become attractive for a large audience, ensure that your cycle network is built to a consistent standard of safety and quality, eventually connecting the whole urban area. Start with areas with the largest concentration of people and potential destinations (grocery stores, workplaces, schools) and build out from these areas. Make use of existing low-stress facilities such as greenways or recreational paths and include facilities for bicycle parking.

**Indicators:**

(a) A planning document exists plus an action/implementation/financial plan that specifies a cycling network which is continuous, comfortable for users and connected to public transit nodes.

(b) A planning document exists, but may not specify a complete and coherent network.

(c) There is no planning document, but new construction is somewhat interconnected.

**Example: Oradea**

Development of a cycling network across the city and pedestrianised main square



Romania

Oradea’s road network was originally developed with only cars in mind, but this is starting to change. Several important sections of the network have been identified for redevelopment, creating connections that are currently missing or addressing areas where conflicts can arise. Furthermore, routes have been linked to nearby industrial facilities to create opportunities for workers to cycle to work. This hopes to create an environment where residents have more viable options when deciding how to get around.

As part of the city’s sustainable agenda, the main square has been completely redesigned to prioritise pedestrians. Before the change’s cars were permitted to enter the square from all the connecting roads and park there. Due to the changes, cars can no longer park in the square and routes have been restricted. This allows pedestrians and cyclists to enjoy the square without the noise, pollution and safety risks of traffic. By starting in the centre of the city, Oradea can build outwards from this drastic re-design.



1

## Infrastructure, Use & Design

### 1.2 Build a walking and cycling network which ensures a high level of design specification

Design details are crucial for ensuring a safe, comfortable and attractive network that people will use. These details must follow systematic safety principles of speed and separation and must be consistent and recognisable across the whole network. This ensures safety and accessibility and a feeling of being appreciated when using facilities.

#### Indicators:

(a) Design and implementation of cycle network and facilities follow systematic safety principles of vehicular speed and separation, as well as CROW principles: 1) Cohesion; 2) Directness; 3) Safety; 4) Comfort; 5) Attractiveness.

(b) Recommendations and design guidelines exist.

(c) Recommendations or design guidelines are minimal or non-existent.

#### Example: Vilnius

Guidelines for pedestrian and cycling Infrastructure - angled curbs, smooth surfaces, broad pavements, tactile surfaces



Throughout Vilnius, walking and cycling facilities are built to a high and consistent quality which makes active travel easier, attractive and safe. For example, when cycle lanes are developed the adjacent curbs are not built at a 90-degree angle, but with a gentle slope to create a welcoming environment that is forgiving for cyclists. In a similar way, the cities walking infrastructure was built with close attention to detail: at crossings the pavements are built with tactile materials that act as markers for visually impaired people before crossing roads.



Lithuania

1

## Infrastructure, Use & Design

### 1.3 Connect your walking and cycling network to public transport nodes (stops and stations)

To optimise sustainable transport potential, it is vital to combine public transport with walking and cycling. Not only does this combination allow for longer trips, it also helps create a more successful public transport system and increases the viability of walking/cycling as a transport mode. By connecting walking and cycling networks to transit centres (and vice a versa) and by creating proper facilities at stations, a more sustainable and efficient transport system can emerge.

#### Indicators:

a) All public transport nodes and stations are well-served with ample, safe, and easy to use walking and cycling facilities (such as bike parking racks) and amenities (such as furniture).

(b) Basic facilities for cycling and walking are often met and there is a plan for improvements and expansion.

(c) Basic facilities are often not available.

#### Example: EGTC GO

Transnational cooperation between public and private bodies on a new train services that are regional and transnational - bike space on each train



Italy/Slovenia

The local authority sought to improve the connectivity of the Italian region of Friuli Venezia Giulia by focusing on transnational train connections. The area is home to regional cycle routes which many people use recreationally and UNESCO heritage sites, making provision of alternatives to cars an important step.

Local administrations, train operators and associates from the tourist sector worked together to create a new rail service that covers 17 stations - 5 in Austria and 12 in Italy - and runs 7 days a week. The service contains a carriage for passengers to store bikes which has a capacity of 100 spaces, these rises to 200 spaces during high season. Initial statistics have shown that since the service was first introduced in 2016 the number of bikes on the train is increasing year after year.



2

Financial Investment

**2.1 Dedicated funding to walking and cycling on city and regional levels**

Walking and cycling can serve many purposes including reduced congestion, better air quality, better public health and economic benefits. This means that many stakeholders can benefit from increased walking and cycling mode share. Each stakeholder who has the chance to benefit also has the potential to invest in infrastructure and behaviour change. By pooling financial resources from multiple stakeholders you can more easily fund the required interventions, with broader support.

**Indicators:**

(a) Cycling and walking are prioritized in the annual budget with regards towards capital improvement projects, programs and events. Political figures and stakeholders support this budget and seek ways to increase it through inter-departmental coordination.

(b) Cycling and walking budgets are present but inadequate and/or not well-coordinated, with limited supported.

(c) Cycling and walking budgets are not present but discussions have broached future possibilities.

**Example: Olbia**

Combined different financing sources and dedicated them to infrastructure for active mobility



The municipal government of Olbia faced a challenge that restricts the ability of most authorities to deliver good walking and cycling policies: funding. With limited budgets for infrastructure projects, the Municipality of Olbia pooled a set of different funding sources and dedicated them to active mobility. These sources include: EU investments for Growth and Jobs; Integrated territorial investments; Interreg Programme; Ministry of Transport's National Safety Plan; EIB; and Municipal funds. This large coalition of funds ensures that budgets for cycling and walking are protected and suitable the scale of the projects required.

Municipalities often ignore the fact that many different options for funding projects exist. Olbia has developed a good understanding of this process and capitalized on its potential with good cooperation from public and private partners, as well as the assistance of local and external experts.



Sardinia

3

Maintenance, Evaluation & Operation

**3.1 Create and define a maintenance plan, including responsibilities, staffing, and funding**

Included in funding schemes should be a plan and finances for maintenance and evaluation. A proactive bicycle network maintenance schedule is vital for increasing uptake. The network should be expanded by coordinating with works on roads that have yet to be added to the cycle network. This coordination can save financial resources.

**Indicators:**

a) Walking and cycling infrastructure and facilities are proactively well-maintained and improvements are quickly addressed.

(b) Basic maintenance needs are met and there is a plan for improvements and expansion.

(c) Basic road maintenance needs are met most of the time, but there is not yet an integrated plan for cycling and walking.

**Example: Sardinia**

Widespread improvements to the city centre during maintenance works



When the historic centre was badly in need of maintenance works, the municipality used this opportunity to implement a wide-reaching programme of maintenance and repairs throughout the city centre. During the works, many residents began to enjoy the streets without cars and the authorities decided to make the changes permanent, prohibiting vehicle access to the new pedestrian streets in the historic centre.



Sardinia





**3.2 Collect data to assess the success of walking and cycling interventions**

Data on usage and satisfaction (both before and after) of interventions, facilities, programmes and events will greatly assist public and political support for cycling and walking. More than usage rates, however, is it also important to measure changes in injuries/fatalities, retail sales, air quality, use of public transit, social inclusion, and other social, health, and economic factors that support the uptake and implementation of cycling and walking policies. This information can be used as the basis for future interventions.

**Indicators:**

(a) A broad set of criteria is defined and measured for each intervention, and used to leverage political will/actions.

(b) Minimal criteria are measured and measurement is a standard practice; some decisions are made according to findings.

(c) At minimum, users and changes are measured.

**Example: Amsterdam**

Conducted a study on user behaviours, perceptions, and social interactions before and after signalisation pilot test



Cycling is growing so rapidly in certain parts of Dutch cities that a recalibration of space is needed to alleviate pressure on bicycle networks. To cope with that need, local Dutch municipalities are circumventing standard design and safety manuals and redesigning roads in unconventional ways. On Alexanderplein, a busy intersection in the city centre, the city decided to conduct a 2-week pilot test or "living lab" and switch off the traffic lights.

With the University of Amsterdam, the city also conducted a user assessment before and during the intervention. Data on cyclist attitudes, interactions, and perceptions were collected in addition to standard safety, flow, and delay data. The data showed that the experiment did not negatively affect the functionality of the intersection and increased social interaction.



**3.3 Involve citizens in data collection and information exchange for inclusive feedback loops**

Create channels where people of all ages, abilities and backgrounds can be actively engaged with walking and cycling programmes. This can help identify gaps in the network, achieve quick wins and can help you better understand the wishes and desires of the users. This ensures transparency and civic engagement within top-down interventions.

**Indicators:**

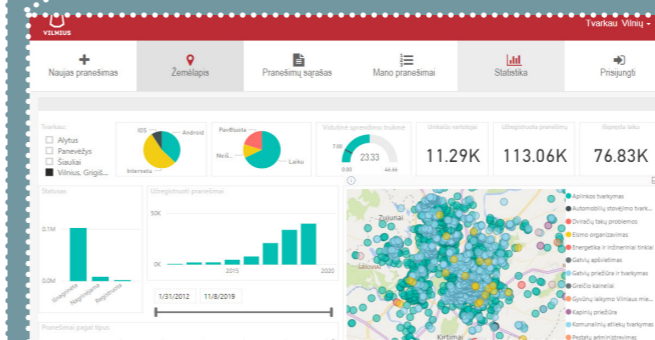
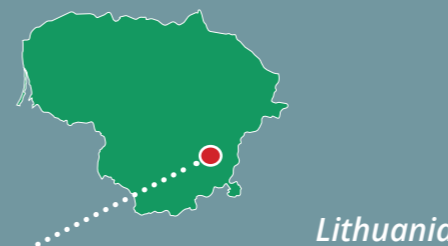
(a) Many diverse groups and individuals are highly involved in the process and can easily give feedback, plus responses are prompt.

(b) Some citizen groups and individuals are involved, responses are sufficient.

(c) There is very little engagement and reactions are minimal.

**Example: Vilnius**

Developed a digital platform for citizens to report any issues with the city anonymously and easily



It is common for governing bodies to have difficulties communicating and appearing accountable to the people they are meant to represent. Vilnius utilised technology to solve this problem. Citizens can use a smartphone application or an online platform to report issues with infrastructure throughout the city. The tool can be used to report unsafe and cracked pavements, pot holes, illegally parked cars, or broken street furniture. Residents can use the platform anonymously if they wish and each entry has to be accompanied by a location. For added transparency, all the posts and solved problems can be viewed within the platform.

Since the projects launch in 2012, 82 thousand complaints have been filed and use numbers increase every year. Similar platforms have now been launched in three other Lithuanian cities due to its success.



**4.1 Organise programmes and interventions that encourage cycling and walking for different target groups**

To support wider behavioural changes, training programmes provide opportunities to increase interest in active transport, and increase required skills from a young age. Potential interventions could include cycling lessons, walking and cycling school-bus and traffic education courses. Additional attention should be paid to walking and cycling within formal driver training/education programmes.

**Indicators:**

(a) A number of high-quality programmes, events, and interventions are in place, supported by politicians. Target groups have been identified and prioritised, such as key employers, advocacy groups, and institutions.

(b) Local advocacy groups program a limited number of events, programs, or interventions with limited political support.

(c) Information about cycling and walking is accessible to some generic target groups, but programme efforts do not yet exist.

**Example: EGTC GO**

Children commuting in groups to school good for health and the environment



To encourage children to use active travel modes to travel to school, Nova Gorica, one of the three founding cities of EGTC GO, organized a PEDIBUS scheme. In this system two supervising adults – a driver at the front, and an inspector at the back – supervise a group of children during their walk to school. Just like a real bus, it stops at certain points and picks up children. This doesn't only encourage children to walk by giving them a chance to socialize and be with their friends, it also alleviates safety fears of parents who would not want their child to walk to school alone.

EGTC is not the only region to experiment with the PEDIBUS scheme in Europe, but they have found it to be very successful as it now approaches its fourth consecutive year. Now over 60 children participate across six different groups, initially only 15 children took part.

**4.2 Develop, fund and disseminate marketing and communication strategy for behaviour change**

With changes in the city's mobility system and infrastructure, people must be triggered and encouraged to try something new. When implementing new cycling infrastructure, the success can be amplified if combined with targeted campaigns focused on potential users. This can be achieved through cooperating with large employers, providing trials and incentives (i.e., to use electric bikes or give bikes to employees).

**Indicators:**

(a) An office/staff and budget is dedicated to marketing and communication specifically for cycling and walking promotion, is well-coordinated with all or most city staff and politicians, and there is evidence of behaviour change

(b) A marketing and communication strategy is in place, is mildly coordinated with city staff but behaviour change is not yet evident

(c) Some marketing and communication activities are underway, but there is no strategy or coordination with city staff and politicians.

**Example: Burgenland**

Citizens can trial an e-bike for two weeks, free of charge; Sardinia, used the promotional campaign 'I Like Bike' to inform citizens about new infrastructure to encourage behaviour change



In an effort to increase cycling in the region, Burgenland experimented with a e-Bike trial scheme for residents. Because Burgenland is a rural region where cycling might not be practical for longer journeys, e-Bikes offer a viable alternative for residents whom may have previously not considered cycling.

The initial trial was set up to last for four months and in this period, residents were given the opportunity to use an e-Bike for two weeks, completely free of charge. The only condition is that they will not use the car during this period. If they need to transport larger items during this period, cargo bikes are also available. The trial will be monitored so the reduced CO2 emissions can be measured.



5

## Policy & Vision

### 5.1 Publish a strategic policy document that articulates a vision for active mobility

A comprehensive document should include policy and planning strategy, while setting measurable targets with a strong political commitment. A key part of the strategic document (or at least a vision) underlines equity, sustainable safety, parking policies (increasing fees, restrictions and management), traffic calming measures, and prioritising vulnerable road users (i.e., children and elderly). The public should be consulted and involved throughout the development process.

#### Indicators:

(a) Cycling and walking vision and targets are articulated in either a standalone or represents a significant portion of a strategic policy document, which is the basis for implementation, and is fully supported by politicians and city officials.

(b) The process of developing the strategic document is underway, selective projects have been or are being implemented and there is general political support among high level decision makers.

(c) There is a common understanding among high level decision makers that cycling and walking is a part of the city's vision and political agenda.

#### Example: Vilnius

Cycling and Walking Officer



Lithuania

Previously, lack of coordination was an issue because no one prioritised cycling in Vilnius. The development of the cycling network was fragmented and it didn't meet the quality standards for a bikeable city. Appointing one person responsible for cycling infrastructure (cycling officer) sent a political message that the issue will be prioritised, and it gave direct responsibility to a person as well as the function/power to gather relevant stakeholders and coordinate a project team.



Examples of evaluation of local practices in Study Visits, which served to inform the Quality Criteria



6

## Management & Networks

### 6.1 Cycling and walking policies and interventions must be implemented with strong political backing

A common factor in successful emerging bicycle cultures/cities is a walking and cycling coordinator, appointed or directly reporting to an elected official. This ensures each policy and project has a champion who can speak on its behalf. This helps push walking and cycling up the agenda and can assist in resolving internal conflicts within the local authority.

#### Indicators:

(a) A dedicated and permanent, independent of funding schemes and election cycles, walking and cycling coordinator or team with full political backing at a high-level, implements and coordinates the strategic vision and activities (cross-referenced with policy above)

(b) A project-based walking and cycling coordinator is present but not permanent or independent.

(c) A person is coordinating cycling and walking activities in addition to regular responsibilities.

### 6.2 Involve government departments, the private sector and citizens in decision making processes

Cooperation between different sections of government will create a joined approach when it comes to walking and cycling policy. A walking and cycling coordinator (see above) should be responsible for this process. Include bicycle advocates, local organisations, large employers, universities, and other critical stakeholders early on in the process to reduce the chance of opposition in the delivery stage of the programme and creates better outcomes based on local knowledge and concerns.

#### Indicators:

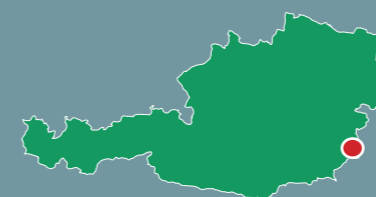
(a) A strong network or working group which meets regularly, that contains a range of stakeholders, and is committed to a co-creation process to optimise interventions and avoid opposition upon implementation.

(b) Legitimate working groups, advisory groups, or round table formats meet as-needed and provide feedback to decision makers.

(c) A process for information exchange exists, but there is minimal participation.

#### Example: Burgenland

Decision maker from tourism, transport planning and building meet on a regular basis to discuss cycling. Also joined by regional cycling coordinator



Austria

Burgenland found that cyclists were affected by decisions made in many different departments throughout their administration. In the main, there appeared to be little or no coordination between these bodies. In response, an intersectoral working group was set up with representatives from planning, building and tourism present. This is supported by the appointment of a regional cycling coordinator who is responsible for the group. As a result, there are closer links between the relevant stakeholders and more parties consider cyclists in decision making.



**7.1 Ensure laws protect vulnerable road users**

The city's legal and fiscal framework should support sustainable modes and encourage their usage. For example, vulnerable road users, such as cyclists and pedestrians, should have appropriate legal protection while participating in traffic. Choosing a sustainable mode should not, in any way, be disadvantageous in comparison to non-sustainable modes. Enforcement of speed limits and parking policies should be directed towards vehicles which can do the most environmental damage.

**Indicators:**

(a) Laws and enforcement protect pedestrians and bike users, while limiting cars in urban centres.

(b) Pedestrians and bike users are granted some additional legal protections. Car use is somewhat restricted.

(c) Lobbying for legal protections for pedestrians and bike users has started

**Example: Amsterdam**

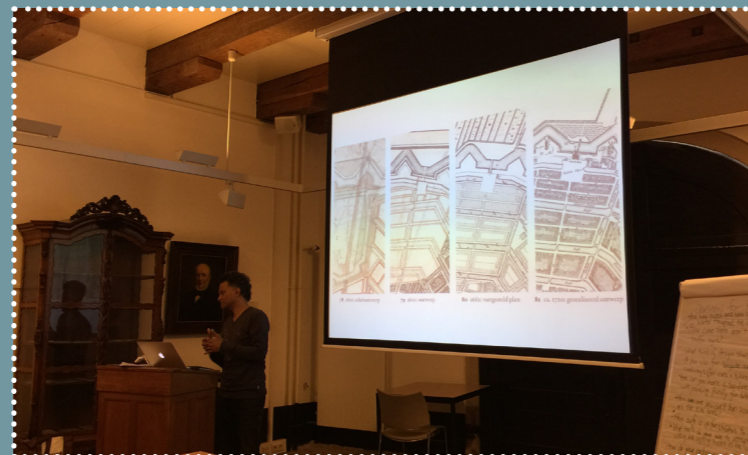
Presumed liability laws that protect cyclists in event of collisions with cars



Netherlands

Throughout the Netherlands vulnerable road users are protected by 'strict liability' laws. Under this legislation, it is assumed that the road user with the larger, heavier and faster vehicle is at fault. For example, in the event of a crash between a cyclist and a person driving an automobile, the car-driver is liable. Only in extremely rare cases are there exceptions to this.

This law came into place in 1992 and has created a welcoming and safe environment for cyclists and other vulnerable road users, in which larger vehicles respect their status on the road.



**7.2 Ensure laws facilitate innovation for walking and cycling**

Often existing laws can block the realisation of innovative measures without an evidence base. The safety of an idea/ facility should lead the discussion in terms of its viability instead of existing laws that would otherwise block its implementation. For example, allowing cycling in a park or shared-space schemes may not be currently legal but either could be both beneficial and safe.

**Indicators:**

(a) Laws hindering cycle and pedestrian projects have been amended. Law makers/ politicians are willing to make further changes.

(b) Some progress on changing the laws which hinder projects the most.

(c) Laws and rules that act as obstacles to cycle and pedestrian projects identified; initial discussions about how to amend them has begun.

**Example: EGTC GO**

Passing of a regional law that calls for the promotion of safe and widespread cycling



Italy/Slovenia

The Friuli Venezia Giulia (IT) regional law for the promotion of a safe and widespread cycling mobility has been recently adopted (February 2018) with the aim of increasing the bike utilization as a mean of transportation as well as of increasing the cycling tourism flows in the regional territory. This law recent adoption has cemented the importance of cycling as a key part of the broader mobility picture. No longer is it a fringe issue, now, due to the law, it stands as an integral part of the area's regional mobility plan.

**7.3 Require developers to design, plan and fund cycling infrastructure**

Many cities are requiring developers to unbundle private car-parking facilities to encourage sustainable travel and reduce reliance on cars. Developers can design and build appropriate walking and cycling facilities (and other amenities like landscaping) within the context and (design) standards of the cycling network and strategic document.

**Indicators:**

(a) Private developers are engaged and committed to active travel, their projects follow the cities guidelines.

(b) Some developers are committed and see through walking and cycling projects when building facilities.

(c) In dialogue with developers to start working on walking and cycling interventions in future projects.



**8.1 Leverage maintenance works, construction, or large events as opportunities for trials**

During large roadworks or construction projects (or even events) people often look for other ways to get around. This may create an opportunity to test a certain intervention without spending political capital and effort. A municipal working group including maintenance department, traffic operations, parking and events departments can identify opportunities for walking and cycling trials. Success of these trials, especially with the strategic help of the media, can create public support for future formal interventions.

**Indicators:**

(a) A trial and intervention working-group that includes key stakeholders (who might be opposed) early on in the process and from across the municipal organisation identifies potential locations for trials. Trials are rigorously evaluated and coordinated with the media and policy makers.

(b) No working group exists, but trials occasionally are planned and used for cycling and walking improvements.

(c) Trials occur by chance, with little coordination.

**Example: Vilnius**

During construction work closure, businesses began to use the space that was temporarily blocked for cars to add furniture and create pop-up social spaces. People liked it so much they asked to continue the car restrictions after construction was completed



Lithuania

One of the busiest streets, Isandijos Street, in Vilnius' central area attracts many visitors, especially in the evening as many of the city's bars are located there. However, the street had been long dominated by cars and wasn't the friendliest environment for pedestrians and cyclists. When a nearby street was closed for traffic works and a diversion cycle route was needed, Isandijos street was selected and parking restrictions were changed for cars. This trial period triggered a series of further changes. Now, space has been taken from cars, cycle racks have been added, speed bumps installed to slow traffic and fresh trees planted.

This shows how maintenance works provide the opportunity for experiments and trials that made lead to permanent changes on the physical street and in the opinions of the street's users.



**8.2 Use city-to-city visits as an opportunity for strategic relationship-building, agenda-setting and learning**

Many cities around the world are trying to do the same thing - increase walking and cycling, reduce car use. Learn from their mistakes and successes, be inspired! Also, use conferences and study tours as opportunities to strategically build relationships not only with foreign peers, but also your own colleagues, supervisors and political figures. Spending time with these individuals, out of the office and riding bicycles, could facilitate a common understanding of values and beliefs.

**Indicators:**

(a) A range of staff and decision makers from different departments, sectors and organisations regularly visit other regions/cities for continued learning.

(b) Some staff are somewhat engaged city learning opportunities and open to learning in general.

(c) Little commitment to learning exists and there is some resistance to learning.

**Example: CYCLEWALK**

Study tours provide a unique opportunity to spend time and share an experience with colleagues and important stakeholders. Throughout the CYCLEWALK study visit planning processes, each partner was encouraged to think strategically about which stakeholders would be invited to attend the study tours. Delegates are selected not only for their individual roles and power and influence to make decisions, but also for their synergies and potential alliances with other participants. Delegates may come from the public, private and community sectors - not just from the transportation department. Our partners were able to make great decisions on who to invite because they all a thorough understanding of local power dynamics.

The agenda of the study tour was also key, as hosting partners ensured plenty of time for two key ingredients: experiencing the regions by bike or by foot and allowing structured and unstructured time for discussion and dialogue. Creating time and space for thoughtful group discussion was critical for a valuable study tour experience.





## CLOSING CONFERENCE of the First Phase in Delft, the Netherlands

To round up the first phase of the CYCLEWALK project, all of the partners gathered in Delft, the Netherlands, for a 2-day event.

Different from Amsterdam, Delft region is more rural with skirting residential suburbs and a dense urban center. Cycling participation is very high, and the integration with transit is seen as best practice. Since many of the CYCLEWALK partner regions have similar characteristics, Delft was considered a prime example from which to learn.

The advisory partner worked in close collaboration with the annual Cycling Research Board (CRB) conference, located at the Technical University of Delft this year, and the Dutch Cycling Embassy (DCE), also located in Delft, to support the dissemination the project's first phase results to a larger international audience. CRB is a transdisciplinary academic conference, attracting professors, researchers and students from a variety of disciplines who share a common interest in cycling, while the DCE is a network of public and private organizations in the Netherlands who work internationally on cycling.



As with the other study visits, all partners invited several key stakeholders from their regions. On the first morning of the two-day event, DCE hosted a meeting for all attendees in which the audience became acquainted with CYCLEWALK, were introduced to the partners during a Q&A discussion, and participated in an interactive workshop on Dutch road design and traffic safety principles, a key element of CYCLEWALK's Quality Criteria (Infrastructure). The group then had the opportunity to see these concepts in action with a guided bike tour to relevant streets in Delft.

Engaging with the CRB audience, outside of the policy and practitioner focus of the project, provided the opportunity for a peer review of the Quality Criteria (presented above). Using an interactive 'world café' workshop format, the audience worked through all categories of the Quality Criteria and provided feedback which was then incorporated into the framework presented in the previous section of this report. This acted as the final round of adjustments on the Quality Criteria, completing the vigorous process of development and assessment of this unique tool.

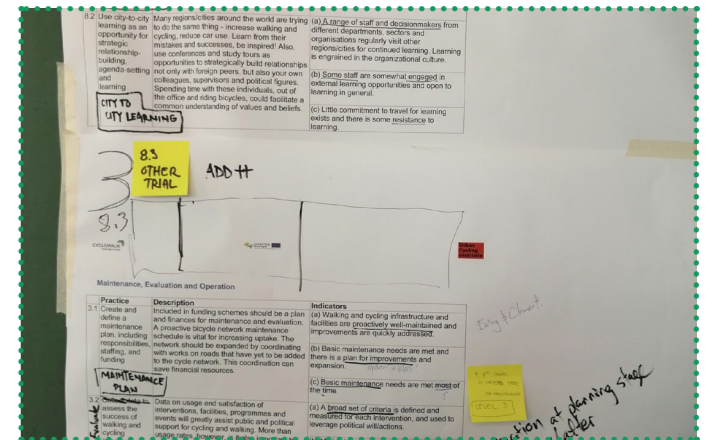
The conference delegates approached the activity with enthusiasm, seizing the workshop as a chance to converse with CYCLEWALK project partners and stakeholders, and closely discuss the pros and cons of the project's governance framework. This first phase of the project ended fittingly at CRB. Each partner could reflect on what had been achieved in the last three years and begin to consider how their city/region can maximize the potential benefits that a multi-national cooperative learning project such as CYCLEWALK can provide.

## MESSAGE FROM LEAD PARTNER

CYCLEWALK project has now reached the end of its first phase of implementation. It was a three-year period of learning, of discovering new ideas about how we can make our regions more friendly for cyclists and more comfortable for pedestrians. And ultimately, how to develop mobility in a more sustainable way.

With the valuable and generous guidance of the Urban Cycling Institute, during the study visits facilitated by the project, we gained new perspectives on cycling and walking, which formed the basis for a series of six action plans developed by each of the partners. In the upcoming two years we will work on putting these actions into practice, contributing to the improvement of the overall framework for sustainable means of transportation in our regions.

As the Lead Partner of the project, Oradea Metropolitan Area would like to thank all the partners and their stakeholders for their contribution so far and we are looking forward to experiencing how the lessons learnt can be adapted to the different contexts of the project area. By the end of 2021 we will have the answers, therefore keep following us as we'll come back with details about the practical experiences.





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**CYCLEWALK Project partners:**



REGIONE AUTONOMA DELLA SARDEGNA



Città di Olbia



Each region has been cooperating with a local stakeholder group involved in the Interegional exchange.

**Lead Partner and Program Manager**

Oradea Metropolitan Area  
Intercommunity Development  
Association

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