



FACT SHEET S-04 – EXAMPLES OF TARGETED CAMPAIGNS

Introduction

Since there is no patent on successful public relations campaigns, the Central MeetBike partners are not able to recommend a particular strategy of promoting bicycle transport with soft measures. However, in order to inspire readers, this fact sheet collects some successful campaigns from European cities. Some of the campaigns have been implemented in the course of Central MeetBike.

The authors decided to show examples from campaigns targeted on cycling for particular purposes such as bike to work, to school, to shopping and for leisure activities. These topics turned out to be promising in results for project partners in Central MeetBike and have therefore mainly been implemented in the project.

Bike to work campaigns

Bike to work campaigns are the most common form of targeted cycling campaigns. This is not surprising since car trips to work cause most of the local congestion problems and are therefore tackled with big effort. These campaigns aim to increase the use of bicycles for these trips and to keep regular cyclists cycling. Encouraging more people to use their bike to work more often opens option to redesign streets, since former capacity might be unnecessary.

Getting more people cycling to work

includes many benefits for companies as well: there might be a decreasing demand for car parking spaces at the business location and employees doing sports on a regular basis are usually much fitter and less likely to become ill. Implementing a bike to work campaign can also contribute to team building among the employees, e.g. through competing with other departments. Therefore seeking for private companies as partners for cities before implementing a bike to work campaign is a good approach.

Bike to school campaigns

Promoting cycling to school is controversially discussed among experts in Europe. Some say that it is too dangerous for young children below 10 years. Therefore sometimes no efforts are made to promote cycling to primary schools. Others say that it is important to enable children to take part in traffic in order to learn to interact and navigate in traffic. Additionally cycling often is the first step in a child's independence and contributes to a healthy lifestyle.

Today, due to concerns of traffic safe-

Best Practice: Bike Friday in Gdansk

In the course of the Bike Friday campaign, cyclists cycling to work have been rewarded for cycling to work with little presents. Since this was done at a cycle path close to the car lanes, attention of car users was attracted. Bike Fridays campaign enhanced with activities attracting the attention of other road users resulted not only in benefits expressed with increased cycling levels, but also in the change of mind-sets of those people who did not cycle during the campaign. It is a clear signal for them to consider cycling as an alternative option for daily commuting trips.

The Bike Fridays campaign allowed to accumulate a number of photos of local celebrities: actors, athletes, local and regional politicians either on bicycle /electric bicycle or, more often, offering gifts or flowers to local cycling commuters in early morning hours. Conferences organised in capital cities of several voivodships (regions) of Poland allowed to prepare film material with their opinions about the perspectives of improving of cycling conditions in their jurisdictions.

Figure 1: Scene during Bike Friday campaign (PUMA)



More sustainable transport in Central European cities through improved integrated bicycle promotion and international networking

ty, parents often accompany their children on their daily trips with the time- and cost-consuming “parent taxi”. However, when parents start driving their children to school, the risks for children are increased further – especially through conflicts between cars bringing children to school and other children coming by foot or bicycle. Making parents aware of these conflicts and encouraging and supporting them to allow their children to learn how to interact in traffic should therefore be the main topics in bike to school campaigns.

Bike to shopping campaign

Among the different trip purposes, shopping often appears as the one with the highest potential to increase bicycle use. This is mainly due to concerns of shoppers that a bicycle cannot cope with the amount of goods that have been bought. However, research found that 70 % of shopping trips can easily be done by bike since the weight of the goods does not exceed 5 kg. Additionally it was found that cyclists have higher expenditures per week while shopping than car drivers. Pedestrians had the highest expenditures per week (Thiemann-Linden et al (2012)). Therefore promoting cycling to shopping is a promising measure also for retailers.

An important prerequisite for the success of bike to shopping campaigns is the presence of appropriate bike parking facilities at entrances to shops and shopping malls (see CMB fact sheet H-08). Such bike parking facilities can be installed at the expense of local shop operators, who

Best Practice: “Cesko Jede” campaign in Czech republic

The ‘Cesko jede’ campaign aims at comprehensive support for cycling and other sports in the country. The campaign is based on providing information to Czech and foreign cyclists on biking and other sports in all regions of the country on a website. The information has been prepared and is continuously updated in cooperation with regional portals, tourist areas, local tourist destinations and commercial sites. The website focusses on five target groups: families with children, less professional recreational cyclists, more experienced recreational cyclists, long-distance cyclists and mountain bikers. The inspiration for www.ceskojede.cz is the website www.schweizmobil.ch.



Figure 2: Screenshot of ceskojede.cz

should be appropriately informed about the level of revenue generated by non-motorised clients in advance.

Another challenge is to convince shop owners to support traffic calming, traffic reduction and/or traffic elimination measures. Often shopkeepers are against the introduction of car parking fees, being convinced that this would reduce the number of clients visiting their street. Evidence gathered in pedestrianized shopping areas in many cycling and pedestrian friendly European cities proves that extension of traffic calming and traffic reduction (elimination) areas attract customers and help to revitalise city centres.

Sporty, leisure and touristic cycling

Sporty, touristic and leisure cycling is very popular in the Central European countries. It plays an important role for the economic situation of a municipality or region. It also offers great opportu-

nities to promote cycling for daily trips. Getting people on their bike for weekend activities can help to diminish barriers that keep them from cycling for daily purposes. Along with infrastructure (see CMB fact sheet H-06 “Rural cycling infrastructure”), marketing campaigns are a useful tool to promote touristic and leisure cycling.

In addition to the above-mentioned strategies, which would generally be for the residents of a city, individual projects can also serve the visitors of a city. Tourists visiting the city must move through the city to visit the various attractions. A bicycle rental system that is adapted to these specific needs can provide alternatives for increasing the support for tourists in the city. The possibility of self-determined mobility can be a recognised through a variety of facilities. From the seat of a bicycle, it is possible to experience the city in a particularly intense way.

Lessons learned: In the course of Central MeetBike, project partners implemented numerous campaigns aiming to promote cycling in a regular basis. It turned out that cycling to work bears a high potential to significantly increase the amount of cyclists. Next to traditional bike to work campaigns, where employers competing for the most kilometres travelled by bike to work in a certain time period, campaigns rewarding commuter cyclists showed some success in increasing awareness for cycling in general.

For further resources, links and best practice examples please visit the Sustainable Urban Transport Project website: <http://www.sutp.com/>

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