



# FACT SHEET T-01 – INCORPORATE CYCLING INTO CITY ADMINISTRATION

## Introduction

In Central MeetBike it became clear that success of integrated bicycle promotion depends on clear integrated goals, political will and power as well as expertise of the city administration. Therefore incorporating cycling into organisational and operational structure of administration can be seen as a key to successful, sustainable and integrated bicycle promotion in the cities.

Generally it can be stated that a clear and transparent definition of responsibilities is supposed to help in achieving the goal of adequate consideration for cycling and the other non-motorized means on all levels and planning activities of the municipality. A high level of cooperation and networks between municipalities and disciplines strengthens competence and exploits possible synergies. Involvement with stakeholders is essential for ensuring that the interests of all people affected and involved are taken into consideration.

## Organisational structure - Cycling officer

Organisational structure defines hierarchy and responsibilities of each unit (department, employees) in the city administration. Cycling officers are the most common example how to advocate and incorporate cycling into the organisation of municipal administration.

A general objective is to have cycling achieve such status, that it is considered

adequately and automatically on every level of the municipality and in all planning or operating activities. Given the moderate level of general acceptance for cycling in the municipalities of the Czech Republic, Slovakia, and Poland, it is not expected to be easy to accomplish such an automatic consideration. Therefore, it is recommended as a first step that a staff member in the municipality be named, who is responsible for considering and addressing cyclists' needs. The concrete responsibilities of the cycling officer can be defined in the local cycling strategy.

Each city has to decide for itself which solution fits local circumstances best. There are good examples for both possibilities

in Germany and other countries with more developed bicycle traffic: In the city of Kiel the cycling officer is directly assigned to the mayor since end of the 1980s. At the same time in the city of Leipzig a cycling officer was announced, but his position was integrated into the hierarchy of city administration. Both examples still exist and showed that they can be successful. However, both options require internal regulations on procedures along with inputs of the cycling officer as well as his/her duties and rights.

Despite the means of integrating the cycling officer into city administration there are aspects that turned out to be of particular importance not only in

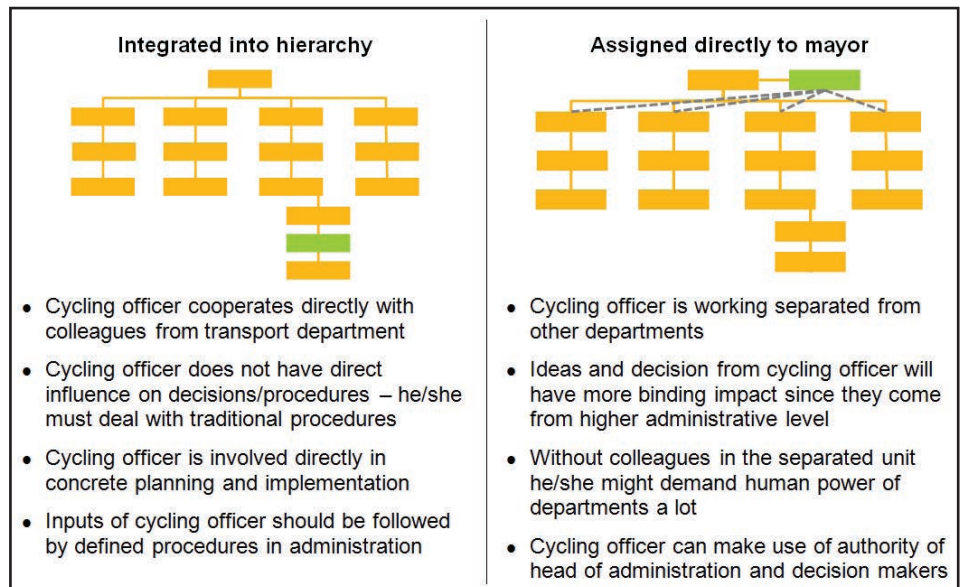


Figure 1: General options to integrate cycling officers into city administration (source: Ahrens et al (2014), p.30)

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

Central European context:

- Equipping the cycling coordinator with an own budget and/or employees will expand his/her opportunities to promote bicycle transport.
- Cycling officer should be entitled to demand for changes to plans, if cyclists' needs are not considered adequately.
- Additionally he/she should develop own ideas and concepts for smaller infrastructure improvements as well as for public relation campaigns.
- Cycling officer is not only contact person for cycling issues within the administration but also for stakeholders from outside the administration (e.g. through working group) as well as the public / the citizens (e.g. through email address or regular consultation hours).
- Cycling officer should be part of the working group for cycling. Ideally he/she is chairing the working meetings.

### Operational structure: Working group

Operational structure includes procedures and regulations of cooperation within and between the different units of the municipal administration. Current cooperative and communicative approaches also include public involvement. Establishing a working group for cycling issues became a successful instrument of cooperation between departments and involvement of stakeholders and the public. However, its concrete procedures might depend on the political and administrative structures of each municipality.

### Best Practice: Working groups in Leipzig

In 1989, the city of Leipzig established the "working group bicycle promotion". The members of the working group (Department for Environment, German Cyclists Club - section Leipzig, Road Traffic Authority, Section for Transport Ecology and Bicycle Transport, cycling officer, police, further municipal departments) meet twice a month to discuss current bicycle planning projects in the city. Participants (especially representatives from NGO) are asked for their opinion on particular plans. The commonly agreed position of the working group is handed back to the planning office, which can amend plans or should explain, why changes are not possible. Additionally the position paper is attached to the planning documents to inform decision makers.

In addition the city of Leipzig established a round table that includes participants from the working group as well as politicians. Once a year it deals with strategic aspects on how to focus on bicycle promotion. This round table was established as a result of the first Leipzig BYPAD in 2008/2009.

In the course of working group meetings municipal departments that are involved can coordinate measures and plans. According to German experiences it is not possible to discuss general strategies of cycling promotion and to include politicians in these frequent meetings of working groups. This should happen in a strategic group, for example something similar to the round table as in Leipzig (see best practice).

It is recommended that working groups meet regularly (at least every 8 weeks). Usually the group is headed by the cycling officer. He/she is also responsible for preparing a report. The working group should discuss plans that affect bicycle transport and should come to a common statement, which in the end may influence the planning and decision making process (e.g. changes are made to the plan to provide better

conditions for cycling).

Additionally there is the aim of working groups to provide enthusiastic citizens and cycling associations (stakeholders) with a platform to engage in discussions with the city representatives. On the one hand this is essential in order to raise the acceptance of a measure, to improve understanding among different interest groups and to find common solutions or adequate compromises. On the other hand municipalities can benefit from this cooperation by receiving a lot of information about status of current cycling facilities and about needs of users. More details regarding stakeholder involvement can be found in CMB fact sheet T-02.

Implementing a BYPAD audit was the initial step to form a continuous cooperation between municipal departments and the public in the field of cycling in many European cities.

**Lessons learned:** Generally cycling should reach a status, where it is automatically considered adequately in all planning and campaigns. Given the low awareness of the potentials of cycling in many Central European cities, it might be useful to change organisational and operational structure in order to ensure consideration of cycling issues. This fact sheet provides readers with two main possibilities: cycling officer and working groups. For both it is important to define binding regulations about duties and rights as well as how to deal with their input in processes of city administration.

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

Central MeetBike is implemented through the CENTRAL EUROPE Programme co-financed by the ERDF.

Contact: Jan Schubert / Dr. Frank Ließke (after September 2014)

Tel.: +49 351 463-390 44 / +49 351 465-366 68

Email: [jan.schubert1@tu-dresden.de](mailto:jan.schubert1@tu-dresden.de) /

[frank.liesske@tu-dresden.de](mailto:frank.liesske@tu-dresden.de)

Contributing authors: Prof. Dr.-Ing. Gerd-Axel Ahrens, Jan Schubert, Kevin Vincent

Photo: Radka Zakova

Sources / Further literature:

Ahrens, G.-A.; Schubert, J.: "General Strategy Recommendations for Municipalities (local level)". Document developed in the course of the project Central MeetBike. Dresden. 2014.

Deffner, Jutta; Ziel, Torben; Hefter, Thomas; Rudolph, Christian (eds.): "Handbook on Cycling Inclusive Planning and Promotion". Capacity development material for the multiplier training within the Mobil2020 project. Frankfurt/Hamburg. 2012.

More information about BYPAD: [www.bypad.org](http://www.bypad.org)