



Bycycling in Odense Plan of action

2015 - 2018



ODENSE KOMMUNE



CYKLISTERNES BY
ODENSE

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ODENSE KOMMUNE

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Table of Contents

3. Introduction

4. Where are we now?

7. Where are we going?

11. 24 projects

9 Paths and Roads

- 10 #1 / Expanding the network of paths
- 11 #2 / Bicycle prioritized roads
- 12 #3 / Mobility through traffic lights
- 13 #4 / Bike path inspections and better maintenance
- 14 #5 / Quality assurance of road projects

16 Bicycle Parking

- 17 #6 /Bicycle parking in the city center

18 Super Cyclists

- 19 #7 / Super bike paths
- 20 #8 / Bike-friendly workplace

21 Bicycle Service

- 22 #9/ Better bicycles
- 23 #10 / City- and commuter bicycles
- 24 #11 / Mobile bicycle repair shop
- 25 #12/ Map for cyclists
- 26 #13 / Information, communication and dialogue

28 Campaigns and Events

- 29 #14 / Show consideration
- 30 #15 / Thank you for biking
- 31 #16 / Shopping by bike
- 32 #17 / No silly car rides
- 33 #18 / The school is biking
- 34 #19 / Bicycle practice area at schools
- 35 #20 / Bicycle relay race
- 36 #21 / Biking to educational institutions
- 37 #22 / Health visitors
- 38 #23 / The coolest cyclist in Odense
- 39 #24 / Sport and leisure activities

41. Implementation

42. Investment Plan



Introduction

We need a plan of action for bicycling in Odense. This is also described in the Mobility Plan 2014-2015. This new plan seeks to lay the foundation for an increase in the bike traffic in Odense. In doing so, the municipality will complete a number of efficient efforts to ensure an increase in bicycling in general.

Biking will contribute to a better mobility in Odense. Biking is healthy and it has many other benefits too. The roads will, for example, be less congested by cars, and the city center's environment will thus improve. 46 % of the families in Odense do not have access to a car. The bike is simple and inexpensive and it works as a solution to better mobility. The possibilities of easy and comfortable biking are constantly developing. Examples of this include the increasingly popular electric bikes and tricycles for the elderly, who are challenged in their balance. These examples are both part of future solutions.

We are already focusing much more on children's biking habits by including the schools and day care centers. This is based on the idea that a healthy habit early in life will last forever.

This plan will partly describe where we are today, but also where we want to go. The 24 specific contributions are divided into 5 categories:

1. Paths and roads
2. Bicycle parking
3. Super cyclists
4. Bicycle service
5. Campaigns and events

Every contribution are given a score from 1-5 in these 4 most important parameters:

1. How much of an increase in the bike traffic will the contribution create?
2. How much will the contribution improve the mobility of the bicyclist?
3. To what extend will this contribution improve the safety in traffic?
4. To what extend are the bicyclists satisfied with the effect of the contribution?

These contributions are all part of an investment plan for the next 4 financial years. The action plan for bicycling supports 4 policies of the municipality:

1. The environmental policy: To strengthen the City of Cyclists.
2. New reality – New welfare. Better and healthier mobility.
3. Growth policy – appearance and experience.
4. Healthy together – healthy setting for physical activity.

With this plan, the town council wishes to focus on the importance of biking as an easier option in people's everyday lives.

Jane Jegind

Alderman in the Department of Culture and Urban Development



Where are we now?

At the end of the 1800s, the municipality of Odense began establishing the first bike path in Denmark. The number of bike paths has since increased to 540 km, and Odense is now close to finishing the network of bike paths we need. For the network to be complete, however, we still need to finish and build a few more paths. In relation to new business areas and new residential areas, it is important that the safe bike paths are incorporated in the areas from an early stage. We are also currently working on the Super Bike Paths, which will make it even more desirable to choose the bike. Many tunnels and pedestrian bridges already exist in Odense. These will ensure that users experience an easy and direct bike route.

To increase the bike traffic we need to do more than just ensuring the paths. Traffic-calming measures make sense on less congested streets. These measures are also cheaper than building new paths. Traffic-calming measures are typically used to slow down the speed to 15, 30 or 45 km pr. hour. The lower the speed, the more we can ensure safety for young children and elderly, who bike alone. Odense is the leading city when it comes to traffic-calming measures. Every year since 1979, Odense has completed new and safer school paths and roads.

Odense was in 1998 elected Denmark's national bicycle city. In the 4 years that followed, the massive attention given to biking resulted in an increase in the bike traffic; The bike was used in 27 % of all cases of transportation. For a long period, the bike traffic was stable in Odense, but in recent years, the number of trips made by bike has gone down to 22 % of all trips. The reasons can be found in both general national changes, but also in issues relating directly to Odense. From 2009 and to 2013, the families in Denmark, who owned more than 1 car went up by 14 %. From 2008-2013, the number of commuters with over 30 km to work or school have increased with 6 %. Many more factors can explain these numbers, but there is no single or definite explanation.

If we compare Odense to the country's 3 other largest municipalities, Odense is highest ranked in trips to education and very highly ranked on commuting and errands. 36 % of the citizens bike to work. The number of trips made in our spare time and business related trips, however, are low in Odense.

Despite this decrease in the bike traffic, we are still successfully aware of enhancing and promoting the bike traffic. To promote biking is not just a matter of traffic, but also an important factor when we look at the city in general. The increased bike traffic will improve the city's environment. When more people bike, it will leave out some space for public transportation and cars. Biking is also an important variable in relation to health. Physical activity can prevent a wide range of diseases.

The Mobility Plan of 2014-2015 involves many different projects that will improve the bike traffic in Odense. These projects are carried out now, and they will support the goals of this plan. The Municipality of Odense are part of other large projects such as "Test an electric bike" and "Denmark bikes together". The plan for the future's public transportation and the light railway project will be supported by bicycle parking spots at central stops and at the light railway stations. The connection between biking and using public transportation will thus be improved significantly.

In May 2014, the municipality's citizen council completed a study. The study concerns biking, but it involves all citizens and not just the people, who bike often. 62 % participated in the study. The main conclusions of the study were:

All citizens:

- 50 % of the citizens have no more than 10 km to work or place of education.
- 54 % primarily bike to work, school or place of education.
- 13 % do not own a functional bike.
- 64 % use their bike regularly and at least a couple of times a week.

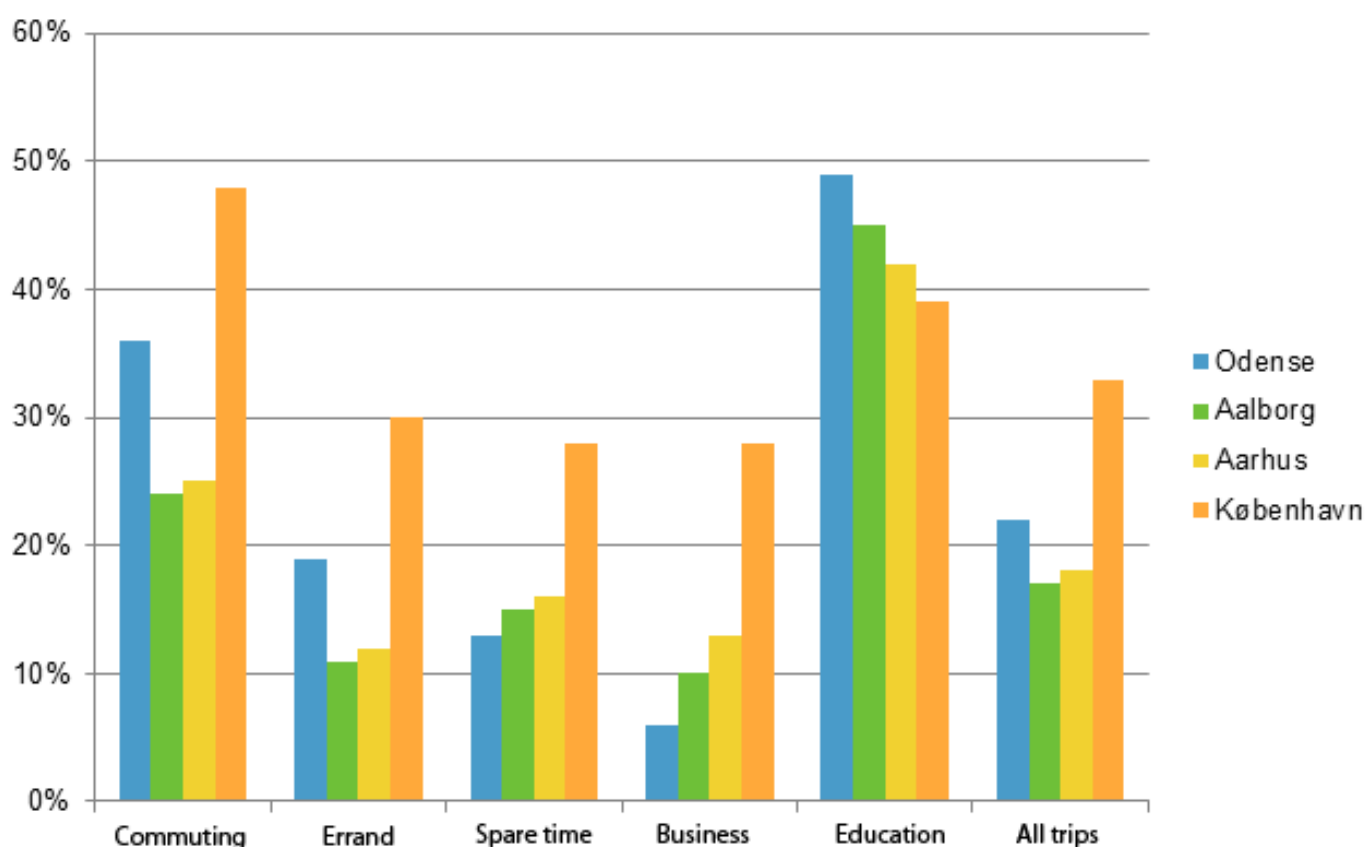
Citizens, who bike at least a couple of times a month:

5. The bike is primarily used for exercise, fresh air and because it is faster and easier.
6. 7 % use their bike because they do not have alternatives.
7. When the bike is deselected, it is often because of the distance or an issue of too much luggage.
8. 50 % are unhappy with the maintenance of the bike paths and roads.
9. 29 % are bothered by motorbikes.
10. The primary arguments for biking more are exercise, more bike paths, better security and safety.
11. 69 % own a bike helmet, and 47 % used this helmet last time they went for a bike ride.
12. 81 % have fixed bike lights on their bikes, and 97 % had lights on the last time they biked when it was dark.
13. 73 % are satisfied or very satisfied with being a bicyclist in Odense. 9 % are dissatisfied.
14. 23 % are dissatisfied with the number and areas of the bicycle parking spots in Odense.
15. 15 % are dissatisfied with the ability to combine biking and public transport.
16. 6 % are dissatisfied with the municipality's information to bicyclists.
17. 8 % feel insecure when they bike in the Municipality of Odense.
18. 8 % feel insecure when they bike due to the risk of theft or assaults

Citizens, who bike less than a couple of times a month

19. The primary reason for those not biking very often is the distance. They also find it easier and faster to use other means of transportation.
20. They can be motivated to bike more because of the exercise aspect, but only if the distances are shorter and if they feel secure and safe.

Percentage of trips made by bike 2011–2013





“

The goal is to make the bike traffic increase significantly so that by the end of 2018, 25 % of all trips will involve biking. Some of the projects will have even further effects after 2018, and an ambitious goal thereafter is 30 %.

The number of citizens, who bike to work should rise from 36 % to 45 %.

The number of schoolchildren, who walk and bike to the municipal schools should increase from 58 % to 70 % for 6 - 11-year-olds and from 73 % to 90 % for 12-16-year-olds.

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Where are we going?

Generally, Danish cities have major challenges when it comes to bicycling. The number of commuters are growing, but the growth of the micro car makes it even harder to make people use the bike as their primary form of transportation.

Odense cannot build its way to a fast increase in the bicycle traffic. We need to create a space for the citizens to be challenged; publicity, campaigns and physical gimmicks.

Pedestrian bridges and underground paths will be built along the way, but these will not be the leading initiatives to a fast increase in the bicycle traffic.

This plan has been developed within this framework:

- The study from the Municipal Citizen Council.
- A meeting with the local department of Danish Biking Association (Dansk Cyklistforbund) and written responses.
- The Facebook group City of Cyclists (Cyklisternes by)
- Workshops with scientific panel

24 different projects are outlined. Together, these should increase the bicycle traffic in Odense significantly. Almost 2/3 (68 %) of the investments are physical measures, while the rest are investments in promoting bicycling. All together, we need an investment of 30 million Danish kroner in a period of 4 years. The Minister of Transportation has just released two new funds. These will allow us to have 40 % governmental support and funding for the Super Bike Paths and bicycle parking. From 2015 and forward, The Minister of Transportation expects to establish a new funding for bicycle traffic. It is then possible to apply for a 50 % governmental funding for these municipal projects.

The City of Cyclists as a brand

Odense was formerly known as Denmark's National City of Cyclists. In the years from 1999-2002, projects were completed in the sum of 20 million Danish kroner, which resulted in an increase in the bicycle traffic by 20 %, and 20 % fewer biking accidents.

It is important to establish a new brand that can support the citizens' view of Odense as a city where it is natural to choose the bike for many trips. The bike is the clever choice that make everyday life easier. The bike can also be combined with cars, busses and trains. Money is not a main argument for choosing the bike, but rather, biking is about well-being, health and personal freedom. The bike is freedom.





Paths and roads

#1

Expanding the network of bike paths

Target group

Citizens living in the parts of Odense where the planned bike paths have not been built yet

AIM

To establish a coherent network of paths for cyclists in the Municipality of Odense.

What?

Odense has 540 kilometers of bike path and more than 1,000 kilometers borough road. Many roads do not need bike paths, since these roads only have limited traffic in general or because they already have a type of traffic calming measures. This means that Odense has a functional and extensive network of bike paths, which to a large extent is finished. There is, however, some parts of Odense that still needs to be combined with the existing network of paths. These are primarily local urban communities. These communities have for a long period expressed a need and want for bike paths to, among other things, ensure safe paths to school for children.

In 2013, the Committee for City and Cultural Affairs passed a plan for paths in Odense. The prioritized paths in the plan will be built.



ADVANTAGES FOR THE TARGET GROUP

The safety and security will be improved for the cyclists in the local urban community, where the network of bike paths is expanded.

ADVANTAGES FOR ODENSE

Building bike paths in the local urban communities will support the vision of Odense as the City of Cyclists, and it will also increase the number of cyclists locally.

Success criteria

The number of cyclists in these areas will increase with 20%.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#2

Bicycle prioritized roads

Target group

Commuters, everyday cyclists and schoolchildren

Aim

The aim is to enhance the cyclists' mobility and safety through different use and prioritization of the current roads. This is also a great solution from an economic point of view.

What?

Road users in Odense very often struggle for their space in traffic. The city center's very narrow roads do not allow for bike paths. Furthermore, the building of bike paths can also seem unnecessary when compared to the actual potential cyclists in the areas. Problematic conditions are often seen around the schools every morning. This makes it difficult for children to bike to school in these areas.

The lack of facilities play a role in reducing the use of the bicycle – both in the city, in the countryside and on the daily route to school.

Bike roads will be introduced in the city center and in the residential areas along with "2 minus 1 roads" in the open landscape and school zones.

Bike roads can be implemented without changing the street

profile. The idea is that all road users must be aware of cyclists, and the cyclists will be allowed to bike in front of the cars. The pedestrians will stay on the sidewalk. The bike roads will enhance the bicyclists' mobility while also reducing the speed of the cars. These bike streets already exist in Copenhagen, Aarhus and Næstved.

2-1 roads will be introduced in open landscapes and on two lane roads. These will be reduced to one lane roads with bike lanes in one side, defined by road paint. The idea is that two oncoming cars must give way for each other by slowing down and carefully cross the bike lanes when there are no bikes present. The function of the road will be made clear with small pieces of solar lighting on the asphalt.

School streets are introduced and tested on roads near specific schools. The school streets are basically 2-1 roads. One lane is reserved for biking schoolchildren and are marked hereafter. It will not be allowed to stop or park in a school street.

Concrete suggestions will be introduced and treated politically.

ADVANTAGES FOR THE TARGET GROUP

This project will enhance the cyclists' mobility and safety.

ADVANTAGES FOR ODENSE

The Municipality of Odense will save money on building expensive bike paths by changing the use and functionality of the current traffic areas.

Success criteria

The number of cyclists on bike streets, 2 minus 1 roads and school streets increases with 10-25 %, and the safety is increased accordingly.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#3

Mobility through traffic lights

Target group

Cyclists, who cross traffic lights, especially commuters by bike.

AIM

The aim is to make it easier for cyclists to cross traffic lights.

What?

It is possible to determine one's own speed when biking, but stopping in every traffic light on a daily basis, can keep many from biking. "Green waves" means that they are customized to match the speed of the cars, and "red waves" can thus seem like a limit for cyclists.

We can make it easier for cyclists to cross a traffic light in many ways. An example could be to establish a bicycle area on the street, where cyclists can wait in front of the car for the light to change. This will also reduce the risk of cyclists being overlooked by cars while crossing a traffic light. These bicycle areas are located in few places in Denmark, but there is one in Klaregade, Odense. Bicycle areas are very popular in other countries. The Swedish city, Lund, has about 50 of them, and they have not resulted in more traffic accidents. A trial project like this could be introduced in collaboration with The Danish Road Directorate.

In some areas, bicyclists are allowed to continue onto the side street, while the cars in that same direction have to stop. More of these need to be introduced to enable more bicyclists to avoid the traffic lights.

The sensing coils in the asphalt need to be made visible for the bicyclists. The bicyclists should also receive information on how to position themselves in traffic lights and how this works.

Bicycle railings will be introduced in the traffic lights where bicyclists wait for the longest time.

We will also create a balance between the prioritization of cyclists and other road users.

ADVANTAGES FOR THE TARGET GROUP

Cyclists will stop fewer times, and this will encourage more people to bike.

ADVANTAGES FOR ODENSE

The bike traffic will increase, and the congestion caused by cars will decrease.

Success criteria

At least 25 traffic lights will get 1 or more adjustments.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#4

Bike path inspections and better maintenance

Target group
Cyclists in Odense

Aim

The bike paths that have been poorly maintained needs to be improved (poor road paintings and holes in the road). Furthermore, other issues that could damage the bike traffic need to be determined and repaired. These include steep ascents and descents, inadequate signaling, dangerous spots etc.

What?

An inspection of the municipality's bike path network will be completed. On the basis of this inspection, a prioritization model will be made. This model will be used to determine the areas that need repair and improvement. This will ensure that the existing paths will undergo significant improvement.

The bike path inspection is meant to target both management initiatives that can be improved in a short amount of time, and also minor and bigger defects that need a longer timeframe.

We also need to investigate the possibilities of using external observers on the bike paths.



ADVANTAGES FOR THE TARGET GROUP

Better mobility, comfort and safety for cyclists in Odense.

ADVANTAGES FOR ODENSE

It is possible to achieve a significant improvement with little means. The number of satisfied cyclists will increase in the entire municipality.

Success criteria

At least half of the problems defined in the inspection must be solved within a year after the inspection is completed.

Efficiency assessment

More bike traffic	
Mobility	
Safety	
Satisfaction	

#5

Quality assurance of road projects

Target group
Cyclists in Odense

AIM

All new road projects must be evaluated to determine their quality. This will ensure that the cyclists receive the best possible solutions, and that these also make sense to other road-users.

What?

A quality manual will be introduced to all new road projects in the Municipality of Odense. Both external and internal parties must adhere to this. The Municipality of Copenhagen has a similar manual. We have existing road rules in Denmark, but the idea is that the quality manual can ensure a higher ambition level in relation to the cyclists' mobility and safety.

We will for example need to make sure that it is clearly marked whenever right shunts are allowed on the roads. We will also take visually impaired into consideration. The idea is that the passage needs to be done in low speed. Odense has about 60 of these already, but the potential could be three times as big.

This will pose requirements in relation to the design of the traffic lights, the paths and traffic considerations. The prioritization of cyclists must co-exist with the prioritization of other road-users.



ADVANTAGES FOR THE TARGET GROUP

Cyclists will experience better traffic quality, improved safety and better mobility

ADVANTAGES FOR ODENSE

Road projects will no longer need adjustments and changes after they are finished.

Success criteria

After 1 year, at least 95 % of all road projects costing more than 100,000 Danish kroner must follow the quality manual..

Efficiency assessment

★★★★	More bike traffic
★★★★	Mobility
★★★	Safety
★★★★★	Satisfaction



Bicycle parking

#6

Bicycle parking in the city center

Target group

Cyclists biking to the city center.

Aim

An overall plan for bicycle parking in the city center will be made.

What?

We need an overall plan for bicycle parking in the city center. The focus will primarily be on space demanding projects.

Bicycle parking spaces are an advantage for cyclists, but also for pedestrians, because it reduces the amount of bikes parked on the sidewalks. The result is better mobility for pedestrians.

We will introduce a map showing the future areas for bicycle parking in the city center on the basis of a collective record. In addition, we will investigate the possibility of changing existing commercial leases to bicycle parking houses – a solution that is seen in many Dutch cities



ADVANTAGES FOR THE TARGET GROUP

In the long term, the result will be that more people will be satisfied with the well-functioning and sufficient bicycle parking.

ADVANTAGES FOR ODENSE


We will introduce a plan where space and budgets are carried out in relation to the current and future needs for bicycle parking.

Success criteria

The plan will be ready in 2015.

Efficiency assesment



More bike traffic 




Mobility 



Safety 



Satisfaction 



Super cyclists

#7

Plan for Super bike paths

Target group

Cyclists, who commute across the municipal boundary to and from Odense

AIM

A plan for an expanded network of super bike paths will be introduced. The paths will connect routes in Odense to the suburban municipalities. The anticipated goal is to make more people bike. Approximately 15 to 25 kilometers to work everyday and both ways.

What?

In total, 5 routes with super bike paths exist already or are in the process of being built in the municipality of Odense. None of these crosses the municipal boundary.

We will invite the neighboring municipalities to take part in a decision ensuring new super bike paths that connect larger urban communities to Odense. The municipalities' budget should be coordinated to a certain extent. This will ensure that the bike paths are realized as a whole and not independently. We must lay the foundation for a collective level of quality. This way, the user will meet identical super bike paths.



ADVANTAGES FOR THE TARGET GROUP

More people will be motivated to commute across the municipal boundary on the bike.

ADVANTAGES FOR ODENSE

We will work collaboratively to achieve a fully developed network of super bike paths around Odense.

Success criteria

The plan will be ready at the end of 2016 and will entail an approval from involved municipalities.

Efficiency assessment

5 stars	More bike traffic 
5 stars	Mobility 
3 stars	Safety 
4 stars	Satisfaction 

#8

Bike-friendly workplace

Target group

Workspaces in areas connected to existing and planned super bike paths.

Aim

The aim is to promote the bicycle as a form of transportation to and from workspaces in Odense.

What?

Commuting is an area that needs an extra effort. There is much to be done in this area, because the commuters take about 450 trips a year. The Municipality of Odense and a number of local businesses will collectively promote the use of the bicycle among their employees.

The municipality can communicate with the employees through the businesses, and thus direct attention to the different opportunities for bicycle commuters in Odense. These opportunities include an extensive network of paths, super bike paths, parking spaces that allow you to park your bike safely when combining biking and driving, the Odense guide and many more.

Furthermore, the municipality will enter a dialogue with the businesses regarding their effort in making their employees bike to and from work. Examples could include proper bicycle parking

spaces, changing rooms and bathing facilities, spaces that allow minor bike repairs and air in the bike tires. The dialogue will also revolve around the companies' advantages of investing in these initiatives.

In relation to this, we will draw up a toolbox for the involved businesses. The toolbox will consist of bicycle tools and leaflets the companies can use in their interaction with the employees. Also, meetings and events in the cafeterias will be arranged.



ADVANTAGES FOR THE TARGET GROUP

More parking spaces to the clients and customers and more physical active employees, who will require fewer days sick leave

ADVANTAGES FOR ODENSE


Fewer cars on the streets and healthier citizens.

Success criteria

200 companies and businesses will receive the material developed for this project.

Efficiency assessment



More bike traffic 



Mobility 



Safety 



Satisfaction 



Bicycle service

#9

Better bicycles

Target group
Adult cyclists in Odense

AIM

The citizens must be made more aware of the significance of having a great bike. We might improve their experience by focusing on choosing the right bike, making the right adjustments to it and by learning how to maintain and check the bike continuously.

What?

Choosing the right bike while also considering the person's specific needs is important. The bike must be adjusted and maintained correctly. This way, it becomes easier being a cyclist in Odense. The project will be developed in collaboration between the public and private sector.

We will introduce a manual for the cyclists in collaboration with the cycle shops in Odense. These will entail information on how to choose the right bike and equipment to the longer routes between home and work. The manual will be distributed to a wide target audience and will be made visible on the municipality's homepage. Events will be arranged in the city center. At the events, it will be possible to get a free bike check and adjustment

of the bike. The events will be arranged in collaboration with the bike shops in the city.

Odense City Corps will make sure that bikes are correctly parked and that abandoned bikes are removed. As an extra service, they will offer to pump tires, oil the bike and adjust the saddle. The Municipality of Odense will also establish a bicycle library with different types of bikes: carrier bikes, electric bikes, three wheeled bikes and bike trailers. The bicycle library will be placed around the city at different bike shops. The residents in the neighborhoods will be informed about the bicycle library and the opportunity of trying out the different kinds of bikes.



ADVANTAGES FOR THE TARGET GROUP

A correctly adjusted bike will enhance the pleasure of biking while also increasing the safety. Borrowing a different kind of bike will motivate people to buy one for themselves.

ADVANTAGES FOR ODENSE


The project will keep the existing cyclists motivated to continue, and more people will consider biking in the future.

Success criteria

At least 10,000 cyclists are informed about the new project. Also, at least 1,000 people will have their bikes maintained, and at least 300 people will borrow a bike.

Efficiency assessment



More bike traffic 



Mobility 



Safety 



Satisfaction 

#10

City and commuter bikes

Target group
Commuters to Odense

Aim

City and commuter bikes must be an attractive offer for guests of the city and commuters, especially for those, who use this opportunity to connect to trains.

What?

The existing city and commuter bikes in Odense are not being used quite enough. It can be necessary to change the offer significantly, so that it becomes more attractive for commuters. Some will benefit from changing from car to train in connection with biking, while others could exchange the bus from the station with the bike.

It might also be necessary to change the type of bike, the location of the bikes and the price structure. The goal is that as many people as possible use the bicycles.

We will gather information, experience and ideas from the newest bicycle systems in Copenhagen, Aarhus and Randers.

We will brand the offer for companies and businesses in Odense.



ADVANTAGES FOR THE TARGET GROUP

This will offer an attractive alternative to the car.

ADVANTAGES FOR ODENSE

This project will reduce the car traffic and the congestion in Odense. We will not need articulated busses as much.

Success criteria

The concept of city and commuter bikes must be changed entirely to a concept including commuters too. This will increase the use significantly.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#11

Mobile bike repair shops

Target group
Commuters by bike in Odense

AIM

The everyday lives of bike commuters will be made easier by offering bike repair at the workspace.

What?

As a bike commuter, you are very dependent on your bike and it is important that it is both functional and safe. Poorly maintained breaks and chains can pose a threat to the safety of the cyclist.

The distance to the bike shop and knowing that you might have to do without your bike in 1-2 days, can keep many from getting the regular service check or repairs on their bikes. The risk is that the bike remain broken and that the former cyclists will find another form of transportation.

We will introduce a new concept in collaboration with Danish Bike Shops (Danske Cykelhandlere). The concept will include a mobile bike service where the bike commuter can leave the bike at the workspace and order a repair on the spot and on the same day. This will be made possible in collaboration with different bike shops, who, at a certain charge, will make the repairs. The order

can be placed online via an electronic portal developed to fit the project.

We will brand the offer to companies and businesses in Odense.



ADVANTAGES FOR THE TARGET GROUP

Bike services and repairs will be fast and easy.

ADVANTAGES FOR ODENSE

The project will keep commuters motivated to keep their good habit of biking to and from work.

Success criteria

At least 500 cyclists will use the offer during the running time of the project.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#12

Map for cyclists

Target group

Present and future cyclists and tourists in Odense

Aim

It must be easier to find one's way around Odense.

What?

We will introduce a clear and useful map for cyclists that will cover paths and routes in Odense. The map should also show which routes that are safe and secure to bike on. It should not only show the paths, but also the roads where it is possible to bike safely. The map will also serve as a guide to cultural and spare time activities.

The map can help cyclists plan their trips and give them an overall overview of the bike-friendly streets and paths. The different types of paths and roads should be evident in the map. This means that it will be possible to see if it is a super bike path, bike lane or a speed-subdued road.

Odense has an electronic route planner already, but it might create a better overview to have a physical map.

We will also look at the possibilities of private branding of this project.



ADVANTAGES FOR THE TARGET GROUP

An alternative to OdenseGuide will be available to people who want more than an electronic map.

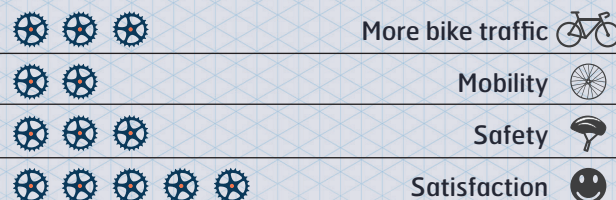
ADVANTAGES FOR ODENSE

A map of the bike paths in Odense will brand Odense as the City of Cyclists. This will also be seen as an extra service for the citizens of Odense. Also, it is a nice way of welcoming new residents to the network of bike paths in Odense.

Success criteria

We will develop a new and functional map for cyclists. This will make new residents use the bike too.

Efficiency assessment



#13

Information, communication and dialogue

Target group

Citizens in Odense

AIM

We must make sure that we inform and enter a dialogue with the citizens regarding the bicycle environment in the Municipality of Odense.

What?

We need to establish a collective communication platform that can give information about all the different bike related offers and activities in Odense. This could be a homepage with the name City of Cyclists.

In addition to the homepage, it should be possible to communicate more directly with the citizens through the different types of social media they use. These will for example be Facebook, Instagram, Twitter, Snap Chat etc.

These media will allow us to involve the citizens directly in the most active campaigns and events. It will also allow them to communicate with us through the media they use in their everyday lives. It will for example be possible to introduce hash tags, gather feedback from citizens and communicate

via Twitter, Instagram and the homepage. #Bumpintheroad #Thecityofcyclists #Meandmybike etc

ADVANTAGES FOR THE TARGET GROUP

The cyclists will receive information on the different possibilities and offers in Odense. They will get the opportunity to influence and improve the bicycle environment in Odense.

ADVANTAGES FOR ODENSE

We will make more use of the investments made for cyclists in Odense. The dialogue regarding the bicycle environment will improve and this will bring us new knowledge and ideas.

Success criteria

50 % more citizens will receive information on the City of Cyclists and more will enter a dialogue about the City of Cyclists on social media.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

Cyklister i dag

485
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År til dato



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Campaigns and events

#14

Show consideration

Target group

Cyclists in the Municipality of Odense

AIM

Cyclists must show consideration for each other and other road-users.

What?

Many cyclists are very selfish in traffic, and they often break the rules. This can result in both danger and harm for themselves, other cyclists, pedestrians and motorists. By making the cyclists aware of the danger they sometimes cause other road-users, we might also encourage them to be more considerate in traffic. It is cool to show consideration for others in traffic.

The Municipality of Copenhagen has completed a project directed against dangerous overtaking, lack of signaling and dangerous driving. 50 people were sent out on the city's bike paths. These people handed out little presents to cyclists, who showed consideration, gave way to other road-users and who used proper signaling.

The Municipality of Odense has completed a similar project. The municipality has previously launched a campaign against the use of phones, while cycling. Instead of little presents, people handed out gobstoppers.

We will develop a concept that will help motivate cyclists to show consideration and to act responsibly in traffic.



ADVANTAGES FOR THE TARGET GROUP

The recognition of the fact that good behavior in traffic begin with your own behavior.

ADVANTAGES FOR ODENSE

Happier and more satisfied cyclists and other road-users.
Improved safety.

Success criteria

At least 5,000 cyclists are contacted directly in relation to the project.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#15

Thank you for biking

Target group
Cyclists in the Municipality of Odense

Aim

The current cyclists must be encouraged to continue to bike through motivation.

What?

Many people in Odense already bike quite often, but they might be motivated to bike even more.

Existing campaigns such as “Let’s bike to work” and “Children biking” are campaigns that target and reward those, who already bike. Participants will often consist of 9 out of 10 of whom already bike. 83 % of the new cyclists in the participant group continue to bike as a result of the acknowledgement and attention provided to the campaign.

In addition to existing events and arrangements in Odense, we might provide the cyclists with small presents as a thank you for biking and as a pat on the shoulder. These activities might also motivate others to bike.

We will develop a campaign in collaboration with external parties such as Danish Bike Shops (Danske Cykelhandlere), The Cycling Association (Cyklistforbundet), health organizations etc.



ADVANTAGES FOR THE TARGET GROUP

The recognition of choosing to transport oneself in a healthy and sustainable way.

ADVANTAGES FOR ODENSE


More satisfied cyclists.

Success criteria

At least 10,000 cyclists will receive a small present as a way of saying ‘thank you for biking’.

Efficiency assessment



More bike traffic 



Mobility 



Safety 



Satisfaction 

#16

Shopping by bike

Target group

Customers in grocery stores and in other shops in the city center

AIM

More people should use their bike when they do their short, everyday trips to the grocery store or other stores in the city center.

What?

Many people tend to use the car when shopping for groceries or when making other larger purchases. This has become a habit, but it is also a result of many people believing that it is too difficult to do these things on a bike. If it was easier to shop on a bike, it might make more people use the bike instead of the car. We will therefore introduce a collaboration with super market chains and other relevant shops. The collaboration will seek to promote the use of the bike when shopping in the city center.

The initiative might involve establishing better parking opportunities for cyclists and improve the bike facilities near the grocery shops. It can also include special advantages such as discounts for customers biking or special services such as delivery services, borrowing a cycle trailer, issuing special bike bags for grocery shopping and the opportunity of leaving behind superfluous packaging. A similar campaign was launched in Gent, Belgium. Here, they provided customers with a discount every time they brought a bike bag for groceries to the store.



ADVANTAGES FOR THE TARGET GROUP

It will be easier to shop for groceries on a bike, and there will be more available parking spots for cars.

ADVANTAGES FOR ODENSE


More people will do their grocery shopping on the bike. This will then decrease the number of trips made by car to the city center. This will altogether result in more available parking spots.

Success criteria

One or more collaborative projects will be established, and the shops participating in the project will experience 10 % more customers shopping by bike

Efficiency assessment



More bike traffic 



Mobility 



Safety 



Satisfaction 

#17

No silly car rides

Target group

Citizens who tend to use the car for many shorter trips

Aim

The number of car rides of less than 5 kilometers need to be reduced and these trips should be made by bike instead.

What?

The Swedish Campaign called No Silly Car Journeys (Inga löjlga bilresor) has been a successful campaign for years now. Its aim is to reduce the number of car rides of less than 5 kilometers. Citizens can tell others about their own and other's silly and short car rides. 1,000 citizens tell their stories every year. The campaign has so far reached enormous media attention and it has helped create a debate on how these shorter trips are easier to do by bike. In Sweden, the number of shorter trips made by car has decreased from 50 % to 38 %.

This campaign will be introduced as a Danish concept and it will be a recurring campaign every year.



ADVANTAGES FOR THE TARGET GROUP

More people will be made aware of the advantages of using the bike instead of the car on the shorter rides. Exercise and health will also be a motivational factor.

ADVANTAGES FOR ODENSE

The number of shorter car rides will be lower, and more people will improve their health.

Success criteria

The number of shorter car rides (less than 5 kilometers) will go down by 15 %.

Effektvurdering



More bike traffic



Mobility



Safety



Satisfaction

#18

The school is biking

Target group

Schoolchildren in Odense and, as a reaction, their parents

AIM

More schoolchildren in Odense will bike to school.

What?

The school is biking is a concrete initiative that will help children and their teachers develop school lessons so they include exercise, which is also a huge part of the new elementary school reform.

The project will integrate the bike in regular subjects. It is also possible to find free teaching material online that is targeted teaching bicycling in the elementary schools. This material make bicycling a part of almost every school subject. Furthermore, the material includes both creative and literary initiatives. An example of this is instructions to show the children how to build a bike by using old bike parts. Other elements in the material include the role of proper nutrition and exercise.

We may develop a concept where the time consumption in planning this kind of teaching will be the same as usual. The children will bike more – also in their spare time. The families will also be motivated to bike more in their local neighborhoods. The class can experience Odense's out-door life in relation to the open school concept.



ADVANTAGES FOR THE TARGET GROUP

The children will receive new and interesting teaching with more physical movement.

It will be easier to use the city's open school offer when children bring their own bikes.

ADVANTAGES FOR ODENSE


More children will bike to school and less children will be driven by car. Fewer children will need to be transported by bus, which will reduce the municipality's expenses to transport.

Success criteria

Among the participating classes, 10 % more children will bike to school.

Efficiency assessment



More bike traffic 




Mobility 



Safety 



Satisfaction 

#19

Bicycle practice area at schools

Target group

Schoolchildren in Odense and, as a reaction, their parents

Aim

More schoolchildren in Odense will bike to school.

What?

2 schools in Odense have created a bicycle practice area with traffic paint in the schoolyards and in connection with project Bike-friendly School. In Copenhagen, 6 schools have developed a bicycle practice area with traffic paint to motivate the children to bike more often. Both Odense and Copenhagen have been pleased with the bicycle practice area.

The bicycle practice areas in Odense are used both during teaching and during the breaks. The schools teaches more than just traffic safety, they also teach the children bicycle skills such as balance and learning how and when to break. This will also teach the children to bike themselves as is the idea with the open school concept.

We will introduce bicycle practice areas on more schools, and the pupils without access to their own bike will be able to borrow one. The bicycle practice area could also be a part of the before -and after- school care.



ADVANTAGES FOR THE TARGET GROUP

The children will exercise while having fun.

It will be easier to use the city's open school offer with the possibility of children bringing their own bikes.

ADVANTAGES FOR ODENSE

More children will bike and this will also be visible in the school yard.

Fewer children will need to be transported by bus, which will reduce the municipality's expenses to transport.

Success criteria

We will need 10 bicycle practice areas on schools in Odense.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#20

Bicycle relay race

Target group

Citizens, who do not bike often

AIM

The aim is to motivate more people to bike by using a campaign revolving around bicycle relay race.

What?

It might be possible to motivate more people into biking if they participate in a competition where others can push them a bit.

Previously, the campaign, Let's Bike to Work, has had more than 10,000 participants. This number has dropped by 60 %. This calls for new concepts.

We will therefore introduce an annual bicycle campaign based on a physical baton. All participants must take turns biking with it as much as possible. The baton will entail a GPS. All trips will thus automatically be recorded and the results will determine the winners of the competition.

The campaign will continue at the same time of year for 4 years.



ADVANTAGES FOR THE TARGET GROUP

Participants will be motivated to bike more through this competition and the prizes.

ADVANTAGES FOR ODENSE


More people will choose to bike

Success criteria

At least 4,000 people must participate in the campaign.

Efficiency assessment



More bike traffic 




Mobility 



Safety 



Satisfaction 

#21

Biking to educational institutions

Target group

Pupils in post-secondary educational programs and students in further and higher educational programs.

Aim

Biking must be promoted among pupils and students in educational institutions.

What?

The Municipality of Odense will collaborate with a number of educational institutions in Odense. The collaboration will ensure open dialogue with the pupils and students concerning transportation habits, active lifestyle and knowledge about the different offers for young people biking. These include the extensive network of bike paths, the Odense Guide, Super Bike Paths etc. Furthermore, bicycle service will be introduced along with a campaign targeting young people and motivating them to bike to their educational institutions. The campaign will be developed in collaboration with young people, and the campaign will use social media.

The collaboration with the educational institutions will also focus on how to promote biking among young people through improved bicycle parking options and service facilities such as bike pumps and tools. Young people must also be made aware of why biking is

important for them.

www.studiecykel.dk offers rental bikes for students. The offer is widely advertised and the bikes themselves are also used as part of the marketing.



ADVANTAGES FOR THE TARGET GROUP

Young people will get a more active lifestyle, a better learning process and benefit more from their studies.

ADVANTAGES FOR ODENSE

More young people will get an active lifestyle and first-time car buyers might postpone buying their first car.

It will be possible to save money by having fewer busses coming to and from the educational institutions.

Success criteria

4,000 pupils and students will participate in the initiative.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#22

Health visitors

Target group
Schoolchildren and their parents.

AIM

Health visitors in Odense will be ambassadors for Odense as the City of Cyclists.

What?

Health visitors are a municipal offer where families with children can get counselling and guidance about children's health. The process will begin when the child starts school. During these years, the child will meet a health visitor numerous times. The health visitor enters a dialogue with children and their parents and the health visitor's primary job is to inform about the child's health and well-being. Because of this, the health visitor is also a natural choice when it comes to informing about the many advantages of allowing the child to transport themselves by bike rather than being driven by car.

Physical activity will prevent a long list of diseases and it has a positive influence on intellectual development and on social psychological competences.

All health visitors are invited to participate in a meeting about

bicycling. A pamphlet on biking will also be introduced. Every child that the health visitor sees between age 6-13 (0.-5. Klasse) will be informed about the idea of biking to school. The pamphlet will be handed out when the child is 6 years old and it will focus on practice with the parents. The pamphlet for 9-year-olds will focus on the child biking alone to school and leisure activities.



ADVANTAGES FOR THE TARGET GROUP

More children and their families will get more exercise and the risk of getting a long list of diseases will be reduced.

ADVANTAGES FOR ODENSE

More children will bike and this will influence their transportation habits later in life.

Success criteria

At least 25 health visitors must be involved in the initiative.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#23

The coolest cyclist in Odense

Target group
Schoolchildren, aged 7-14

Aim

Schoolchildren will be motivated to bike more through an interactive smartphone game.

What?

Kappo is a free app that allows the users to create a free profile and use the smartphone to record their trips and score points. The points can then be used to purchase virtual bike gear to build up one's character in the game. Furthermore, the points can be used to reward the participants. The game can reward children for the number of kilometers they bike. It is possible to achieve a bonus when biking in rainy weather or climbing steep hills. The app can collect information about local forecasts and the smartphone's built-in GPS can trace different heights. Children can through social media inform friends and family about results.

Kappo will be introduced in an Odense edition with local prizes and virtual gear adjusted for Danish surroundings. Furthermore, a collaboration with bike shops in Odense will be introduced, and the scored points can thus be used to get a discount on bikes and gear.



ADVANTAGES FOR THE TARGET GROUP

This would be an easy and fun way to encourage children to bike.

ADVANTAGES FOR ODENSE

The initiative will keep the child focused on biking through a longer period of time.

Success criteria

At least 25 % of the children in the target group will use the app.

Efficiency assessment



More bike traffic



Mobility



Safety



Satisfaction

#24

Sports and leisure activities

Target group

Families with children, who use sport and leisure offers.

AIM

Children and young people must use the bike to and from sport and leisure activities more often.

What?

Many children and young people are passively transported by car to and from sports and leisure activities. This means that the children lack the practice of biking in traffic and that they are dependent on their parents driving them. We will increase biking among children and young people in collaboration with the municipality's sport and leisure offers.

If parents spend time teaching their children to bike to and from sport and leisure activities, they will learn how to be active every day, how to be safe in traffic and transport themselves safely in traffic. We will develop a cohesive concept to make this happen.



ADVANTAGES FOR THE TARGET GROUP

The parents will have more time to do other things in their everyday lives. The children will actively transport themselves and will thus be healthier, more experienced and safe in traffic. They will also develop healthy transportation habits

ADVANTAGES FOR ODENSE


The amount of car rides will be reduced, which will increase the amount of trips made by bike. The children will be safer in traffic. Children and young people will be more active.

Success criteria

Another 3,000 children will be able to transport themselves to and from sport and leisure activities as a result of the concept.

Efficiency assessment



More bike traffic 



Mobility 



Safety 



Satisfaction 



Implementing the initiatives

The 24 initiatives will be implemented during a four-year period from 2015-2018. Many of the projects can benefit from coordination with each other and in relation to seasons, holidays and school year.

The focal point of the activities will be a webpage, but social media will also be used to a large extend. Local user groups and media will also be invited to participate, ensuring participation from current and future cyclists.

Every year, we will write a status report to ensure progress in the initiatives. Current numbers from the bicycle traffic will be announced.

Some of the initiatives might be implemented as permanent projects, which can be supervised by the department of traffic examination – Mobile in Odense.



Investment plan

Theme	Project	Expenses
Paths and road		
	#1 Expanding the network of paths	8.000.000 kr
	#2 Bicycle prioritized roads	4.000.000 kr
	#3 Mobility through traffic lights	2.250.000 kr
	#4 Bike path inspections and better maintenance	(5.000.000 kr)
	#5 Quality assurance of road projects	50.000 kr
Bicycle parking		
	#6 Bicycle parking in the city center	1.000.000 kr
Super cyclists		
	#7 Super bike paths	100.000 kr
	#8 Bike-friendly workplace	500.000 kr
Bicycle Service		
	#9 Better bicycles	1.000.000 kr
	#10 City- and commuter bicycles	-
	#11 Mobile bicycle repair shop	500.000 kr
	#12 Map for cyclists	500.000 kr
	#13 Information, communication and dialogue	500.000 kr

Theme	Project	Expenses
Campaigns and events		
	#14 Show consideration	300.000 kr
	#15 Thank you for biking	500.000 kr
	#16 Shopping by bike	500.000 kr
	#17 No silly car rides	1.250.000 kr
	#18 The school is biking	500.000 kr
	#19 Bicycle practice area at schools	1.000.000 kr
	#20 Bicycle relay race	500.000 kr
	#21 Biking to educational institutions	750.000 kr
	#22 Health visitors	200.000 kr
	#23 The coolest cyclist in Odense	500.000 kr
	#24 Sport and leisure activities	600.000 kr
Total		25.000.000 kr

In addition, operating equipment will cost 5,000,000 for bike path inspection and better maintenance.

City and commuter bicycles are already financed through advertisement.

Project #1-7 are physical improvements

