

Mobility Plan

Plan of Action 2014–15

5 Being mobile in Odense

7 Challenges in Odense

25 The Municipality of Odense is planning 34 initiatives concerning mobility, such as:

- walk- and bike busses
- Super Bike Paths
- staggered work hours
- car-pooling campaign
- personal transport helpers offered to seniors

For more information, please visit
www.odense.dk/trafikiodense



ODENSE KOMMUNE



ooc
nsc

MOBIL I
ODENSE



ODENSE KOMMUNE

COLOPHON

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Carl Nielsen Museet

H.C. Andersens Hus

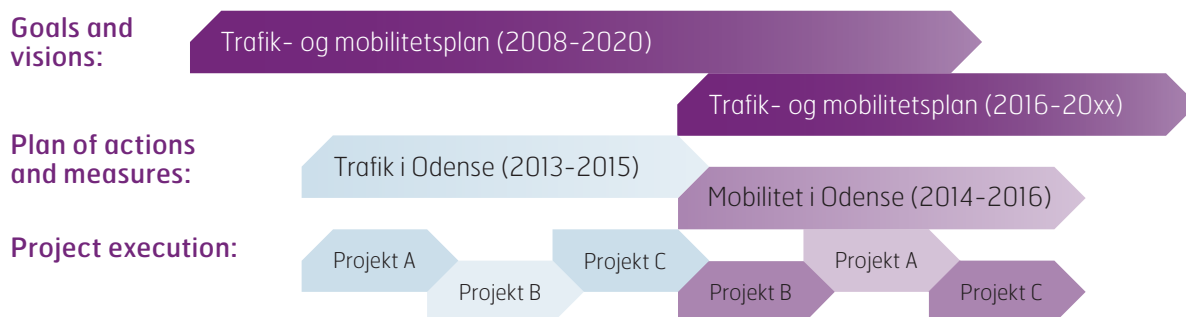
Museet Montergården

Centrum

Foreword

The mobility plan for Odense will focus particularly on pedestrians, cyclists, passengers of public transportation and on using the car in a smarter way. This plan introduces a number of initiatives, which the Municipality of Odense will carry out during the next 2 years.

The mobility plan will follow up on 'Traffic and Mobility Plan' from 2009, where the major lines were drawn for the city's development in relation to traffic and mobility. In collaboration with Traffic in Odense 2013-2015, the traffic and mobility plan will prioritize in the following order:



Odense offers different options when it comes to transportation. Odense has one of the world's best bicycle paths for cyclists and this will be further developed with Super Bike Paths. The pedestrians have correspondent conditions and public transportation is far ahead with new technology systems, which will improve the service and the mobility. We will have to come up with new options, but we should also improve and draw attention to the many mobility options that are already present in the city. It is also possible to reduce congestion without necessarily having to change the means of transport.

It is all about choosing the clever solution depending on time, place and purpose. The goal is to create a great city for you and for all of Odense.

Jane Jegind
Alderman of City and Culture



ODENSE

— FROM DANISH TOWN TO DANISH CITY

The city is developing rapidly with many exciting ongoing projects and initiatives. This means a great deal for the mobility in Odense.

THE NEW CYCLIST BRIDGE ACROSS THE RAILWAY CONNECTS THE HARBOUR WITH THE CITY CENTRE AND THIS WILL CREATE A BEAUTIFUL AND DIRECT ROUTE FOR CYCLISTS AND PEDESTRIANS.



A NEW SHOPPING MALL AT THE END OF KONGENSGADE WILL CREATE MORE ACTIVITY AND MOBILITY



THE NEW CONNECTION WITH THE CANAL WILL COMPLETE THE RING ROAD AROUND THE CITY



THE TRANSFORMATION OF THOMAS B. THRIGES GADE WILL CREATE NEW EXPERIENCES IN THE CITY, AND THEREBY NEW WAYS OF GETTING AROUND THE CITY CENTRE IN DAILY LIFE



NEW RESIDENTIAL AREAS REQUIRE GOOD MOBILITY



A NETWORK OF SUPER BIKE PATHS CREATES FAST, DIRECT AND SAFER CONNECTIONS FOR THE CYCLISTS



IN THE FUTURE AND ON A DAILY BASIS, AROUND 60,000 PEOPLE WILL HAVE THEIR EVERYDAY WHEREABOUTS IN SCANDINAVIAN CORTEX PARK, INCLUDING UNIVERSITY OF SOUTHERN DENMARK, THE HOSPITAL, THE SCIENCE PARK ETC



THE LIGHT RAIL SYSTEM WILL CREATE BRAND NEW POSSIBILITIES IN TERMS OF TRAVELING ACROSS THE DISTRICT OF ODENSE



Being mobile in Odense

Great transport options in Odense is not just a goal in itself – it will also make way for economic growth and improved quality of life for everyone.


Mobility is about movement. It is obviously about transporting oneself from point A to point B, but it is also about your possibility to move in the direction you want, and in the way, you desire. Furthermore, it is about those experiences you get, when moving around across Odense.

Mobility is in other words about the ability to go to work, the possibility of meeting up with friends and family, being able to handle the daily errands, and also the possibility to experience the city in which you live. It is all about choosing the most suitable way to do your trips around the city. A study done by the Municipal Citizen Committee shows that 2/3 agree on the fact that it would be more preferable to walk, ride the bicycle and use public transportation etc. if everyone gave a thought to their use of transportation. 4/5 think about which transport they

use themselves, 1/3 will start to bike more, and 1/4 will start to walk more in the future.

The Mobility Plan will focus on how mobility can contribute to creating quality of life for you, and how mobility can be take part in creating an attractive city, which helps to increase businesses, economic growth, health and a sustainable environment. The plan is based on a collaboration between the municipality's administration and input from citizens. The Mobility Plan will launch a number of initiatives. These will not only help solving the challenges concerning transportation, but also a number of other challenges in relation to health, growth and a good environment. The solutions will involve a broad collaboration.





Odense is facing a number of big challenges, which will influence the city's possibilities to ensure a high quality of life for all citizens and visitors.

Environment

An aerial photograph of a city and its surrounding countryside. The city is on the left, with a dense grid of buildings and roads. The countryside on the right is a patchwork of green and brown fields. A large body of water is visible in the upper right. Three large purple circles are overlaid on the image, each containing white text. The top circle is labeled 'Urban life', the middle circle is labeled 'Health', and the bottom circle is labeled 'Business and growth'.

Urban life

Health

Business and
growth

Urban life in Odense

Cities with vibrant urban spaces are often considered to have the highest quality of life*

*Source: e.g. Monocle Magazine

A vibrant city, which offers excellent opportunities for social gatherings, is something that becomes more and more important to people. This requires a great urban space where life can unfold, and it creates good opportunities to get around.

- Pedestrians and cyclists contribute positively to the city's urban life
- Security is a necessity for urban life
- Much traffic caused by cars can affect urban life negatively

The city centre in Odense has undergone a major development. From the first pedestrian street in 1969 to new initiatives such as Playspots, the pedestrian street on Vestergade Vest where bicycling is allowed and lastly, the constant expansion of the pedestrian network. A study shows that the city centre's visitors spend more time in the centre of the city than previously, and

that they are more likely to spend time in cafes and restaurants. This trend has grown by the transformation of Vestergade Vest.

Urban life, however, can be many things and does not necessarily include the city centre. From 1998 through 2008, there has been a decline in pedestrians around the city centre – and this is despite the fact that the number of residents and students in the city centre has increased. Instead, many people choose to go to the area around Bilka, Rosengårdscenteret and the smaller district's centres such as Tarup, Dalum, Bolbro, Næsby etc. This means that urban life in Odense is widely spread over larger areas.

Compared with other age groups, children and elderly who live in Odense, tend not to use the city centre as much. The number of children and elderly in the city centre decreased between 1998 and 2008. The limited number of children and elderly in the city centre is recognized in many other cities. If people of every age group should want to spend time in the city centre, different transportation options are required. This includes walking and bicycling between different parts of the city, for example the city centre and the residential areas. It is important, especially for children and elderly, to feel secure in the city.

Today, many cities are experiencing an increase in congestion caused by traffic and it is estimated that Odense will be facing the same difficulties – especially if so many people continue to go by the car. This poses a challenge to Odense's urban life. A study also shows that many visitors think that there are too many cars in the city centre, and that less car traffic would make Odense a more attractive city.



FACTS ON ODENSE



There has been an increase in the number of pedestrians and people waiting on the bus since the busses were moved from Vestergade Vest. The activities while waiting has changed from just waiting on transport, and to sitting in cafes and look at shop windows



The number of children and elderly in the city centre (Vestergade) has decreased. Especially the elderly have disappeared from the urban landscape from 1988 and until 2008.



Most people, who visit the city centre, arrive on foot or by bike. In 2008, the distribution was: Bicycle 31 %, pedestrians 22 %, bus 22 %, car 19 %, train 7 %.

Source: Odense Byliv og Byrum, 2008



MOBILITY CONTRIBUTES TO AN URBAN ENVIRONMENT IN ODENSE

CYCLISTS AND PEDESTRIANS CAN SEE AND HEAR EACH OTHER AND THIS GIVES LIFE TO THE CITY – NOT JUST IN THE CITY CENTRE, BUT ALSO IN THE RESIDENTIAL AREAS



RAIL WAY STATIONS, STATIONS AND STOPS ARE ENTRANCES TO THE CITY AND THEREBY THE URBAN LIFE. THEY ARE CENTRAL MEETING POINTS AND WITH PROPER MEASURES, THEY CAN PLAY A ROLE IN CREATING A MORE VIBRANT CITY



CYCLISTS AND PEDESTRIANS ARE FREQUENT VISITORS IN THE CITY CENTRE, AND THEY TEND TO SPEND MORE MONEY THAN PEOPLE TRAVELLING BY CAR.*
(SOURCE: COPENHAGEN'S ACCOUNTS OF BICYCLING)



BOTH PEDESTRIANS AND CYCLISTS ARE A PART OF THE URBAN LANDSCAPE, AND THEIR PRESENCE ADDS TO AN INCREASED SENSE OF SECURITY



WALKING AND BIKING ARE FORMS OF TRANSPORTATION, WHICH CAN BE USED BY MOST PEOPLE, AND THIS CONTRIBUTES TO A CITY WHERE MANY DIFFERENT PEOPLE CAN SPEND THEIR TIME



BIKING AND WALKING CREATES THE OPPORTUNITY FOR PEOPLE TO MEET UP SPONTANEOUSLY IN THE CITY, AND IT IS EASY TO TAKE A BREAK AND BECOME PART OF THE URBAN COMMUNITY.



A CITY WITH MANY CYCLISTS AND PEDESTRIANS IS A MORE ACCESSIBLE AND INVITING CITY THAN A CITY WHERE CARS DOMINATE THE ENTIRE URBAN LANDSCAPE



Source: Byer for mennesker, Jan Gehl, 2010

What it takes

- Safe streets and urban spaces, which allows everyone, regardless of age, to go about in Odense
- A better and safer experience for everyone, by making it more attractive to walk and bike outside the city centre
- Special efforts for certain target groups (such as seniors, children and socially vulnerable) so that they, to a larger extent, can take part in the urban life
- More people should be requested to bike and walk during their working hours, seeing that this will create more life during the day and not only around certain hours
- Rail way stations, light rail and bus stops should be part of other daily routines
- Good connections between different modes of transport, a welcoming environment and clear information

Environment in Odense

The transport sector accounts for 30 % of the CO₂ emissions in Odense, 90 % is from vehicle traffic

Noise from traffic is estimated to cost 200-500 lives every year in Denmark

In recent years, a number of initiatives have been introduced in order to reduce the CO₂ emission and to reduce the amount of unhealthy particles. Odense has developed an ambitious environmental policy, and a large number of these initiatives includes getting people to bike instead of going by car.

- More people move to the city and they need transportation around the city.
- More people choose the car for transportation and fewer choose the bicycle.
- Air and noise pollution affects the quality of life.

More and more people move to the big cities. This also applies to Odense and the population grows. The concentration of people is positive because it creates a vibrant city with life and activities, but it also enlarges the need for transportation and the use of resources. Today, more people tend to go by car and less people bike and walk. The result of this is that Odense will have difficulties reaching the goal of becoming CO₂ neutral in 2050. Pollution does not only affect the global climate, it also affects people's health and their general quality of life. Air pollution is the main reason, but noise pollution is also a discomfort to many people's everyday lives – in the streets and at home, where they live. Noise can cause sleep disturbances and increase the risk of a number of illnesses. Our choice of transportation is highly a matter of routine, and these routines are established early in life. For Odense to remain a city with high quality of life among its people, it is important to establish new routines such as biking and walking, when getting around in Odense. According to a study from 2008, many people call for a greener city centre with less vehicle traffic and more opportunities for children to play.*

*Source: Odense Byliv & Byrum, 2008



FACTS ON ODENSE

- ➡ Despite the financial crisis, more and more people go by their cars. The vehicle traffic has increased by 25 % from 2007 through 2012
- ➡ The number of cyclists and pedestrians have similarly decreased. In 2012, walking accounted for less than 15 %. Bike traffic accounted for 24 % in 2012, as compared to 27 % in 2007



MOBILITY CONTRIBUTES TO ENVIRONMENT IN ODENSE



BIKING AND WALKING CAN HELP
REDUCE AIR AND NOISE POLLUTION
SIGNIFICANTLY



CONNECTIONS TO AND ACROSS GREEN
AREAS MAKES NATURE A PART OF PEOPLE'S
EVERYDAY LIVES AND NOT SOMETHING TO BE
EXPERIENCED ON SPECIAL OCCASIONS



IF MORE PEOPLE USE PUBLIC
TRANSPORTATION, IT WILL
REDUCE THE OVERALL ENERGY
CONSUMPTION AND THE AIR
AND NOISE POLLUTION



BIKING AND WALKING CAN HELP TO
REDUCE THE ENERGY CONSUMPTION
OF THE INDIVIDUAL CITIZEN AS WELL
AS THE ENERGY CONSUMPTION OF THE
ENTIRE MUNICIPALITY



CHILDREN CAN BECOME
THE NEXT GENERATION OF
ENVIRONMENTALLY CONSCIOUS
CITIZENS, IF THEY ARE TAUGHT TO
WALK AND BIKE MORE OFTEN



CARPOOLING REDUCES THE
ENERGY CONSUMPTION AND
THE AIR AND NOISE POLLUTION

What it takes

- Alternatives, which decreases the need to own a car.
- A reduction of especially the short car rides and introducing the smarter choice.
- Clever alternatives to the current choice of transportation in different situations (such as having bought a lot at the supermarket).
- Connections between stops and railway stations needs to be more accessible for pedestrians. Therefore, it is important to remember that all people walk at some point during their journey.
- A special effort to make it appealing and safe for children and teenagers to walk and bike in Odense.
- A good environment around schools and educational institutions, where children and teenagers spend much of their time every day.
- Awareness about the sustainable choice among children and teenagers.
- Green and recreational areas in Odense needs to be more accessible by integrating them into the areas, where people spend time every day.

Health in Odense

The use of urban spaces play a significant part in the vision of a healthier Odense in Odense's Health Policy (Healthy Together) from 2011. Health is a challenge to the individual citizen, because it affects the general quality of life, but is also a big challenge to the economy.

- Lifestyle diseases and physical inactivity are linked together
- Obesity is an increasing problem – also among children and teenagers
- Stress is also a growing problem

As in other cities, chronic lifestyle related diseases are a growing problem in Odense, and as a result, the Health Policy focuses on it. Obesity is another challenge. In Denmark, an obesity epidemic has escalated during the last 40–50 years. This is, among other things, caused by increased inactivity.

The occurrence rate of obesity has increased 30–40 times. Obesity among children is a particular

big challenge in Odense. It is, however, an obvious possibility to make the healthy choice the fun choice by focusing on physical play, walking and biking.

Exercise does not have to be a scheduled activity. It can easily be a natural part of the weekdays, especially if there is a network of paths for pedestrians and cyclists. It is very much about making it the obvious choice for everyone. Certain groups of people in Odense are particularly challenged, when it comes to their health.

There are twice as many physically active among citizens with a long education, as compared to citizens, who have less than 10 years of schooling.*

In addition, stress has become a growing problem to the public health in Denmark. It is estimated that by 2020, stress and depression will be the main reasons to illness. 13 % of all adult citizens in Odense think they have a poor mental health.

By now, studies show that having access to green areas can attenuate the harmful effects of stress. Odense is already a very green city with the stream and quite a number of parks and green areas, but Odense still aims towards becoming Denmark's greenest city. A green environment is a substantial part of a better and healthier environment. It is, however, one thing to be a green city on paper – it is another thing that the green areas have a value for the individual citizen in his or hers everyday lives. For this to happen, accessibility such as good connections between transportation plays a vital role.

*Source: Sund Sammen, The municipality of Odense's Health Policy



Biking reduces the risk of cardiovascular disease, type 2 diabetes, osteoporosis and some forms of cancer.

Physical inactivity are directly linked with 4,500 deaths each year in Denmark

FACTS ON ODENSE

- ➡ 10 % of the 11-year-old children in Odense are overweight or obese
- ➡ Studies from 2008 show that exercise is the main reason of choosing the car for transportation
- ➡ When biking or walking, one can experience along the way. This can for example include Play Spots, which are small spaces in the city centre that welcomes activity and play



MOBILITY CONTRIBUTES TO HEALTH IN ODENSE

BIKING AND WALKING ARE NOT JUST FORMS OF TRANSPORTATION, THEY ARE ALSO PART OF THE DAILY EXERCISE AND THIS MOTIVATES MANY PEOPLE TO BIKE



BIKING AND WALKING PREVENT OBESITY AND IMPROVE THE CITIZEN'S GENERAL STATE OF HEALTH



PHYSICAL ACTIVITY SUCH AS WALKING AND BIKING ARE PARTICULARLY IMPORTANT FOR CHILDREN'S LEARNING



. INVESTMENTS IN PROMOTION OF BIKES PROVIDES SAVINGS IN THE HEALTHCARE SYSTEM OF 2-3 TIMES THE INVESTMENT



TIME IS A SCARCE RESOURCE – THEREFORE, IT MAKES SENSE TO INTEGRATE EXERCISE INTO EVERYDAY TASKS; WHEN GOING TO WORK, SCHOOL OR WHEN SHOPPING ETC



ACCESS TO NATURE HAS A MAJOR IMPACT ON STRESS, BUT IT REQUIRES THAT NATURE IS AVAILABLE WITHIN SHORT DISTANCES (300 METERS).



EXERCISE REDUCES STRESS – PHYSICAL ACTIVITY HAS AN IMPACT ON THE BODY AND THE MIND. EXERCISE HAS A POSITIVE IMPACT ON SLEEP AND ON THE ABILITY TO RELAX. IT ALSO HELPS HANDLING STRESSFUL SITUATIONS AND IT PREVENTS DEPRESSION



*Source: 74% vælger at cykle fordi det giver motion / Odense Byliv og Byrum, 2008

What it takes

- Healthy habits among children and their parents
- Promoting healthy mobility habits during work hours
- Drawing attention to the many bike routes in Odense
- A focus on play including planned and spontaneous play. This can motivate and invite people to walk or bike. Exercise options near the bus stops could be an example
- Special initiatives for groups of people who have the most challenges in regards to health. (Such as children, elderly and socially vulnerable)
- Good habits are vital from the beginning. This makes children and teenagers a very important target group

Business & growth in Odense

50.000
people commute
in and out of
the municipality
every day

Good conditions for business and growth are prerequisites for Odense to develop into a large city. Odense is, however, not the only city facing these challenges.

Odense is, to a large extent, competing with other cities when it comes to attracting new citizens and jobs.

- Odense is in competition with other cities
- It is difficult to attract new citizens, who have a high level of educational attainment.
- Odense is developing from an industrial city and into a city of knowledge. Similar to many other cities, Odense has undergone a change during recent decades.

Many industrial jobs have disappeared, and this makes it important to focus on strengthening the city as a city of knowledge. This means that it is important to keep and strengthen Odense as an attractive city of education. A significant challenge for Odense is that many people move away from the city upon graduation, and it is difficult to attract citizens with a high level of education. This means that the city loses an important basis in creating more jobs related to knowledge. Many businesses are located where their prospective future employees are. Many companies give added weight to accessibility – including good transport conditions, well-functioning public transportation and access to urban life and shopping. For many employees, time is an important parameter in their everyday lives.

Good mobility not only includes the internal mobility in the municipality, but it also includes commuting to and from the municipality. Odense has a central geographical location in the middle of the country, and this is a strength when it comes to commuting by train – and road connections to other large cities. We are expanding the capacity internally in the municipality. This includes the ring roads and the city ring to ensure that they are prepared for the future's traffic. A study has shown that motorists in Aarhus and Copenhagen experience larger delays during the morning rush hour, compared to Odense.

Furthermore, we have a well-developed, modern network of paths.

*Source: SBI rapport: Virksomheders stedstilknytning, 2012.

FACTS ON ODENSE

- ➡ Odense has more people moving to the city than from the city
- ➡ Odense has more incomers than people moving away. Copenhagen, Aarhus and Aalborg, however, still have a higher number of incomers
- ➡ The amount of people with a higher education is 5% in Odense. In Aalborg, Aarhus and Copenhagen, the number is between 10 and 11 %.



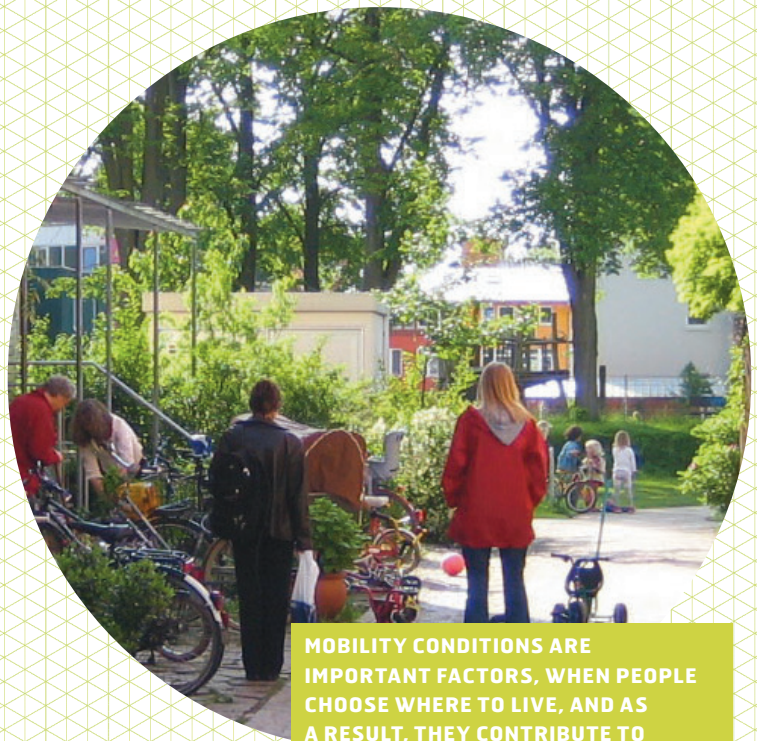
MOBILITY CONTRIBUTES TO BUSINESS AND GROWTH IN ODENSE

DUE TO FINANCIAL REASONS BIKING IS AN ATTRACTIVE FORM OF TRANSPORTATION AMONG STUDENTS

GOOD BIKING CONDITIONS FOR STUDENTS WILL ALSO CONTRIBUTE IN MAKING ODENSE AN ATTRACTIVE CITY OF EDUCATION



MOBILITY CONDITIONS ARE IMPORTANT FACTORS, WHEN PEOPLE CHOOSE WHERE TO LIVE, AND AS A RESULT, THEY CONTRIBUTE TO POPULATION GROWTH



MANY FAMILIES DEMAND BIKE PATHS AND SAFE ROUTES TO SCHOOL, BECAUSE IT IS A SIGN OF QUALITY IN THE RESIDENTIAL AREA. THE RESIDENTIAL AREA IS JUST AS IMPORTANT AS THE HOME ITSELF.



EASY ACCESS TO ODENSE'S CENTRAL STATION AND OTHER TRAFFIC JUNCTIONS CAN MAKE COMMUTING TO AND FROM ODENSE MORE ATTRACTIVE, AND PROMOTE ODENSE AS A PLACE TO LIVE AND WORK



INVESTMENTS IN PROMOTING BIKING, CUTS PRODUCTION LOSS OF UP TO 5 TIMES THE INVESTMENT.



IT COULD HAVE AN IMPORTANT BRANDING VALUE FOR COMPANIES TO FOCUS ON SUSTAINABLE MOBILITY.



ACTIVE MOBILITY IS OF GREAT IMPORTANCE TO COMPANY GROWTH BY MEANS OF LESS ABSENTEEISM AND CUTTING EXPENSES TO COMPANY CARS



LESS CONGESTION MAKES IT FASTER AND MORE CONVENIENT TO GET TO WORK



What it takes

- Easier and faster ways of getting to work, in order not to waste important time in traffic.
- Special focus on commuters to Odense and their specific needs.
- To market Odense to newcomers as a city with extensive mobility options.
- Special initiatives for selected jobs.
- Visible alternatives on different forms of transportation to and from work, and during work hours.
- Cooperation between transport companies is important, when promoting more sustainable mobility choices.
- Work place study of the larger jobs in Odense and their employee's transport habits.



Odense in the future

During the next 2
years, more than
34 initiatives will
change the way we
transport ourselves



Smart
mobility

01/

Considerate drivers

TARGET GROUP

Motorists in dense urban areas

PURPOSE

More drivers must drive considerately in the residential areas.

WHAT?

Motorists driving at high speed are a barrier to others' mobility, as it may discourage some from walking and biking in the area. Good behavior can be encouraged by rewarding the considerate drivers. Experiences from Sweden have shown effects of over 20% in speed reduction. This was due to speed displays, in combination with a lottery among those, who respect the speed limit. The speed is measured, and the license plate is recognized with a built-in camera.

A thumb-up sign will be displayed at low speed. Volkswagen was the sponsor in several Swedish cities. The speed indicators are mobile, and can thus be moved around in the residential areas if needed. It is expected that the project will have good press coverage, and much debate. This can help many people to think about what speed they are running in the residential areas.

ADVANTAGES FOR YOU AS A DRIVER

Drivers are made aware if they accidentally drive too fast. It will also be possible to win prizes

ADVANTAGES FOR ODENSE

Odense will obtain lower speed rates and better conditions for vulnerable road users.

EFFICIENCY ASSESSMENT

	HEALTH	 
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	  
	BUSINESS & GROWTH	

SUCCESS CRITERIA

The speed indicators will measure at least 50,000 cars, and at least 100 motorists are rewarded for considerate driving.

02/

Information campaigns on shared cars

TARGET GROUP

Car owners with no permanent need to own a car.

PURPOSE

More people should choose to share cars instead of purchasing a private car. This reduces their overall car driving. It also encourages them to walk, bike and use public transportation significantly more, than they would otherwise do.

WHAT?

Car sharing has operated in Denmark for over 15 years, but the possibility of sharing cars is not widely known. Many people will be able to achieve significant savings, and improve their health, without compromising their need of transportation. The main idea is that you only need a car occasionally. As another benefit, you avoid worrying about repairs,

vandalism, loss of value etc. Odense has one car sharing company, but other companies might arrive in the future. "MyCarYourCar" is a new alternative, which along with a similar one from GoMore, open up the possibility of private people sharing cars for a fee. Ordering online is possible and you do not have to worry about the insurance. The number of people sharing a car could increase by launching an information campaign.

ADVANTAGES FOR YOU AS A CAR OWNER


The individual users will automatically reduce their driving significantly, because they have to pay for each trip.

ADVANTAGES FOR ODENSE

Biking and the use of public transportation will increase.



EFFICIENCY ASSESSMENT

	HEALTH	● ● ●
	ENVIRONMENT	● ● ● ●
	IMPROVED URBAN LIFE	● ● ●
	BUSINESS & GROWTH	● ●

SUCCESS CRITERIA

The number of car sharing users must be doubled.

03 /

Better Bus Ride

TARGET GROUP

Motorists and local
bus passengers in
Odense

PURPOSE

In order to increase the number of bus passengers, more people should enjoy riding the bus.

WHAT?

Better Bus Ride is a campaign that focuses on the pleasantness of riding the bus. Movia tested the concept, and they used viral marketing, magazines and fun events for the drivers and the passengers. All drivers have participated in a conference teaching customer service, communication skills and conflict management. Better Bus Ride has resulted in an increased satisfactory rate among the employees, and this has reduced absenteeism. Furthermore, it has made more people want to take the bus.

1/3 has gotten a more positive attitude towards riding the bus. A large local commitment in Morud has increased the number of bus passengers significantly, which means that 88 % more people are riding the bus.

A number of initiatives are being carried out in Odense in collaboration with FynBus and Vognmanden as a result of the experiences in Morud.





ADVANTAGES FOR YOU AS A PASSENGER

The passengers will experience a more positive environment during the daily bus rides and new customers will arrive.

ADVANTAGES FOR ODENSE

Odense will experience an increased number of passengers, which will allow public transportation to improve its service level.

EFFICIENCY ASSESSMENT

	HEALTH	● ●
	ENVIRONMENT	● ● ● ●
	IMPROVED URBAN LIFE	● ●
	BUSINESS AND GROWTH	● ●

SUCCESS CRITERIA

1/3 has gotten a more positive attitude towards riding the bus.

04/

Marketing of the Super Bike Paths.

TARGET GROUP

People, who do not use their bikes too often. Other cyclists must remain users of the Super Bike Paths.

PURPOSE

The purpose is to make more people use the new Super Bike Paths.

WHAT?

The first stage of the new Super Bike Paths began in 2013. This was marked by an official participation of pupils and teachers from Paarup School. The event received publicity, but nothing further was done to promote the Super Bike Paths in Odense.

Citizens in Odense must be made aware of the improved offers for cyclists. The Super Bike Path System is a continuing project, which extends many years into the future, and the citizens must be aware of this too. This is also a key element in realizing the vision of Odense becoming

Denmark's best biking city. Marketing of the Super Bike Paths will also help to highlight other similar initiatives.

A basis for the future initiatives needs to be created, which will also ensure the next stages of the Super Bike Paths. A communication and marketing strategy will be developed in order for the citizens to be familiar with the Super Bike Paths.

ADVANTAGES FOR YOU AS A CYCLIST




















Citizens will be made aware of the new possibilities that the Super Bike Paths create.

ADVANTAGES FOR ODENSE

Marketing of the new Super Bike Paths will make the mobility visions clear, and it will make the bike traffic increase.



EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	    
	IMPROVED URBAN LIFE	 
	BUSINESS AND GROWTH	  

SUCCESS CRITERIA

The number of cyclists riding on the Super Bike Paths will increase by 10 %.

05 /

Car-pooling campaign

TARGET GROUP

Commuters by car and citizens, who are going on extended trips.

PURPOSE

More citizens in Odense needs to drive together in the same car in order to reduce the car traffic.

WHAT?

In average, there is 1.3 person in every Danish car. Many trips by car would be reduced if more people would drive together. Especially, when focusing on the reduction of fixed commuter routes. It is not necessary to own a car to be able to make use of car-pooling.

The website www.gomore.dk has 85,000 active members and over 1,000 users of car-pooling every day. Other options are www.samkorsel.dk and www.pendlernet.dk, which has 627 members from Odense. The barrier for an increase in

car-pooling is the number of members on these websites. An information campaign needs to be introduced to increase the number of participants in Odense significantly.

The introduction of an app for smartphones will make it easier for users to deregister and register for certain routes. We may introduce specific efforts on larger workplaces within the concept "Colleague Car-Pooling", which was previously completed on OUH (Odense's University Hospital).

A colleague car-pooling system will be introduced for the 18,000 employees in Odense's municipality.





ADVANTAGES FOR YOU AS A CAR COMMUTER AND CITIZEN

Participants will be able to save a lot of money on a fixed car-pooling agreement.

ADVANTAGES FOR ODENSE

There will be less vehicle traffic in Odense, and more people will give their daily form of transportation a careful consideration.

EFFICIENCY ASSESSMENT

	HEALTH	●
	ENVIRONMENT	● ● ● ● ●
	IMPROVED URBAN LIFE	● ● ●
	BUSINESS AND GROWTH	● ● ●

SUCCESS CRITERIA

The number of active members from Odense must be doubled. 400 employees in the Municipality of Odense will be using Colleague Car-Pooling.

06 /

Personal marketing at the residence

TARGET GROUP

Citizens in Odense who owns a car.

PURPOSE

Personal marketing of the different forms of transportation will promote sustainable transportation.

WHAT?

One can be made aware of different transport options through personal dialogue. Travel Smart is doing a similar project, which is currently working in Australia, England and Sweden. A major project in Odense included visiting 7000 households in 2006 - 7-8 students brought information and informed about the transport options, which could be considered.

The participants' journeys by car went down with 9 %, while the bus rides increased by 58 % and the train rides by 54 %. The project has been updated, and it will be implemented in

a large residential area with potential for sustainable transport. Relevant information is formulated in print and in electronic versions. A transport estimator will be developed to help citizens calculate the impact of different transport habits. Feedback from citizens can be used to adjust the project's form.

ADVANTAGES FOR YOU AS A CAR OWNER



















The participants will get relevant information about other forms of transportation

ADVANTAGES FOR ODENSE

Odense will have more sustainable forms of transportation.



EFFICIENCY ASSESSMENT

	HEALTH	   
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	 

SUCCESS CRITERIA

5,000 households will be visited. At least 1,000 citizens use the transport portal.

07/

New road users

TARGET GROUP

The goal for the activities are newcomers and new employees on the workplaces in Odense.

PURPOSE

Newcomers and new employees must be informed about the alternative forms of transportation in order to increase the use of trains, busses, car-pooling, biking and walking.

WHAT?

The existing habits will be changed when moving or changing workplace and this might make the citizen more motivated to change transport habits too.

The Welcome Package, "Mobile in Odense", targeting new residents and new commuters to Odense, will be developed. The material will describe the possibilities of commuting by public transportation, car-pooling, biking and walking in Odense. There will be maps of bike paths, bus plans and other

relevant information such as referring to webpages and apps, among the material. The focus is on personal benefits concerning health, economy, well-being etc.

The material is either sent to residents, or provided for new and existing businesses with the Business Contract. The business can then distribute the material to their employees.

There might be an invitation along with the welcome material. Newcomers may be invited to a bike ride with councilors. Newcomers will then be acquainted with the city. Study Start activities will be introduced to meet the requirements of young people.




















ADVANTAGES FOR YOU AS A NEWCOMER

Information about transport options will be made easily accessible for newcomers and new employees.

ADVANTAGES FOR ODENSE

Information for newcomers and new employees will reduce the use of a private car and make Odense a more attractive city to live and work in.

EFFICIENCY ASSESSMENT

	HEALTH	   
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	   

SUCCESS CRITERIA

The Welcome Package needs to be dispatched to every newcomer in the Municipality of Odense, and it needs to be distributed to new employees at the workplaces.



Less
Congestion

08 /

Shuttle buses and bikes from commuting spots

TARGET GROUP

Motorists, who commute to Odense, and spectators at sporting events in Odense Sports Park

PURPOSE

The purpose is to create specific possibilities for motorists, which will enable them to switch from car to busses and biking in the outskirts of the city.

WHAT?

Motorists want to be able to drive all the way to their destination. New and more attractive offers might make some choose to combine transportation by car with bus or bike. In general terms the solution must not require more time or more money than the person already spend on the current form of transportation.

2 existing commuting spots near the motor ways are being used for these purposes – In Blommenslyst and in Tornbjerg. There will be arranged at least 1 daily shuttle bus trip. One going to the city centre in the morning, and one going back in the afternoon. It will also be possible to park the bike in a covered and locked cycle shed. The shuttle bus from west can drive to Odense Sports Park during major events.





ADVANTAGES FOR YOU AS A DRIVER

Motorists will be able to save money and save time when parking. Those who replace the car with the bike will get more exercise and thereby improve their health.

ADVANTAGES FOR ODENSE

Odense will have fewer cars on the roads and get practical experience with the initiative.

EFFICIENCY ASSESSMENT

	HEALTH	● ●
	ENVIRONMENT	● ● ● ● ●
	IMPROVED URBAN LIFE	● ● ●
	BUSINESS AND GROWTH	● ● ●

SUCCESS CRITERIA

Every day, at least 50 motorists take advantage of the new offer.

09 /

Staggered work hours

TARGET GROUP

Schools, educational institutions and larger companies.

PURPOSE

Rush hour mainly derive from commuting to and from work places and educational institutions. By staggering the working hours on larger work places and educational institutions, it is the goal to reduce the rush hour traffic. At the same time, it will create a better flow in traffic for both cars and busses.

WHAT?

The municipality of Odense will enter a dialogue with the educational institutions and schools to investigate the possibilities of staggered hours, in order to try to spread out rush hour traffic. Specifically, the intention is that the call times on schools and educational institutions are changed from 8.00 to, for example, 7.50 or 8.15

with variation in the different institution.

The new work hours will naturally be coordinated with the time schedules for public transportation, in order for it to remain an attractive form of transportation to and from educational institutions and school. Many companies already have solutions, which include staggered hours. The Business Contract wants to enter a dialogue with those companies that do not already have staggered hours. The idea is to inform them about advantages and possibility of introducing staggered hours to reduce the time, the employee spend on commuting.

ADVANTAGES FOR YOU AS A COMMUTER





Staggered work hours will reduce congestion, and the hours that some employees and students use on commuting will be reduced. Fewer people will experience overly crowded busses.

ADVANTAGES FOR ODENSE

Odense will save money on extra busses.



EFFICIENCY ASSESSMENT

	HEALTH	●
	ENVIRONMENT	● ● ●
	IMPROVED URBAN LIFE	● ●
	BUSINESS AND GROWTH	● ● ●

SUCCESS CRITERIA

A minimum of 10 schools and educational institutions introduce staggered work hours.
A minimum of 5 larger work places introduce flexible or staggered work hours.

“It is a pleasure to have the freedom to leave whenever I want to.”

**Matilde Hansen, 25 years old,
lives in Odense**

- We bought a car six months ago, because my boyfriend got a job 30 kilometres away from Odense. I rarely use it – only if we are going to see someone far away from the city, or if we are going on vacation. I have used the car once when getting to work. I thought it would be easier, because I was bringing breakfast rolls, but I ended up having to go a long way round just to be close to the baker’s shop, and then I even had to walk a bit.

- I always bike through Rødegårdsvej, because I know a couple of people who lives there. It is always nice to run into some of them. I also like to take short cuts through the Hunderup quarter – those streets are just so lovely.

- There is simply too much preparatory work to be done, when it comes to checking the bus schedules, waiting at the bus stop and the bus journey itself, which makes it so much easier to just go by bike instead. That way, I do not have to plan anything. It is a pleasure to have the freedom to leave whenever I want to.



”

I always bike through Rødegårdsvej, because I know a couple of people who lives there. It is always nice to run into some of them.

10 /

Parking spot tracker on GPS

TARGET GROUP

The target group is motorists seeking a parking spot in the city center..

PURPOSE

The unnecessary search for parking spots causes more traffic, and it needs to be reduced. A service for motorists will be developed so they can be led, directly and easy, to the nearest available parking spot, close to the destination.

WHAT?

Motorists notice, especially during rush hour, that they spend too much time finding a parking spot in the city centre. Some chooses not to go to the city centre, because it is simply too inconvenient. Signs near the parking spots already exist. It has been decided that the guidance to parking spots should be improved by means of new and more signs, which, among other things, will state the number of available parking spots. A system will be developed in collaboration with GPS suppliers to guide

the motorists directly to an available car park. The final destination can be entered as an address or a district, and the GPS will then guide the driver to the nearest available parking spot. If the car park no longer has available parking spots, the system will change the route. The system needs to be simple, and it needs to be an extra function, free of charge, in the standard GPS systems. It might be possible to enter other search criteria than the destination, for example, underground parking or not, maximum desired walking distance, maximum hourly rate for parking etc. Initially, it will only include the municipal parking spots in the city centre, but private spots will also be able to join the program. Data observing available parking spots can also be integrated with systems for mobile payments, which are, for instance, handled by Easy Park.





ADVANTAGES FOR YOU AS A DRIVER

Motorists are ensured easy access to an available parking lot.

ADVANTAGES FOR ODENSE

There will be less traffic caused by people searching for a parking spot, and there will be better use of existing parking spots. More visitors will come to the city centre.

EFFICIENCY ASSESSMENT

	HEALTH	●
	ENVIRONMENT	● ● ●
	IMPROVED URBAN LIFE	● ●
	BUSINESS AND GROWTH	● ● ● ●

SUCCESS CRITERIA

The solution will be introduced with at least 1 GPS supplier. 90 % of the users will experience guidance directly and easy to an available parking spot.

11/

Transport bicycles

TARGET GROUP

Citizens who need transportation of goods at short distances.

PURPOSE

The project aims to raise awareness about use of transport bicycles to replace shorter trips by car.

WHAT?

Transport bicycles come in many varieties and can often replace a car when transporting goods at shorter distances. Companies such as IKEA already lends out free transport bicycles to customers. Miljøpunkt Indre By/ Christianshavn lends out 15 cargo bikes, for free and to the public. It must be examined, whether other companies or malls could introduce similar offerings. Perhaps with financial support for the purchase of the bicycles. Transport bicycles can be equipped with an electric motor.






















ADVANTAGES FOR THE USER

Users will get exercise and avoid problems concerning parking.

ADVANTAGES FOR ODENSE

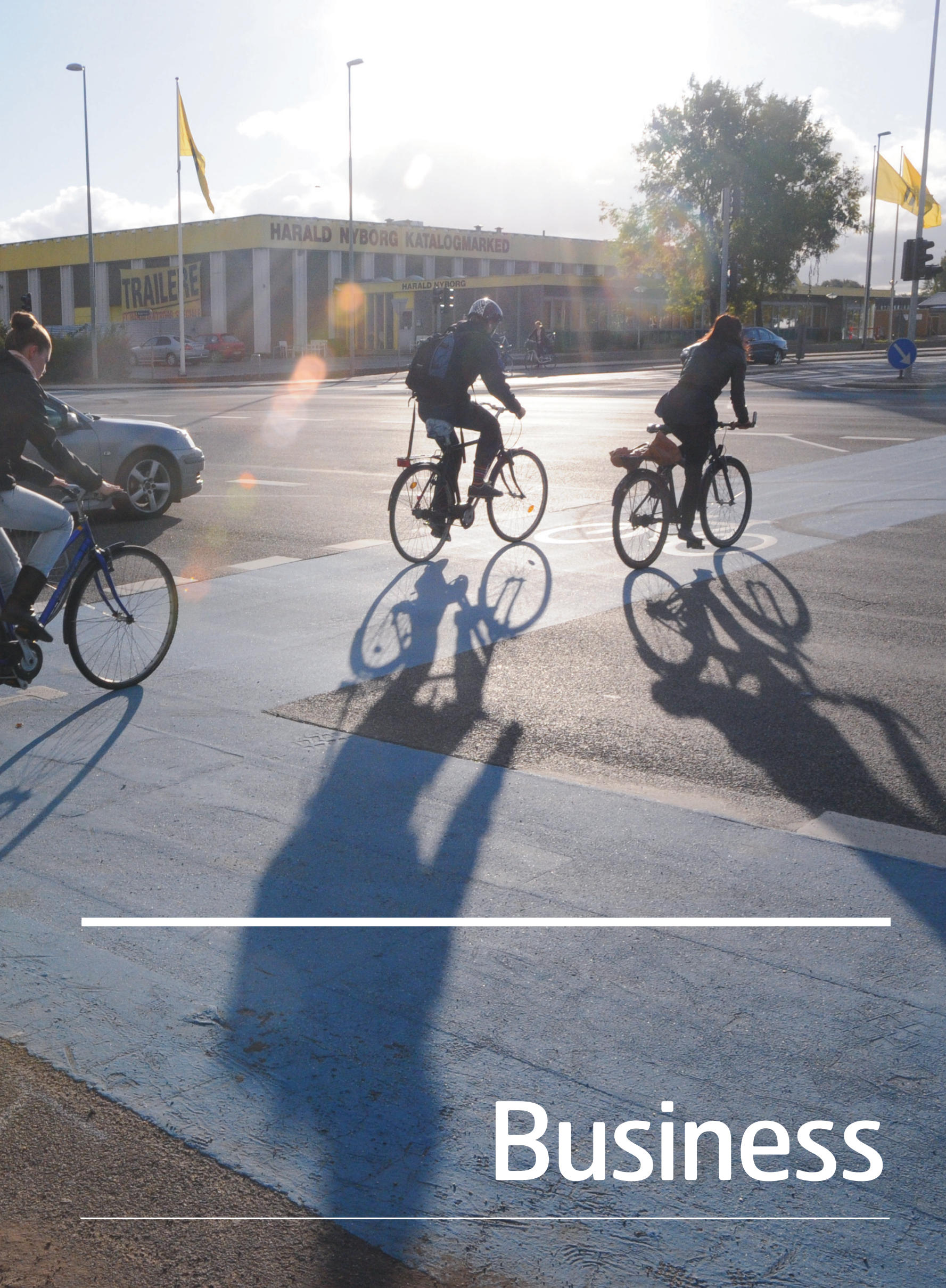
The companies achieve greater customer loyalty, and Odense will have fewer trips by car. More people are inspired to buy transport bicycles for themselves.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	    
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	  

SUCCESS CRITERIA

15 transport bicycles should be placed on several locations in Odense, and 400 loans should take place annually.



Business

12 /

Mobility Plan for the Campus area

TARGET GROUP

Odense University Hospital, University of Southern Denmark and Freja Ejendomme A/S.

PURPOSE

A mobility plan for the Campus area will be developed to reduce the need for a car, and to reduce the challenges concerning traffic congestion in the future.

WHAT?

A new Odense University Hospital will be built in the campus area. University of Southern Denmark will be enlarged, and more new residential areas will be built.

An innovative solution for the mobility will be developed in collaboration with the operators in the area to fit the need and the functions required.

The area will get path connections, and the future

light rail will be an attractive offer to public transportation. It is expected that the daily traffic will include 65,000 journeys. It will therefore be necessary to estimate the capacity of every form of transportation. A mobility plan can give a precise mapping of the needs and suggest wide solutions, when it comes to traffic and organizing.

The solutions will be introduced in the future's local mobility plans for the area. This plan could also be used in the future for other local mobility plans in Odense.

ADVANTAGES FOR THE CAMPUS AREA




















The campus area will be a sustainable part of the city based on reduced car traffic and great mobility options through a number of new initiatives.

ADVANTAGES FOR ODENSE

Odense will have a limited increase in the vehicle traffic and a model for local plans concerning sustainable mobility.



EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	    
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	   

SUCCESS CRITERIA

The plan will ensure 10 % less use of the car in the Campus area compared to other areas.

13 /

Business network for companies

TARGET GROUP

Employees at larger companies, commuting by car, but who might as well go by train, bus, bike or use car-pooling.

PURPOSE

The purpose is that companies introduce common initiatives targeting their employees to motivate them to use more sustainable forms of transportation, when possible.

WHAT?

With the establishment of a company network, a survey will be conducted on the employees' transport habits. This can identify potentials and barriers for a change in transport behavior. Companies will, based on the results and in collaboration with Odense Municipality, develop and select specific initiatives. These will be launched to motivate people to change their transport behavior. The company networks' obvious initiatives will be promoting carpooling, biking campaigns

between companies, test drivers etc.

Similar initiatives have been tested in Aarhus, Fredericia, Ballerup etc. The prerequisite for success is a business network coordinator, who can facilitate meetings and ensure progress between meetings by launching the concrete projects.






















ADVANTAGES FOR COMPANIES

By establishing and participating in a company network focusing on employees' transport behavior, companies have shared responsibility for green growth. These companies will also be attractive places to work.

ADVANTAGES FOR ODENSE

Company networks will contribute in profiling Odense Municipality as an attractive business centre, which focuses on green growth and sustainability.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	    
	IMPROVED URBAN LIFE	 
	BUSINESS AND GROWTH	    

SUCCESS CRITERIA

As a minimum, at least one company network of at least 10 companies, representing more than 1,500 employees will be established. It is expected that after a year, at least 10 % of the employees, who drive to work, will have replaced the car with more sustainable transportation.

“With the bike, I know how much time I spend.”

Tina Nissen, 39 years old, has two children and lives in Odense C.

– My job is 2.5 kilometers away, and I always bike because that way, I do not have to worry about traffic. Exercise is another reason for biking – I definitely feel fitter those days I bike, in comparison with those, where I go by car – but I also bike to be sure of how much time I spend.

– On my way to work, I always choose the shortest route, the one that seems the most logical and is easy. Most roads have bike paths, and there is many other cyclists on the paths, and then it feels like I am getting into a flow – and that feels safe.

– When I commuted to Vejle, I always biked to the central station – I like going directly to my destination. If I go by car, it can be difficult to find a parking spot, and then it ends up taking a longer time than expected. Time is important to me.

– When I am not going anywhere at a certain time, I like to bike along the green areas in Odense. I like the smell of nature and watching the seasons change by the sight of the trees and the fields. Munke Mose is also lovely – especially the playgrounds, and seeing people relaxing in the grass.

– We always bike to school. The children have biked since they were 3 years old, and they have grown accustomed to the traffic.

– The distance determines if we go by car or not. If the distance exceeds 3



When I commuted to Vejle, I always biked to the central station – I like going directly to my destination.

kilometers, we will go by car – especially when one of my children has to get to gymnastics early Saturday morning.

14 /

Mobility Plans

TARGET GROUP

Companies and their employees.

PURPOSE

Car traffic can be reduced if employees use cleverer forms of transportation during work hours and when going to and from work. Mobility Plans focuses on the many possibilities for sustainable transportation.

WHAT?

The mobility plans focus on the employee's transport habits, and they introduce initiatives that can make it attractive to choose different forms of transportation, depending on situation and needs. This contributes to reducing unnecessary use of the car. The initiatives could be better bicycle facilities in the particular company, a higher frequency of home-workers, testing electric bikes, raising awareness of public transport,

car-pooling, gas vehicles, the gross wage system of public transport, etc. For some companies, a brief meeting about benefits to economy, environment and health will suffice. Mobility plans across companies may also be introduced as part of a company network.





















ADVANTAGES FOR COMPANIES AND EMPLOYEES

The companies and the employees can increase the general health, reduce expenses and decrease the need for parking spaces.

ADVANTAGES FOR ODENSE

Odense will have more sustainable traffic, less congestion and healthier citizens.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	   

SUCCESS CRITERIA

Mobility plans for three companies in Odense will be introduced, and car traffic is reduced among the employees both during and outside work hours. The employees develop a wider knowledge regarding different forms of transportation.

15 /

Test Drivers

TARGET GROUP

The target group is existing car commuters, who use their car to and from work on a daily basis

PURPOSE

Existing car commuters will be motivated to change their transport habits by testing new forms of transportation.

WHAT?

The campaign's concept is to make car commuters test out train, bus, car-pooling and combined transportation for a limited period, such as 3 months. The campaign will be communicated through existing channels of communication at companies and larger work places. This will take place through the establishment of a company network regarding mobility.

Potential test drivers are evaluated in collaboration with DSB, Fynbus and the car-pooling portals. An important element in the project is

communication. This includes articles, cases for local media and employee magazines describing the test drivers' positive experiences.

Similar projects have been completed in Fredericia, including free train rides and commuter bikes. Experience show that over half of the test drivers have continued using the form of transportation after the test period had finished.

As a parallel to this initiative, the project "test an electric bicycle" in Odense, is already implemented, targeting the same companies.



















ADVANTAGES FOR COMPANIES

Participants will have the opportunity to try out new forms of transportation in a free trial period.

ADVANTAGES FOR ODENSE

The project will create awareness regarding individual choices of transportation, and show that there are good alternatives to using a private car – and that these options are possible despite a busy everyday life.

EFFICIENCY ASSESSMENT

	HEALTH	  
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	   

SUCCESS CRITERIA

It is expected that there will be 150 test drivers testing busses, trains and car-pooling. Half of them are expected to continue using the same form of transportation, 6 months after the test period finish. Meanwhile, it is also expected to have an impact on co-workers and friends.



Children

16 /

Bike routes to kindergartens and day nurseries

TARGET GROUP

Parents and their children in kindergartens and day nurseries

PURPOSE

More children and their parents should bike to the kindergartens and day nurseries.

WHAT?

While there has been established safe bike routes to the schools throughout most of Odense, there has not been made specific routes, which ensure the possibility of biking to the kindergartens and day nurseries. It is possible, even for young children, to ride a bike next to an adult on their way to the kindergarten. The child can often ride on the sidewalk without bothering pedestrians. This is allowed for children below age 6.

Recommended bike routes to kindergartens and day nurseries will be introduced.

Lists focusing on minor improvements are also developed in order to ensure good bike routes. Parents' councils and police are involved in the projects. There will be made many minor improvements, primarily around traffic junctions.

In addition, special information is developed to parents to get them to bike with their children. The focus is on the recommended routes, but also on what you as a parent can do to make the child feel safe in traffic.



















ADVANTAGES FOR CHILDREN AND THEIR PARENTS

The children achieve essential bike practice in an early age, which has a large value later in life. Children will improve their health and become fitter. Parents will correspondingly bike more.

ADVANTAGES FOR ODENSE

The biking traffic will increase in Odense.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

The number of children (age 3-6) biking to the kindergartens and the day nurseries increases by 25 %.

17/

Bike Play

TARGET GROUP

Children, age 2-6.

PURPOSE

Small children will practice their biking through play.

WHAT?

Balance bikes have only in recent years made a breakthrough and they revolutionize the way, children learn to bike

Most children can ride directly on a balance bike, without stabilizers, when they are 2-3 years old. This allows children to navigate in traffic at a younger age and in a safer way. Balance, range and speed rating, space and sense of directions and all kinds of manoeuvring on the bike are taught during play. A child, who worries about balance and controlling the bike, is not ready to be released in traffic.

Bike games consist of a number of known children plays, which have all been made into bike games. Bike games can be introduced in educational institutions by using a manual, props and a training program for educators.

ADVANTAGES FOR THE CHILDREN


















The children gain the ability to ride a bike in an early age. More people will bike to the institutions and schools, and more parents will bike.

ADVANTAGES FOR ODENSE

Bike traffic will increase in Odense, and Odense becomes a more attractive city to families with children.



EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

Training of at least 15 teachers, who introduce bike play to at least 500 children.

18 /

Annual bike day for schoolchildren

TARGET GROUP

Schoolchildren in Odense

PURPOSE

An annual bike day for schoolchildren in Odense.

The project is carried out in close collaboration with the schools.

WHAT?

Schoolchildren can be encouraged to bike more with an annual bike day. It will be located at the new bike track in Odense.

Bike activities will be introduced along with a wide range of initiatives, which will benefit the children's physical activity and their learning process.

As an example, The Danish Road Safety Council has introduced a bike running track, which the schoolchildren can use to improve their biking skills.

ADVANTAGES FOR THE SCHOOLS




The children will get exercise and be encouraged to bike more.

ADVANTAGES FOR ODENSE

Odense will have more bike traffic, and this ensures a future generation that will bike more too.



EFFICIENCY ASSESSMENT

	HEALTH	● ● ● ●
	ENVIRONMENT	● ● ● ●
	IMPROVED URBAN LIFE	● ● ●
	BUSINESS AND GROWTH	●

SUCCESS CRITERIA

The event is held every year, and at least 500 pupils will participate every year.

19 /

The future road users

TARGET GROUP

The future road users

PURPOSE

Schoolchildren will be included in the traffic solutions, and they achieve a broader understanding of sustainable traffic and better transport habits.

WHAT?

Mobility habits are formed during childhood. Most schoolchildren would rather transport themselves by foot or by bike, especially since they then would be able to meet up with classmates on the way. Sometimes, though, parents choose the car for practical reasons. Children are, however, often good at influencing their parents' habits. The children will be involved in traffic solutions in their local area for them to feel part of the solutions. The results can be greater, if

the children themselves have helped to create the solutions. Working with schools and parents is the most important element in achieving the goals. Educational materials on green mobility can support this. It can also include suggestions concerning involvement from the parents in creating solutions regarding transportation to and from school. Involving pupils will result in creative suggestions for solutions that can benefit themselves. This can be based on Odense's app "Safe Way to School". Collaboration with schools on mobility can help to cut trips by car to school in half, especially among smaller children. One must also not forget the health effects and the long-term effect of children as the future road users.
















ADVANTAGES FOR THE SCHOOLCHILDREN

The children will get a broader understanding of how modes of transport affect themselves and their surroundings.

ADVANTAGES FOR ODENSE

Fewer trips will take place by car in Odense, and in the long-term, people will achieve a broader understanding of why transport choices are important.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	 
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

At least 25 school classes and 500 schoolchildren are involved in the project.

20/

Traffic policy in the schools

TARGET GROUP

Schoolchildren and the employees at the schools in Odense

PURPOSE

The schools must introduce a policy regarding traffic and traffic safety, which will promote walking and biking among schoolchildren and employees at the schools.

WHAT?

A traffic policy for every school in the municipality can be developed on behalf of the recommendations from The Danish Road Safety Council. The process is as important as the project, and it requires participation from staff, parents and pupils. Together, they determine a number of agreements and initiatives, which will increase the safety when walking and biking to and

from school.

As an example, the traffic policy will include bike helmets, bike practice and the furnishing of the school areas. Many initiatives will require active participation from children and parents.















ADVANTAGES FOR THE SCHOOLCHILDREN

Schoolchildren and their parents are involved in the process, and they will experience improved conditions for pedestrians and cyclists.

ADVANTAGES FOR ODENSE

More children will walk and bike to school and this will affect their transport habits later in life.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

At least half of the schools in the municipality will develop and introduce a traffic policy.

“I always choose the smaller roads because they are not as congested with traffic.”

Sofie Elgaard Anthoniussen, 14 years old, lives in Odense C

– I do not live very far away from my school. I bike to school every day, and I always choose the smaller roads, because they are not as congested with traffic. I prefer when there is not too much traffic.

– Sometimes it can be difficult to get across the street if there is no traffic light. How I get around in my spare time, varies. Sometimes I bike, and sometimes I go by car with my mom and dad – or I bike with friends.

– I prefer biking and walking with others. It feels nicer and safer. I am not allowed to go wherever I want. For example, my parents will not allow me to go outside when it is dark, and I am not allowed to go to areas, I do not know.

– I prefer to go by car, because it is quicker and more comfortable.



I prefer biking or walking with others. It feels nicer and safer.

21/

Walk- and bike busses

TARGET GROUP

Smaller schoolchildren who are driven to school and schoolchildren, who are currently walking, but who wants bike training

PURPOSE

More children should be able to go to school without the use of cars, busses and taxis. That way, they are trained in traffic, traffic safety and they get more exercise.

WHAT?

20 % of the schoolchildren in Odense are driven to school. It is possible to introduce walk and bike busses in those cases, where parents drive children to school, or where the municipality pays for the transportation because of dangerous roads to school. Instead, adults or older pupils accompany the children, so that almost all routes will be safe for children.

A walk- and bike bus consists of approximately 10 children, who walk with an assistant to and

from school along a specified route with certain stops. Every participant is typically provided with a reflective vest, and it is demanded that cyclists wear a helmet.

The concept has been thoroughly tested in both Odense and in other cities, but inflexible coordination of assistants and children could be a barrier.

Therefore, a web-based booking system is used along with mobile apps and in collaboration with Danish School Sports. The system will confirm checking the children in and out, and it can inform the parents. In addition, it should be examined, whether the attendants can be linked to a job promotional agreement.

ADVANTAGES FOR THE CHILDREN





The children will achieve better traffic training. They will also get exercise and improved social contact with other children in the local area.

ADVANTAGES FOR ODENSE

There will be fewer cars surrounding the schools and thus improved safety in the area.



EFFICIENCY ASSESSMENT

	HEALTH	● ● ● ● ●
	ENVIRONMENT	● ● ● ● ●
	IMPROVED URBAN LIFE	● ● ● ● ●
	BUSINESS AND GROWTH	●

SUCCESS CRITERIA

20 walk- and bike busses are introduced in Odense.

22 /

Bike friendly school

TARGET GROUP

Schoolchildren in Odense and the secondary effects on their parents.

PURPOSE

More schoolchildren biking to school in Odense.

WHAT?

The concept 'Bike Friendly School' contributes to the following: health, physical activity, higher self-esteem, fewer conflicts, increased learning etc. A biking culture can be created by integrating the bike as a natural element in every aspect of school life. This includes the teaching, before- and after-school care, events, parents' activities etc. The bike will then be a way of reaching other goals and creating the basis of exciting new possibilities such as fieldtrips, physical exercise, fun and improved learning. More studies have shown that physical activity prevents many illnesses. Physical activity has

a positive influence on the intellectual development and on socio-psychology skills. A bike friendly school goes well with the thoughts of the new holistic school.



















ADVANTAGES FOR THE SCHOOLCHILDREN

The schoolchildren will get exercise and fun learning.

ADVANTAGES FOR ODENSE

More schoolchildren will bike. Fewer pupils will need transportation by bus, which will reduce transport costs in the municipality.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

10 % more pupils will bike to school.

23 /

Car-free zones by the schools

TARGET GROUP

Parents going by car.

PURPOSE

The areas around the schools in Odense needs to be safer and more secure.

WHAT?

By the time of the bell in the mornings, traffic around schools is chaotic. Many parents drop off their children, and this creates problems for pedestrians and cyclists.

As a result of this, it can be necessary to make restrictions, which take vulnerable road users into greater account. It is, however, often only necessary for a limited time only.

Flexible solutions involves time-limited restrictions and road blocks. Restrictions on parking and driving could also

help solve the problem. This has, for example, been tested on Ejby Møllevvej, where the road was a one way road for half an hour. This was done out of consideration for the cyclists, who were driving to the former Ejby school.

It is possible to make car-free zones in shorter periods of time or as temporary experiments. The project is implemented in close collaboration with schools and police. Information targeting motorists will be made available to obtain understanding of the operation.

ADVANTAGES FOR YOU AS A DRIVER





The schoolchildren will experience safer and improved conditions near the schools in the mornings, and more children will walk and bike to school.

ADVANTAGES FOR ODENSE

More children and their parents will walk or bike to schools in Odense.



EFFICIENCY ASSESSMENT

	HEALTH	● ● ● ● ●
	ENVIRONMENT	● ● ● ● ●
	IMPROVED URBAN LIFE	● ● ●
	BUSINESS AND GROWTH	●

SUCCESS CRITERIA

Car free zones are introduced and developed, in some form, on a minimum of 6 different schools.

24 /

BikeScore for schools and educational institutions

TARGET GROUP

Children and teenagers in Odense

PURPOSE

More children and teenagers must bike to school and educational institutions.

WHAT?

Biking campaigns can motivate people to bike more often. It is important that the concept will keep the cyclists interested during and after the campaigns. Most biking campaigns lose participants along the way. This results in waste of a great deal of resources -involving finding new participants the following year.

BikeScore is a thoroughly tested system based on bike GPS tracker chips. The system has already been implemented in Fredericia, Frederikshavn and Næstved. The concept ensures that participants are kept

interested during the year, and that the number of participants will continue to rise. Half of the participants bike more often as a direct result of the initiative. Participants can view their performance in relation to others on the internet and on smartphones during the project. The participants can also win prizes. Every trip accounts for 1 ticket. That way, everyone can potentially win, but the most active cyclists will have the highest chances of winning. The prizes will typically be gift cards to the movies, and to other similar events.

The basis of experience can be used on remaining schools and workplaces in the city.


















ADVANTAGES FOR PARTICIPATING CHILDREN AND TEENAGERS

Participants will experience a positive focus on biking.

ADVANTAGES FOR ODENSE

Bike traffic will increase in Odense, and more people will improve their transport habits.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

10 schools with a minimum of 2,000 cyclists are participating.

25 /

Electives on different schools

TARGET GROUP

Pupils and teachers at schools in Odense

PURPOSE

With a new structure inviting pupils to take electives on different schools, students are also motivated to bike between the schools and thus to and from school.

WHAT?

In the school year 2013-2014, Seden School and Rising School will launch a pilot project, which includes offering elective courses for pupils on both schools. The schools are located over 3 kilometers from each other. Aside from the educational and organizational gains, it is also a gain for mobility, since the pupils themselves will be made responsible for the transportation between the

two schools. Transport between the schools will take place in defined ranges, which means that the pupils will have to bike between the schools.

The project will thereby help to sustain, and safely increase the number of children, who bike to school.

The project will include an evaluation, and it will help spreading out the idea to more schools in the city. It might be necessary to improve specific problematic routes and traffic lights. The project involves a number of smaller improvements.
















ADVANTAGES FOR THE PUPILS

A comprehensive range of electives will inspire pupils to fulfill their educational aspirations. As another benefit, they will get more exercise during school days.

ADVANTAGES FOR ODENSE

Bicycle traffic among older children will increase.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	 
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

The involved pupils need to increase their biking by 10 %. The schools, the pupils and the parents will see the project as an opportunity for more exercise, and as an improvement of the quality of learning.

Seniors and people with special needs



26 /

Socially vulnerable

TARGET GROUP

Socially vulnerable people in Odense

PURPOSE

Implementing activities, which will make socially vulnerable walk and bike more.

WHAT?

For most socially vulnerable people, it is crucial that they overcome the loneliness. More exercise can help to improve their health, and this can give them courage to take responsibility for their own transportation and their own life. Experience shows that they really want to take part in the activities. Initiatives that focuses on this eagerness is therefore introduced to turn around the negative developments.

Customized and guided walk and bike tours are arranged – partly for people with an abusive background, and partly for the group of people

with brain-injuries, who needs physical rehabilitation. The tours will strengthen the solidarity and beat the loneliness among this group of people.

The idea of allowing socially vulnerable people to get free access to the City Bikes, is being looked in to. It could possibly be at certain hours, when the bikes are not used by anyone anyway.

At the home for special care in Brylle, it is possible to introduce a project involving the refurbishment of used bicycles. They can subsequently be lend out to its residents.

















ADVANTAGES FOR PARTICIPANTS

Socially vulnerable people will achieve new possibilities to transport themselves alone and with others.

ADVANTAGES FOR ODENSE

Odense will experience that more socially vulnerable people are activated both physically and mentally.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	  
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

20 guided walk- and bike tours are introduced. A project involving the refurbishment of used bicycles is introduced, and at least 25 residents are using the bikes.

27 /

Team Odense Integration

TARGET GROUP

Citizens in Odense – including ethnic Danes and citizens from another ethnic background

PURPOSE

To create role models and a positive atmosphere around biking, for Danes of another descent than Danish. This will prove that everyone can bike.

WHAT?

From 2010 and to 2012, Team Odense has biked across Denmark to promote Odense as a bike friendly city, and a great city to live in. The team has put a positive focus on integration. The team has been a big success and last year, the former prime minister, Lars Løkke Rasmussen was on the team. The team folded because it was impossible to find sponsors for full funding.

The project has received national press coverage, and it was a large success in terms of

integration.

For Team Odense Integration, biking creates a framework for more than just biking and exercise. In this case, the goal has been to improve integration and cultural understanding. The many training evenings focuses on the healthy aspects of biking, both physically and mentally. It is also a direct target to make people with different ethnic backgrounds see the benefits of choosing the bicycle as a form of transportation instead of choosing the bus or the car.

ADVANTAGES FOR PARTICIPANTS





The participants get bicycle training and get more exercise.

ADVANTAGES FOR ODENSE

Team Odense Integration leads the way to integration through biking while also promoting Odense as the leading biking city.



EFFICIENCY ASSESSMENT

	HEALTH	● ● ●
	ENVIRONMENT	● ●
	IMPROVED URBAN LIFE	● ●
	BUSINESS AND GROWTH	● ● ●

SUCCESS CRITERIA

The team can through a wide press coverage and many sponsors, help put bicycling on the agenda, also as a healthy lifestyle that solves many of the daily transport needs.

28 /

Biking as the road to employment

TARGET GROUP

Unemployed in the Municipality of Odense

PURPOSE

Unemployed can be motivated to bike and walk more and by doing so, be one step closer to employment.

WHAT?

There is a significant connection between a person's social status and the self-perceived health, where unemployed and job activated tend to describe their health state as poor.

The group are in constant dialogue with the municipality. If they are activated to walk, bike and use public transport more, it will strengthen the individual's mobility and health, which can enhance the chances of getting a job. Currently, the rehabilitations centre for employment offers memberships to fitness centers for unemployed and job activated. This offer could be modified to offer bike

tours with a paid professional instructor instead. A few participants could be trained to serve as voluntary instructors. Some groups of immigrants, mainly first-generation immigrants, are unable to ride a bike. At the specific job training courses for this group of women, an idea is to offer bike courses as part of the job-training course.

Finally, economic sanctions might be an option. Citizens, who do not participate in the program, can be deprived of their welfare payments (cash assistance).

In the future, a new reward for participating of up to 2,000 Danish kr., per month, can be introduced. Instead of cash, it could be useful to offer gifts or experiences with other people, as a reward for taking part in the physical activity.
















ADVANTAGE FOR PARTICIPANTS

Participants will get more exercise, and will be motivated to take more initiative.

ADVANTAGE FOR ODENSE

The Municipality of Odense will have healthier and more mobile unemployed people.

EFFICIENCY ASSESSMENT

	HEALTH	   
	ENVIRONMENT	 
	IMPROVED URBAN LIFE	 
	BUSINESS AND GROWTH	  

SUCCESS CRITERIA

Participants will consider the offer positively.

“Sometimes I get off the bus before my stop just to walk a little”

Bente, 68 years old, lives in 5220, Odense

– I attend choir practice once a week and I substitute at a second-hand shop. Those are trips of 6 and 8 kilometres. I always bike – except during the winter, since it does not feel as safe, because I might lose my balance when the roads are icy.

– In the winter, I mostly take the bus. I am really lucky to have a bus stop just in front of my door. The bus takes me to the city centre, and when I am going to choir practice, I have to change busses at the train station. I have to wait here for a period of time, and I would like there to be better waiting conditions, but I like looking at other people, who are also waiting for the bus. In total, it takes me an hour to get there with the bus.

– I rarely go by the same route when I bike. I like to have plenty of time, and I tend to decide which route to go by very late. Suddenly, I might take notice of a beautiful house at the end of a road, or I see a lady, who is going another way, and then I have an urge to see where she is going. And yes, sometimes, I might get lost, but that does not matter.

– When I visit my daughter in Malmö and I am gone in a couple of days, I do not like to park my bike at the train station, since I am so very dependent on it.

– I actually like taking the bus, because it gives me the opportunity to see and to listen to other people, and it is not my responsibility if we get there on time. The bus always go by the same route, and that can be a little



Suddenly, I might take notice of a beautiful house at the end of a road, or I see a lady, who is going another way, and then I have an urge to see where she is going...

boring sometimes. I feel lucky to have different modes of transportation to choose from, when going to the city centre.

– Sometimes I get off the bus before my stop just to walk a little.

– Where I live, there is a network of paths, and it is nice to take walks here – especially when my grandchildren are visiting. Here, they can run free, they only have to worry about looking out for the bikes.

29 /

Cycling without age

TARGET GROUP

The target group is elderly citizens, who are unable to bike themselves. Others have the opportunity to bike along

PURPOSE

The project is about getting elderly to experience new things while they are transported around the city on transport bicycles.

WHAT?

Based on the excellent experiences from Copenhagen, the initiative is based on volunteers, who are the chauffeurs of electric transport bikes, which can hold 2 passengers. The tours are planned on the premises of the elderly, so that they can experience the urban areas and nature. The project will create a relation between generations, get more elderly on a bike, and solve the greatest challenge among our elderly - loneliness. The volunteers plan and facilitate bike rides, and the Centers for Elderly are provided available bikes. A booking

system is made, which can be used to coordinate both participants and volunteers.

The volunteers will be offered training before participating. People, who are in job activation, can be involved in the project.

It is also possible to give active elderly cargo bikes with cooling and heating elements, and give them the responsibility to provide food for other elderly. This could create several good relations between the elderly.




ADVANTAGES FOR THE ELDERLY

The trips will give the elderly an increased quality of life, and some of them will also get exercise themselves.

ADVANTAGES FOR ODENSE

Odense wants to state that the city is for everyone and that much can be experienced locally and by bike or by foot.

EFFICIENCY ASSESSMENT

	HEALTH	● ● ●
	ENVIRONMENT	● ● ●
	IMPROVED URBAN LIFE	● ● ● ●
	BUSINESS AND GROWTH	●

SUCCESS CRITERIA

250 elderly are participating every year.

30 /

Life as a senior with exercise

TARGET GROUP

Pensioners, people on job release scheme and people on early retirement

PURPOSE

Physical activity will increase among seniors. Seniors will become more mobile.

WHAT?

It is important to be physically active throughout the entire life. Inactivity increases mortality and morbidity and reduces the functional capacity. The functional capacity reduces as aging progresses. Elderly tend to experience a decline in general fitness, balance and muscle power and this is highly linked to physical inactivity. Physical inactivity is one of the main health related challenges. It makes sense to link mobility with activity, especially in relation to lifestyle changes such as the act of retiring. Encouraging to a change in mobility habits will also benefit the individual. Odense has a number of good initiatives already, and this

opens up the possibility of more to come. These projects will focus on the integration of mobility and prevention. Many citizens are likely to become inactive when they no longer have their driver's license. An example of an initiative could be allowing the elderly to receive service at the governance administration, instead of in their homes. That way, elderly are motivated to walk or bike more.

Odense has 33 walking groups and some bicycle groups already. The campaign 'Walking in Week 23' could possibly be extended to include biking. There are 30 voluntary exercise guides, who could emphasize what walking and biking means to exercise. The idea concerning exercise guides could include offering bike-buddies, which specifically, will appeal to men.

ADVANTAGES FOR YOU AS A DRIVER

















Improved mobility and health are advantages for participants.

ADVANTAGES FOR ODENSE

There will be a larger amount of mobile seniors in Odense and costs are reduced.



EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	  
	IMPROVED URBAN LIFE	  
	BUSINESS AND GROWTH	

SUCCESS CRITERIA

The projects will obtain strong support, and they will have a large number of participants.

31/

Personal Transport helpers for seniors

TARGET GROUP

Elderly citizens with limited mobility because they lose their driver's license, and who are insecure about biking and/or by using public transportation.

PURPOSE

Personal transport helpers will help make elderly people feel safe when using public transportation or when walking or biking in traffic. The project will thereby enable citizens to remain mobile and independent.

WHAT?

In 2013, the Senior House has offered transport help for elderly citizens with aid from the Ministry of Social Affairs. Currently, 8 voluntary transport helpers are affiliated with the project and electric bicycles have been bought for elderly to try them. The voluntary transport helpers, offers elderly counselling regarding public transportation, and personal transport helpers on specific test trips by bus to, for example, the doctor and family visits. Lastly, they offer the possibility to test bicycles.

So far, there has been limited demand for the personal transport helpers, but it is estimated that there is great potential for expanding the offer. The challenge is that only few people are familiar with the offer. The possibility of getting help with different forms of transportation needs to be promoted better and wider in the future. The offer must also be expanded to include traffic practice when elderly bike or walk in traffic. The project can be expanded with help from the 14 volunteering houses.





ADVANTAGES FOR THE ELDERLY CITIZENS

The transport help will contribute to broader mobility for the individual citizen, to enable them to transport themselves whether it is by foot, by bike or by public transportation.

ADVANTAGES FOR ODENSE

For Odense, the offer will contribute to more passengers in existing public transportation and thereby reduce the costs on taxis paid by the municipality. More elderly will also bike.

EFFICIENCY ASSESSMENT

	HEALTH	● ● ●
	ENVIRONMENT	● ● ● ●
	IMPROVED URBAN LIFE	● ●
	BUSINESS AND GROWTH	●

SUCCESS CRITERIA

In 1 year, 200 elderly citizens have accepted help to bike, walk and to navigate in trains and busses.

The future



32 /

Plan of action for bike traffic

TARGET GROUP

The City Council and citizens with an interest in the matter

PURPOSE

A plan of action will be developed to promote bike traffic in Odense, and in order to reach the goal of 30 % of all trips to be by bike.

WHAT?

The bike traffic has decreased with 17 % from 2008 to 2012. Bike traffic used to count for 27 % of all trips, but the number is now 24 %. An ambitious, but realistic goal would be 30 %.

This can be achieved by introducing an ambitious plan of action concerning bike traffic. The Municipality of Copenhagen as well as The Municipality of Frederiksberg have managed a percentage over 30 % of trips made by bike. The Dutch city Groningen is the size of Odense, but it

has a biking percentage of 40 %. When the government appointed Odense to the national biking city in 1999-2002, bike traffic increased with 20 %. Half of the 20 % were former motorists, who actively and voluntarily chose the bike as the form of transportation.

The plan of action will be will be passed politically, and it will include the development of the Super Bike Path System etc.






















ADVANTAGES FOR THE PARTICIPANTS

In the long term, cyclists will receive improved conditions for biking.

ADVANTAGES FOR ODENSE

Odense Municipality will develop and pass a plan of action that provides the foundation for a large increase in bicycle traffic. There will be efficient municipal efforts for an increase in bicycle traffic.

EFFICIENCY ASSESSMENT

	HEALTH	    
	ENVIRONMENT	    
	IMPROVED URBAN LIFE	    
	BUSINESS AND GROWTH	   

SUCCESS CRITERIA

A plan of action for bike traffic will be passed during the first half of 2014.

33 /

Strategy for public transportation

TARGET GROUP

City council and citizens with an interest in the matters

PURPOSE

A new strategy for public transportation will be developed in order to improve the service and to optimize operations.

WHAT?

As a the first step to the new collective plan regarding public transportation, a strategy will be introduced to identify the key principles of public transportation. The strategy will consists of different service goals and wishes to the tariff policy in FynBus. This might result in the government aid for public transportation targeting only certain customer groups, who have the highest need. For example, tourists and former motorists could be specific target groups.

Initiatives are introduced to improve the mobility in parts of Odense. A comprehensive strategy

to bus maneuverability is developed. This will include the opportunities to incorporate the principles of BRT (Bus Rapid Transport) in a local context with pre-studies etc. Improved traffic flow will increase the number of passengers, and the economy of public transportation will improve.

The strategy will focus on the possibility of a Light bus. A Light Bus is a high end and frequent bus that will use the same track as the Light Rail in 2020. It has also been considered to introduce the new City Bikes from Copenhagen as an extra possibility, where bike traffic and public transportation can be linked. The bikes are electric bikes with GPS navigation and it is possible to reserve a bike and pay with card.

ADVANTAGES FOR THE CITIZENS





In the long term, citizens will have improved public transportation.

ADVANTAGES FOR ODENSE

By defining the overall strategy, it is possible to reach consensus about ambitious goals for public transportation in Odense.



EFFICIENCY ASSESSMENT

	HEALTH	● ● ●
	ENVIRONMENT	● ● ● ●
	IMPROVED URBAN LIFE	● ● ● ●
	BUSINESS AND GROWTH	● ● ● ●

SUCCESS CRITERIA

A strategy for public transportation will be passed in the middle of 2014.

34 /

Benchmark mobility

TARGET GROUP

The City Council and interested citizens in Odense

PURPOSE

Mobility needs to be benchmarked in order for the goals of the city's traffic to be reached.

WHAT?

The mobility in Odense must be explored continually, in order to map the development in forms of transportation, and in order to follow up on the

initiatives to reach the general goals for the city's traffic and mobility.

National and key municipal numbers are collected and updated regularly on a webpage.

Traffic count, number of passengers, travel habits and statistics on commuting are part of these key numbers. It will be an option to use the Municipal Citizen Counsel for more collection of data.

An annual status of traffic is presented and introduced in the media, for political orientation.




















ADVANTAGES FOR YOU AS A DRIVER

In the long term, citizens will be able to be mobile in an improved fashion.

ADVANTAGES FOR ODENSE

The municipality of Odense will recognize the actual traffic status, and thereby, be able to ensure that the goals are reached. There will be a more effective municipal effort for improved mobility.

EFFICIENCY ASSESSMENT

	HEALTH	   
	ENVIRONMENT	   
	IMPROVED URBAN LIFE	   
	BUSINESS AND GROWTH	  

SUCCESS CRITERIA

The first measure is seen with the status plan of 2014.

