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**REPORT WITH LESSONS LEARNT FROM BEST PRACTICE STUDIES AND
ADAPTATION TO LOCAL CONTEXT**

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1. INTRODUCTION

This document contains a collection of case studies on walking and cycling for the implementation partners of the Active Access project, and the reports of these partners on the case studies.

The collection of the case studies was circulated to implementation partners and they were asked to study the examples and give a report explaining how these best practices have informed them and how they will be adapted to the activities in each partner city or community.

The collection tried to cover every issue that will be concerned during the implementation of Active Access but implementation partners were encouraged to gather other useful, necessary or interesting information. Most of these were exchanged among partners by the help of the internal web page / working platform of the Active Access project.

The following points and questions were given to implementation partners as a guide to support their concept for later implementation and for creating their reports:

- Try to relate each case study to your local context and your planned implementation.
- Which parts of the case study (e.g. arguments, involvement of stakeholders, creating materials etc.) can be applied to you and how?
- Which parts can't be applied and why? (E.g. a campaign for a big city does not work for a small town.)
- Try to specify what should be modified so that they can be applied.
- Probably there will be a few things that you learn about from these case studies – interesting information, new methods etc. Highlight some of these.
- You can answer globally for all of the case studies or separately for each one.

The following chapters of this document contain a summary on the case studies and the reports of implementation partners.

2. BEST PRACTICE CASE STUDIES – WALKING

2.1. Tewkesbury Healthy Town (Walking Case Study No. 1)

2.1.1. Fact Sheet

Name of the project:..... Tewkesbury Healthy Town
 Active Access approach:..... General Promotion
 Location:Tewkesbury, United Kingdom (town of 10,000)
 Time frame: February 2009 – April 2009
 Link to further information: www.tewkesbury.gov.uk/index.cfm?articleid=3316



Figure 2.1.: Tewkesbury Borough Council logo

2.1.2. Introduction

Again and again it is revealed that a broad range of approaches are required to ensure comprehensive community input to and engagement with walking projects. Projects across the world report similar issues, approaches and results. The example below typifies the elements that have proven successful in many projects in a diversity of community settings: providing a range of opportunities to engage with the project: surveys, meetings, online tools, events, incentives, going to where the people you want to meet are: clubs, pubs, parks and media presence, particularly in local papers and radio.

2.1.3. Objectives

“Tewkesbury: Living for the Future” is an initiative that arose in response to the Government’s ‘Healthy Weight, Healthy Lives’ strategy published in January 2008 and was made possible due to a successful submission for funding from the Healthy Communities Challenge Fund. The aim is to work towards a change in culture, attitudes and behaviour to enable Tewkesbury to become a healthier and happier town.

The specific aims as set out in the brief were to:

- promote and inform both the general public and key stakeholders of the aims and objectives of the programme;
- outline the initial delivery programme and explore the future directions within the 3 work streams contained in the programme, i.e. improvement in diet & nutrition, increasing levels of physical activity, improving the environment;
- to understand what the general public, organisations, community groups and stakeholders perceive as a 'healthy town' and to identify incentives and barriers.

2.1.4. Process

During the project, particular consideration was given to encouraging participation by those who do not generally readily engage in consultations. The methods used to engage the community in Tewkesbury were selected to maximise the potential to engage a wide cross section of the local population in terms of age range, socio-economic background, those in or out of employment and from right across the town.

Particular consideration was given to the approaches that would encourage participation by groups and individuals who do not generally readily engage in consultative processes run by statutory organisations. In line with the Living for the Future Programme objectives a particular focus was placed on achieving a good level of engagement with the residents of the Priors Park and Northway areas of the town and the 5–18 age group.

The first phase was to gather intelligence about the networks and individuals who were influential and trusted within the community. These individuals and groups were then contacted to raise awareness about the Programme and to seek their co-operation.

The range of engagement activities undertaken included:

- seven events with community groups, schools and other organisations;
- a community event branded 'It's Your Shout' held on the 21st of March;
- an on-line survey which ran from the 11th March 2009 to the 10th of April 2009;
- story dialoguing through video recording of individuals' experience;
- filming of events and places highlight by the community;
- semi-structured interviews with 13 community leaders.

More than 333 people have participated in the engagement processes and a far greater number are aware of the initiative. In general the population of the town of Tewkesbury appears receptive to the Healthy Towns Programme.

It is suggested that the following actions are considered to provide feedback to the community:

- issuing a press release outlining the findings and response of the Programme Board;
- distribution of a summary report of findings and the response;
- distribution of the project film to encourage and focus further engagement;
- a ‘child/youth friendly’ summary document for school councils & youth groups;
- an offer to attend community group meetings;
- a Healthy Towns summit with key local groups.

2.1.5. Key Success Factors

For the ongoing success of the project there are a number of factors which warrant further consideration. These are the following.

- Developing a wider multi-agency approach than the formal Partnership established to date. There are a number of groups and individuals whose work or activities are in line with the objectives of the Programme. There is a great opportunity to harness this energy, leadership, enthusiasm and resource to further the Programme objectives.
- Identifying a ‘key person’ to be the human face to represent the project to the community with sufficient time for face to face communication and engagement.
- Establishing a continuing process of communication and community engagement and wherever possible community co-design of the initiatives taken forward. As a minimum, the views of informal community leaders should be sought. The ‘how’ is at least as important as the ‘what’ in terms of the success or otherwise of the Programme.
- Ensuring any initiatives are very local to the community that they are intended to target. The community’s perceptions about convenient access routes and places where they wish to spend time outdoors or attend classes are not always self evident to those outside.



Figure 2.2.: Event of Tewkesbury Healthy Town project

2.1.6. Results

The range of engagement activities enabled people from different neighbourhoods, age groups and interests to be involved in the project. For example, while the ‘It’s your shout!’ event did not attract people in the 17–30 age bracket, this group were the pre-dominant age group that completed the on-line survey.

2.1.7. Other Projects And Useful Links

- Playing streets in Leuven, Belgium: www.leuven.be/speelstraat (in Dutch)
- European Mobility Week: www.mobilityweek.eu – in the menu, under “Citizens” you’ll find information on the objectives of the project; the “Download” menu contains useful downloadable tools like logos, templates for letters, leaflets, posters, etc.
- Kensington markets in Toronto, Canada (creative ways to engage the community): www.streetsalive.net

2.2. CONNECT (Walking Case Study No. 2)

2.2.1. Fact Sheet

Name of the project:.....CONNECT
 Active Access approach:..... school/kindergarten
 Location: 9 European countries
 Time frame:..... October 2007 – October 2010
 Link to further information: www.schoolway.net



Figure 2.3.: Schoolway website logo

2.2.2. Introduction

The Traffic Snake Game is a fun game and campaign that stimulates young children (and their parents) to go to school in an environment-friendly, safe and healthy way. The Traffic Snake Game encourages schools, children and parents to walk or cycle more to school, certainly those living close to the school, or by taking the bus or car sharing.

2.2.3. Objectives

This project aims to raise awareness of children, youth and their parents about the importance of the use of environmentally friendly (sustainable) forms of traffic on travelling to and from school. The objectives of the CONNECT project are:

- Inform children, youth and their parents about the benefits of the use of environmentally friendly forms of transport on the way to and from school (on foot, bicycle, public transport, etc.);
- Educate children about safe and environmentally friendly mode of travel to and from school, to encourage children; and
- Stimulate youth and their parents to use safe and environmentally friendly forms of transport for travel to and from school.

In the frame of CONNECT project two campaigns were developed namely one for primary schools and one for secondary schools. In primary schools the campaign is called “Traffic Snake”, in secondary schools the campaign is called “Eco-Trip”.

Specific objectives of the CONNECT project are to increase the number of environmentally friendly journeys to school by 20% in primary schools and 10% in secondary schools and the maintenance of changed travel habits for at least 10% and 5%.

2.2.4. Process

Demonstration of the Traffic Snake campaign:

- Preparation for the campaign with parents involved.
- Measurement before the campaign concerning modal split: the teacher must question all pupils in the class on their current travel behaviour to and from school (hands-up survey).
- Playing the game itself. In each class it is necessary to set goals (how many pupils will come to school on foot, by bicycle, with a school bus...). The basic plot line of the game is handing out stickers each time a pupil travels to school during the campaign week with a sustainable mode of transport. Aim is to attach as many stickers as possible to the Traffic Snake Game banner in an attempt to cover the snake complete.
- Measurement during the game: teacher must again question all pupils on their travel behaviour to and from school (hands-up survey). Results can be compared to the earlier measurement.
- Third measurement: it should take place 2-4 weeks after the game, aiming to discover the long term effect of the Traffic Snake Game.
- Closing event on the last day of the Traffic Snake Game with representatives of school, pupils and their parents but also if possible other local stakeholders. Achieved results will be shared and prizes will be awarded. At the end of the campaign schools, teachers and parents will be given an evaluation form which aims to gain feedback about the Traffic Snake Game.

(More information about Eco-tripper for secondary schools is available on the schoolway website link.)



Figure 2.4.: Photo of the Traffic Snake Game

2.2.5. Key Success Factors

Key Success Factors of the project are:

- ease of implementation;
- children centred approach;
- stepping stone for continuous work on the subject;
- connection between own behaviour and the “real” world;
- broader approach towards parents, policy makers;
- minimal costs;
- professional project.

2.2.6. Results

The first year of the Traffic Snake Game has engaged 15,854 children from 76 schools in Austria, Belgium, Bulgaria, Greece, Hungary, Italy, the Netherlands, Slovenia and the UK. Before the game was played each school was required to provide baseline data on the number of sustainable trips made.

Across the 9 partners the “before” data indicated 72% of trips to school were made by sustainable modes of transport. The results “during” the game show an increase of 16% to

a total of 88%. The “after” results show an 11% increase in eco-trips compared to the “before” data.

The parents and teacher evaluation forms have also provided positive results with 85% of parents wanting the game to be played again next year and 82% recommending the game to others. This is reflected in the teacher’s answers with 100% stating they want the game to be played again next year and 100% of teachers recommending the game to other schools.

2.2.7. Other Projects And Useful Links

- UK project for primary schools: www.walktoschool.org.uk
- UK project for secondary schools: www.stepup.org.uk
- Active and Safe Routes to Schools (Canada): www.saferoutestoschool.ca
- National Centre for Safe Routes to School (USA): www.saferoutesinfo.org
- international website seeking to support campaigns: www.iwalktoschool.org
- ManagEnergy: www.managenergy.net and www.managenergy.net/themes/flash

2.3. Walking Maps for Camden (Walking Case Study No. 3)

2.3.1. Fact Sheet

Name of the project:..... Walking Maps for Camden
 Active Access approach:..... recreation/leisure time
 Location: Camden, London, United Kingdom
 Time frame: ongoing
 Link to further information: www.camden.nhs.uk/walking-maps.htm



Figure 2.5.: NHS Camden logo

2.3.2. Introduction

Walking is a good natural exercise that can help you to live longer, stay healthy and control your weight. It is also a great way of discovering more about the area you live in and spending time with your family and friends. Adults who walk for a total of 30 minutes a day, five days a week, can help protect themselves against a number of illnesses and health conditions. NHS Camden, together with Walk England has made getting fit easier with the introduction of 5 simple walking routes that Camden residents can use to help them explore the borough and get fit at the same time. Ranging from half to two miles long, walking map routes are suitable for all ages and fitness levels.

2.3.3. Objectives

Walk England and NHS Camden have worked together to develop a series of accessible, safe and attractive 30 minute walks around doctors' surgeries to encourage sedentary patients to walk more. Colourful maps have been designed to be legible and easy to follow and are distributed by health staff at the surgeries. The maps have also been made available at libraries and community centres and are used by health trainers to encourage physical activity with their clients.

2.3.4. Process

Walk England consulted and involved sedentary people, older people's groups, ethnic minority groups and people with pre-existing health conditions to help choose and audit the best walking routes and ensure the maps were practical and easy to use. Routes were chosen to reflect desires to be more socially connected; to help get-away-from-it all; and set personal health challenges. A selection of interconnecting walks from each surgery reflected these experience themes over measured distances to allow walkers to benchmark their walking ability by measuring the time they took for each route and giving the opportunity to progress their health over time by walking faster and for longer.

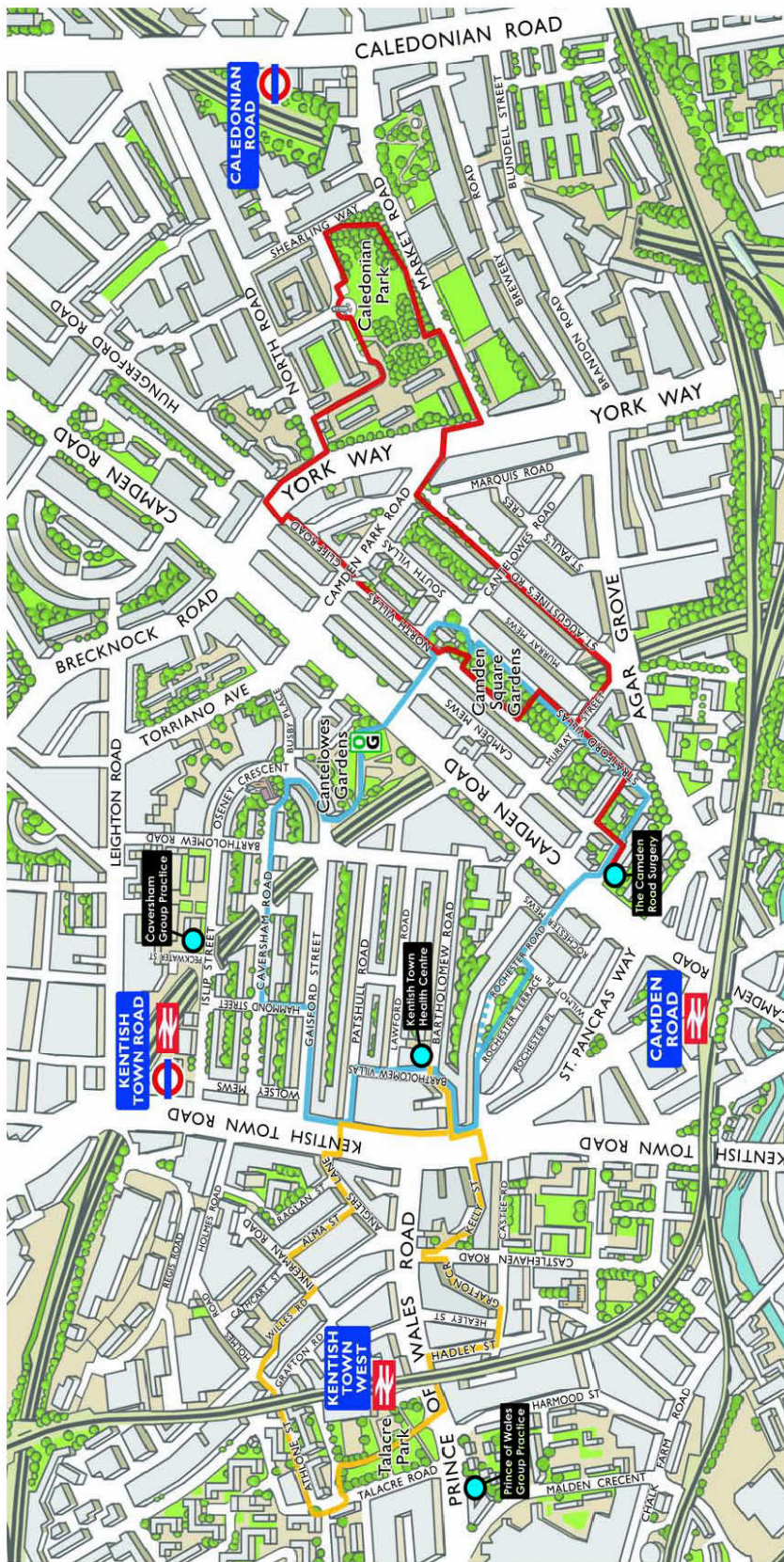
In partnership with the local transport authority the accessibility, character and management commitment was audited for each path. The audit, carried out by The Access Company on behalf of Walk England, included a review of steps, gradients, cross slopes, crossings, surfaces, widths, obstructions, signs, way marking and other route characteristics. The local highway authority identified a number of works to be included on their maintenance lists.

Simple, uncluttered maps that make it easy to see where you are and give confidence to know where to go were created using a three dimensional illustrative style. Informed by the opinions of health centre staff the maps are available from an A4 tear off pad which typically sits on a doctor's desk or at the surgery reception. By adopting the national Change for Life programme colours and branding the maps stand out from other leaflets and generate an interest. (See an example on figure 2.6.)

The project was centrally funded by the Primary Care Trust for five surgeries in Camden: 30% of costs: consultation, local engagement and route identification; 40% of costs: design and production of maps; 30% of costs: liaison with the health authority, local authority and surgeries, project management, promotion and distribution of the maps.

2.3.5. Key Success Factors

Conducting local consultation and walkabouts to select the routes is central to ensuring the chosen routes are pleasant, varied and comfortable to walk. Liaison with the surgeries from the beginning of the project is essential. Initially so that they know about and want the maps, as well as being able to provide ideas for routes and access to patients for input. And secondly to promote take up of the maps with a follow up visit to deliver the maps and provide a personal contact for future requests. A clear, uncluttered design for the maps is crucial to enable patients to feel confident using them and safe to venture out on the walks.



- Talacre Loop: 1.4 miles / 28 mins
- Caledonian Loop: 1.9 miles / 38 mins
- Cantelows Loop: 1.7 miles / 34 mins
- Alternative route avoiding steps and steep gradients
- Rail Station
- Underground Station
- Outdoor Gym
- Surgery

Get Active with NHS Camden's Walking Maps

walk 4 life

kentish town

For more information or to download a map visit:
www.camden.nhs.uk/walkingmaps or www.walkengland.org.uk
www.nhs.uk/change4life

Figure 2.6.: Example of Camden walking maps

2.3.6. Results

The project is still being evaluated for longer term impacts, but initial feedback from surgeries has been very positive. Telephone interviews were carried out using a standard questionnaire to gather quantitative and qualitative data. 54% of respondents had used the maps, 51% said that the maps had encouraged them to walk more, 62% would recommend the maps to someone else. 31% indicated that they had a disability 'which limited their daily activities'. Some respondents indicated that they had a pre-existing and diagnosed health condition. 63% of respondents did not achieve the threshold of 5 sessions of 30 minutes of moderate intensity physical activity within the previous week. Only 20% were active at, or above, 5x30 minutes.

2.3.7. Other Projects And Useful Links

- Worcestershire, UK: www.worcestershire.gov.uk/cms/transport-and-streets/transport/walking/walking-maps.aspx
- Edmonton, Canada: www.edmonton.ca/for_residents/resident_services_programs/walking-map-workshops.aspx

2.4. Walking Works (Walking Case Study No. 4)

2.4.1. Fact Sheet

Name of the project:.....Walking Works
 Active Access approach:..... work
 Location: United Kingdom
 Time frame:ongoing
 Link to further information: www.walkingworks.org.uk



Figure 2.7.: Walking Works logo

2.4.2. Introduction

Walking Works is a campaign run by Living Streets that aims to encourage more people to walk to and from work, and to walk more during their working day. Living Streets is a national charity that works to create safe, attractive and enjoyable streets, where people want to walk. The Walking Works campaign helps workplaces promote walking and encourage individuals to walk for all or part of their journey to work. It does this through national awareness events such as Walk to Work Week, providing online support to individuals and employers, as well as a Campaign Partner Scheme.

2.4.3. Objectives

Objectives of Campaign Partner Pilot Scheme:

- Deliver a scheme tailored for each organisation; which is flexible and complements existing initiatives or objectives.
- Improve the general health and wellbeing of participating employees by increasing the number of employees walking to and from work and during the working day.
- Enable employers to better understand the health and business benefits associated with walking to work.
- Enable an employee or team of employees to better promote walking at work with advice, support, resources and training.

2.4.4. Process

Living Streets' Walking Works campaign is offering 10 businesses in London and 4 nationally, the opportunity to receive free advice, support and resources to further improve their walking offering to staff through various events and interventions. Interventions will be tailored to suit the organisational needs and there will be plenty of positive profile raising opportunities along the way. Monitoring and evaluation will be carried out by Living Streets, throughout the life of the project and a final report produced at the end of the project.

The campaign is funded by Transport for London, London Councils and the Big Lottery Fund. It offers Campaign Partners cash incentives to engage with and set up for the project.

How will it work?

First stage:

- Hold an initial meeting to explain more about the scheme and discuss existing initiatives/resources etc.
- Joint signing of a Memorandum of Understanding detailing level of commitment (from employer and Living Streets) such as staff time and resources and budget.
- Living Streets will create a bespoke proposal of intervention delivery and objectives.
- Collect baseline data from employees and employer.
- Identify a 'walking champion' (or team of) from within the organisation who will serve as the main contact between the Walking Works team and the organisation's workforce and lead on delivering interventions.

Second stage:

- Discuss and confirm a final proposal detailing interventions to run during the first year of the project, including our national Walk to Work Week in Spring.
- Intervention delivery.
- Continual discussion/evaluation with walking champion throughout delivery.

Third stage:

- Issue final survey to all employees.
- Hold focus groups with various groups of employees/walking champions.
- Living Streets will produce a final report summarising the overall success of the pilot project and interventions.

What Living Streets provides?

- Free resources such as seasonal posters and pledge cards to help promote walking.
- Support, help and advice on planning and delivering walking interventions.
- Supplemental evaluative tools (online or paper based) and a free analysis of results and changes to employees' travel behaviour.
- Free online activities to promote walking internally throughout Walk to Work Week in 2010.
- A budget (minimum of £1000).
- An online blog and network for walking champions across all campaign partners to share learning.
- Opportunities to learn and share best practice.
- Online support through the website and weekly e-communications.
- An opportunity to publicise walking initiatives nationally in monthly e-bulletins (circulated to over 2200 employers).

2.4.5. Key Success Factors

Walk to Work is an ongoing project, so key success factors are not defined yet.

2.4.6. Results

In 2009 the first ever Walk to Work Week was a show stopping success for Living Streets! The week (27 April – 1 May) saw participation from well over 500 workplaces across the nation, and just under 5000 employees. Individuals were tasked with taking part in any of the five challenges and inputting their minutes walked into a specially built microsite. Together participants managed to walk 2.7 times around the world and save 12,791 kg of carbon.

2.4.7. Other Projects And Useful Links

- A helpful guide for making a survey can be found on our internal website: active-access.eu/docs/1073/london_olympic_park_survey.pdf

2.5. Bike Lanes, On-street Parking and Business (Walking Case Study No. 5)

2.5.1. Fact Sheet

Name of the project:..... Bike Lanes, On-street Parking and Business

Active Access approach:..... shops

Location: Bloor Street, Toronto, Canada

Time frame: February 2009

Link to further information: www.cleanairpartnership.org/pdf/bike-lanes-parking.pdf



Figure 2.8.: Clean Air Partnership logo

2.5.2. Introduction

Despite the title, this case study was looking into wider sidewalks as well as bike lanes. The research outlined was published in February 2009 and looks directly at the impact of removing off-street parking for wider sidewalks or more bike parking in shopping precincts. It demonstrates some sound survey tools to interview both merchants and pedestrians, as well as analysing available traffic and parking data.

2.5.3. Objectives

Proposals to install bike lanes on major streets are often met with opposition from merchants who fear that the reallocation of road space from on-street parking to on-street bike lanes would hurt business. The purpose of this study is to understand and estimate the importance of on-street parking to business on Bloor Street in the Annex neighbourhood of Toronto.

The report is about the development and testing of new analytic tools to determine the public acceptability and economic impact of reallocating road space. The study – conducted in July of 2008 – surveyed the opinions and preferences of 61 merchants and 538 patrons on Bloor Street and analyzed parking usage data in the area.

This tool will help municipalities determine whether vocal opponents of bike lanes reflect the opinions of the majority and whether warnings about loss of business from reduced parking are accurate.

2.5.4. Process

The methodology for this study was based on 2006 research that quantified the relative importance of the various modes of transportation to business activity on Prince Street, in New York City, as well as projecting the impacts on business activity of a road reallocation from onstreet parking to wider sidewalks (Transportation Alternatives & Schaller Consulting, 2006).

The study found that patrons of Prince Street's stores and restaurants would come more often, drawn by the reduced crowding on sidewalks, and that this increased patronage would offset by a five-to-one ratio any lost retail sales from those not coming due to the reduced number of parking spaces.

The study incorporated a series of surveys to:

- determine the relative importance of on-street parking to business activity on Bloor Street West in the Annex, a medium-to-high-density, traditional commercial street in downtown Toronto;
- project the impacts on business activity of reallocating space in the Annex from on-street parking to bike lanes or widened sidewalks.

Data were collected using the following sources:

- A survey of area merchants to gauge assumptions about the modes of transportation patrons use to access the neighbourhood and in what proportions.
- A pedestrian intercept survey to determine how patrons access the neighbourhood, how often, and how much money they spend there. This survey also included a question about the type of road space allocation (to cars, bikes, or pedestrians) they would prefer.
- On-street parking data to determine what percentage of the on-street parking spaces are occupied at different times of day.
- Off-street parking data to determine whether there is underutilized capacity.



Figure 2.9.: View of Bloor Street, study site

2.5.5. Key Success Factors

The most obvious limitation of this study is the fact that it was conducted in only one month of the year. This was due to both funding and organisational resource constraints. The researchers acknowledge that there are variations in travel behaviour associated with weather and temperature, and this study does not capture these variations. The study also fails to capture possible variations in parking demand during busier commercial periods.

The pedestrian survey targeted people walking on Bloor Street between Spadina and Bathurst. The survey participants may have arrived by car, transit, bike or on foot, but were walking when intercepted to complete the survey. Pedestrians were approached at one of eight locations throughout the study area on both sides of the street in order to avoid any bias associated with a particular destination on Bloor. The responses from each survey location were fairly evenly distributed with no more than 19% and no less than 5% of responses coming from any one survey location.

3. BEST PRACTICE CASE STUDIES – CYCLING

3.1. Einkaufen mit dem Rad (Cycling Case Study No. 1)

3.1.1. Fact Sheet

Name of the project:.....Einkaufen mit dem Rad (Shopping by bicycle)

Active Access approach:.....shops

Location: German cities of 60,000–3,400,000

Time frame: September 2006 – September 2008

Link to further information:www.einkaufen-mit-dem-rad.de



Figure 3.1.: Einkaufen mit dem Rad project logo

3.1.2. Introduction

The “Shopping by bicycle” project was implemented in the German cities of Bremen, Göttingen, Offenburg, Rostock, Karlsruhe, Potsdam and Berlin to promote cycling as a way of doing one’s shopping as it is

- quick,
- economical,
- healthy and
- environmentally responsible.

3.1.3. Objectives

The main objectives of this project were

- raising awareness of the issue with shopkeepers, municipalities, professional communities, the public and consumers (assessment: neglected issue in spite of high share in daily mobility);

- building up motivation to use bike for shopping;
- improving conditions for cycling in the streets and sub-centres.

3.1.4. Process


Regional and local groups of national environmental and nature protection club, BUND (German section of Friends of the Earth) were involved in the project on a voluntary basis. Besides this, national co-funding, minor national club co-funding and local sponsoring were involved.


Main steps of the implementation:

- presenting the project in professional communities;
- creating press releases, flyers, displays / tables for the street, competitions;
- creating brochures, website, training exercises prepared nationwide for local campaigners (see example on Figure 3.2.);
- organising local action to switch to bicycle (local groups were free to choose their specific actions!);
- organising local roundtables, surveys, traffic counting, mapping.

Different highlights from the implementation of the cities:

- regional flyer (with cycle friendly shops), presence on local television;
- presence at local festivals;
- trailer and bag rental, trailer test travel and race;
- survey with shoppers on travel mode, perception of issue (partly for analysis by municipal staff, partly related to and sponsored by a restaurant chain);
- ranking of bicycle friendly shops, awarding the 3 first;
- cooperation with other local campaign groups and municipalities to raise local funds;
- documentation of local habits of cycling for shopping (mode of transportation of the goods);
- mapping of actual and potential locations for cycle parking;
- establishing temporary baggage deposit bus;
- bicycle parking study of city centre implemented by school project;
- action with posters in the streets (“stop spending your money on parking fees”);
- addressing shopkeepers by phone / letter asking why they do not do more for cyclists.



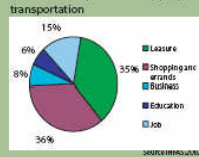


Bund für Umwelt und Naturschutz Deutschland

Shopping by bike


Facts and Figures:

Choice of transport mode by purpose:



> About 1/3 of the daily ways of a person is being used for running shopping errands

Choice of transport mode for shopping trips:



> The biggest share of the shopping trips are done by car
> Pedestrians represent the second most important group followed by the cyclists with 10%

Local usage of bicycle for shopping trips

City	Pedestrians	Bicycle	Public Transport	Car	Others
Münster	20	35	10	35	0
Lübeck	11	25	10	54	0
München	11	22	10	57	0
Karlsruhe	11	23	10	56	0
Frankfurt	11	22	10	57	0
Dortmund	11	20	10	59	0
Hamburg	11	24	10	55	0
Münster	11	10	10	69	0
Düsseldorf	11	22	10	57	0
Dresden	11	22	10	57	0
Berlin	11	22	10	57	0
Frankfurt	11	22	10	57	0
Düsseldorf	11	22	10	57	0
Dresden	11	22	10	57	0
Berlin	11	22	10	57	0

> major local differences in the usage of bicycles for shopping

Conclusion:

- People use bicycles for their shopping trips
- The actual number of people that go shopping by bike depends on the local circumstances like infrastructure and general support of cyclists


What makes a bicycle friendly shopping street ?

Cycle Lanes:

There must be enough space for cyclists on the shopping street which is best provided by cycle lanes. They should be on the existing road and not on the pavement alongside the pedestrians. In busy streets to many conflicts are to be expected between pedestrians and cyclists. Besides the situation in the shopping street itself it has to be guaranteed, that cycling routes with safe and attractive cycle lanes lead to the city center or the particular shopping area. Especially if the main shopping area is a pedestrian zone the streets around should offer attractive connections for the cyclists.

Good Service:

Shops that want cyclists as their customers could provide an air station, help with a repair set for tyre punctures or even with special reductions.



Ample Parking:


Cycle parking facilities have to be provided in the proximity of the shops. Decentralised arrangement of the bicycle racks will be necessary to satisfy the demand as in shopping streets the place is mostly rare. Around pedestrian zones where cycling is banned larger parking areas for bikes should be provided. So the cyclists can leave their bikes at the entrances and are not encouraged to pass the pedestrian zone by bike.

Reduced Speed:

Shopping streets should be places to linger, so the reduction of the car speed is necessary and should be at a maximum of 30 km/h.

Safe racks:

Bicycle racks have to offer a stable stand for the bike and the possibility to lock the bicycle frame and the front wheel to the rack.



Experiences of local groups:

Six local groups of Friends of the Earth Germany (BUND) and the German Cycling Association (ADFC) test the possibilities of measures to improve the situation in the shopping streets of their towns. The comparison of these six towns shows that the situation/ problems in every town are different.

Göttingen

- University town with a share of 24% cycle trips of all trips made and 21% of all shopping trips are made by bike
- town of short distances (70% of the trips made are less than 5 km)
- supply of bicycle racks is not sufficient, partly the bikes are already an obstacle

Karlsruhe


- wants to become one of the bicycle friendly towns in southern Germany by implementing a 20 points program
- share of bicycles currently at about 16%
- the city center and the district centers are in direct competition with suburban shopping malls and commercial centers as the distances are not very high

Rostock

- share of cyclists about 17%
- has been part of Baltic sea cycling project, with measures like implementation of university routing system with signs
- city center is a pedestrian zone but district centers are frequented by bike

Berlin

- share of cycling at about 12%
- most shopping streets are important transit connections with heavy traffic
- the streets in the neighborhoods have a high significance for satisfying daily needs and a high percentage of shopping trips is done by bike




Offenburg/Ortenau

- rural region with Offenburg as center with a 25% share of bike use
- important focal point are the farmer's markets
- systematic distribution of bike racks in the inner city

How to change the situation?


Demonstrate options:

- show materials and products that make shopping by bike easy, e.g. bicycle bags and trailers
- have a try-out parcours where people can try trailers etc.
- lend trailers and bags to people who want to switch to shopping by bike




Offer good Service:

- organise temporary services for storage of the shopping goods
- produce maps that point out bike racks a bicycle friendly shops
- certify bicycle friendly shops
- organise competitions for the best offers for cycling customers



Bicycle friendly planning and administration:

- analyse the situation for cyclists in certain streets and propose measures to improve the shopping street for cyclists
- try to improve the communication between citizens, retailers and the administration by organising round tables or visiting tours



First results:

- Many cyclists, urban planners and shop owners are aware of the problem but do not know how to handle it and do not have access to existing solutions.
- Bicycle industry and bicycle shop owners do not sufficiently promote existing solutions for transport. Most shops do not present trailers or cargo bikes as they take up too much space. The industry promotes trailers etc. only in very expert settings.
- Everyday cyclists often do not think about or actively search for possible solutions. Nevertheless if they are presented with a trailer they are happy to find that there are solutions for their daily cycle transporting needs.

This project is funded by:




Figure 3.2.: Project brochure for local campaigners

3.1.5. Key Success Factors

Key success factors of the project were:

- voluntary work in the city (not easy to keep up over a longer period);
- project with backing from national scheme and co-funding;
- combined also with public funding for material expenses, national coordination (empowerment of local groups), also local sponsoring.

3.1.6. Results

- Issue can be raised in public awareness, especially in local planning and shopkeepers community by “their clients / consumers getting in action”
- Voluntary work on city (neighbourhood) level a success factor, but hard to keep up over a longer time with the issue
- Synergies by coordination over several cities, findings fixed in print /download version for other cities and after the project period

3.1.7. Other Projects And Useful Links

- A similar project from Belgium: www.belgerinkel.be
- A study from Switzerland: www.igvelo.ch/pro_velo_info_f.php

3.2. SlowUp (Cycling Case Study No. 2)

3.2.1. Fact Sheet

Name of the project:.....slowUp
 Active Access approach:.....Recreation/leisure time
 Location:Switzerland
 Time frame:.....ongoing since 2000
 Link to further information:www.slowup.ch



Figure 3.3.: SlowUp project logo

3.2.2. Introduction

The recipe of slowUp is simple yet very convincing: organisers just have to find an attractive section of a route of about 30 km long, close it from all kinds of motorised traffic and organise different programmes and activities all along the way. The first slowUp was held in 2000, in the frame of the project called “Human Powered Mobility”, around lake Morat. Since then, the idea became a nationwide programme. Each year more and more slowUps are organised all around the country – 15 were held in 2009 with the participation of more than 400,000 cyclists, roller skaters and runners. This success could be reached by creating a national trademark for slowUp, defining the quality criteria for the events.

3.2.3. Objectives

The main objectives of slowUp are:

- giving people an opportunity to experience the pleasure of leisure time sports (cycling, in-line skating etc.) and, as a result, reaching an increased daily use afterwards;
- motivating people for more physical activity and reaching a healthy body mass;
- promoting cycling and skating destinations in the Swiss tourism profile.

3.2.4. Process

The national trademark is held by a consortium of the Swiss Public Health Foundation, SuisseMobile (a foundation for mobility) and Switzerland Tourism (the national marketing and sales organisation for Switzerland). Branding, sponsoring, national website and quality management are managed by this consortium but organising a slowUp is up to the communities and local organisations.

A slow-up means a festival on about 30 km of car-free street in attractive surrounding on a Sunday, with several social programs on the route for 10,000 to 80,000 people, mainly cyclists but a lot of them in-line skaters.

3.2.5. Key Success Factors

- Local business interests combined with national public health interest (also with clear distinction for the regional events);
- Nationwide brand, guarded with manual and quality checks;
- Profile of fun by moving on bike / foot / in-line skating;
- Emphasis on media partners nationally and locally.

3.2.6. Results

The number of participants has grown from 20,000 (in 2000) to 405,000 (in 2008). An evaluation of the project from 2007 shows that the average age of participants is 40 years (50%/50% men/women), 48% of participants arrived at the event in a non-motorised way, 24% by public transport and 28% by car. The average expenditure of participants was 17 euros. The main motivation for participating were:

- the joy of moving,
- health,
- experience an adventure in community.



Figure 3.4.: Photo of a SlowUp trip

3.2.7. Other Projects And Useful Links

- CTC's Cycling Holidays (UK): www.cyclingholidays.org

3.3. Bike It (Cycling Case Study No. 3)

3.3.1. Fact Sheet

Name of the project:.....Bike It
 Active Access approach:..... school/kindergarten
 Location: United Kingdom
 Time frame: ongoing since 2004
 Link to further information: www.sustrans.org.uk/what-we-do/bike-it



Figure 3.5.: Bike It project logo

3.3.2. Introduction

Bike It is an ongoing project in the UK, managed by Sustrans. It works directly with schools, getting thousands of children on their bikes and cycling to school every day. It does this by helping schools to make the case for cycling in their school travel plans; supporting cycling champions in schools and demonstrating that cycling is a popular choice amongst children and their parents. The aim of Bike It is to create a pro-cycling culture in schools that continues long after the Bike It officer has finished their work.

3.3.3. Objectives

In the UK, nearly half of schoolchildren are willing to ride their bikes to school but only 1% of them are practicing it. So the main objectives of the project are:

- removing all kind of obstacles for bicycle use, especially the fears of parents;
- encouraging active travel as an essential component of a healthy lifestyle for all ages;
- delivering local physical activity and strategies against child obesity.

3.3.4. Process

Bike It was introduced by the Sustrans foundation, a nationwide charity for sustainable transport (also delivers multiple other campaigns and projects on cycling), as a joined

action with local authorities and school governors. The project is implemented mainly in primary but also in secondary schools. The charity has worked with over 40 local authorities throughout England and Wales. Each Bike It officer works with between 10 and 12 schools and up to 200 children at each school throughout an academic year. Their tasks are the following:

- explaining the advantages of cycling and contributing to classroom work;
- holding sessions with local authority, parents and others on safety and responsibility;
- giving advice to school's stakeholders for organisation of events, better bicycle parking facilities and safe routes;
- establishing an incentive (bonus) system for increased bicycle use;
- caring for public awareness in the local community, e.g. with open days related to cycling;
- wide spread modules for action, e.g. "virtual bike race", "beauty and the bike" (on fitness, cosmetics and self-confidence of female schoolchildren);
- training bike abilities at school (by staff accredited with on-road cycle training).

Bike It is made possible with the support of the Bike Hub (an initiative of independent cycle retailers and companies to generate funds to support the future of cycling) and additional funding from organisations such as the Big Lottery Fund, Transport for London, Cycling England, Welsh Assembly Government, NHS Primary Care Trusts and many local authorities.



Figure 3.6.: Children participating in Bike It

3.3.5. Key Success Factors

Main success factors of Bike It are the following:

- It gives a good mix of advice and action in current practice of school year by continuity of staff. It takes long term conditions into account, not only short term effects.

- It creates a network of the Bike It staff in the region. The national office helps to find the right mix of measures and action.
- It focuses on establishing conditions and structures in schools so as to keep up the effect after the Bike It year.

3.3.6. Results

Since the beginning of the project, simple “hands-up-surveys” are held at each school to count bicycle use before and after the Bike It campaign. (Monitoring is made by Sustrans branch “streets and monitoring”.) The results of one such survey are shown in figure 3.7.

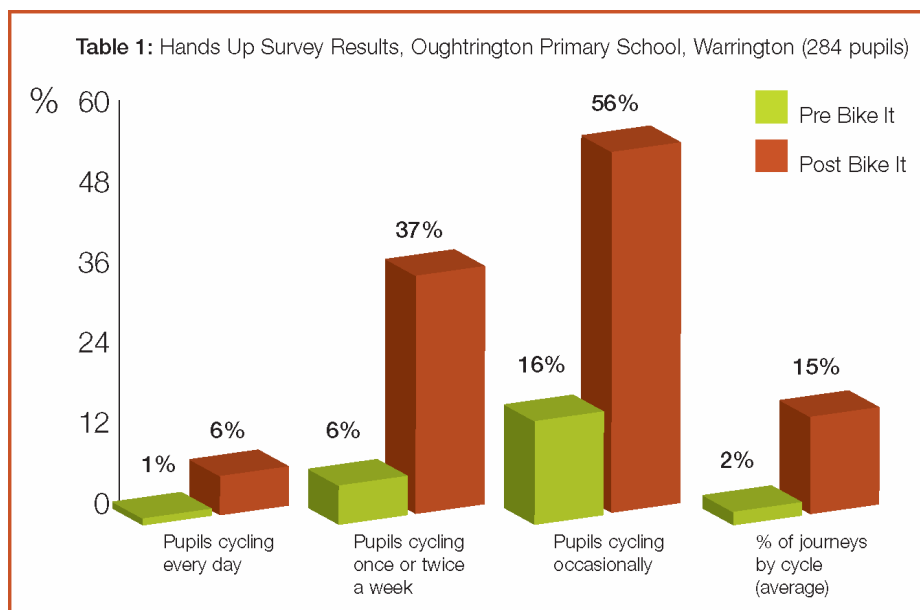


Figure 3.7. Bike It hands up survey results

From spring 2004 to 2009 Sustrans expanded the team from 4 to 43 officers, each supported by a regional supervisor and the national project manager. They now work with 443 schools in 55 local authorities and estimate that are giving a positive cycling experience to nearly 89,000 children.

Bike It shows that a nationwide charity can move the schools by continuous action during an academic year. This finds a long list of supporters and sponsors, due to the wide range of benefits from increased cycling. Bike It is a proven intervention to help children develop the habit of healthy travel.

3.3.7. Other Projects And Useful Links

- A similar project on walking: www.walktoschool.org.uk

Report With Lessons Learnt From Best Practice Studies

And Adaptation To Local Context for Active Access

3.4. Fietspoolen (Cycling Case Study No. 4)

3.4.1. Fact Sheet

Name of the project:.....Fietspoolen (Cycle Pooling)

Active Access approach:..... school/kindergarten

Location:Belgium, Flanders region

Time frame: ongoing since 2001

Link to further information: www.fietspoolen.be (Dutch only)

www.nationaler-radverkehrsplan.de/praxisbeispiele/anzeige.phtml?id=2094&lan=en



Figure 3.8.: Graphical design of Fietspoolen project

3.4.2. Introduction

In Flanders – as in many other regions and countries – children were driven to school by car instead of walking or cycling on their own. There are various reasons for this behaviour, i.e. perception of safety, convenience when combining trips, weather etc. Due to their daily trips by car, children had less experience in cycling in daily traffic and lost a part of their independence. “Mobiël 21” (a multidisciplinary group with activities in the field of sustainable and safe transport and mobility) thought of ways to convince parents to let their children cycle to school in a safe way and to offer them a sustainable alternative. The objective is to make children more experienced and independent in traffic. Therefore, the project “fietspoolen” had been developed: A “fietspool” is a kind of cycle train, a small group of clearly recognisable children who cycle along a known route under the guidance of an adult.

3.4.3. Objectives

Main objectives of the campaign:

- training abilities for autonomous mobility of children, combining joy of cycling and riding in a group;
- encouraging physical activity.

3.4.4. Process

The “Bicycle Pool” was introduced as a pilot project in 1998 in several schools, municipalities and regions in Flanders. Mobiel 21 provided guidance to schools, parents associations, municipalities and regions interested to start their own cycle train projects. The first step was to stimulate the interest of parents and children, and to build support from teachers as well as parents’ associations. It is useful to arrange an evening event for parents to give information about the project and to find coaches and assistants for the organisation of bicycle pools.

To set up a project the following steps are suggested:

- Bring together initiators for “cycle trains” or “Bicycle Pools”.
- Check the level of interest for being a bicycle pooler or a coach.
- Map the collected data.
- Set out routes on a map.
- Make a list of agreements.
- Give additional tips for a good start.
- Monitoring and further awareness raising.

The “Bicycle Pool” in a nutshell:

- Riding in a bicycle pool is cycling with a small, clearly recognisable group of children under the guidance of an adult.
- All children from primary schools can enter a bicycle pool.
- Small groups from the same area meet at a certain place and time to start cycling along a fixed route to school.
- A bicycle pool can be set up step by step via a concrete action plan.
- The school and/or local authority support the bicycle pooling project.
- A small-scale start is the best!
- In a “Bicycle Pool”, the majority of the children wear yellow vests and helmets. The average size of the groups is seven schoolchildren.

Costs of the project are quite low. Insurance of the accompanying adult costs approximately 25 € a year. (Children are covered by public insurance.) Besides this, helmets and yellow vests should be bought.

3.4.5. Key Success Factors

- Civil society interacting with parents, teachers, police and municipality on the local school level.
- It does not require great efforts to introduce.
- Support from the province (material like helmets, political backing).
- Motivation and time of available coaches as well as the information provided on the extra insurance for them when guiding children other than their own.

3.4.6. Results

Four years after the start in Flanders, effects of the project had been evaluated through a questionnaire and a random telephone survey at 190 schools. The amount of active schools with bicycle pools varies between 4.9% and 11.6%. The written questionnaire indicated that the number of children, bicycle groups and coaches of the pools is maintained at a stable level. The survey by telephone indicated that bicycle pooling is a dynamic issue: while 11.6 % of the schools claimed to pool at the time of questioning, another 6.3% reported to have stopped the project at a certain moment. More than 80% of the Flemish schools knew about the concept of bicycle pooling. Mostly, schools claimed a lack of interest by parents or school-boards as a reason for non-participation. The survey by telephone learned that 2.6% of the schools had concrete plans for a bicycle pool in the future, 7.4% considered to (re-)start the project.

A little more than half of the schools (51%) that have a cycling train project were pooling throughout the year. Another 28.5% of the schools reported to pool during specific periods of the year. In these schools the Bicycle Pools were mostly active in September-October (fall) and April-May-June (spring) with a winter-break in-between. The school-board (81.9%) and parents committee (71.4%) were often involved in the project, and also city councils (30.5%) and police forces (38.1%) were active.

During the school year 2001-2002 a total of 172 bicycle pool-groups were active. During the school year 2004-2005 a total of 317 groups were registered, with a constant average of four groups per school (see Figure 3.9.).

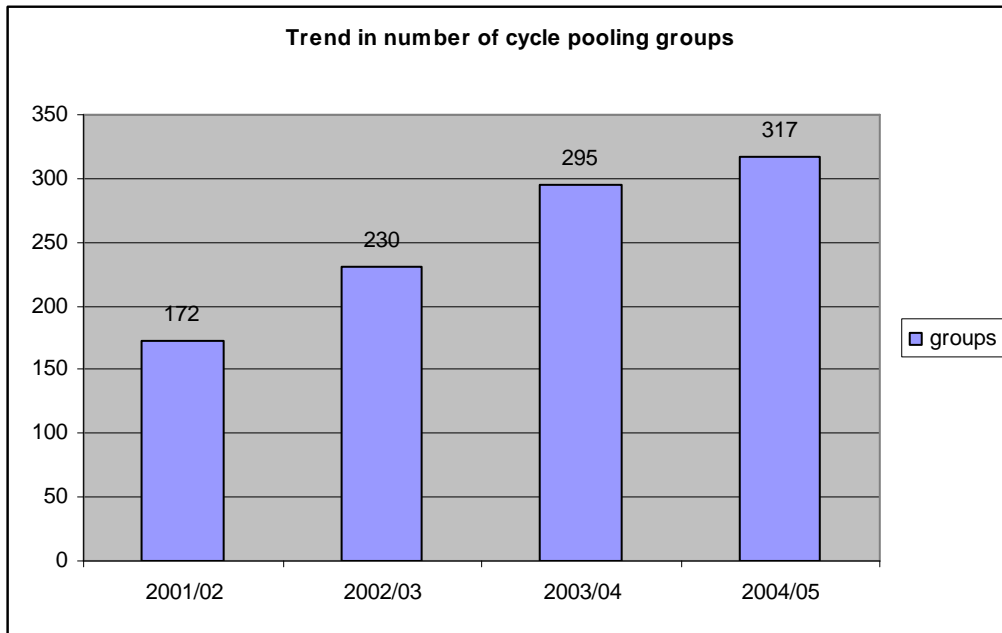


Figure 3.9.: Trend in number of cycle pooling groups

A typical group contained about seven children. In 2001-2002, 1432 children came to school with a bicycle pool, which number increased to 2390 in 2004-2005 (see figure 3.10.).

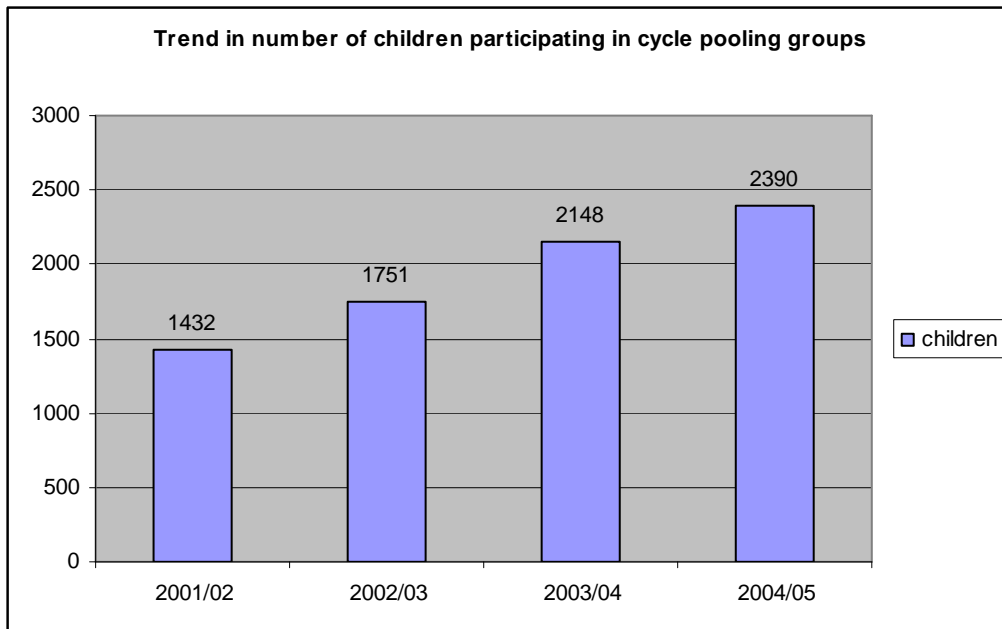


Figure 3.10.: Trend in number of children participating in cycle pooling groups

Each school had 20 to 25 children that pool and five to seven coaches.

Most of the children wear reflecting clothing (77%) and a helmet (64%). Other attributes like ribbons or flags are seldom used. Because of the dynamic character of Bicycle Pooling it is important for the continuation of the project to find motivated coaches to accompany children outside their own family to school. Some parents do not want to take the responsibility because of the danger in traffic. On the other hand, the coaches notify that children who pool, sooner become independent in cycling to school. Several schools indicate positive experiences between participants.

The fact that 80% of the schools in Flanders knew about Bicycle Pooling and 10% had plans for (re-)starting a pool-project is satisfying. It means that the project has high chances for extension.

3.4.7. Other Projects And Useful Links

- The “Safe in the Saddle” project (Liechtenstein):
www.eltis.org/study_sheet.phtml?study_id=2137&lang1=en

3.5. Cycling To Work, Berlin Sanitation Company (Cycling Case Study No. 5)

3.5.1. Fact Sheet

Name of the project:.....Cycling to work, Berlin Sanitation Company

Active Access approach:..... work

Location:Berlin, Germany

Time frame: ongoing since 2008

Link to further information:

<http://www.nationaler-radverkehrsplan.de/praxisbeispiele/anzeige.phtml?id=2123>



Figure 3.11.: Berlin Sanitation Company logo

3.5.2. Introduction

A good example is even better if it is shown by a company that is responsible for the cleanness of the city. The sanitation company in Berlin started a cycling to work campaign on their own.

3.5.3. Objectives

Main objectives of this project are:

- strengthening health of staff, especially in a public service sector company caring for a clean and healthy city;
- implementing an internal strategy for sustainable development, e.g. the company contribution to the municipal target to achieve 15% mode share of cycling until 2010.

3.5.4. Process

This is an average example, no outstanding workplace based travel plan, like described in the EPOMM (European Platform on Mobility Management, including the awards for those

travel plans). The initiative started from the staff responsible for health prevention and communication and also from company marketing.

In Berlin there is an incentive system for those who travel a minimum of 30 days to work by bike during a 6 month period in the summer. These journeys can be made 100% by bike or by commuting by bike combined with public transport. The incentive includes a personal health bonus pass, and entrance into a lottery at the end of the season. For those who commute by bike for 60 days or more, there is the opportunity to win a very high level bike.

The action is supported by the company based cycling sport group, offering tours on the weekend. A bicycle safety check is also given for free. Due to rising response to the project the number of cycle racks was increased and the minimum number of days cycling per season to receive the incentive was risen to 40 (most participants exceed the 60 days minimum for the higher prize).

Estimated costs of the project are 5000 € for cycle racks, 500 – 2000 € / year for catering during tours, prize in lottery; partly co-funding from companies accident insurance.

3.5.5. Key Success Factors

- Somebody caring for health prevention (communicating fitness first, not environment).
- Goals fixed both on company (sustainability) and city level (modal share goal).
- No temporary but long term action.



Figure 3.12.: The Berlin Sanitation Company cycling team

3.5.6. Results

150 participants in first year. No evaluation foreseen.

Just simple regulations and measures can introduce a change in behaviour. There was no intervention from outside the company, but it was appreciated in public afterwards being a contribution to the city transport policy goals.

Possibly the role of the company in the public to guarantee a clean and healthy city is a specific motivation for the staff to take the bike in daily practice?

3.5.7. Other Projects And Useful Links

- Europe-wide examples: www.epomm.org

4. REPORTS OF IMPLEMENTATION PARTNERS

4.1. Austrian Mobility Research (FGM-AMOR)

4.1.1. Introduction

This report contains lessons learnt from best practice studies collected within Active Access WP3 and possible adaptation to local context for the use in the implementations in Graz.

4.1.2. Walking Case Studies

Tewkesbury Healthy Town

The 3 work stream approach might also be interesting for parts of the Graz application: e.g. to combine mobility with healthy food / nutrition when encouraging people to shop in their borough at the regular farmers market.

Key Success Factors: To use events (on its own or piggy back with existing ones) to get attention is convincing. In Graz we combined a market event with a street reclaiming activity (which was the kick off event for all the activities in Graz for the following two years).

Identification of key persons and informal community leaders: This idea has been taken up in Graz, Andritz. We co-operated with the head of the borough as well as with some committed citizens that are in favour of sustainable transport. The identification with senior citizen leaders will be done soon.

Establishing a continuing process: This success factor was planned since the beginning also in Graz and will be carried out. Regular activities will be carried out.

Walking Maps for Camden

The idea of walking / cycling maps for a certain borough is convincing and was planned for the Graz application for the target group of elderly people. What we are going to take up from the Camden example is to develop a series of different walks / routes for our target group. The modification compared with Camden that we plan in Graz is that we want to have different levels of duration (e.g. starting with walks of 30 minutes but also adding some longer ones). From the point of design we want to add photos of highly interesting places instead of having only the map. We agree that a very simple and clear design is necessary for this target group.

We also agree on the dissemination of the folders with the walk: this means we will both disseminate them directly to the target group by direct mailing and by handing over face-to-face but also to spread them via medical doctors, in libraries etc.

Walking Works

The idea of walking works is convincing although the home-to-work trip isn't our application area. But we will take up the elements of this campaign and transfer them to our implementation regarding walk to shop.

4.1.3. Cycling Case Studies

Einkaufen mit dem Rad

This campaign (in combination with shopping on foot) is a very helpful one for our implementation in Graz. As mentioned in the description we also will design tailor-made information regarding shopping in our area and we also will pay high attention to get in contact with the local economy.

What we want to do in Graz (and this is depending on the possibility to co-operate with another initiative that plans to carry out an individualised dialogue marketing project focussing on energy consumption) is to hand over the newly designed materials to those citizens who show the biggest interest in it (as a result of the dialogue marketing) and then invite them for testing new behaviour actions.

We agree that the co-operation with shop owners in the area is crucial.

Slow Up

The idea and the objectives of Slow Up fits with the ideas of the Graz implementation. Unlike in the description from Switzerland we will focus more on our own borough and on the target group of senior citizens. Therefore the distance of the bike routes will be shorter and adapted to the demand of this target group. If the first test phase is successful we could imagine to extend the idea to other boroughs in Graz.

4.2. City Of Koprivnica

4.2.1. Tewkesbury Healthy Town

Provides an excellent step-by-step guide on how to work towards a change in culture, attitudes and behaviour and contains a number of steps which are easily replicable in our local context.

First it provides us with a comprehensive list of opportunities to engage with the project: surveys, meetings, online tools, events, incentives, approaching citizens at the places they frequent (in our setting: clubs, library, park, pubs) and media presence.

The specific aims of the project also refer to ours as we also intend to:

- inform general public and key stakeholders of the aims and objectives of the project,
- plan the delivery programme and explore future directions in four work streams of the project: travelling to school, travelling to work, shopping and leisure activities,
- understand what are main barriers and possible incentives.

The case study also reveals which citizen categories do not readily participate (the young, the uneducated and the unemployed) and suggests how these groups can be engaged more easily, through networks and individuals who are trusted (in our case: the City authority and the mayor, the church officials, school-teachers and prominent members of citizen groups and organisations).

We intend to organise a similar range of engagement activities: focused project events (Active Spring), participation in traditional or existing events (Earth Day, Town Day, Cycling festival, European Mobility Week), a travelling-for-shopping survey, filming of events and an on-line survey in big companies.

The feedback is planned in the following actions:

- press releases outlining the findings,
- project film,
- schoolchildren's summary reports in school newspapers.

Conclusion: This case study is especially useful as a guide on how to reach various citizen categories, how to engage them and how to present the results to the wider public. It also provides an insight into what is considered to be the useful results of the project.

4.2.2. CONNECT

Very much applicable in our project, as we aim to do a similar activity in spring. It outlines the procedure which we already used in our own activities called “Travelling the world in seven days” and “Southward bound” organised during EMW in the last two years.

We would find it very useful to organise an international competition (possibly in Active Access towns?) as it would motivate students even more than a town competition.

Process description will serve as a useful guide in our own new project to be done in spring.

4.2.3. Walking Maps for Camden

This is the study of the project we wanted to do and have already started planning with two doctors' and nurses' organisations and several citizens groups. In our case there will be no extra funding available so all the work will be done on a voluntary basis and only printing of maps will be funded by the project.

The map gave us ideas for three possible walks in our town to be developed in cooperation with our partner organisations.

4.2.4. Walking Works

This case study presents a national campaign, with secure funding, led on a larger scale than ours. Another difference is the walking culture, already well developed in UK. However, there is a number of things we find useful for our project. These are:

- detailed description of objectives, almost identical to ours,
- description of stages we find very useful in the development of our “walking to work” campaign,
- list of tasks by Living Streets which is very similar to the tasks of our own Active Access team, accepted after a meeting with interested workplaces.

Our “Walk to Work Week” is a local event already in the scope of EMW campaign. The positive feedback has singled out 5 organisations we will be focusing our AA activities on.

4.2.5. Bike lanes, On-street parking and Business

This case study is useful as a reference in the dialogue with shop-owners as its findings prove that motorised shoppers are not the ones who bring more business. We plan to use the procedure in our “Active shopping” subtask.

4.2.6. Einkaufen mit dem Rad

We find this case study very useful in working out our strategies for approaching the subtask “Active shopping”. Our objectives are identical and we plan to implement it using the same steps, although on a much smaller scale. As we also rely on our partner organisations consisting of volunteers we encounter the same limitations, so plan to offer incentives in the form of education possibilities and awards.

4.2.7. SlowUp

We like this idea immensely. A similar event is already a part of our annual cycling promotion programme (cycling festival in June), with an important difference. In our case, it is only a cycling event, while in the case study it involves other means of transport such as roller-blades or surfboards. Our event does not involve closing a road for other means of transport; therefore it is less safe and children-friendly. This is why we are going to organise another event in May, following the example presented and promoting a brand new scenic cycling route in the city's environs.

4.2.8. Bike It

The case study describes the procedure we are planning to follow in the development of the school travel plans which are at the core of our “To school! Without my car!” subtask. Our disadvantage is the fact that the programme described is organised at the national level, which provides it with more financial and professional support. However, we also plan to introduce the incentives and organise similar events, based also on the experience of our former EMW events (“Travelling around the world in seven days” and “Southward bound” – virtual cycling trips).

4.2.9. Fietspoolen

We perceive this project as applicable in our local setting within our “To school! Without my car!” subtask. A similar concept has been tried through EMW events in several seasons. However, due to the lack of staff (volunteers, members of local cycling clubs) the project could not survive throughout the year. What makes it even more difficult to sustain is the lack of national network or sustainable transport policy. Nevertheless, we are including it into our plan, hoping for more support in the changing transport awareness pattern.

4.2.10. Cycling To Work, Berlin Sanitation Company

This is an extremely valuable case study as it can be replicated almost completely in our local context. Namely, one of our active partners is the local utility company, Komunalac, employing over 200 people and winning our last year's EMW "To work! Without my car!" award. Therefore, the already existing high level of awareness, combined with more promotion and company's incentives offered are most certainly going to lead this project to success.

4.3. Tartu City Government

4.3.1. *Tewkesbury Healthy Town*

This is a very useful case study which we think we can implement into relevant programs in Tartu schools, but it needs strong political decision to do so. To explain this case study to older people is more complicated than to younger people, because younger people usually learn faster, that is why we will focus on delivering this to schoolchildren. For the older generation we have organised walking exercise “50+ on behalf of health”. As an initial step to implementation of the messages in the Healthy Town project, during the Active Access project this year we would like to organise traffic lessons in schools. In some schools this has already happened, but not in all of them. This is very necessary in order for schoolchildren to be able to walk to school alone. The present situation is that parents drive their children to school by car, even though distance between their homes and school is in some cases only 200-300 m. The reason for this is that parents are afraid of car/pedestrian accidents. Therefore, traffic lessons in schools will be the starting point for changing our city into a more healthy and sustainable for environment.

4.3.2. *CONNECT*

We would consider implementing such a project but to an extent. We intend to celebrate 1st of September, where parents or teachers can walk with the children to school. It is only one day but I think we can make that idea more popular by involving the children as in the Traffic Snake Game and perhaps this can be expanded to more than one day in the future. It is also one way how children can learn traffic behaviour on their way to school.

4.3.3. *Walking Maps for Camden*

This is a very good idea and Tartu will use this in developing their walking maps. On those maps distances and necessary places (shops, different services and so on) could be shown and it would be useful for tourists also. We think it is more important for older people, who have more difficulties with mobility.

4.3.4. *Walking Works*

We can implement “walking to work” if the distance between home and work is up to 2 km, not more. I think this case study is the most difficult to implement, but Tartu needs to take action because most of our inhabitants use cars for short distances and we have no room for cars in the city centre. We will therefore consider the process and lessons learnt from this project in looking into implementing a similar scheme in Tartu.

4.3.5. Bike Lanes, On-street Parking and Business

We will use this idea on our next car free day – what happens if we change a car street to a pedestrian street and what will happen to the shops on that street? We have many places where this change would be very successful. All our Old Town is car friendly, but could be car free, because there we have outdoor restaurants, outdoor shops, where fresh air is very important, but cars disturb that.

4.3.6. Einkaufen mit dem Rad

This is a good point. We can implement that also, but our city is planned in a very car friendly way. All big supermarkets are almost out of the city and in the city centre we have only some small food and souvenir shops where we have also too few bicycle racks. People are afraid to leave their bicycles at the shops because they are afraid of theft. We will look to find solutions for these problems using ideas from this case study so we can implement this “shopping by bike” program.

4.3.7. SlowUp

We have many very similar events like bicycle marathon and rally (these can be checked on our website www.tartumaraton.ee). These events are more of a competition but we have also a bicycle trip called “*roheline rattaretk*” every spring in different places of Estonia. This means that a large group of people gather together and ride through different parts of Estonia, mostly to enjoy local culture and nature. This trip is at least 3 days long and people are riding at their own speed.

We have some longer roads between Tartu and other important or larger places where we can implement this. We have never tried to take cars off the road for one day and we think it would be very difficult to do that. We have to find a reason why a certain distance is good for bicycles (are there many institutions, shops, cultural and natural objects or something else besides the road). The trip must be very interesting and bicycle friendly. If these conditions are completed then it will work.

4.3.8. Bike It

We will start a similar activity this spring in schools and I think it is very necessary if we would like to change our environment in the future. As for Tartu, we don't have enough safe bicycle stands in schools and housing areas. We will meet school directors and we will discuss how we can make it better and how we can organise more traffic lessons in schools and teach children how to ride bicycles more safely. We have meant to organise such campaigns also, how parents can ride bicycles together with their children to school. This idea needs large sponsorship and that is a difficult question.

4.3.9. Fietspoolen

This case study is very useful for Tartu because the dark time is very long, especially in the winter, and city lights are quite weak. Cycle pooling would therefore be a safe way to travel and the case study gives clear information on what is required to set one up. Until today we have one campaign called “be visible in the dark” and that’s all. We therefore intend to organise a campaign for more active using of bicycle lights which is as necessary as using reflecting clothing.

4.3.10. Cycling To Work, Berlin Sanitation Company

It is good to learn about such companies as the Berlin Sanitation Company. We had a similar activity in autumn on the car free day and plan to do the same in spring which we call “Collective cycling to work from different parts of the city”. It is a good attempt and we would like to do that more often, but we need to work more on motivating people and can learn from the case study and incentives given, in order to do this.

4.4. Harghita Energy Management Public Service (HEMPS)

4.4.1. Walking Case Studies

Summarising the lessons learnt from the 5 walking case studies, we think the first most important thing for us is to understand what other public organisations, community groups and stakeholders perceive as a “healthy town” and to identify incentives and barriers.

It is also important in our town to gather intelligence (know-how) about networks and individuals who are influential and trusted within the community, to raise awareness and to co-operate with them. A good idea is an offer to attend community group meetings and a Healthy Town summit with key local groups. This should be advertised on local televisions, newspapers and flyers.

It would be also useful to gather information about the community’s perceptions about convenient access routes and places where they wish to spend time outdoors or attend classes – these are not always self evident. We can realise this by on-line surveys and short street interviews. In some seasons in the park there is a playing week, but it would be useful also a “playing street” and various street events. In our town there are street events twice a year, but we need more like this.

The Traffic Snake Game is a very useful and good idea, which we want to implement in our town. It is an interesting and useful game for elementary school children. We want to contact a few teachers to discuss this issue and to make it real. At this point it’s very important to involve parents.

In order to encourage people to walk in their leisure time, it’s very important to put an accent on campaigning the longer, healthy life, weight control. Even in our little town obesity is showing a growing tendency. In the framework of the Active Access project we want to promote walking in leisure time too, so we have to spread the ideas that leisure time walking is healthy, it helps to fight against obesity, it gives a good occasion to spend time with friends, family, we can discover our beautiful and various areas, landscapes. Our town is surrounded with forests and nice trip routes. It would be useful to create 5 simple walking routes, which starts from the centre of the town and leads outside the town. Rebuild sidewalks on these routes and don’t let cars park there. In our town centre most of the sidewalks are repaired, rebuilt so this is already given.

A “Walking to Work” campaign would be useful, because in our town the distances are really short, and still most people are using their cars as a means of transport. We want to

collect data from employees and employers about their transportation habits. We want to organise a long term competition between employees, and at the end of the competition, there would be a “walking champion”, who would win for example a bicycle. We would promote this with seasonal posters. There would be an online evaluation and free analysis of the results and changes to employees travel behaviour after the contest.

4.4.2. Cycling Case Studies

These case studies had a lot of good ideas for us. In our county there is a cycling work-group who are dealing with bicycle issues, and we are collaborating with them. We will become part of this work-group very soon. The first thing is to involve civil organisations in our actions. We have to create press releases, flyers; organise local roundtables, surveys, traffic counting. For the traffic counting we have to ask the help of local police.

Shopping by bike is not so relevant for us, because we don't have large malls or shopping centres. There are mostly small shops in different parts of the town and people are going there on foot, although we want to initiate installation of bicycle racks everywhere in the town. The bicycle work-group is already working on arranging a long cycling route near the Olt river, where there is no motorised traffic, so it's safe. From the 2nd case study we take the idea to organise on this route different programs, activities and competitions.

Approaching schools the key is to remove all kinds of obstacles for bike use, especially the fears of parents, and to stimulate the interest of children and parents. Teachers have to explain to them the advantages of cycling and it's contribution to avoid childhood obesity which is showing a growing tendency, besides it's a low cost mode of transport. Convincing parents it's a good idea to create a “cycle train” with the guidance of an adult. This assures the safety of children and the joy of cycling and riding in a group. If we involve local police it makes this action appear even more safe.

Promoting cycling needs to be part of classroom work, there should be trainings and bike abilities at school. This needs a person who is periodically giving advice to school's stakeholders on organisation of events, better bicycle parking facilities and safe routes. It's a good idea to make “hands-up” surveys in schools to count bicycle use before and after the “biking campaign”. Using a bicycle as a means of transport to school assures independence for children and experience in traffic. At companies it is a good idea, and can be applied in our town, to organise a long term action of a competition which can be entered by employees who cycle to work on a minimum of 30 days in a 6 months period and they can win a very high level bike. At every workplace there should be safe bike racks.

4.5. Hungarian Cyclists' Club (HCC)

4.5.1. Introduction

In Budapest, the Hungarian Cyclists' Club will organise a campaign concentrating on the approach of shopping, so the case studies concerning this approach seemed to be the most useful for our case. However we found several good ideas also in the other case studies.

4.5.2. Tewkesbury Healthy Town

Based on our previous experiences and thoughts about our own planned application, we see that the main obstacle that we will have to face is the difficulty of the engagement of all groups of our community (groups by age, by salary level, by education etc.). The number of those people who are easy to engage with similar activities is limited and there are several groups of people that are quite hard to reach and involve. The Tewkesbury example gives a useful toolbox of possible methods to encourage “participation by those who do not generally readily engage in consultations”, like community events, story dialoguing and a summit with key local groups. Identifying a ‘key person’ to the cause and putting emphasis on face to face communication also seem to be very effective methods that can be used.

4.5.3. CONNECT

Though using the bicycle for commuting to school and work is covered by one of our parallel campaigns, the implementation of the Traffic Snake Game gave ideas that can be used also in our application, like the involvement of parents for the preparation of the campaign. This is similar to our plans to involve shopkeepers and find out methods that suits them also and takes into account their aspects. The practical realisation – gathering and attaching stickers to make the snake complete – is one that we plan to use in our application: shoppers by bike or on foot get ‘points’ that can be used for some kind of discount on a later occasion.

4.5.4. Walking Maps for Camden

The Walking Maps project also has a point in common with our planned project. We plan to create an online map – with offline version too – with all the shops participating in the campaign. (According to our plans, shops can join later on as the campaign progresses, so the map should be extendable, and – according to our plans – will contain a large database of shops, so it has to be primarily online.) The Walking Maps project can help us a lot in how to elaborate these maps and make them the more user-friendly. Another aspect can be the involvement of health experts and doctors.

4.5.5. Walking Works

Though the Walking Works project is not very close to our application, the method of involving workplaces is quite similar to the one we plan with shopkeepers (initial meeting, joint signing of a memorandum, collecting baseline data and continuous support from our team towards shopkeepers) and thus can give us good guidance on how to do it.

4.5.6. Bike Lanes, On-street Parking and Business

The example from Bloor Street, Toronto is very interesting for us in more than one aspect. We are just in the middle of an argumentation with our municipality about where to put new bike racks – in the place of car parking places or on the sidewalk. A quite similar debate we had with shopkeepers on the smaller ring road of Budapest when a new bike lane was created. Such studies can be a firm argument for our case that is: it is better to take space away from cars rather than pedestrians. On the other hand we also plan to survey merchants in the frame of our Active Access application and this study can give us ideas on what and how to measure.

4.5.7. Einkaufen mit dem Rad

Objectives and methods of the “Einkaufen mit dem Rad” project are very similar to the one we want to implement in Budapest. All the data and experiences gathered on the project’s website will be very useful for us in creating our action plan though we have to keep in mind that the German cities where it was implemented – with the exception of Berlin – are smaller than Budapest and shopping habits and purchasing power are quite different in Germany than in Hungary.

4.5.8. SlowUp

We already have some experience of organising events for supporting our campaigns and of course we plan to use this tool in Active Access too. However we found that the SlowUp project gives very good ideas on how to organise such events. It gives useful examples on how to set up an organisation team, how to motivate people to participate and how to keep up with the first successes.

4.5.9. Bike It

In some aspects, Bike It is quite similar to the Traffic Snake Game. However it has some specific elements, like eliminating the fears (of parents) linked to cycling. We also give much importance to this issue and we have been taking care of it in the past years. It will be handled also during our application in Budapest, although most probably not in Active

Access itself but in parallel projects. Bike It is also a good example showing the importance of before and after surveys.

4.5.10. Fietspoolen

The “Fietspoolen” project is interesting for us mainly in its small details. It shows how to start something in “small scale” and at a low cost, how to involve local community (meaning, in a big city, the community of a few blocks), how training can boost up a project (it will need much less effort and resources if it’s built on an effective ‘training chain’).

4.5.11. Cycling To Work, Berlin Sanitation Company

The project of the Berlin Sanitation Company is rather connected to our parallel ‘Cycle to work’ campaign but the motivation of participants (personal issues first, not environmental) and the incentive system give us good examples. The ‘private’ initiative is also interesting and should be studied for setting up our implementation team.

4.6. Centre For Health And Development Murska Sobota (CHD-MS)

4.6.1. Introduction

In this report our explanation of how the best practice informed us is based on our main target groups. At first we explain what our activities are and which tools for execution of them we would use. And then we emphasise which case of best practice study we can relate to ours and what we could implement from it. We also suggest some ideas and examples that can be useful to the other partners and which parts, steps of chosen case studies we could not use in our case.

4.6.2. Walking And Cycling To School

One of the examples from the collection of the best practice studies which has a great potential in our city is The Traffic Snake Game (Walking case study No. 2). The main reason we would choose this case is because its approach is children-centred, because it can be easily implemented (we don't need long time for preparing), because the costs are many times the reason for doing some progress in many things, in this case we have small costs. Very important in this case for us is that the parents are involved in the game with their children. To achieve better results the schools can compete. During this Traffic Snake Game, the Mobility poster campaign can be carried out – where children draw posters with different ways of active mobility (walking, cycling...). The most mobile school and kindergarten will be chosen by the results of the Traffic Snake Game (number of cyclist, number of walkers, days or hours they spend outside playing and exercising) and be awarded with helmets or bike-bells. Because the teachers represent the role model for children and they can be the best example (they are also encouraged to use alternative ways of travelling to work than by car, with bike to work, walking to work). Before the Traffic Snake Game begins we should do the walking audit to identify which school way is the safest and then we can demonstrate to the parents that the way to school can be safe and that they can go alone. Every activity will be presented in a small brochure, given to parents (at the beginning of the school year), to larger public through an article in the local paper, internet (facebook).

4.6.3. Campaigns Walking And Cycling To Shops

Employers and shopping centres will be encouraged and supported to develop a cycling and walking friendly environment for employees and consumers and embark on a joint marketing campaign "shopping by bike or on foot" Together with towns CHD-MS will develop initiatives to support walking and cycling to work and for shopping. This activity will occur only in the towns of Murska Sobota and Gornja Radgona. To achieve this we

must contact the owners of shops in a shopping centre (in our case shopping centre Maximus) and explain what our goals are and how we want to achieve them. With individual consultation and media campaign we will encourage the shop owners to join the project with a joint coupon for those who walk or cycle to the shops. On the other hand people will be encouraged by showing the benefit if they walk or cycle to the markets. At the end a large event with media coverage will be held to promote the concept and gain new participating members. Everything about the campaign would be introduced through an article in the media. Activities are: 1) animation of shopping centres and shops for the execution of a joint marketing campaign “Shopping by bike or on foot”, 2) design of a joint campaign, 3) execution of joint campaign. We would like to use a few steps of the implementation from project shopping by bicycle (Cycling case study No. 1): presenting the project in professional communities; creating press releases, flyers, competitions; creating brochures; organising local action to switch to bicycle. We would also like to do some action like trailer and bag rental, trailer test travel and race; presence at local marathon. Through all that we want to raise public awareness about how important it is to choose other means of transportation to the shop. Many people don't know the fact that 8 of 10 purchases we can put into the bicycle basket. So we must inform them about some data measured around the cities. Because this project was implemented in a big city and because Murska Sobota and Gornja Radgona are small cities we can not implement all of the steps and actions to such an extent.

4.6.4. Walking and cycling to and at work

Strong promotion campaign for cycling and walking to work and to shopping centres based on environment and health impacts will be developed. E.g. carry out the campaign “by bike to work” or have health promotion days based on everyday physical activities by replacing short car trips with walking and cycling in companies and shopping areas. Our activity is: mobility campaign for employers (competition between different organisations, one from Murska Sobota and one from Gornja Radgona for the most mobile working team (walking, cycling)). Our activities can be related to Walking Works (Walking case study No. 4). From Walking Works we could apply seasonal posters and pledge cards to promote walking, advice on planning and delivering walking interventions, online activities to promote walking. To see the results at the end, we would also need to collect data from employers and at the end produce final report summarising the overall success. We liked this method with specially built microsite and the results it gives.

For our campaign for employers we could use as motivation tools: bicycle safety check for free (Cycling to work, Berlin Sanitation Company). We agree that we must have a reward system for those who go to work by bike (example; health checks – blood pressure, blood sugar, cholesterol), measurements would be done frequently to see changes.

4.6.5. Walking and cycling for recreation / leisure time

In partnership with health centres parents will be advised to stimulate physical activity of their children through individual consultation as well as through mass activities organised on weekends (combining physical activity and cultural experience). Recreation for the whole family will be promoted. Weekend events for young parents with children and their grandparents and participation at local cultural and sport events will be promoted along side a bike ride to cultural heritage sites in the region. Our activities are: 1) Through the cooperation with sport and tourist association in Pomurje walking and cycling events will be organised (recreational and hiking ways, marathon), 2) Information and consultation for families to participate will be provided. Our case we can relate to project SlowUp (in the case of closing a route we close smaller length than in SlowUp project). In Murska Sobota the routes are closed about 3-5 times per year (mobility week, fairs, running marathons, event for children, traditional event named "Panviti tek"...). If the events are for children there are several activities organised: dancing with cartoon figure, drawing, driving with little train with parents... In our experience the number of recreational events at weekends is raising every year. The families like these events because they have something already organised. We must do more work on good advertisement through media, article in local newspaper, use of websites, maybe branding.

4.7. Prioriterre

4.7.1. Introduction

In respect to all the best practices presented in the collection, most of them are really interesting and could or are developed (in a way) in our region.

4.7.2. Tewkesbury Healthy Town

The idea of attending some community group is what we want to do. We want to develop community groups (schools/enterprises/shops) communication: the process presented is what we planned: attend a community group, write an article and speak about Active Access during mobility or energy events we organise.

4.7.3. CONNECT

This is a perfect example for us, as we would like to propose a game for the youngest (kindergarten): the Tree Games: pupils stick a leaf each time they come by foot. The process of the snake game will help us in setting it up. This game will raise awareness of parents, children and teachers. But as said in the example it must be a child-centred project.

4.7.4. Walking Maps for Camden

Good example but hard to develop as we have a lot of demand with the public of enterprise and schools. We could try to develop the idea of working with the Working Health care service to create communication on the benefits of walking/cycling to work and why, and to disseminate this brochure in work medical centres and enterprises.

4.7.5. Walking Works

The Walking Works campaign example also fits with what we want to do in this application. The process will be nearly the same: we want to do one global presentation to all the enterprises interested and then individual meetings to examine their profile and help them with their questions. The first steps are good examples. We also work on the setting up of a walking plan for an association of enterprises which could exactly fit to this.

4.7.6. Bike Lanes, On-street Parking and Business

This example has to be lead by decision makers and government only. In our region, in Annecy, a lot has been already made to make the city centre a pedestrian area. Street car

parks are still present but expensive and it is very difficult for a car to go in town (or to go out). At the beginning, shopkeepers were absolutely against this idea, but they have changed their mind now! We spoke about it with the stakeholders of Chamonix, but it is not easy: shop owners' associations are literally against the "pedestrian city centre". And they are not ready yet to accept any argumentation: the local government has already tried to speak with them and present the positive parts: administration services are working step by step. It could be a very interesting case study to present anyway.

4.7.7. *Einkaufen mit dem Rad*

An interesting communication plan

- raising awareness of the issue with shopkeepers, municipalities, professional communities, the public and consumers (important!);
- building up motivation to use bike for shopping.

We could use these objectives to create the communication we want towards the local shops (and their customers). We have stakeholders already engaged in the sustainable development action but this could help.

We will try to implement the first step of this example: like presenting the project in professional communities; creating press releases, flyers, displays / tables for the street, competitions; creating brochures, website and organising local roundtables, surveys, traffic counting, mapping.

We may not be able to do everything but at least communicate and organise information session like in Walking Case Study No. 4.

4.7.8. *SlowUp*

Haute-Savoie is a very touristic region and a lot is done for presenting the most beautiful places accessible by foot or bicycle to people. We have a 45 km long cycle path around the lake and to the mountains too (another 50 or more km). Moreover running of rollers and cyclists are also organised once a month during summer. We won't be able to do this kind of event: the tourism offices or local tourism organisation already do it. We could offer to be the sustainable development point. (What we do for example during the marathon of Annecy.)

4.7.9. Bike It

We could propose the idea to schools that have already developed the walking bus and which have a safe cycle path nearby. We could also use the idea to organise, during the mobility week, an event with schools and with road safety services (sécurité routière); to teach children how to behave on a bike on the streets: it will be a kind of human scale platform game representing roads and accredited staff will teach the children and so on.

4.7.10. Fietspoolen

As said before, the cycling bus could be proposed to schools that have already tried the walking bus. And to propose both ideas to new schools. The process described is then interesting to use. We would also have to raise awareness on safety issues.

4.7.11. Cycling To Work, Berlin Sanitation Company

Actions have been implemented towards the staff of local governments but it was apparently hard to motivate them and maintain motivation. It would be a nice idea to propose again without the money prize. This example is interesting to present within the work application during a global conference of presentation.

4.8. Energy Agency Of La Ribera (AER)

4.8.1. Introduction

The application activities that the Energy Agency of La Ribera (AER) will implement to achieve in the project's objectives are related to these two approaches:

- walking and cycling to shops,
- walking and cycling to school.

Case studies related to these approaches from the collection and from the internal web page have been checked.

4.8.2. Walking and cycling to shops

For the success of this approach one of the milestones is to get the participation of the inhabitants of l'Alcúdia, as all of them are potential shoppers. The walking case study No. 1 (Tewkesbury Healthy Town) provides a useful link (www.streetsalive.net) that includes creative ways to engage the community. Some of them can be adapted and used to promote the approach in l'Alcúdia.

On the other hand, to provide information about the location of the shops in the municipality it is crucial for people to learn that they can go by foot to do their shopping in l'Alcúdia town centre instead of taking the car to go shopping to a big mall in the outskirts. Walking case study No. 3 (Walking Maps for Camden) will be used as an example of how to elaborate stylish walking maps and how to involve citizens to elaborate them. Also the case study from the internal web site Walking maps will be useful for this purpose, so it is a guide to elaborating walking maps.

Shopkeepers in l'Alcúdia are reluctant to undertake measures focused on promoting walking for shopping. It is thought that reducing parking means loss of business. We will adapt the pedestrian and merchant surveys included in Walking case study No. 5 (Bike Lanes, On-street Parking and Business) to find out which measures should be more suitable to enhance walking and cycling for shopping in the town centre. The case studies from the internal web site *Encouraging walking* and *Which aspects are important for mobility impaired pedestrians* will also provide key points to take into account when preparing the questionnaires.

As initiatives to promote cycling have been undertaken by l'Alcúdia Town Council, the next step will be to take advantage of these measures to promote cycling to shops.

General ideas from Cycling case study No. 1 (Einkaufen mit dem Rad) will be useful to engage shopkeepers in supporting campaigns to building up motivation to use bicycles for shopping (cycle friendly shops).

Tips on setting marketing campaigns included in the case studies from the internal web site *Recipe for campaign design* and *How to set up campaigns* will be taken into account when preparing campaigns to promote walking and cycling to shops.

4.8.3. Walking and cycling to school

Walking case study No. 2 (CONNECT) is an interesting activity to implement in the primary schools in l'Alcúdia. It can be included in the Sustainable Mobility Week campaign, organized by AER every year in September. In this game kids can add stickers to a poster each time they use sustainable transport (on foot, by bike or by public transport) during a week. The snake can be modified by a green path, a flower, a bike or any other drawing design representative of mobility or environment.

Cycling case study No. 3 (Bike it) can be used as a guide to promote the use of the bicycle to go to school by organising an open day related to cycling, to invite the police to give a conference about security, or to start a competition and award the students who are using the bicycle more times in a month or other time period.

Cycling case study No. 4 (Cycle Pooling) is a motivating initiative, especially to the primary school L'Heretat which is located out of the city centre. 'Bicycle Pools' can be organised one day per month. In it the students will ride with yellow vests under the guidance of an adult.

4.9. Cyprus Centre Of European & International Affairs (ESC)

4.9.1. Introduction

The collection of best practice studies on walking and cycling is a very useful tool, especially for application countries, such as Cyprus, with limited experience and infrastructure. The methodology used was the following:

- detailed examination of each case study,
- identification of activities, materials, methods, arguments and ideas, which can be applied in Cyprus,
- localisation and adaptation of the above into Cyprus' context, which will ensure higher possibilities of successful implementation.

4.9.2. Tewkesbury Healthy Town

Some of the techniques used in walking case study No. 1 in engaging the wider community in the project's activities are very useful tools which will be used also in our case in Cyprus. Our objective is to engage primarily students (6-18) and secondary the wider community. The Tewkesbury case study highlights the following specific methods that could be used in our local context: "surveys, meetings, online tools, events, incentives, going to where people you want to meet are: clubs, pubs, parks and media presence, particularly in local papers and radio". The survey that will take place will follow the in class measurement approach and it will focus on students' current travel behaviour to and from school (hands-up survey). Also, the projection of various related films could be an additional tool in raising awareness campaign in schools.

4.9.3. CONNECT

The CONNECT project has clear objectives which are in line with our objectives. Their objective to inform, educate and stimulate students to walk or cycle to school is our main objective. However, taking into consideration each country's peculiarities we decided that our campaign should not be limited only to Primary Schools (just like the case of CONNECT project) and be expanded to high school, lyceum and university students. The main reason is that it was estimated that the change of transport behaviour in primary schools will be limited because decisions are being taken by parents and not children. Since we needed to have tangible results of our activities as soon as possible, we decided to include in our target group older students (18 and up), because they can make decisions for themselves.

Furthermore, some clever ideas about promoting ecological transport to primary schools that could be implemented in Cyprus were the “Traffic Snake Game” and the stickers banner.

4.9.4. Walking Maps for Camden

The Walking Maps case study provided us with useful information on what to include in a map and how to promote it. It inspired us to produce and distribute 3D dimensional maps of the surrounding area indicating the walking & cycling routes and all cyclists’ friendly shops or places. This could work as a motive for shop owners to create bicycle racks and facilities for cyclists.

4.9.5. Walking Works

Although our activities are not aimed at promoting walking to work, some of the methods used are helpful for promoting walking at schools. The idea of the “walking champion” described in Walking Works project could be used to promote walking or could be altered to “cycling champion” to promote cycling at schools.

4.9.6. Bike Lanes, On-street Parking and Business

The Bike Lanes project seems very interesting but it is believed that the transport mentality in Cyprus (clients: parking with car outside of the shop you are visiting / shop owners: having as many car parking places possible is an indicator of your success) is not yet ready to accept this change. It is believed that if students start using their bicycles around the town, this will cause the change in shop-owners thinking. Although, we are not very optimistic about the positive response of shop owners, we are planning to use some of the techniques and arguments used in Bike Lanes project to convince shop owners (i.e. using information and percentage from surveys that took place in other European countries).

4.9.7. Einkaufen mit dem Rad

The activities planned in Cyprus do not have as a clear target the change in shop owners attitude or promoting cycling as a way of doing one’s shopping. However, we decided that without being our main target, we will try to influence the shop owners in creating the cyclist friendly shops. Some techniques used in “Einkaufen mit dem Rad” project that could be implemented in Cyprus also are the following: presenting the project to professional communities, brochures, flyers with cycle friendly shops, presence on local television, and ranking of bicycle friendly shops (awarding the 3 first).

4.9.8. SlowUp

The SlowUp project inspired us to create a cycling club at the University of Nicosia, create synergies with other pre-existing cycling clubs and organise “Cycling Sundays”. This case study provided us with useful information on how to organise such an event and which stakeholders to involve.

4.9.9. Bike It

The aim of “Bike It”, to create a cycling culture to schools that will continue after the completion of the project is in line with the objectives of our planned activities in Cyprus. All the activities described in the process section are examples of activities that could be organised in any school in Cyprus. In particular, explaining the advantages of cycling in class, holding session with local authority, parents and other stakeholders, involve the school and local authorities in an ongoing dialogue on how to improve the cycling infrastructure at their school and the surrounding area. Furthermore, other ideas that could be implemented are the training bike abilities to school and the bonus system for increased bicycle use.

4.9.10. Fietspoolen

The Fietspoolen project used various methods to convince parents to let their children cycle to school, which is one of the objectives of our local activities. Although we do not plan on organising a cycling train, all the steps and ideas can be easily used to organise the walking bus.

4.9.11. Cycling To Work, Berlin Sanitation Company

The Cycling to Work project aims to promote cycling to work, strengthen health of the staff and implement a local strategy for sustainable development. Although this campaign will be useful for the Cypriot society, we consider this as a pre-mature step for Cyprus. Taking into consideration that the cycling mentality in Cyprus does not exist, we decided to focus our activities in changing the youth behavioural patterns, instead of targeting the elder population.

4.10. Municipality Of Aveiro

4.10.1. Tewkesbury Healthy Town

This project uses a very broad range of approaches to try to reach several groups in the community and to give opportunities of engagement for each group. In Aveiro we will also engage several different groups like shopkeepers, visitors, politicians and so on. Based on this project and other best-practices, we will make sure to listen to and then engage each of the groups in the programmed measures.

However, the aim of our project in Aveiro is more focused. While in Tewkesbury the aim was to “work towards a change in culture, attitudes and behaviour to enable Tewkesbury to become a healthier and happier town”, in Aveiro we are focused on increasing the amount of walking to and from leisure activities in the historic centre. Therefore our target groups are smaller and more specific. If in one hand makes it easier, the probability of failure is greater.

It is particularly useful that in Tewkesbury the first phase was to gather intelligence about the networks and individuals who were influential and trusted within the community. This can be particularly relevant in Aveiro, especially on the community of shopkeepers because they will be the group we will need more cooperation from. We intend to look out for these so called mavens¹ that will help to spread and introduce the aims of the project but also to warn us of possible pitfalls. Reading about the experience in Tewkesbury might push us to use more individual engagement among the shopkeeper besides the shopkeeper association.

To engage the walkers it is also important to realise they might be a quite specific demographic group (local university students, young residents of the rural hinterland sprawl). To engage properly it might be useful to do focus groups with these users. To carefully consider the “how” and not only the “what”.

¹ A **maven** (also mavin) is a trusted expert in a particular field, who seeks to pass knowledge on to others. The word maven comes from the Hebrew, via Yiddish, and means one who understands, based on an accumulation of knowledge. In network theory and sociology, a maven is someone who has a disproportionate influence on other members of the network. The role of mavens in propagating knowledge and preferences has been established in various domains, from politics to social trends.

4.10.2. CONNECT

It is a Walk to School project engaging young children and therefore it does not relate much with what we plan to do in Aveiro. However, it includes an element of soft-competition – the completion of the snake – that might be useful to include in our project. For example the parking coupons can be kept in the bars and restaurants to finally find out which one had more Active Access visitors – visitors legally parked in the underground parking.

4.10.3. Walking Maps for Camden

This project uses maps to engage people to walk. The project in Aveiro also intends to use walking maps for the same purpose. However, in Camden the purpose to make people walk was mainly health and therefore there was a strong link with the neighbourhood health centres. Our maps will be related to leisure and with an emphasis on how close and easy it is to park-and-walk. The maps will be also made for tourist routes featuring landmarks, and including the most picturesque streets and squares. In recent years were building and it will be built soon new walking infrastructures (namely pedestrian bridges) and that needs to be part of visitors new mental maps – some walking distances are and will be much smaller than a few years ago.

4.10.4. Walking Works

This project tries to engage the active population to walk to and from work. Not being the focus of the Aveiro project we might consider to engage the actual shopkeepers to park and walk from their cars. It is fair to assume that some of the illegally parked cars are from the shopkeepers themselves. It is also possible that shopkeepers can be commuters of rather short distances and therefore with potential to walk to work or to park-and-walk to their shops and restaurants.

4.10.5. Bike Lanes, On-street Parking and Business

This project is a set of surveys of visitors and shopkeepers of a street in Toronto. It points out an important problem – the difference between perceived ideas and what actually happens. It is common that a small group of noisy opinion makers can give the impression that most groups thinks alike. It is also common for shopkeepers to overstate the importance of car accessibility to the success of their business. In the case of Aveiro, because the project will involve some kind of parking restrictions (mainly elimination of illegal parking in the historic centre), it will be important to know what is the percentage of clients that actually come by car and what is the perceived importance of that kind of parking for the shopkeepers. Like in Toronto, in Aveiro it will be essential to access what

percentage of the on-street parking spaces are occupied at different times of the day and the off-street parking data to determine whether there is under-utilised capacity.

4.10.6. Cycling Case Studies

The project in Aveiro will tackle only walking. We are currently engaged in a European project dealing with cycling – Lifecycle. However, some of the strategies used in case study No. 1 – Einkaufen mit dem Rad – will be useful in Active Access in Aveiro. Even if the focus on transport mode is different (walking vs. cycling) it will be useful to gather more information on this project because the target groups are very similar.

4.11. Association For Urban Transition (ATU)

4.11.1. *Tewkesbury Healthy Town*

The general aim of this campaign (“to work towards a change in culture, attitudes and behaviour”) and the idea that it tried to encourage the participation of people who are not interested in the “healthy town” argument are particularly relevant for the campaign ATU will try to organise in Alba-Iulia and Bucharest.

Though it is not very clear who were the main actors/stakeholders that participated in the implementation, the idea to use local influential undeclared leaders as potential partners and disseminators could be applied successfully in medium and small communities like Alba-Iulia. Moreover providing the community with feedback about the action (either by films, either by summary document or others) is another good idea to widen the circle of potential participants.

Also having continuous communication with the community and if possible community co-designed initiatives are ideas that could be applied in both Alba-Iulia and Bucharest but they require a structure like a permanent “interaction team” (or a web-site) that informs / interacts with the community. The difficulties in ATU’s campaign also come out from the difference in implementation time – it is easier to maintain the interaction with the community for a short period of time. But this kind of approach may be applied during Active Access for a limited period of time.

Of particular interest is that Healthy Town campaign engaged, through a variety of activities, a wide range of people/inhabitants belonging to different age groups and interests.

4.11.2. *CONNECT / Bike it / Fietspoolen*

These three case studies present campaigns organised to promote walking and cycling in schools – primary and secondary schools. They are relevant for the campaigning organised in Alba-Iulia and Bucharest because the “school group” is one of the main targets of ATU’s campaign.

All three case studies give ideas about possible approaches to involve children, teachers and parents. The CONNECT case study presents a complete description of the process giving ideas about how to engage children actively in walking/cycling activities – the traffic snake game – and also about when and by whom the evaluation should be done.

Bike it case study shows that long term impact can be achieved through a well organised training system that involves the “officers” and also a large area – in this case the whole country. Having a restrained time and space horizon the ATU campaign may use ideas like: holding session with local authority, parents, etc. on safety and responsibility, organise modules of actions like beauty and the bike or training bike abilities at schools; but in the same time it can not create a structure of officers and generate funding support from so many organisations. This is also due to the lack of understanding of the issue on behalf of general public and consequently of involvement of local and/or national authorities.

Cycle pooling like CONNECT is a project implemented at national level through local support. It requires a common understanding, acceptance and support of the sustainable transport issue on behalf of the local/national authorities and the civil society. It also requires motivated and dedicated trainers to be involved in the project mainly on a voluntary basis and for a long period of time. Considering the fact that in Romania there is no sustainable transport policy recognised at urban/city level and only a sporadic understanding of the issue on behalf of the civil society, ATU will try to implement the Cycle pooling project example on a limited period of time and with a limited number of schools/children. By this we hope to raise awareness about the importance of non-motorised modes of transport among parents, teachers, civil servants, politicians and other members of the civil society.

It is worth notice that some of the campaigns for schoolchildren have long implementation periods of time. Probably by this they are trying to reach as many children and parents as possible and most importantly to prove constancy and permanency in applying a principle / reaching a goal. The consequence of this type of approach generates a change in the children / parents / teachers travel behaviour that in the end could become a normal mode of travel behaviour for them – a daily habit.

4.11.3. Walking maps for Camden / SlowUp

The idea to have a clear map that orients/guides walkers in their hometown is successful and can be used when trying to engage more inactive people in doing daily physical activities. ATU team will try to apply this idea on a voluntary basis in the campaigning organised with doctors' help.

The case study for Walking Maps for Camden presents a comprehensive description of the activities, funds and actors involved. We will try to adapt it to the Bucharest and Alba-lulia context. The main difference is that if locally we have support from the doctors, we don't know in which measure the local authority concerned with road administration could

be involved and support from their funds improvement works for the identified walking routes – and beside the liaison with the surgeries and the practicality and handiness in use, another essential condition for the maps to be effective is to promote walking routes that have a good infrastructural condition.

SlowUp campaign could be easily applied in Alba-Iulia as the town is surrounded by interesting recreational / archaeological sites. Though we don't have such a wide area to apply this kind of campaign, we may find support from the local authorities in Alba-Iulia to close a route and designate it for cycling, skating or even walking and for other related activities/events. The idea is simple and practical and can be put into practice with the occasion of a special local celebration.

4.11.4. Walking works / Cycling to work, Berlin Sanitation company

Walking Works case study details steps / stages to be taken when implementing a walking to work campaign at national level. Though ATU won't organise this type of campaign we find the description of the process itself very useful. Also ideas like: identifying a walking champion, holding focus groups with various groups of participants and the clear specification of what the main organiser (Living Streets) does will be used by ATU in its campaigns for "schools" and "health".

The example given by Berlin's Sanitation Company is highly valuable as it shows that being supportive for a sustainable transport mode is not necessarily a question of involving the local administration, but may arise from a company and its employees initiative. Compared with Romania, in Germany or in UK there is a commonly shared understanding about the benefits brought by walking/cycling, so engaging employees in this type of activities inscribes in their views; it is not difficult to do. If possible ATU team plans to present this case study when having workshops organised with the other local stakeholders then the local administration (targeted are the local police, the health institutions or other local companies / services suppliers).

4.11.5. Bike lanes, On-street Parking and Business / Einkaufen mit dem Rad

The Bike lanes, on-street parking and business case study provides highly valuable arguments about the benefits brought for the business by the development of walking/cycling as main modes of transport – ATU team intends to use these arguments in the workshops organised with the local stakeholders. Also the presentation of data collection (through surveys and on-street gathering data) and the interpretation of this data are useful for evaluating Active Access activities undertaken relatively to shopping areas. Though the study is limited in time (only one month) its results are very eloquent in demonstrating that walking / cycling really works for the local economy.

Report With Lessons Learnt From Best Practice Studies

And Adaptation To Local Context for Active Access

Shopping by bicycle is a complex project with backing at both national and local level. We think beside this several important key issues made the implementation successful. Among them: the demonstration that shopping by bike is possible if trailers and bags are adapted to the situation, the identification of potential locations for cycle parking, survey with shoppers on travel mode and the personal approach of the shopkeepers. These actions don't depend so much on local/national funds but they require voluntary work. If possible ATU team will implement them before and during the street events proposed in the dissemination plan.

5. CONCLUSIONS

5.1. Evaluation Of The Collection Of Case Studies

The collection of case studies presented to the implementation partners contained ten examples from around Europe and the world. This quantity proved to be good for still being easy to digest but being also able to cover all – general and specific – approaches of Active Access.

According to the criteria set up previously, support partners providing the case studies – Walk21 and DIFU – tried to cover each and every aspect of campaigning for active travel: setting up organisations, involving stakeholders, organising events, motivating participants, creating materials and so on. This mass of information could have led to disorientation – but by giving a common structure to the case studies it was made easier for partners to find elements that can be interesting for them or can be applied to their local context.

The answers of implementation partners show that support partners managed to gather a very useful collection of examples and important lessons were learnt by each partner during the process of creating this report.

5.2. Evaluation Of Implementation Partners' Reports

Implementation partners' reports show that a lot of ideas surfaced during the process of reading the collection of best practice studies. Most of the partners already had previous experiences of activities similar to those projected in Active Access and already had been thinking about possible aspects of implementation. However, the new examples showed a lot of issues from a different point of view and helped implementation partners to refine their very first thoughts about their planned actions.

Generally partners reported back on case studies by pointing out details – concerning methods, materials, organisation etc. – that they thought could be applied – with more or less modifications – to their local context. According to the reports, a lot of useful information was gathered this way.

But in many cases partners also pointed out differences between their situation and those in the presented cases, like size of the community, time constraints, issues of fund raising and voluntary work etc. The fact that these differences appeared and the process of thinking them over gave way to clearer thoughts about planned actions.

In general, it can be said that the process of creating this document was very useful for the Active Access consortium. It helped to create a firm base for the concept of implementation partners.

6. APPENDIX

Additional links to further information regarding the best practice case studies:

Traffic snake game:

- The Traffic Snake Game on ELTIS:
http://www.eltis.org/study_sheet.phtml?study_id=2123&lang1=en
- “TRAFFIC SNAKE GAME” – a travel awareness campaign (Austria):
http://www.eltis.org/study_sheet.phtml?study_id=1952&lang1=en

Cycle to work campaign:

- The full manual and resource pack on the Cycle to work Campaign developed by the inventors of the campaign can be found at the ELTIS site under tools for practitioners:
<http://www.eltis.org/Vorlage.phtml?id=480#8483>