



CiViTAS
Cleaner and better transport in cities

ODENSE

**Active Ways to Promote Cycling
Velo City 2007**

**Troels Andersen
Project Manager
Municipality of Odense**

Mobility Strategy

- Environment
- Health
- Cycling has top priority
- 28% of trips in the municipality
- 32% of trips in the town
- 50% of trips in the central town



Car Free Families

Mobility package for ½ a year:

- Free bus travel for 25 trips
- Free Car club membership + 1 free ride
- Taxi card with 10% discount
- 100€ discount on bicycles
- Coffee mug
- Monthly newsletters etcetera



Der findes ikke meget der er mere irriterende end en

parkeringsbøde

Det skulle da lige være de stigende benzinpriser eller den daglige parkometerfodring.

Bliv fri for bøder, bliv fri for afgifter - bliv Familien BilFri og spar samtidig masser af penge i benzin.

Læs mere på bagsiden.

Car Free Families

- 370 persons participated
- Cooperation with TV – monthly programs
- 37 families stayed members of the car club
- 17 bus trips/family
- 66 € spend on taxies/family
- Just 31% of trips by private car
- General attention!



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Transport Calculator

- www.cykelby.dk/budget
- Yearly transport, now ↔ future
- Time spend
- Economy – fixed and ongoing expenses
- Environment – emissions of CO₂
- Health – joule and weight reduction
- Saves your data for later use
- Rough but quick overview
- 200 new users/month



0%	150%	-100%	-66%	-100%
Kørte km/år	Tidsforbrug timer/år	Kr./år faste	Kr./år løbende	Miljø (kg) CO ₂ /år
2.050	51t. 15m.	61.024	3.034	369
2.050	51t. 15m.	61.024	3.034	369
Kørte km/år	Tidsforbrug timer/år	Kr./år faste	Kr./år løbende	Miljø (kg) CO ₂ /år
2.050	128t. 8m.	0	1.025	0
2.050	128t. 8m.	0	1.025	0

Personal Marketing of Travel Options

- Direct contacts to target population
25,000 citizens
- English report on best practice
- 8 persons hired in 2006 – continues in 2007
- Evaluation of 10% during 3 months:
 - - 9% car trips
 - + 58% bus trips
 - + 54% train trips



Electronic Cycle Scanners

- 4 placed in the city centre
- Wireless connection
- Ongoing cycle competitions
- National health insurance card is scanned
- Cycle detected
- Max. 1 scan/hour
- Monthly rewards

- 863 scans in 10 days
- 1.7 scans/person

- Supports the general cycling policy



Information Screens for Cyclists

- 2 screens next to the cycle route
- Cycle route planner
- Inspiration for cycle trips
- Weather forecast
- News
- Games

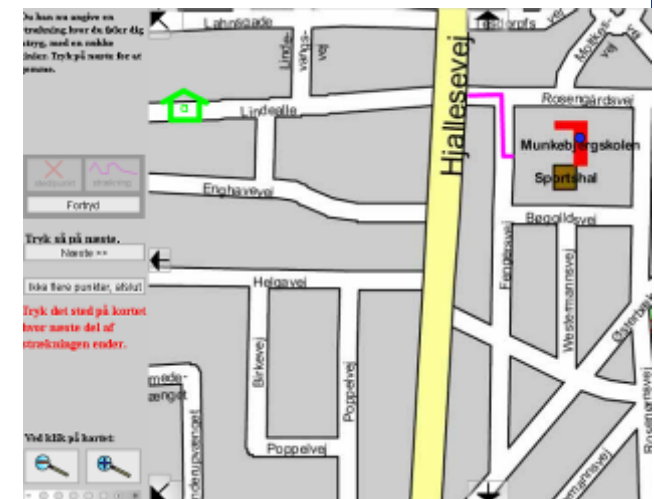


Awareness

Tag børn ud af bilen - de har ret til at gå og cykle	Tag cyklen, hvis du vil nedsætte risikoen for dødelige hjerte-karsygdomme	Cykling er yderst gavnlige for dig og dine omgivelser	Bilen er stærkt vanedannende - få hjælp til at slippe af med den
Gør noget for miljøet - Tag cyklen!	Cykling kan nedsætte risikoen for en langsom og smertefuld død	Cykling kan forlænge og redde liv	Cyklen er stærkt vanedannende - begynd i dag!
Snup cyklen og slip af med sækken!	Cykling øger levealderen	Cykling gavner dit barns sundhed	Cykling strammer huden op - kom i gang i dag!

Monitoring

- 26 online cycle counting's
- Presented on www.cyclecity.dk
- National survey on travel habits
- School surveys on the internet every 4 year:
 - Travel modes
 - Safety issues



Recommendations

- There's always room for more cyclists
- Media loves good stories on common issues
- Treat cyclists the way they are
 - rich and intelligent people
- Top-down:
Case → media → passive cyclists
- Bottom-up:
Case → activate cyclists → media → more cyclists



Thank you

Troels Andersen

ta@odense.dk

www.civitas-initiative.org

www.cyclecity.dk



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