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STORIES THAT HAVE AFFECTED THE CZECH CYCLING STRATEGY 2013



NÁRODNÍ STRATEGIE ROZVOJE
CYKLISTICKÉ DOPRAVY

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Czech National Cycling Development Strategy 2013 – 2020

On May 22nd, 2013, the Czech government has approved new strategic document "Czech National Cycling Development Strategy for 2013-2020". Among other things, the Cycling Strategy wants to increase urban cycling modal share as well as the efficiency when building cycling infrastructure. It aims to improve coordination among the government, city and municipal authorities at both the state and regional level. The updated Cycling Strategy replaces the current government document approved in 2004.

The transport system development has long been unbalanced in the Czech Republic, when the car transport is preferred at the expense of other transport modes. Thus, the situation of cyclists is very difficult in many Czech municipalities. The intense car traffic pushes the cyclists out of the roads while not having an alternative and secure infrastructure. But in fact, cycling is a stabilizing element in the transport system, with a number of benefits. However, these functions cannot be fulfilled under the current circumstances when cycling is being eliminated, which has negative impacts on every other component of the transport system.

Therefore, the new Czech National Cycling Development Strategy 2013 – 2020 (Cycling Strategy) aims to improve the situation of cyclists. It is based primarily on the experience of various municipalities and focused to deal with major barriers which their representatives often face. The Cycling Strategy wants to help cyclists and remove those barriers that, often unnecessarily, complicate their lives. It tries to find rules on how to invest efficiently, proposes to change the legal standards, provides the know-how exchange or gives tips for innovative cycling trips. It focuses primarily on those who are responsible for safe and friendly environment for the municipality inhabitants – our towns, cities and villages.

Updated Cycling Strategy is supposed to replace the government document still in force, approved by the Czech government in 2004.

VISION 25

The global aim of the Cycling Strategy is to promote the idea of VISION 25 – to reach the modal split of at least 25% for the bicycle transport in the plains by 2025 (for the distances up to 5 km).

VISION 25 is also associated with urban mobility development which pays fair attention to all transport modes. Private car transport, cycling, walking and public transport should have the same status (4x25% of attention).

VISION 25 shall therefore influence every other conceptual and strategic urban document. Technical documents should no longer be prepared as isolated documents, but as integrated and linked ones. Just this approach is able to prevent the preference of one transport mode over the others and allows to create conditions suitable for all of them.

It is necessary to underline the fact that the Cycling Strategy was prepared in the framework of Central MeetBike which is based on the transfer of know-how from Germany to CZ, PL and SK. Therefore, the experience of the recently approved German Cycling Strategy could be implemented into Czech Cycling Strategy - it is possible "to copy" a lot of good ideas.

The future implementation of the Cycling Strategy is based on four main tools as well as on the realization of four priorities defining intermediate targets and measures.

CYCLING

WALKING

PUBLIC TRANSPORT

PRIVATE CAR
TRANSPORT



TOOLS

- ORGANIZATIONAL
- FINANTIONAL
- LEGAL
- MARKETING, INFORMATIONAL AND PUBLISHING

MAIN PRIORITIES

1. FINANCIAL SECURITY OF CYCLING INFRASTRUCTURE
2. INCREASE CYCLING SAFETY
3. IMPLEMENTATION OF THE BICYCLE ACADEMY PROJECT
4. IMPLEMENTATION OF THE NATIONAL PRODUCT "CZECH MOBILE"



About the publication

This booklet aims to draw attention to the main troubles in cycling promotion that our towns and cities as well as cyclists have to deal with, including poor or missing regulations and standards or general viewing of cycling in the context of not only traffic, but the entire public space. The new National Cycling Strategy shows various ways leading to solutions - often simple and inexpensive system measures, inspired by the previously proven international experience from cycling developed countries, solutions beneficial to cyclists as well as to others.

Problems, either financial or legal, that the Czech towns and cities face when developing pro-cycling measures, are often very similar. Therefore, several towns and cities decided to change the situation and deal with the issues together. By signing the Charter of Uherske Hradiste (2011), they committed to establish a position of cyclocoordinator and identify a politics responsible for the bicycle transport. Those cities recognized the significance of the exchange of experience and sharing of good solutions in practice. Some of the towns and cities of the Charter of Uherske Hradiste establish the Association of Cities for Cyclists which is focused to reach joint and unified procedure in finding effective solutions.

Association of Cities for Cyclists aims to connect municipalities promoting cycling under the name of legal entity and jointly implement steps leading to better conditions for cycling and fulfilled goals of the Cycling Strategy. The commitment results in the activity of a city focused on those who would like to ride a bike around the city every day. Association of Cities for Cyclists will, as part of its mission, meet challenges and develop initiatives and work closely with the national cyclocoordinator, the Association of Czech Towns and Municipalities as well as with government institutions to implement projects and information campaigns, to conduct training programmes in the field of bicycle development and urban mobility planning, and many other activities. Activities of the Association of Cities for Cyclists also include presentation of the VISION 25, which is to promote urban mobility development while paying fair attention to all transport modes.



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Creating secure infrastructure



Secure infrastructure is attractive for cyclists - the town of Uherske Hradiste.

City of Prague

Although one of the busiest cycle routes passes through the crossing of Cpt. Jaros Waterfront and Dukelskych Hrdinu Street, a secure turning for cyclists has been missing here for many years. The dangerous site was not adapted before a cyclist died here. After the adaptation, the number of cyclists increased and was five times higher.

Miroslava Zavadilova

Mayor of Majetin, a village in the Prerov region

A few years ago, a fatal accident occurred on the road connecting Brodek u Prerova and Majetin; a cyclist - small boy collided with a car just at the point where we had been trying to build a cycle route for several years before. Today, the cycle route is finished, unfortunately, it was this fatal accident which served as an impuls to get things moving.

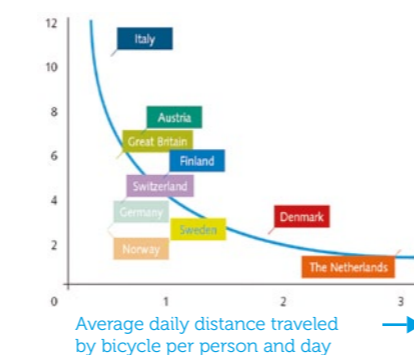
Toni Laznik

a foreigner, living in Prague for several years

I have noticed concerns of young families in the Czech Republic, living under great stress. Given the anarchy on the roads, it is impossible to let children travel to school or hobby groups alone. It may seem unimportant but not for the parents, when one of them has to stay "at home" and be a driver for children. In this case, it is impossible to have a common job. If these conditions would not be improved, tell us, where is the motivation for people to stay in this republic and see the future for their children here?

Although the number of cyclists' fatalities has long been declining, it is still high. 64 cyclists died on our roads in 2013. Yet, the safety of vulnerable road users can be influenced in many ways, first of all through creating transport solutions allowing for cyclists. Safe and traffic-calmed roads can attract more cyclists and, consequently, the increasing number of cyclists increases their safety. Correlation between the increased number of cyclists and decreased number of accidents can be found in many examples from abroad. It is logical, since the more cyclists there is on the roads, the more they are visible for drivers who pay more attention to them. Thus, ultimately, the cycling promotion automatically increases traffic safety.

Number of casualties among cyclists per 100 mil. bicycle kilometres



Cycling Strategy suggests changes to help in creating secure infrastructure for all road users. It emphasizes so that all participated in planning and implementing the transport infrastructure look for a solution that enables safe movement for everyone.



Jungle of traffic signs



Town of Jihlava

When planning cycling infrastructure, we often ask: Could similar places as this one be arranged any differently than using this "jungle of traffic signs"? Current legislation allows the use of reduced-size traffic signs, but anyway... Thus, we have the Czech shortest cycle path in our town and what's more, in the eyes of the public and cyclists mainly, we are just, to be polite, a group of unthinking people sitting at the office. Moreover, to maintain and restore the traffic signs requires a lot of money that could be effectively used elsewhere.



Due to the current legislation, developers, planners and investors are often forced to implement absurd solutions and measures, particularly in municipalities. The cycle paths ending after a few meters when crossing the road and then beginning again, this results in cyclists not dismounting their bicycles, especially if this repeats several times during a few hundred metres. Because of the lack of support in the existing legislation, planners cannot address the situation more effectively and a town or village as an investor has to pay such a solution even though it is obvious to be absurd.

Cycling Strategy suggests to amend the legislation so as to solve some situations is easier and therefore cheaper, i.e. to enable building of transport infrastructure for continuous, safe and competitive cycling.





The Czech Minister of Health Leos Heger setting a good example – he went by bike to work when he was the director of the University Hospital in Hradec Kralove

Social acceptability of bicycle

Family with children, Prague

Bicycle has always been a natural part of our lives. My husband and I were always putting off to buy a car as we considered this to be rather a complication. We lived in Kralupy nad Vltavou where a network of cycle paths was built 15 years ago. Thus, we used bicycles to get to a station, to arrange anything in the town centre or for trips in surroundings. After moving to Prague, a city with a well-functioning public transport, we again decided not to buy a car. Our two daughters accepted bicycle as a fact and went to their kindergarten in a bicycle child trailer or by tram when the weather was bad. Often we have heard people saying: "You're sportsmen!" or "I'd be worried about kids." I feel they don't understand our manners and many of them believe us to be the "environmentalists".

Generally - cyclocoordinator in the city

I went to the Department of Environment and asked the official who is in charge of maintenance of greenery: "Dear madam, could you please tell me who is in charge of the cycling infrastructure?" "We are not", she said, "we are responsible for trees and greenery." I took her to the window in front of which a cycle path was planned to lead. But there's a tree standing in the way and it was she who stopped the project because of that tree. "Can you see that tree? There will be no cycle path because of it. And you know who decided?" She began to prevaricate a little. "Easy," I said. "I'm here to reach an agreement. Why didn't you permit?" "Oh, it was planned to be covered with asphalt!" "And would you mind interlocking pavement?" "No, I wouldn't, because the roots could breathe. With the interlocking pavement, let the cycle path run here."

Many people who choose to use a bicycle have to face a lack of understanding from others. Although using a bicycle to transport children has shown good effect on their health as well as psychological and social development, in many places cars still belong to the basic standard. Therefore, many young people depend on "mamataxi" until the age of 18 years. Yet, using a bicycle in adolescence is natural and increases the independence and self-confidence of young people and teaches them the right transport behaviour in practice.



Official visit of the newly elected members of the Danish government with the Queen, October 2011

Bicycle transport reaches several departments. Activities related to cycling are usually the responsibility of various departments and the officials are not always well communicating. In the vast majority of municipalities, a department responsible for pedestrian and bicycle transport is missing. That's why a position of cyclocoordinator was established in some cities. However, as the experience suggests, any activity of the cyclocoordinator is almost useless without strong political will to make changes and support cycling. But, if a city has its own "cyclopolitician" and a working group of representatives of city departments as well as outside organizations, i.e. people who are interested in cycling promotion, the urban cycling conditions are rapidly turning to be better.

Cycling Strategy seeks to demolish prejudices related to the bicycle so that cycling becomes part of the lifestyle of all population groups and was perceived as an equal means of transport suitable also for business trips and commuting to work. Cycling Strategy suggests to support campaigns promoting regular cycling as part of healthy lifestyle and prevention of many diseases that cost a lot of money from the treasury, in the form of health



Cycling Strategy defines basic conditions for effective urban cycling – it is the trio of cyclocoordinator, powerful politician and working group of representatives of all departments and organizations involved in the new measures. These are the people to whom the Cycling Strategy provides methodological support in the form of a tutorial Bike Academy.





Bicycle parking in a residential area in Bern

Where is the mistake? At both the very beginning and the end

Transport planning as part of urban concept

Implementation of a new zoning plan in a large Czech city

This question was heard during the presentation of a new zoning plan in one of Czech cities: "What is the goal of the zoning plan in terms of modal shift?" This question was surprising, none of the present planners and city representatives was not able to answer. In fact, it was not part of their assignment.



Copenhagen - parking at residential buildings

When planning urban development, many cities just passively react to the current situation and the new infrastructure is based on the current number of individual users, while the demand for various transport modes results from many factors. Cities can learn to work with demand in a way that would be consistent with a long-term city strategy. The first step is setting targets for modal shift.



Copenhagen - parking at shopping centre

Cycling Strategy provides methodological support in the form of Bike Academy training programme showing how cycling should be dealt with in the context of general transport, starting from a vision and finishing with implemented measures.



Bike Academy is a systematic educational programme designed to educate professionals who will introduce the principles of an equal approach to every transport mode in the Czech urban life. It aims not only to the project architects, but to every person involved in the process, beginning from the strategic planning through designing and implementing specific measures and ending with media coverage. Bike Academy includes training courses, field trips, workshops and other events. Ultimately, it is focused to increase willingness of the key personnel to approve pro-cycling measures (often inexpensive and effective solutions such as contra-flow cycling, cycle lanes, etc.). Educational programmes are primarily focused on the towns and cities that claimed their membership in the Association of Cities for Cyclists.



Parking tower was built in a key location in Hradec Kralove - in the interchange node at the main station

Intermodality

Parking house for bicycles in Hradec Kralove

Almost 11 meters high glass-walled tower with a diameter of 8 meters was built near the railway station and the public transport terminal where the cyclists have a problem to find a space in bicycle racks. There is a full automatic equipment in the parking house which, after a cyclist pays the parking fee, takes the bicycle from the cyclist and stores it in a parking space. The residents of Hradec Kralove are supposed to be the most frequent users, those travelling by train or bus out of the town, who want to reach the railway station or bus terminal by bike; or people working close to the Rieger Square with no opportunity to park their bicycles safely. But the parking tower can be useful also for commuters from nearby towns and villages who wish to have their bicycles there to cycle around the city. Parking houses for bicycles are fairly common in Western Europe and can be found e.g. in Bremen and Leipzig, Germany, Amsterdam in Holland or in Bern, Switzerland.



Covered bicycle parking at public transport stations provides extension of public transport use in particular

How simple and logical solution! But why is this just an example of a rare exception? Why is the bicycle transport completely ignored when the transport terminals are planned and constructed? Cycling is either not involved at all or the solution is a bike rack for 5 bicycles. Why do the bicycle storages not function or they are even abolished?

Why are there the bicycle racks installed mostly in the 60th in most of the Czech towns and cities?

Cycling Strategy suggests to implement measures that would help to interconnect cycling and public transport, including the basic one, which is to provide bicycle parking in the BIKE & RIDE system at public transport stops and railway stations and other key transport hubs.



Financing the constructions on the backbone cycle routes



Association of municipalities on the cycle route, EuroVelo 7

The long distance cycle route leading along the Vltava River belongs to the network of backbone cycle routes of a national significance; one of its sections follows the international cycle route EuroVelo 7. In 2010, a 20 km long section from the village of Horní Pocaply to the village of Zelcín was completed (15 km along the banks of the Elbe River and, from the confluence of Vltava and Elbe, 5 km along the Vltava River). At the end of January 2012, a building permission was granted to extend the cycle route to the village of Luzec nad Vltavou with a river ferry, transferring cyclists on the other (right) bank. It is the municipality of Luzec nad Vltavou which is responsible for the preparation process. The construction budget is 10 million CZK, the section of the cycle route is 2.3 km long. The possible subsidy from SFTI is only 65 %. The amount of necessary supplementary financing is still unacceptably high for the small municipality and the council is not going to approve although it is a backbone cycle route of European and supra-regional importance.

Building long-distance cycle routes of a state as well as regional significance, it lies primarily on the shoulders of municipalities. However, the current subsidy policy in the Czech Republic does not allow smaller municipalities to implement some of the cycle routes. When granting the subsidy, the importance of the cycle route where the construction works are planned is not taken into account. The role and responsibilities of regions and state to participate in financing have not been determined yet. Regional, municipal and state budgets, with few exceptions, do not specify amounts for the cycling infrastructure. Yet, various sections of the long-distance cycle routes are used for transportation and recreational purpose mainly by local cyclists. But if a municipality does not want to or cannot implement some of the cycle paths for the above-mentioned reasons, the efforts of others involved go to waste.

Most Czech long-distance cycle routes are leading along major rivers, therefore, it would be beneficial to gain support from watercourse administrators. But they are usually not interested in either building or maintaining the cycle route. In case of long-distance cycle routes, also the issues of joint marking, maintenance and marketing remain outstanding.

Cycling Strategy suggests to structure the support for building cycle routes. The state should, through its organizations and in cooperation with regions, promote international corridors and routes of national importance. An important step can be seen in incorporating the international EuroVelo network into the trans-European network TEN-T, approved by the European Parliament in late 2012. Thus, the backbone cycle routes could lead throughout their length through protected areas and meet the criteria set for international EuroVelo routes by the European Cyclists'



Marketing of long-distance cycle routes



Municipalities on the cycle trail Jihlava-Třebíč-Raabs

We have been building the long-distance cycle route Jihlava-Třebíč-Raabs for 10 years. In the first stage, we had to build sections that made the route passable. In the second stage, we added more kilometres of cycle routes to improve travelling conditions. After launching longer sections, the cycle trail attracted more cyclists who began to ask for information and services – food, accommodation or places of interest. Therefore, a voluntary association of municipalities that was established in order to build the cycle trail had to assume responsibility for marketing and promotion. But there is no worker in their staff to do this, as it is over the scope of employment of the manager who provides administration works for municipalities, moreover, the municipalities have no funds to pay him. So the cycle routes that have been built so far cannot be as much beneficial as they were if there was a coordinator of activities, beginning from planning, maintenance, and ending with marketing and promotion.



There were many kilometres of cycle routes and also long-distance cycle trails built in the Czech Republic in recent years. In order to have long-distance cycle trails here, associations of municipalities were created. Towns and cities have invested many millions through various grant programmes and they should, as a good controller, seek their economic return. But to reach economic effect of the long-distance cycle trails, it is necessary to coordinate their development systematically, throughout the whole length, and ensure complex marketing. Long-distance cycle trails lead mostly throughout two or more regions, so require supra-regional or even international coordination and marketing. In the Czech Republic, cycling marketing is in its infancy, the existing subsidy programmes do not allow to receive subsidies for such activities. The most popular German cycle route the Elbe River Trail in the region of Saxony-Anhalt, with three cooperating coordination centres, has in its length of 840 km a turnover of 90 million euros per year, which means approximately 220,000 euros per kilometer. Great success of the Elbe Trail results mainly from coordination and collaboration throughout the routes as well as from complex marketing.

Cycling Strategy recommends to establish coordination centres for long-distance cycle trails that would represent the respective cycle route and be responsible for the development, promotion and marketing on the basis of cooperation at the regional and national level. Cycling Strategy suggests to count cyclists and cyclotourists on all major national cycle routes and EuroVelo routes as well as on selected regional cycle routes in the Czech Republic with a strong marketing potential. This counting aims to create unified national Cyclobarometer which indicates how the cyclists move on the cycle routes and enables comparing with other countries (Europa Mobil project).



The circle closes: Finance at the beginning, finance at the end



Mr. Vanek
entrepreneur in the region of Slovacko

When I have launched a project of cycle route in our region 13 years ago, I did not dream that cycle routes can bring any economic benefits. I considered it to be just a transport connection for our residents. But now, after 13 years when cycle routes "have grown like mushrooms", I can see their future potential too – tourism development throughout our region. Cycle routes automatically attract cyclotourists with their needs of eating, sleeping and having fun somewhere. So, why should not we offer?



The economic impact of cycling infrastructure is still not being addressed in the Czech Republic. Cycle paths that were built for recreational purposes are often used to bicycle transport, and vice versa. So far, all the economic impacts cannot be determined. We are missing a regular and systematic monitoring of not only the number of cyclists but also the amounts they spend while travelling, and thus either support local economy or save money necessary to build and maintain the transport infrastructure, because they do not travel by car.

Cycling Strategy wants to prove that the support for long-distance cycle routes results in money savings and financial gain. So far, however, we are failing to convince the experts on tourism that it can be a good business helping to regional businessmen. And yet, the fact that cyclists bring money to the regions is apparent also from the study of the German Association of Tourism. The study found that cyclotourists in Germany spend annually 97 billion CZK in places they visit. There is a turnover of over 90 million euros just on the German part of the Elbe Trail, i.e. the equivalent of nearly 2.5 billion CZK.



Czech Cycling Strategy 2013 - Main Priorities

Main goals are:

- to increase the overall share of cyclists in the Czech Republic to 10% (up to 25% in urban area)
- to reduce in half the number of cyclists' fatalities by 2020

1. SECURING FUNDING for CYCLING INFRASTRUCTURE in the Czech Republic

Goal 1.1 Construction and maintenance of cycling infrastructure

- A. CONSTRUCTION** – provide support for construction of cycling infrastructure.
- B. RECONSTRUCTION AND NEW CONSTRUCTION** – Implementation of measures in favor of cycling (bicycle lanes and paths, bridges, underpasses) as part of re/construction of roads (state and regional) and railway tracks (cooperation from the very beginning of the project documentation).
- C. INTERMODALITY** – Implementation of measures connecting cycling with public transport for daily commuting as well as for cycle tourism.



Goal 1.2 Use of existing roads by cyclists

- A. RAILS-TRAILS** – Converting disused railway lines into bicycle paths.
- B. RIVER TRAILS** – Promote cycling infrastructure along rivers.
- C. SERVICE AND FOREST ROADS** – Using service and forest roads otherwise closed for car traffic as cycling infrastructure.

Goal 1.3 Support for establishment of national long-distance cycle network and EuroVelo routes

- A. CONSTRUCTION OF PROBLEMATIC SECTIONS** – Following the TEN-T objectives as well as Czech "Tourism Policy Concept 2007-2013" to implement sections of cycle routes suitable for cyclists as part of backbone national long-distance cycle route and EuroVelo networks.
- B. SIGNPOSTING EUROVELO ROUTES AND CZECH LONG-DISTANCE CYCLE ROUTES** – to implement signposting of EuroVelo routes in the Czech Republic incl. management and maintenance of this signposting. Rebranding of signposting of Czech long-distance cycle network in cooperation with Czech regions.
- C. ANALYTICAL DATA FOR URBAN and LANDSCAPE PLANNING** – to incorporate cycle routes in the urban and landscape planning analytical documents.

2. IMPROVE SAFETY of CYCLISTS

Goal 2.1 Precautions or implementation of educational, communication and awareness raising issues

- A. TRAFFIC EDUCATION** – to promote comprehensive traffic education at the local level including health and environmental benefits of cycling along with the active efforts of parents to teach their children basic cycling skills under the motto: "Be your child's instructor."
- B. COMMUNICATION TOPICS** – to implement communication topics of accident prevention on
 - a) mutual consideration,
 - b) increased awareness of the cycling legislation,
 - c) predictable behaviour,
 - d) recommended and mandatory equipment of bicycles and cyclists.
- C. COOPERATION** – to collaborate with the Partnership Foundation and to participate in the grant program "Safe routes to school" as well as the transport competition "Cesty mesty", using best practise in traffic calming measures in Czech towns and cities.

Goal 2.2 Control i.e. implementation of preventive safety actions associated with monitoring accident rates of cyclists

- A. CONTROL** – to check compliance with traffic rules (red light violation, lights etc.) In some cases, use control as a trigger for a change in legislation or to modification of inappropriate infrastructure.
- B. MONITORING** – to monitor traffic accidents with involvement of cyclists and process the acquired data using a central register of accidents.
- C. BIKE THEFT PREVENTION** – to encourage creation of prevention programs against bicycle thefts (grant program of the Ministry of Interior for the acquisition of bike stands).

Goal 2.3 Implementation of legislative measures to improve safety and traffic flow of cycling

- A. TRANSPORT LEGISLATION** – to realize changes in legislation related to cycling in the Act No. 361/2000 Coll. on road traffic and in Regulation No. 30/2001 Coll. of the Ministry of Transport and Communications.
- B. APPLICABLE LAWS AND REGULATIONS** – to amend potentially related legislation and technical documents (laws, regulations of technical standards and conditions, methodological manuals and guidelines) taking into account needs of cyclists. Isolated cycling solutions are totally inadequate, they must become an integral part of other documents (e.g. legislation on SFTI, forests, waters and protection of agricultural land).
- C. SPECIFIC TECHNICAL LITERATURE** – to update Specifications 179 "Designing routes for cyclists" and provide methodological manual in form of Technical Conditions for creation, maintenance and marking the cycle routes - European, national, regional and local



3. IMPLEMENTATION OF CZECH BICYCLE ACADEMY

Goal 3.1 Awareness raising of instruments affecting cycling promotion

- A. EDUCATIONAL PROGRAM AND METHODOLOGY** – to implement educational programs, trainings, field trips and other related events related to cycling, under "Czech Bicycle Academy" and to create methodological (teaching) fact sheets focusing on cycling promotion.
- B. CONSULTANCY** – to provide municipalities with methodological and consultancy services in cycling, incl. local surveys and participation in strategic discussions related to development of urban cycling, especially signatories of the Cycling Charter of Uherske Hradiste.
- C. RESEARCH** – to support implementation of bicycle research projects, to integrate research cycling promoting, to implement know-how transfer and to introduce appropriate measures into practice as well as to disseminate the results. Provide education and training of professionals at current and future challenges in transportation.

Goal 3.2 Improvement of cycling promotion as a part of lifestyle promotion

- A. COMMUNICATION PLAN** – to implement the Communication Plan of Czech Cycling Strategy in cooperation with municipalities
- B. ACTIVITIES OF Czech MINISTRY OF ENVIRONMENT AND THE MINISTRY OF FOREIGN AFFAIRS** – to continue implementation of current activities of the two ministries.
- C. E-MOBILITY SUPPORT** – to support new forms of mobility - Electromobility - Pedelecs

Goal 3.3 Creating a national network of cyclist-friendly cities

- A. CZECH ASSOCIATION CITIES for CYCLISTS** – to create a new nation-wide association in cooperation with municipalities

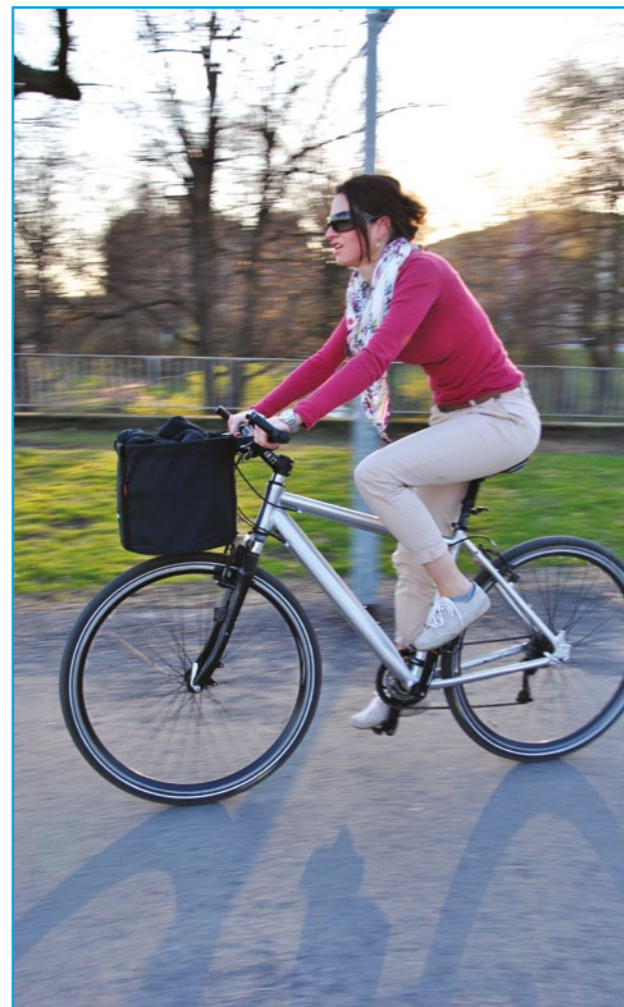
Related recommended actions for "Cities for Cyclists"

- B. STRATEGY and MEASURES** – to elaborate or update local cycling strategies in municipalities, incl. appointment of cycle coordinators, setting specific measures and funding proposals as well as to implement transport policy plans for non-motorized transport (studies, master plans, incorporation of the routes in planning analytical documents). Regular evaluation of indicators and actions of both local cycling strategy and cycling plans.
- C. INFRASTRUCTURE (HARD MEASURES)** – to develop a comprehensive network of existing routes for non-motorized transport, providing a relatively quick and safe connections with important travel destinations, to expand 30 km/h zones, to provide cyclists with safe bike parking as close to destination (school, work place, shop, public transport, sports facility, etc.). To plan development and construction of cycling infrastructure in relation to public transport, especially the railway transport.
- D. CAMPAIGNS (SOFT MEASURES)** – to promote cycling through a series of "soft" measures under the Communication Plan of the Cycling Strategy (campaigns, leaflets, maps, etc.)

4. IMPLEMENTATION OF NATIONAL PRODUCT "CzechMobil"

Goal 4.1 Marketing support for CzechMobil

- 1. NATIONAL LEVEL** – to implement marketing activities aiming at Czech as well as foreign cycle tourists. To create cycle tourism products for long-distance cycling and Czech TOP menu selection suitable for different target groups.
- 2. REGIONAL LEVEL** – to develop and improve regional and local cycling products.
- 3. DATA** – to gather marketing information.



Goal 4.2 Provide necessary infrastructure for cycle tourism

- 1. SUPPORTING INFRASTRUCTURE** – to prepare and implement public non-profit projects for infrastructure development under current trends and demands (MTB with facilities, cycling info points, bicycle storage and parking at historic and natural landmarks, rest areas, etc.).
- 2. SIGNPOSTING** – to ensure management and maintenance of signposting.

Goal 4.3 Improvement of services and HR development in cycle tourism

- A. TRAINING** – to implement education and training programs (courses) in each region in order to define cycle tourism products by target groups and to discuss options for data transfer and processing from tourist destinations.
- B. GUIDED TOURS** – to increase skills of cycle guides and to implement training programs for the staff in cycle tourism – cycling guides (certified course with knowledge of guiding, first aid, bicycle service, program, navigational skills, etc.)
- C. CERTIFICATION OF SERVICES** – to use the certification of services "Cyclists Welcome" for promotion in cycle tourism and to support specialized services for cycle tourists in accommodation bearing this brand.

Objectives of the Association of Cities for Cyclists

First of all, the Association aims to bring together towns and cities which try to change the unprofessional and distorted view to cycling promotion. However, it is not just about cycling, but also about completely new approach to public space, based on the understanding of community lifestyle, public needs and other social relations associated. Basically, it is impossible to adapt public space just to the benefit of motor traffic.



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Specific objectives of the Association are as follows:

- To incorporate cycling into the sustainable transport policy and strategy, to strive for systemic changes in funding of the Czech transport infrastructure development to the benefit of cycling (it relates not only to the funding of the cycle paths, but also to the implementation of low-cost measures which affect the increasing safety of cyclists),
- to strive for changes in the Czech legislation to equalize cycling, to support the development of cycle tourism through the CzechMobile project (www.ceskojede.cz),
- to hold workshops (including representatives from abroad) to promote the experience exchange among Czech and Moravian towns and cities,
- to publicize cycling and get it in focus of spatial planning and political consideration,
- to inspire and encourage more cities to take specific steps in cycling promotion as well as to learn from each other not to be discovering discovered,
- to help provide financial resources in order to allow the implementation of specific measures and activities within projects, carried out by the Association in member cities,
- to provide to members of the Association consultancy in cycling and urban mobility development planning,
- to exchange experience related to solving, planning and promoting policy efforts and practical solutions in the field,
- to promote the urban mobility development as a system with balanced modal split of individual components and PR activities aimed at reaching the benefit of cycling and cycle tourism.



Jaroslav Martinek
Czech National Cycling
Development Coordinator

The national cycling coordinator says

"It's futile, it's futile, it's futile" – this catch-phrase known from an older Czech comedy is quite often linked to my work. Although my entire professional life is connected with trying to change general perception of bicycle, despite important advances I have been meeting with a lack of understanding or even ironical remarks. But this may be one of the reasons why I believe in the new Cycling Strategy as well as in the just established Association of Cities for Cyclists. I believe they can radically change our approach to bicycle as a means of transport. Why do I believe? Since the new Cycling Strategy is not just a text and is not based on priorities, goals and measures, but primarily on human potential. While preparing it I had a chance to meet a number of people (incl. parliamentarians, mayors, civil servants and many others) who were not only engaged vigorously in the preparation process, but also ready to take steps that are necessary to bring the Cycling Strategy to life and to transform the written text in very concrete actions. That's why I believe in the Cycling Strategy.



*Asociace
cykloměst*



STORIES THAT HAVE
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Authors: Jaroslav Martinek, Jitka Vrtalova, Radka Zákova

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