

CHAMP

Cycling Heroes Advancing
sustainable Mobility Practice

Evaluation plan

Track 2: Measure implementation

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Context

The CHAMP project brings together six champion cycling cities and one climber city which want to improve their cycling policy and collect new ideas for making cycling more attractive and safer for their citizens.

The focus of CHAMP is the exchange of best practices and lessons learned in leading cycling cities. The purpose is both to improve the cycling strategies in the CHAMP cities and to share the best practices and lessons learned with other European cities to create safer and more attractive conditions for cycling in Europe.

This Evaluation plan is the second of three main tasks of WP 6 Evaluation and quality assurance:

- Task 1: Evaluation of the learning and capacity building activities (track 1)
- Task 2: Evaluation of the implementation of the measures (track 2)
- Task 3: Quality assurance

This Evaluation plan of the measure implementation describes how evaluation of the implementation of different CHAMP measures will be done. Within the CHAMP project each city will implement two innovative measures. All the measures will be thoroughly evaluated with an aim to provide high quality and, where appropriate, quantifiable evaluation results for the project's outcomes. The objectives of the evaluation of the measure implementation are (as taken from the Description of work):

- To have a clear view on the impact and effects of the implemented measures of the project in relation to their objectives; and
- To have a full understanding of the context, barriers and drivers that influence the implementation process and the effects they have on the measures.
- To ensure that all project objectives are achieved and as far as possible their achievement is quantified.



This Evaluation plan is a condensed and structured overview of evaluation of the implementation of different CHAMP measures. More details on these activities are presented in Cycling measures implementation plans prepared by each city.

Method

For this Evaluation plan, expertise was taken from various consortium partners and initiatives. Amongst others, evaluation approaches and techniques used within the CIVITAS initiative and especially MaxSumo were applied in order to provide reliable and good evaluation results. Not every city will follow all the steps and levels required by MaxSumo, though this evaluation approach provided us the basic framework for monitoring and evaluation of implementation in every partner city.

The WP 6 leader will coordinate the whole evaluation process with a help from city partners - every city nominated at least one person responsible for monitoring and evaluation of their measures:

Bolzano	Benjamin Auer
Burgos	José María Díez, Hernán Gonzalo and Lara Carrera
Edinburgh	Chris Brace
Groningen	Nienke de Jong and Jaap Valkema
Kaunas	Vygintas Grinis and Inga Bendokienė
Ljubljana	Janez Bertonec
Orebro	Per Elvingson and Anna Ahlgren

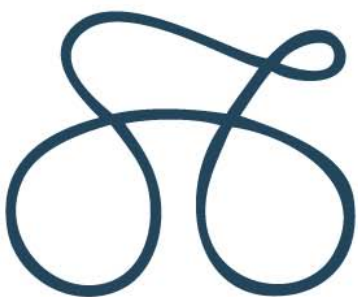
The measurements and data collection will be carried out by the cities. But the coordination and definition of the approach will be carried out by the WP leader, who has to ensure a similar approach within each city. The findings will result in an evaluation report compiled during and at the end of the project.



Common performance indicators

The general framework for monitoring and evaluation of the measure implementation, including some common indicators, was already defined in the project proposal and later in the Description of work.

A set of common targets and indicators related to the implementation of measures was selected and steps for their monitoring defined. Their measurement will be performed at least twice: a baseline before the actual implementation of the measure and another measurement after the implementation to see if change is realised. This allows a comparative before and after evaluation. For measures for which the impact is expected in the long term, future estimations will be made to predict long term change. Common performance indicators and targets directly related to the measure implementation are presented in the table below (as taken from the Description of work):



Objectives	Outputs	Indicators & targets	Monitoring	Inclusion in Evaluation plan
<p>1. POLICY:</p> <p>To promote, encourage and optimise integrated planning approaches as the most efficient and holistic way to implement good cycling practice.</p>	<p>Implementation schemes for at least 2 measures for encouraging cycling in every partner city.</p> <p>Calculation of the impact of every measure on cycle use and effect on reduction of greenhouse gases.</p>	<p>90% of the policy makers dealing with urban mobility in the partner cities are persuaded of improving the cycling strategy and of the need for further investments in cycling measures.</p> <p>Realisation of measures, increase in cycling of 10% in cities.</p>	<p>In every partner city 3 politicians and 3 decision makers will be surveyed at the beginning of the project (month 6) and at the end (month 30).</p> <p>Measure number of cyclists at two main cycle routes in every city. Measuring will be done in months 0, 24 and 36.</p>	<p>See detailed description for cities below.</p> <p>See detailed description for cities below.</p>
<p>2. MOBILITY:</p> <p>To increase cycling in the champion partner cities by 10 % during the life-time of the project.</p>	<p>Implementation schemes for at least 2 measures for encouraging cycling in every partner city.</p> <p>Calculation of the impact of every measure on energy savings and effect on reduction of greenhouse gases.</p>	<p>10% increase in number of cyclists in Groningen, Orebro, Burgos, Bolzano, Ljubljana, Edinburgh and Kaunas during lifetime of the project.</p> <p>At least 11 of the proposed 14 measures are completely implemented at the end of the programme. The targets and objectives via the MaxSumo-methodology have been reached.</p>	<p>Measuring number of cyclists on two main cycle routes in every city. Measuring will be done in months 0, 24 and 36. Method of measuring will differ from city to city and will be decided in the beginning of the project.</p> <p>All impact measurements planned and reported in evaluation plan. Monitoring will be different from city to city and dependent on the character of the measures. The MaxSumo-methodology grants that evaluation and monitoring indicators will have been set from the beginning of the implementation phase.</p>	<p>See detailed description for cities below.</p> <p>See detailed description for cities below.</p>

Objectives	Outputs	Indicators & targets	Monitoring	Inclusion in Evaluation plan
<p>3. ENERGY:</p> <p>To reach a 1-5% reduction in energy consumption from passenger transport and a reduction of 1-5% in greenhouse gases in the partner cities.</p>	<p>Implementation schemes for at least 2 measures for encouraging cycling in every partner city.</p> <p>Calculation of the impact of every measure on energy savings and effect on reduction of greenhouse gases.</p>	<p>The effect of the improved cycling policy and measures in the 7 partner cities should show a reduction of at least 1% in energy consumption and greenhouse gases during the project.</p>	<p>MaxSumo methodology. In particular, when a city is targeting a specific area or target group with one of the measures, sample surveys (or other relevant techniques) will be used to assess the impact on mode shift.</p> <p>Projection of the effects of the measures. Starting point is the average trip length per inhabitant. The reduction in energy consumption and greenhouse gas emission due to modal shift from single car use to bicycle can then be calculated.</p>	<p>See detailed description for cities below.</p> <p>See Deliverable 8.1: Updated IEE common performance indicators.</p>
<p>4. SOCIAL:</p> <p>To improve the quality of life within the cities not only through decreasing the use of motorised traffic but also through a better coexistence between cyclists and pedestrians.</p>	<p>The coexistence between pedestrians and cyclists is one focus of the project and will be taken up by at least one of the participating cities depending on the results of the assessment (WP2) It will lead to concrete actions in the measure implementation (WP3) and exchange programme (WP4).</p> <p>Measurement of the improvement of life quality of the different measures through indicators (increased cycle use with 10%, emissions decreased by 1-5%).</p>	<p>Topic to be taken up by at least one of the cities depending on the outcomes of the assessment.</p> <p>Definition of actions to tackle this problem or improve conditions. It will further shape the implementation measures and will initiate specific learning and exchange on this topic in the exchange programme.</p> <p>Impact on cycle use (+10%), car use (~ -10%) and emissions (1-5%) measured within the measure implementation.</p> <p>Citizen satisfaction (70%) with the implemented cycling measures.</p>	<p>Specific attention paid to assessment tool of this topic. At least one city will handle this issue.</p> <p>Measurements of indicators planned and reported within the evaluation plans.</p>	<p>Ljubljana and Burgos will handle this issue as one of their measures.</p> <p>See detailed description for cities below.</p>

Objectives	Outputs	Indicators & targets	Monitoring	Inclusion in Evaluation plan
<p>5. ECONOMY:</p> <p>To decrease the dependency on fossil fuels by stimulating an economical beneficial transport mode available to all citizens and competitive to motorised traffic.</p>	<p>Economic benefit is one focus in the assessment tool. It will be handled in the assessment (WP2) and lead to concrete actions in the measure implementation (WP3) and exchange programme (WP4).</p> <p>Impacts will be measured in evaluation (WP6).</p>	<p>Topic to be taken up by at least one of the cities depending on the outcomes of the assessment.</p> <p>Also see indicators under ENERGY.</p>	<p>Specific attention paid to assessment tool of this topic. At least one city will handle this issue. Measurements of indicators planned and reported within the evaluation plans</p> <p>Economic benefits are derived from increased cycling assuming a modal shift from car use to cycling based on the increased travel distance by bike.</p>	<p>Economic benefit will be treated in several measures. See detailed description for cities below.</p>

Specific performance indicators in cities

Additional to the common performance indicators, which were selected before the start of the project, every city has selected a number of specific performance indicators for their measures which are described in the following chapters.

Process evaluation

A process evaluation, in which the implementation process is analysed in a qualitative way, will be carried out for each of the measures. This will focus on the barriers and drivers to implementation, and their generalizability to other contexts.

The methodology for this task will be the 'Learning History' approach commonly used within the CIVITAS+ projects for the purpose of process evaluation. It is a reflective approach in which different stakeholders of the measure are gathered and look back at the complete process of implementation.

The workshop will consist of 3 main parts:

- Identification and positioning of the main stakeholders: based on level of influence and scale;
- The definition of a time line of the measure implementation;
- Identification of barriers and drivers for implementation of the measures.

The workshop, including all materials, will be prepared and organised by the WP leader with help from the cities. They will appoint an independent facilitator responsible to carry out this process evaluation to ensure objectivity and allow a free expression of opinion amongst participants. Outcomes of these workshops will be part of the evaluation report at the end of the project.



Evaluation of the measure implementation in cities

Bolzano

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	3 decision makers Mr. Helmuth Moroder, General director of the Municipality of Bolzano Mr. Ivan Moroder, Head of the Mobility Office Ms. Brunella Franchini, staff member of the Mobility Office, responsible for cycling projects 3 politicians Mrs. Judith Kofler-Peintner, city councillor for mobility Mrs. Brigitte Foppa, city councillor & president of the mobility commission Mr. Oreste Galletti, city councillor & member of the mobility commission	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	Counts on two main cycle routes: Location 1 Ponte Talvera (pt. 1 on the map). Automatic bicycle counting station Location 2 Viale Europa (pt. 2 on the map). Manual counting	100% sample on two corridors	September/October 2012 and 2013.
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		On-street questionnaire	Min. 200 cyclists	March – July 2013
		Measure 2		
		Survey in participating companies	All participating companies	At the end of the campaign





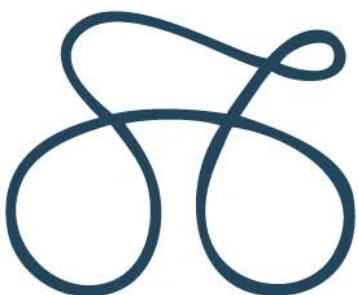
Measure 1: Development of a strategy for involving users & survey collecting stakeholder needs and feedback

Summary of the cycling measure

A strategy is going to be developed on how stakeholders (citizens, businesses, etc.) can be involved in the development of the city's cycling policies. This should address the current lack of systematic stakeholder involvement. Furthermore, a detailed survey is going to be carried out among the population and city centre businesses, aimed at identifying the needs, wishes and feedback of cyclist and those with an interest in urban mobility. The results of the survey are going to support future planning activities of the Mobility Office.

Objectives and targets

The objective of the measure is an improved involvement of stakeholders in the policies affecting cycling in Bolzano, in order to improve these policies and enhance their implementation. The implementation is directed principally towards users of bicycles and shopkeepers/businesses in the urban area (especially the inner city), which are the stakeholders benefitting most from improved cycling policies. It is planned that at least 200 formal questionnaires are submitted by Bolzano cyclists (and non-cyclists). Furthermore, at least 35 shops/businesses will provide their formal feedback and opinions on cycling policies.



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Quantity of questionnaires filled in	min. 200	On-street questionnaire to users	All users	March – July 2013
Quantity of questionnaires filled in	to be defined	Online survey to users	All users	March – July 2013
Quantity of questionnaires filled in	min. 35	Direct questionnaires for shops / businesses	All shops	March – July 2013
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

Measure 2: Awareness-raising campaign for the promotion of cycling and the enhancement of safety

Summary of the cycling measure

An awareness-raising campaign (advertising) is planned. Its aim is to revitalise the city's efforts in the promotion of cycling. The new promotion campaign will be aimed at further putting cycling in a positive light. The main target groups are school children and employees. As safety is still a barrier for people to cycle, a second focus of the campaign will be on safety issues (including interaction with pedestrians).

Objectives and targets

The main objective of the campaign is to promote a positive image of cycling, highlighting its advantages and encouraging more people to try cycling. The advertising campaign should contribute, along with the infrastructural investments being carried out in parallel by the Municipality, to increasing the cycling modal share from currently 29% to 32%. This change should be measurable on two key stretches of the cycling network. The second objective is raising peoples' awareness on various safety aspects. This should address some dangerous situations arising from careless behaviour in road traffic.



Evaluation & monitoring of specific performance indicators

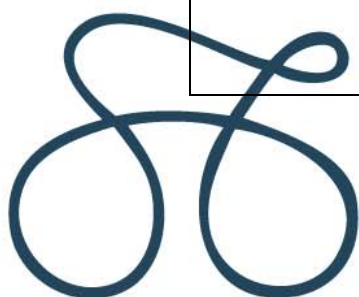
Indicators	Targets	Method	Sample	Timing
Number of accidents involving cyclists	10% reduction of accidents involving cyclists in 2013	Accident statistics (urban police)	All accidents in 2011 - 2013	Every year
Number of cyclists in the participant companies before & after campaign	+10% number of cyclists in the participating companies	Questionnaire to participating companies	100% sample	Beginning and end of the campaign
Number of press releases	4 articles / events with media attention	Press review	All media	Continuous



Burgos

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	3 decision makers José Escalante, Head of the Mobility Department Ignacio Elías, Head of the Environment and Innovation Department Fernando Inés and Luis María Arce, Urban Planning Department Head and Civil Engineering Department Head 3 politicians Esteban Rebollo, Mobility Councilor, Carolina Blasco, Environment and Innovation Councilor Angel Ibañez, Civil Engineering and Urban Planning Councilor	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	Counts on two main cycle routes: Location 1 Automatic counter in the city centre. Location 2 Manual counting at one of the previous monitored points (green arrows on the map).	100% sample on two corridors	September/October 2012, 2013 and 2014.
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		On-line survey among participating students	All participating students	At the end of the campaign
		Measure 2		
		Survey linked to Marketing Campaign contest	To be defined by the marketing company	At the end of the campaign





Measure 1: Increasing the number of students using the bike in the University of Burgos

Summary of the cycling measure

A marketing campaign for increasing the use of the bicycle among students of the University is planned. The main goal is to have 200 students using the bicycle at least five months out of the nine months of the academic year, which means approx. 3,5 days per week. This measure will also contribute to increasing the quality of the data of the annual survey of mobility patterns thanks to the inclusion of questions that were not previously included in the surveys.

Objectives and targets

The main objectives of the campaign are to increase cycling among University students in favour of other transport modes (car and bus), promotion of good habits in the long term, to improve public health, and to make the bicycle trendy for new generations. The campaign has a very specific target group and will help to determine the most important factors for new cyclists. If more students take the bike, motorised traffic will be reduced and the environment will be healthier. The target is to change travel habits of 200 mainly new University students who are currently travelling by car on a daily basis. Another objective is also to obtain reliable data in order to build a better and appropriate bicycle strategy.



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Number of students going by bike instead of going by car at least three and a half days per week during the campaign.	200 students shifted from car to bike	Online survey to University students - car drivers	University students - car drivers	End of campaign
Number of students going by bike instead of going by bus at least three and a half days per week during the campaign.	100 students shifted from bus to bike	Online survey to University students - bus users	University students - bus users	End of campaign
Modal split for trips to and from University for students and employees	Modal split for University	Survey to University students and employees	100% sample	At the end of campaign & yearly
Number of press releases	3 articles / occasions with media attention	Press review	All media	Continuous

Measure 2: Solving the gap between pedestrians and bikes

Summary of the cycling measure

A marketing campaign aimed at solving the problems between pedestrians and cyclists in the city centre is planned. The measure will focus on solving the identified problems by showing that friendly relations are possible between both groups and by trying to change citizens' minds regarding the coexistence problems.

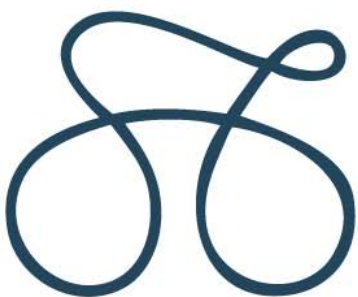
Objectives and targets

The objectives of the marketing campaign are reduction of pedestrian-cyclist conflicts, raising the awareness of Burgos being a cycling city as well as reinforcement of the idea that coexistence is perfectly possible. The target is to change the behaviour of both cyclists (mainly young) and pedestrians. The idea is to reduce the number of conflicts by 50 %.



Evaluation & monitoring of specific performance indicators

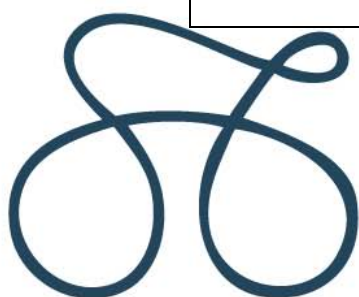
Indicators	Targets	Method	Sample	Timing
Number of incidents between pedestrians and cyclists	50% less incidents	Data review of incident statistics	Number of incidents in 2011-2013	Every year
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous



Edinburgh

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	<p>2 decision makers</p> <p>Ewan Kennedy (Transport: Policy & Planning)</p> <p>Phil Noble (Transport: Policy & Planning - Strategic Planning)</p> <p>5 politicians</p> <p>Councillor Lesley Hinds (Transport Convenor, Labour)</p> <p>Councillor Jim Orr (Transport Vice-convenor (portfolio for cycling), SNP)</p> <p>Councillor Robert Aldridge (Liberal Democrat)</p> <p>Councillor Nigel Bagshaw (Greens)</p> <p>Councillor Joanna Mowat (Conservative)</p>	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	Data from 16 automatic cycle counters on off-road cycle paths across the city (see the map below)	100% sample	October 2012, 2013 and 2014
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		On-street survey	To be defined	July 2013 and October 2013
		Measure 2		
		Door to door survey of all flats participating	100% sample	<p>Before = May 2013</p> <p>After = 6, 12 and 24 months after implementation</p>





Measure 1: Route based cycle promotion

Summary of the cycling measure

Development of a cycling Marketing/Communications Strategy including the identification and profiling of cyclists and potential cyclists is planned. This will be used to inform the development and delivery of route specific and possibly citywide campaigns to promote cycling as the mode of transport for Edinburgh. The measure will target gaps in the existing on- and off-road cycle network, gaps in audiences chosen for targeted increases in levels of cycling, and gaps in Edinburgh's approach. Measures for this campaign will be selected based on their effectiveness at reaching the target groups identified. The impact of the campaigns would be monitored both in overall cycling levels but also in detail through the responses of focus groups or by counts at points along the routes targeted.

Objectives and targets

Objectives and targets of this measure are to increase cycling journeys to work by a relative 10% above current levels along selected routes, to achieve a gross increase in the number of people cycling more for everyday activities, to increase cycling across Edinburgh by a relative 1% above current levels (which should be measurable through appropriate sampling), to increase brand awareness to 50% locally and 10% across Edinburgh and to increase awareness of and satisfaction with local cycling conditions to 70%. By 'local' they refer to a spatial zone of interest around the specific cycle route.



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Increase in the number of cyclists to Portobello on different routes along corridor	10 % more cyclists	Manual counts	100% sample	May 2013 and September 2013
Change in cycling in previous year and brand awareness	20 % more cyclists, 50 % of local residents to be brand aware	Postcard residential travel survey	Inhabitants within 500m of route	October 2013
Level of user satisfaction with route improvements	25% responses	On-street survey	100 % users sample	July 2013 and October 2013
Level of cycling accessibility	To be defined	Site visits using standard worksheets	500m around zone of marketing interventions	November 2012
Level of agreement with proposed branding and messaging	10 individuals	Interviews	10 individuals	February 2013
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

Measure 2: Residential bike parking pilot

Summary of the cycling measure

A residential bike parking pilot project is planned. It will trial on-street solutions that provide secure bike parking for Edinburgh residents, especially for those who live in the city's older buildings. 6 locations will be implemented providing cycle parking for approximately 85-100 bikes. As well as better accommodating bikes for existing users (which may lead to them cycling more) it is expected that new people will be encouraged to start cycling due to the provision of these facilities.



Objectives and targets

The pilot project aims to provide secure cycle parking for 100% of the existing cyclists in each of the 6 stairwells participating. However, it is expected that not all existing cyclists will choose to use the service (which will be charged for) and some additional capacity will also be provided. It is therefore estimated that 40% of the capacity provided (43-50 spaces) will be taken up by

new cyclists and this is the target for the pilot project. It is also expected that existing cyclists will find it more convenient to cycle and will increase the frequency they cycle by 5%. A detailed baseline will be established for each of the stairwells through surveying the residents before the parking is implemented. Further surveys will be undertaken 6 months, 12 months and 24 months after the installation of the cycle parking to monitor changes.

Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Number of spaces used by new cyclists	40% of spaces used by new cyclists	Door to door survey of all flats participating	100% sample	Before implementation & 6, 12 and 24 months after it
Frequency of cycling of existing cyclists	5% increase	Door to door survey of all flats participating	100% sample	Before implementation & 6, 12 and 24 months after it
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

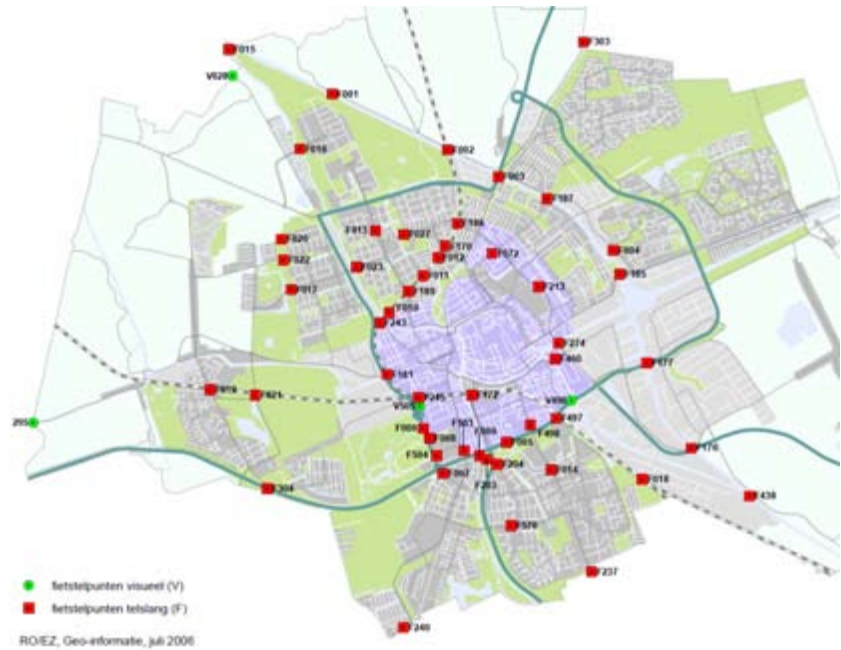


Groningen

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	3 decision makers Mr. Alfred Kazemier (head of the Division of Policy and Programme) Mr. Tim van Heijst (Division of Cleansing, Environmental Department) Mr. Marcel Slijkhuis (head of the Parking Department) 3 politicians Mr. Jan Spakman and/or Mr. Wim Moes (Labour Party) Mrs. Inge Jongman (Christian Union) Mr. Jos van Rooij (Student Party)	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	Every autumn count the number of cyclists on approximately 50 different locations. On each location install automatic counters for one week (see the map below)	100% sample	October 2012, 2013 and 2014.
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		Survey	To be defined	Before and after implementation of the measure
		Measure 2		
In-depth research of users habits	50 students 50 employees/ employers	May – Dec 2013		





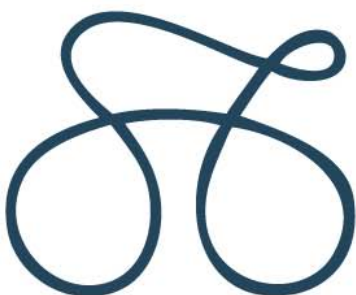
Measure 1: Develop creative bicycle parking solutions

Summary of the cycling measure

Development of creative bicycle parking solutions is planned. It will be done by implementing several measures and taking into account different target groups. The main target group are visitors (shoppers, people going out, etc.) and short term visitors in particular. The willingness for them to walk a long distance between parking and destination is very low but this still needs to be facilitated. The real challenge is to have parking facilities for short-term visitors where long-term visitors will not park their bikes. Other target groups for which bicycle parking solutions will be sought out are also city centre residents, employers and employees and long-term visitors.

Objectives and targets

The main objective of this cycling measure is to reduce the negative impact of parked bikes in the city centre of Groningen by developing creative bicycle parking solutions. This measure has to make a contribution to the quality of life, work and visit experience in the inner city. By decreasing the pressure bicycle parking is putting on our public space, we contribute to the quality of the public space. In the bigger picture this measure could also have positive effects on well-being, traffic safety and city appearance. The main goal of developing creative bicycle parking solutions is to have 10% fewer on-street parked bicycles in 2014 compared to 2010.



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Number of parked bicycles in different locations	10% less on-street parked bicycles outside dedicated bicycle parking spaces	Visual counts	100% sample	Before and after implementation
Experience and satisfaction of users with taken measures	More people enjoying the city centre	Surveys	To be defined	Before and after implementation
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

Measure 2: Changing cycling behaviour by innovative measures

Summary of the cycling measure

Changing cycling behaviour by innovative measures is planned. By creating innovative cycling measures, cyclists will be encouraged to use the infrastructure and parking facilities in such a way that capacity problems in the cycling network can be tackled and less people are hindered by inappropriately parked bikes. The measures will be accompanied by a promotion campaign. On one hand we want to develop a (digital) map, where cyclists can find different or alternative routes for different target groups/users, including good information about the different kind of parking facilities available (short stay/long stay) and other cycling related information (like restricted ranges, points of interest, bike repair shops, etc.). On the other hand, there are opportunities to influence cycling behaviour whilst cyclists are already on their journey. For example, dynamic information/signing about travel time and intersections on the route, signing towards alternative routes, and shortcuts, creating temporary obstructions, etc. One specific but busy route to the Zernike University (Zonnelaan) will be monitored as a pilot to check the effects of the measures.

Objectives and targets

The main objective is to discover if cycling behaviour can be changed and what measures are the most effective. The goal is to generate a shift in the number of cyclists from the main route to the Zernike University (Zonnelaan) to an alternative route by 10%. In the long run, with innovative measures implemented throughout the city, there could be a positive influence on the total number of cyclists and the modal split.



Evaluation & monitoring of specific performance indicators

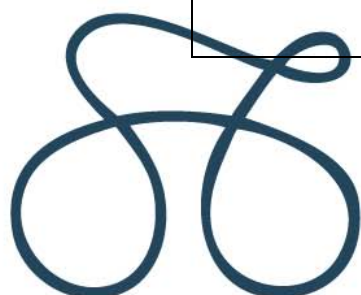
Indicators	Targets	Method	Sample	Timing
Increase of cyclists on the alternative routes	10% shift to alternative routes	Mobile counting hoses and visual counts	100% sample, on 6 different spots	Apr 2013 (before) Sep-Oct 2013 (after)
Route selection, cycling habits and attitude	50 students and 50 employees/employers	In-depth research of users habits	All students and employees/employers in selected institutions	May - Dec 2013
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

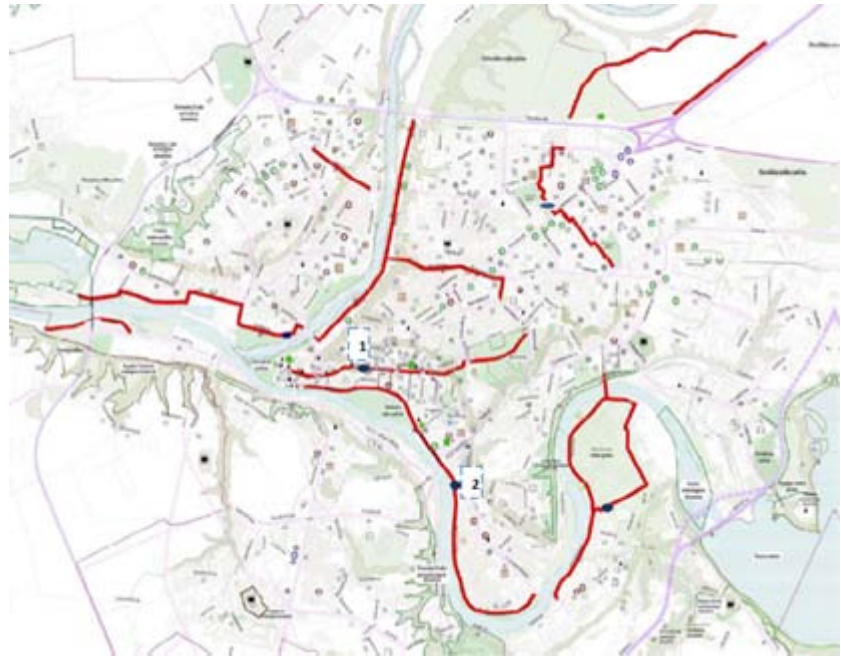


Kaunas

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	3 decision makers Mr. Paulius Keras, Head of Transport division Mrs. Radeta Savickiene, Head Environmental protection division Mr. Aloyzas Pakalniškis, Head of City keeping division 3 politicians Mr. Andrius Kupčinskas (Christian Democrats), mayor Mr. Povilas Mačiulis (Movement "United Kaunas"), member of the council Mrs. Edita Gudisauskiene (Christian Democrats), chairman of the budget and finances committee	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	First measurement was completed in the spring of 2012 as manual counting by students. Observation was done on 6 cycling paths in the city. (see the map below)	100% sample	May 2012, Sep-Oct 2013 and Sep-Oct 2014.
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		Web survey about citizens satisfaction	100% sample	October 2013
		Measure 2		
Online survey among visitors of the renewed website	100% sample	May-June 2014		





Measure 1: Promotion of a new bicycle path junction under the Bridge of P. Vileišis

Summary of the cycling measure

Promotion campaign of a new bicycle path junction under the Bridge of P. Vileišis is planned. Currently three popular cycle routes in Kaunas have no connection which makes the existing cycle infrastructure inconvenient and unsafe to use. A new bicycle junction, connecting important cycle routes, will be constructed under the bridge of P. Vileišis in 2013 in order to solve the emerging inconvenience of cycling infrastructure and to encourage people to use existing cycle routes. It will help cyclists to avoid an intensive traffic roundabout, which is a dangerous point for cyclists, thus improving safety.

Objectives and targets

The main objective is to encourage more cyclists to use the cycle routes, which will be connected by building a new cycling junction under the bridge of P. Vileišis and will ensure a safe and comfortable connection of existing cycle routes. By the end of the project, a 10% increase in the number of cyclists on these routes is expected (there are currently 50,000 cyclists per year).



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Number of cyclists on specific location near the junction	10 % increase	Manual bicycle counting at the point near the new junction	100% sample	May 2012, Sept-Oct 2013 and Sept-Oct 2014.
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

Measure 2: Development and realisation of information tool on cycling

Summary of the cycling measure

Lithuanian Cyclists' Community officially represents cyclists' interests across the country. Kaunas City Municipality collaborates with Lithuanian Cyclists' Community in order to solve cyclists' problems and promote cycling. The Community owns an old and difficult to manage website, which provides information about cycling in Kaunas and throughout the country. In order to promote cycling in the city, to develop and realise the information tool on cycling and provide targeted information to Kaunas cyclists and visitors, a new website with modern and innovative content management instruments that allows permanent updating of content is planned.

Objectives and targets

The main objective is to make a new information tool on cycling – a new Lithuanian Cyclists' Community website with a modern innovative content management instrument and provide targeted information to cyclists and visitors of Kaunas city. By the end of the project an increase in cycling across Kaunas city by a relative 1% above current level and an increase in satisfaction with the website to 70% are expected.



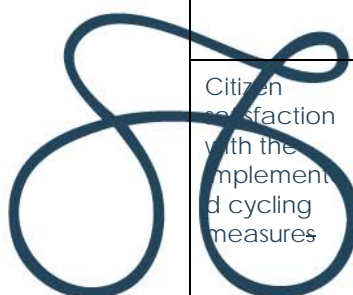
Evaluation & monitoring of specific performance indicators

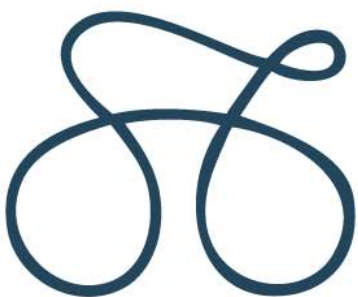
Indicators	Targets	Method	Sample	Timing
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

Ljubljana

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	3 decision makers David Polutnik - executive officer at Department for Commercial Activities and Traffic Peter Skušek - executive officer at Department for Commercial Activities and Traffic Damjana Belak, officer at Department for Urban Planning 3 politicians Janez Koželj, deputy mayor Zofija Mazej Kukovič, Board for public companies and traffic, Anton Kranjc, vice president of the Board for public companies and traffic	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	6 automatic bicycle counters on three main city arterial roads count cycling trips permanently 24 hours a day (see locations on the picture below)	100% sample	October 2012, 2013 and 2014
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		On street survey	200 persons	November 2013
		Measure 2		
On-line survey	200 persons	December 2013		







Measure 1: “I walk the path you cycle” - coexistence between cyclists and pedestrians

Summary of the cycling measure

A survey named “I walk the path you cycle” followed by actions to improve the coexistence of pedestrians and cyclists in the city, especially in the pedestrian zone, is planned. The traffic of both user groups (pedestrians and cyclists) is running in a shared space mode. Fortunately the system is self-regulating where the higher density of pedestrians automatically reduces the speed of cyclists. although the current situation has seen some tension and possibly even conflict. This needs some improvement to create a better relationship and coexistence of the two main user groups: pedestrians and cyclists.

To get a clearer picture of the issue, a research study will be executed and its results presented to city politicians and decision makers. Depending on the survey results, various measures will be proposed and implemented to improve the coexistence of pedestrians and cyclists in the city.



Objectives and targets

The objective is to identify and minimize conflicts between pedestrians and cyclists. A reduction of the number of complaints by 30 % after the implementation of the measures is targeted. For this purpose a survey study will be executed and

solutions will be selected according to the seriousness of conflicts. A further objective is to create a safe feeling atmosphere among all user groups in public spaces with a target of prevailing positive media coverage of this topic and citizen satisfaction (70%) after the implementation of selected measures. An important objective is also to reposition the problem from a political to professional level by executing a research study and reduce the overly emotional attitude towards the issue.

Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Perception of the conflict among cyclists and pedestrians	20% of inhabitants have improved perception of this conflict after implemented measures	On-street survey	200-300	May 2013 – Spring 2014
Number of complaints in the online municipality complaint book	30% less complaints after measure implementation	Survey and records on coexistence between various public space user groups and identification of conflicts	Number of complaints in 2011	At the end of May and at the end of November 2013
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

Measure 2: Bicycle Account

Summary of the cycling measure

The establishment of a Bicycle Account Ljubljana is planned. This tool will be used for measuring progress and showing the results of the Ljubljana bicycle strategy and to encourage city politicians and officers to further investment in this field. This is seen as the next logical step for follow-up of the new Ljubljana mobility policy in the field of cycling. Ljubljana needs a bicycle account as an assessment of cycling development and also as a tool for monitoring, verifying and evaluating the implementation of cycling strategy measures. It is appropriate for the municipality to develop formal methods of reviewing progress and the return on investment.

Objectives and targets

The objectives are to develop a follow-up of the cycling strategy, to enable bi-annual verification concerning the progress of measures implementation, to create a strategic tool



for strengthening the city's bicycle strategy and for increasing investment in cycling and to raise support for the cycling strategy among the general public, politicians and municipality. The target is that after publishing Bicycle Account Ljubljana 90 % of the policy makers dealing with urban mobility in Ljubljana will be persuaded to improve cycling strategy and to approve the need for further investment in cycling measures. Furthermore the share of investment in cycling in the city's mobility budget for 2014 is expected to increase by 10% compared to 2012. A 70% rate of citizens' satisfaction with the bicycle account is also targeted.

Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Frequency of bicycle account publishing	Bicycle account published every second year	Records	100% sample	Every 2nd year after 1st bicycle account
Budget for cycling investment	Budget for investment in cycling in 2014 will increase by 10% in comparison to 2012	Records on budget	Budget for cycling investments in 2012	End of 2013
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

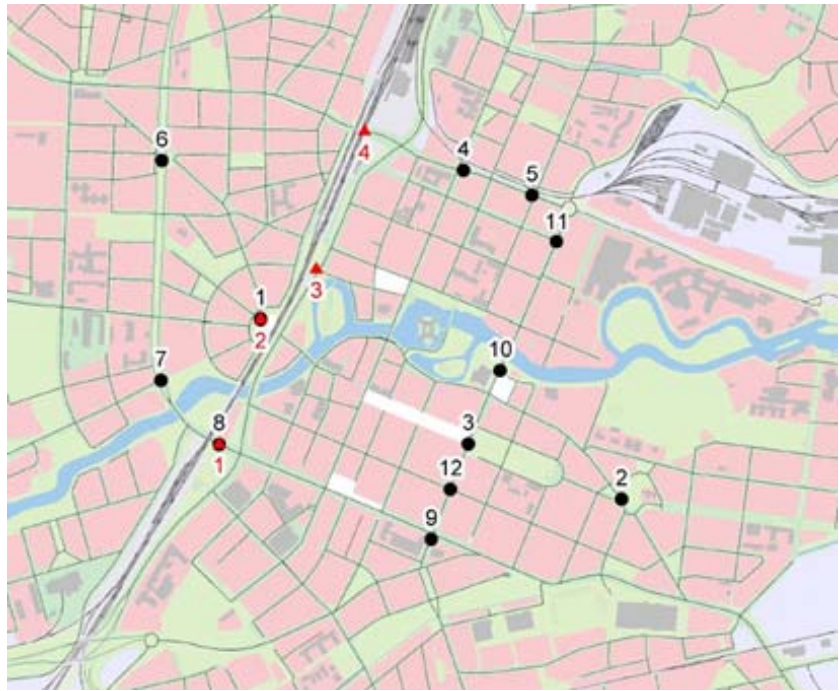


Orebro

Common performance indicators

Indicators	Targets	Method	Sample	Timing
Share of policy makers dealing with urban mobility in partner cities that are persuaded of improving the cycling strategy and of the need for further investments in cycling measures	90 % of surveyed policy makers are persuaded	Survey among politicians and decision makers	3 decision makers Åsa Bellander, Head of the City Planning Department Clas-Göran Classon, Director of the Community Planning Programme Anne Andersson, Head of the City Administration Office and Economy Director 3 politicians Lennart Bondeson, Vice-Mayor Björn Sundin, Chairman of the Community Planning Programme Committee Ulrika Sandberg, Chairman of the Technical Department	At the beginning of the implementation and at the end of the project
Number of cyclists on monitored corridors during the lifetime of the project	10% increase in number of cyclists	Örebro has 12 automatic counters with data available since 2002 (see locations on the picture below)	100% sample	October 2012, 2013 and 2014
Citizen satisfaction with the implemented cycling measures	70% of citizens satisfied with the measure	Measure 1		
		Survey	All participants of the campaign	At the end of the campaign
		Measure 2		
		Survey	All employees working with cycling on a strategic/planning level in the municipality	At the end of the project





Measure 1: Healthy Cyclists Campaign

Summary of the cycling measure

The Healthy Cyclist Campaign is about changing the travelling behaviour of car drivers. 100 citizens who go to work by car will start using a bike instead of the car at least three days per week for a whole year. This will lead to improved health and reduced emissions of 100 tonnes of CO².

Objectives and targets

The objective is to improve public health and to visualise cycling as a healthy alternative to the car. The campaign has a very specific target group and will make it possible to determine the most important factors for new cyclists. The measure is part of a research project linked to the campaign. The objective of the research is to draw conclusions about the link between increased activity through cycling and improved health. Another objective is to reduce the mileage travelled by car within Örebro. The target is to change the behaviour of 100 employees who are currently travelling to work by car on a daily basis. Instead they should travel by bike to work at least three days per week for one year. The aim is also to make the campaign into a regular activity, and not just a one-off project.



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Change from car to bike for at least 3 days/week for 1 year	100 employees	MaxSumo, Survey among participating employees	All participating employees	December 2013
Change in number of sick days	50 % less sick days in 2013 compared to 2012	MaxSumo, Survey among participating employees	All participating employees	December 2013
Share of participants who will continue to cycle after the campaign	70 % continue to cycle after the campaign	MaxSumo, Survey among participating employees	All participating employees	At the end of the campaign in December 2013
Number of press releases	3 articles / occasions with media attention	Press review	All media	Continuous

Measure 2: Cycling account including a monitoring and evaluation strategy of cycling measures

Summary of the cycling measure

The measure consists of creating a strategy for monitoring and evaluation of cycling measures and of the cycling policy. The result will be presented in a cycling account which is one way to show the result and to communicate the arguments for further cycling measures to the policy makers and other stakeholders.

Objectives and targets

The objective is firstly to make a cycling monitoring and evaluation plan and secondly to follow up the overall cycling strategy as well as specific projects and investments in order to find good arguments for implementing further cycling measures. The result will be presented in the cycling account. The aim is also to make it possible to compare the results of different measures, projects and investments.



Evaluation & monitoring of specific performance indicators

Indicators	Targets	Method	Sample	Timing
Share of projects/investments with MEP ready before the start of implementation	All new projects/ investments have a MEP ready before the start of implementation	Survey on planned projects and investments, records	All projects/ investments	At the end of the project
Share of employees who have taken note of content of the cycling account and feel inspired	All employees working with cycling on a strategic/planning level in the municipality	Survey on Cycling Account	100 % sample	At the end of the project
Change of budget for cycling investments	A 10% increase of budget for cycling investments (2012/2014)	Records on budget	Budget for cycling investments in 2012	End of 2013
Number of press releases	3 articles / events with media attention	Press review	All media	Continuous

