



Bike the Track / Track the Bike B-Track-B

Common Methodology (Executive Summary)

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Bike the Track, Track the Bike - Family cycling for energy efficiency in urban leisure travel



Executive summary

On the level of the EU-27, people travelled over 6 503 billion kilometres with engine powered modes in 2009, which corresponds to around a 1,250,000 kilo tonnes of CO₂. To our best estimation, approximately 90 billion zero-emission km are cycled annually in the EU. That is as much as people travel by tram and metro. More than half of all CO₂ transport related production can be attributed to leisure mobility in general. B-track-B contributes specifically to the goals of the Energy Efficiency action plan, the Urban Mobility Green Paper and the Transport White Paper “Roadmap to a Single European Transport Area – Towards a competitive and resource efficient transport system” COM (2011).



Almost half of all car journeys are shorter than five kilometres. Cycling is considered the most suitable on short distance travel (From 2 to 5 km) Therewith especially in the urban areas the promotion in general of cycling replacing car travel is an excellent means to reduce the use of fossil fuels and makes a large contribution to climate protection.

In general a distinction can be made between three types of situations within the EU urban areas:

- Cities with a high modal share for cycling, between 20 to 40% (i.e. Denmark, Netherlands and certain parts of Belgium and Germany);
- Cities with an average modal share for cycling between 5 to 20% (Austria, Switzerland, Germany, Belgium, Scandinavian states, larger cities in the Eastern Member States, UK, Spain and Portugal);
- Cities with a very low modal share for cycling, or virtually no cycling at all.

The B-track-B concept is designed in particular for cities with a relatively high and average modal share, and fully flexible to any local context situation. The B-Track-B concept is based on a combination of previous successful experiments executed by the project partners in Denmark (city of Frederica, cycle registration systems, GPS tracking), Italy (cycling among young people), Slovenia (involvement of cycle associations, and coordination between cycle actors) and the Netherlands (the “Ride2Scool” campaign in Rotterdam) and new marketing and promotion possibilities offered by present GPS tracking techniques, social media and interactive Internet 2.0.

The general aim of B-Track-B is to reduce the focus on the family car as the primary tool used for travel to urban leisure activities. The B-track-B concept uses a broad definition for “leisure trips”. Only home-school and home-work trips are excluded, as well as sports (speed) cycling with a competition element. The B-Track-B concept combines cycling, game elements and new but available social media. It includes RFID and GPS tracking technology to boost present bicycle use to, from and during leisure activities. In addition to the tracking B-Track-B technology, large campaigns, and smaller leisure cycle side-events will influence the leisure mobility behaviour of the whole family, and all the families in the city. We have a primary focus, yet not exclusively, on families with children in the age group from 9 to 15. They are the group that is most used to the private car, due to their in general complex lifestyle (work, school, leisure). The second main target groups are the leisure industry actors at the B-Track-B sites and the third target groups are other European cities to join in, and become a follower.

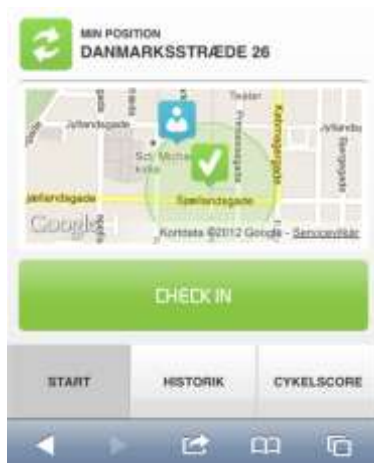
An average of 100 families is set for each site to directly participate in the campaign. However, the aim of the concept is not only to make the direct involved families bicycle, yet also how to use them



as an example for the other families in the cities. In each B-Track-B sites it is recommended that there a number of local stakeholders are assisting the main responsible partner. These can be divided in so-called “leisure traffic generators” and “intermediaries”. It is important that we aim at the so-called “triangle” of leisure travel actors in each local B-Track-B campaign.

For the registration, monitoring, promotion of cycling and communication the B-Track-B concept makes use of dedicated software, database, with several possible registration methods. The technical part of the project is built around three levels of available technology, GPS tracking, RFID and manual registration. Next to the B-track-B App, the website is an important communication and campaign management tool.

Each B-track-B build its local marketing and communication plan around the common B-track-B concept, yet is fully free to select its own campaign name, leisure generators, intermediaries, supporting events, and technologies used. An evaluation methodology, risk and quality mapping help to manage the campaign locally and observe obtained behavioural change in favour of leisure cycling.



BTrackB App front screen