

# Strategic cycling development and promotion in Leipzig



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# Challenges of cycling promotion



- increased use of environmental friendly modes of transport is necessary for sustainable growth and development of cities
- cycling has a lot of capabilities/advantages for shifting towards sustainable modes of transport
- big challenge: How to support cycling development on the municipal level...





# Challenges of cycling promotion



cycling network?

Where to start?

priorities?

design guidelines?

extensive scope

marketing?

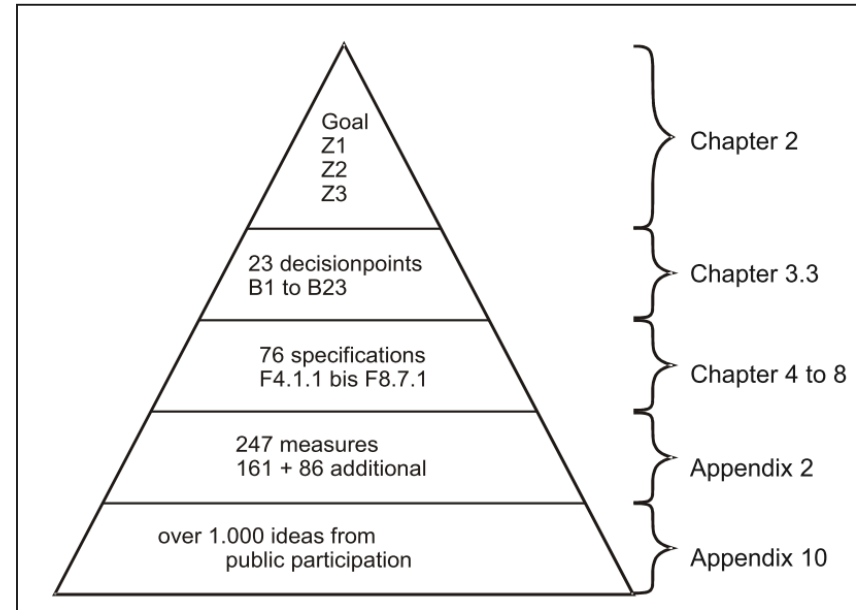
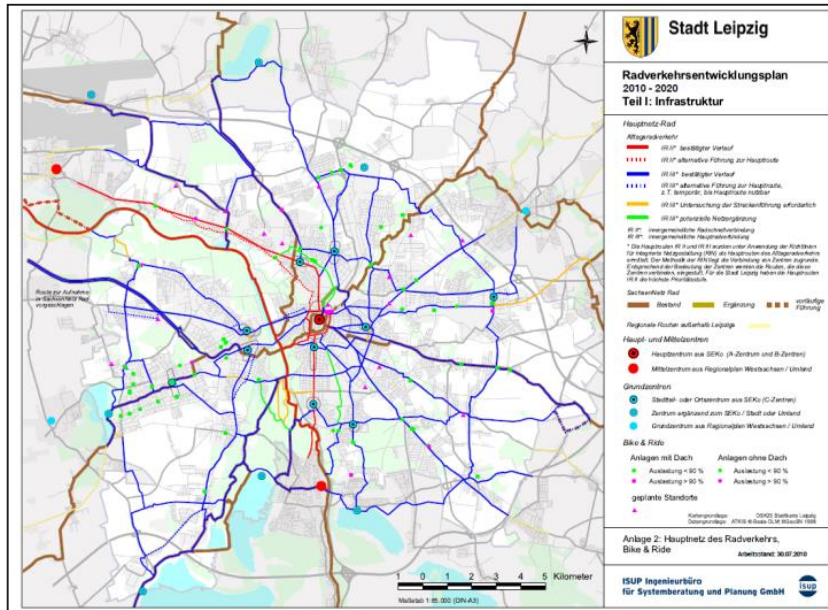
resistance?

coordination/consultation

knowledge gap/education



# Tools for strategic cycling development



## Bicycle Master Plan 2010-2020

- declares goals and decision-points for city council (confirmation in 2012)
- includes cycling network, priorities (infrastructure and others) and framework conditions
- extensive public participation (> 1.000 suggestions within 2 years)



# Tools for strategic cycling development



## Cycling Coordinator

- main task: coordination of the topic of cycling within the City of Leipzig, contact to citizens, departments and stakeholders
- consultation for technical plans and traffic regulations
- in charge for measures of public relations, marketing, knowledge exchange for the municipality



# Tools for strategic cycling development



## working group for bicycle promotion

- all bicycle concerned measures (infrastructure, marketing, detours e.g.) have to be presented in this working group, arrangement in planning process
- meeting 2 times a month, since 1989 (with mayors directive)
- members where send by departments and local cycling NGO



# Tools for strategical cycling development



## measures of marketing and public promotion

- events for citizens and decision makers (cycling tours, contests, giveaway activities)
- press releases/articles; press conferences
- promotion material: cycling map, leaflets, brochures, posters



# Success of cycling development in Leipzig



- approx. 512.000 bicycles in Leipzig (570.000 inhabitants)
- cycling network: 461 km infrastructure and 500 km through parks
- 6.000 parking facilities for 12.000 bicycle and 3 underground parking facilities (University)
- increasing modal share for cycling: 17 % (goal 20 % in 2020)
- increasing satisfaction with cycling conditions
- everybody is cycling





# Lessons we've learned & new challenges



- good interconnected tools (like described) for cycling development are mandatory
- continuous cycling development/support can be successful, but it's not finished => sound resources are needed (not only infrastructure)
- new challenges with increasing cycling traffic: congestion of cycling infrastructure; new demands from cyclists
- still a long way to go: overcome the barrier of the “Promenaden Ring”



# New projects and outlook



- research project for high capacity cycling infrastructure on junctions
- 2017+: using GPS based Heatmaps for updating priorities
- 2018: Cooperate Design for high capacity cycling infrastructure
- 2019+: realization of cycling highway Leipzig-Halle (30 km with connection to business parks, airport and smaller cities) and PB Ost

