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

Where to start?
- Priorities?
- Design guidelines?
- Cycling network?

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