BYPAD
BICYCLE POLICY AUDIT
More quality for bicycle traffic

BYPAD

Bicycle Policy Audit
CITY OF ODENSE, Denmark

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Summary

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1. Introducing the city of Odense

Odense is situated on Funen about 150 km west of Copenhagen and serves as an important business centre and meeting point for the whole of Denmark. Odense has 184,000 inhabitants. The area is 304 km^2, of which 97 km^2 is urban zone. 177,000 live in the urban zone corresponding to 18 per hectare.

Odense is an old commercial and industrial town with a university. The town is partly compact with connected urban areas reaching up to 7 kilometres out from the city centre.

The superior road network of Odense is traditionally constructed with ring roads and radials. A motorway passes by south of the city.

Odense has a well developed network of bicycle tracks and paths. Part of the network has been established on disused railways.

A significant commuting takes place between Odense and as far as to Aarhus and Copenhagen. Bicycle parking has been established in the city centre and at the station, including special guarded and high-level bicycle parking places and a bicycle shop integrated in the station.

26% of all trips in Odense are done by bicycle. In average the cycle trips are 3.4 km in length, and every person cycle 2.1 km per day (source: TU (Statistics Denmark), general household surveys 1998-2004, respondents aged 10-84 year, trips under 300 metres not included).

For the 10 year period 1993-2002 there is an average of 12 fatalities and 272 seriously injured cyclists per million inhabitants per year.

For almost 30 years a special attention has been paid to cycling in Odense. In 1976 a superior plan for the existing bicycle network and its development was published together with a cycle map of the city. The aim of the network plan was to connect residential areas, workplaces, schools, shops, residential areas etc. The plan proposed using old disused railways for path construction, something that has since been realised to a high degree.

In the 1970s the city centre furthermore was redesigned in order to reduce access for through car traffic.

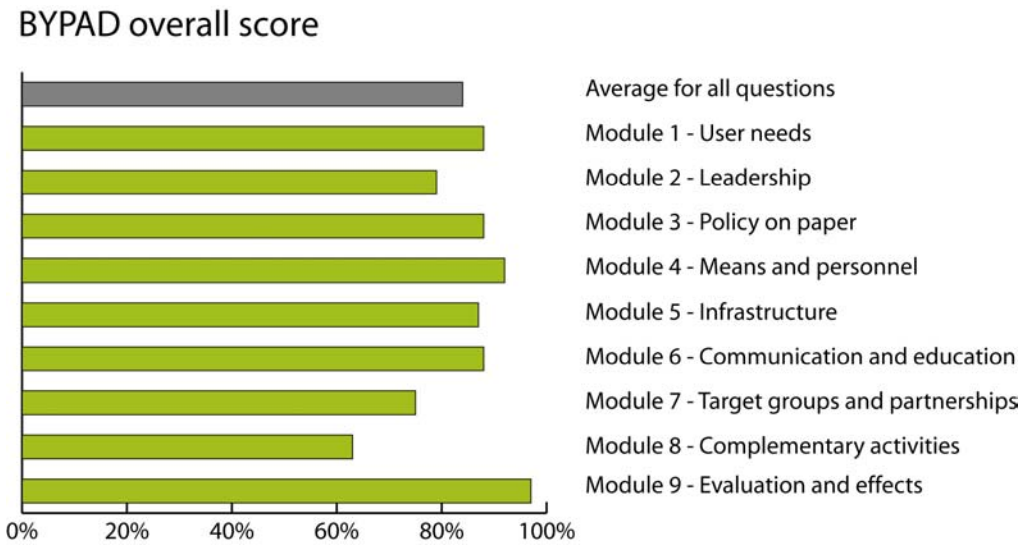
Odense was one out of four Danish cities that built state supported bicycle routes through the city centre in the 1980s.

In the late 1990s Odense was designated "The national cycle city of Denmark", and a large experimental scheme (2.7 million Euro) was carried out 1998-2002 with 50% support from the state. In connection with this scheme more than 50 different projects have been carried out. A big part of the projects have been dealing with soft measures rather than infrastructure. The activities can be found at the website www.cyclecity.dk.

A written down cycling policy for Odense has been agreed to be made as a part of the BYPAD action plan.

2. Results of the BYPAD audit in Odense

In average, Odense scores 84% in the BYPAD procedure, which means that bicycle policy is managed on a very high level.



Module 1 - User needs: 88%

Surveys among ordinary citizens are frequently carried out, asking their point of view on the cycle city of Odense. A campaign "Appoint the worst cycle path of Odense" was held in 1999, and the 'winning' stretch was improved immediately after.

Module 2 - Leadership: 79%

As a normal procedure plans are drawn and followed up by practical activities and evaluation. This has been the case for the cycle city projects, but also for major cycling route plans before that. Till now, the Roads and Parks Department has worked by itself with the cycle city project, but it is found to be time to involve other parts of the administration in the work.

Module 3 - Policy on paper: 88%

Lots of plans of traffic and cycling have been developed, especially as part of the cycle city project. Evaluation and follow-up on plans is a normal procedure. However, no paper with the headline "Cycling Policy" has yet been made in Odense.

Module 4 - Means and personnel: 92%

A quite substantial amount of money has been available as part of the cycle city project. The normal budget, however, also contribute to developing and maintaining the cycling infrastructure. As a new issue, the Municipality has become more aware of making demands to private investors as far as cycling facilities (e.g. cycle parking) are concerned. The staff members involved in cycling have taken part in numerous meetings and conferences, and follow closely what goes on in the cycling world.

Module 5 - Infrastructure: 87%

A design manual exists and is used. There is a big, not yet fulfilled demand for bicycle parking. A system enabling the bicycle to be locked to the cycle racks with the bicycle's own lock has been developed especially for Odense. Among several other new designs, experiments with green waves for cyclists have been carried out. A Dutch cycle route evenness detector has been tried, but was in the first place not sufficiently sensitive to detect the points of unevenness criticised by the cyclists. In order to improving the maintenance level, a squad of cycling reporters has been formed, each of the members carrying a mobile phone with camera to report problems with paving, obstacles etc.

Module 6 - Communication and education: 88%

Several campaigns has been carried out as part of the cycle city project. Before this, communications was also used as a tool in Odense, e.g. in connection with safe routes to schools projects, where pupils were asked about insecure spots of their school way. A website informing about the cycle city project and also enabling comments from citizens has been formed as part of the project. Cycling maps have been printed and distributed to all households in the city, and an electronic cycle route plannes has been installed at the website. Special cycle city magazines have also been distributed. The political involvement in the cycle city projects has been limited - most of it has been managed from the planners' level.

Module 7 - Target groups and partnerships: 75%

Odense has made extra efforts in connection with the national cycle to work campaign. Health assistants visiting private homes have been equipped with new and nicer bicycles. Awards have been given to the most cycle friendly employers.

Module 8 - Complementary activities: 63%

There is no designated policy in Odense to reduce car use, but the bicycle is promoted in order to being an attractive alternative to the motor car. Odense is working with the national board of health with information of children and exercise. There are no specific female or male directed activities, as no major difference between genders in cycling has been found.

Module 9 - Evaluation and effects: 97%

All major projects are subject to evaluation, often also involving a questioning of the users. In several cases pilot projects have been carried out and evaluated, and after that followed up on a larger scale. Odense has 42 permanent counting stations at the road network, where cyclists are also counted. A big cycle barometer positioned at the town hall square reports cycling all year round. Traffic safety is improved based on reports from the police as well as reports from the hospital's casualty department, where all traffic casualties are reported and positioned geographically.

3. Recommendations

The quality plan agreed by the evaluation group comprises the following activities, mentioned in order of priority:

- Formulation of a bicycle policy with visions, targets and an action plan
- Providing information about recreational cycling opportunities.
- Publishing the bicycle infrastructure investment programme on the website
- Going into dialogue with the shopkeepers on cycling provisions.
- Demanding bicycle parking facilities for new housings and other developments.
- Continuing the non-infrastructure activities.
- Creating exercise cycling teams for elderly people.

4. Innovative measures

Green waves
The traffic signals alone one of the major routes to the city centre of Odense have been adjusted to give a green wave at 22 km per hour. A speed measurement device has been installed in order to tell the cyclists at what speed they are actually travelling. This eases them adapting to the optimum speed.

Safe parking
A special bicycle securing system has been developed, enabling the cyclists to lock their bikes to the bicycle racks with the built-in bicycle lock. A wire, hidden under the paving when not in use, is a central part in the system.

Cycling reporters
Odense has built up a squad of cycling reporters. Each of the members are supplied with a mobile phone with camera. Problems on the cycle network with paving, obstacles etc. are immediately reported to the city documented by photos. The reporters are paid for every relevant issue they report.

5. Questionnaire

Module	Score (per cent, per module)	Question	Score (per cent, per question)
1. User needs	**88**	1. How are user needs ascertained?	100
		2. How is data on user needs made accessible?	88
		3. How are user(group)s involved?	75
2. Leadership	**79**	4. Where is the cycling policy prepared and executed?	88
		5. What impact do key individuals (both officials and politicians) have within the political decision-making process concerning cycling?	100
		6. What steering platforms exist (who participates and what subjects are dealt with)?	50
3. Policy on paper	**88**	7. What is the content of the local cycling policy?	88
		8. How is the realisation of actions in the policy plan ensured?	88
4. Means and Personnel	**92**	9. How is the financing of the cycling policy safeguarded?	100
		10. Is finance available to support new initiatives of third parties or innovative projects?	75
		11. What is being done to improve the topic-related knowledge and skills of the staff?	100
5. Infrastructure	**87**	12. What is being done to improve the infrastructure for cycling?	100
		13. How is the maintenance of the cycling infrastructure organised?	100
		14. What is being done to improve the orientation of bicycle users?	88
		15. What is being done to improve bicycle parking?	88
		16. What is being done to prevent bicycle theft and vandalism?	68
		17. What is being done to improve safety for bicycle users?	88
		18. What is being done to optimise the combination of public transport and cycling?	88
		19. What is being done to encourage cycle use through services to bicycle users?	75
6. Communica-tion & Education	**88**	20. How is the cycling policy communicated to decision makers and (potential) actors?	75
		21. What is being done to increase the image of cycling?	88
		22. What initiatives are taken to encourage life long cycle use?	100
		23. What is being done concerning education and cycle training?	88
7. Target groups and partnerships	**75**	24. What is being done to encourage officials to cycle to work?	75
		25. What is being done to promote cycling to work among local employers?	75
		26. What is being done to promote cycling to school?	75
		27. What is being done to promote cycling to leisure sites?	75
		28. What is being done to promote shopping by bike?	75
		29. What measures are taken to promote family biking?	75
8. Complemen-tary activities	**63**	30. What is being done to curb car use?	50
		31. How are the positive health effects from cycling used to support cycling policy?	75
9. Evaluation & Effects	**97**	32. How are the effects of the cycling policy measured?	100
		33. How is the quality of projects and actions safeguarded?	88
		34. How is bicycle use monitored?	100
		35. How does the municipality collect and use safety-related data?	100
Odense policy overall			**84**