

Title

New Cycles

Short description

As part of the overarching CIVITAS MIMOSA project, the New Cycles practice was undertaken in Gdansk, Poland, between 2010-2012. It was part of a project aiming to promote sustainable mobility plans in cities, specifically through the promotion of cycling use. Actions of the New Cycles practice aimed to raise awareness of the population and prompt them to use the bicycle more often as a viable means of alternative and sustainable transport, and not only as a leisure time activity. The actions included the organizing of contests to design new public cycling racks, cycling clothing and accessories and the color scheme of the proposed shared bicycles. Another action involved citizens, who were asked to take part in a photo shoot with their bikes and to also submit their cycling stories and experiences on a dedicated webpage for the program. Findings from surveys conducted by the MIMOSA team showed that citizens' willingness to use the bike as an alternative mode of transportation increased following the practice, the actual quantifiable use and their satisfaction levels with the cycling infrastructure of Gdansk.

Topic

Moving – Active Mobility

Characteristics (type, level)

Local/Regional – Intervention

Country/Countries of implementation

Poland

Aims and Objectives

The measure 'New Cycles' aimed at promoting an urban-style of cycling and the daily use of bicycles as a trendy transport mode in Gdansk. The actions carried out within the measure were mainly related to social communication and promotion of cycling. The idea behind the several activities implemented in the framework of the measure was to convince citizens that cycling can be more than a leisure activity and is a convenient and trendy way of daily commuting.

- To promote cycling as a realistic and advanced way of getting around.
- To bring about new behaviours around cycling in the city by developing and promoting a new generation of a 'city bike' that is more suited to road use than mountain bikes.
- To increase the share of sustainable modes of transport in the modal split.

Target Group

The target groups were cyclists, as well as representatives of creative arts and other members of the public.

Status

Completed

Start and Completion dates

March 2010 to September 2012

Lifestyle and Behavior Change

This project aimed to increase the public's awareness of using bicycles as an actual means of transportation, rather than just a leisure time activity. By creating various promotional campaigns, the practice aimed to increase the number of cyclists in three Polish cities and reduce car use.

Effects on:

Health and Wellbeing	By promoting cycle use around these three cities, the practice could have a direct positive impact on citizen's health, because of their improved physical activity levels.
Vulnerable populations	Information is not available.
Environment	Although the project's report does not directly refer to environmental impacts of the practice, the increased number of cyclists reported during evaluation surveys suggests that fewer car trips were made for transportation. This could potentially have had a positive impact on the urban environment (fewer emissions of pollutants, improvement of air quality).

Initiated and/or implemented by

This practice was part of the overarching EU project CIVITAS MIMOSA, an innovative collaboration among the cities of Bologna (Italy), Funchal (Portugal), Gdansk (Poland), Tallinn (Estonia), and Utrecht (Netherlands). The cities joined forces to "learn how to move better, to live in better cities", by collectively exploring new approaches to sustainable transport and demonstrating new solutions with guidance from scientific and support teams. Through the implementation and evaluation of different activities, the cities worked with their citizens towards a new and innovative concept of urban mobility.

Stakeholders and sectors involved

- The City Hall of Gdansk (Urząd Miejski w Gdańsku) was the main stakeholder by Poland from the MIMOSA project team (leading role, project beneficiary). They were the ones overseeing the implementation of this practice's project in Gdansk.
- The Gdansk City Bike private company/investor– Principal partner
- Gdańsk Bureau for European Capital of Culture 2016 – Principal partner
- Relevant NGOs
- Producers and traders of bicycles and cycling equipment
- Cyclists

Financial support

The CIVITAS MIMOSA project received funding by the EU under the 7th Framework Programme

Evidence-base

Information not available

Main activities

The main activities implemented included:

- 1) The “**Moda na Rower**” (Cycling Fashion) competition, for the best urban style cycling outfit and the best cycling accessories. A jury assessed 20 different projects, and an awarding ceremony was held during the MIMOSA MOBILITY WEEK 2010 event.
- 2) The “**Rowerem do Kultury**” (Cycling towards Culture) was a competition directed to designers and students specialising in visual arts. The objective was to design artistic cycle racks, with a reference to Gdańsk cultural institutions (museums, galleries, libraries).
- 3) The “**Trójmiejski Rower Miejski**” (TriCity Bike) was a competition for the decor scheme of TriCityBike. Sixty-three artists participated in the contest and 80 designs were submitted. The 2 finalist designs were voted for by the citizens of Gdansk via an internet poll.
- 4) The “**Gdanska Moda na Rower**” (Gdansk Cycle Chic) outdoor exhibition. Cyclists were asked to submit photos of themselves while cycling and relevant cycling stories. 15 pictures were selected and displayed in 4 attractive central city outdoor locations. Slogans on the posters included “The bike is a magical vehicle, which makes the world seem more beautiful”. As a solid result of the action, a calendar project was created with pictures of the cyclists. It was distributed as promotional material at important events.

Evaluation

In order to assess the success of a personalised travel planning campaign, an evaluation process was factored in with a before as well as a short and long-term after survey. People were asked for their current travel behaviour and physical activity level before receiving information. This data was compared with information surveyed some months after the campaign.

The follow-up evaluation surveys collected data on people's levels of engagement with active forms of travel after receiving information and personalized travel plans. Reports on distance traveled on foot or by cycling. Calculations were also conducted by the project team on how many car kilometers, GHG-emissions and primary energy consumption were saved by these fewer car trips.

Main results

Willingness to change the frequency of using the bike as a means of sustainable transport:

In 2011, 10.4% more responding inhabitants declared their habit of using the bicycle to be permanent, as compared with the year 2010, which is a desirable trend. Thinking of the next year, an increase in the frequency of using the bicycle as a travelling option in Gdańsk was declared by:

- 9.7% in 2010,
- 19.3 % in 2011

The ascending trend – concerning travelling in the city by bicycle – of about 10% in yearly terms was regarded as favourable.

Bike use frequency compared with other sustainable PT options:

The analysis conducted via questionnaires and surveys compared the outcome obtained through comparable questionnaires in two subsequent years, 2010 and 2011. Interestingly, the growth indicator rose most significantly for the following mobility options:

Cycling – more than double the declared use – from 7.9% to 19.4%

Walking – double the declared use – from 7.7% to 15.5%

Tram – more than one-third increase in the declared use – from 17.7% to 23.8%

With regard to the first two options, an increase in the frequency of using them is anticipated by 100% more inhabitants than in the previous study.

Level of satisfaction with the use of cycleway infrastructure:

The research from September 2010-2011, led by the MIMOSA team as part of the action "Bike Fridays", was conducted at major intersections of the city and concerned cyclists (target group) provided input about their needs regarding cycling. In the last 2 years of the project, about 70% of cyclists have been indicating the two highest satisfaction level ratings (very satisfied and satisfied) as users of the city's cycle paths. Compared with the assessment based on the 2009 research (assessment of and quality of cycling infrastructure, including bicycle paths), there has been an increase of about 7% in the satisfaction level rating given by the users of cycling infrastructure in comparison with the assessment by Gdańsk residents dating from 2009 (61.2%).

Key success factors and barriers

The project report stated various barriers that were met during the different stages of the practice.

Preparatory stage

ORGANIZATIONAL: Organizational problems related to long and demanding recruitment procedures in the City Hall of Gdansk.

INSTITUTIONAL: Impeding administrative structures, procedures and routines which slowed down measure execution. CIVITAS MIMOSA also struggled with the City Hall of Gdansk internal bureaucracy which was present on each step of project implementation.

Implementation stage

CULTURAL BARRIER: Attitudes - in Poland, car ownership is still considered to be a status symbol. The bike, by many people, is not regarded as a means of transport.

CULTURAL BARRIER: Infrastructural approach - the construction of cycle paths is promoted, rather than just cycling. Both decision makers and residents of Gdansk believe that, without cycle paths, it is not possible to get around the city by bike.

SPATIAL BARRIER: Objective factors - the weather and spatial layout of the city - journey lengths make it difficult to travel by bike all year round. Both the climate and the spatial arrangement of the city, which is dominated by long roads, are perceived as inconvenient for bicycle transport development.

Operational stage

FINANCIAL BARRIER: Private Investor - Tri City Bike (rental bike system) encountered unforeseen financial problems with strategic partners that resulted in postponing the opening of Gdansk's hire bikes system.

INHERIT Perspective

The New Cycles project has been included within INHERIT because it allowed citizens to participate in a campaign that promoted engagement with cycling. The aim of the project was to implement a bicycle sharing system in the city of Gdansk after including the population in a design, awareness raising and advertising campaign. Although the shared bike system was not implemented, the citizens were very satisfied with their participation in the campaign and reported using their own bicycles more following the project. This demonstrates the impact that well designed campaigns can promote more sustainable and environmentally friendly behaviors.

More information

Evaluation Report on New Cycles

Scientific Article: Okraszewska, R., Grzelec, K., & Jamroz, K. (2016). Developing a cycling subsystem as part of a sustainable mobility strategy: the case of Gdansk. *Zeszyty Naukowe. Transport/Politechnika Śląska*.

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