

# CHAMP

Cycling Heroes Advancing  
sustainable Mobility Practice

## Cycling measure implementation plan

Promotion of a new bicycle path junction under the Bridge of

P. Vileišis

KAUNAS

[www.champ-cycling.eu](http://www.champ-cycling.eu)

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<b>Deliverable No.</b>	3.1
Title	Cycling measure implementation plan
Work Package	WP3: Implementation
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Status (D: draft; F: final)	F
Date	10/03/2013
Revision History	



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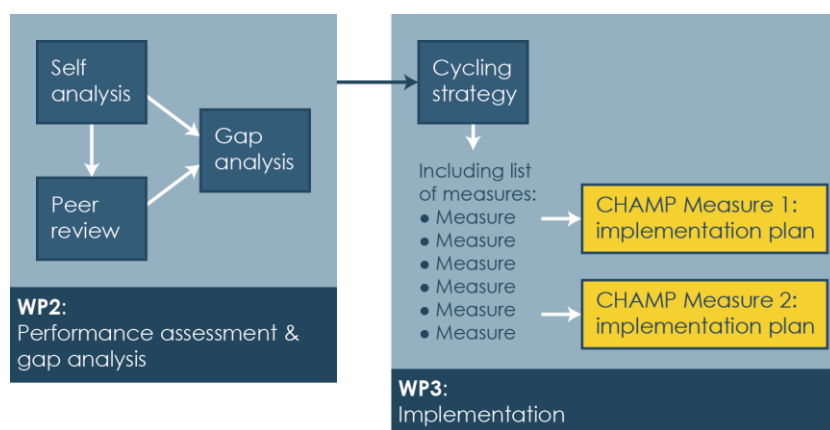
## Context

The CHAMP project brings together six champion cycling cities and one climber city which want to improve their cycling policy and collect new ideas for making cycling more attractive and safer for their citizens.

The focus of CHAMP is the exchange of best practices and lessons learned in leading cycling cities. The purpose is both to improve the cycling strategies in the CHAMP cities and to share the best practices and lessons learned with other European cities to create safer and more attractive conditions for cycling in Europe.

Within the CHAMP project each city will implement two innovative measures. This document is the implementation plan for one of the cycling measures of Kaunas.

The selection of the measures is made on the basis of the cities' cycling strategy. The strategy describes the vision and the focus areas of the city and is based on the results of a peer review and gap analysis made for each city. The purpose of the peer review is to have an outside view on the cycling policy. The outcome of the peer review is a report on the strengths and weaknesses of the reviewed city. The gap analysis is focusing on bridging the gaps regarding policy planning and actions.



## Summary of the cycling measure

### **Promotion of a new bicycle path junction under the Bridge of P.Vileišis**

A new bicycle path junction under the bridge of P.Vileišis will be constructed in Kaunas in 2013. This junction will connect three currently existing bicycle routes and an additional bicycle lane, which is being planned in the near future.

Currently three popular cycle routes have no connection, which makes the existing cycle infrastructure inconvenient and unsafe to use. A new bicycle junction, connecting important cycle routes, will be constructed in order to solve the increasing inconvenience of cycling infrastructure and to encourage people to use existing cycle routes. It will help cyclists to avoid an intensive traffic roundabout, which is a dangerous point for cyclists, thus improving safety.

Citizens will be informed about the new bicycle junction through public information campaigns, as well as local media during and after the project implementation.



## Objectives and targets

The main objective is to encourage more cyclists to use the cycle routes, which will be connected by building a new bicycle junction under the bridge of P. Vileišis that will ensure a safe and comfortable connection of existing separate cycle routes.

The secondary target groups are car commuters, students and car drivers in general.

By the end of the project, the aim is to have:

- increased the number of cyclists along existing cycle routes, which will be connected by building a new cycle junction under the bridge of P. Vileišis, by 5000 cyclists a year.

According to the collected monitoring data (from 2012) of cyclists along existing cycle routes, which will be connected by a new cycle junction, the number of cyclists was almost 50.000 per year. In Lithuania, bicycles are used during the warm season only which is about 180 days per year. It is planned that safer cycling infrastructure and information about a new cycle junction will result in an increased number of cyclists to 10% above the current level (by 5.000 cyclists a year).

The measure concerns measure No 5 defined in the "Cycling Strategy Kaunas" and addresses the following gaps in the gap analysis:

- 3.2. Gap: Promotional activities for cycling are not included in the planning process; and
- 4.2. Gap: The budget does not include promotional activities and budget for promotion is not fixed.



## System impact

The measure aims to inform citizens about a new bicycle junction, which will connect different cycle routes and will help to avoid a dangerous traffic roundabout with the goal to convince cyclists to choose this safe route and encourage car drivers to use bicycles instead of cars as a means of transport.

According to the collected monitoring data (year 2012) of cyclists along existing cycle routes, which will be connected by a new cycle junction, the average number of cyclists was 254 per day. It is planned that safer cycling infrastructure and information about a new cycle junction will result in an increased number of cyclists to 10% above current level (by 25 cyclists a day). The average length of cycle routes, which will be connected to near the centre of the Old Town, is 5 km, so it is estimated that one cyclist who comes from another part of the town and crosses the Old Town makes a 6 km trip one way.

### **Reduced vehicle mileage**

Impact: With a 10 % increase – 25 cyclists a day, two way trip – 12 km.

Travel mode 1:

Number of total two-way trips by cycling per week (5 weekdays only) 125 \* estimated 12 kilometres per two way trip by cycling\*22 weeks per year (cycling season in Lithuania lasts half a year) = 3,000 km.

### **Reduced emissions**

33,000 km\*0.252 kg CO<sub>2</sub> = 8316 tonnes CO<sub>2</sub>

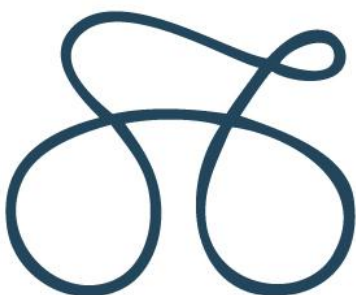
## Target groups

1<sup>st</sup> target group: citizens who use bicycles as a means of transportation.

2<sup>nd</sup> target group: car commuters (the Old Town surroundings)

3<sup>rd</sup> target group: students

4<sup>th</sup> target group: car drivers in general



## Activities

1. Two billboards will be installed at the beginning of the cycle lane under the bridge of P.Vileišis. There will be information about the project, duration, developer, main technical details and source of funding. This activity is directly linked to citizens, car commuters, car drivers in general and cyclists. People passing in cars and on a bicycle will be able to see and read all this information.

2. Citizens will be informed about the progress of the construction works through the media (local newspapers, cyclists' websites, official website of Kaunas city municipality [www.kaunas.lt](http://www.kaunas.lt)).

3. Three articles presenting information on the new cycle junction will be publicised in the city newspaper. This activity will be directly linked to everybody.

4. 2000 leaflets will be prepared and published in the year 2013.

Leaflets will be distributed through parishes and community centres, bicycle repair shops, petrol stations, student housing at universities and colleges, cyclists' events and actions. The leaflets will include information about the new cycle junction (technical details about the cycle junction, source of funding) as well as information about the renewed website (measure 2). This activity will be directly linked to all target groups.

5. By the end of the year 2013, the project will be implemented completely and the final project report will be prepared. The summary of the report presenting the achieved results of the project will be published in the city newspaper.

6. Monitoring and evaluation. According to the collected monitoring data (year 2012) of cyclists along existing cycle routes, which will be connected by a new cycle junction, the average number of cyclists was 254 per day. It is planned that safer cycling infrastructure and information about a new cycle junction will result in an increased number of cyclists to 10% above current level (by 25 cyclists a day). Time for evaluation: October 2013.





## Time plan

Action	Time
1. Installation of billboards	January, 2013
2-3. Publishing of 3 articles (website and daily newspaper)	February – October, 2013
4. Preparation and distribution of leaflets	August – October, 2013
5. Preparation and publicity of final project report in the daily newspaper	October, 2013
6. Monitoring and evaluation	October, 2013

Duration of the project: December, 2012 - October, 2013.

## Stakeholder involvement<sup>1</sup>

Stakeholder	Reason for involvement	Timing for involvement	Level of involvement	Means of involvement
Lithuanian Cyclists' Community (LCC)	Represents the interests of cyclists	After building the new bicycle junction	Promoting a new bicycling junction during cyclist meetings, communicating through web sites, forums	Agreement of associate activities between the Municipality and LCC to realise a new website, to organise meetings of cyclists
Kaunas Municipality Working group for cycling policy	Implements cycling policy, city council could approve solutions of this working	During project implementation	Kaunas city municipality will be responsible for implementing the project.	Meetings with all target groups of interest, providing information via



<sup>1</sup> For detailed guidance on stakeholder involvement, see the presentation given at the Burgos meeting, as well as the CIVITAS toolkit, which can be downloaded from [http://www.civitas.eu/docs\\_internal/723/Brochure\\_STAKEHOLDER\\_CONSULTATION\\_web.pdf](http://www.civitas.eu/docs_internal/723/Brochure_STAKEHOLDER_CONSULTATION_web.pdf)

Stakeholder	Reason for involvement	Timing for involvement	Level of involvement	Means of involvement
	group.		Observing the implementation period, spreading the information, promoting a new cycling junction, paying and advice on the project implementation.	municipality website, local media resources.
Parishes and Community centres (especially parish of Kaunas city central part)	Have existing channels among local residents who are interested in positive infrastructural changes	During the project implementation period and after	Promoting a new cycling junction	Hand out leaflets, spread the information during the permanent meetings with citizens of the parishes.
Bicycle repair shops, students housing at universities and colleges	Bicycle repair shops are interested in possible clients, Universities and colleges are interested in minimising use of cars in the territory of campus	After building the new bicycle junction	Promoting a new cycling junction and use of bicycles as a mean of transportation	To have more clients, to minimise number of cars in the territory of campus



## Budget

27000 LTL (7800 EUR) is allocated only in Kaunas Municipal budget for publicity of the project. The exact budget consists of: 8700 LTL (2559 EUR) for billboards, 5000 LTL (1470 EUR) for leaflets, 3000 LTL (882 EUR) for articles in newspapers, 10300 LTL (3030 EUR) for others publicity measures.

## Organisation

- Project Director will lead and coordinate, will lead implementation process, will control steps according to the implementation time plan, will lead project team;
- Project Manager will prepare technical specifications for the public procurement concerning publicity activities, will organise public tender procedures, will prepare contract draft, will participate in assessing the proposals received, will supervise the activities of the company chosen as the service provider, will prepare the text for press releases;
- Project team will be appointed by the decree of the city administration director; there will be representatives from Environmental protection, Transport & traffic planning, City Economy, Urban planning and Accountancy divisions;
- The role of the Steering committee will be done by the Kaunas Municipality Working Group for cycling policy. Project Manager will report to Steering committee regularly;
- The Reference group will consist of representatives from Lithuanian Cyclists' Community and other nongovernmental organisations, which represent cyclist communities in the city.



## Risk analysis

No	Risk	Proba- bility	Conse- quences	Preventive measures/counter measures
1	Low interest of citizens	medium	high	media, local daily paper, all possible websites,
2	Low interest of students	medium	high	Leaflets at the students housing at universities and colleges
3	Low interest of car drivers	medium	high	Leaflets at petrol stations, in main crossroads, car parking places
4	Low interest of car commuters	medium	high	Leaflets in the, working premises, car parking places, petrol stations, shops, restaurants, canteens of the Old Town surroundings
5	Stopped financing from EU for the construction of new bicycle junction	low	high	Necessary documents needed for the project implementation ready in time, allocated extra money in the city budget in case the financing from EU will be stopped
6	Political changes	low	high	A decision has already been made in the Kaunas city council to implement this project and this decision concerns commitments of any other Kaunas council (the same or another one after political changes)



## Appendix 1 – Communication and PR plan for this measure<sup>2</sup>

Target group	Measure objective	Key message	Communication tools and channels
Citizens who use bicycles as a means of transportation	Convince them to use the new cycling junction as a safe connection of existing cycle routes	Cycling to the City centre became more safe and easy	Hand out leaflets in the streets, through parishes and community centres during public events, cyclists' websites, and bicycle shops. Billboards near a new cycling lane.
Car commuters (the Old Town surroundings)	Inform car commuters to use the bicycle as a safe and healthy means of transport, avoid car parking problems in the Old Town, reduce travelling time to get to and out the Old Town	Quick, comfortable, safe and healthy way to reach work premises located in the Old Town surroundings, no car parking problems and bottlenecks in the Old Town during the peak hours	Hand out leaflets at work premises, car parking places located in the Old town surroundings. Billboards near a new cycling lane
Students	Inform students and	Quick and healthy way	Hand out leaflets at the



<sup>2</sup> See also the CIVITAS toolkit 'Reaching the Citizen: Toolkit on Effective Communications and Marketing', which can be downloaded from [http://www.civitas.eu/docs\\_internal/723/Brochure Toolkit on Marketing\\_FINAL4print\\_20110913.pdf](http://www.civitas.eu/docs_internal/723/Brochure_Toolkit_on_Marketing_FINAL4print_20110913.pdf)

	encourage them to use bicycle as a safe and healthy mean of transport	to reach premises of Universities and schools located in the Old Town and City Centre	students housing at Universities, high schools, students community events. Billboards near a new cycling lane
Car drivers in general	Encourage car drivers to choose the bicycle as a means of transportation	Safe, healthy and cheaper way to reach City centre	Hand out leaflets at gasoline stations, car parks, the main crossroads, community events.



Target group	Measure objective	Key message	Communication tools and channels	Timing
Citizens	Inform a target group via local media, Kaunas city municipal website and other websites (Tourism information centre (TIC), LCC) on a new cycling infrastructure	Cyclists safety is improving in the city	Municipal public relations division, LCC, TIC	During implementation 3 articles in the beginning, the middle and the end of the project implementation. Extra stories about the car commuters, who changed their habits or new cyclists in website and daily newspaper.
Cyclists community	Inform Lithuanian Cyclists' Community about a new infrastructure	Cycling network is developing, cycling safety is increasing	Municipal public relations division (website), a daily paper  Lithuanian Cyclists' Community (website)	3 articles (February-October, 2013)
Car commuters	Encourage car commuters to use bicycle instead of a car	A comfortable, quick, safe, and healthy way to reach the city centre	Billboards, leaflets, websites	Billboards (January, 2013), leaflets (August-October 2013)
Car driver	Encourage car	A comfortable	Municipal public	Leaflets (August-



s in general	commuters to use bicycle instead of a car, which helps to save money and time, to avoid traffic jams in rush hours	e, quick, safe, and healthy way to reach the city centre	relations division (website), a daily paper, billboards, leaflets, websites	October 2013), 3 articles (February-October, 2013), billboards (January, 2013)
Students	Encourage use of bicycle, which helps to save money and time	A comfortable, quick, safe, healthy way to reach the city centre and the Universities and Colleges located in that part of the city	Municipal public relations division (website), a daily paper, billboards, leaflets, websites of Universities and Colleges	Leaflets (August-October 2013), 3 articles (February-October, 2013)





## Appendix 2 – Monitoring and Evaluation plan for this measure

### Define indicators

Below the indicators for every objective and target of the measure are defined.

Objective	Target	Indicator
Increase the number of cyclists along the existing cycle routes, which will be safely connected	10 % more citizens cyclists by the end of the project (Sept 2014).	Number of cyclists on a specific cycle routes
Increase awareness of safe cycling infrastructure in Kaunas	At least 3 articles in the local media during the project	Number of articles in the media
Increased support of citizens for improvements of cycling infrastructure in Kaunas	70% of citizens are satisfied with the implemented measure	Number of satisfied cyclist according to the website survey

### Define data collecting methods

Data collecting method	Indicator	Targeted sample/No. of responses	Timing
Counted number of cyclists	Number of cyclists on specific cycle routes	Counting will be carried out during 2 days a month (work day and weekend day)	May 2012, Sep-Oct 2013 and Sep-Oct 2014
Collected data of media attention	Number of articles in media	3 articles / events with media attention	Continuous
Web survey about citizens satisfaction on <a href="http://www.kaunas.lt">www.kaunas.lt</a>	Number of respondents	100 % sample	2013 October

