

CHAMP

Cycling Heroes Advancing
sustainable Mobility Practice

Cycling measure implementation plan
Development and realisation of an information
tool on cycling

Kaunas

www.champ-cycling.eu

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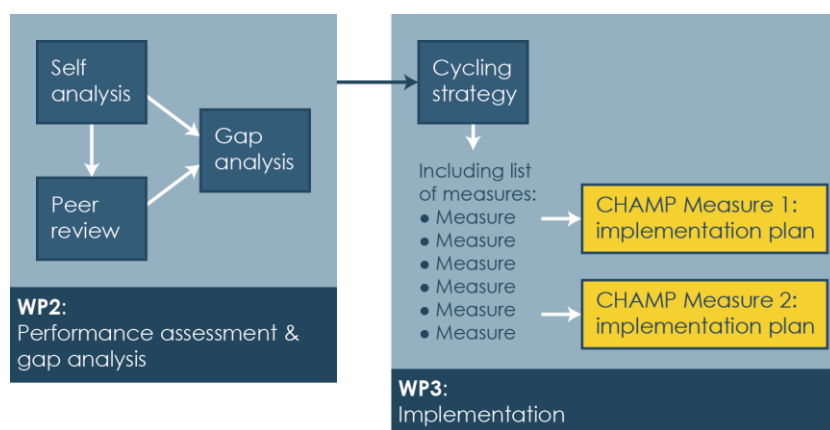
Context

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

The Lithuanian Cyclists' Community officially represents cyclists' interests across the country. Kaunas City Municipality collaborates with Lithuanian Cyclists' Community in order to solve cyclists' problems and promote cycling.

The Community owns an old and difficult to manage website, which provides information about cycling in Kaunas and the country in general.

In order to promote cycling in the city, the measure aims to: develop and realise the information tool on cycling - to create a new website with a modern innovative content management instrument that allows permanent updating the content of the website; provides targeted information to Kaunas cyclists and visitors.



Objectives and targets

The main objective is to provide all information on cycling in order to help creating an urban cycling culture in Kaunas. The target is to develop the new Lithuanian Cyclists' Community website with a modern innovative content management instrument. The new website will provide information to cyclists and visitors of Kaunas city:

- updated map of paths network in Kaunas;
- information for cyclists about conditions on cycling paths in Kaunas;
- strategic documents approved by the City Council and City administration in Kaunas;
- information on the work in progress for the bicycle lanes;
- information about thefts and innovative measures of protection in Kaunas;
- information about actions of the municipality and stakeholders concerning the campaigns and other events in Kaunas;
- contact points and other useful information about cycling in Kaunas.

By the end of the project:

- Increase cycling across Kaunas city by a relative 1% above the current level;
- Increase satisfaction with the website to 70%.
- Increase cyclists' satisfaction with the cities level of information on cycling.

Linking to the gap analysis, this measure addresses promotion and information of cycling. Existing and potential cyclists will be able to access actual information about the possibilities to cycle in the city through new information tool.

The measure concerns measure No. 4 defined in the "Cycling Strategy Kaunas" and solves 8.1. Gap: Lack of detailed information about cycling policy in the city and a regularly updated map of bike routes.



System impact

According to the collected monitoring data (year 2012) of cyclists along main cycling routes in Kaunas, the average number of cyclists was 2152 per day. The target is to increase the number of cyclists by 1% above the current level. It is estimated that one cyclist makes 6km trip one way.

Reduced vehicle mileage:

Impact: with 1% increase – 22 cyclists a day, two way trip – 12 km.

Travel mode 1:

Number of total two-way trips by cycling per week (5 weekdays only) 110 * estimated 12 kilometers per two way trip by cycling*22 weeks per year (cycling season in Lithuania lasts half a year) = 29,040 km.

Reduced emission:

29,040 km*0.252 kg= 7318.08 tones CO₂

Target groups

The main target groups: citizens who practice cycling, members of Lithuanian Cyclists' Community, visitors of Kaunas city, hotels and campsites, new cyclists.

Activities

1. Signing the agreement of associate activities between Kaunas municipal administration and Lithuanian Cyclists' Community to realize a new website,
2. Preparation of the public procurement documents, providing public procurement and tender procedures to obtain services of realization a new website with modern innovative content management instrument. Public meetings with representatives of Lithuanian Cyclists' Community and local users in order to know their needs and expectations regarding website content.
3. Realisation of the information tool on cycling. Best practice in the form of an example from the city of Gent in Belgium (<http://gentfietst.be/>) will be used. Collecting the information that will be uploaded on the website: maps of cycle routes in Kaunas and surroundings, main news on cycling infrastructure development in Kaunas city (information about a new cycling junction, Measure 1), general policy on cycling in Kaunas, cyclists' events. English version of the page will also be added.



4. Promotion of the new website. Distribution of information about the website through local media, Kaunas city (www.kaunas.lt) and other websites (in public transport stops of Kaunas), cyclists' events and information campaigns, leaflets shared at bicycle repair shops, hotels, campsites, petrol stations, student housing and shops

5. Evaluate campaign. Online survey on the website to get visitors opinion/satisfaction about the new information tool on cycling and to measure the number of visitors, that changed their travel habits.

6. Possibility to publish needed informational materials (leaflets, maps) based on the website for those who concerns.

Time plan

Duration of the project: January 2013 – December 2013

	2013											
	1	2	3	4	5	6	7	8	9	10	11	12
1												
2												
3												
4												
5												
6												



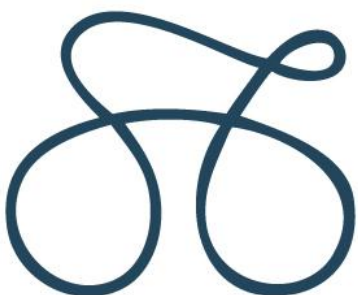
Stakeholder involvement¹

Stakeholder	Reason for involvement	Timing for involvement	Level of involvement	Means of involvement
Lithuanian Cyclists' Community	Lithuanian Cyclists' Community administers the website and may share the experience and represent the needs of cyclists.	Development phase of the project and after project implementation	Providing advice on website structure and contents, coordinating the implementation process of this cycling measure; updating website after the cycling measure is implemented	Meetings, data exchange
Kaunas municipality Working group for cycling policy	The role of Steering committee	During project implementation	Project Manager will report to Steering committee regularly	Workgroup meetings, emails, discussions
Tourist Information Centre	Have experience and may give advice what	Planning phase, before launching the website, website and marketing	Providing advice regarding content of the website	Meetings, emails



¹ 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

	information tourists expect to find on the website	after		
Hotels, campsites	To promote new website with information about cycling in Kaunas	After launching the website	Advising about needs of visitors to know about cycling in Kaunas	Meetings with association of hotels and campsites
Website users	Help determine the user needs for information and services	Planning phase	Providing information on users needs	Online survey
Website visitors (current and potential cyclists)	Need information on cycling in Kaunas	After project implementation	Feedback on renewed website	Online survey



Budget

KIND OF RESOURCES	EURO
Total	7130
Preparation of documents for the public procurement, supervising of the agreement with the vendors, providing data for website updating, communication measures - employees of municipality	3630 (CHAMP, working hours)
Realisation (providing content) of a new information tool on cycling with modern innovative content management instrument - Service providers /Vendors	2500 (CHAMP, local promotion activities) 1000 (Kaunas city budget)

Organisation

- Project Director will lead and coordinate, will lead implementation process, will control steps according implementation time plan, will lead project team;
- Project Manager together with Lithuanian Cyclists' Community will prepare technical specifications for the public procurement, will organise public tender procedures, will prepare contract draft, will participate assessing the proposals received, will supervise the activities of the company chosen as the service provider;
- Project team will be appointed by the decree of city administration director; there will be representatives from Environmental protection, Transport & traffic planning, City Economy, Urban planning and Accountancy divisions, Lithuanian Cyclists' Community;
- 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 role of the Reference group will be played by the CHAMP project working group;



Risk analysis

No	Risk	Proba- bility	Conse- quences	Preventive measures/counter measures
1	No service providers	low	high	Invite more reputable companies to participate in the public tender
2	Out of date information, not in time updated information	low	high	Kaunas municipality Environmental protection, Transport & traffic planning divisions and Lithuanian Cyclists' Community will regularly publish information; supervise the content of the website.



Appendix 1 – Communication and PR plan for this measure²

Target group	Measure objective	Key message	Communication tools and channels
Citizens who practice cycling	Provide cyclists with information on cycling in Kaunas, actions, events and other actual cycling news	Visit a new website which provides information on cycling in Kaunas – now it is much easier to enjoy cycling in the City	Local media, Kaunas city and other websites, cyclists' events and informational campaigns, leaflets distributed through municipality and parishes, Tourism Information Centre
Members of Lithuanian Cyclists' Community	Discuss and give advice to promote cycling	How can we help each other make cycling safe and more attractive	Meetings
New cyclists	Increase cycling across Kaunas city	Cycling becomes a daily means of transportation - it is safe, healthy and attractive, saves money and time	Promotion events: - Kaunas cyclists' parade (27 th of April, 21 st of September); - European Mobility



² 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)

			<p>Week;</p> <p>- EU campaign "In town without my car";</p> <p>- European Cycling Challenge 2013.</p> <p>Press releases</p>
Visitors (tourists)	Provide information about cycling routes and places of interest in Kaunas	Explore Kaunas city by bike	Websites, leaflets and route maps, distributed in hotels, campsites and Tourism Information Centre
Hotels, campsites	Provide information to city guests about the cycling opportunities and cycling routes	Explore Kaunas city by bike in your free time, have fun and pleasure	Websites of the associations of hotels, campsites, websites of the hotels and campsites in Kaunas city, leaflets and cycling route maps in the reception of the hotels and campsites.



PR

Target group	Measure objective	Key message	Communication tools and channels	Timing
Citizens who practice cycling	To increase cycling in Kaunas city, to provide cyclists with information via a new information tool	New information tool on cycling in Kaunas city	Municipal Public Relations Division, Lithuanian Cyclists' Community (LCC)	A few messages/articles in Kaunas city municipal website before, in the beginning, the middle and the end of the implementation of that measure. In the end of 2013 (November-December) - one article in Kaunas daily paper
New cyclists	To increase cycling in Kaunas as well as a number of cyclists	Information about cycling is more informative and encouraging	Municipal Public Relations Division, Lithuanian Cyclists' Community	A few messages/articles in Kaunas city municipal website, 2013 November-December - one article in Kaunas daily paper.
Visitors (tourists)	To make Kaunas city attractive by cycling, providing one step information on cycling	There is infrastructure and information tool for cycling in Kaunas city	TIC (Tourism Information Centre), Lithuanian Cyclists' Community	Messages in websites - of Kaunas city, Lithuanian Cyclists' Community, TIC. Leaflets in TIC, bicycle repair centres, hotels and campsites



				(November-December, 2013)
Lithuanian Cyclists' Community	To spread information on cycling in more convenient and attractive way	Use a new information tool on cycling in Kaunas city	Municipal Public Relations Division, Lithuanian Cyclists' Community, meetings with members of LCC before implementation to set up requirements for the website and later during the implementation	Meetings with members of LCC (March-October 2013) Message in Kaunas city municipal, LCC websites (November-December of 2013).



Appendix 2 – Monitoring and Evaluation plan for this measure

Define indicators

Objective	Target	Indicator
Increase cycling across Kaunas city	1 % more cyclists in Kaunas	Number of cyclists on main cycling routes in Kaunas
Increase satisfaction with a renewed website	70 % satisfied users	Number of visitors satisfied with the renewed website (survey data)
Promote new information tool on cycling and cycling in general.	At least 3 articles in the local media during the project	Number of articles in the media

Define data collecting methods

Data collecting method	Indicator	Targeted sample/No. of responses	Timing
Manually counting	Number of cyclists on main cycle routes across Kaunas city	100% sample	Counting will be carried out Sep-Oct 2013 and Sep-Oct 2014
Online survey	Level of satisfaction with updated website	70 % satisfied website users	May-June 2014

