

# CHAMP

Cycling Heroes Advancing  
sustainable Mobility Practice

## Cycling strategy Kaunas

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

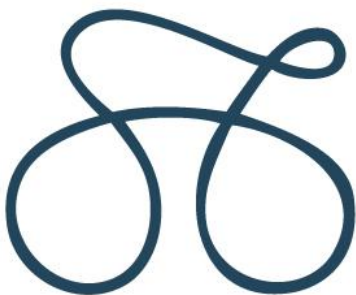
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## Context

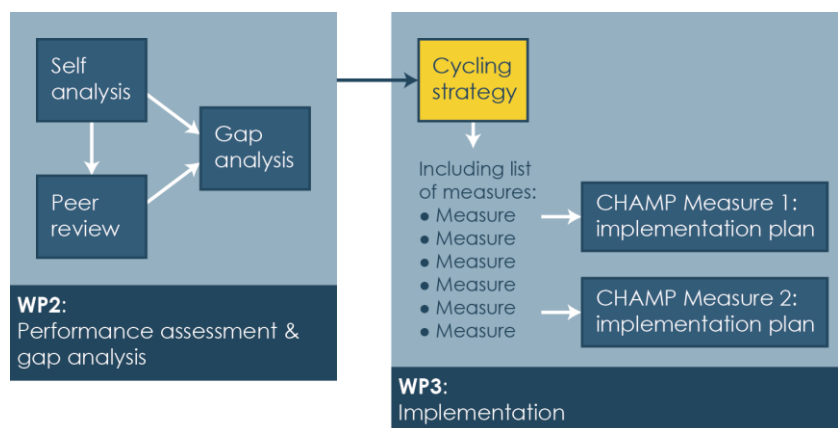
The CHAMP project brings together 6 champion cycling cities and one climber city which want to improve their cycling policy and collect new ideas for making cycling more attractive and safer for their citizens.

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

Within the CHAMP project, a self analysis and a peer review of each city has been carried out. 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. After the peer review, a gap analysis was made for each city. The gap analysis combines the findings of a self-analysis questionnaire which all cities completed themselves, and the findings of the peer review. The gap analysis focuses on 5 elements of policy planning, and 5 elements on actions to take.

This strategy describes the vision and the prioritised measures of Kaunas city, based on findings of the peer review and the gap analysis.

Within the CHAMP project each city will implement two innovative measures. The selection of the measures is made on the basis of this cycling strategy.



## Vision and targets

The city of Kaunas aims to promote cycling as a transport mode, improve infrastructure for cycling and to change the direction of cycle paths, so instead of just serving recreation areas, as they do at the moment, they will also link economic centres to residential areas. The Sustainable Urban Mobility Plan (SUMP) should be based on a financial plan and, alongside infrastructural measures, it should also include complementary actions to curb car use and the promotion of sustainable transport. It should be fast, comfortable and secure to travel by bike during spring, summer, autumn and some months of winter in all parts of the city.

The target is to increase the number of bicycle trips made in the city, as a percentage of total trips, from 2% to 4% during the period of the CHAMP-project, 2011-2014.

The strategy was developed by public servants from the Strategic Planning, Environmental Protection and Transport & Traffic Planning divisions of Kaunas city municipality administration, with assistance from the City Economy and Urban Planning divisions who were also responsible for some of the measures.

The cycling strategy is related to the Master plan of the city, which will be adopted in 2013, and the Public Transport long term development strategy that was developed in 2012. The cycling strategy is also related to the action plan for the city infrastructure that is developed for every budget year by the administration.



## Focus areas

### 1. User Needs

**1.1. Gap: Insufficient interactions with commercial parties for cycling promotion.**

**Response:** To organize meetings with representatives from commercial parties, such as the Chamber of Commerce of Kaunas and the Industrialist Association of Kaunas. They will be invited to regular meetings of the Kaunas municipality working group for cycling policy.

### 2. Coordination & organisation

**2.1. Gap: Lack of urban planners' participation on the planned cycling infrastructure in the city; lack of traffic engineer responsible for cycling in transport & traffic planning division.**

**Response:** New regulations approved by the state mean that bicycle infrastructure requirements have become an integral part of the city urban planning process. Civil servants from the Urban Planning division will be invited to join the Kaunas municipality working group for cycling policy.

**2.2. Gap: More active involvement of new politicians into cycling after elections.**

**Response:** To represent cycling strategy, implemented and planned measures will be outlined to new elected members of the City council when bicycle projects take place in the city.

**2.3. Gap: There is no one specific department/division in Kaunas city municipality which will be responsible for cycling policy or implementation of all necessary measures to improve the present situation.**

**Response:** The Administration will suggest to politicians the changes that would be required in the Kaunas city administration structure.

### 3. Cycling Plans

**3.1. Gap: The city does not have a Sustainable Urban Mobility Plan (SUMP).**

**Response:** The Administration will explore the possibility of using financial sources from EU funded projects to initiate and



complete the city's SUMP, and also include the key features of urban mobility planning in the Master plan of the city.

**3.2. Gap: Promotional activities for cycling are not included in the planning process**

**Response:** The Environmental Protection division will prepare Kaunas city cycling development program for 2013 year, which will include also promotional elements. The implemented measure – “development and realization of website” will include promotional activities during the budget year.

## 4. Financing

**4.1. Gap: Cycling is mainly financed by the environmental protection department.**

**Response:** In the period for 2007-2013, Kaunas city municipality administration is using EU structural financial support to finance development of the cycling infrastructure in the city. During the 2012-2013 period, Kaunas city municipality administration will implement two projects for cycling.

**4.2. Gap: The budget does not include promotional activities and budget for promotion is not fixed**

**Response:** Kaunas city municipality will look for the opportunity to finance promotional activities from the city budget as well as the budget of EU structural financial support.

**4.3. Gap: Weak link between sustainable transport and financial plans.**

**Response:** Completion of the SUMP and complementary measures is based on the real annual city budget and resources from EU structural financial support.

## 5. Evaluation

**5.1. Gap: Data about cycling indicators is not collected in a central data base.**

**Response:** The city administration will propose to give responsibility for collecting cycling indicators to the Transport & Traffic Planning or Environmental Protection division (possibly on a monthly basis. This will include information from different departments, such as the police, Safe Traffic School about road cyclists who are injured or killed, thefts, etc.



## 6. Infrastructure & Safety

**6.1. Gap:** *Most cycling paths are located in recreational areas (parks, river banks) making them less suitable for daily use.*

**Response:** In the new city Master plan there are plans to connect residential neighbourhoods with economic centres of the city. Two technical plans, leading from residential areas to city centre of Kaunas, are currently under preparation and one of them will be realised in 2013.

**6.2. Gap:** *Majority of main roads are not equipped with cycling provisions, forcing the cyclists to choose between cycling on the pavement or next to motorised traffic.*

**Response:** As part of the new regulations for planning to renovate streets, there are complementary requirements requiring architects to plan cycling paths, to segregate cycling lanes as alternatives for busy roads and make a more cycle-friendly environment with reduced car speeds, car-free areas and one-way streets that are accessible for cyclists in both directions.

## 7. Availability of the bicycle

**7.1. Gap:** *Bicycle parking is provided at a number of places, but not on a structural basis, shelters are not considered.*

**Response:** Parking places are taken account of in the new master plan of the city as well as parking shelters in the public transport nodes of the suburbs in the long term development strategy for Public Transport.

**7.2. Gap:** *Rental points for bicycles operate only during summer and are mainly aimed at tourists. Theft is still considered a problem.*

**Response:** The Administration will promote the support the private initiatives to provide this kind of service, on the basis of public private partnership. The police will also explore new and innovative security forms to prevent bicycle thefts.

**7.3. Gap:** *Possibility of taking bikes on Public Transport.*

**Response:** This measure is already starting to be implemented on public transport in Kaunas. There are already 5 buses that could carry bikes on the outside of the bus. The same suggestions are detailed in the long term development strategy





for Public Transport that will be approved by Kaunas city council in 2012.

## 8. Information & Education

### **8.1. Gap: Lack of detailed information about cycling policy in the city or consistently updated map of bike routes.**

**Response:** During implementation of the CHAMP project the new website will be developed, where detailed information will be provided, as well as other strategic documents on cycling. Also new innovative measures will be developed that allow cyclists to find the nearest bike route and to plan your trip from point A to point B on a mobile phone. A printed map of Kaunas bike routes will be available in public transport vehicles and municipality offices round the city.

### **8.2. Gap: Incomplete involvement of children and parents (car users) to education process**

**Response:** The Administration will use EU structural financial support to finance education lessons provided by Safe Traffic School, targeted to children under 14 and parents in order to encourage more cycle-friendly attitudes.

### **8.3. Gap: Not effective good practice being demonstrated from the employees of city administration**

**Response:** Currently only 20 employees out of 700 of Kaunas city municipality use a bike for trips to the offices, which are situated in the city centre. The Environmental Protection division will organize a campaign during European Mobility Week "In Town without My Car" to promote use of the bike instead of a car by the employees of the municipality. It could be as example for other citizens, who need to reach offices in the city centre for work.

## 9. Promotion & Partnerships

### **9.1. Gap: Up to now safety campaigns, information provision and cycling training are focusing on how to cycle safely and how to avoid accidents, rather than promoting cycling as a mean of transport.**

**Response:** It is anticipated that "soft" projects will be developed with financial support from the EU to focus on promoting cycling as a mean of transport and giving information to people on using bikes. A variety of messages and channels will be used for promotional campaigns. The Kaunas city municipality administration will organise a campaign to be shown on the



screens of public transport stops and inside buses and trolleybuses targeting curbing car use in the city. The Environmental Protection division and public enterprise will organise the Parade of Kaunas cyclists two times a year.

**9.2. Gap: Students as a target group have not been identified.**

**Response:** The Administration, together with stakeholders, will organise promotional campaigns for students, as they can be easily targeted as they do not have fixed mobility patterns.

## 10. Complementary actions

**10.1. Gap: The mobility policy of the city is car-oriented, without strict speed limitations for cars.**

**Response:** There are a lot of different and separate actions on cycling policy being implemented in the city, but there is no one concrete document focused on all strategic as well as complementary actions. The SUMP, together with the Master plan of the city, will be the documents that contain the inside vision, targets and measures for development and realization of sustainable oriented transport policy, where cycling as a mean of transport plays a more important role in the city.



## Measures

### **Measure 1 – well developed and safe infrastructure**

To renovate the old and create new well developed and safe infrastructure for cyclists:

- to prepare technical projects for street renovation with complementary actions for cyclists – path improvement measures or the construction of new paths for cyclists with speed limitation for cars, cycling provisions, off-road segregated cycling lanes, etc.
- to construct bike path junctions and connect them into integrated cycling paths network;
- to change path directions in the city, which currently mostly lead to recreation areas, linking all important residential and economic centres for daily use;
- to paint on-street cycle lanes, to mark the paths;
- to maintain bike paths, keeping them clean all year round.

The measure will fill the gaps identified in “6. Infrastructure & Safety”.

*The objectives are as follows:*

- to keep established old infrastructure in “good” condition and develop a new high standard infrastructure for bike paths;
- to increase the number of cyclists;
- to promote the bike as a mean of transport.

*Timeframe*  
2012-2015

*Cost*  
1.100.000 EUR (city budget, EU structural financial support) for 2012-2013 year

*Responsible*  
Mainly the Environmental Protection division, also City Economy division, Transport and Traffic Regulation division

*Follow-up*  
Better infrastructure for cyclists, more attractive for citizens and tourists, healthier community, cycle-friendly environment



### **Measure 2- approve Sustainable Transport Plan**

The Sustainable Transport Plan will integrate all modes of transport. The Plan and its measures will be focused on the reduction of car use and promoting sustainable transport in the city. It will be used for completing the SUMP of the city.

The measure will fill the gaps identified in "3. Cycling plans" and "10. Complementary actions".

#### *System impact/Objective*

To curb car use and promote sustainable transport with the main aim of environmental and health benefits.

#### *Timeframe*

2013

#### *Cost*

Plan prepared, will be approved by Kaunas city council in 2013

#### *Responsible*

Environmental Protection division, Transport and Traffic Planning division

#### *Follow-up*

Approved Sustainable Transport Plan to be allocated finance resources for implementation. It also will be used for completing the SUMP of the city.

### **Measure 3 - Analysis of the number of cyclists on the paths**

The travel survey was completed in the spring of 2012 by students. Observation was done on the 6 cycling paths of the city. The survey will be repeated every year during implementation of the CHAMP project. The results from the surveys will have a more in-depth and regular analysis. The results of surveys will help to analyse the present situation and make more tangible actions on developing cycling policy.

The measure will fill the gaps identified in "5. Evaluation", "8. Information and education".

#### *System impact/Objective*

To evaluate the effects of the realised measures and actions that were implemented by the municipality.

#### *Timeframe*

2013-2014

#### *Cost*

10,000 EUR

#### *Responsible*



Environmental Protection division, Transport and Traffic Planning division

*Follow-up*

The number of cyclists will be evaluated every year and therefore the city will build a record of the changes in the number of cyclists over time. Thus dynamic analysis may be undertaken such that the actions in developing cycling policy being taken by the municipality will be more accurate.

**Measure 4 – development and realization of website containing information for cyclists**

In order to promote cycling in the city a new innovative tool will be developed and realised. Convenient and effective management tools will be installed that allow easy use and updating processes. It is anticipated that content will include:

- updated map of *paths network*;
- information for cyclists about conditions on the cycling paths;
- *strategic documents approved by the city council and city administration*;
- *information about thefts and innovative measures of protection*;
- *information about municipality and stakeholders campaigns*;
- *other useful cyclist information*.

The measure will fill the gaps identified in “8. Information and education”.

*System impact/Objective*

*To promote cycling and to increase the number of cyclists in the city.*

*Timeframe*

2012-2013

*Cost*

3000 EUR

*Responsible*

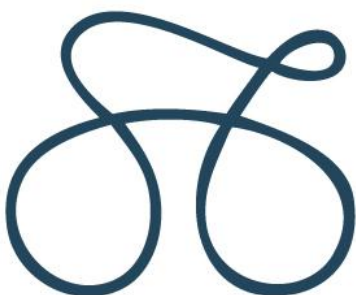
Environmental Protection division

*Follow-up*

Update with the new information and increased number of cyclists.

**Measure 5 – development and realization of mobile trip planner**

Convenient and effective tools will be developed for the mobile phone, allowing cyclists to find the nearest bike route and to plan their trip from point A to point B on a mobile phone. Professors from the University of Technology will be invited to formulate topics for IT faculty students and make the



development of an application for mobile phones a part of a bachelor degree subject.

The measure will fill the gaps identified in "8. Information and education", "9. Promotion & partnership".

*System impact/Objective*

The main objective is promoting cycling paths of the city and to increase the number of cyclists making the environment healthier and mobile.

*Timeframe*

2013

*Cost*

0 EUR

*Responsible*

Investment and Strategic Planning division, Transport and Traffic Planning division

*Follow-up*

Targeted on youth and students, increased number of cyclists.

**Measure 6 – printing and distribution of Kaunas bike routes map**

Updated map with full-scale explanation of every path will be developed, printed and distributed in the city. Printed map will be available in public transport vehicles and municipality offices around the city.

The measure will fill the gaps identified in "8. Information and education".

*System impact/Objective*

To promote Kaunas bike paths network to citizens, promote cycling and to increase the number of cyclists in the city.

*Timeframe*

2012-2013

*Cost*

4000 EUR

*Responsible*

Environmental Protection division

*Follow-up*

Distributed maps for citizens and visitors to the city.

**Measure 7 - education course to children under 14 and parents**

Lessons will be provided by Safe Traffic School and targeted to children under 14 that use cycling as a means to reach school. Parents will be involved as well, targeted to car users, who use



a car to reach schools and offices every morning.

The measure will fill the gaps identified in "8. Information and education".

*System impact/Objective*

Course impacts behaviour of the children and will try to change mobility patterns of the parents, will effect health and traffic safety.

*Timeframe*

2012-2013

*Cost*

4000 EUR

*Responsible*

Investment and Strategic Planning division, Transport and Traffic Planning division

*Follow-up*

More bike users among schoolchildren and parents in the city, less cars in the streets, less traffic injuries and accidents

## Monitoring and evaluation

Results of the strategy will be monitored every year. The results will be presented in an annual report of the Environmental Protection division. This will also include monitoring of the number of cyclists.

To ensure that the measures are implemented, the Investment and Strategic Planning division will have regular meetings with members of the CHAMP project working group and implementation will be discussed in the meetings of Kaunas municipality working group for cycling policy. The purpose of these meetings is to bring the commitments up to date and to make sure the measures are included in the budget plan.

In order to make a follow-up of the system impact of the strategy a travel survey will be made at least every 10th year.





## PR

Below is a list of the different stakeholders that need to be informed about the strategy.

Target group	Channel	Timing
Other Divisions - Investment and Strategic Planning, Transport and Traffic Planning, City Economy, Urban Planning	Email, meetings	Continuously
Selected group of politicians	Meeting	Oct 2012
NGOs, for example Lithuanian Cyclists' Community, Public enterprise „Dviratai“, Club of cyclists amateurs “Velomanai” (“Bike mans”), Safe Traffic School, Kaunas Chamber of Commerce	To send the draft of the strategy for public consultation  Workshop in the municipality	Nov 2012-Jan 2013  Feb 2013
Citizens	Presented on the website of the municipality and asking for feedback for a fixed period	Dec 2012

