

# Odense – The National Cycle City

---

Troels Andersen  
*Project Manager*



CYKELBY

# Cycle Paths Effect on Cyclists

- 510 kilometres of cycle paths
- 18% cycle more because the path has been established
- 89% feel more safe after the path has been established



CYKELBY





# Shortcuts Before Traffic Lights

- 40 corners
- 77% cyclists feel more safe
- No changes in accidents



CYKELBY



# Cycling for Red Light in T-crossings



CYKELBY



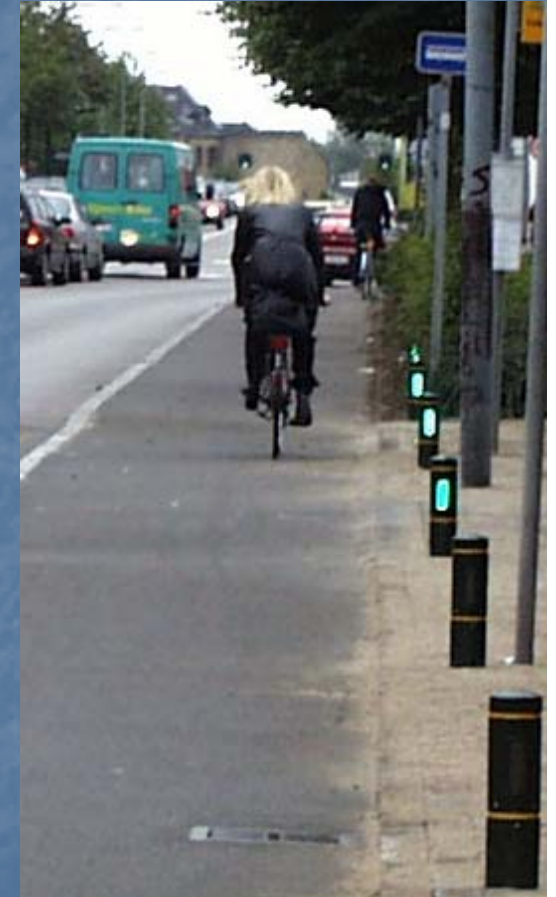


# Green Wave for Cyclists

- Red lights don't motivate cyclists
- Solve the problem – generate debate
- 45 bollards
- 15 km/h
- Half experience an improvement
- 2/3 want more of this !



CYKELBY



# Commuter Route for Cyclists

- Cyclists yield right of way  
- 5 crossings
- Green wave for cyclists through 4 junctions - 22 km/h
- 6 electronic speed displays
- 15% fewer stops
- 2% faster speed
- 70% feel more happy !



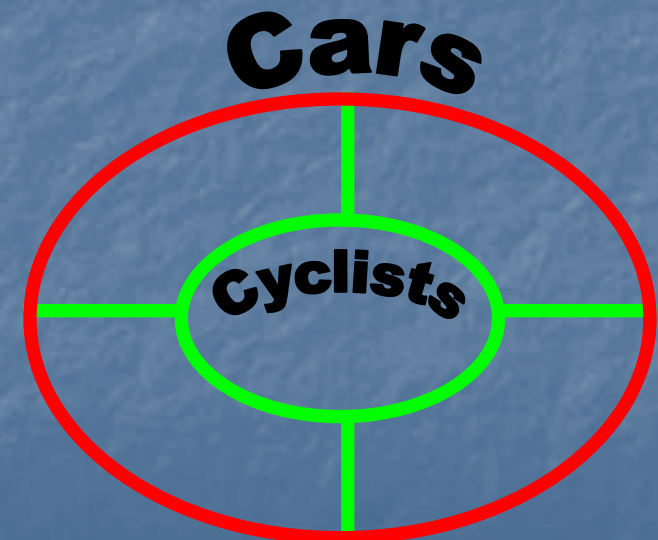
CYKELBY





# Cycling in the City Centre

- Cycle routes
- High quality materials
- Route marking
- 10 cycle pumps
- Cycling in pedestrian zones 9 p.m. – 9 a.m.



# Signs – Before & After





# Maintenance

- Higher budgets for new asphalt
- Laser measurements of pavement quality
- 24h clearing of ice and snow



CYKELBY



# Cycle Parking - Locks

- Locks in the pavement or in the stands
- Mainly for parking at night



CYKELBY





# Cycle Square

- Former parking space
- 400 cycle stands
- Roof
- Pavement



CYKELBY





# Cycle Centre in the old Station

- 300 secured stands
  - music
  - video cameras
  - luggage boxes
  - dedicated toilet
- 400 free stands outside
- Cycle shop



CYKELBY





# Cycle Centre at the Station

- 800 free stands
- Music
- Video cameras
- Drinking fountain



CYKELBY





# 3rd Cycle Centre at the Station?

- 600 stands



CYKELBY





# Priorities for Cyclists

---

1. Short-cuts at traffic lights
2. Cycle paths
3. Green light in advance
4. Better surface quality
5. Priority in T-crossings with traffic light



CYKELBY

# Company Bicycles

- 29 companies
- 67 bicycles
- 500 km in ½ year = ½ price
- Winners 4645 km in ½ year/bicycle
- Average 5 km/day/bicycle
- Stimulated private cycle trips





# Park & Bike

- Park your car – unfold your cycle
  - 48 car drivers
  - 73% women
  - 53% of the work trips
  - 33 km by car
  - 10 km by folding cycle
  - 1237 km/folding cycle
- 
- Cheap and efficient reduction of car use in urban areas



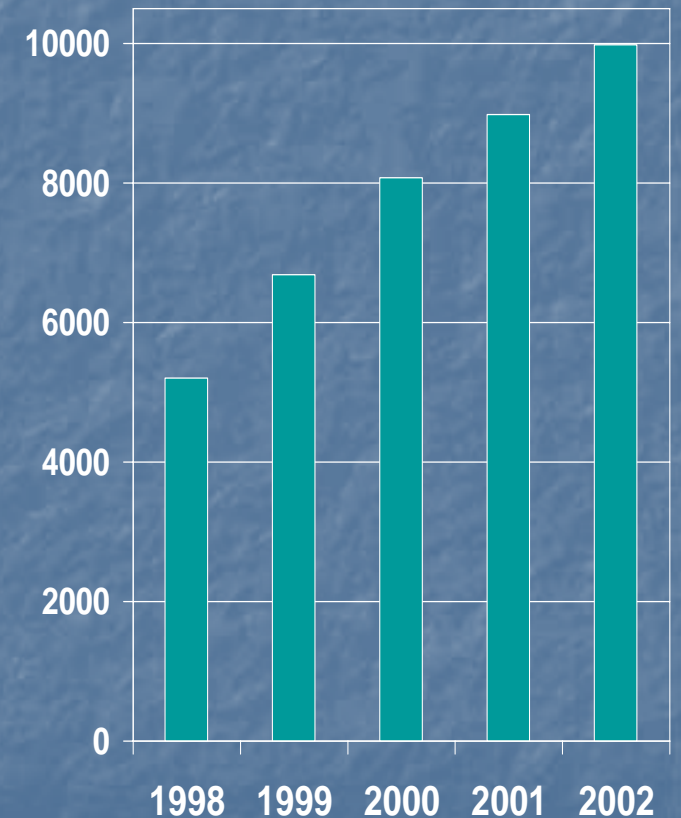
CYKELBY



# Cycle to Work Campaign

- Direct mail to 2,000 workplaces
- Advertisements
- Post-cards
- Handing out 3,000 ice-creams
- Pins for all participants
- Pin patrol with gifts

Participants





# Cycling Heroes



# Test a Cycle Trailer



2002

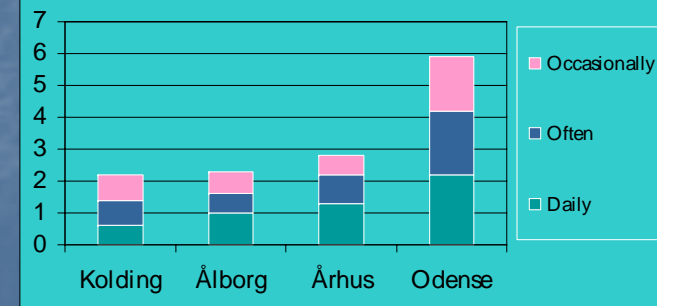
- Free to use in 1 week
- 10 trailers
- 6,000 parents got the offer
- 45% of the users normally used their car

2007

- Trailers to 16 kindergartens
- For parents to borrow
- Trailers will stay permanently



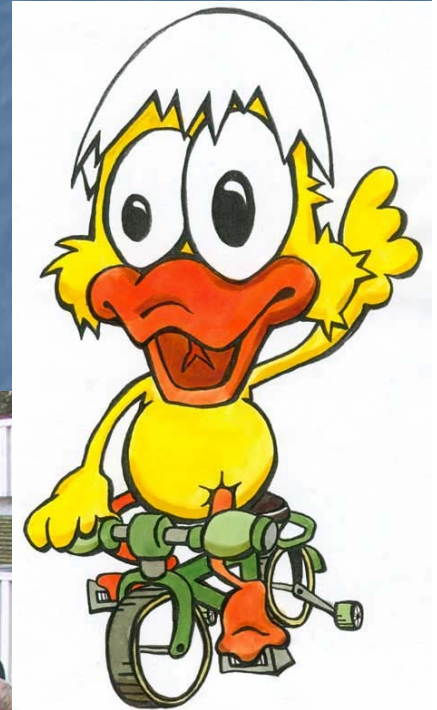
No. of parents per institution using cycle trailers





# Cycle Duckie

- Motivating new cyclists
- Cycle Duckie meets you !
- Tattoos
- 5000 children





# Permanent Cycle Light



- Magnets in the wheel
- No batteries
- Fixed at the cycle
- 16,000 signed up
- 2,000 got free lights
- 2,000 in control group
- 98% happy cyclists
- - 32% accidents



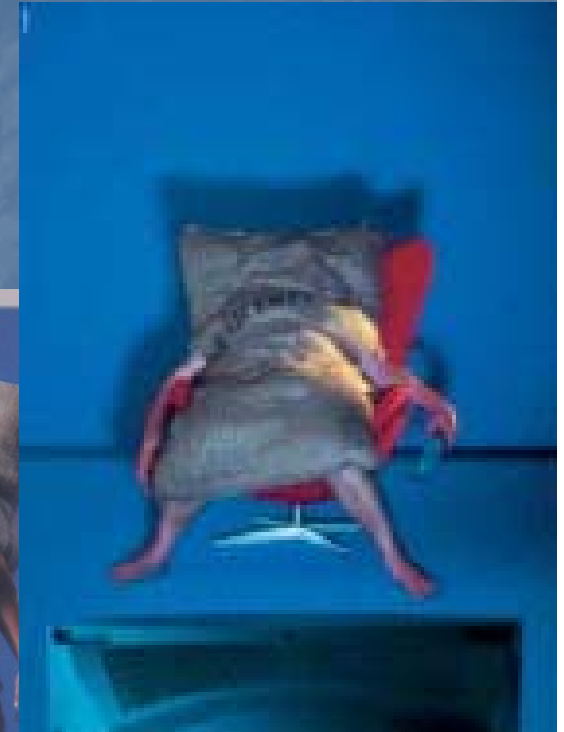


# Get Rid of the Sack

- Middle-aged men
- Advertisements
- Bus ends
- Go-cards to 84,000 households
- TV spots
- Meet the Sack
- 75% remember the campaign



CYKELBY



# I'm Cycling to the Bakery

- “Cycle first – eat later”
- Local trips in weekends
- 32 bakeries
- Posters in the shop
- Trolley coins goes with bread - 15,000
- 40,000 lottery coupons
- Wellness weekend – and cakes



CYKELBY





# Rewarding Activities

- 5,000 pieces of chocolate and apples
- Post-cards
- Competition at the web site



CYKELBY



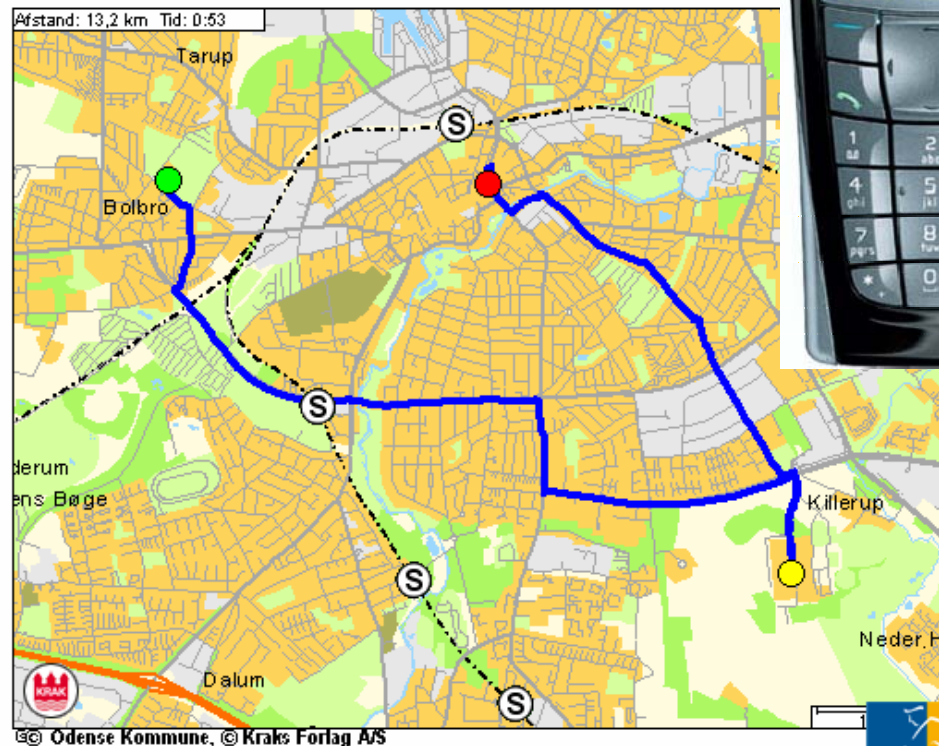
# Cycle Route Planner



## Cykelruteplan anbefalede rute på kort

[Cykelruteplan](#) [Indsæt via punkt](#) [Rutebeskrivelse](#) [Returrute](#) [Udskriv ruteplan](#)

Fra: Odense Cykelbane  
Til: Nørregade, 5000 Odense C  
Via: Syddansk Universitetsbibliotek



Ved klik på kortet: ☒ Zoom ind ☐ Zoom ud ☐ Centrer  
Zoom faktor: ☐ x1,5 ☐ x2 ☐ x3 ☐ x5 ☒ x8



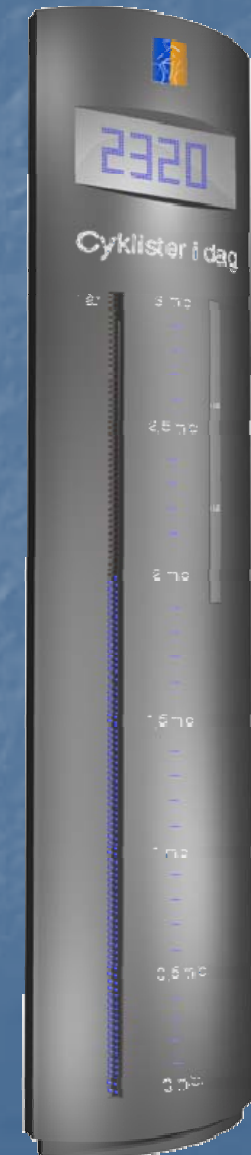


# Information – Cycle Counter

- Cycle traffic comes from you !
- Exported to cities in
  - Norway
  - Sweden
  - Finland
  - England
  - Nederland



CYKELBY

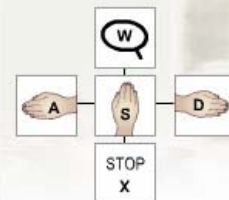


# Cycle Simulator

- Cycle training for 12 year old children
- Linked to the national practical cyclist examine
- [www.b-game.dk/test](http://www.b-game.dk/test) – incl. English version
- Based on attitude – not rules
- Statistic module



## B-Game





# Cycle Scanners

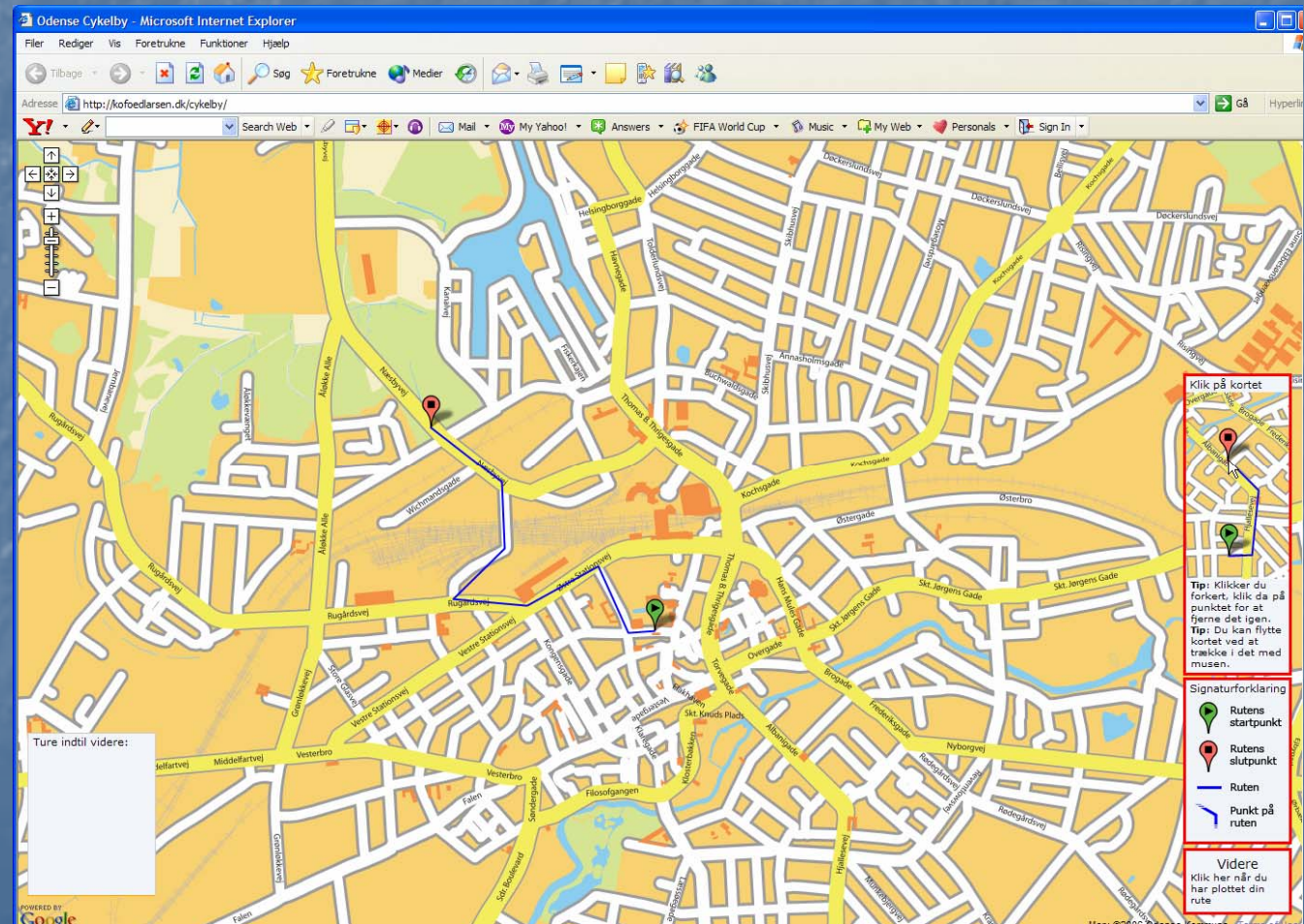
- 4 locations
- Cycle detectors
- Max. 1 scanning per hour
- Health insurance card
- Cycle lottery
- Monthly rewards





# Cycle Computer Model

- Includes cars, buses and cyclists
- Cyclists draw their routes on the screen





# Personal Transport Marketing

- Transport Budget  
[www.cykelby.dk/budget](http://www.cykelby.dk/budget)
- Contacts made to target population 25,000 citizens
- 8 persons hired and mission is ongoing
- Reduces car trips by 9%



CYKELBY



0%	150%	-100%	-66%	-100%
Kørte km/år	Tidsforbrug timer/år	Kr./år faste	Kr./år løbende	Miljø (kg) CO2/år
2.050	51t. 15m.	61.024	3.034	369
2.050	51t. 15m.	61.024	3.034	369
Kørte km/år	Tidsforbrug timer/år	Kr./år faste	Kr./år løbende	Miljø (kg) CO2/år
2.050	128t. 8m.	0	1.025	0
2.050	128t. 8m.	0	1.025	0

# Monitoring

- 26 online cycle counting's
- 6 online pedestrian counting's
- Presented on [www.cyclecity.dk](http://www.cyclecity.dk)
- Smart card registrations in PT
- National survey on travel habits





# Homepage

- Platform for all activities
- Full English version
- 3000 visits/month



# Results - Cycle Traffic

---

- Cycle traffic has increased by 20% (1999-2002)
- 35 million new cycle trips in 4 years
- 25,000 extra cycle trips every day
- More than half of the new cyclists used to drive their car
- Positive measures are enough



CYKELBY



# Traffic Safety and Health

---



- Cycle accidents have decreased by 20%  
- cyclist are more visible
- 2131 living years were obtained
- Savings on the health budget are double the size of the investment
- Reduction in production loss are 5 times the investment

# Odense – The National Cycle City

---

*[WWW.CYCLECITY.DK](http://WWW.CYCLECITY.DK)*



CYKELBY