



CHIPS

Cycle Highways Innovation for better
Public Transport and Spatial Planning

Essential elements



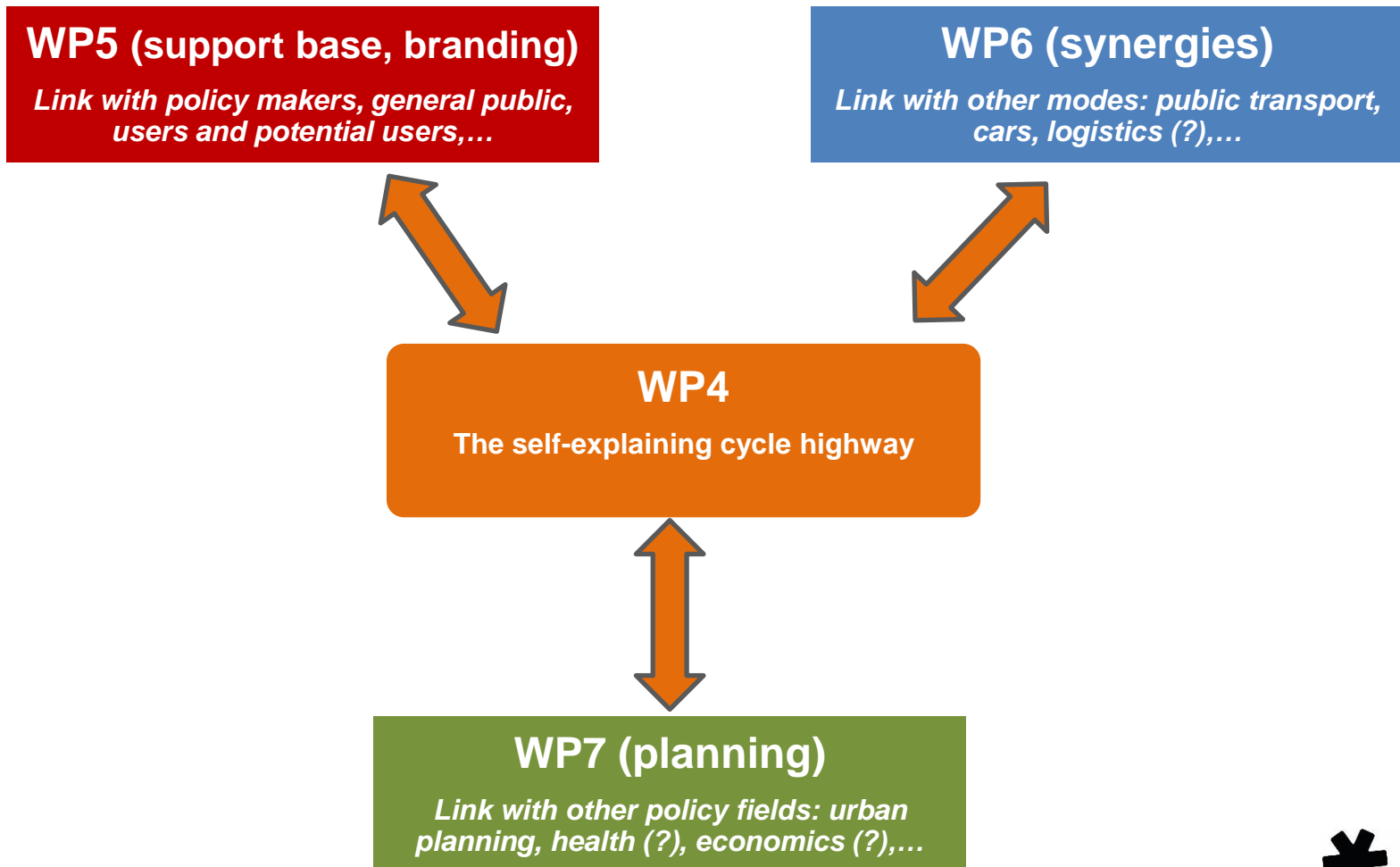
- **Priorities from call:** necessity, novelty, coöperation
- **SO4:** to facilitate the implementation of transnational low-carbon solutions in transport systems.
- **Clear focus:** cycle highways for commuters
- **New:** cycle highways 2.0, new services and products, synergies with public transport; new driver in spatial planning
- **Change / measurable results:** change in modal split, decrease of CO2 emissions, increase in employment
- **Transnational cooperation**
- **Partnership:** leaders and followers
- **Involvement of business:** network of incubators, testing and demonstrating products and services
- **Dissemination** : ECF, Velocity

Project structure

- **WP4: Towards a Self-explaining Cycle Highway**
 - **WP5: Improving the Support Base, Branding and Promotion**
 - **WP6: Synergies with Public Transport**
 - **WP7: Integration of bicycle highways in spatial planning**
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- **WP1: Long Term Effects**
 - **WP2: Communication**
 - **WP3: Project Management**



Schematic overview





WP4: Towards a Self-explaining Cycle Highway

- **Increase satisfaction of users and stakeholders by improving access to high quality infrastructure and related products and services.**

Actions and deliverables:

- **develop, test and demonstrate measures/elements to create self-explaining cycle highways (special attention to borders crossings, unfinished stretches and 'branding' infrastructural elements)**
- **Development of a technical design tool**
- **set up a transnational network of business incubators where new products and services can be co-created and where the launch of these novelties is facilitated (including e-mobility business, innovative building sector solutions and user-friendly corporate incentive schemes)**
- **develop, test and demonstrate innovative products, services, technologies and measures that improve attractiveness of cycle highways and optimize co-existence between different type of bikes.**
- **Develop a methodology to test and evaluate user experience and impact; actual evaluations of bicycle highways 2.0 and of related products and services.**

WP5: Improving the Support Base, Branding and Promotion

- **increase the support base for bicycle highways, create a strong brand and promote their use and the uptake of technologies that optimize bicycle highways.**

Actions and deliverables:

- **develop and test marketing and communication strategies**
- **develop and implement pilot actions to brand and promote cycle highways.**
- **engage with companies and other stakeholders to promote large scale behavioural change in favour of bicycle commuting**



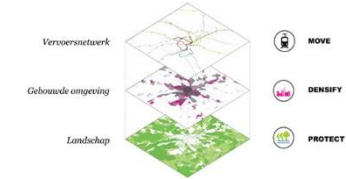
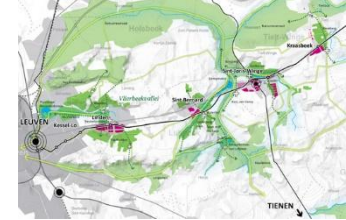
WP6: Synergies with Public Transport



- **optimize the intermodality between bicycle highways, public transport (bike & ride) and cars (park & bike). Bikes can either support overloaded public transport systems, feed more travellers to underused systems or replace altogether specific systems that do not pay off.**

Actions/deliverables:

- **engage with public transport operators in order to realize or optimize synergies**
- **develop and test schemes that implement these synergies**



WP7: Integration of bicycle highways in spatial planning

- **Allow for full integration of bicycle highways in sustainable urban mobility plans, integrated energy strategies and land use planning, and more concretely in planning for specific zones with a high commuter density.**

Actions/deliverables include:

- **Development of guidelines and planning tools for bicycle highways to act as a lever to restructure the spatial structure of (sub)urban areas**
- **Demonstration of bicycle highway oriented spatial development**

WP1: Long term effects



- **Cope with long term opportunities and challenges (eg. capacity and financing problems of public transport)**
- **Assure sustainability of project results and of dissemination and roll-out of solutions after the project has ended.**

Actions/deliverables:

- **establish a quadruple helix community in NWE that will keep working on bicycle highways, their relation with public transport modes and their role in spatial planning in the long term.**
- **develop and test innovative services that respond to longer term societal changes**
- **develop and test sustainable models to finance bicycle highways (including tax increment financing)**
- **Develop and test tools to optimize cost-effectiveness of cycle highways**

WP2: Communication and dissemination

- Facilitate broad inclusion of stakeholders in project activities
- Wide dissemination of results towards authorities, advocacy groups, public transport actors, companies, employers and employees, research institutes and the general audience of commuters in the EU.

Actions/deliverables:

- multilingual web portal, dedicated contact database, project newsletter, use of social media, transnational conferences and workshops
- National and international trainings, transnational exchanges
- publish and disseminate best practice catalogues, guidelines and recommendations

- Prominent participation in **Velo-City 2017**
- Add a **global dimension** to dissemination efforts

Close cooperation with INPACC



WP3: Project management

Actions/deliverables:

- **efficient coordination & smooth project management**
- **clear communication channels between partners**
- **check progress against objectives**
- **interaction with other local and EU-projects**
- **risk management**
- **conflict management**

- **reporting**



Core Partnership (draft)

Province of Flemish Brabant (B)
CoM Municipalities (B)

European Cyclists' Federation (B)
Flanders Bike Valley (B)
Mobiel 21 (B)

Province of Gelderland (NL)
Radboud University (NL)
City of Nijmegen (NL)

Province of Noord-Brabant (NL)
NHTV (NL)

Regionalverband Ruhr (D)
Regionalverband Frankfurt Rhein-Main (D)
City of Frankfurt

Regionalverband Rhein-Neckar (D)
City of *Mannheim (D)*

Sustrans (UK)

Follow cities / consultation group

- **Potential members**

- Lille Métropole (F)

- Danish cycling Embassy?

- Fietsberaad Vlaanderen?

- City of Örebro?

- Zurich?

- Maastricht

Timing and Deadlines

Step 1

- **COMPLETED**

Step 2

- **September: Full Partnership meeting**
- **Early November: Full Partnership meeting**
- **25th November : submission of step 2 documents.**

Project

- **26nd February 2016: start date project**
- **25nd February 2019: end date project**

WP5 Improving support base, branding and promotion of bicycle highways

WP5 will increase the political support base and create a strong transnational identity for bicycle highways. It will develop and test awareness campaigns and marketing strategies to move commuters from cars to bicycle highways.

The project will define the most important target groups and multipliers and the most effective marketing strategies for the promotion of bicycle highways in specific regions. The partners will also engage with companies and other stakeholders to promote large scale behavioural change in favour of smart bicycle commuting.

WP6 Synergies with public transport and other modes

WP6 will explore synergies between bicycle highways, public transport and cars to maximize CO2 emission reductions.

The partners will engage with public transport providers in order to develop and test schemes and infrastructure that allow bicycle highways to strengthen public transport lines or to offer an alternative for overcrowded, slow or unsustainable transport lines.

Furthermore, the partners will also engage with city planners to develop and test park & bike systems allowing car users to use bicycle highways for the last part of their trip.



WP4 Towards self explaining bicycle highways

WP4 will develop and test cost-efficient and innovative elements of high quality bicycle highways. These elements – signage, infrastructure as well as services – can make bicycle highways more attractive, user-friendly, recognizable and easier to understand. By applying these elements, planners can make sure that cycle highways attract more users (including commuters switching from car to bike) that will keep coming back.

Innovations will be based on the needs of users and potential users. Test results will be discussed with other NWE regions that are planning cycle highways. The goal is to develop common guidelines and standard principles for the design of high quality bicycle highways.



WP7 Integration of bicycle highways in spatial planning

WP7 will analyze, demonstrate and test the structuring power of bicycle highways in spatial planning. The partners will develop guidelines on how bicycle highways as a main transport line can structure or restructure employment areas and (sub)urban areas in a low carbon way. They will develop a strategic planning tool with country and region specific recommendations on where and under which conditions bicycle highways can reach their full potential. The partners will also offer advice on financing options and on the ideal division of tasks in rolling out and managing a network of bicycle highways.