

CZECH

CYCLING STRATEGY

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www.centralmeetbike.eu + www.cyklostrategie.cz

Two stories



**Asociace
cykloměst**



Podpora Central MeetBike (CZ-MBP) - Projekt je financován prostřednictvím programu Central Europe, který je spolufinancován ESF - www.centraldott.eu



The first story: MAIN GOALS



1. FINANCIAL SECURITY OF CYCLING INFRASTRUCTURE
2. INCREASE CYCLING SAFETY
3. IMPLEMENTATION OF THE BICYCLE ACADEMY PROJECT
4. IMPLEMENTATION OF THE NATIONAL PRODUCT „CZECH MOBILE“

The second story: A human in the first place - the basic VISION

*Člověk nemůže žít 365 let,
ale může žít 365 dní.*

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knihykosorin: cestabrno.cz



foto: all-free-download.com



<http://www.cyklomesta.cz/novinky/historik-miller-univerzity-by-mely-usilovat-o-lepsi-svet/>

<http://www.cyklomesta.cz/o-asociaci/poslani-a-cile/pripomenuti-role-mesta/>

Humans have their needs. A child, a student, a productive person, a senior - these all are humans. All of us have our personal needs, related not only to mobility, but also to an ordinary "human scale".

<https://www.youtube.com/watch?v=B-nwBsGlCJY>



The town of Pardubice teaches us:

„If you want to understand what urban planning is about, you should see a film Human Scale.“

It is not just about a vision, but more about specific responsibilities, about how our towns and cities will look like in the future. It will also affect our children's lives.



The first story CYCLING STRATEGY have:



LEGAL TOOLS

FINANCIAL TOOLS

ORGANIZATIONAL TOOLS

MARKETING TOOLS

+

INDICATORS

The first story CYCLING STRATEGY – organizational tools::

National level

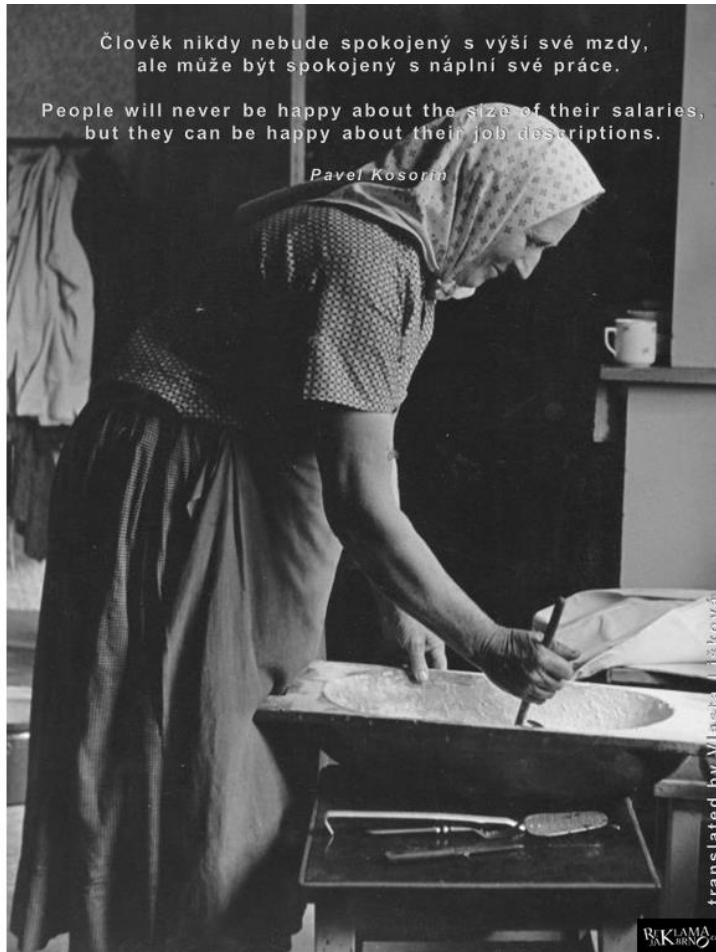
National cycling coordinator + working group

Regional level

Regional cycling coordinator + working group

Local level + **Association Cities for cyclists (goal 3.3.)**

Local cycling coordinator + working group



The second story:
Well, everything
depends on people.

<http://www.cyklomesta.cz/cinnost-mesta/organizacni-nastroje/>

We are sure of one thing.

People will ask what it means, those "political manoeuvres".
State and local governments are not much credible and anything coming from them becomes suspicious.



*Lidé si stěžují, že to s nimi jde z kopce.
Ale když jim ukážete tu správnou cestu,
řeknou vám, že do kopce se jim nechce.*

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*· Kam směřuješ je vždycky důležitější
než to, kde stojíš.*

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foto: all-free-download.com

CZECH CYCLING STRATEGY



1. FINANCIAL SECURITY OF CYCLING INFRASTRUCTURE

- A. CONSTRUCTION** – provide support for the construction of cycling infrastructure.
- B. RECONSTRUCTION AND NEW CONSTRUCTION** - Implementation of measures in favor of cycling (bicycle lanes, bicycle paths, bridges, subways) within the new buildings and reconstruction of state and regional roads and the railway constructions (cooperation from the very beginning of the project documentation).
- C. INTERMODALITY** - Implementation of measures that help connect cycling with public transport both in the daily commuting to work and school and in the area of cycling

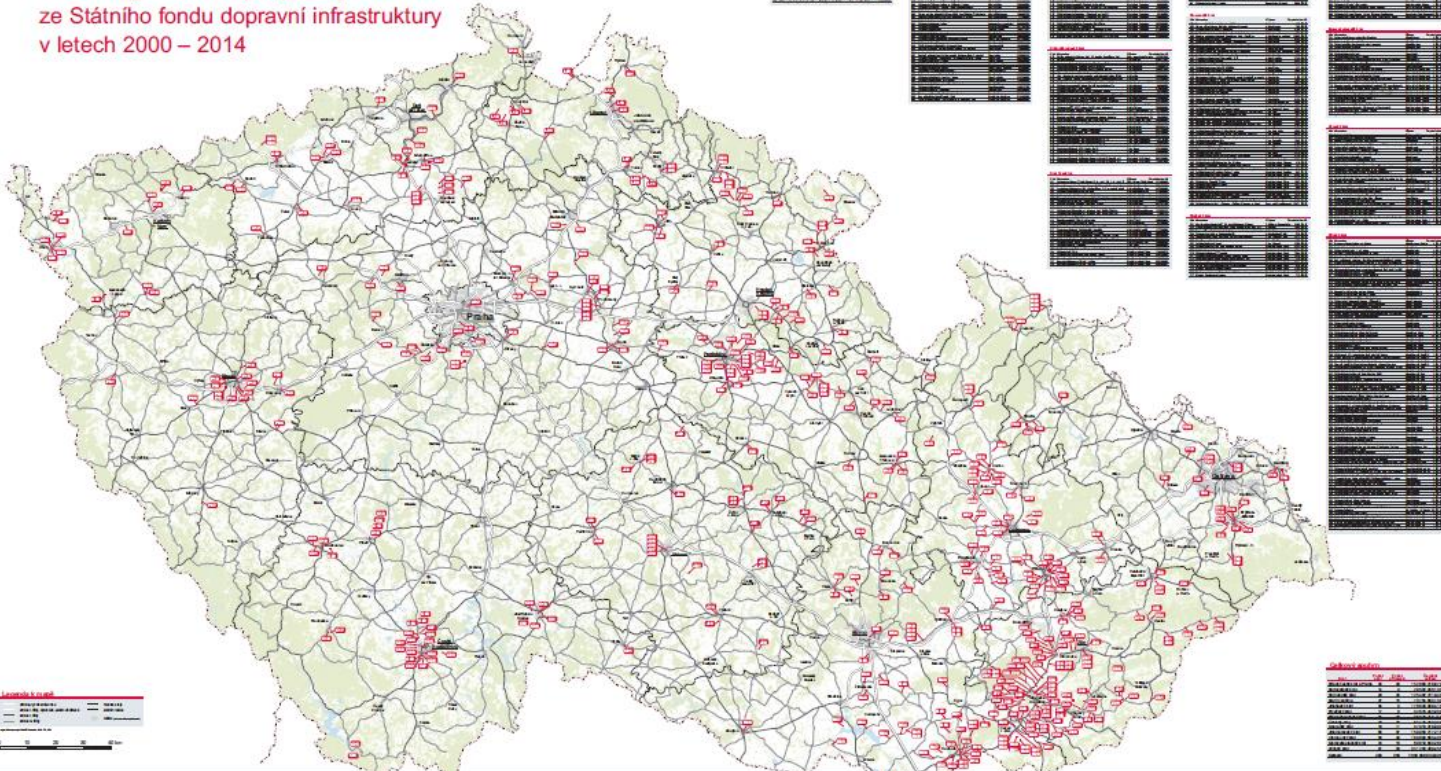
CZECH CYCLING STRATEGY

1. FINANCIAL SECURITY OF CYCLING INFRASTRUCTURE

Money no problems !!! 6 mil Euro by year and 180 mil Euro by 2008 – 2014 from EU - Problems are in our cities

Cyklostezky 2000 – 2014

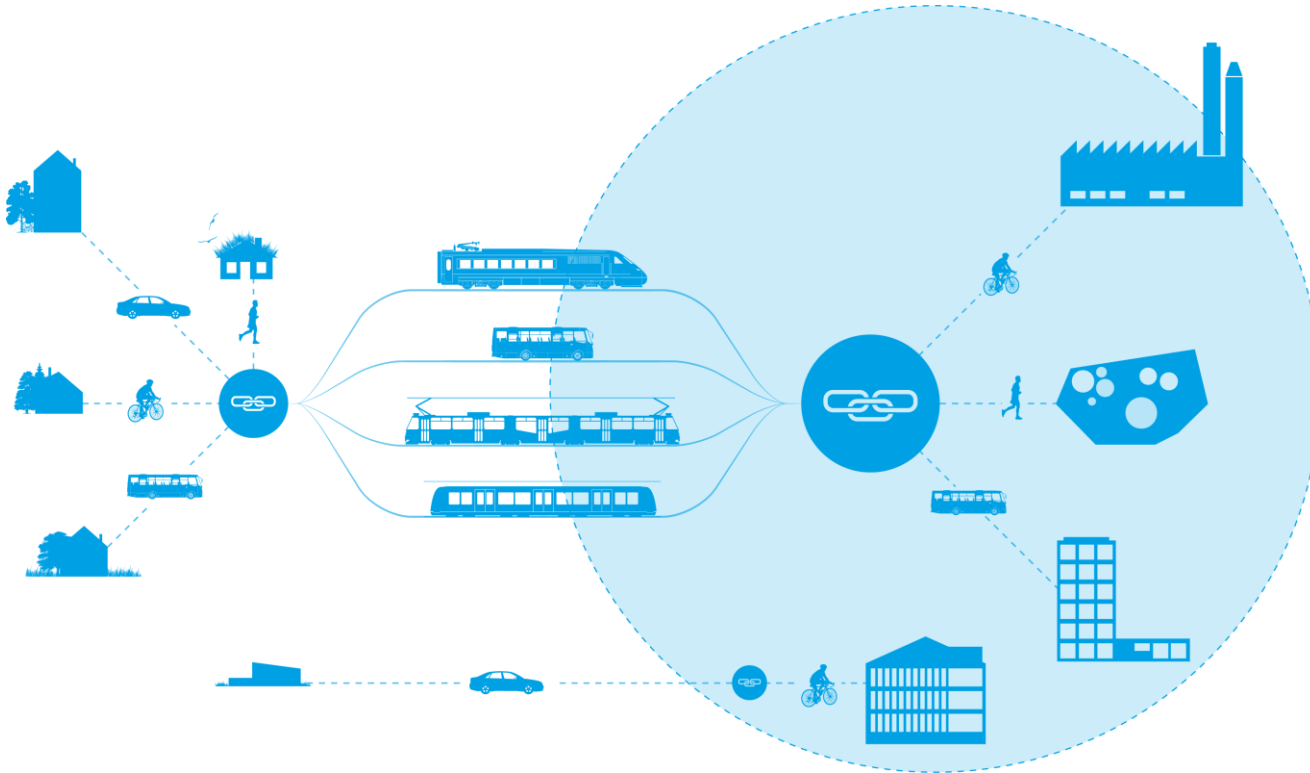
Přehled cyklostezek podpořených ze Státního fondu dopravní infrastruktury v letech 2000 – 2014



CZECH CYCLING STRATEGY

1. FINANCIAL SECURITY OF CYCLING INFRASTRUCTURE

Money no problems !!! 6 mil Euro by year and 180 mil Euro by 2008 – 2014 from EU - Problems are in our cities

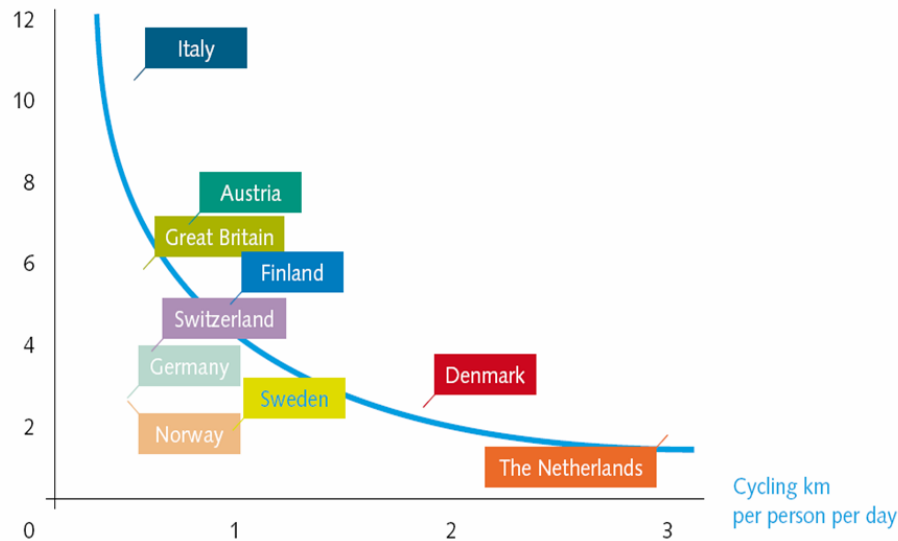


The first story: CZECH CYCLING STRATEGY



2. INCREASE CYCLING SAFETY

Killed cyclists
per 100 million km



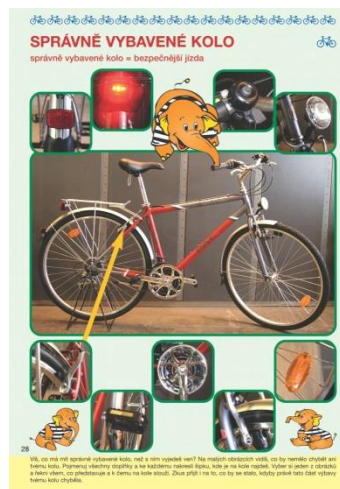
The experience from abroad shows that the more cyclists and pedestrians we have in our cities, the safer the urban area is for them. Thus, the cycling promotion is one of the ways to increase traffic safety and reduce the number of fatalities. We only need a new culture of urban and transport planning which will fully respect the fundamental right of everyone to a safe cycling.

CZECH CYCLING STRATEGY



2. INCREASE CYCLING SAFETY

Goal 2.1 Precautions or implementation of educational, communication and awareness raising issues



A. TRAFFIC EDUCATION -
Promote comprehensive traffic education at the local level including health and environmental benefits of cycling along with the active efforts of parents to teach their children basic cycling skills under the motto: "Be your child's instructor."

CZECH CYCLING STRATEGY

2. INCREASE CYCLING SAFETY



Goal 2.1 Precautions or implementation of educational, communication and awareness raising issues

B. COMMUNICATION TOPICS - Implement communication topics of accident prevention on a) mutual consideration, b) increased awareness of the cycling legislation, c) predictable behaviour, d) recommended and mandatory equipment of bicycles and cyclists.

C. COOPERATION - Collaborate with the Partnership Foundation and participate in the grant program "Na zelenou" as well as the transport competition "Cesty mesty", using good solutions aimed at popularization of traffic calming and cultivation of the traffic area in Czech towns and cities.

CZECH CYCLING STRATEGY

2. INCREASE CYCLING SAFETY



Goal 2.2 Checking, i.e. implementation of preventive security actions associated with monitoring accident rates of cyclists

- A. CHECKING** – Check compliance with traffic rules, such as not going through a red light, using bicycle lighting, etc. In some cases, take the checking as a trigger for a change in legislation or to modify inappropriate infrastructure.
- B. MONITORING** - Monitor traffic accidents involving a cyclist and process the acquired data using a central register of accidents.
- C. BIKE THEFT PREVENTION** - Encourage the creation of prevention programs against bicycle thefts (grant program of the Ministry of Interior for the acquisition of bike stands; central register of bicycles; propose and discuss a set of measures coordinated by the relevant entities: municipalities, cities, MI, Ministry of Regional Development, Ministry of Transport, Ministry of Education ...) that contribute to reducing bicycle thefts, public awareness and the detection rate, etc.).

The first story: CZECH CYCLING STRATEGY



2. INCREASE CYCLING SAFETY

Goal 2.3 Implementation of legislative measures to protect the safety and smoothness of cycling



The second story: We aim to achieve specific changes in legislation and in funding.



Activities can be continuously monitored here.

<http://www.cyklomesta.cz/o-asociaci/iniciovani-zmen-v-cyklolegislative/>)

and here

<http://www.cyklomesta.cz/o-asociaci/principy-financovani-cykloinfrastruktury/>)..

The second story: We aim to achieve specific changes in legislation and in funding.



The first story: CZECH CYCLING STRATEGY



3. IMPLEMENTATION OF THE BICYCLE ACADEMY PROJECT

Goal 3.1 Raising awareness of the instruments affecting cycling promotion

- A. EDUCATIONAL PROGRAM AND METHODOLOGY** - Implement educational programs, trainings, field trips and other related events focused on cycling, all this under the single name "Bike Academy". Create methodological (teaching) materials, so-called "fact sheets" with the key themes of cycling promotion.
- B. ADVISORY SERVICE** - Provide cities with methodological and consulting services (advisory services) in the field of cycling, including local surveys and participation in strategic discussions related to the development of cycling, specially focused on cities that have signed the Charter of Uherske Hradiste.
- C. E-MOBILITY SUPPORT** - Support new forms of mobility - Electromobility - Pedelects (bicycles with electric support, effective only when pedaling).



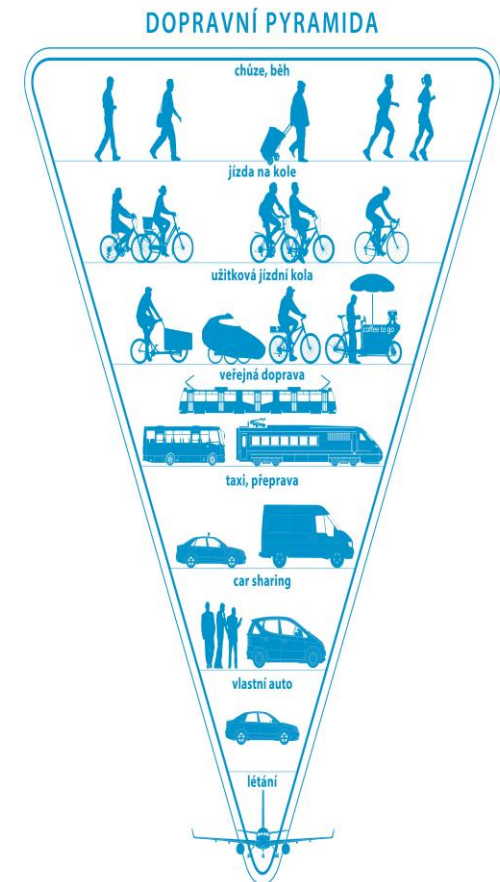
The first story CZECH CYCLING STRATEGY

3. IMPLEMENTATION OF THE BICYCLE ACADEMY PROJECT

Goal 3.2 Improvement of research and promotion of cycling as a part of our lifestyle

- A. **COMMUNICATION PLAN** – Implement the Communication Plan of the Cycling Strategy in cooperation with cities.
- B. **ACTIVITIES OF THE MINISTRY OF ENVIRONMENT AND THE MINISTRY OF FOREIGN AFFAIRS** - Continue to implement the current activities of individual departments of the two ministries:
- C. **RESEARCH** - Support the implementation of applied research projects with bicycle themes. Integrate research into the process of promoting cycling, implement transfer of foreign knowledge and introduce appropriate measures into practice. Keep informed of the results of research and promote educational and training programs. Ensure the application of results in practice. Provide education and training of professionals at current and future challenges in transportation.

Bicycle Academy (goal 3.1.) is a kind of basis how to understand the issue of the sustainable urban mobility planning (SUMP).



The second story: Czech cycling academy - goal 3.1.

Cyklistická akademie



40 lekcí cyklodopravy
pro odborníky

Tyto lekce slouží jako základní učební materiál Cyklistické akademie, jejímž úkolem je vychovávat nové odborníky v cyklistické dopravě a poskytovat jim metodickou podporu. Jednotlivé kapitoly poskytují základní znalosti nejen politikům a úředníkům, ale všem, kdo se podílí na rozvoji našich měst, tedy developerům, projektantům, architektům i stavebním společnostem.




CYKLISTICKÁ AKADEMIE

o akademii | strategický plán | témata | dobrá adresa | soubory ke stažení | kontakty

AKCE A TERMÍNY SEMINÁŘŮ

archiv ... | další akce ...

dánský příběh
inspiruje Česko



**MĚSTA
S DOBROU ADRESOU**

The second story: Czech cycling academy - goal 3.1.



The main reason to establish the Academy?
Finish your story on the "Blank Sheet of Paper,,:
What story you write is much more important
than mistakes which you make



Academy = competition cyclists Capital 2014



We need to be successful to get to the top; we need to fail to get beyond.

<http://www.cyklomesta.cz/o-asociaci/soutez-hlavni-mesto-cyklistu-2014/>

- Results of the competition were announced at a gala ceremony in Prague, on April 28, 2014.



Úspěch potřebujeme, abychom se dostali na stupně vítězů – neúspěch potřebujeme, abychom se dostali dál.

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knihy.kosorin.cz

I should remember that it is not simple
to convince anyone to do anything

<http://www.cyklodoprava.cz/marketing/duvody/special-pohyb/>



Pokud nejsi ochoten vstát, neptej se,
jak by to mohlo jít.

If you are not willing to stand up again,
do not ask how to keep things going.

Pavel Kosorin

translated by Vlasta Lišková

I should remember the relation between transport and public health

Mobility as a part of
lifestyle (A means of
transport is just a tool.
Unnecessary indolence
and comfort have

How can a child get to
his/her athletic training?



I toto je schopno uštvat zajíce!

Při pohledu na sebe či na 40 % Američanů, kteří zásadně nesportují a kterým nic neříká fyzický pohyb, je téměř k neuvěření, že lidé patří mezi nejlepší vytrvalostní lovce a jsou schopni uštvat i zajíce či antilopu.

Proto dnes lékaři doporučují minimálně půl hodiny chůze denně jako výbornou prevenci nejrozumnějších onemocnění.





The first story: CZECH CYCLING STRATEGY

3. IMPLEMENTATION OF THE BICYCLE ACADEMY PROJECT

Goal 3.3 Creating a national network of cyclists-friendly cities

A. ASSOCIATION – Create a national network of cyclists-friendly cities in cooperation with the cities

Related recommended actions for „Cities for Cyclists“

1. STRATEGY MEASURES - Elaborate or update local cycling strategies in municipalities, including the appointment of cycling coordinator, setting specific measures and financing proposals as well as implementation of transport plans for non-motorized transport (studies, master plans, incorporation of the routes in planning analytical materials). Regular evaluation of indicators and actions of both the local cycling strategy and the cycling plans.

The first story: CZECH CYCLING STRATEGY



3. IMPLEMENTATION OF THE BICYCLE ACADEMY PROJECT

Goal 3.3 Creating a national network of cyclists-friendly cities

Related recommended actions for „Cities for Cyclists“

2. INFRASTRUCTURE (HARD MEASURES) - Develop a comprehensive network of existing routes for non-motorized transport, providing a relatively quick and especially secure connection of important travel destinations, not only recreational but also from home to the workplace, which also allows for the expansion of zones with a speed limit of 30 km / h and the shared roads common to the motor and non-motorized transport. Provide a cyclist with the possibility of safe and easy bicycle parking as close to his/her destination (school, work, shops, public transport station, sports facilities, etc.). Plan the development and construction of cycling infrastructure in relation to public transport, especially the rail transports.

3. CAMPAIGNS (SOFT MEASURES) - Promote cycling through a series of "soft" measures under the Communication Plan of the Cycling Strategy (campaigns, leaflets, maps, etc.)

The second story:

2.7.2013 – Creating a national network of cyclists-friendly cities




The second story:

Facebook, speacial events „Good city“ Creating a national network of cyclists-friendly cities



The second story:

**Partnership – Conference with our Univesity
Palackeho Olomouc
29. – 30.4.2015**



4. IMPLEMENTATION OF THE NATIONAL PRODUCT „CZECH MOBILE“

Goal 4.1 Marketing support for the product Czech Mobile

- A. **NATIONAL LEVEL** – Implement marketing activities for Czech and foreign cyclists. Create products for long-distance cycling and Czech TOP menu selection suitable for different target groups.
- B. **REGIONAL LEVEL** - Develop and improve regional and local cycling products
- C. **DATA** – Obtain marketing information

4. IMPLEMENTATION OF THE NATIONAL PRODUCT „CZECH MOBILE“

Goal 4.2 Provide the necessary infrastructure for bike tourism

- A. SUPPORTING INFRASTRUCTURE** - Prepare and implement public non-profit projects for infrastructure development under current trends and demands (such as off-road biking trails with facilities, cycling central points, bicycle storage, stands at the tourist and natural landmarks, rest areas, information and educational boards, etc.).
- B. MARKINGS** - Ensure the management and maintenance of bicycle markings.
The measure includes:

4. IMPLEMENTATION OF THE NATIONAL PRODUCT „CZECH MOBILE“

Goal 4.3 Support of services and the development of human resources in the field of bike tourism

- A. TRAINING** - Implement education and training programs (courses) in each region in order to define cycling products according to target groups of cyclists and discuss options for importing data processed by direct loading from destinations and editing from their own documents.
- B. CYCLING GUIDED TOURS** – Increase the skills of workers in the field of guiding. Implement a training program for the staff in bike tourism – cycling guides (certified course with knowledge of guiding the bike tourists, health care minimum, minimum knowledge about bicycle service, ability to draw up a tailored trip or program, navigational skills, etc.)
- C. CERTIFICATION OF SERVICES** - Use the certification of services "Cyclists Welcome" to promote and support specialized services in accommodation with this brand.



Vítejte na webu
českojede.cz





Najděte si cykloregion



Ubytování - cyklisté vítání



Dálkové cyklotrasy

EuroVelo a Česko



Cyklotipy



Rodiny a senioři

Hlavní menu

Aktuality

Česko jede

Obecné informace

Značení cyklotras

Cykloweby a mapové podklady

Dálkové cyklotrasy ČR

Terénní cyklistika

Cyklisté vítání

Cyklotipy pro rodiny s dětmi

Cyklotipy - tematické produkty

Veřejná doprava a cyklistika

Mapy ČR

CZECH CYCLING STRATEGY

1. FINANCIAL SECURITY OF CYCLING INFRASTRUCTURE

Goal 1.3 Support for construction of long-distance cycling network and EuroVelo cycle routes



Thank you for your attention

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Projekt Central MeetBike (3CE343P2) je realizován prostřednictvím programu Central Europe, který je spolufinancován ERDF. Projekt Central MeetBike je společným dílem polsko-česko-slovensko-německého partnerství. Zkušenosti z německých měst mají být aplikovány v partnerských státech a jejich vybraných pilotních městech. Za Českou republiku se projektu účastní Centrum dopravního výzkumu, v.v.i. a města Pardubice a Uherské Hradiště, za Slovensko Výzkumný ústav dopravní v Žilině a města Žilina a Prešov, za Polsko nezisková organizace PSWE a města na severu země Tczew a Gdaňsk a za Německo Technická universita v Drážďanech a města Lipsko a Drážďany.

Program Central Europe – jedná se o program Evropské unie, který posiluje spolupráci mezi státy střední Evropy za účelem podpory inovací, zlepšení dostupnosti, životního prostředí, zvýšení konkurenceschopnosti a atraktivity středoevropských měst a regionů. Program je financován z Evropských regionálních rozvojových fondů a probíhá v letech 2007 až 2013. www.central2013.eu