



National Cycling Strategy in the Czech Republic

Movement, cycling and Danish (Swiss) inspiration

TRANSPORT RESEARCH CENTRE
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Czech National Cycling Strategy APPROVED IN 2004

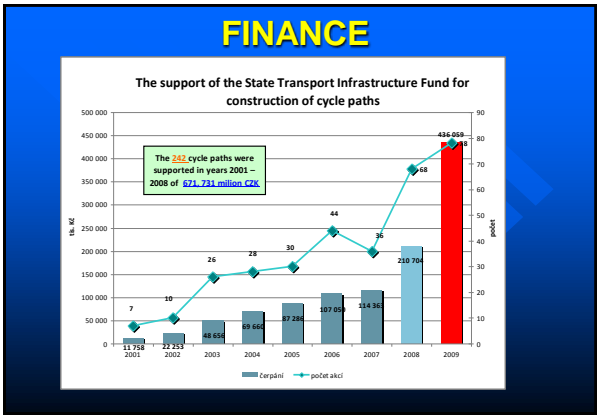
INTERMINISTERIAL COOPERATION: MoT, MoE, MoH, MoA, MoRD, MoEd



MAIN GOALS: Create favourable conditions for cycling, Increase the bicycle use as an alternative means of transport and the public awareness on its benefits, Coordinate the activities of regions, municipalities and all partners

PRIORITIES

- **PRIORITY 1: DEVELOPMENT of CYCLING as an EQUAL MEANS of TRANSPORT**
- **PRIORITY 2: DEVELOPMENT of CYCLING to STRENGTHEN TOURISM**



<http://www.cyklostrategie.cz>
Info on the National Cycling Strategy

CYCLE CONFERENCE DANISH INSPIRATION

Právna šance nebo zátěž pro Českou zemi a cyklistická kultura?

CYCLE CONFERENCE DANISH INSPIRATION

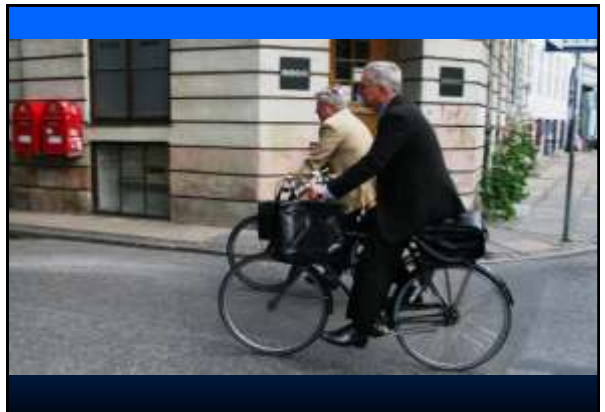
- **PRIORITY 1:** DEVELOPMENT of CYCLING as an EQUAL MEANS of TRANSPORT

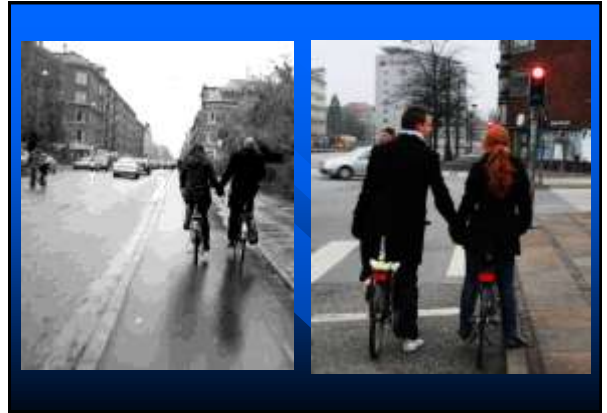


THE FIRST OUR SURPRICE,
EXPERIENCE:

- THEY don't have cyclists in
Copenhagen.

[Who ARE these crazy people?]





Copenhagen

500,000 people
 37% commuters
 55% in city centre
 80% ride all winter.

THE SECOND OUR SURPRICE, EXPERIENCE:
 Even the Danes had to fight for cycling



The Copenhagen Experience:

- 30 years of work [you can do it in 5-10]
- All the mistakes have been made
- Visionary political decision-making

They gave us 4 recommendations

Goal #1:
Principle from A to B

Cycling and transport

Cycling infrastructure / cyclepaths, cycleline, cyclerroute, other

Cycling and transport

Parking cycling infrastructure



Goal #2:

Positive Marketing

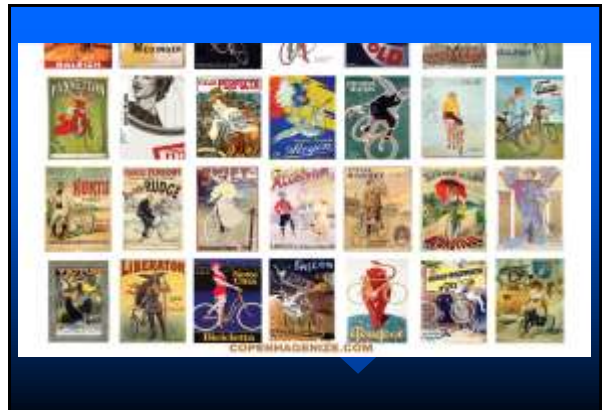
- selling to Citizen Cyclists.
- know who you're selling to.

Applying Basic Marketing Principles to Urban Cycling:

- Fantastic product for both individuals, cities and society.
- Focus on the positives.

But sometimes: Cycling sold as:

- Difficult.
- Expensive.
- Dangerous.
- Sweaty.
- Sub-cultural.



Marketing Cars:

- inspired by bicycle marketing.
- a century perfecting the art.
- never a negative word.



Goal #3:

The Freedom of
**Urban Mobility is a
Human Right.**

Can you ride your son to anywhere
in your city safely?



Goal #4:

Re-Democratization.

- re-branding cycling.
- not a sub-culture.
- urban mobility/equality for bikes.
- The Common Good.

CLASSIC MISTAKES

- Lack of Vision.
- Misjudging the target group.
- Thinking 'It can't happen here'.

■ **PRIORITY 2: DEVELOPMENT of CYCLING to STRENGTHEN TOURISM**



Cycling and tourism

Do you know  **?**

Switzerland Mobility



1. PARTNERSHIP



2. SIGNS



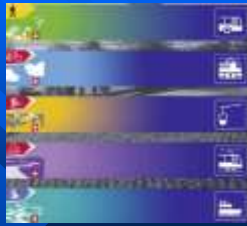
3. VISUAL



4. Koordination cycleroutes



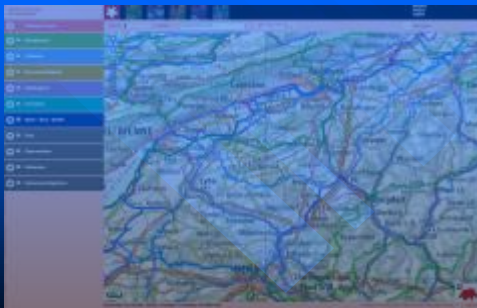
5. Connection between public and cycling transport



6. Internet



7. Maps on-line



8. Materials, maps



9. Reservation system



9. Reservation system



Cycling: 9 national, 52 regional, 30 local routes

Walking: 6 national, 57 regional, 143 local routes

MTB: 3 national, 14 regional a 47 local routes

Inline: 3 national, 11 regional a 1 local route

water: 1 národní a 8 regional routes

10. Marketing



2000



2010



2011 - ???

Thank you very much for your
attention