

# AARHUS CYCLING CITY 2009-2012



**NEW AMBITIONS FOR  
THE CITY OF TOMORROW**

**Aarhus Cykelby.dk**

8000 reasons to cycle

# AARHUS CYCLING CITY - NEW AMBITIONS FOR THE CITY OF TOMORROW

## International tailwind on the cycle paths

It's happening in Paris, London, Tokyo, Sydney and New York - they are focusing on the bike as an urban means of transport.

In Denmark we have been using bicycles as a way of getting around for 100 years, but in the past year large numbers of urban and traffic planners in the West have started looking favourably at the bike to an extent not seen in recent times.

Relaunching the bicycle as an urban means of transport has become relevant for a number of reasons. First, with the advent of the global financial crisis, the bicycle has become an attractive alternative to private car use.

Second, the challenge posed by climate change has increased focus on the bicycle as a CO<sub>2</sub>-neutral means of transport.

Finally, the growing awareness of the health benefits of cycling is playing an ever greater role for the individual.

Nationally in Denmark, the trend is also clear - at the beginning on 2009, the Danish government adopted a green transport policy, and in the coming years this transport policy will lead to investments in Danish cycling towns and cities totalling billions of kroner.

## Aarhus leading the way

In Aarhus, almost one in four people use their bicycle to get to work, but the ambition is to increase this proportion considerably.

In 2007, the Aarhus City Council therefore decided on a large-scale Cycling Action Plan setting out completely new ambitions for cycle traffic.

All in all, the Cycling Action Plan embraces projects totalling DKK 250 million, and promises a wide range of exciting and innovative projects, initiatives that have already put Aarhus on the national map as one of the most cycling-friendly municipalities in Denmark - if not the world!

## DKK 70 million to kick-start cycling in Aarhus

Aarhus City Council has already allocated DKK 70 million for the 2009-2012 period to realise parts of the Cycling Action Plan.

And in the near future the following projects will be realised:

- 🚲 A large-scale campaign to brand and promote Aarhus Cycling City. A large number of exciting campaigns, events and 'gimmicks' will follow in the wake of this initiative.

- 🚲 New, high-grade cycle routes within Ringgaden, the inner ring road. The new main routes will in future connect the towns and villages around Aarhus with the city centre.

- 🚲 Denmark's first 'cycle streets' along Mejl-gade and Frederiksgade.

- 🚲 A pilot project to reduce accidents involving cyclists and right-turning trucks.

- 🚲 A comprehensive plan for Aarhus and high-grade parking facilities.

- 🚲 High-grade path and route signage and cycle barometers and electronic info displays as a special service to cyclists.

- 🚲 Massive upgrading of cyclist safety and passability through various improvements at crossroads, new surfacing of cycle paths etc.

## Several exciting projects in the pipeline

If Aarhus Cycling City wins a share of the state pool for cycling improvements, we expect to launch even more exciting and innovative projects - including 'park and cycle' terminals on the outskirts of Aarhus where people can park their cars and continue their journey along cycle 'motorways'.

### CYCLE PARKING INCORPORATED IN NEW WAYS



### CLEAR SIGNS TO GUIDE CYCLISTS



**THE CYCLE-FRIENDLY URBAN ENVIRONMENT**

A cycle-friendly urban space and a cycle-friendly infrastructure are essential if you want to promote cycling.

In addition to basic installations such as bicycle parking facilities, creating a cycle-friendly urban space involves offering cyclists special services which both highlight and reward cyclists and makes being a cyclist attractive, easier and more fun.

To focus on realising the Cycling Action Plan and promoting cycle traffic, a special campaign will be implemented to promote and brand Aarhus as a cycling city.

One of the most important aspects of branding Aarhus as a cycling city is a uniform line in the design of facilities and equipment for cyclists.

The equipment and fittings are designed so they are not only functional but add to the overall aesthetics of the urban space.

**CYCLING BAROMETERS WILL SHOW THAT CYCLISTS COUNT**

The cycling barometer on Frederiks Allé is the first of many such barometers which will be installed at strategic locations to monitor the development of cycling in Aarhus.

The cycling barometer has been designed by the Municipality of Aarhus, and the design line will be repeated in a number of other products in the urban space which will be launched in the coming years.

The cycling barometer 'takes the pulse' of the city's cyclists while putting each cyclist into a larger context.



VISIT [WWW.AARHUSCYKELBY.DK](http://WWW.AARHUSCYKELBY.DK)  
FOR MORE INFORMATION

**Attracting attention abroad**

As Denmark is one of the best countries in the world for cyclists, politicians and town and traffic planners from all over the world are looking to us when gathering experience about

promoting cycling. Several countries even talk about 'Copenhagenising' their large cities.

In Aarhus we have just started noticing the interest from abroad, and we are proud to con-

tribute valuable knowledge when town and city planners from countries such as the US, UK and Australia contact us, looking for inspiration on how to transform their towns and cities.

ATTRACTIVE ROUTES TO PERSUADE  
MORE PEOPLE TO CYCLE



A BICYCLE RING ROAD LEADS CYCLISTS  
QUICKLY ROUND THE CITY CENTRE



## CYCLING ACTION PLAN PAVES THE WAY FORWARD

### Cycling Action Plan

The Cycling Action Plan for the Municipality of Aarhus is a long-term plan which creates a framework for investments in cycling-promoting initiatives in the coming years.

The key aim of the plan is to achieve a significant increase in the number of bicycle trips in the Municipality of Aarhus. This is to help to change the traffic mix so that a larger share of journeys in the municipality are made by bicycle. This will result in less congestion, fewer CO<sub>2</sub> emissions and healthier citizens.

The Cycling Action Plan has been drawn up following collaboration between the municipality's joint council and an advisory group which included representatives of the former County of Aarhus and the Danish Cycling Association. Moreover, in spring 2006, a public debate was held on the Cycling Action Plan.

The action plan identifies seven focus areas. A multi-stringed strategy is therefore being pursued to boost the number of cyclists, with the synergies between the seven focus areas providing an eighth dimension.

#### CYCLING ACTION PLAN - SEVEN FOCUS AREAS

The Cycling Action Plan embraces seven focus areas. A multi-stringed strategy is therefore being pursued to boost the number of cyclists, with the synergies between the seven focus areas providing an eighth dimension.

The action plan singles out the following initiatives:

##### 1. A SEAMLESS NETWORK OF CYCLE ROUTES

The options available to cyclists for fast, direct and safe transport between the most important destinations must be improved. In the Cycling Action Plan, a main cycle route network consisting of both existing routes and new main routes is outlined. Moreover, the main route network is divided into four classes, and this classification determines priorities concerning the future standard and development of the cycle path network.

##### 2. PASSABILITY

Being able to move quickly through the traffic is a high priority for cyclists. Aarhus Cycling City is therefore focusing on increasing passability at the road intersections which form part of the main route network. Improving intersections can contribute significantly to making cycling easier, faster and safer.

##### 3. PARKING CONDITIONS

More cyclists creates a need for more and better parking facilities, especially in the city centre where many cyclists unfortunately look

in vain for a place to park their bicycles. Consequently, more and better parking facilities need to be provided for cyclists.

Each focus area in the action plan is accompanied by a strategy and a range of activities and projects.

The other focus areas cover improved passability, increased traffic safety, better parking facilities, better options for multi-modal trips, better maintenance of cycle ways and better dialogue and information on various aspects of cycling.

The Cycling Action Plan's focus areas cover the main cycle route network. Local bicycle path networks in residential areas etc. are regulated via alternative planning.

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##### 4. TRAFFIC SAFETY

Cyclists are an exposed group of road-users, and the risk of accidents constitutes a problem in relation to getting more people to cycle. Traffic safety must therefore be incorporated into every effort.

##### 5. MULTI-MODAL TRIPS

A multi-modal trip is a trip where the road-user uses several means of transport, for example combining cycling and public transport. By focusing more on multi-modal trips, Aarhus Cycling City will increase the action radius and, together with other efforts, contribute to solving congestion in Aarhus.

##### 6. OPERATION AND MAINTENANCE

Cyclists are affected by the quality and maintenance of roads and cycle paths to a greater extent than other road-users. The maintenance of paths and roads therefore needs to be improved and harmonised with the main route network to improve comfort and passability.

##### 7. INFORMATION AND DIALOGUE

Information and dialogue are keywords to getting more people to cycle. Aarhus Cycling City will therefore provide cyclists with good-quality information in the form of cycle path maps and signage, enter into dialogue with associations and advisory groups as well as developing campaigns that involve and focus on cyclists.

### Cycle traffic in Denmark

For many Danes, the bicycle is an integrated part of their daily lives. Many people cycle in towns and cities, where the bicycle offers numerous advantages. Nine out of ten trips by bicycle are less than 5 km long, and cyclists account for 25 % of all journeys within this distance.

In Denmark, 40 % of all bicycle trips are made in connection with work or study, while one in four bicycle trips is from people's homes to their leisure activities.

For the young generation in particular, the bicycle is a favourite means of transport. Nationwide, it is assumed that every other schoolchild cycles to school. In Aarhus the figure is 48 %.

### Cycle traffic in Aarhus

The cycle's popularity in Aarhus does not appear to differ significantly from the general picture in Denmark, neither in relation to how often nor how far people cycle. Almost 20 % of all trips in Aarhus are by bicycle, with an average journey length of 1.5 km.

In recent years, the Municipality of Aarhus has conducted a considerable number of cycle traffic counts. Recent analyses of the development in cycle traffic show that it is slightly lower than in the early 1990s, but rising. Counts also show that the proportion of cyclists in relation to the total number of road-users increases the closer you get to the city centre, and that the major approach roads carry a significant volume of cycle traffic.

### Cycle path network

Cyclists in the Municipality of Aarhus generally have access to a well-developed network of cycle paths. Altogether, the cycle paths comprise approx. 450 km of municipal paths divided between segregated cycle paths and cycle paths along roads. In addition there are a large number of private paths. A number of unpaved cycle paths have also been established which to a certain extent can also be used as cycle routes.



## SEAMLESS CYCLE ROUTE NETWORK AND NEW MAIN ROUTES

A well-designed and seamless network of cycle routes is an important element in the efforts to boost cycling.

In order to improve and expand the cycle route network, the Cycling Action Plan identifies and classifies a main route network which links the most important cycling routes.

The classified main route network determines the priorities concerning the improvement and expansion of the cycle route network.

The plan includes the construction of new primary routes and improvements to the existing main route network in places where there are 'missing links'.

The main route network must meet three primary requirements:

- 🚲 Link larger residential areas with key destinations such as schools, cultural and educational institutions, large business parks, sports facilities and traffic terminals

- 🚲 Link individual urban communities
- 🚲 Provide access to the countryside and recreational areas

The overall main route network is more fine-meshed in the central urban areas, and the layout reflects the fact that the number of destinations and cyclists increases the closer you get to central Aarhus. Outside Aarhus, the main route network connects the surrounding towns and villages. Radials ensure access to the city from all the major surrounding towns.

The layout of the main route network is basically dictated by the existing network of cycle paths and the routes favoured by cyclists.

Moreover, the main route network is divided into four classes which reflect the relative importance and general function of the individual routes:

- 🚲 Primary traffic routes
- 🚲 Secondary traffic routes
- 🚲 Commuter routes
- 🚲 Recreational routes

As mentioned above, the classification determines the priorities of future efforts - primary routes are thus given higher priority than secondary routes.

In addition, stretches close to the urban centre are given the highest priority. This ensures that the efforts are focused where the potential for cycling take-up is deemed to be greatest.

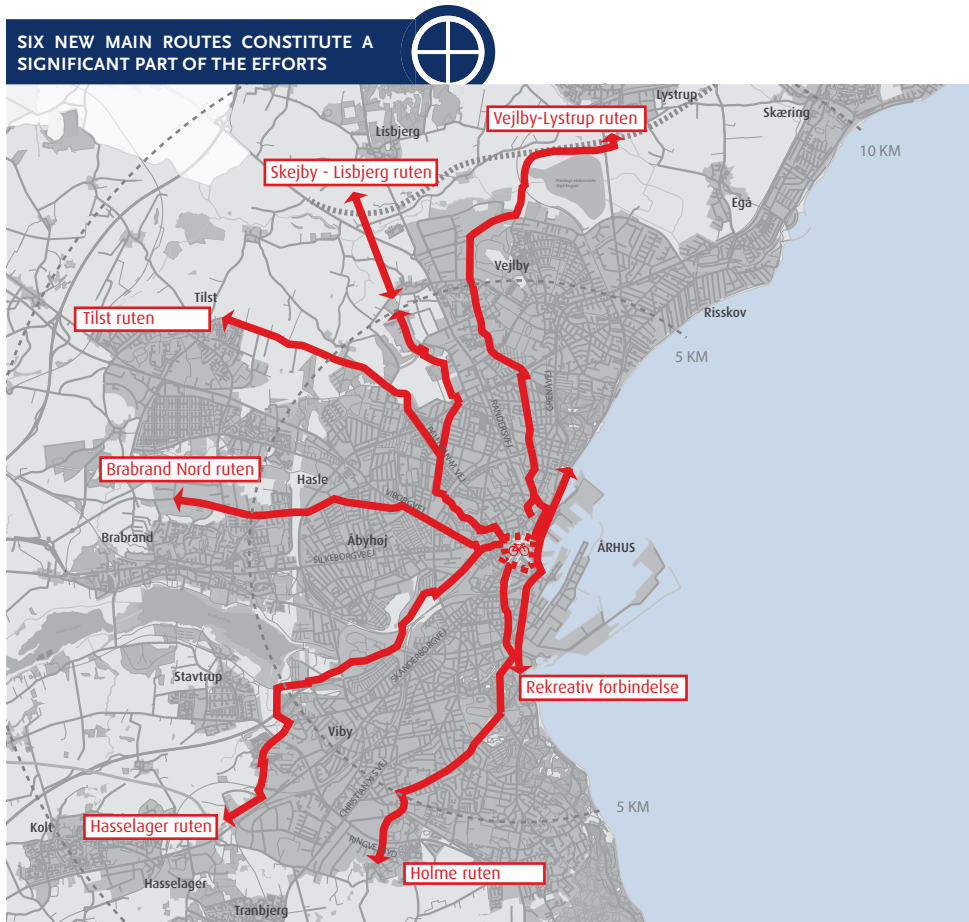
### New main routes

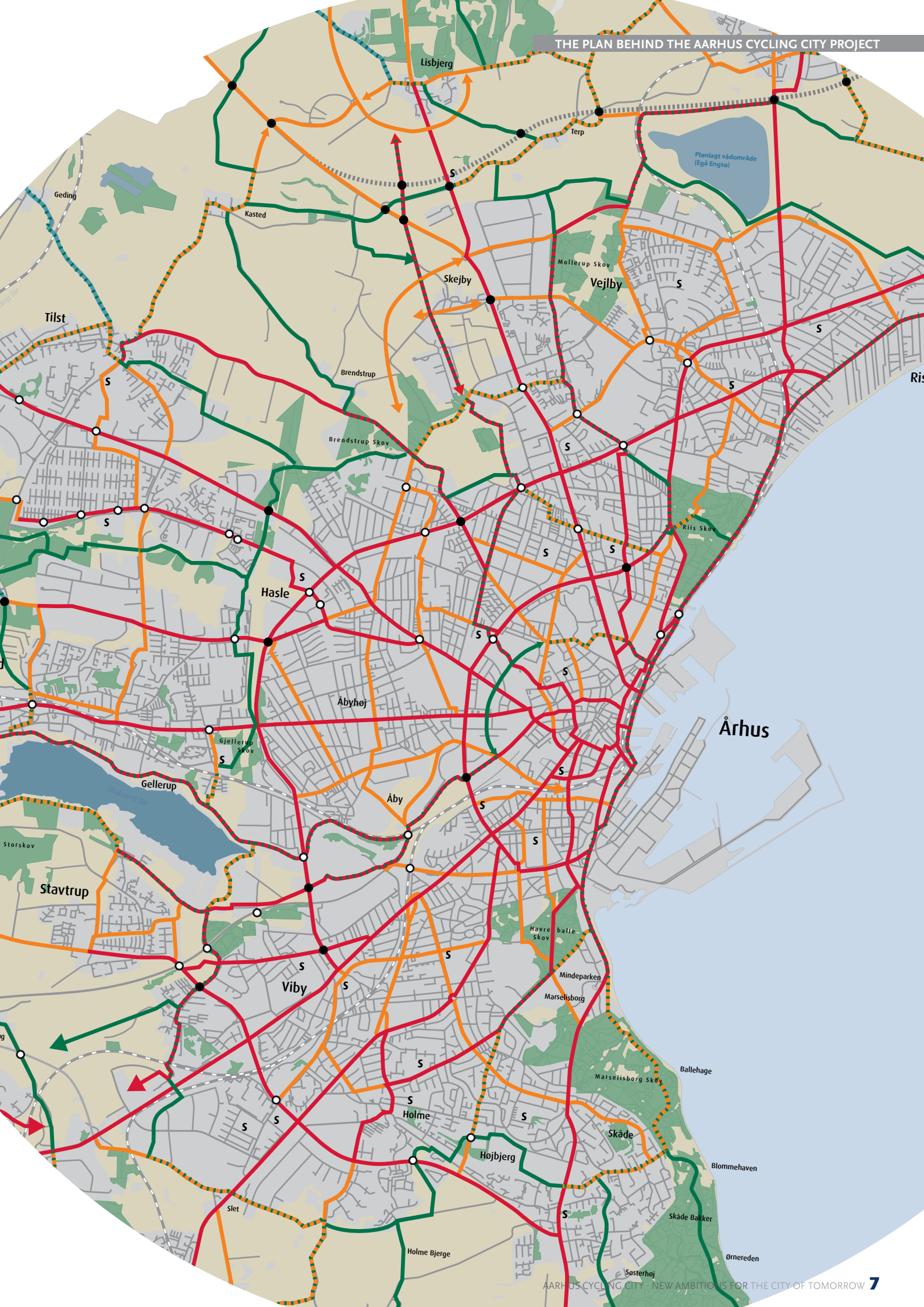
In step with increasing levels of car traffic, thinking only in terms of cycle paths along major arterial roads becomes increasingly problematic. Increased congestion leads to a greater sense of insecurity among cyclists and thus a need for more peaceful cycle routes.

In the Municipality of Aarhus, the Riskov and Brabrand bicycle paths are good examples of quiet cycle routes with both traffic and recreational values.

The Cycling Action Plan includes a further six connections to the city which share some of the same characteristics. These are fast, direct and safe cycle path connections with recreational qualities.

The routes run in the wedges between the major approach roads, which means that cyclists can largely avoid the main roads – and all of them start from the cycle ring road near the city centre. Some routes are completely new, while parts of others already exist.





## DKK 70 MILLION TO KICK-START INITIATIVE

The city council has allocated a total of almost DKK 70 million up until 2012 to realise parts of the Cycling Action Plan. On top of the Cycling Action Plan itself, a plan has also been adopted for allocating funding in accordance with the initiatives and prioritising principles contained in the Cycling Action Plan.

In realising these projects in the coming years, the Municipality of Aarhus is doing a lot to increase cycle traffic. In 2009/2010, the efforts will concentrate on improving bicycle parking conditions and other facilities in the city centre as well as improved maintenance of the cycle path network.

Over and above the actual construction projects, in 2009 Aarhus will be launched as a cycling city through campaigns and events - a title which will create certain expectations and serve as a backdrop for projects, campaigns and the design of street furniture in the coming period.

The following projects will be realised in the coming years:

- 🚲 Improved bicycle parking and tidying-up around the main railway station and other central parts of Aarhus city centre
- 🚲 Projects which will improve passability in the central city areas
- 🚲 Trial to reduce accidents involving cyclists and right-turning trucks
- 🚲 Special pinpointing of black spots and measures to prevent bicycle accidents
- 🚲 Developing the cycle network with a number of cycle paths within Ringgaden, the inner ring road
- 🚲 Measures to facilitate multi-modal trips involving cycling and public transport

- 🚲 Upgrading the operation and maintenance of cycle paths and cycle routes
- 🚲 Preparing cycling accounts
- 🚲 Establishing an Aarhus Cycling City website [www.aarhuscykelby.dk](http://www.aarhuscykelby.dk)

### SPECIAL PINPOINTING OF BLACK SPOTS

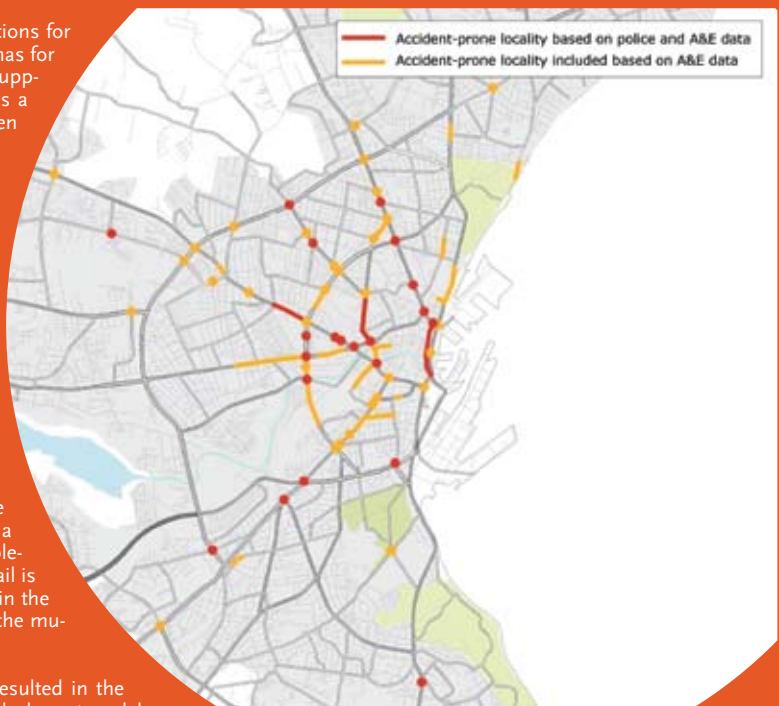
With a view to pinpointing particularly accident-prone intersections for cyclists, the so-called 'black spots', the Municipality of Aarhus has for the first time used hospital accident & emergency (A&E) data to supplement the accident data registered by the police. The result is a very different map with a number of black spots which are even blacker than those previously identified.

Identifying black spots on the Danish road network is a very important aspect of local road safety activities. However, over the years, questions have been raised as to whether the right black spots are being pinpointed on the basis of the accidents registered by the police. For bicycle accidents in particular, it is a fact that very few come to the attention of the police.

Aarhus Hospital is one of the few places in Denmark where road traffic accidents have, on a trial basis, been registered by the A&E department for several years. All the data concerning traffic accidents have been registered here since August 2006.

As part of a special scheme to pinpoint black spots for cyclists in connection with the Cycling Action Plan, in 2009 the Municipality of Aarhus decided in to use the existing two and a half years' worth of accident & emergency (A&E) data to supplement the police data. The purpose of studying A&E data in detail is to obtain a clearer picture of the black spots involving cyclists in the municipality, and thereby get a better idea of how to prioritise the municipality's accident-prevention measures.

The new pinpointing of black spots for cyclists has, overall, resulted in the identification of 75 black spots. By comparison, pinpointing black spots solely based on police records would have resulted in 'only' 24 black spots. The analysis clearly shows that A&E data provide an invaluable tool when it comes to preventing accidents involving cyclists. The municipality has therefore decided to finance some of the continued registration of road traffic accidents at Aarhus Hospital itself until a nationwide system is in place. Single-cyclist accidents account for a large proportion of the worrying figures – cyclists are clearly often able to pick themselves up after an accident and transport themselves to an A&E department without involving the police. A subsequent analysis of the accident-prone areas will now determine the efforts to control the black spots in the coming period.





## CAMPAIGNS TO RAISE AWARENESS

### 8000 reasons to cycle

Aarhus Cycling City is taking a targeted approach to making Aarhus a world-class cycling city.

This ambitious goal calls for dialogue between cyclists and Aarhus Cycling City. The municipality has therefore launched a large-scale campaign designed to catch the attention of people who already cycle and of those who would like to make the switch to an environmentally friendly, health-promoting and resource-saving means of transport.

### Already popular

Traffic counts from 2008 confirm that there are already a lot of cyclists in Aarhus.

Frederiks Allé carries 7,900 cyclists per day, while Vester Allé carries 5,600 and de Mezas Vej and Nørrebrogade each carry 4,700 cyclists. And Aarhus Cycling City would like to see even

more in future.

There are huge benefits in promoting cycling. It reduces CO2 emissions, eases congestion in the city centre, and is a useful way of meeting people's need for daily exercise.

### 8000 benefits

Aarhus Cycling City's slogan is '8000 REASONS TO CYCLE', with clear reference to the area's postcode.

The campaign is being launched via e.g. billboards, banners and posters at bus stops and on the backs of buses.

However, to establish direct dialogue with cyclists, Aarhus Cycling City has also started using new media - a Facebook group has been set up, a YouTube channel, a Twitter profile and a blog. Moreover, the campaign includes a number of events where, for example, information, saddle

covers and bottled water will be handed out to cyclists on the cycle paths, while bicycle shops are distributing free bike bells bearing the Aarhus Cycling City logo.

### Citizens fully supporting the initiative

In addition to creating possibilities for dialogue with the cyclists in the coming years, selected cycling ambassadors and others have been directly involved in developing the campaign.

The intention is that Aarhus Cycling City should be a shared project. Citizens will therefore be continuously involved and consulted on various issues.

### Website

A special website for the project will serve as a focal point for activities and as a channel for communicating information between the municipality and its citizens. Visit the website at [www.aarhuscykelby.dk](http://www.aarhuscykelby.dk)

**8000 FORDELE VED AT CYKLE**

**FORDEL NR 819: FÆLLESSKAB OG NÆRVÆR**

Der er mange århusianere, der cykler - og det er der tusindvis af gode grunde til. Du kender sikkert en masse af dem, og da vi er i fuld gang med at gøre byen endnu mere attraktiv for cyklisterne, vil vi gerne høre fra dig. På [www.aarhuscykelby.dk](http://www.aarhuscykelby.dk) kan du fortælle, hvad der får dig til at springe i sadlen - så vi sammen kan gøre Aarhus til en bedre cykelby.

**Aarhus Cykelby.dk**  
8000 fordele ved at cykle

**8000 FORDELE VED AT CYKLE**

**FORDEL NR 1.321: TÆT PÅ KULTUREN**

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8000 fordele ved at cykle

## EXAMPLE OF A SPECIFIC CAMPAIGN ACTIVITY

### Different campaigns - different target groups

In connection with the roll-out of the campaign activities, focus will be on the following main target groups:

- 🚲 Young children
- 🚲 Schoolchildren
- 🚲 Transport to and from work
- 🚲 Cycling in the city
- 🚲 Safety

### Too many children transported by car

Too many parents consciously choose to convey their children by car instead of cycling with them because they believe it is too dangerous for children to cycle.

However, this is not such a clever decision. When cars are used even for short journeys, many children miss out on learning how to negotiate the traffic. This makes them diffident cyclists when they become teenagers and want to be independent.

### From play to learning

Based on the thesis that children who start their cycling careers early grow up to become safe cyclists, Aarhus Cycling City would like to

strike a blow for very young children acquiring healthy transport habits as early as possible.

Consequently, a mascot, the Cycling Elephant, has been designed for children in Aarhus who enjoy cycling. In the coming years, he will inspire children and parents in Aarhus to get on their bikes and play.

We're not quite sure where he comes from. But that doesn't really matter because he's great just as he is. Always happy - and very playful. Cycling is his favourite activity, and he trains and plays on his bicycle every day.

And playing on a bike is the best way of becoming confident about cycling and a fantastic way of getting about. And even though three-to-four-year-olds are too small to negotiate the traffic, learning to cycle at an early age in car-free areas can help to instil good cycling habits which can stand you in good stead later in life.

### Cycling for tiny tots in Aarhus

Aarhus Cycling City therefore also kick-started its campaign with a 'balance bike day' where three-to-four-year-olds were given the chance to have a go on balance bikes on a specially set up course in front of the main library in Aarhus.

The advantage of balance bikes compared to cycles with support wheels is that children train their sense of balance and get an impression of what is possible on a bike.

### Balance bike event for everyone

In future, the balance bike concept will be rolled out at all kindergartens in the Municipality of Aarhus.

Instructors armed with balance bikes, cycle helmets and cones will visit the institutions and invite all children to try their skills at negotiating the course on a balance bike.





# Aarhus Cycling City

There are thousands of good reasons why Aarhus wants to be a good city for cycling. However, the three most important are that cycling is a healthy and sustainable means of transport which helps to relieve congestion in the city.

## Health

Aarhus must be a safe, secure and healthy city. Among other things, there must be plenty of opportunities to move around in the public space and to take exercise and engage in sport. This can, for example, be ensured by having a traffic system which makes cycling an easy and healthy choice compared to travelling by car. Even though cycling is not without risk, people say that the health benefits of cycling outweigh the risks by a factor of ten when it comes to living a long and healthy life.

## Climate

The Municipality of Aarhus wants to be CO<sub>2</sub>-neutral before 2030. The climate vision is specified in a climate strategy which states that the traffic infrastructure in the Municipality of Aarhus must provide optimum conditions for cyclists, and ensure that the municipality becomes well-known internationally as a cycling city.

## Congestion

The number of cars on the roads in Aarhus is growing all the time, creating traffic jams and congestion. By promoting the bicycle as a means of transport, we will see fewer cars in the city and more space for people.

This folder is intended to inform people about the background for Aarhus Cycling City and to shed light on some of the projects that will be launched in the coming years as part of the project.

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