



Cycling in the Urban and Functional Urban Area



Image: Dreamstime / Hansenn

The first thing that often comes to mind when discussing innovation in mobility is new mobility technology. Yet whether a measure is innovative depends on the local context. Even a bicycle lane can be seen as an innovation in a city that has not yet established any bicycle infrastructure. **Cycling in the urban and functional urban area** was explored by FastTrack cities, who focused on the potential of (e-)bike technologies and bike sharing schemes with respect to creating more sustainable mobility systems.

This cluster therefore also explored innovative ways of ensuring that walking and cycling are safe and feasible for all. This meant ensuring that infrastructure, safety protocols, and behaviour change all support a transition away from private cars, toward bicycle lanes and walking routes.





Stakeholder engagement

Several stakeholders need to be engaged to co-create bike sharing schemes and expand cycling infrastructure. These include mobility providers, city-owned companies, private businesses, universities, expert NGOs and members of the community itself. It is important that these different parties are involved in the process, particularly from the beginning.

One way of effectively communicating to these different parties, particularly the public, is through storytelling and using demonstration projects to show them what their community could be like if transformed to include more cycling infrastructure. In Ljubljana, for example, the city removed cars from one street during European Mobility Week to show people what their environment would be without cars. Now this change is permanent. Visual and concrete examples of communicating with different stakeholders can help communities transition to include more active forms of mobility.

What Ljubljana has to say:

“Participation in the Civitas FastTrack project taught us the incredible value of stakeholders’ engagement already in the initial project preparation stages. Only through their involvement, were we able to accelerate the instalment process and improve the quality of implementation of e-bike sharing system in the Ljubljana urban region.”

Špela Kranjc, Sectoral Advisor for the Ljubljana Urban Region

Data Collection

For informing cycling policies, data can be of great value, especially if gathered by users and cyclists themselves. Using this **citizen science** method can provide demographic information as well as information on weak points in the cycling infrastructure. It is also useful to target different groups of people when collecting data, as they can bring in unique insights and perceptions. Once you have a robust data set, you can better formulate recommendations for cycling policies.

It is important that all relevant stakeholders interact with data in some capacity. Whether they are decision-makers, co-creators or citizens, they need **user specific interaction with data**. This can take place through dashboards containing different visualisations, comparative analysis, feasibility studies and recommendations on smart and sustainable urban mobility solutions, all of which will help inform decision-making.

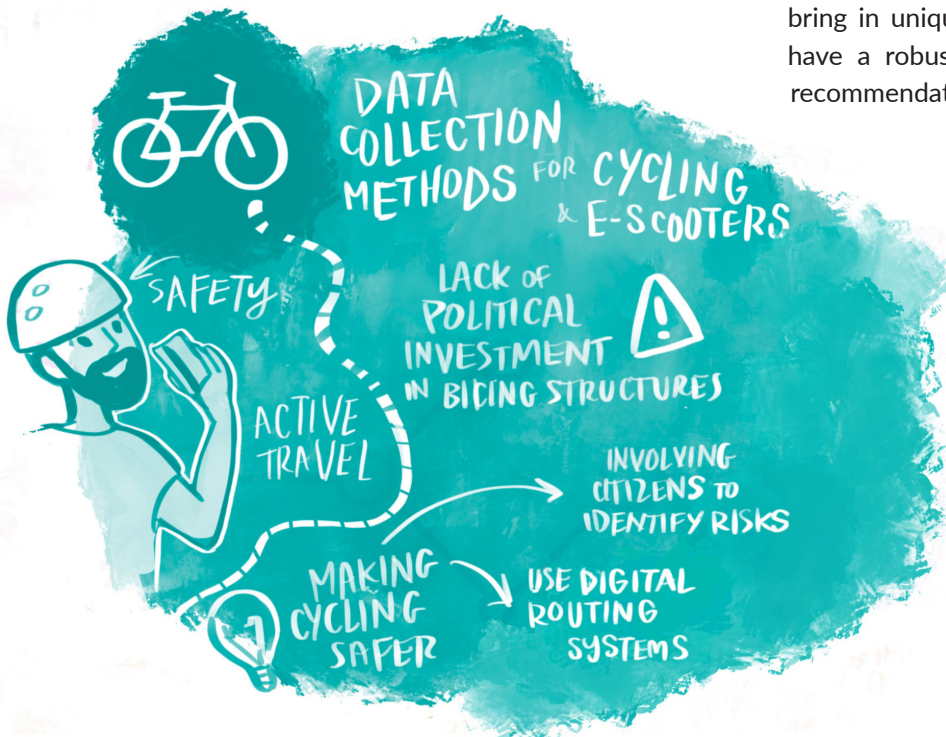


Illustration: Carlotta Cataldi



Business Models

Securing long-term financial backing can be a challenge and thus business models for (e)-bike sharing schemes are often characterised by public-private cooperation with financial contributions from both sides. Revenues from user fees play an important role, but in areas with low demand this is often not sufficient.

Ljubljana Urban Region therefore has worked hard to convince the municipalities in the region to contribute financially to their regional e-bike

What Lviv has to say:

“Lviv united efforts in developing cycling innovations in the city with a private company - Carlsberg Ukraine. Both institutions share sustainable development goals and promote sustainable mobility for all. Despite the war in Ukraine, Lviv City Council together with Carlsberg Ukraine and with support from the [Bikes4Ukraine](#) initiative set up [RoverRent](#) - a social bike-sharing service for internally displaced people.”

Maksym Terletsy, Programme Manager and Deputy Director, City Institute of Lviv

sharing scheme. In Brasov, for example, stations and bicycles are funded with European funding, and in Lviv, the city worked with different agencies and organisations to secure funding to support their cycling innovation. Securing funding from a variety of sources and making use of European funds can help ensure that bike sharing schemes have the necessary financial backing to succeed.

Governance

Having political support is a necessary factor to consider, particularly when implementing a bike sharing scheme or expanding cycling infrastructure. To address this in Brasov, for example, feasibility studies were conducted by the local council and then sent to the local community for approval in order to establish an understanding and support for the project from its onset.

This can also help to catalyse political support, as the public’s well-being should also be in the government’s best interest. If the public supports such projects that expand cycling infrastructure and bike sharing systems, governing bodies may be inclined to support them as well. Governing bodies can also influence implementation through a locality’s ability to apply for EU funding, an important financing source.



Image: Dreamstime / Rumata7

What Brasov has to say:

“Strong cooperation between municipalities within the metropolitan area helps accelerate the development of a long-term integrated mobility policy. With the bike sharing system in Brasov, there have been bureaucratic improvements due to the various projects launched by Brasov City Hall as a growth pole and by Brasov County Council, which are intending to extend the network into smaller surrounding communities as well.”

Melania Petrea, Development Agent within the Metropolitan Association for Sustainable Development of Brasov Public Transport



Acceleration Factors

- Collaboration between main regional mobility stakeholders
- Collaboration with employers
- Targeted exchange with experienced companies city authorities, and end users

Resources

For more real examples of how to accelerate the implementation of innovation of Cycling in the Urban and Functional Urban Area, check out a case study from FastTrack city, **Ljubljana** (Slovenia) and all of FastTrack's Deployment Plans [here](#).

For more resources, check out FastTrack's [State of the Art Cases](#) Database, which showcases how local areas across Europe have sped-up their roll-out of sustainable mobility innovations.

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