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Resource Pack

Improvement and promotion
of bike mobility: a specific
marketing strategy

The example of Bolzano/Bozen

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1. Introduction

A lot of European cities are suffering from traffic problems or inconveniences strongly related to traffic: traffic jams, noise, environmental pollution and so on.

That is why more and more cities are rediscovering the bicycle as daily means of transport as well as answer to the traffic problems. Researchs show, that in town the bike is the fastest mean of transport up to 10 kilometres and therefore it is an important alternative to the motorized traffic.

Bicycles are flexible, fast, ecological and economical. They are silent; they do not use energy and do not pollute. The bicycle is healthy means of transporation preventing from many diseases caused by the lack of movement.

The improvement and the promotion of bike mobility are now considered as a good alternative to the most common means of transport; however, the success of the initiatives in this field depends on different factors.

The first argument in favour of the use of the bike in an urban context is time saving. The top priority for cyclists is speed, which comes even before “safety” and “comfort”. Surveys among cyclists have shown that they prefer direct connections, even when they are more dangerous, respect to safer but longer ways.

However, it is very important to increase safety for cyclists and the most efficient method to get this result is to reduce the speed limits of the motorized traffic: a 30km/h speed limit guarantees the safety of cyclists in mixed traffic situations (i.e. without separate bike lanes).

Cyclists do not have a crush zone and they are directly affected by an accident. Separate bike lanes provide optimal safety conditions, especially near junctions and gateways, where most of the accidents happen.

Another factor wich helps in reducing risk for cyclists, is the high visibility on long distance.

Last but not least, a “safety area” for change manoeuvres has to be foreseen.

Cycling becomes unattractive in case of frequent slowing down, accelerations, stops or holes, tree roots and unevenness of the ground. Moreover, the paving should be kept clean and in good condition, even in winter. A bike lane in bad conditions communicates a negative image of the bike.

The attractiveness of bike lanes is also related to urban and architectural surroundings as well as a sense of safety (especially for women in the night). Therefore, planners should take into account that highly frequented areas provide a sense of “social” safety.

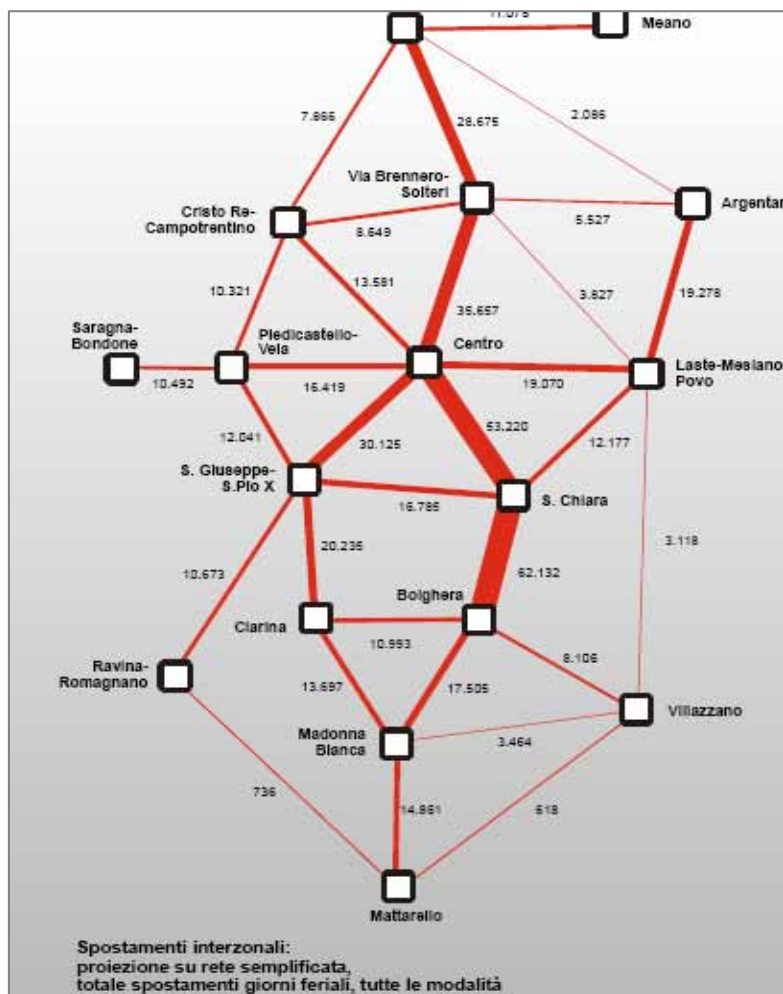
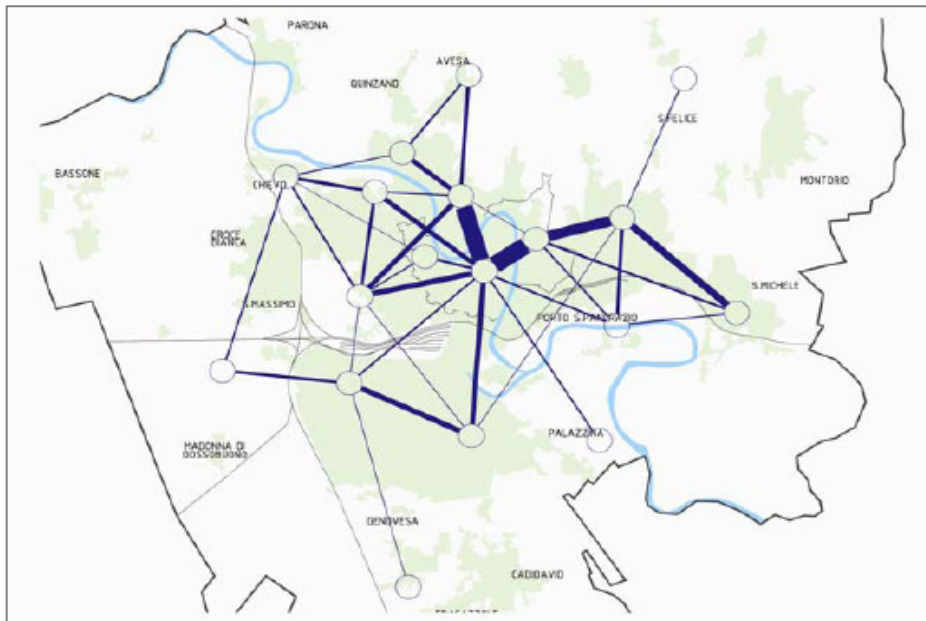
The more easier and recognizable the whole bike network is, the easier is the orientation within the agglomeration and the higher is the acceptance towards the use of the bicycle.

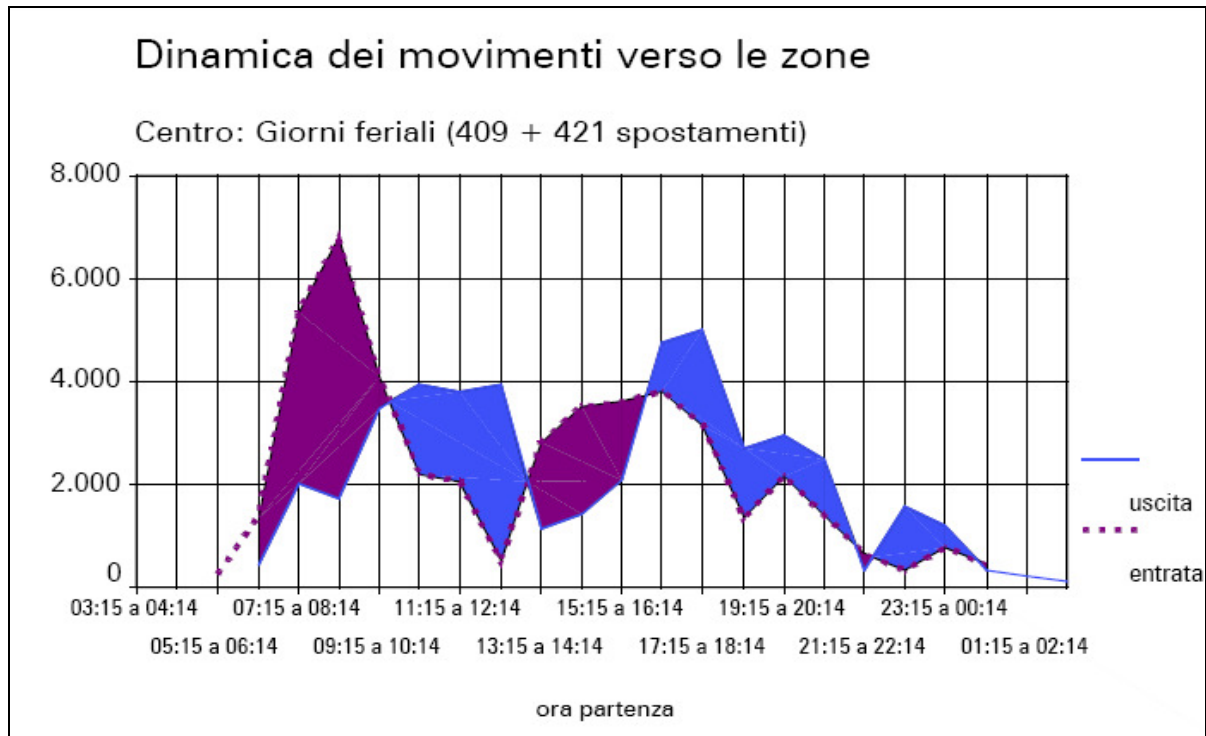
2. Bike mobility in Bolzano/Bozen: the project by the Ökoinstitut Südtirol

In the specific case of Bolzano, the bike mobility is based on different hierarchys.

The Ökoinstitut Südtirol/Alto Adige has designed a coherent bike network on the basis of the mobility demand of the citizens. During the planning process, the existing infrastructures have been kept and combined with the new ones in an optimal way. Beyond “velocity, quality, direct way”, it was considered that riding a bike should also be amusing and pleasant. Therefore, where possible, bike lanes are built along

recreational and attractive areas, such as rivers, green areas, parks, zones with traffic limits and so on.





The hierarchical structure of the coherent bike network in Bolzano consists of three elements, the so called “**principal axis**”, “**secondary axis**” and “**streets with mixed traffic**”.

The **principal axes** connect the most important points of attraction inside the city. The Ökoinstitut Südtirol/Alto Adige has identified 8 principal axes in Bolzano. They cross the whole city and smoothly connect several extra urban bike lanes and suburban areas. The quality standards are of course higher than those of other bike lanes: they must be larger and have very safe junctions. Moreover, orientation along the axis has always to be given. Also nodes/junctions are very important. The main axis also enables the orientation inside the bike network.





The secondary axis connects one or more principal axes. In Bolzano there are many secondary bike lanes. They are usually not as long as the primary axis and connect to the principal axis big built-up areas, sports centres, recreational areas, parks and so on. Secondary axes also connect two or more primary bike lanes (cross-connections).

Generally, inside the city, it should be possible to reach every place by bike. In all residential areas in Bolzano there should be the possibility of the so called **mixed traffic**: cars, motorcycles and bikes can coexist in safety without special infrastructural measures. The easiest way to reach this goal is to reduce the speed of the motorized traffic. In the international technical literature 30 km/h are considered as the appropriate speed limit for mixed traffic. Other instruments are speed control and structural interventions.



The bike network in Bolzano

By developing a bike network, it is necessary to foresee proper parking areas for bicycles: high quality parking areas lead people to buy a bike and consequently they promote the bike mobility.

The Ökoinstitut Südtirol/Alto Adige has developed a “Bicycle Parking Plan” for Bolzano, analysing where and how many bicycle parking areas are required; locating concrete areas, carrying out feasibility studies and setting out the kind of parking area as well as the relevant quality standards.





Information and communication

Information and communication should help in making citizens aware of the advantages of the bike mobility. The target is to inform about the existing bike mobility offer as well as the bike services, helping in creating a bicycle friendly atmosphere. Last but not least, information and communication can be a political and marketing strategy for improving the image of a city.

The bike mobility map should be carried out when proper infrastructures have been built up. The structure of the map must be simple and easy to read.



Bike map Bolzano (front side)

Percorsi ciclabili principali Fahrrad Hauptachsen

R1 Centro storico – Ospedale Altstadt – Krankenhaus
 Centro/Piazza Walther Zentrum/Waltherplatz
 Piazza Sarasin/ Università Sarasin Platz/Universität
 Ponte sul Tevere/ Brücke über die Tauer
 Piazza Vittoria Siegesplatz
 Piazza Mazzini Mazziniplatz
 Piazza Gries Grieser Platz
 Ospedale Krankenhaus

R2 Tribunale – Palaseport Gericht – Stadthalle
 Tribunale Gericht
 Auditorium Roem Auditorium Roem
 Viale Druso Drususallee
 Zona Artigianale Viale Druso Handwerkerzone Drusus Allee
 Palaseport/Parco Europa Stadthalle/Europapark

R3 Lido – Palaseport Lido – Stadthalle
 Lido/Lido Druso Sportplatz
 Viale Roma Reuststraße
 Via Palermo Palermo Straße
 Palaseport/Parco Europa Stadthalle/Europapark

R4 Cardano – Bivio Cardano – Abzweigung
 Ponte Campigil/Zona Artigianale Kampfenbrücke/Handwerkerzone Cardano Körndorfer 2,8 km
 Ponte Virgido Virgibrücke
 Ponte Loreto Loreto Brücke
 Accademia Europea Europäische Akademie
 Lido/Campo Sportivo Druso Lido/Druso Sportplatz
 Ponte Roma Rombirücke
 Ponte Palermo Palermo Brücke
 Via Parma Parma Straße
 Ponte Resia Reschenbrücke
 Via Pometal/piano Merano Abzweigung Trient/Eppan/Meran Trient/Friess 31,0 km
 Appiano/Eppan 9,5 km
 Merano/Meran 39,0 km

R5 Centro storico – Oltresarno Altstadt – Oberau
 Centro/Piazza Walther Zentrum/Waltherplatz
 Nuovo Teatro Comunale Neues Stadttheater
 Ponte Loreto Loreto Brücke
 Campo Sportivo Aslago Sportplatz/Viallach
 Viale Roma Rom Straße
 Oltresarno Oberau

R6 Ospedale – Mese della Pieve Krankenhaus – Pfarrhof
 Ospedale Krankenhaus
 Palaseport/Parco Europa Stadthalle/Europapark
 Via Parma Parma Straße
 Ponte Resia Reschenbrücke
 Via Buzzi Buzzi Straße
 Cimitero comunale Stadischer Friedhof
 Zona Sportiva Mese della Pieve Sportzone Pfarrhof

R7 Gries – Pieve Gries – Mese
 Piazza Mazzini Mazzini Platz
 Tribunale Gericht
 Via Mercatella Neustiftweg
 Ponte Roma Rombirücke
 Via Claudia Augusta Claudia Augusta Straße
 Ponte Palermo Palermo Brücke
 Via Volta Volta Straße
 Fiera/Stazione Bolzano Süd Messe/Bahnhof Bozen Süd

R8 Accad. Europea – Castel Roncolo Europa Akad. – Schloss Runkelstein
 Accademia Europea Europäische Akademie
 Ponte sul Tevere Brücke über die Tauer
 Canal Sportivo Tavera Tauer Sportplätze
 Fambisi San Genesio Janseniener Seilbahn
 Castel Roncolo Schloss Runkelstein Sarrentino Sorribahn 10,0 km

Ciclovie Fahrradwege
 Bolzano Fahrradwege

Noleggio Bici Fahrradverleih
 Piazza Walther Walther Platz
 Piazza Gries Grieserplatz
 Aperto tutti i giorni, tranne la domenica dalle ore 7.30 alle 19.30 (dal 1 aprile al 31 ottobre; 16 ottobre fino alle 16.30)
 Täglich geöffnet von 7.30 bis 19.30 (vom 1. April bis zum 31. Oktober; im Oktober bis 16.30)

Numeri di telefono utili
 Mündliche Telefonnummern
 Soccorso pubblico di emergenza Notruf 112
 Vigili Urbani Stadtfeuerwehr 0471 997 788
 Tourist Information 0471 307 000
 Ferrovie dello Stato Staatsebene 049 088 088 088
 Trasporto pubblico locale Öffentlicher Nahverkehr 800 846 047

Bike map of Bolzano (back side)

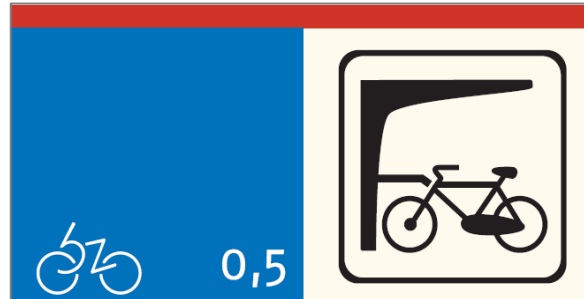
The format and handling of the map is very important. The Ökoinstitut Südtirol/Alto Adige recommends the so called Z-Card system. The map, fold together, has the dimension of a credit card. Once open, the card has nearly an A3 format.



The bike map can be distributed by post or in public offices, bike rental stations, sport facilities and so on.

A continuous update of the map is very important.

Horizontal sign postings are developed for all bikers and commuters, but also for tourists which are not familiar with a place.



Infopoints are located in strategical places all over the city and offer a very detailed plan of the surroundings, connections to other bike lanes or the accessibility to big mobility attractors. Infopoints can also be considered as a sort of “marketing tool” because they draw the attention of passengers, car drivers, cyclists etc. on bike mobility.





3. Marketing

3.1 The Corporate Identity

The first step for a successful and effective marketing campaign is the development of a Corporate Identity (CI). The CI must be unique, sensational and represent the product, in this case the bike mobility. The logo, as a kind of self-explaining symbol, must be on all bike relevant elements in the city (sign posting, infopoints, poster, advertising, internet, etc.). Like any other product, also the bike mobility takes on an identity through the logo and the whole CI. The design plays an important role. Every information- and marketing element has to take into account both aesthetical aspects and loveliness. The bicycle has to be positively perceived and get a positive image. For example, the logo should communicate:

- Easy identification of “bicycle” or “bike mobility”
- Easy recognizability
- The idea of “speed”
- An emotional binding
- Site-specific aspects (colours, shortcuts, etc.)

In addition to the logo, you should also develop a signature which is easy to remember. Writing as well as colours must be consistent with the logo. Under the signature, there should be a reference to the bike mobility of each city and everybody should be able to immediately identify what signature tries to communicate.

Logo: Bici Bolzano

Easy identification with "bicycle" / "bike mobility"

Gives the idea of "velocity"

"bz" is the shortcut in both languages for **B**olzano/**B**ozen



Emotional binding

Official colours of the City Administration

Signature

High recognizability

Short and catchy

Bici Bolzano
Fahrrad Bozen

Strong relation
to the topic

The Brand (logo + signature) should help to make a unique product of the bike mobility in a city. This product must be easily recognizable among the other means of transport, and this can happen only on a very emotional level.

3.2 Wallpapers and big prints

Like any other product, also bike mobility should use one of the most “classical” advertising media, the placard.

Placards can be hung in the whole city area and at a relatively low cost, if compared with the great number of target groups reached. As a matter of course, placards must be designed considering the corporate identity, the logo, the signature, the colours, etc. of the bike mobility to be represented on the placard. Again: the aesthetical aspect and the design communicated through the placard are of fundamental importance to improve the image of bike mobility.

Placards can also be hung on public means of transport, for instance on buses or trams.

Another possibility consists in carrying out the so called “big prints”. Big prints are more expensive than “standard” placards. But the promotional effect is higher. Big prints can be installed on big house-walls or used as encasement for big construction works.

Some examples from Bolzano and Trento:





PalaTrento

Benvenuti sulla **rete ciclabile**
della città di Trento.

Inizio pista blu.



PalaTrento — Centro città di Trento



Attenzione!

Lavori in corso

...stiamo pedalando per voi

Assessorato Lavori Pubblici

Qui passerà la pista ciclabile:

Stazione — Piazza Garibaldi

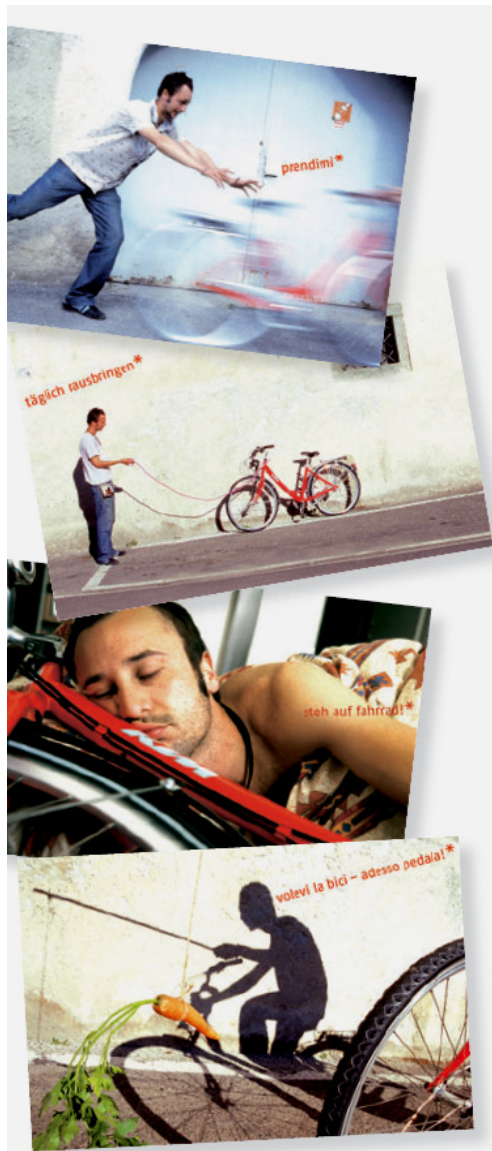
3.3 The bike barometer

Bolzano was one of the first cities in Europe where the so called “bike barometer” was installed. This tool can be considered as an instrument to raise awareness and to sensitize all cyclists in Bolzano. The barometer uses a specific sensor and counts all bikes in both directions along one of the most used bike lanes. The display shows the total daily number of bikes as well as the total number of passages from the installation of the barometer on. The bike barometer was a big success in Bolzano and in less than one year the number of one-million cyclists was reached. On that occasion, a big event with politicians, press, sponsors, etc. was organised.



3.4 Postcards

The so called “free postcards” are very popular among young people: they are distributed in pubs, bars or restaurants. Such postcards should be designed in a conspicuous way and strongly related to bike mobility. Here below you can see some examples from the Ökoinstitut Südtirol/Alto Adige in Bolzano and Milan:



3.5 Cinema spots and videos

Ökoinstitut Südtirol/Alto Adige tries also to experiment with new, a bit eccentric ways to improve and promote bike mobility in Bolzano. One of these well accepted methods was the production of different cinema spots. The cinema spots in Bolzano are oriented to different target groups and topics, e.g. young people, safety, etc. New channels, like short videos on Youtube or on different homepages could also be a future way to draw attention to the bike mobility.

3.6 Measures for specific target groups

Once a certain goal in the modal split is reached, general marketing activities are certainly meaningful, but in this case common/general advertising campaigns are not so effective. Marketing measures for specific target groups have to be carried out. Like in the world economic, where advertising and marketing are oriented towards the needs of certain target groups, also in case of the promotion of bike mobility this could help to reach higher “market shares”. Target groups can be commuters, employees, scholars, parents or tourists. In this case creativity is of fundamental importance and site-specific measures can be developed.

As regards to employees and commuters, marketing events like the project “by bike-to-work” can be very useful. Moreover it is possible to develop and promote other feasible multimodal solutions, like P&R systems in combination with bike rental services, specific price offers for commuters, ticketing policies, parking services and so on..

There are a lot of project ideas to promote bike mobility among scholars and students. Some of them can be seen on www.eltis.org.



For further information please apply to:

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