



De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

De Frie Fugle

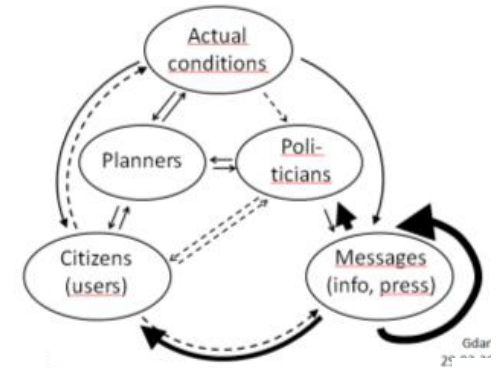
De Frie Fugle

De Frie Fugle

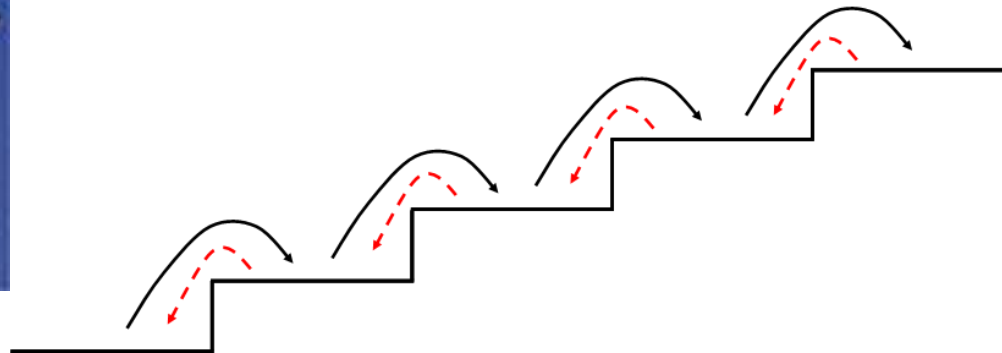
De Frie Fugle



De Frie Fugle



# How to promote cycling by other means than infrastructure





# On the content

Which arguments work?

Theory on behavior

Reality and perceptions

How to plan and evaluate campaigns

News on project "Promoting cycling effectively"

(Examples)



# On myself

Member of Dansk Cyklist Forbund 1972

Active in Dansk Cyklist Forbund 1977-1986

Direktor for Dansk Cyklist Forbund 1986-2000

Advisor on transport behavior 2000-

[www.thomaskrag.com](http://www.thomaskrag.com)



# Which arguments work?

The bicycle...

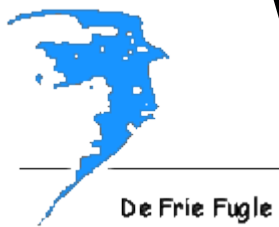
- is good for the environment
- improves public health
- is healthy for the user
- saves urban space
- is easy to park
- can be implemented at low cost
- is cheap
- relieves congestion
- is the fastest means in peak traffic
- ...



# Which arguments work?

Two types of arguments

- benefits to society
- benefits for the (potential) user



# Which arguments work?

Two types of arguments

- benefits to society
- benefits for the (potential) user

## "The incentive matrix"

	<i>Benefits to society</i>	<i>User benefits</i>
<i>Politicians, planners, policy makers</i>	✓	
<i>Normal people</i>		✓

# Theory on behavior



De Frie Fugle

# Theory on behavior

**More cycling trips** are created by a mixture of:

- Hard measures  
(new road design, signs, cycle lanes, cycle tracks, paths...) and
- Soft measures  
(information, communication, marketing).

In any case, increasing cycle traffic means:  
**changing human behaviour and individuals' habits.**



# Theory on behavior

## **Worth noting:**

Promotion of cycling is not only a question of changing the physical conditions.

Often, however, staff with main skills in the area of traffic planning and road design are asked to increase cycle traffic.



# Theory on behavior

## **Marketing means:**

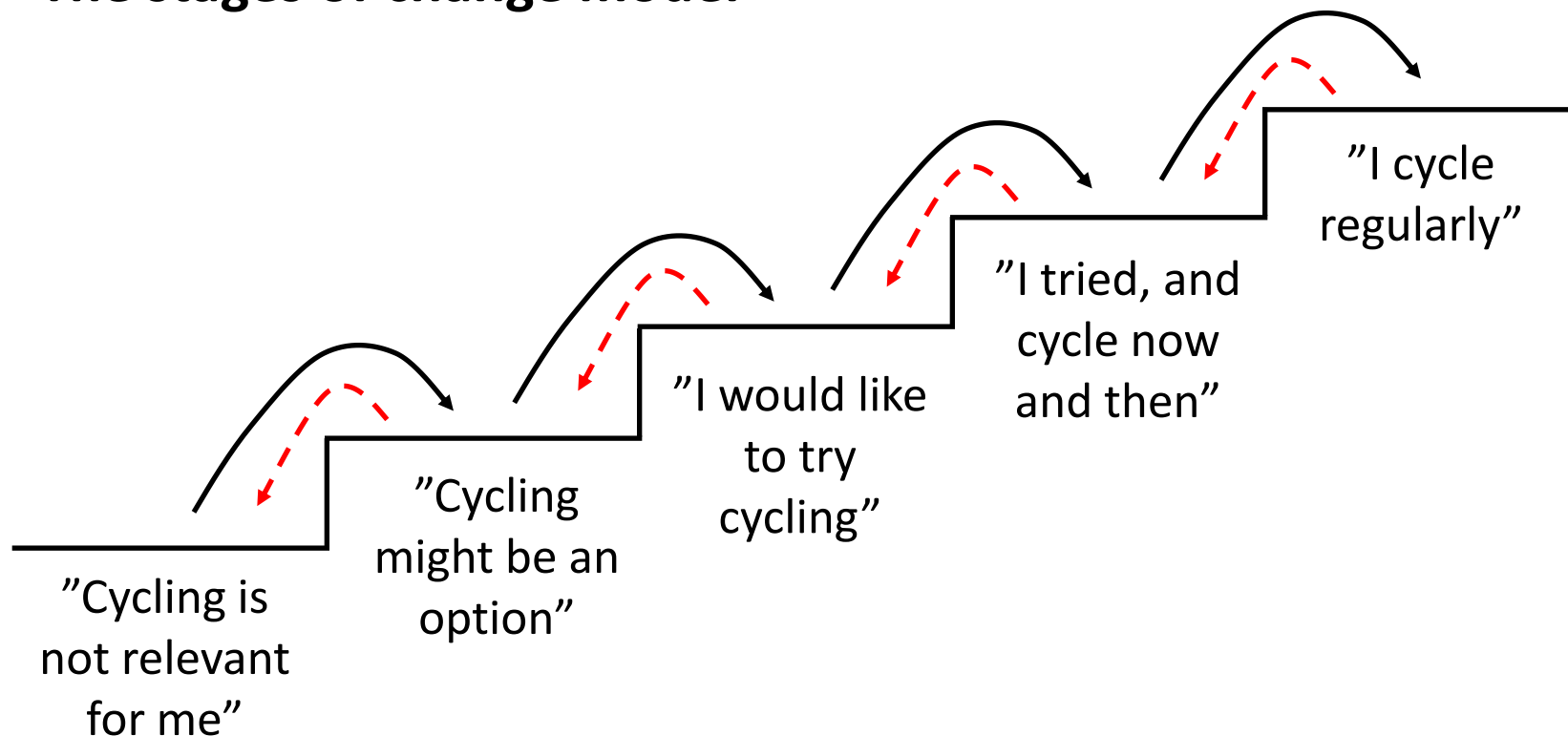
*“to make a communication about a product or service a purpose of which is to encourage recipients of the communication to purchase or use the product or service”*

In this connection:

**Marketing means making the citizens cycle more by communication means.**

# Theory on behavior

## The stages of change model





# Theory on behavior

Cycle promotion can thus be rephrased as

- 1) promoting individuals moving up the stairs
- 2) preventing individuals moving down the stairs.

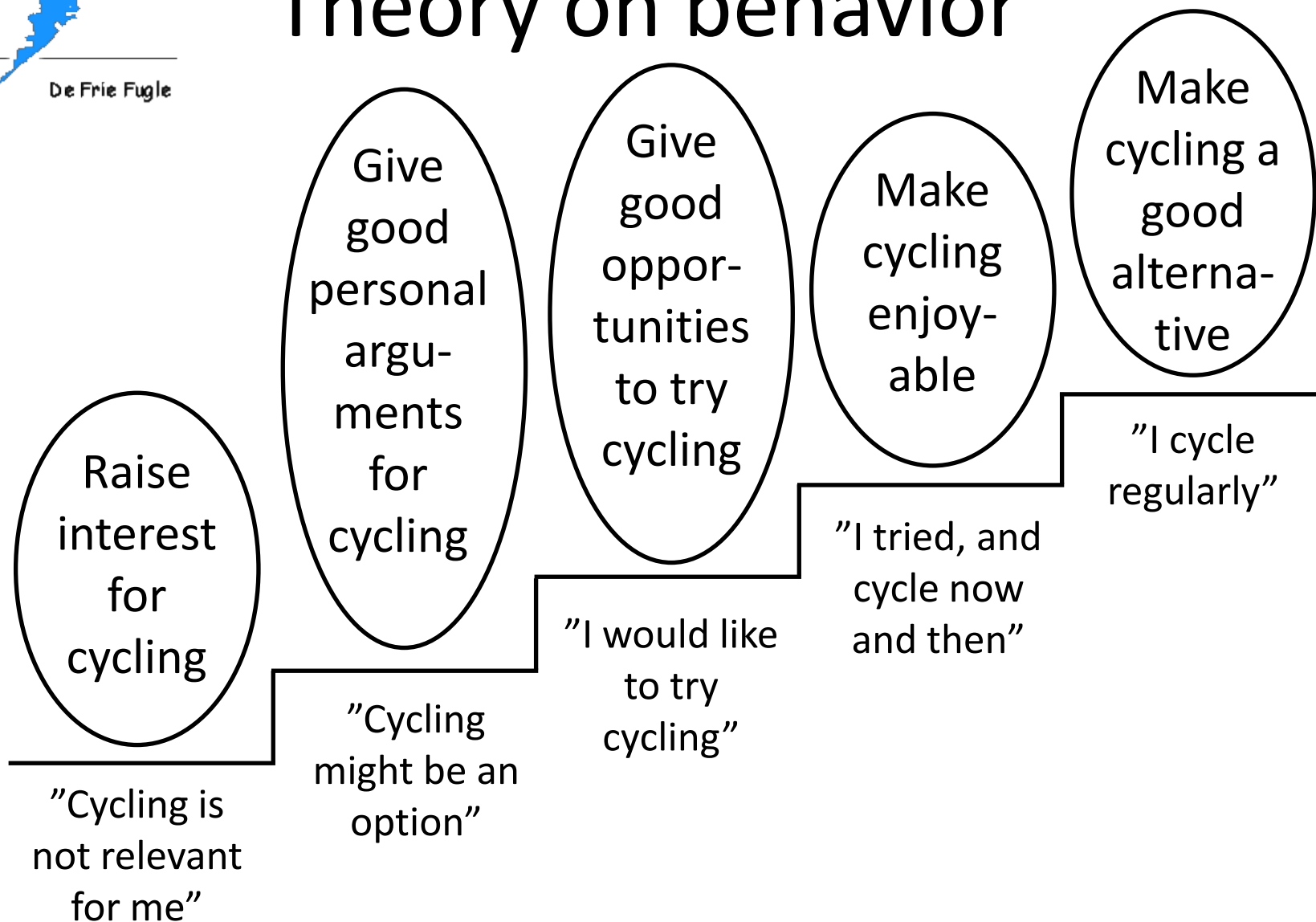
1) Means “getting new customers” – which is difficult and expensive.

2) Means “keeping existing customers” – which is easier.

Preventing people from moving down – e.g. giving up cycling - should therefore be given priority.

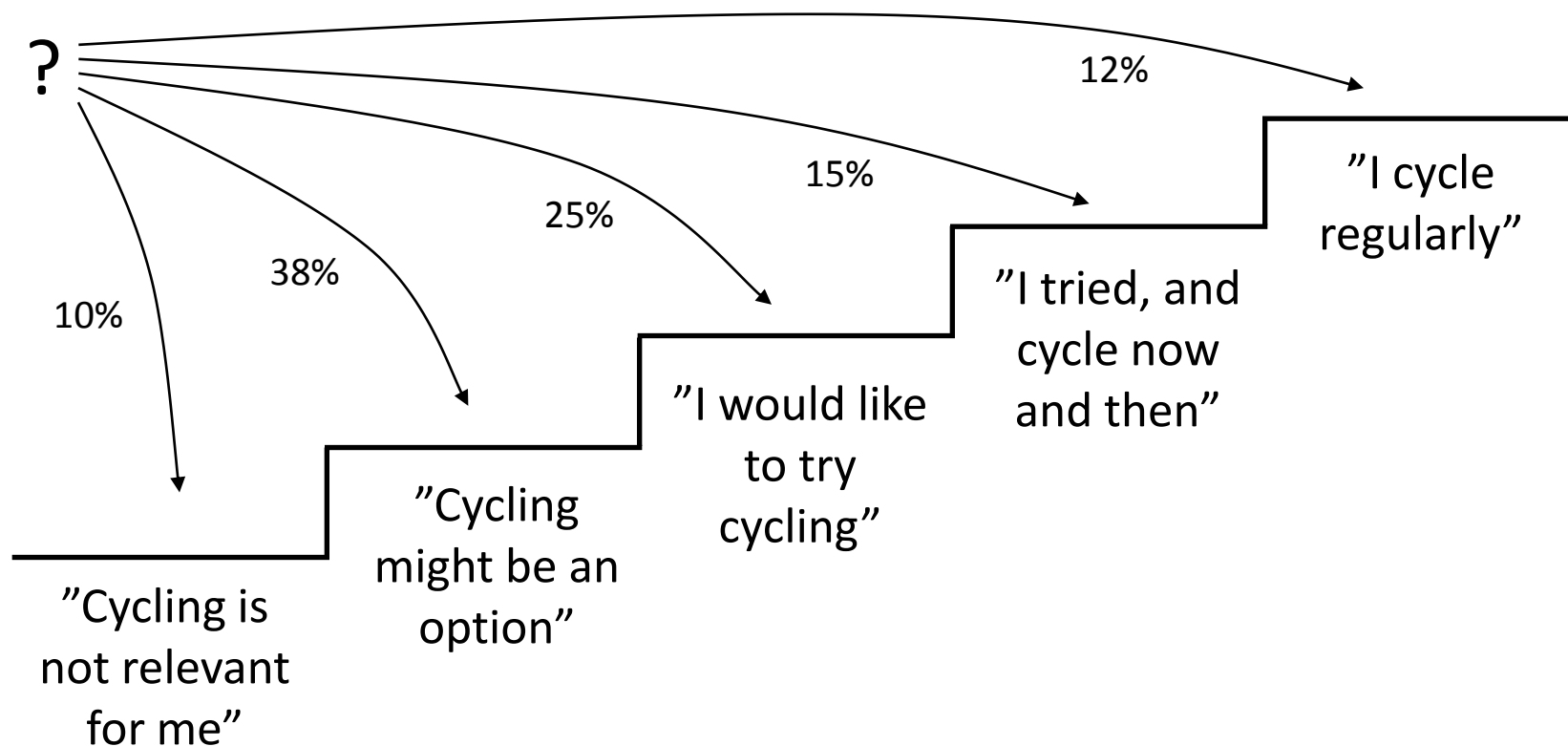
Worth noting: **It is all very emotional**

# Theory on behavior



# Theory on behavior

## An evaluation option





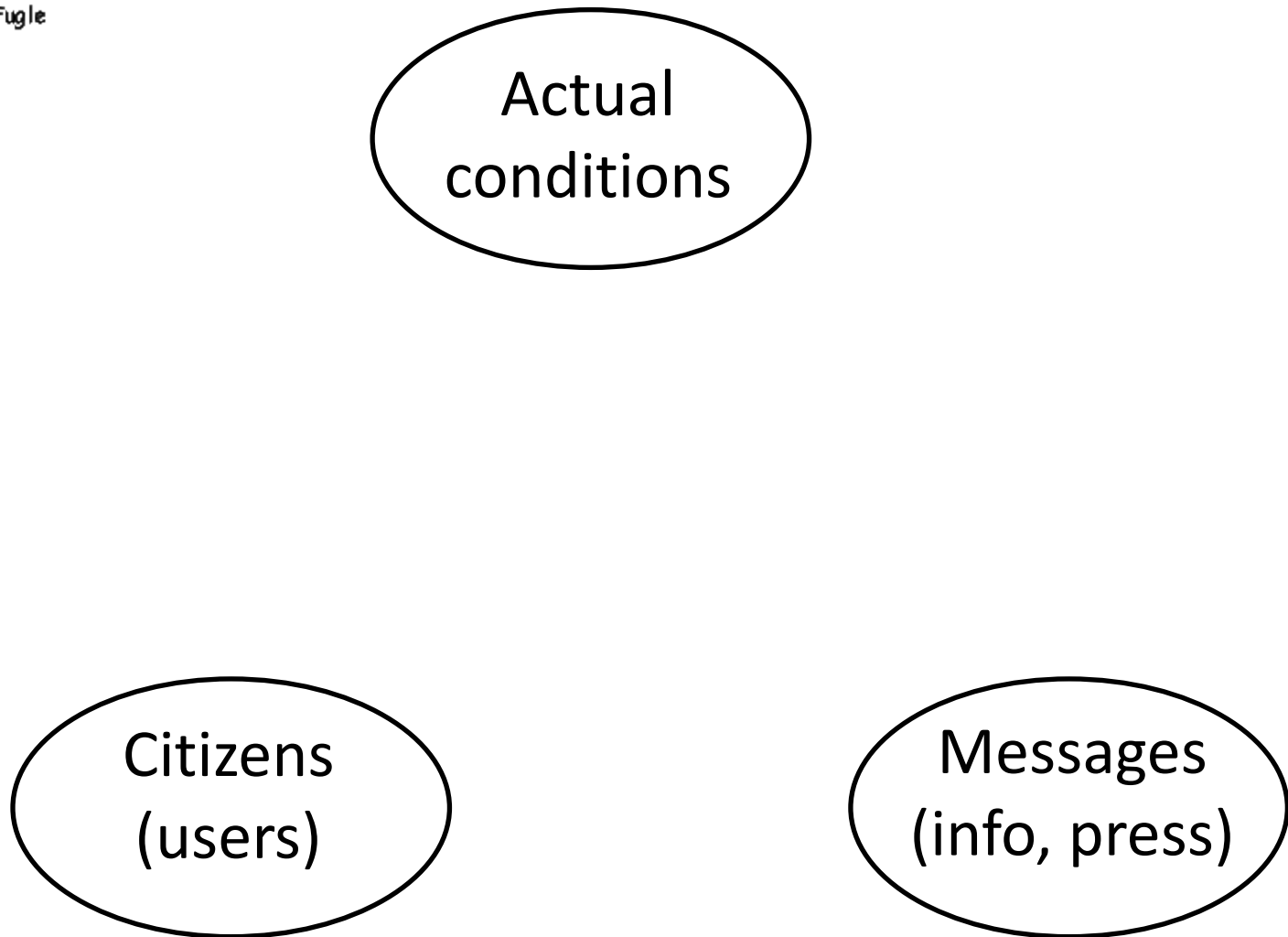
# Reality and perceptions



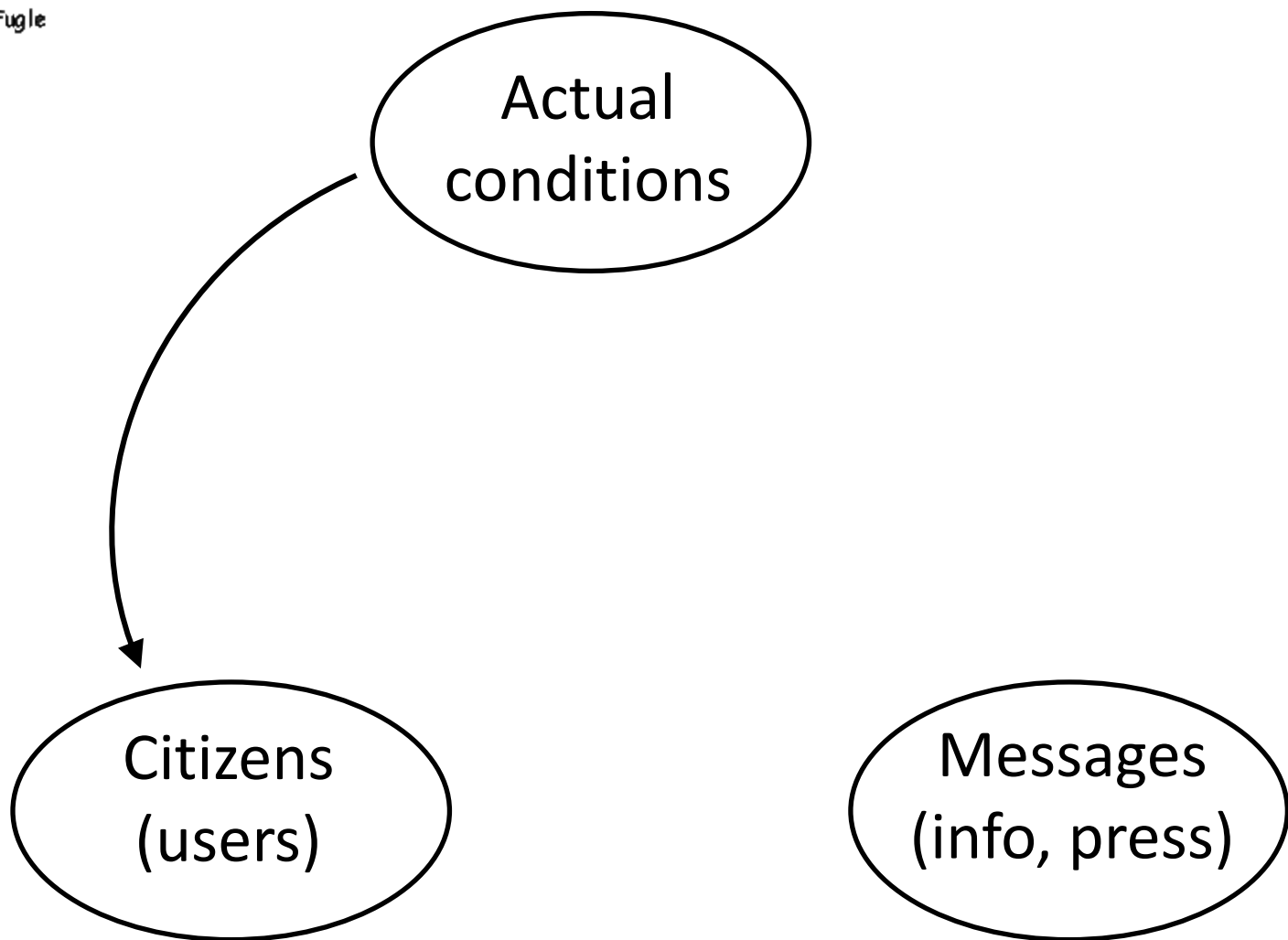
Thomas Krag  
Mobility Advice

Copenhagen,  
23.08.2012

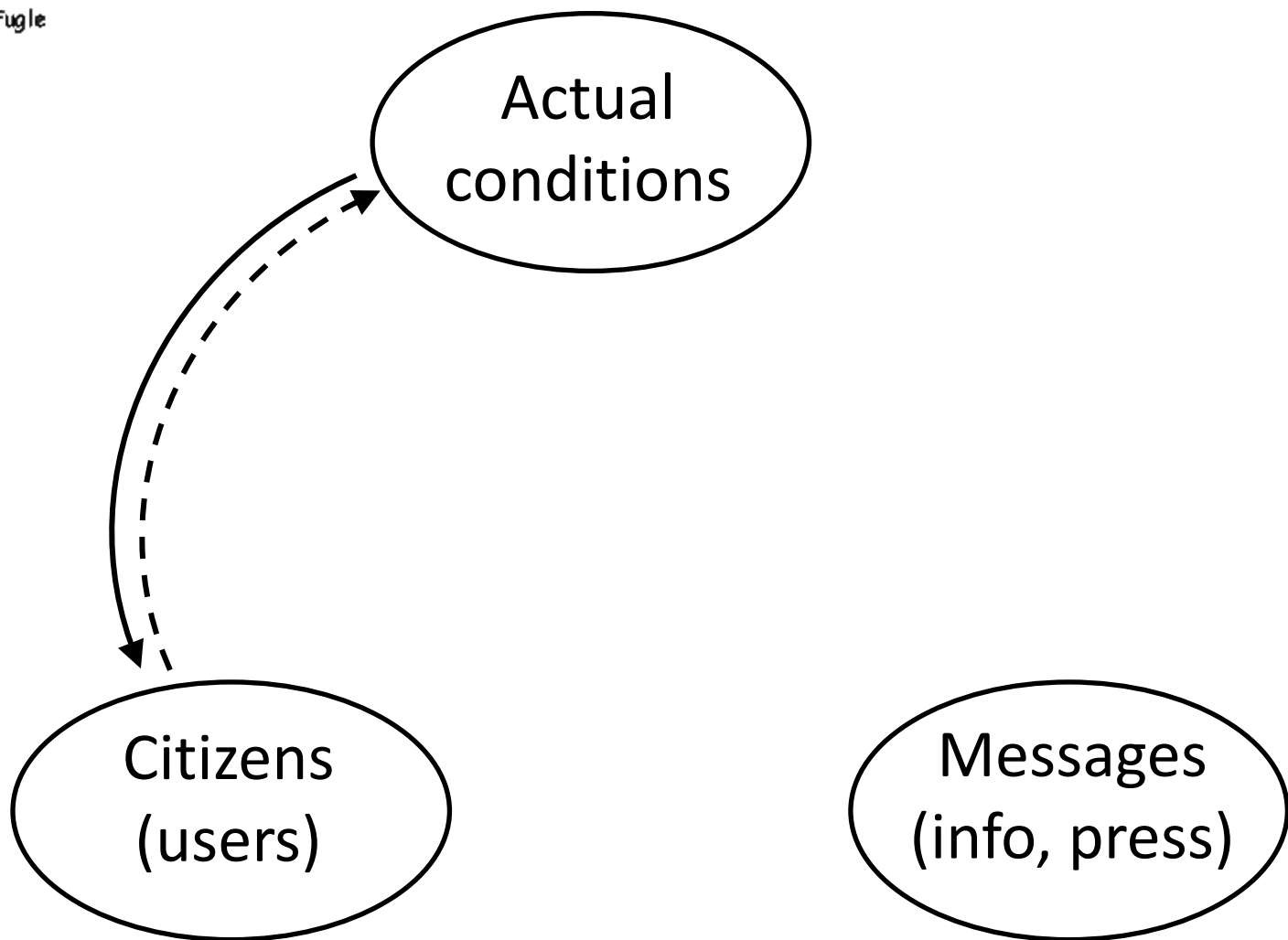
# Reality and perceptions



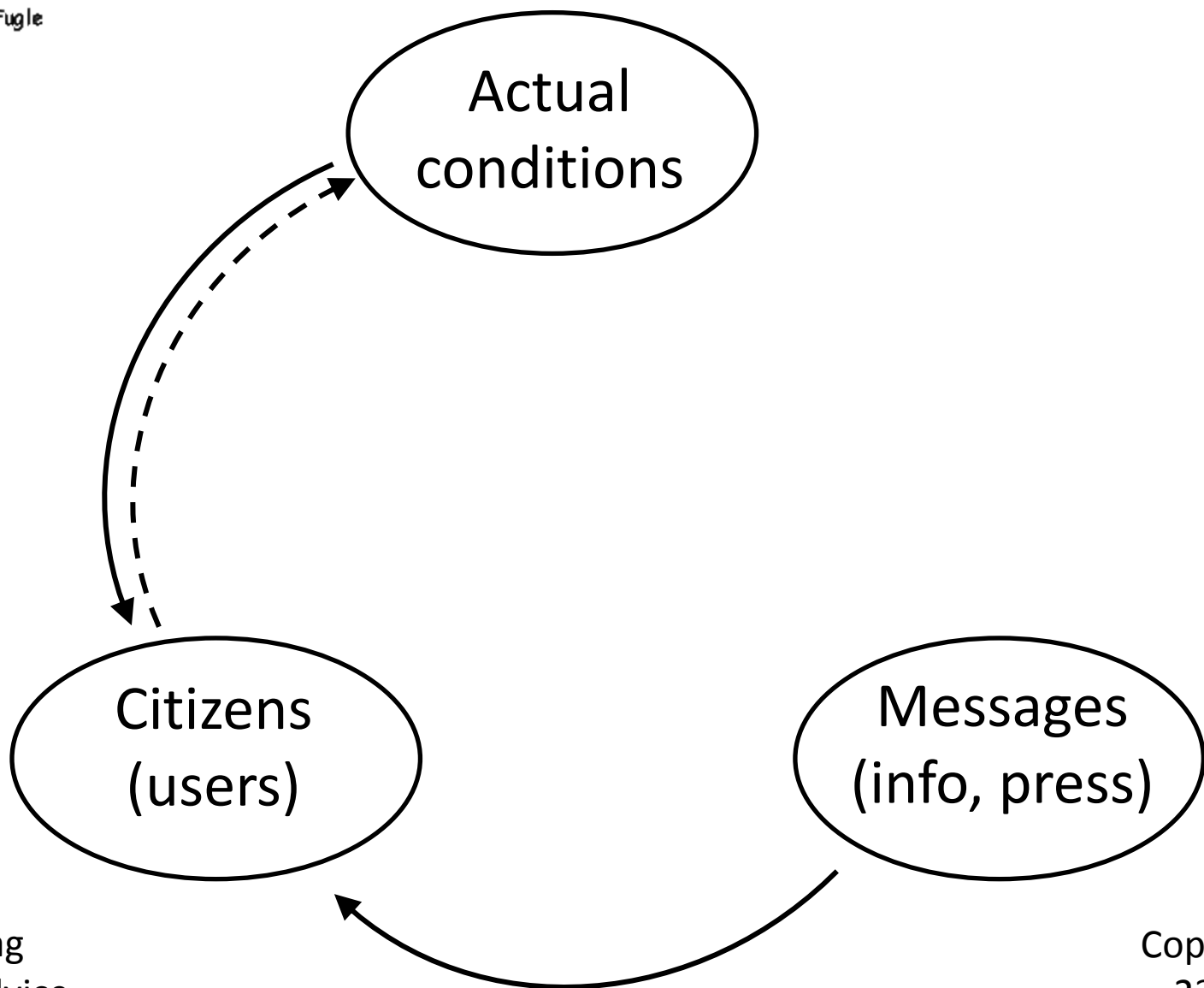
# Reality and perceptions



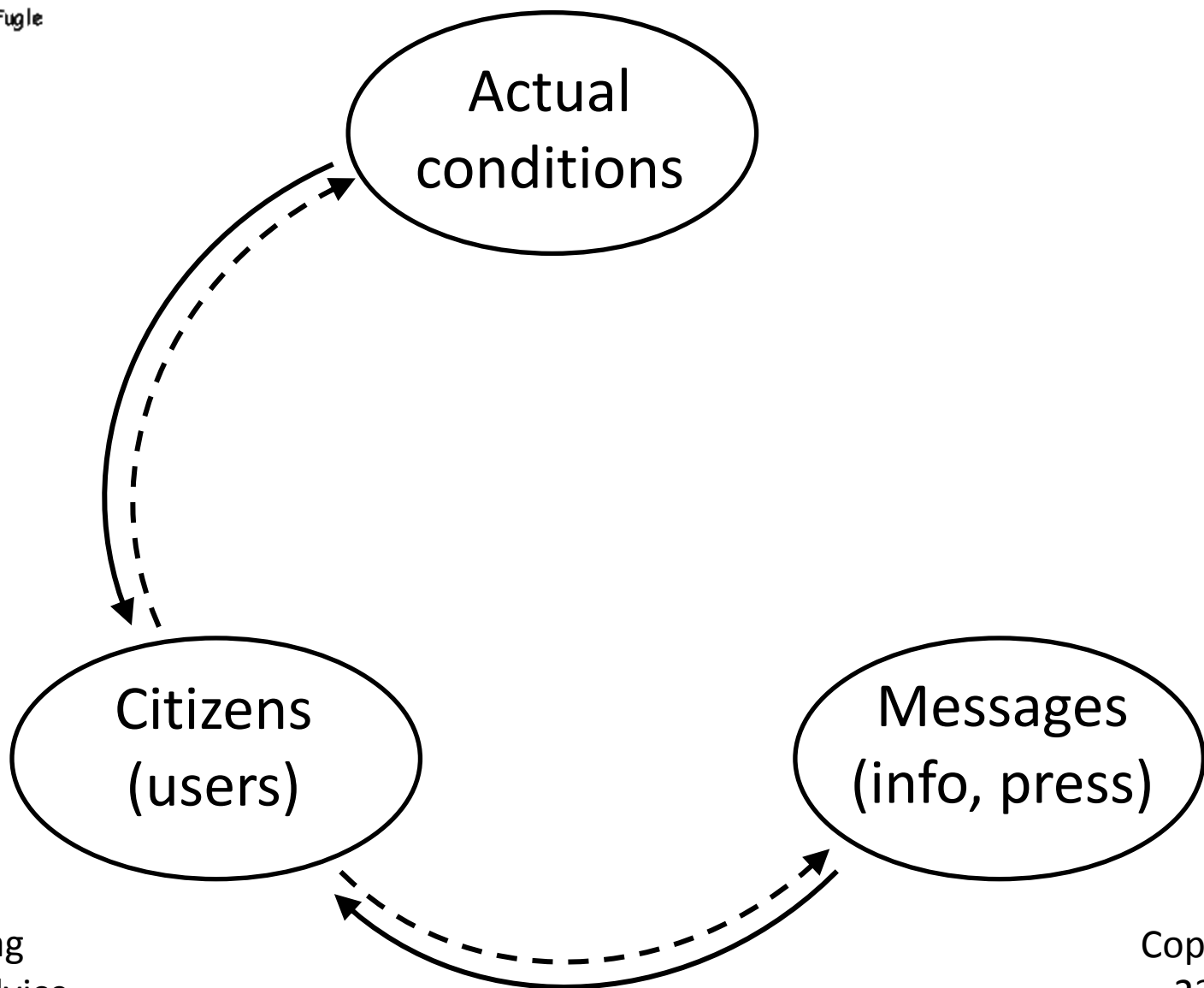
# Reality and perceptions



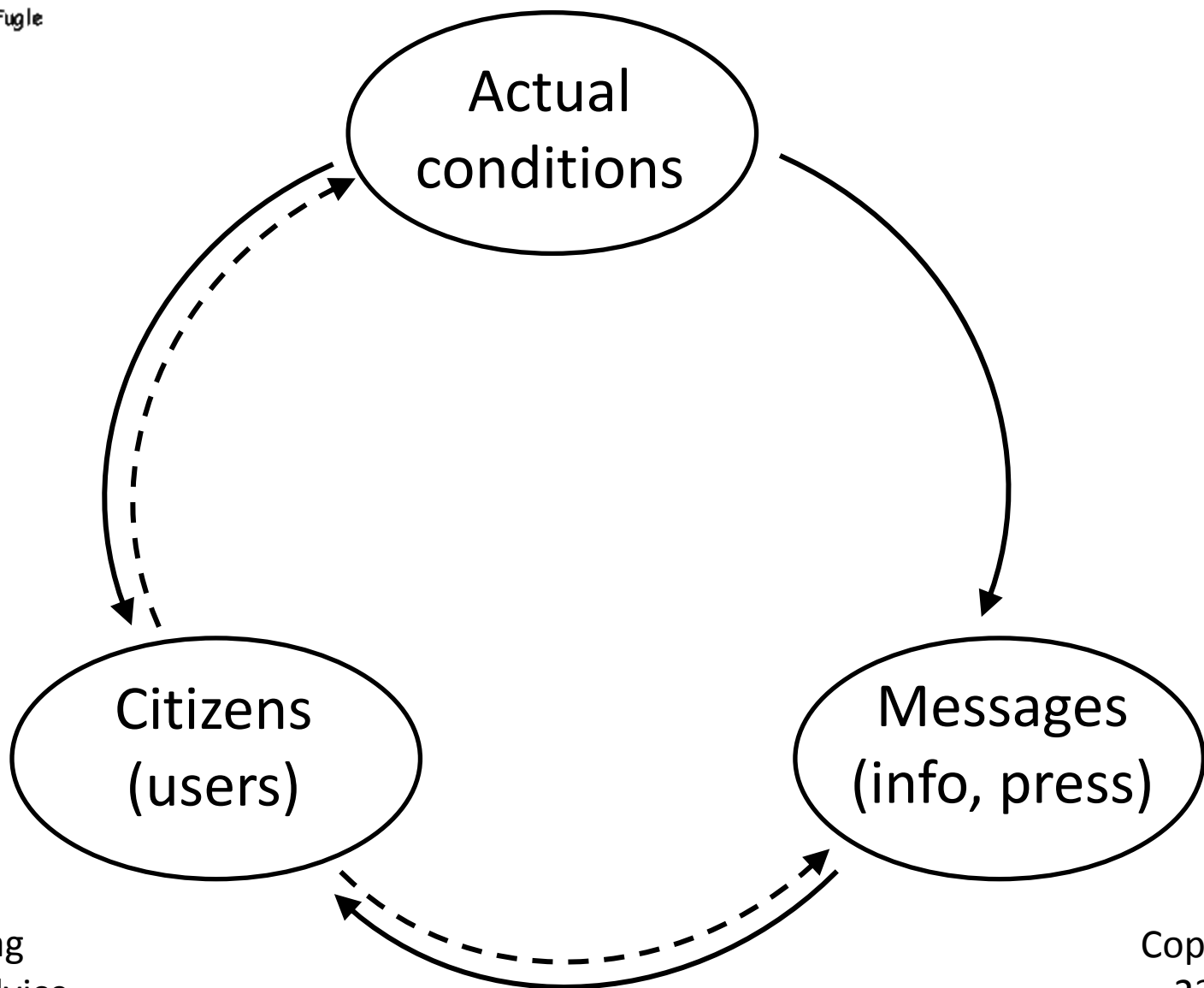
# Reality and perceptions



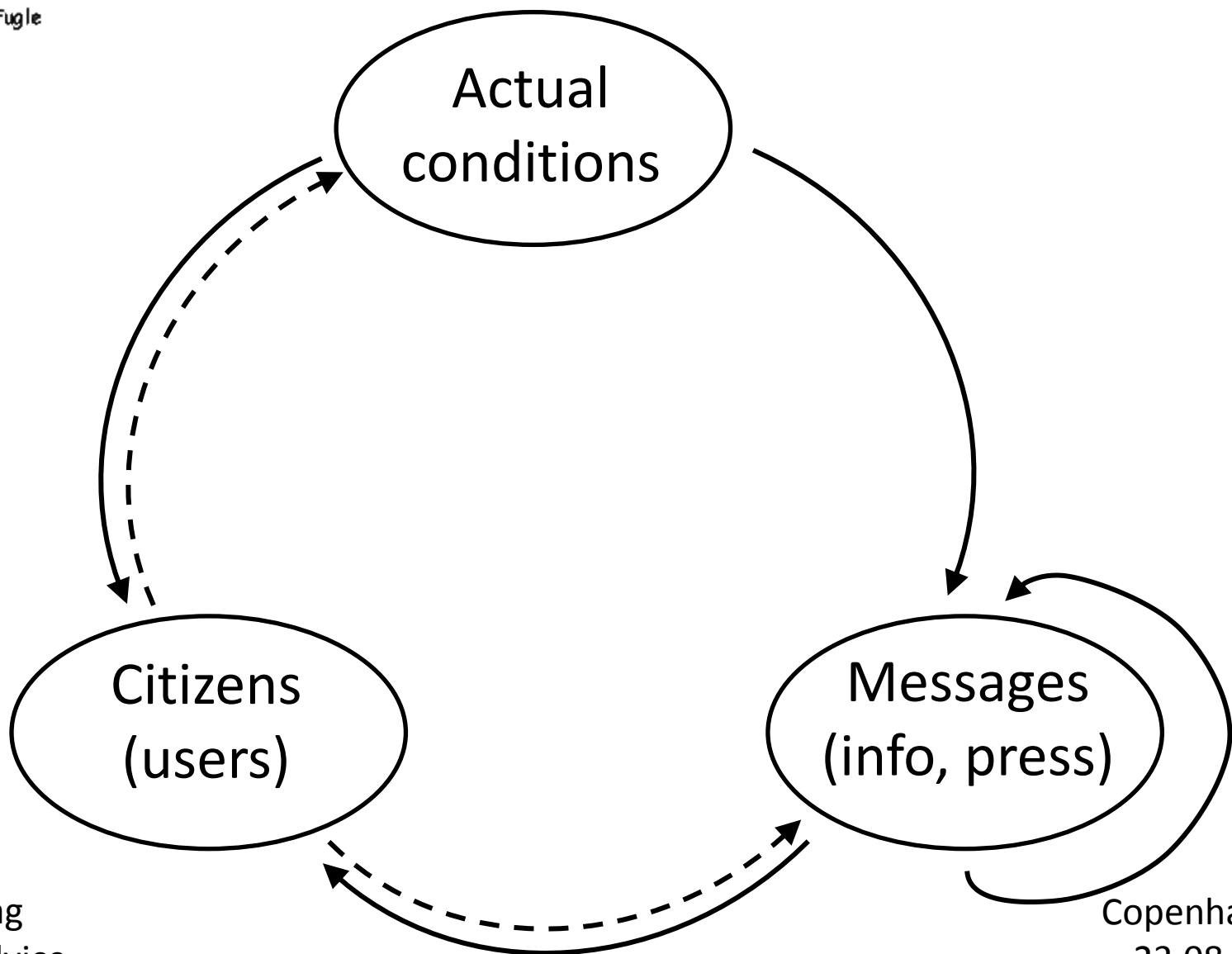
# Reality and perceptions



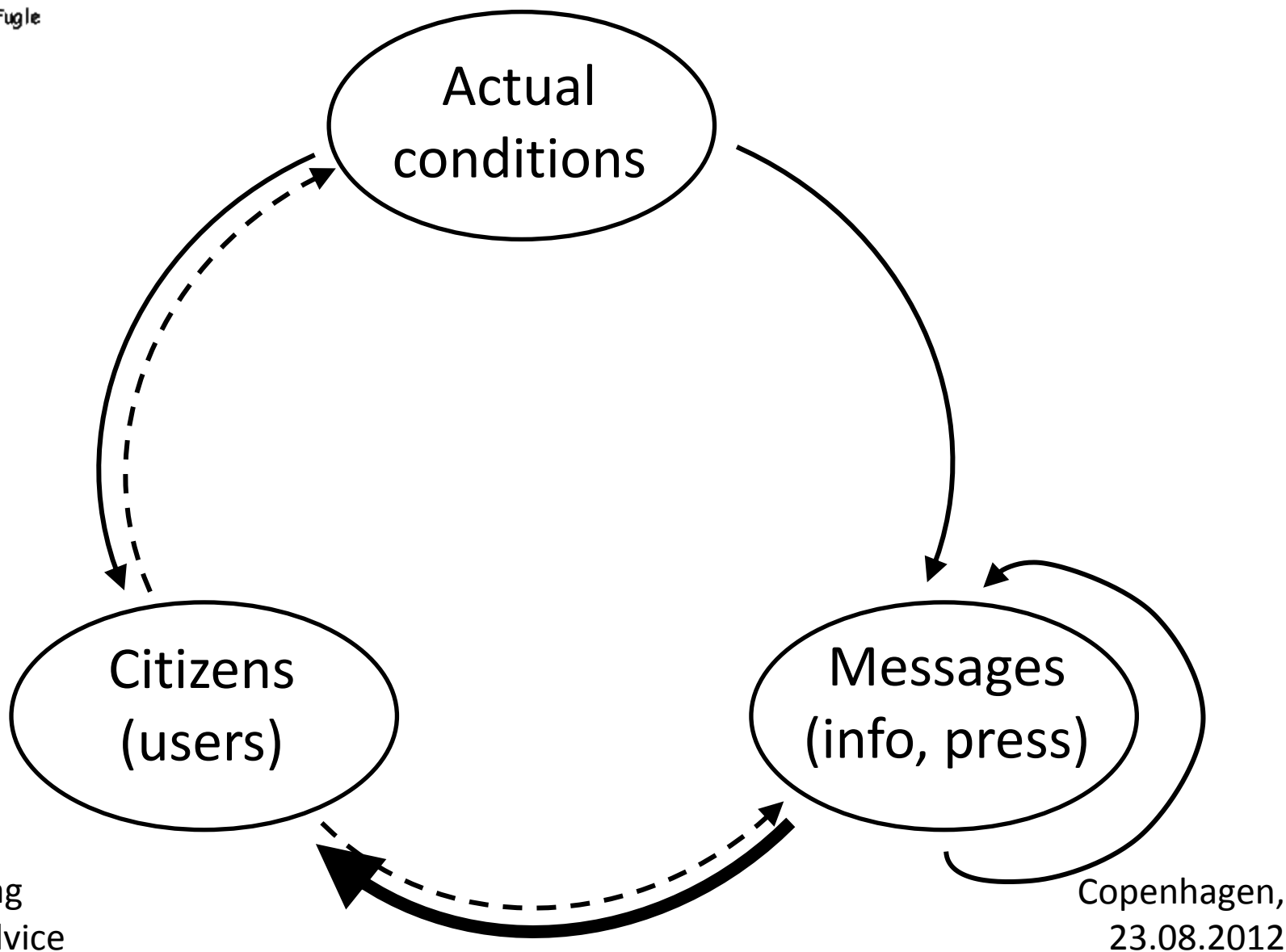
# Reality and perceptions



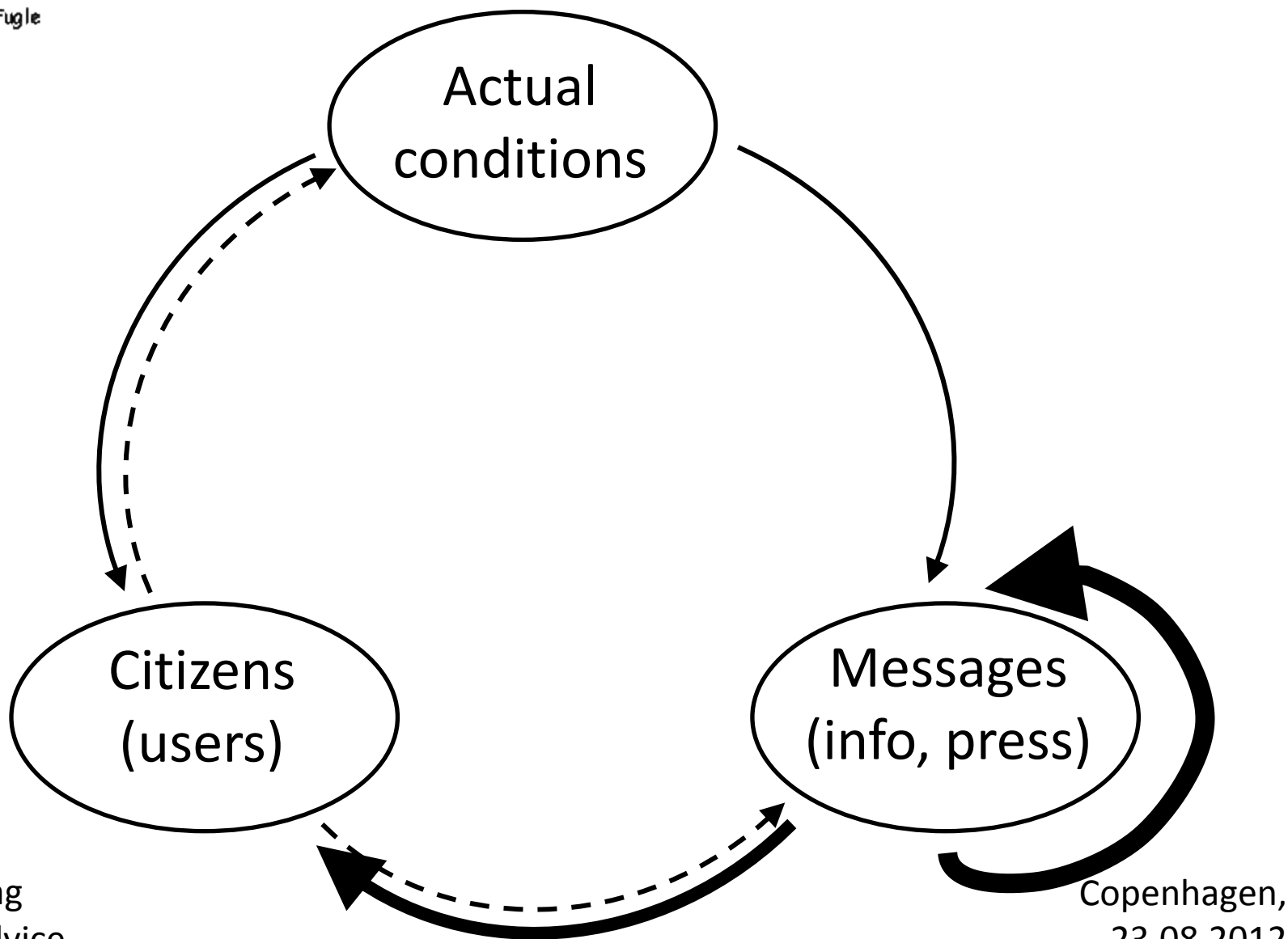
# Reality and perceptions



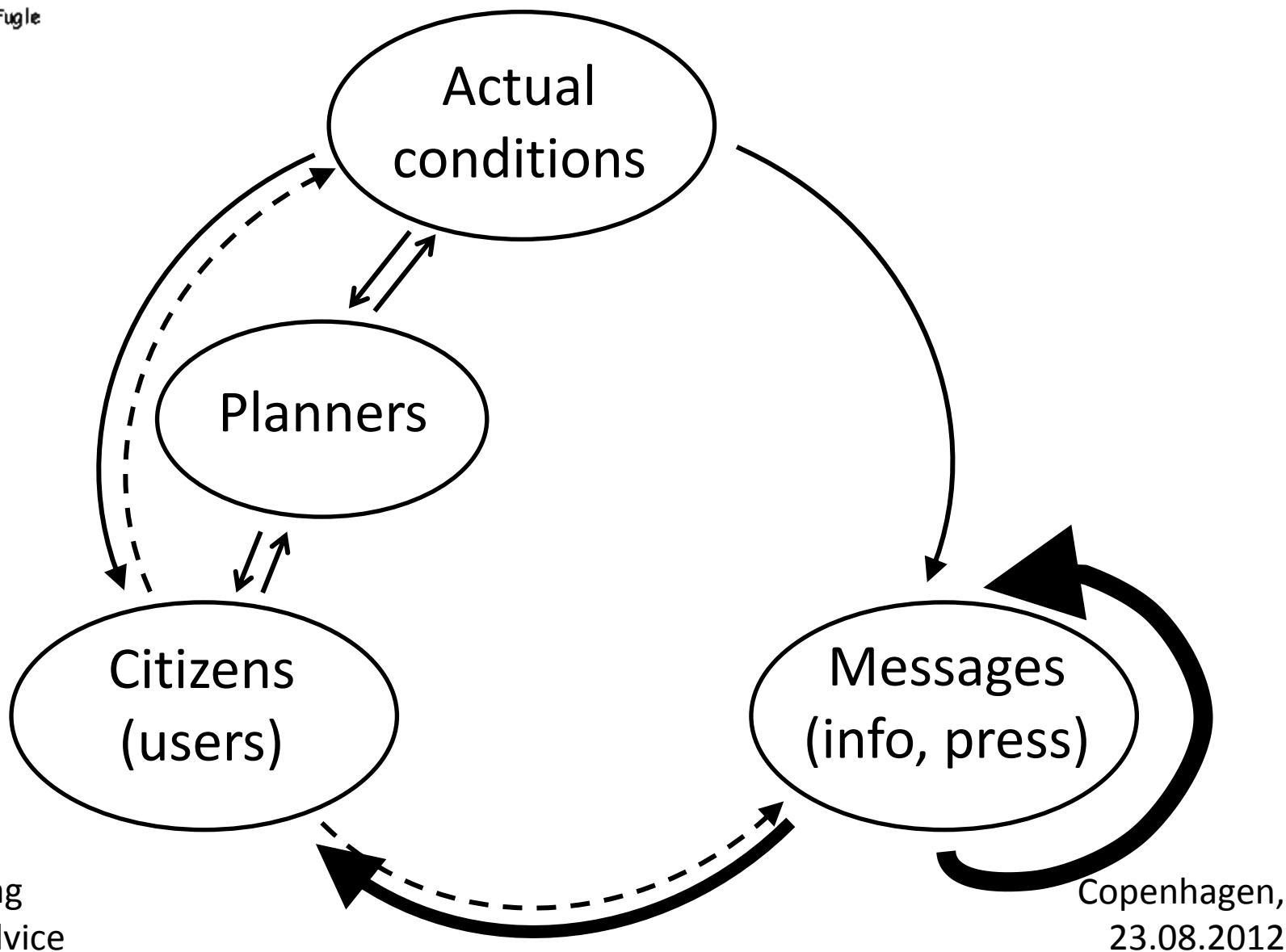
# Reality and perceptions



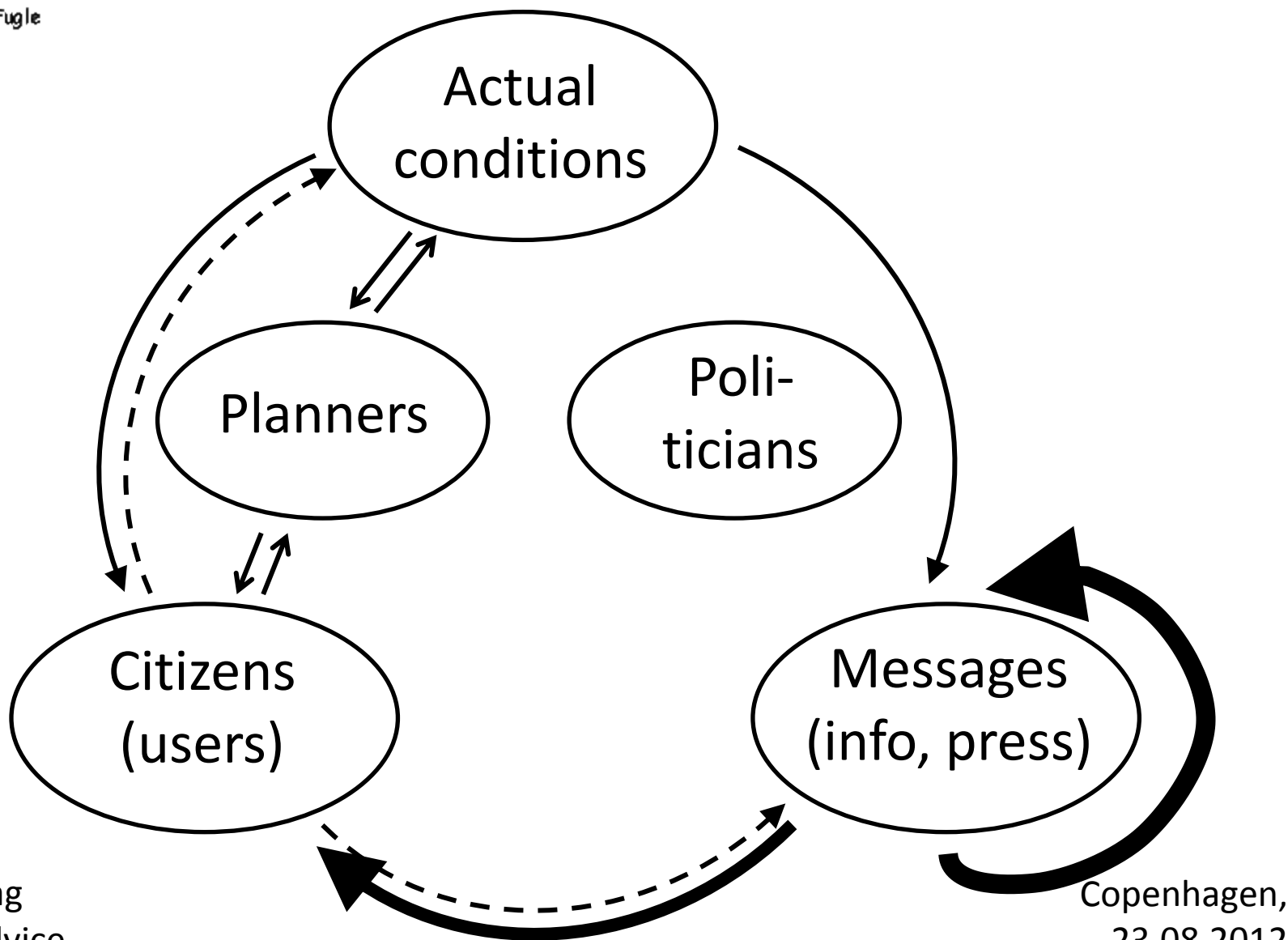
# Reality and perceptions



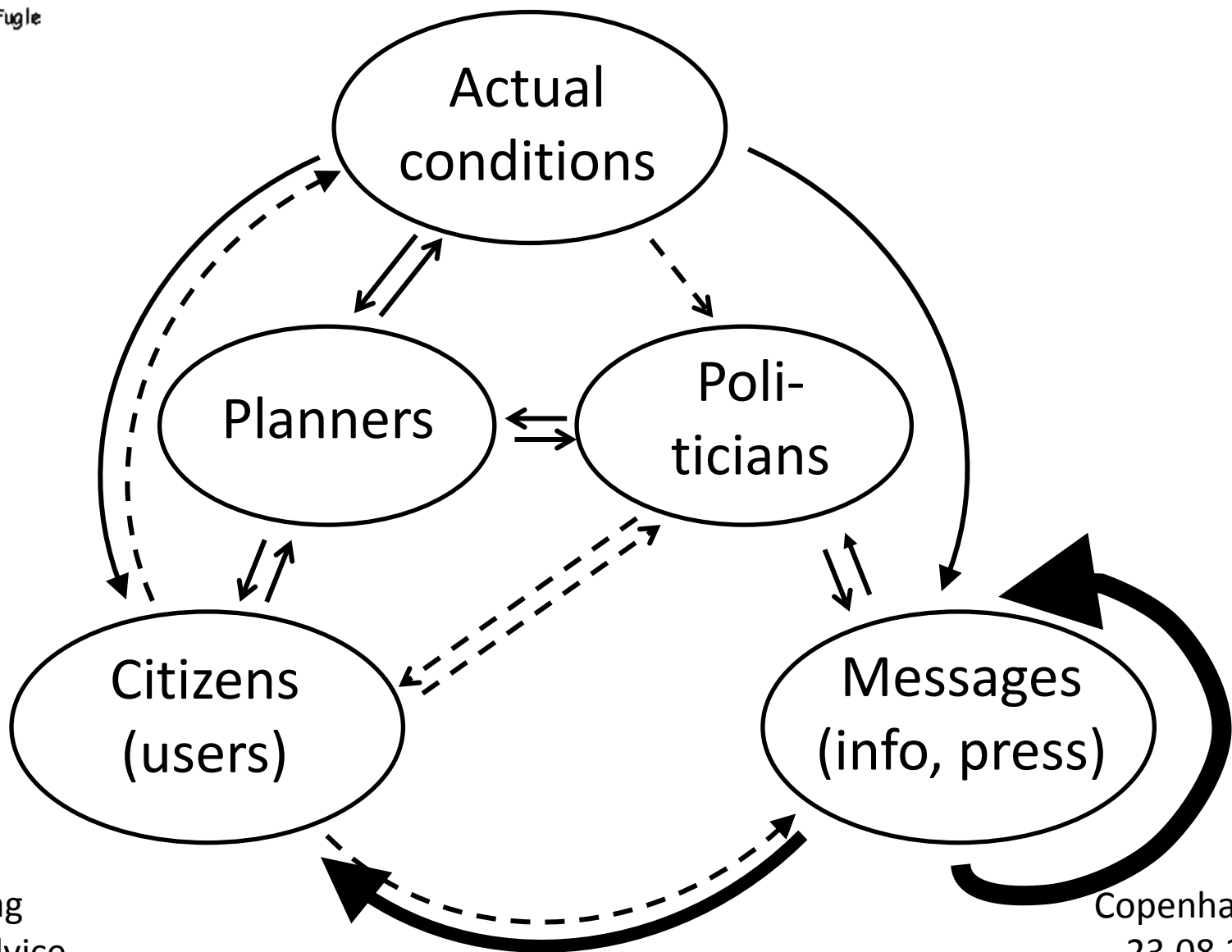
# Reality and perceptions



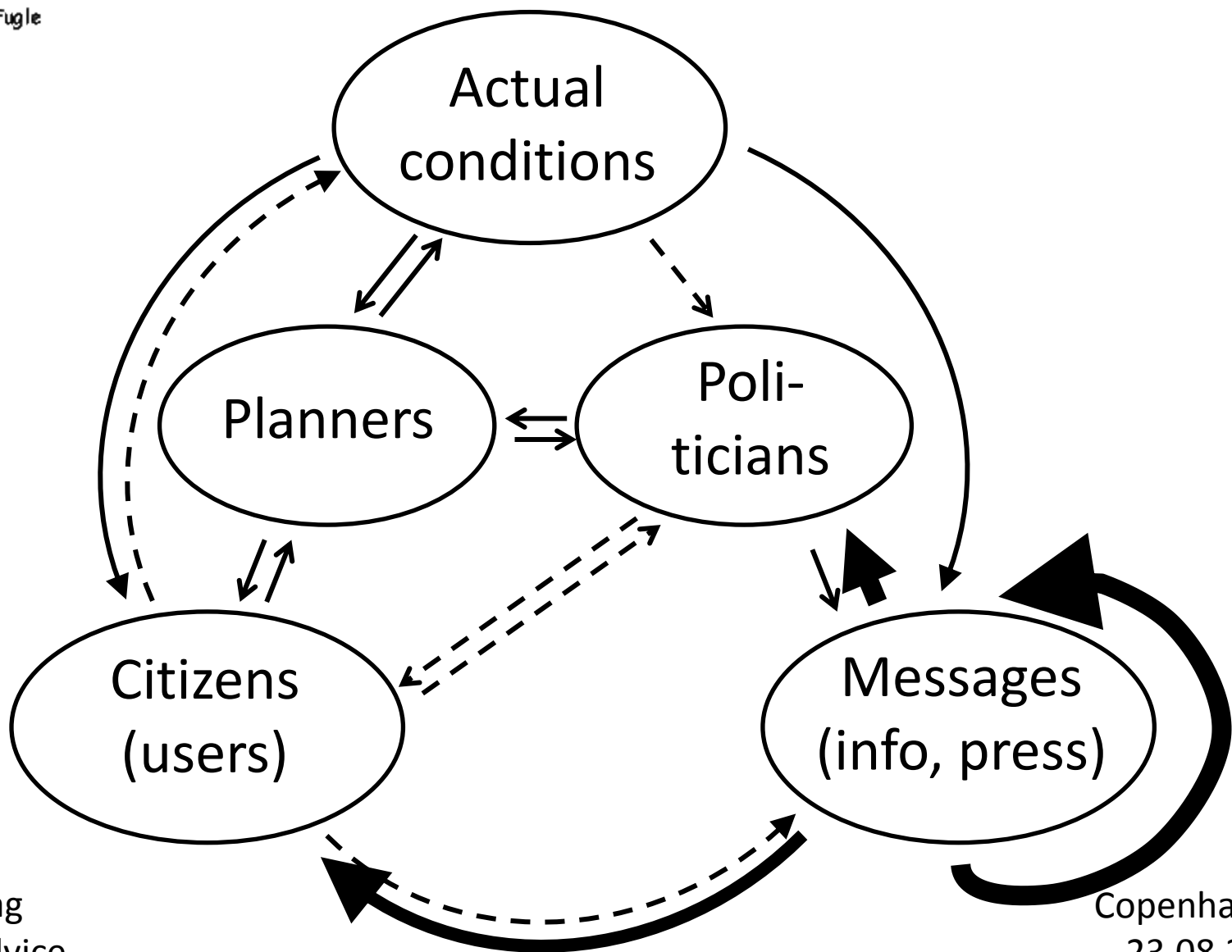
# Reality and perceptions



# Reality and perceptions



# Reality and perceptions





# Reality and perceptions

## In conclusion

- When somebody – e.g. decision makers – speak about “reality”, they are referring to their *perception* of reality.
- Communication is usually as important as the project itself.
- “Importance” is a highly subjective matter.

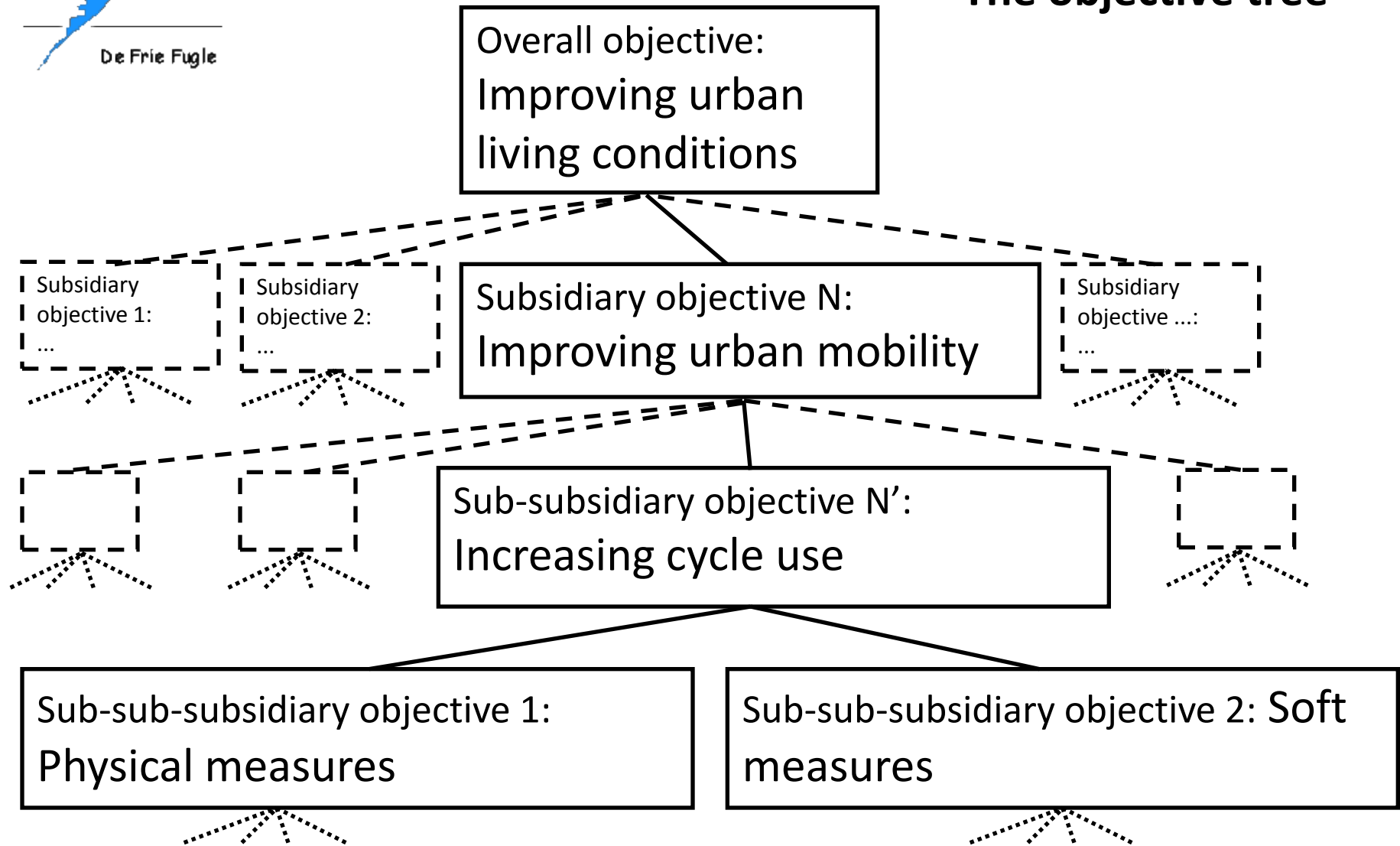


De Frie Fugle

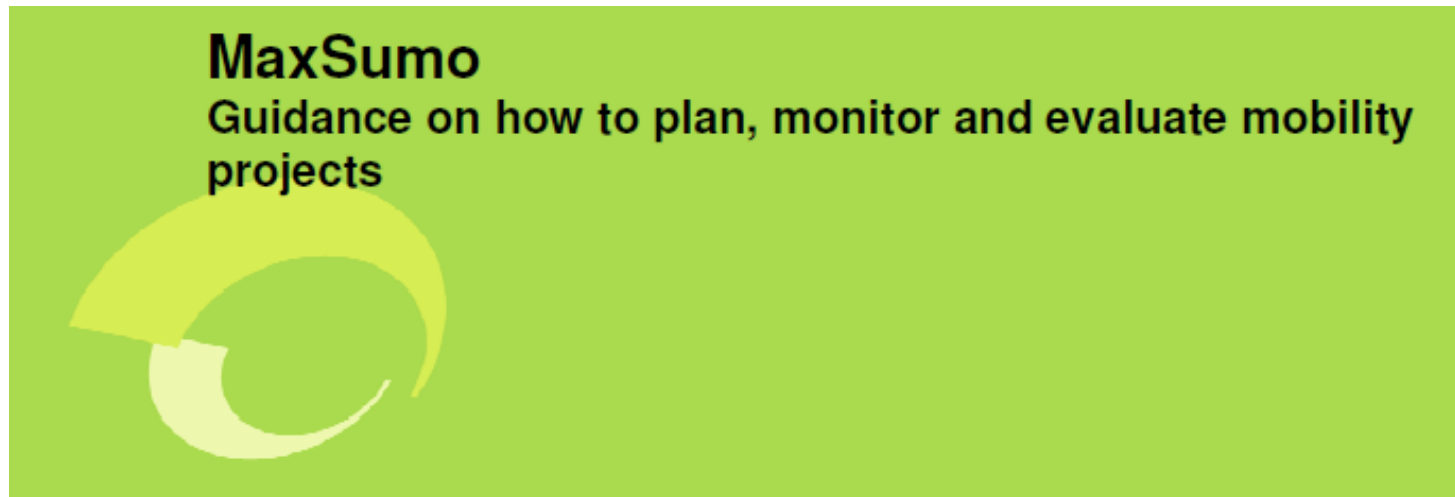
# How to plan and evaluate campaigns



## The objective tree



# How to..



[www.epomm.eu/docs/1057/MaxSumo\\_english.pdf](http://www.epomm.eu/docs/1057/MaxSumo_english.pdf)

Based on:

MOST-MET (2000-2002)

CAG (Common/Campaign Assessment Guide),  
TAPESTRY 1999-2001

SUMO (Vägverket, Sverige)

# How to..

## ”Integrated evaluation”

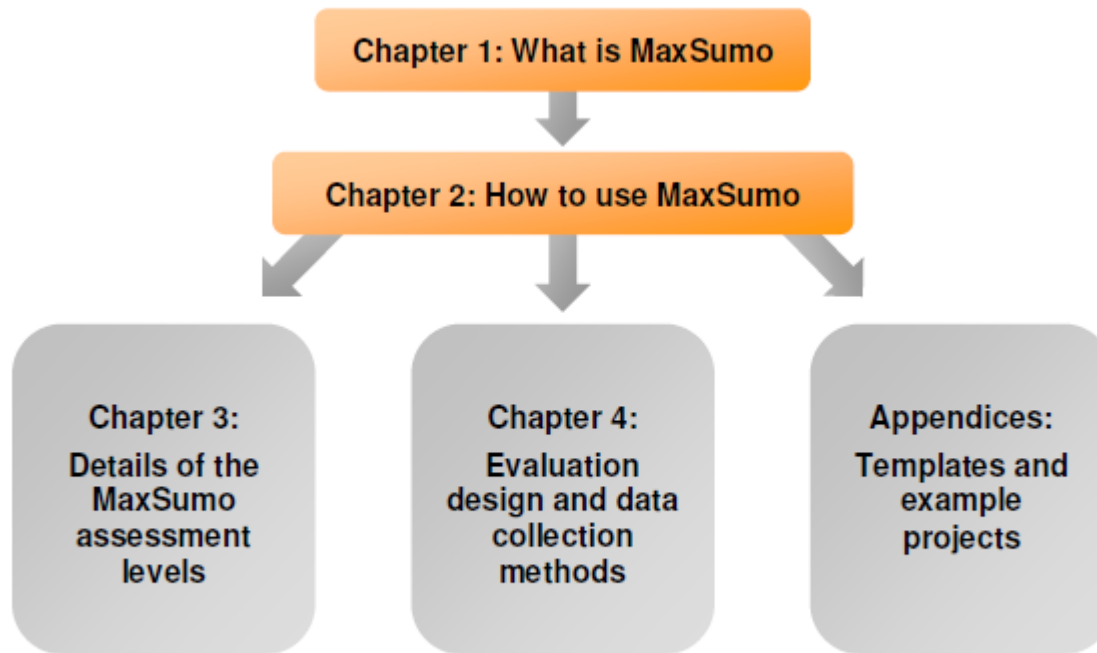


Figure 1: Structure of the MaxSumo guide

# How to..

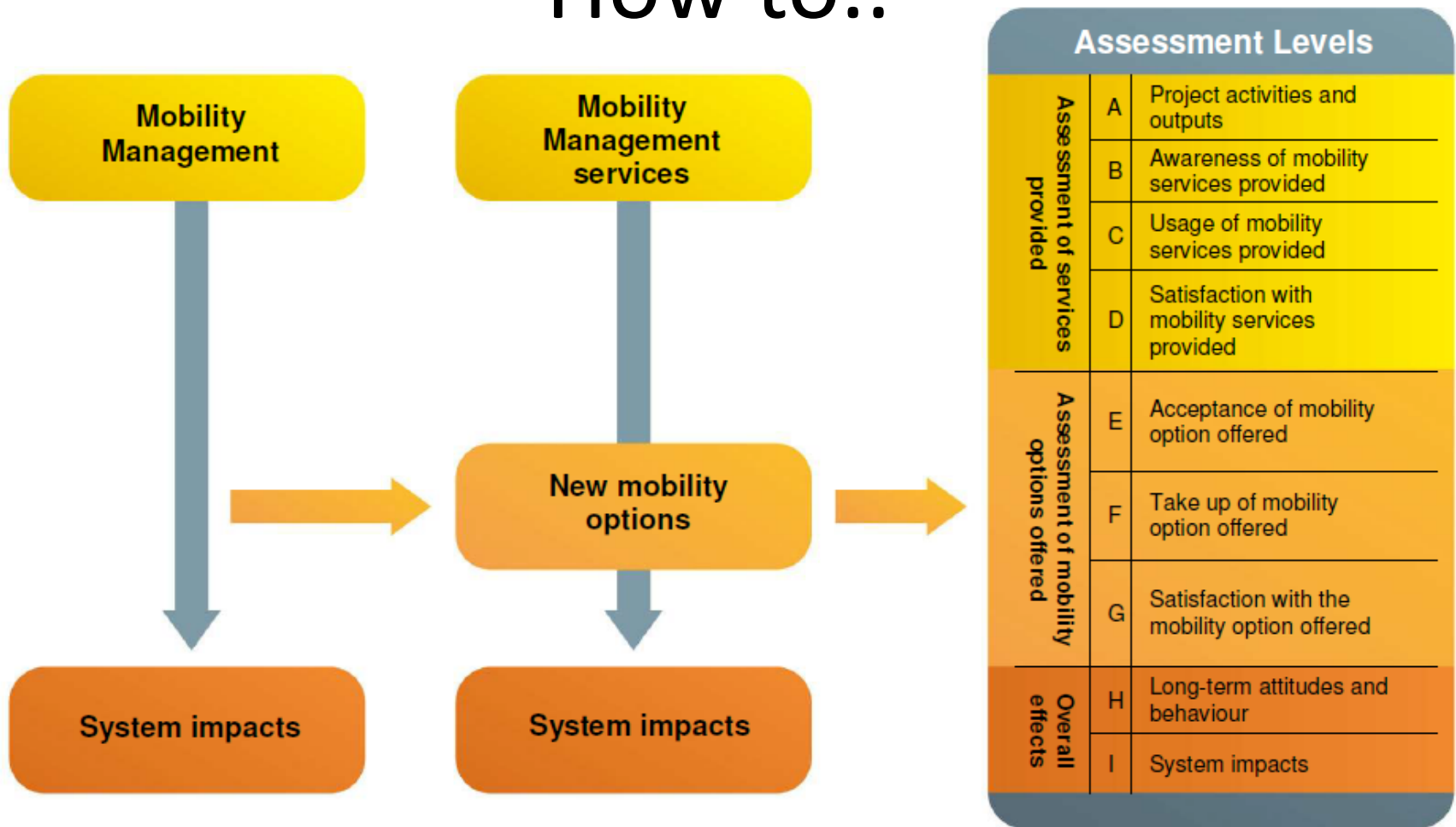


Figure 2: MaxSumo divides the gap between what we do in MM and the targeted impacts into manageable steps (assessment levels)

# How to..

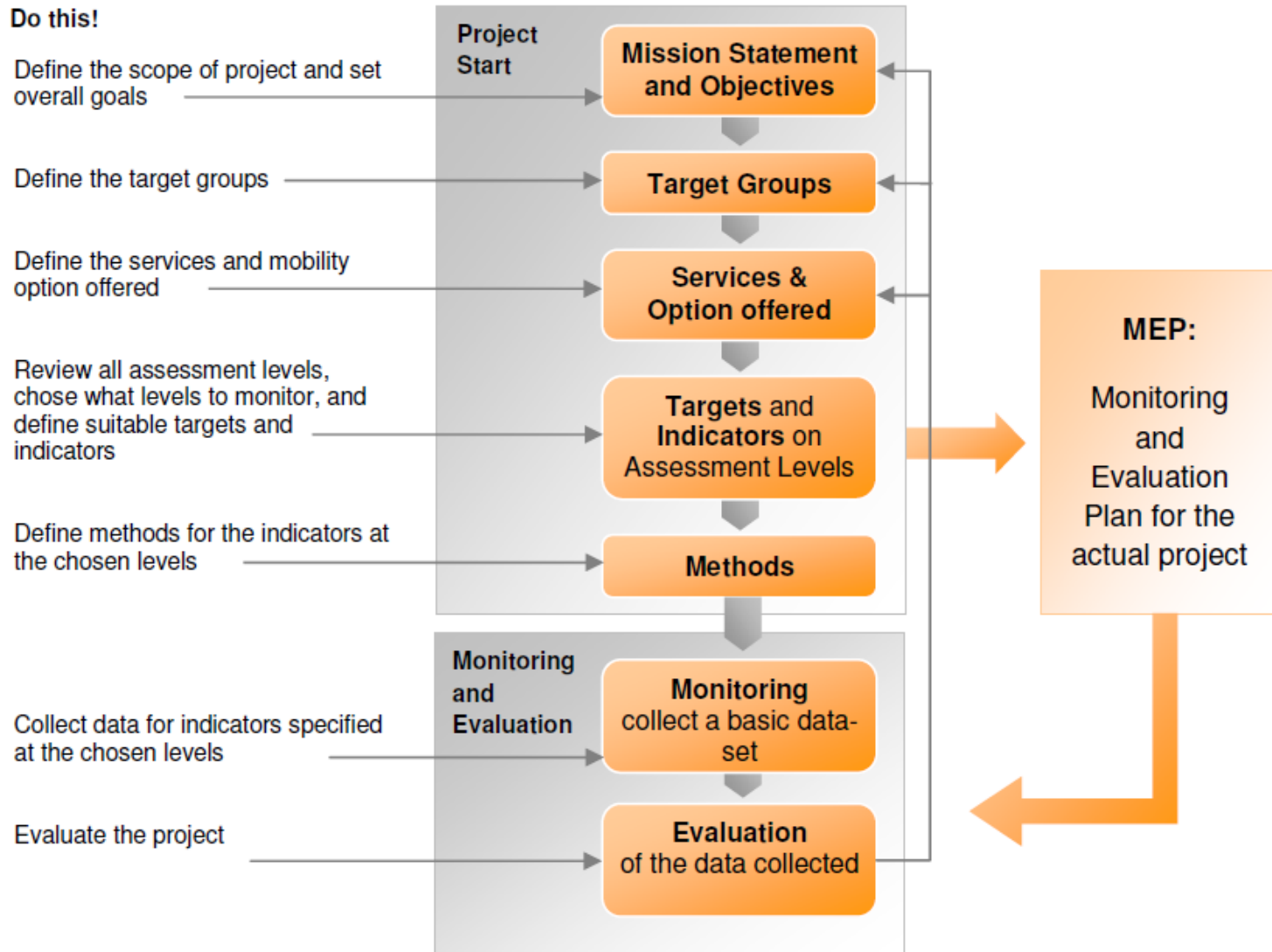


Figure 4: The MaxSumo process - a multi-step procedure initiated when starting to plan a project



# How to..

Integrated evaluation:

- Make evaluation an integral part of the project.
- Use campaign response measurements to adjust the project when it is still active.



# How to..

## Data collection:

Surveys/interviews	Paper form, email, internet form, telephone, face-to-face
Documentation	Amount of material distributed, number of clicks on websites, number of newspaper articles and other media quotations
Counts	Traffic counts (bicycles, cars), parked bicycles, ...



# How to..

4-stage model

Maintenance

Preparation/Action

Contemplation

Pre-contemplation



# How to..

Maintenance	As I do not own / have access to a car, reducing my level of car use is not currently an issue for me.
	As I am aware of the many problems associated with car use, I already try to use non-car modes as much as possible. I will maintain or even reduce my already low level of car use in the next months.
Preparation/Action	At the moment I use the car for most of my trips, but it is my aim to reduce my current level of car use. I already know which trips I will replace and which alternative transport mode I will use, but as yet have not actually put this into regular practice.
Contemplation	At the moment I do use the car for most of my trips. I am currently thinking about changing some or all of these trips to non-car modes, but at the moment I am unsure how I can replace these car trips, or when I should do so.
Pre-contemplation	At the moment I do use the car for most of my trips. I would like to reduce my current level of car use, but feel at the moment it would be impossible for me to do so.
	At the moment I use the car for most of my trips. I am happy with my current level of car use and see no reason why I should reduce it.



# How to..

Maintenance	As I do not own / have access to a car, reducing my level of car use is not currently an issue for me.
	As I am aware of the <b>many problems</b> associated with car use, I already try to use non-car modes as much as possible. I will maintain or even reduce my already low level of car use in the next months.
Preparation/Action	At the moment I use the car for most of my trips, but it is my aim to <b>reduce</b> my current level of car use. I already know which trips I will replace and which alternative transport mode I will use, but as yet have not actually put this into regular practice.
Contemplation	At the moment I do use the car for most of my trips. I am currently thinking about changing some or all of these trips to non-car modes, but at the moment I am unsure how I can <b>replace these car trips</b> , or when I should do so.
Pre-contemplation	At the moment I do use the car for most of my trips. I would like to <b>reduce</b> my current level of car use, but feel at the moment it would be impossible for me to do so.
	At the moment I use the car for most of my trips. I am happy with my current level of car use and see no reason why I should <b>reduce</b> it.



# How to..

## **Recommended wording** for stages of change questions in case of "pure" bicycle promotion

- 1 I often cycle, but would like to cycle less if other and better transport alternatives were available.
- 2 I cycle as often as possible and intend to continue doing so.
- 3 I cycle often and may use the bicycle even more.
- 4 I would like to cycle but didn't start yet.
- 5 I would like to cycle but don't know if this is possible.
- 6 I would like to cycle but for the time being this is not possible for me.
- 7 I don't cycle and see no reason to start doing so.



De Frie Fugle

# How to..

## Project Database



[www.epomm.eu/index.phtml?Main\\_ID=2174&ID1=2178&id=2200](http://www.epomm.eu/index.phtml?Main_ID=2174&ID1=2178&id=2200)



# News on "Promoting cycling effectively"

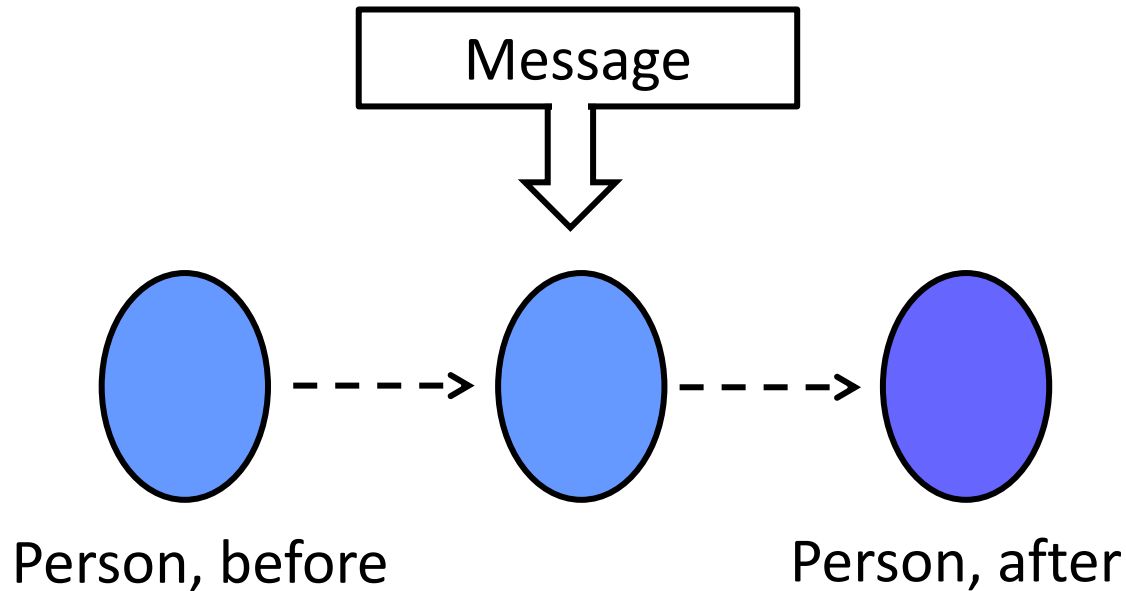




# News on...

Title	Promoting cycling effectively
Primary aim	Measuring messages' bicycle promotion impact
Secondary aim	Increasing efficiency of bicycle promotion campaigns
Timescale	June 2011 – December 2013
Partners	Copenhagenize Consulting and Thomas Krag Mobility Advice
Approach	Emotions, stages of change theory, neuroscience marketing


# News on...



$$\text{Effect} = (\text{motivation, after}) - (\text{motivation, before})$$

# News on...


## Neuroscience marketing



**mindOnline**

is a flexible, scalable online testing solution that's perfect for everything from one-off checks to large-scale weekly testing on hundreds of test subjects.

Our standard solution includes the mindGlove and mindEye tools, which test for emotional involvement and visual attention in response to dynamic content. You can even compare different versions of an advert or film, or compare your own content to competitor productions.



# News on...

 institut for trafikantanalyser

---

Side 1 af 10

[→ Fremad](#)

Velkommen til dette spørgeskema, som for en stor del handler om din holdning til trafik og hvordan du har det med forskellige transportmidler.


Spørgeskemaet består af i alt 10 sider.



Det viste billede vil optræde foroven på samtlige sider. Under billedet finder du en grafisk visning af, hvor langt du er kommet. Sidetallet fremgår også.

Markér på hver af siderne de svar, du mener er rigtigst eller passer bedst med din holdning, og klik på "Fremad".

# News on...



ITA institut for trafikantanalyser

Side 2 af 10

De første spørgsmål angår din brug af forskellige transportmidler.

Hvornår har du sidst brugt bus, tog, S-tog eller Metro?

- ☐ De sidste 3 dage
- ☐ Den sidste uge
- ☐ Den sidste måned
- ☐ De sidste 6 måneder
- ☐ Længere siden
- ☐ Aldrig

Hvornår har du sidst kørt på cykel?

- ☐ De sidste 3 dage
- ☐ Den sidste uge
- ☐ Den sidste måned
- ☐ De sidste 6 måneder
- ☐ Længere siden
- ☐ Aldrig

← Tilbage

→ Fremad

# News on...



Side 3 af 10

← Tilbage

→ Fremad

De følgende spørgsmål handler alle om **trafik i byområder**.

Vi vil bede dig svare på, hvor pålidelige de forskellige transportmidler er i bytrafik - altså om du kommer frem som forventet eller risikerer at blive forsinket på grund af trængsel eller tekniske problemer.

Du skal give et svar for de forskellige transportmidler på en skala. Læs først, hvad der står ud for skalaens endepunkter. Markér hvor du mener, det rigtige svar er, ved at klikke med musen. Du kan flytte en markering ved at klikke et andet sted eller fjerne markeringen ved at klikke nøjagtigt oveni.

Hvor pålidelige er disse transportmidler i bytrafik?

Bilen er meget upålidelig  Bilen er meget pålidelig

Cyklen er meget upålidelig  Cyklen er meget pålidelig

Bussen er meget upålidelig  Bussen er meget pålidelig

# News on...



ITA institut for trafikantanalyser

Side 1 af 10

→ Fremad

Velkommen til dette spørgeskema, som for en stor del handler om din holdning til trafik og hvordan du har det med forskellige transportmidler.

Spørgeskemaet består af i alt 10 sider.



Det viste billede vil optræde foroven på samtlige sider. Under billedet finder du en grafisk visning af, hvor langt du er kommet. Sidetallet fremgår også.

Markér på hver af siderne de svar, du mener er rigtigst eller passer bedst med din holdning, og klik på "Fremad".



# News on...

## **Further info:**

[www.copenhageneize.com/2011/10/promoting-cycling-effectively.html](http://www.copenhageneize.com/2011/10/promoting-cycling-effectively.html)

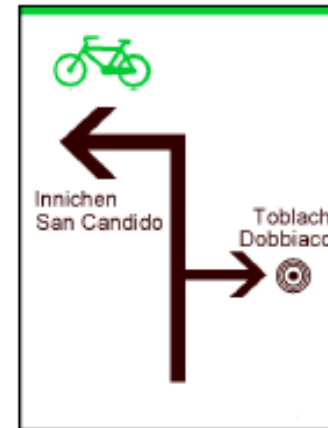
# Examples



# Examples



**Signposting** – (also) a marketing tool



# Examples

## Different **types** of signing

- Horizontal signing (road marking)
- Vertical signposts
- Other vertical signing



# Examples

## Different **purposes** of signing

- Guidance on how to position in streets and crossings
- Warning other road users to take care of cyclists
- Route guidance for everyday purposes
- Route guidance for touristic purposes



# Examples

## "Bicycle barometre" (counter)



# Examples

Permanent or intermediate **use of municipal space** for marketing purposes





# Examples

## Green wave for cyclists



# Examples

## Websites



**CYKELBY**

Maps of cycle paths  
Tests  
Estimate your age  
Estimate your BMI  
Report a pothole  
Newsletters  
Rent a bicycle  
Links

**Ruteplan**

**Cycle City - now in English**

It is now possible to read about Odense Cycle City in English.

**One step...**  
The campaign 'One step in the right direction' is over. Read about the results and the background.  
[Read more](#)

**Photos of cyclists**  
Odense Cycle City has engaged a photographer to take pictures of Odense and the cyclists for a book.  
[Read more and see the pictures](#)

**Lamps without batteries**  
New rules has influence on new lamps  
[Read more](#)

**What's your type of bicycle?**  
Read about different types of bicycles.  
[Read more](#)

**How to maintain your bicycle.**  
Good advice and guidelines to maintain your bicycle.  
[Read more](#)

**Where are you going?**  
Inspiration to the cycletrip.  
[Read more](#)

**Danish cycle cities**  
See facts about cycle cities in Denmark.  
[Read more](#)

**Health**  
Read about the benefits of cycling?  
[Read more](#)

## Examples



AGFS – Arbeitsgemeinschaft  
„Fahrradfreundliche Städte und  
Gemeinden in NRW“

Bestellungen Downloads Info-Abo Sitemap Presse

Sie sind hier: Home

**Willkommen ...**

Herzlich Willkommen bei der Arbeitsgemeinschaft  
Fahrradfreundliche Städte und Gemeinden in Nordrhein-  
Westfalen.

**Aktuelles**

**ffmobil 13  
erschienen**

Das neue Info-  
Magazin  
fahrradfreundlich  
mobil ist in seiner  
13. Ausgabe  
erschienen.  
[... mehr lesen](#)

# Examples

A **magazine** about cycling and cycle policy





# Examples

## **City maps** for cyclists

Lots of examples from several countries.

A city map for cyclists should:

- be a normal, detailed city map of high quality with street names and information on medium and long range public transport
- include information of special interest to cyclists (bicycle shops, bicycle parking, slopes, bicycle access, ...).



# Examples

## Electronic **bicycle route planners**

Quite a few have been provided – e.g. Dublin (Ireland), NRW/Germany, Aalborg and Odense (Denmark)

The electronic planners usually can:

- find the shortest route
- find the safest route
- show the result on a map as well as in writing.



# Examples

Much more at [www.eltis.org](http://www.eltis.org)