

# *cities for* : : : : : *mobility*





**Welcome to the eMagazine of Cities for Mobility!**

Dear members, partners and friends of Cities for Mobility, this edition of the eMagazine focuses on different approaches to cycling, which are being implemented in some of our member cities. Our challenge is to increase the use of cycling for everyday trips, in order to protect the environment and to benefit people’s health. Therefore, it is necessary to offer adequate alternatives to make cycling more attractive and safe.

Cycling promotion consists of both soft and hard measures. Infrastructure alone is not enough to encourage people to go by bike. Raising awareness is the most important requirement to increase the use of bicycles in our cities. We hope you enjoy this edition of the magazine.

Yours sincerely,

*Wolfgang Schuster*

Dr. Wolfgang Schuster



**Premium Partners**

**International partners**



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## Note of the editor

From now on the eMagazine of Cities for Mobility will appear on a more regular basis. Our aim is to offer you a compact publication covering different thematic focuses on sustainable mobility. Feel welcome to send us a written contribution describing experiences and best practices that you think deserve to be shared.

## UCLG current activities

### Annual Meeting of UCLG Committee Secretariats in Barcelona

On Friday 19th of September, the annual meeting of the *UCLG Committee Secretariats* took place in Barcelona, Spain. Representatives of the *UCLG World Secretariat*, along with its different commissions and working groups met in the famous "*Salón de Crónicas*" in the City Hall of Barcelona. The City of Stuttgart was represented at the meeting as head of the *Urban Mobility Committee*.

The participants discussed about the progresses made since the last meeting in 2008. There are several new and very interesting publications of UCLG committees:

- The Agenda 21 for Urban Mobility
- The imaginary city map of culture 21
- The book "For a world of inclusive cities"
- The brochure "Role of local governments in water supply and sanitation – a global overview of governance models".

The new committees and working groups for "*Local Management of Water and Sanitation*", "*Sustainable Tourism*", "*The Local Dimension of the Alliance of Civilizations*" and "*Migration and Co-Development*" participated for the first time.



UCLG-  
Meeting in  
the City Hall  
Barcelona

Two important topics of the meeting in Barcelona were the preparations of the **World Council Meeting in Guangzhou, China, in November 2009** and the **UCLG World Congress in Mexico-City** in 2010. All necessary information about the meeting in Guangzhou can be found at the official conference website <http://www.2009uclg-gz.cn>.

There will be held a **meeting of the Urban Mobility Committee**, chaired by Mayor Dr. Wolfgang Schuster, on Wednesday, November 11, 2.30 – 4.00 pm in the Dong Fang Hotel in Guangzhou.

We invite you all to submit ideas for the Agenda of the meeting and of course to participate actively in the meeting. At the moment we plan to have a presentation of the *Cycling Charter "Access for all"* which was signed during the last World Congress of Cities for Mobility aiming that this charter will become a policy paper of UCLG. We are also in contact with the city administration of Guangzhou to show the transport system and management in a city with 10 million inhabitants.

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# The cooperation between Stuttgart and Florianópolis on cycling

Recent achievements of the partnership



Even though Florianópolis (Southern Brazil) has done a strong effort within the last years to make the city more cycling friendly, the city is still a beginner when referring to cycling inclusive planning, the success of the long enduring efforts of the local actors to include cycling in the agenda of the city have been acknowledged by international actors involved in the process, giving the city a pivot position as a theme coordinator of non motorized transport in the Cities for Mobility Network.

The World Congress 2009 finalized with the signature of the "Bicycle Charter" by the Mayors of Florianópolis and Stuttgart. In this document both cities commit themselves to promote bicycle friendly policies and to take concrete action to improve conditions for cyclists and pedestrians.

The cooperation of the cities of Stuttgart and Florianópolis regarding cycling policy started in the year 2000 with the URB-AL Program (*Urbanización América Latina*), where Stuttgart coordinated the network number 8 "Control of Urban Mobility".

In the URB-AL network number 8, the city of Florianópolis participated in the project

called "*Integration of bicycles in the traffic planning of Latin-American and European medium-sized cities*". Among other activities, Florianópolis carried out a mobility survey in the year 2002, which found out that only 2% of daily trips in the city are made by bicycle. Another product of this project was the handbook: *Integration of bicycles in the traffic engineering of Latin-American and European medium-sized cities: An interactive program for education and distribution of knowledge*. In 2002, Florianópolis hosted an URB-AL International project Seminar, gathering all the cycling promoting actors.

The 1<sup>st</sup> Technical Meeting on the Cycling System of Florianópolis, carried out in December 1998, is considered by local actors as the cycling policy starting point. This meeting resulted in a list of short, medium and long term activities to be developed, and the conviction that there was a need to create an association of cyclists to sustain the pro-cycling integration policy.

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Milton Della Giustina  
 (ViaCiclo's President) and  
 Dário Berger (Mayor of  
 Florianópolis) cycle in the  
 launching of cycling  
 facilities



The main local actors involved in this process of including cycling in the agenda of Florianópolis have been the IPUF (Urban Planning Institute of Florianópolis), ViaCiclo (cycling advocacy union of the great Florianópolis) and UDESC (State University of Santa Catarina - CicloBrasil group). In more recent years, the local version of the Brazilian critical mass group *Bicicletada* has been joining efforts in the cycling promotion process.

The empowerment of distinct local actors by different international cooperation programs made a difference. The contribution of the international actors (without losing the link with Stuttgart) has continued via the URB-AL B program *Mobilization* ([www.mobilization.org](http://www.mobilization.org)), coordinated by International Bicycle Consultancy ([www.ibc.nl](http://www.ibc.nl)); with the participation of the municipality of Utrecht and the University of Stuttgart.

While cycling advocacy of Florianópolis had the back-up and the guidance of the Dutch International Cooperation Programs: Locomotives (2003–2006 [www.lowcost-mobility.net](http://www.lowcost-mobility.net)) and Bicycle Partnership

Program (2007 - to date [www.bikepartners.nl](http://www.bikepartners.nl)), coordinated by Interface for Cycling Expertise ([www.cycling.nl](http://www.cycling.nl)).

Strategies and activities of different actors and different programs include: research, creation of campaigns, videos, technical seminars, training courses, workshops, advocacy and community meetings.

Results of strategies and activities of different actors and programs include the empowerment of the cycling advocacy movement in the city, more technicians and advocates trained, cycling infrastructure, a growing social community of actors that back-up each other to fight for cycling friendly environment.

**For more information, please visit**

**IPUF**

[www.ipuf.sc.gov.br](http://www.ipuf.sc.gov.br)

**ViaCiclo**

[www.viaciclo.org.br](http://www.viaciclo.org.br)

**UDESC**

[www.udesc.br/ciclo](http://www.udesc.br/ciclo)

**Bicicletada**

[www.bicicletada.org.br](http://www.bicicletada.org.br)



Northern Bay Avenue cycleway in Florianópolis, an Atlantic Ocean island in Southern Brazil

## Stuttgart's pedelec project receives Federal Government sponsorship

Decisive boost for cycle traffic in the city



The Stuttgart project "Call A Bike Pedelec" will be sponsored with 2.7 million euros from federal funds, as Federal Transport Minister Wolfgang Tiefensee revealed when formally announcing the winner of the "Innovative Public Cycle Hire Systems" competition. Matthias Hahn, Deputy Mayor for Urban Development and the Environment, and Dr. Reinhard Schlossnikel, Head of the Mayor's Policy Office, attended the event on behalf of the City of Stuttgart. All the federal government's funds for the promotion of pedelecs are therefore now to flow to Stuttgart, whose application for the subsidies is to be decided mid-September.

At the initiative of Stuttgart's Mayor Dr. Wolfgang Schuster, the city had applied for a grant in the Federal Transport Ministry's nationwide pilot project "Innovative Public Cycle Rental Systems – New Mobility in Cities". The project is intended to promote cycle traffic projects which support climate-friendly and energy-efficient local transport with bicycle rental systems. Above all, the aim is to increase the share of cycle traffic in Stuttgart, most importantly establishing links with the public transport system.

In a development partnership, *DB Rent GmbH* and the City of Stuttgart are planning to expand the bicycle rental system "Call A Bike Fix", which exists since 2007, into a pedelec rental system. The companies *EnBW*, *SSB* and *VVS* are also partners in the project.

Pedelecs are bicycles with an auxiliary electric motor, which switches on and provides a boost to pedal power as soon as the cyclist begins to pedal. In this way, even uphill cycling becomes relatively effortless. The electric bikes are ideal for use in Stuttgart, as the city spans height differences of around 300 metres between the centre and the periphery.

A total of ten million euros in subsidy funds was on offer in the Transport Ministry's competition. In addition, there was a pot of 2.7 million euros for projects integrating pedelecs. This subsidy was conditional on certain specific criteria such as the topography of the cities taking part.

"The funds will literally give a decisive boost to cycling in Stuttgart," said Matthias Hahn, Deputy Mayor for Urban Development and the Environment. "Pedelecs make it easier to cope with the steep roads in Stuttgart – they practically flatten out the hills."



Mayor of Stuttgart, Dr. Wolfgang Schuster riding a pedelec

The share of bicycles in transport varies considerably within the city. In the relative flat area along the river Neckar and on the Filder plateau, there is significantly more cycling than in the hilly districts. The existing "Call A Bike Fix" model makes 400 bicycles available for hire simply and rapidly at 65 stations in the city area. 60,000 journeys with the hired bikes were counted from April to December 2008.

The funds are now to be used in Stuttgart to develop a pilot project for a pedelec rental system with integrated charging stations on the basis of the existing system, in development partnership between DB Rent GmbH and the City. A considerable proportion of the existing system is to be switched over to pedelecs. Partnership with EnBW AG in that context provides an opportunity for the use of renewable energy.

This also enables the system to be expanded. Up to now, it is limited to the city center and the district Bad-Cannstatt. In future, it will also be able to cover the hill district and the Filder plateau, taking care in all cases to provide links with the public transport system. The stations are predominantly in the vicinity of bus, tram and local train stops. "As the pedelecs will be a more frequent feature in the urban



landscape in future, we hope they will also act as advertisements for cycling in the city and contribute to environmentally friendly mobility," as Deputy Mayor Hahn commented. The aim is to reach new groups of customers who see effortless cycling as an alternative to using their own cars.

"The aim is to increase the share of cycle traffic in Stuttgart."

The pedelec system is to be extended step by step. The plan is to have 1000 pedelecs and Call A Bike cycles available for rental all the year round at 120 parking stations in Stuttgart by the start of 2012.

The University of Stuttgart is to conduct research into the introduction of pedelecs, monitoring the effects together with DB Rent GmbH. The central questions to be addressed by the research are whether the range of cycle journeys changes, and whether the rental bikes save journeys with private cars or public transport.

The City of Stuttgart has been gaining experience with pedelecs for quite some time, with the City Council leasing 20 staff pedelecs in the city colours of black and yellow from LeaseRad in Gundelfingen. Their number is to be increased to up to 110 in the coming two years as the budget permits. For short trips in the inner city area in particular, it is better to use a staff bicycle than a car, and the upkeep of pedelecs is of course much less expensive.





## University cycling program Bicipuma

The key to a successful public transport system



### Introduction

The Metropolitan Area of the Valley of Mexico has 15 million inhabitants. Nearly 2.5 million automobiles circulate in its streets and consume 14 million liters of gasoline every day. Inventories of emissions of pollutants in this area have identified motor vehicles as the main source of pollutants of the air. The Universidad Nacional Autónoma de México (UNAM), Campus *Ciudad Universitaria*, doesn't escape the mentioned effects; however, it assumes the social responsibility of guaranteeing an environment of healthy life.

In 2008, the UNAM had a registration of 292,889 students in all its levels (including high school, technical, graduate and PHD), their educational personnel reached 34,219 persons and the administrative 28,464.

The Campus *Ciudad Universitaria* has a fixed population of 115,000 persons and 100,000 visitors. The university students are in favor of an urban development that commits to the environment, respecting it and considering the harmonic coexistence between the natural environment and the built one, with people as its most important part.

Under this outline, it is considered that the use of the bicycle offers benefits as an efficient form of transport that doesn't pollute. The advantages that this type of vehicle represents, compared to motorized vehicles, is reflected in its economy and speed; it is energetically sustainable, healthy, it promotes the social exchange, it is silent and makes fun.

### The BICIPUMA Program

For the reasons mentioned above, the UNAM has developed a program called *Bicipuma*, which promotes changes of behavioral patterns in its community, towards the improvement of health, the increase of the levels of physical activity and well-being.

The objective of the program is to contribute to the decrease of car traffic and environmental pollution, promoting the use of the bicycle on the campus Ciudad Universitaria. The program is free of charge.



Cycling university students, Mexico

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The project was firstly developed in 2004 as a test. Due to its acceptance and high demand, it is extended to the whole community of the campus in 2005, offering a total of seven parking lots and 208 bicycles. In that year, the Program offered the loan of bicycles only to the community of the campus Ciudad Universitaria, which had 2,488 meters of bicycle ways. The service was used 95,518 times, an average of 500 daily loans, assisting 9,261 students and 221 workers.

In the year 2006, the benefit was extended to the whole education community and the capacity of bicycles increased to 761. Compared to 2004 they offered five times more services per day.

In the following year, the number of users increased on almost 49,000. The same year, the *Bicicentro CU*, building with capacity to store between 800 and 1,000 bicycles is opened, and it is considered as the main station of the *Bicipuma Program*, in which people that descend from the *Universidad* subway station, have the option of mobility to the interior of the campus Ciudad Universitaria.

By the end of the year, the campus had 10 parking lots for bicycles and the *Bicicentro*. The bicycle route was increased to 5,200 meters and the Program becomes extensive to external dependences of the campus like in the Peninsula of Yucatán, México.

So far in 2009, 49,106 services have been offered and the number of registered users increased about 30 % than at the beginnings. Most of them were students. It is foreseen that the program will continue to grow.

### Registration of users and control of bicycles

In order to manage the *Bicipuma* system, a database and a network were created that communicates the parking lots with the *Bicicentro*. The procedure to obtain and to give a bicycle back is no longer than a minute and is the following one:

Both the identification cards of the university and the bicycles are marked with a barcode.

1. The user goes to one of the bicycle parking lots or to the *Bicicentro*, he requests the service, shows the ID Card and chooses a bicycle
2. Our personnel identifies the user visually and scans the barcodes of the ID and bicycle by means of a reader
3. The correct procedure is verified in the database

*Bicipuma* is a demonstration of the commitment of the university students with urban development and the environment.

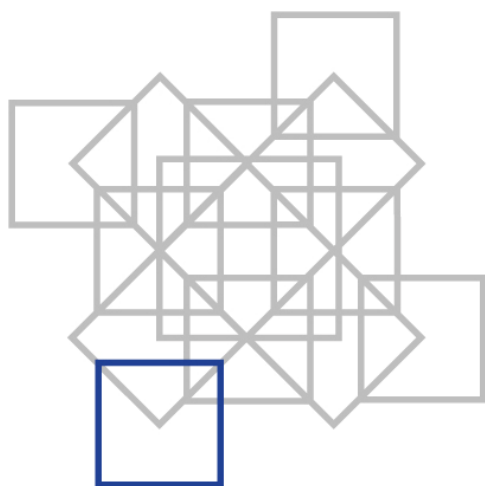


Registration of users and control of bicycles – Loan procedure



### 3. KTMC Telematik Symposium - 27/28<sup>th</sup> of October 2009 in Stuttgart, Germany

Telematic systems as contribution for sustainable mobility



The Competence Center on Telematics, Mobile Computing and Customer Care (KTMC), along with the *Stuttgarter Forum Auto und Umwelt* and the *Wirtschaftsförderung Region Stuttgart* are hosting the **Third Telematik Symposium** in Stuttgart. The event will take place from October 27 to 28 at the Stuttgart City Hall.

Target groups of the symposium are the users (industry and economy of transport), operators (transport companies and municipalities), political representatives and representatives of the economic promotion offices. **Language of the symposium is German.**

The agenda of the event includes the following main topics:

#### Session A

##### **Sustainability impulses through higher transport security and efficiency**

- Prevention model "Pay as you drive"
- Security systems and driver assistance
- Assistance systems for the elderly
- Elaboration of national standards

Increase of transport efficiency

- Transfer of transport information through radio
- Telematic-based systems in bus transport

#### Session B

##### **Dissemination and use of telematic systems through marketing and information campaigns**

- Conditions for privacy protection in transport telematics
- New telematics exhibition fair
- Green logistic – Examples and perspectives

#### Session C

##### **Requirements of logistic and control for transport in municipal areas**

- Charter of the International Road Transport Union
- Sustainable transport organization DHL
- Strategy for freight transport in cooperation with market actors and administrations
- Telematics for the control and protection of the municipal services

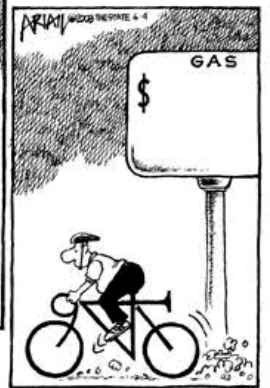
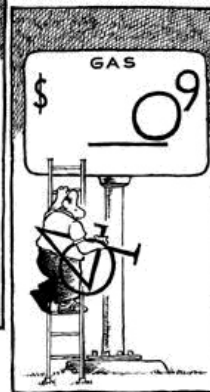
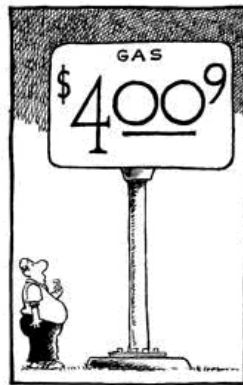
**For more information please contact**

Internetadresse: [www.ktmc.de](http://www.ktmc.de)  
E-Mail: [info@ktmc.de](mailto:info@ktmc.de)

The following events in the field of mobility will take place worldwide in the following months:

<b>E U R O P E</b>	
16-21 October 2009	Kortrijk, Belgium: Busworld Europe Kortrijk 2009 – <a href="http://www.busworld.org">www.busworld.org</a>
20-22 October 2009	London, UK: Urban Transport World Europe 2009 - <a href="http://www.terrapinn.com/2009/uteu">www.terrapinn.com/2009/uteu</a>
27-28 October 2009	Stuttgart, Germany: 3 <sup>rd</sup> Telematik Symposium
3-6 November 2009	Madrid, Spain: Trafic 2009 International Road Safety and Equipment Exhibition - <a href="http://english.expomenu.ru/expo/trafic*2009.html">english.expomenu.ru/expo/trafic*2009.html</a>
4-7 November 2009	Katowice-Ustroń, Poland: Transport Systems Telematics – <a href="http://www.tst-conference.org">www.tst-conference.org</a>
5 November 2009	Bucharest, Romania: Towards a better integration of long-distance and local transport - <a href="http://www.linkforum.eu">www.linkforum.eu</a>
16-18 November 2009	Belfast, UK: 8th Training Programme for Public Transport Managers 1st module – <a href="http://www.uitp.org">www.uitp.org</a>
16-18 November 2009	Madrid, Spain: 18th International Symposium on "The Future for Inter-Urban Passenger Transport" - <a href="http://www.internationaltransportforum.org">www.internationaltransportforum.org</a>
18-21 November 2009	Verona, Italy: International Bus and Coach Expo and Regional Transport Days - <a href="http://www.expobus.it">www.expobus.it</a>
25-27 November 2009	Nice acropolis, France: GART-UTP - 2ème rencontres nationales du transport public - <a href="http://www.objectiftransportpublic.com">www.objectiftransportpublic.com</a>
<b>A M E R I C A</b>	
12 October 2009	Bogotá, Colombia: Mexico, MX: V Congreso de Transporte Sustentable - <a href="http://www.congresotransportesustentable.org/english.htm">www.congresotransportesustentable.org/english.htm</a>
26-30 October 2009	Sao Paulo, Brazil: Fenatran 17 <sup>o</sup> Salão Internacional do Transporte - <a href="http://www.fenatran.com.br">www.fenatran.com.br</a>
27-30 October 2009	Irvine, USA: 4th International Conference on Women's Issues in Transportation - <a href="http://www.trb.org">www.trb.org</a>
30 October 2009	Boston, USA: Railvolution 2009 - <a href="http://www.railvolution.com">www.railvolution.com</a>
11-12 November 2009	Montreal, Canada: Mass Passenger Transit Systems and Security Conference - <a href="http://www.uitp.org">www.uitp.org</a>
<b>A S I A</b>	
11-14 October 2009	Riyadh, Saudi Arabia: Urban Transport World Saudi Arabia 2009 - <a href="http://www.terrapinn.com/2009/utsa">www.terrapinn.com/2009/utsa</a>
19-22 October 2009	Subaraya, Indonesia: 8th EASTS CONFERENCE "Enhancing Transportation Infrastructure and Services in Rapid Regional Growth " - <a href="http://www.easts2009.org">www.easts2009.org</a>
25-27 October 2009	Doha, Qatar: 2nd MENA Public Transport Congress and Showcase - <a href="http://www.uitp.org">www.uitp.org</a>
26-28 October 2009	Singapore: 2nd World Roads Conference - <a href="http://www.wringsingapore.sg">www.wringsingapore.sg</a>
23-25 November 2009	Kuala Lumpur, Malaysia: Making Public Transport of Tomorrow Happen - <a href="http://www.uitp.org">www.uitp.org</a>
10-12 December 2009	Hong Kong: The 14th International Conference Of Hong Kong Society For Transportation Studies - <a href="http://home.netvigator.com/~hksts/conf.htm">home.netvigator.com/~hksts/conf.htm</a>
<b>A F R I C A</b>	
9-11 November 2009	Nairobi, Kenya: International Seminar on Sustainable Transport for Africa

# Go Bike !!!



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