



FredericiaCyclecity.dk



Cycling Embassy
of Denmark

FREDERICIA - FROM FORTRESS CITY TO CYCLE CITY



FREDERICIA - FACTS & FIGURES



"The Foot Soldier", a significant statue of a proud, Danish soldier, placed at the main entrance to the city.

The fortress town of Fredericia was established in 1650, founded by Frederick III, after whom the city was named.

It is a relatively small city with 40.000 inhabitants, placed in the eastern part of Jutland, yet very centrally

located in Denmark due its position right beside The Little Belt Bridge. The bridge connects Jutland with Funen, linking Zealand and the Danish capital, Copenhagen, with Jutland.

Consequently, Fredericia is one of Denmark's largest traffic hubs.



Fredericia lies in a sub-region of Denmark known locally as Trekanten—The Triangle.

Fredericia was once a very

important military fortress and lies encircled by one of Northern Europe's best preserved ramparts.

Today the old City Walls, littered with old cannons, statues, various gates and buildings such as The Gunpowder Tower, is still a big part of the city's identity and every July 6th, the city marks the victorious sortie from the town in 1849.

Besides historical attractions, Fredericia has three blue-flag beaches, a historical miniature town and a well-known play park called MadsbyParken.

- FREDERICIA HAS 40.000 INHABITANTS
- LIKE MANY DANISH TOWNS, FREDERICIA IS VERY WELL SUITED TO CYCLISTS
- FREDERICIA WAS ALMOST SELECTED AS THE DANISH CAPITAL, DUE TO ITS CENTRAL LOCATION AND LARGE PORT, BUT IN THE END COPENHAGEN RETAINED THE TITLE DUE TO ITS LARGER POPULATION

FREDERICIA - FROM FORTRESS CITY TO CYCLE CITY



FROM FORTRESS CITY TO CYCLE CITY



Fredericia is evolving from a fortress city to a cycle city with focus on sustainable development and mobility.

Denmark is well known as a nation with high intensive cycle traffic. The main cities benefit from the high number of students, congested roads and high taxed car parking, which provides for a large number of cyclist.

Smaller cities, with a population of 50-100.000 citizens, generally have a considerable potential for raising the number of cyclist. This is because of shorter distances and room for building and improving cycle infrastructure.

Presently, Fredericia has an 18% share of cycle traffic and the aim is to increase this number to 25%. In order to reach this goal, building and providing cycle infrastructure is not enough; further actions have to be undertaken.

In 2009, Fredericia achieved national funding for an ambitious project to be imple-

mented in 2010-2011. The project consists of 4 different groups of initiatives, as well as a general branding scheme, and aims to enforce the establishment of a cycle city identity in a fast and efficient manner.

In order to achieve this, it is crucial that citizens find the concept of a cycle city relevant and meaningful to themselves. Consequently, all campaigns are very direct and action-oriented; the message must simply go straight from your mind to your legs!

- FREDERICIA HAS A MODAL SPLIT OF 18% BIKE TRAFFIC
- IN 2009, FREDERICIA RECEIVED 10.440.000 MILLION DANISH KRONER IN FUNDING FROM THE DANISH ROAD DIRECTORATE TO ESTABLISH A CYCLE CITY PROJECT
- THE OVERALL BUDGET IS 27.000.000 DKR.
- THE PROJECT IS BASED ON FOUR INITIATIVES: BUILDING CYCLE PATHS, IMPROVING CYCLE PARKING FACILITIES, WORKING WITH SCHOOLS AND WORKING WITH COMPANIES

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BRANDING



www.FredericiaCykelby.dk have had more than 45.000 visitors in its first 6 months.

At the very beginning, a logo was designed and a dedicated Fredericia cycle city web site was launched, marking the release of the new cycle friendly policy. Banners were placed in the city centre and trolley coins, cycle seat covers, newsletters, sweets and posters were distributed among the inhabitants and cyclists of

the city. Likewise, Fredericia Cycle city sponsored 50 running tees for a renowned local half-marathon. All of the above initiatives were carried out in order to promote and establish a familiarity with Fredericia Cycle City as a brand and a concept.

Four months later, a survey among 383 citizens revealed that 41% of the participants were aware of the project Fredericia cycle city prior to the survey.

THE CYCLE ROUTE DESIGNER

To cater for, maintain and attract new visitors, a cycle

route designer has been developed and launched on the website. Using Google Maps, you can design your own route and have a visual glance of the chosen course through street view photographs—the latter making the route designer a useful tool for parents.



The Cycle route designer has layers of information, that can be switched on and off as pleased.

- FREDERICIA CYCLECITY SENDS OUT A NEWSLETTER FOUR TIMES A YEAR TO 1500 RECIPIENTS
- THE FREDERICIA CYCLE CITY LOGO IS INSPIRED BY THE SHAPE OF THE INNER CITY AND ITS FAMOUS RAMPART
- THE WEBSITE HAS AN ENGLISH VERSION—WWW.FREDERICIACYCLECITY.DK—DETAILING THE PROJECT AND ITS MANY CAMPAIGNS

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CYCLE PARKING & SERVICE



The new cycle stands have been designed by Fredericia Municipality in order to ensure a superb functionality and design.

As part of the project, all cycle stands in the city centre have been replaced by new ones. The new stands have a good grip on the cycle and inside every stand there is a hidden wire, which can be pulled out to lock the cycle 100% safely.

SERVICE STATIONS

To cater for cyclist and their needs, five cycle pump stations have been placed in the city and more are planned to come. One of these pumps are an electrical pump, whereas the remaining four are manual.

In addition, four cycle barometers is showing cyclists



Four cyclist counters cover the main entrances to the city.

that they really count, with data being streamed to the Fredericia Cyclecity website as well.

WORKSTATION

The very first outdoor workshop for cyclists has been



The workstation is placed next to the electric air pump.

set up in Fredericia, which enables cyclists to do small repairs by themselves on the spot.

- WHILE THE NEW CYCLE STANDS ARE MADE IN STEEL, THE WIRE-LOCK IS IN OLD-FASHIONED COBBER
- CYCLE STANDS WILL BE PLACED AT CENTRAL BUS STOPS IN FREDERICIA, TO ENLARGE THE CATCHMENT AREA FOR BUSES AND CYCLES IN COMBINATION
- WWW.FREDERICIACYCLECITY.DK—DETAILING THE PROJECT AND ITS MANY CAMPAIGNS

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WORKPLACES



The Cycle to Work campaign logo for 2011.

Every year local workplaces are encouraged to participate in the Cycle to Work campaign, in which teams compete against each other by the number of cycle trips made within the month of may.

In Fredericia, around 1,500 people usually participate in the contest, which Frederi-

cia Cyclecity helps promote with local contests and advertising.

IDEAS FOR WORKPLACES

As part of the cycle city project, a catalogue of ideas for workplaces will be produced and widely distributed. The catalogue will focus on initiatives which can be undertaken at workplaces, in cooperation by the management and the employees, to promote cyclism. Good examples of such would be safe parking facilities, showers at the workplace, economic benefits and so forth.

WE'RE CYCLING EVERY DAY

Additionally, a new campaign concept is currently

being developed called We're Cycling Every Day, in which six of the city's large workplaces will get invited to participate.

Participants cycles get a RFID chip mounted and chip detectors are placed by the entrance to the workplace. Registrations are then transferred to a central database, meaning that the more active cyclists can be rewarded as part of a campaign in which workplaces compete against other workplaces.

Experiences indicate an estimated growth in cycle trips by 20 – 30 %.

- THE CYCLE TO WORK CAMPAIGN BEGAN IN 1997 AND BY NOW HAS MORE THAN 100.000 PARTICIPANTS ANNUALLY
- THE WE'RE CYCLING EVERY DAY CAMPAIGN WILL BE OFFERED TO LOCAL SCHOOLS AS WELL AS WORKPLACES

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PROMOTING CYCLIST SAFETY



In Fredericia, 1700 cycle helmets were distributed for free as part of a safety campaign.

To Fredericia Cyclecity, promoting cyclist safety has a very high priority. In Denmark, the general use of cycle helmets among children is quite high, however adults are lacking behind.

This was the reasoning behind a very successful campaign, in which Fredericia Cyclecity handed out 1700

custom made cycle helmets for free. The cycle helmets were distributed on a “first come, first served” basis and outsold in merely 3 days.

In order to receive a free helmet, recipients agreed to answer an electronic questionnaire and have a photograph taken of themselves wearing their new cycle helmet. The pictures were sub-



Recipients of cycle helmets were given a choice of a dim black or a shiny white custom made Fredericia Cyclecity helmet in two different sizes.

sequently shared on the Fredericia Cyclecity website as part of a contest, seeking to determine the most stylish cyclist in the city! Everyone online were able to cast a vote during a one-week race to obtain the largest number of votes—the winner eventually secured her victory with 344 personal votes.

The campaign was very successful, not only in terms of securing a lot of publicity and general talk of cyclist safety and helmet use, but also in terms of ensuring a higher percentage of cycle helmet wearers among the adult population of the city.

- MORE THAN 5818 VOTES WERE REGISTERED IN THE COMPETITION SEEKING TO LOCATE THE MOST STYLISH CYCLIST IN FREDERICIA
- AFTER THE WINNER WAS FOUND, A MOSAIC PICTURE OF ALL CYCLE HELMET RECIPIENTS WERE CREATED AND SHARED ON THE CYCLECITY WEBSITE

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SCHOOLS



Around the world in 80 days is a campaign targeting school children, taking turns tracking the length of trips made on bike using a GPS device.

In Fredericia, all schools are encouraged to develop a local traffic policy; an important part of engaging all the stakeholders in children's safety and encouraging healthy modes of transport. In recognition of this, employees of Fredericia Cyclecity has offered their services and expertise in

workgroup meetings with schools and will continue to support the process whenever needed.

In a similar notion, the cycle city project invites all school children to participate in the "Cycle to School" campaign, rewarding not only the pupils, as part of the campaigns cycle competitions, but also school teachers for signing up their school classes. Additionally, a number of local activities will be arranged.

THE ROADSHOW

In cooperation with sport teachers from local schools, an activity day—based on a cycle road show—will travel from school to school, seek-

ing to motivate children to cycle more often. This includes test fields, cycle stunts, treasure hunt on bikes and so forth.

Similarly to "We're cycling every day" for workplaces, 26 local schools are invited to participate in the campaign based on wireless and automatic registration of cycles arriving and leaving the school. The expectation is, that this initiative might increase cycling among schools children in Fredericia by up till 50 %, despite today's high rate. The national cancer prevention organisation is a partner of this project, the aim being to once upscale the project to a national level.

- SCHOOL CLASSES ARE INVITED TO PARTICIPATE IN A COMPETITION BASED ON THE CONCEPT OF CYCLING AROUND THE WORLD, LOGGING CYCLE TRIPS WITH A GPS
- PARENTS TO 5TH GRADE SCHOOL CHILDREN, WILL RECEIVE A BOOKLET DEPICTING CYCLE TRAINING ACTIVITIES AND INFORMATION RELATING TO THE MANY HEALTH BENEFITS ASSOCIATED WITH CYCLING

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RIDE & BIKE



The carbon bike chosen for the commuter project.

Fredericia train station is located on one of the main arteries of the Danish railway network, connecting the capital, Copenhagen, with Funen and the Jutland peninsula. Consequently, Fredericia train station serves as a junction with

trains coming from all directions of the country every hour. Naturally this provides a great basis for Ride & Bike facilities.

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In addition, the revitalisation of a large former industrial area within the city centre, means that the number of residents in the fortress quarter is expected to double within the next 20 years. The likely growth in traffic demand is intended to be managed primarily by an increase in the use of public transport and cycling, which is why a new master plan for boosting cycle parking has just been agreed in cooperation with DSB (the Danish railway company).

The aim is to create an exemplary train station, raising the standard of how to promote and encourage combination transportation such as train rides and bicycles.

COMMUTER BIKE PROJECT

Similarly, a commuter-bike project has been developed with DSB as a partner, in which 140 car commuters are invited to have a free test ride of Ride & Bike for 3 months each. Every commuter will receive a free PT card, secure cycle parking and a personal carbon cycle, all in order to promote and encourage a ride & bike choice of transport for commuters in Fredericia.

- AS FREDERICIA IS POSITIONED NEXT TO THE LITTLE BELT BRIDGE, CONNECTING JUTLAND TO THE ISLAND OF FUNEN, THE TOWN HAS A VERY WELL SERVICED LINE
- TRAINS DEPART EVERY HOUR FOR THE CAPITAL COPENHAGEN
- BIKES CAN BE TAKEN ON-BOARD TRAINS, MAKING IT CONVINIENT AND EASY TO RIDE & BIKE.

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CYCLE PATHS



Three new cycle paths in the inner city as well as three new cycle paths in the countryside are underway.

The existing net of 140 km of cycle paths is fairly good considering the size of Fredericia, yet there is still room for improvement and enlargement of the existing grid.

The Cycle city project hence includes 6 new cycle paths, where cyclists will become protected from cars by curb

stones. These paths give special value to the local school children and their families. In the city, automatic counting stations will be placed along the new cycle paths, securing an ongoing monitoring of the cycle flow.

IMPROVED MAINTENANCE

Maintenance is improved by the opening of a SMS service and an interactive map for reporting pot holes and similar type of problems, impacting on cyclists.

The new service has been given a prominent position on the Fredericia Municipality website, seeking to ensure that it is easy to report and give details on any

problems one might encounter in the city.

On a similar note, it has been agreed to increase the maintenance of cycle paths at winter time, especially in terms of clearing snow and de-icing, enforcing the notion of cyclists being a valued part of the community.



Being on two wheels in winter-time is not always easy.

- AS PART OF THE IMPROVED MAINTENANCE OF CYCLE PATHS IN WINTER TIME, SNOW WILL BE CLEARED FROM CYCLE PATHS NO LESS THAN SIX HOURS AFTER A SNOWFALL
- DUE TO A VERY HARD WINTER TWO CONSECUTIVE TIMES IN A ROW, THE SALE OF STUDED TYRES HAVE GONE FROM VIRTUALLY NONE TO ROUGHLY 1400 IN 2011

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EVALUATION



Fredericia wishes to be known as a proactive newcomer in cycle friendly communities.

The project includes a broad range of parameters to evaluate the process, the impact of campaigns and the project in general.

Local counting's, national statistics, accident rates, questionnaires and a yearly survey in a citizens panel, are all taken into account

and used to monitor the changes in the city and the behavioural patterns of cyclist. The citizens panel is additionally used to identify problems and barriers for cycling, as well as desired changes. Subsequently, every year, a Bicycle Account for Fredericia is released, based on the findings in the survey.



Local and national media is monitored closely for stories on the cycle city project.

NETWORKING

Fredericia Cyclecity believes in the importance of being engaged in cycle networks and is therefore a member of the Cycling Embassy of Denmark, currently holding the position as chairman, as well as a member of the Danish Cycle City Network.

As for the future, Fredericia Cyclecity has and will continue to apply for several national and European projects, and wishes to be known as a proactive and innovative newcomer to cycle friendly organisations and communities.

- UPCOMING INITIATIVES INCLUDES A NEW CYCLE ACTION PLAN AND A MODEL FOR BIKEABILITY-FOR THE ENTIRE ROAD NETWORK IN FREDERICIA
- ONGOING BENCHMARKING MAY SECURE A POLITICAL FOCUS ON THE CYCLING STRATEGY, WHICH IN THE LONG TERM GENERATES A MORE LIVEABLE CITY

 Fredericia [Cyclecity.dk](https://www.fredericia.dk)

