

## TEACHING MATERIAL GUIDANCE

### 1. Title of the material

*Travel demand management in the context of promoting bike trips, an overview of solutions implemented in Cracow*

<https://transportproblems.publisherspanel.com/resources/html/article/details?id=74786>

### 2. Which section of the SUMP it is relevant to?

The material presents examples of activities promoting bicycle transport in city travels. It also contains a synthesis of good practices implemented in Krakow as well as basic mistakes and shortcomings that require improvement. Material characteristics are in accordance with section 3.2 and 12.1.

### 3. Problem approached and content overview

City authorities implement many solutions to reduce these negative effects of car transport, including strategies which aim towards change in travel patterns. Inhabitants are encouraged to travel by more sustainable transport modes, including bikes. The concept is called travel demand management and in Poland is still a new approach to the passenger transport.

A pro-bicycle transportation policy is very often associated with the need to reduce negative effects of mobility, especially the ones related to individual motorized transport (including transport congestion, pollution, noise, accidents, etc.). Moreover, a possible solution to these problems has been increasingly seen in the use of instruments aimed at reducing the demand for car travels and in shaping a demand for other alternative forms of transportation, including bicycles. In this approach, called travel demand management or sometimes mobility management [11], it is possible to guarantee the city residents the freedom of choice of their preferred means of transport, however this decision is impacted also by the implementation of a series of instruments that on the one hand increase the competitiveness of means of transport that can substitute a car, and on the other hand, concern introducing certain restrictions for motorized traffic (where this is necessary, especially in areas affected by the congestion, usually in city centres). In the context of promoting bike travels, the implemented instruments are mostly associated with the provision of adequate infrastructure, complemented by wide-ranging marketing, education, information and different campaigns aimed at increasing public acceptance for the implemented projects and the involvement of city residents in the process of their implementation.

This material presents examples of instruments that are most commonly used abroad to encourage bike travels and an overview of the activities carried out to promote bike usage in Cracow. The paper also identifies Best Practices implemented in the area of Cracow



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and significant deficiencies in the basic issues and actions necessary to be undertaken in the future.

Summarizing the content - the main challenge for cities seeking to increase bicycle traffic is the creation of a coherent and continuous network of bicycle routes. The optimal indicator is the use of the length of the cycle network to the length of public roads. It should definitely be 1: 1, assuming that the bicycle infrastructure includes not only bicycle paths, but also bicycle lanes in the road or streets with quiet traffic (TEMPO 30), including one-way streets with two-way bicycle traffic. Additionally, planning the development of bicycle traffic infrastructure should be fully integrated with the spatial planning implemented by the city.

It is also necessary to shape pro-cycling communication attitudes and behaviors by organizing educational and marketing activities aimed at the entire population and informing about the functioning of the system, especially with the use of the latest IT achievements.

### 4. Who could be interested in this material?

Students who are looking for:

- a set of good practices promoting bicycle transport
- generalized procedure of activities aimed at increasing bicycle traffic in the city,
- specific technical solutions, shown on real examples,
- identifying threats of imperfection of these activities.

### 5. What is worth mentioning as an innovative factor for the reader?

The material does not contain innovative solutions. However, it is a very good synthesis of practical knowledge in relation to the theoretical assumptions and goals written in most strategic documents, including SUMP. In addition, the form of the material, taking the form of a short manual of good practices with references to real examples and their effects, makes the material worthy of attention to anyone who develops a program for promoting cycling in urban areas.

### 6. Limitations

It is difficult to identify the limitations of the presented material. The only drawback is relating the best practices to the effects of their application only in one city. However, it should be underline that these good practices for Cracow were also developed on the basis of good practices from other European cities.

