# Increasing Students' Awareness

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# City of Munich - Situation for Bicycles

- 14% of traffic in Munich is by bicycle
- 1200 km of cycling route network including:
  - 40% cycling lanes and paths
  - 22% tracks through parks
  - 38% routes on roads with low traffic volumes or 30 km/hr speed limits
- Goal of 300 contraflow cycling routes on one-way streets by 2015; approximately 50% have been opened
- Conclusion: 72% of people think cycling infrastructure in Munich is good or very good





# Objectives

- Increase Awareness
- Increase knowledge
- Change behavior of cyclists





# Ideas

- Plan A: Safety Campaign
  - Campus Event
  - Parking Day
- Plan B: Infrastructure Project
  - Bike Box
  - Contraflow junction markings
  - Karlsplatz Junction
  - Scheling strasse HGV parking





# Plan A: Safety Campaign

**Campus Event**

- Educate and energize Technical University of Munich students on safe cycling procedures.
  - Raise awareness and educate regarding specific cycling problems in Munich
  - As identified by experts or in statistics
  - For example: Lack of high visability clothing or lack of knowledge regarding rules of the road
- Why?
  - The majority of deaths from cycling are men and as an engineering school, TUM is predominantly male.
  - Captive audience ➡ Easier Evaluation.





# Plan A: Safety Campaign

**Park(ing) Day**

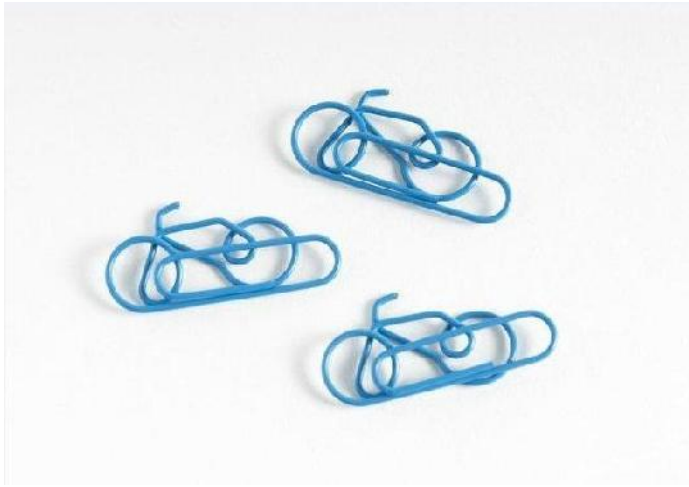
- Focus on drawing the attention to bicycling around TUM through reappropriating a parking space at the edge of the campus
- Could be included/extension of communications campaign
- Temporary action where we could highlight the need to reduce speeds and add space for cycling
- Disadvantage: Official 2013 day is during the semester break (September 20th, 2013)





# Safety Campaign

- Innovative Ideas to get more Attention:
- Literature on safe cycling tips like:
  - Obey traffic signs and signals
  - Never ride against traffic
  - Never ride with headphones
  - Ride in the middle of the lane in slower traffic
  - Make eye contact with drivers



- Bike repair/maintenance
- Cycling maps
- Video clips
- Games and activities highlighting bicycle safety, such as egg helmet drop

# Safety Campaign

- Free (inexpensive) give-away items such as key chains, bookmarks, Seat Covers, Leg Bands, spoke cards etc.





# Partners

- Technical University of Munich
- City of Munich
- Signatories of European Road Safety Charter
  - German Road Safety Association (Deutsche Verkehrswacht DVW)
  - German Road Safety Council DVR
- German Cyclist Federation (ADFC)
- Local Bike Shops
















# Evaluation

- Student Questionnaire
  - Purpose: To determine how familiar students are with the rules of bicycling
  - When? During the campaign event
  - Follow up survey with same group and same questions
- Bicycle Count/Monitoring
  - Attempt to gauge if behaviors have changed
  - When? Before and after campaign event





# Difficulties

- Language Barriers
- German Laws
- Lack of knowledge of decision-making procedures
- Convincing policy makers that improvements are needed





# Timeline

- April - university level communications
  - Chair of ITS
  - STARS students from TUM
- May - data gathering
- May - City of Munich
  - Radlhaupstadt/mobility management office
- June/July - hold communications event on TUM central campus
- September - Park(ing) day
- October/November - evaluate impact of project





# Plan B: Infrastructure Project

- Choose location based on factors such as cyclist volume and crash rates
- Some alternative pavement treatments could be applied, including different colors, striping and symbols.
- Potential Infrastructure Projects:



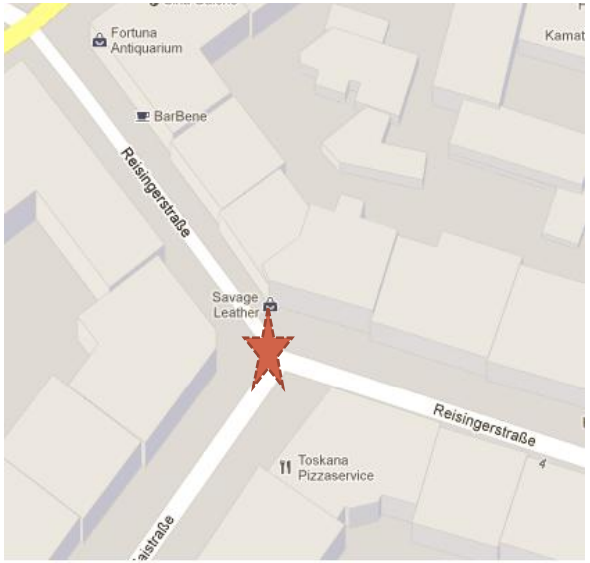


# Bike Box


20 Ludwigstraße, Munich, Bavaria, Germany
Address is approximate
Exit
Labels
Ludwigstraße
Hauptgebäude
Universität

# Contraflow junction marking





# HGV Parking Priority



# Karlzplatz Kurb





# Thank you!



