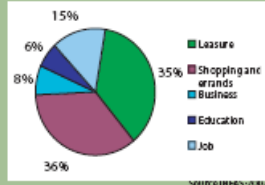




Shopping by bike

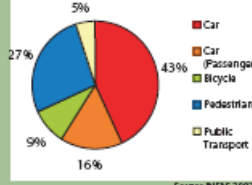
Facts and Figures:

Choice of transport mode by purpose transportation



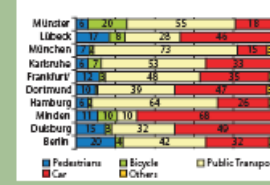
> About 1/3 of the daily ways of a person is being used for running shopping errands

Choice of transport mode for shopping trips



> The biggest share of the shopping trips are done by car
> Pedestrians represent the second most important group followed by the cyclists with 10%

Local usage of bicycle for shopping trips



> major local differences in the usage of bicycles for shopping

Conclusion:

- People use bicycles for their shopping trips
- The actual number of people that go shopping by bike depends on the local circumstances like infrastructure and general support of cyclists

What makes a bicycle friendly shopping street ?

Cycle Lanes:

There must be enough space for cyclists on the shopping street which is best provided by cycle lanes. They should be on the existing road and not on the pavement alongside the pedestrians. In busy streets many conflicts are to be expected between pedestrians and cyclists. Besides the situation in the shopping street itself it has to be guaranteed, that cycling routes with safe and attractive cycle lanes lead to the city center or the particular shopping street. Especially if the main shopping area is a pedestrian zone the streets around should offer attractive connections for the cyclists.



Reduced Speed:

Shopping streets should be places to linger, so the reduction of the car speed is necessary and should be at a maximum of 30 km/h.

Good Service:

Shops that want cyclists as their costumers could provide an air station, help with a repair set for tyre punctures or even with special reductions.



Ample Parking:

Cycle parking facilities have to be provided in the proximity of the shops. Decentralised arrangement of the bicycle racks will be necessary to satisfy the demand as in shopping streets the place is mostly rare. Around pedestrian zones where cycling is banned, larger parking areas for bikes should be provided. So the cyclists can leave their bikes at the entrances and are not encouraged to pass the pedestrian zone by bike.

Safe racks:

Bicycle racks have to offer a stable stand for the bike and the possibility to lock the bicycle frame and the front wheel to the rack.



Experiences of local groups:

Six local groups of Friends of the Earth Germany (BUND) and the German Cycling Association (ADFC) test the possibilities of measures to improve the situation in the shopping streets of their towns. The comparison of these six towns shows that the situation/problems in every town are different.



Göttingen

- University town with a share of 24% cycle trips of all trips made and 21% of all shopping trips are made by bike
- town of short distances (70% of the trips made are less than 5 km)
- supply of bicycle racks is not sufficient, partly the bikes are already an obstacle

Bremen

- share of 22% cycle trips of all trips made
- city centre as pedestrian zone, with a concept for bike parking and 5000 bike racks which are not sufficient in the summertime
- centres of the residential areas do not offer enough bike parking facilities, although there is a high share of daily cyclists

Karlsruhe

- wants to become one of the bicycle friendly towns in southern Germany by implementing a 20 points program
- share of bicycles currently at about 16%
- the city center and the district centers are in direct competition with suburban shopping malls and commercial centers as the distances are not very high

Rostock

- share of cyclists about 17%
- has been part of Baltic sea cycling project, with measures like implementation of university routing system with signs
- city center is a pedestrian zone but district centres are frequented by bike

Berlin

- share of cycling at about 12%
- most shopping streets are important transit connections with heavy traffic
- the streets in the neighbourhoods have a high significance for satisfying daily needs and a high percentage of shopping trips is done by bike



Offenburg/Ortenau

- rural region with Offenburg as center with a 25% share of bike use
- important focal point are the farmer's markets
- systematic distribution of bike racks in the inner city

How to change the situation?

Demonstrate options:

- show materials and products that make shopping by bike easy, e.g. bicycle bags and trailers
- have a try-out parcours where people can try trailers etc.
- lend trailers and bags to people who want to switch to shopping by bike



Offer good Service:

- organise temporary services for storage of the shopping goods
- produce maps that point out bike racks a bicycle friendly shops
- certify bicycle friendly shops
- organise competitions for the best offers for cycling costumers

Bicycle friendly planning and administration:

- analyse the situation for cyclists in certain streets and propose measures to improve the shopping street for cyclists
- try to improve the communication between citizens, retailers and the administration by organising round tables or visiting tours



First results:

- Many cyclists, urban planners and shop owners are aware of the problem but do not know how to handle it and do not have access to existing solutions.
- Bicycle industry and bicycle shop owners do not sufficiently promote existing solutions for transport. Most shops do not present trailers or cargo bikes as they take up too much space. The industry promotes trailers etc. only in very expert settings.
- Everyday cyclists often do not think about or actively search for possible solutions. Nevertheless if they are presented with a trailer they are happy to find that there are solutions for their daily cycle transporting needs.

This project is funded by:

