

## First Italian “bicycle barometer” to promote bike mobility



### Short Summary

After Stockholm, Christianson (Norway) and Odense (Denmark) the Mobility Department of the city of Bolzano installed the first Italian “bike counters” on one of the main bike lanes of the city also thanks to the VIANOVA Project. The table on the top allows to know the total number of bikers (in both directions) on the present day and since 14.05.2006 when the device has been installed. In less than 10 day almost 80.000 bikers passed through it.

### Problem description

Sustainable mobility is also a cultural matter. Among infrastructures, one of the main goals is getting people change their behaviours, in this case getting people on the bike. This action is part of a comprehensive strategy of the local administration that lead in the past years to the development of a system for bike (with 8 main routes) and a new logo (visible on the “bike counters”), to the creation

of a whole corporate design covering all aspects and all activities of bike mobility in Bolzano/Bozen.

Biking has to become and to be perceived as a mobility system, with the same dignity and importance as the other transportation systems in a city. To enhance this perception, a guided system along the bike lanes has been realized, with all the signs necessary to help the cyclist find the main landmarks in the city. The principal bike lanes have different colours, similar to under-ground lines.

### Description of the campaign / measure

The “bike counters” is first of all a marketing strategy in order to promote bike as everyday mean of transport that fits perfectly mobility needs in the city.

The main goal of the action is getting people aware (and surprised) how many cyclists are actually passing through this measurement point. This will lead to a better identification with the bike mobility in the city as a system and getting people to cycle more.



### Results / Potentials

The device has been installed on May, 14<sup>th</sup> 2006. After less than 10 days the total number of cyclist is close to 80.000 in both directions with a daily average of 8700 bicycles.

The city of Bolzano is constantly improving its bike modal split that now is close to 25% on annual average. It is a significant contribution to the environment, to the life quality and to the citizens' health.