



A campaign by



Climate Alliance

IDEAS FOR MUNICIPALITIES

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Ideas for municipalities

Get your citizens on their bikes!

Have you registered your municipality for CITY CYCLING? Then it's now time to get as many citizens as possible on their bikes.

While we at Climate Alliance take care of the national PR for the campaign, you're responsible for the local PR and encouraging people to get involved. We've developed this guide to help you prepare.

Section 1 provides an overview of what to bear in mind in the **PR for your local campaign**. The sections thereafter contain countless ideas to help make your local campaign a resounding success. These ideas are divided into different categories, namely **events, bike rides, citizen participation, cooperation, stand activities, target groups, competitions and merchandise**. Many of the ideas we give can be combined and adapted to your local needs.

And by the way: we're currently seeking **success stories** for each category. We'd love to hear about the activities in your municipality that have been particularly successful! We'll then present these in the next edition of this guide.

Sending you creative vibes for your CITY CYCLING campaign; we look forward to hearing all about it!

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SECTION 1

PR – what to do

Aim for variety! Bear in mind that citizens differ in age, education, profession, fitness level and interests – and thus also in their opinion of cycling. In order to reach as many people as possible, use various media (e.g. newspapers, internet, initiatives on the street) and highlight as many aspects of cycling as possible.

Contact your municipal PR department for support and take advantage of existing communication channels!

Who do you want to reach how and with what?

Ideally, ask yourself this question before each activity you plan and before you send out each press release! Here are a few examples:

An information event on e-bikes including a test ride? This would probably interest commuters or older people. In contrast, you're more likely to attract children and young people with a mountain bike taster course or a bike scavenger hunt. You can of course advertise your initiative in the local newspaper, but definitely don't forget to also advertise it on social media. Free refreshments for commuters? That's sure to go down very well! The stand shouldn't be located in the pedestrianised zone on a Tuesday morning, though, but rather on a busy cycle route during rush hour.

Select a few target groups that you want to focus on (e.g. schoolchildren, senior citizens, commuters). Ideally, complement targeted PR with a cycling theme (commuting by bike, cycle tourism, road safety, cargo bikes) according to your chosen target group(s) that you can highlight during activities and events. Don't lose sight of the other target groups though!

Do you want to address cyclists or non-cyclists?

While CITY CYCLING aims to get as many people as possible on their bike who might travel by car

otherwise, we advise against focusing too much on this target group at the start. Particularly if CITY CYCLING is still relatively new in your municipality, the campaign must first establish itself and word must get around.

TIP Your cyclists are the best multipliers! Ask them to help recruit more participants among their acquaintances, colleagues or friends.

People who already cycle regularly will be most willing to participate. They are important multipliers for your campaign and will help to convince others in their office, school or home or among their friends to participate in CITY CYCLING.

Please note: Even if CITY CYCLING only lasts three weeks in your municipality, the aim is of course to get people to use their bikes all the time. Therefore, avoid communicating anything along the lines of "We'll get the bike out of the cellar for three weeks, then go back to using our car"! You shouldn't talk about "giving up cars" either. CITY CYCLING is about letting people experience how much quality of life cycling offers and that cycling is not a sacrifice.

Take these tips to heart when promoting the campaign. Which instruments do you have access to?

PR

Use the local press to encourage people to get involved in CITY CYCLING. Inform of the planned kick-off event, the local cycling period and campaign aims in a preliminary press release in good time before the campaign starts. Also announce initiatives such as bike rides or activity days in press releases during the campaign.

At the end of the local cycling period, send out another press release in which you communicate the results achieved so far, remind of the grace period and invite people to the final event. A final press release can then be sent out after the closing event in which you announce the final official results for the municipality and the names of the winning teams.

TIP Whether flyers, posters, press releases or certificates, we offer a wide variety of print-ready PR resources and customisable print templates for your PR!

www.city-cycling.org/resources

Advertising

Boost your visibility! On the streets, online and in busy places. Display banners or place ads in local newspapers and on information screens in buses and trains. A short promotional clip in art-house cinemas is also a good way to advertise CITY

CYCLING in your municipality. Television and radio reports attract attention, too.

You can have a presence in public spaces with flyers, posters and postcards. It is best to use photos that fit the different environments and the target groups frequenting these places (schools, bars, shops, businesses, public buildings, city buses, etc.).

Digital communication

You can also achieve visibility via social media (Facebook, Twitter, Instagram, YouTube, Snapchat, Tik Tok, blogs). Use existing local municipality accounts regularly and actively engage with relevant stakeholders by asking them to share your posts.

You should also use the municipality's website and any newsletters it sends out as established information channels for promoting CITY CYCLING! In addition, your municipality will be assigned its own subpage on www.city-cycling.org, which you should use as an information board for your cyclists.

Has your municipality already participated in CITY CYCLING? Then contact last year's participants directly! Simply use the mailing list from then.



SECTION 2

Events

Create an entertaining framework for your campaign with events that provide occasions for the local press to report about CITY CYCLING. Whether a motivational kick-off event or a city-wide activity day, there are countless formats to choose from:

- **Kick-off event**

Combine with a bike ride and other activities for even more media coverage

- **Closing event**

Award ceremony for the most successful teams and individual cyclists, with presentation of the prizes by the (lord) mayor or local councillor, prize draw

- **Cycling-themed day**

Host events in cooperation with cycling clubs, (sports) associations, bike workshops and retailers, and other organisations. The programme could include bicycle coding, (e-)bike training (especially for children, senior citizens or families), a cycling course, rickshaw rides, exhibitions and (bike) fashion shows, safety checks, bike sales, raffles, panel discussions, opening of a new cycle path, presentation of the bicycle traffic plan, etc. Pick the location for the event carefully so you can attract the most people, including those who just happen to be passing by.

- **Cycling days in day care centres and kindergartens**

- **Information events on cycling-related topics**

- **Slide shows or multivision screenings** (e.g. on cycling holidays)

- **Second-hand bike sales**

- **Inauguration of cycling infrastructure**

- **Visit by the CITY CYCLING Ambassador**

Every year, our CITY CYCLING Ambassador embarks on a grand tour of current and prospective CITY CYCLING municipalities in Germany. He is available to participate in all kinds of media events, interviews, panel discussions or a bike ride during his visit.

TIP Our Ambassador is hugely popular but can only visit 40–50 municipalities during his multi-week tour.

He therefore recommends you get in touch as early as possible – by February at the latest! – to request a stop-off in your area!

SECTION 3

Bike rides

There's nothing better than a bike ride during leisure time! Themed tours, longer circular trips or cycling demos – bike rides help to bring a great many people together and to get them on their bikes. They give media something to report about and help collect lots of kilometres for your municipality in the process.

The social distancing regulations currently in place due to the coronavirus pandemic mean that joint bike rides are currently not possible. However, you can share routes or descriptions for tours online that cyclists can complete alone or with others from their household.

We outline a few possibilities below:

- During the kick-off and/or closing events, on a Sunday when the shops are open for business, in conjunction with a local festival (take advantage of synergies!), during themed local events (e.g. a sustainability week), etc.
- **Together with leading politicians** or other local celebrities
- With the **entire municipal parliament** before or after a meeting, e.g. one focusing on cycling
- **Bicycle-themed public meeting** on various topics
- **In collaboration with organisations and companies**
E.g. bicycle clubs, (sports) associations, church groups, health insurance companies, the press, etc. Take advantage of synergies once again, for example by involving the local chapter of the national cycling association that already organises CITY CYCLING bike rides

Themed bike rides

- **To exemplary cycling/environmental projects** in the municipality, such as urban gardening sites
- A **"Tour of the Week"** with a new focus every 7 days
- **Evening/night-time/moonlit cycle** to also address aspects such as lighting
- **Critical mass gatherings and demos**

TIP Use existing events such as critical mass gatherings or bike rides organised by the national cycling association to take advantage of synergies and promote CITY CYCLING. Ask cyclists to provide their details and agree for the local coordinator to add the kilometres they cycle to the total for CITY CYCLING (if they don't already record their kilometres themselves).

- **Bike tours for new residents** with local leaders to welcome newcomers to the area
- **After-work bike rides**
- **Tour of the local health insurance companies** with a stamp for the bonus health pass
- **Visit to a company** during an open house event
- **Visit to a CITY CYCLING event in a neighbouring municipality** at the start/end of the campaign period
- Bike ride followed by an **informal get-together**
- **Local history/culture tour by bike**
- **District-wide circular tour** as part of a joint kick-off/closing event.
- **Joint event**
Join forces with neighbouring municipalities also participating in CITY CYCLING to organise a bike ride followed by an open-air film screening, concert or barbecue. The barbecue could focus on vegetarian alternatives or the projector used to screen the film could be powered by cycling on bicycle ergometers.

A note on insurance during events and tours

According to the German National Cyclists' Association (ADFC), there is no fully comprehensive insurance for bike rides. We therefore recommend you include an additional note in the "small print" of advertising for bike rides that participation is at cyclists' own risk and that the traffic regulations must of course be adhered to. When signing up for CITY CYCLING, each cyclist must actively click a disclaimer box that they understand that participation in CITY CYCLING is voluntary and at their own risk.



SECTION 4

Citizen participation

CITY CYCLING is not just a campaign for sustainable mobility. Rather, it is also a tool for citizen participation. What do people in your municipality want in order to make cycling even more fun locally? Are there blind spots in your cycling planning? Ask the real experts: local cyclists!

- **Survey on the cycling situation in the municipality**

- **Future workshop on cycling**

Invite citizens to discuss possible improvements to the cycling infrastructure with you. You can use this opportunity to also publicise your endeavours to date and at the same time encourage participation in public working groups or the use of RADar!

- **App and evaluation of the routes tracked**

Where are a lot of people cycling regularly? Where do things go smoothly and where do cyclists continuously have to stop and wait at red lights? Where and why are certain routes avoided and other preferred? We are seeking answers to just these questions during research and development projects together with various spin-offs of the Technical University in Dresden (TU Dresden). We gain invaluable knowledge from the routes tracked since 2018. The results are presented in heat maps, traffic volume and direction-dependent speed maps, origin-destination relationships as well as waiting times at nodes. This information can be made available to traffic planners working in municipalities participating in CITY CYCLING. And it is of course the case that the more routes are tracked, the more meaningful the results! Encourage your cyclists to get involved, track their kilometres and thus help improve their local cycling infrastructure!

- **RADar! – THE tool for improved cycling infrastructure!**

RADar! reporting platform is a tool by Climate Alliance for online citizen participation and planning. Is the cycle path full of bumps? The traffic routing too dangerous? Or the signage confusing? On the RADar! online platform, cyclists are able to pinpoint the precise locations of such issues on a map (and, if desired, also add a comment). These reports are then forwarded straight to the local municipality.



SECTION 5

Cooperations and third-party involvement

Find local cooperation partners! Involve local businesses and get them to donate or sponsor prizes! You can then use the campaign budget you save for other purposes – and almost certainly also acquire new participants and additional multipliers for your local campaign.

See below for some ideas for possible cooperations:

- **Shop window campaign**

Local retailers can add cycling-related items to the displays in their shop windows – or get local kindergartens and/or schools to decorate their windows for them to raise awareness for CITY CYCLING and cycling in general. At the end of the campaign, you can ask people to vote which shop window they like the most, with the winning shop awarded a prize during a public event.

- **Local retailers**

Special offers and discounts during the CITY CYCLING campaign or exclusively for participants in CITY CYCLING (e.g. special CITY CYCLING badges as “proof of participation”)

- **Local companies/businesses**

Distribution of flyers and posters, sponsorship requests (e.g. material prizes or donations for the award ceremony during the municipal closing event or for a raffle as an incentive to participate in CITY CYCLING, etc. Ideally, the companies/businesses should participate in the campaign themselves with a team

- **CITY CYCLING – VILLE EN SELLE – BIUCIDAD ...**

Why not encourage your foreign partner town/city/municipality to participate at the same time? After all, all municipalities worldwide are warmly invited to participate in CITY CYCLING! The campaign is now available in five languages: English, German, French, Spanish, Brazilian Portuguese and Romanian!

- **Cycling is cool**

Cyclists could be offered a free ice cream as a reward/thank you at a local ice cream stand, parlour, etc.

- **Cargo bike delivery service**

Shopping can be particularly difficult for people with limited mobility. But people with no mobility issues also often choose to drive to the shops as they worry that they won't be able to get their shopping home by bike. The municipality could acquire cargo bikes for the CITY CYCLING campaign period to lend to volunteers, who then transport shopping for other people. Cargo bikes can be borrowed locally (see www.velogistics.net, www.dein-lastenrad.de)

- **Cycle for a good cause**

One or more supporters could donate a certain amount to a social or environmental project for each kilometre cycled to create an added incentive to cycle even more kilometres

- **Actively involve the media by inviting them to form their own teams**

This will help boost identification with CITY CYCLING and grant them “insider knowledge”

- **Police**

Ideally, involve a bicycle patrol unit. The police can then consciously demonstrate a greater (bike) presence during CITY CYCLING, provide specific information on safety measures (traffic, bicycle theft), advise car drivers and cyclists on correct and considerate behaviour, promote RADar! and of course also provide active community support through the CITY CYCLING police team.

- **Pro sports teams and other (local) celebrities**

With statements/greetings on the municipal subpage (e.g. cycle to training)



SECTION 6

STAND ACTIVITIES

Engage with local citizens! This will allow you to answer individual questions, discuss cycling and ideally also encourage even more people to get involved in CITY CYCLING.

See below for some creative stand ideas:

- **CITY CYCLING stand at farmers' markets or local/regional fairs** where teams and cyclists can sign up directly
- **Exhibition at the town hall on cycling, sustainable mobility, climate change, etc.**
- **Parks and squares instead of parking spaces**
Selected central parking spaces can be redesigned by local associations or gardening companies (see www.vcd.org) for the entire campaign period or at least for one day. One parking space could be used to show how many bicycles can be stored in one single parking space; another could be transformed into an outdoor green space with grass turf, flower boxes, comfy seats, parasols, etc. to show what valuable space is normally being blocked by parked vehicles. Draw inspiration from PARK(ing) Day, which takes place around the world every September and calls for the creative redesign of parking spaces.
- **CITY CYCLING fuelling stations**
Distribute bread rolls and/or fruit to cyclists and raise awareness for CITY CYCLING; this initiative can also be run in collaboration with a local urban gardening or food sharing initiative
- **"Thank you" stand**
- **Cycling-themed display at the local library with the opportunity to sign up for CITY CYCLING**
- **Bicycle safety checks**



SECTION 7

TARGET GROUPS

How do you reach your target groups? By addressing them directly, of course! You'll find students at universities, commuters at companies and organised within chambers of commerce, pupils at schools, nature-lovers in environmental associations, etc. Well-functioning internal communication channels are often already available.

Below are some examples of how you can mobilise target groups for CITY CYCLING through direct involvement.

- **(Ecumenical) church services**

With the blessing of bicycles to get churches involved

- **Involve schools/school classes and/or companies in municipal competitions and awards**

Who cycles the most? Who has the biggest team? Encourage schools/companies to reward their cyclists, e.g. by providing a free healthy breakfast, bicycle equipment, free bike checks, etc.!

- **Cycling-themed story time for kids**

- **Cycling offers for refugees**

Refugees and integration assistants can join forces to form a CITY CYCLING team. Cycling is not only good for the climate. It also breathes new life into towns, cities and communities, brings people together and helps overcome language barriers. Joint tours can be organised to local sights or a nearby lake and a barbecue held afterwards. Activities can be complemented with free bike usage or a bike workshop for refugees

- **Themed activity days**

E.g. "Cycle to the pool", "Shop by bike", car-free day, climate action day, etc.



SECTION 8

COMPETITIONS

What makes CITY CYCLING so appealing is that it's a competition. The campaign's success proves that this really helps to motivate people. Why not spice up your local CITY CYCLING by complementing it with other competitions? This can help boost motivation in municipalities that have already been participating in CITY CYCLING for several years.

Possibilities for local competitions:

- **Awards for the “Most bicycle-friendly business” or “Most cycling-friendly shop”**

For companies/retailers with the best located/most secure/most bicycle storage spaces, showers/changing rooms, etc.

- **CITY CYCLING scavenger hunt**

- **Kilometre guessing game**

E.g. predict how many kilometres your municipality will cover

- **Material/cash prizes**

E.g. a trip to your municipality's partner town

- **Bike-car or bike-bike duel between a parliamentarian and a journalist**

Who can cycle the most during CITY CYCLING? Who can do without their car the most?

- **Sing-along route**

50 metres for singing while cycling: a radio/camera team records the singing and listeners/viewers get to vote who's best!

- **Photo competition**

Suggest themes for cyclists to take photos or videos of themselves and publish these on social media under a hashtag you announce. Be sure to tailor the hashtag to your municipality, e.g. #citycyclingmunicipalityname.

Here are a few ideas of topics you can suggest each week:

My favourite place: Cycle to your favourite place and take a photo of yourself there

Spring clean: (Funny) videos of how people prepare their bike for the CITY CYCLING campaign

Support local retail: Shots of cyclists picking up a meal from a favourite restaurant or buying a book from a local bookshop

Funniest outfit: Cyclists can dress up themselves or their bike

TIP See our website for more information on how to prepare and organise your local CITY CYCLING campaign, along with helpful resources such as the CITY CYCLING checklist.

www.city-cycling.org/resources

SECTION 9

ADVERTISING AND MERCHANDISE

- **CITY CYCLING meter**

Public display of the kilometre count (updated daily) in banks, businesses and the town hall as well as on the municipal website

- **CITY CYCLING bike stickers**

To indicate that the cyclist is participating in the campaign (to be produced by the municipality).

- **Large-scale distribution of CITY CYCLING bicycle seat covers**

At railway stations and other public places to raise awareness for CITY CYCLING (order online: city-cycling.org/resources)

city-cycling.org
radar-online.net



A campaign by



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