

2014

# BIKE PAL: Munich Safety Campaign



Sasan Amini and Becky Alper  
Technical University of Munich  
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## **Acknowledgement**

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## 1. Introduction

Cycling is a mode of transport that has become more popular over the past years and offers a wide range of benefits: it provides mobility irrespective of age and income, it is conducive to health, and is a quick, flexible, economical, healthy and environmental friendly means of transport that is unrivaled, especially within the inner city (Steriu, 2012) (Landeshauptstadt München, 2010). Although the total number of cyclist deaths have decreased in European Union countries during the last decade, cyclists still need more protection on roads, particularly as cyclists have the highest risk per distance travelled among all road users. In Germany, while the total number of cyclist deaths has shown a 4.9 average annual percentage reduction since 2001, in 2010 381 cyclists were killed (Steriu, Pedalling towards Safety, 2012).

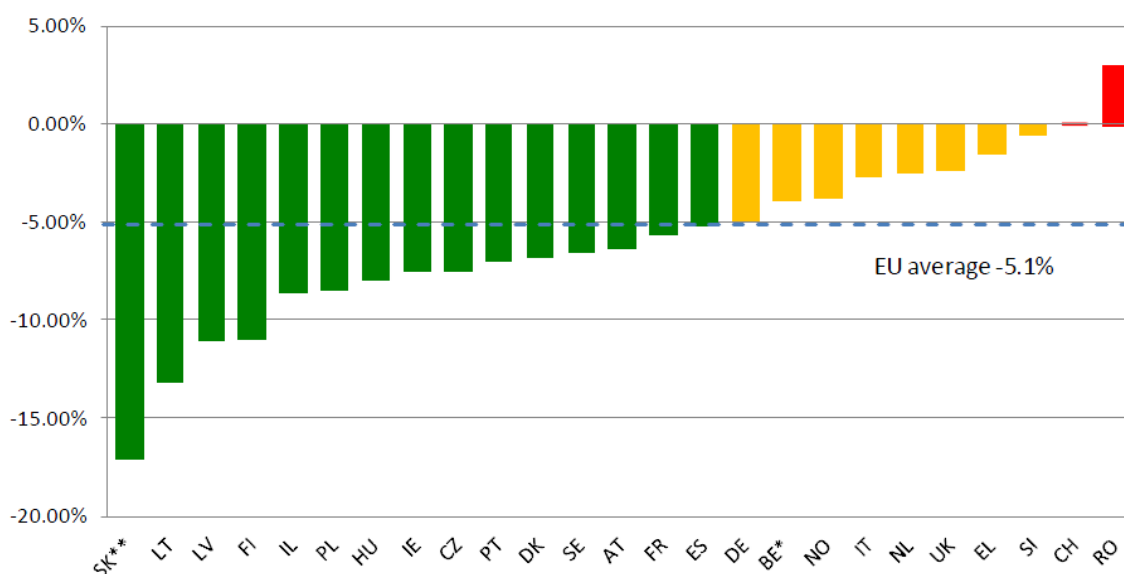


Figure 1 Average annual percentage change in the number of cyclist deaths for the 2001-2010

BIKE PAL, a pan European project of The European Transport Safety Council (ETSC), aims to offer cyclists a package of information, resources, and awareness raising experiences to help them significantly improve their safety on the roads (Steriu, Pedalling towards Safety, 2012). As part of this effort, ETSC held a competition in Fall 2012 among European universities to solicit innovative safety projects focusing around bicycling. Among a wide range of submitted proposals 10 groups had the chance to participate in a one-week training seminar in Brussels. Afterwards, students returned to their home country to implement their projects, with the support of ETSC and partners.

In Munich, Germany, almost 75 percent of cyclists are satisfied with the bicycle infrastructure network as polled during a 2008 survey by the City of Munich, as shown in Figure 2. This is due to a myriad of measures which have been implemented to improve cycling infrastructure, including signage, bicycling facilities, and the introduction of contra-flow cycling on low volume roads (Landeshauptstadt München, 2010). Instead of adding to that infrastructure, we felt that our project could have the most impact if we focused on cycling behavior, particularly to raise awareness of safe cycling procedures. To make sure that our idea was implementable within the timeframe, we decided from the beginning to focus on students at our university, the Technical University of Munich. As such, we proposed a one-day safety fair with the objectives of increasing students' awareness and knowledge of safe cycling, through innovative partnerships with the Radlhauptstadt München campaign, the Munich police department, and the ADFC (the German cycling federation).

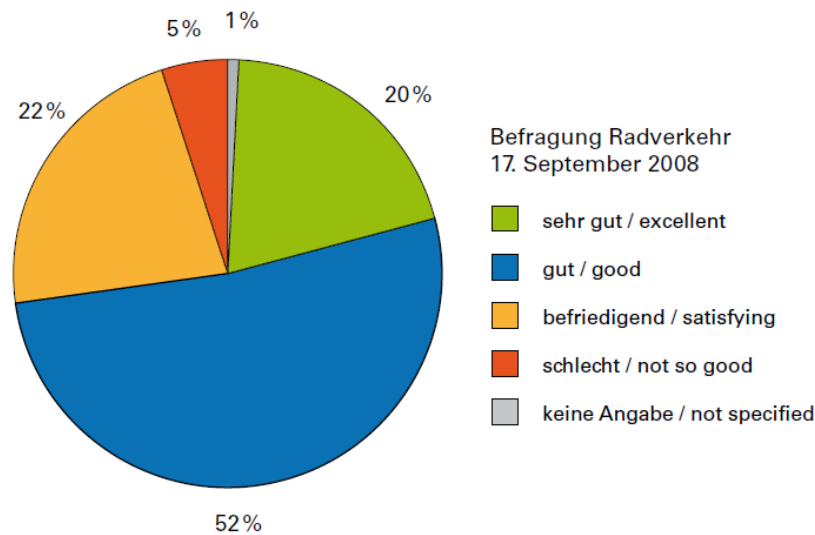


Figure 2 People's feeling about cycling in Munich

To be able to implement our idea, it was necessary to review similar campaigns in different cities and countries to learn from their experiences. Through several meetings with stakeholders and potential partners, various ideas were shared and discussed to form the final content of the cycling safety fair. This report explains the formation and evolution of the concept over time and how the “Safe Cycling” campaign was implemented for the first time in a university.

## 2. Munich's Cycling Background

Munich's bicycle traffic plan is based on representative data from a wide-ranging survey of residents' mobility behavior. According to the survey, approximately 80 percent of Munich's residents own a bicycle and almost half of all residents use it at least once a week. The bicycle is not only used during leisure time activities or on the way to college or university, but also for all other purposes. In Munich, the bicycle is a fully fledged means of transport for everyday life. The following figure depicts modal split in Munich in 2008, which shows residents of Munich use bicycles for 14 percent of their daily trips – an increase of 40 percent over the previous survey from 2002 (Landeshauptstadt München, 2010).

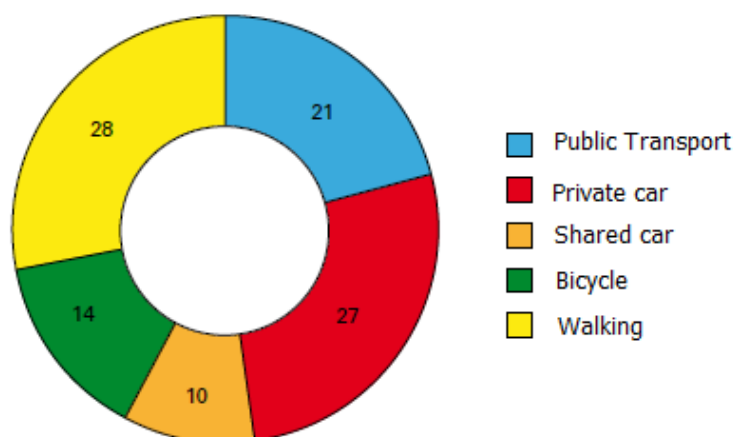


Figure 3 Total trip purposes divided by main means of transport

Since 1986, the City of Munich has supported cycling through its own “Transport Development Plans – Bicycle Traffic” (VEP-R). Its initial focus was the construction of separate cycling tracks or bicycle lanes along the roads, but this proved to be an insufficient measure for turning the bicycle into a frequently used, preferred choice of transport for daily life. The current VEP-R from 2002 views bicycle traffic as an integrated system and considers the needs of both daily and leisure-time cyclists from door-step to destination (Landeshauptstadt München, 2010). Since 1992, the City’s annual allowance for bicycle infrastructure has contributed more than 33 million Euros to provide cycle facilities and traffic measures in Munich. A new signposting system was introduced in 2007 that links the city routes with one another, as well as with the surrounding regions. The routes were restructured, extended, and partially relocated as well in the years following that.

Bicycle traffic has increased greatly in the past decade. Daily counts at different main roads from the last ten years show an increase in bicycle traffic two times its original volume in the outer suburbs, and a tripling or even a quadrupling of the bicycle traffic volume within the inner city. For example on intra-urban residential streets up to 15,000 cyclists a day have been counted in the summer. In winter, even under bad weather conditions, at least 5,000 cyclists have been counted on weekdays. In particular, for daily routine traffic the bicycle is used by many regardless of the weather (Landeshauptstadt München, 2010).

The bicycle marketing campaign of the City of Munich started in April 2010 with the first Munich „Radl-Nacht“ or “Bicycle-Night”, a large evening bicycle tour on the roads of the historic city center and to the bicycle spring market. The intention of the campaign is to steadily increase the volume of bicycle traffic in Munich and to make an important contribution towards improving cycling safety at the same time. Through innovative marketing concepts, the “Radlhauptstadt München” campaign seeks to communicate the numerous advantages of the bicycle as an ideal mode for city transportation.

Radlhauptstadt München has several key messages. First and foremost, the bicycle is the fastest means of transport on urban routes of up to 5 km long. Cycling stands for independence, flexibility, joy over movement, quality of life, and lifestyle. The mission of this campaign is to strengthen the image of 'mobility for the future' - to raise awareness as well as generate interest from Munich citizens who may not yet be convinced about cycling in everyday life (Landeshauptstadt München, 2010). The campaign slogan itself, Radlhauptstadt München, represents the approach of the City of Munich to be and to remain Germany’s most bicycle-friendly city. A high share of cycling traffic always stands for a high urban quality of life. Furthermore, improving road safety is a particularly important theme of communication measures. And because accidents do not happen on billboards or postcards, the campaign faces road safety directly at the scene of the event: on the road. There, bicycle safety checks and additional action programs are offered with the approach to inform, to create more sensitivity and understanding for all traffic participants in order to achieve interpersonal togetherness, rather than being against each other (Landeshauptstadt München, 2010).

According to the Munich Police Department (Polizeipräsidium München) annual report, 2,873 crashes were recorded in which bicycles were involved in 2012, and in almost half of these crashes (49.3 percent) cyclists had contributed to the crash. In total, 2,571 cyclists were injured, including 322 cyclists with severe injuries. A total of 6 cyclists died in 2012; none of these cyclists had a helmet (Münchner Polizei, 2012). Statistics shows that among causes of accidents, violating one-way streets, collision with a turning car, drunk riding, and red light violations are the most common causes respectively. For instance, 7,408 cyclists violated red lights in 2012, leading to 94 crashes (Münchner Polizei, 2012). Given the high percentages of cyclists whose actions directly contributed to a crash, these crash statistics indicate a lack of awareness by cyclists of traffic laws which cyclists should obey and safe cycling procedures.

### 3. Initial Idea

Generally there are two types of measures to increase safety for cycling in urban areas; infrastructure-based and communication-based. As we discussed above, the cycling infrastructure network is well designed in

Munich and cyclists are generally satisfied with the current infrastructure (Landeshauptstadt München, 2010). Thus, as we contemplated a safe cycling project in Munich, we decided that a communications campaign targeting behavior and awareness of safe cycling had the potential to be the most influential. While that doesn't mean that infrastructure improvements are not needed within the city, the short timeframe of BIKE PAL and the successes of the Radlhauptstadt München campaign encouraged us to educate and energize Technical University of Munich (TUM) students on safe cycling procedures.

Inspired by the Radlhauptstadt München campaign, we formed a preliminary idea to initiate a similar campaign on a university scale dedicated to students. There are three main reasons behind this idea. First, the majority of students at TUM are men. According to bicycling surveys, men are more likely to ride a bicycle to educational institutions, and more men than women tend to be seriously injured or die in bicycling crashes (Landeshauptstadt München, 2010). Second, having a limited target group - students of TUM - also facilitated the implementation of an influential campaign and evaluation of the project. Third, TUM has a high percentage of international students who are new to Munich and thus new to Munich cycling culture. Often, these international students have limited German skills and are also novice cyclists.

One of the main attractions of our safe cycling fair was envisioned to be a free bicycle safety check. Since students often don't have enough money to spend on their bicycles, they tend to own old and defective ones which may not have good brakes or lights. By providing a free bicycle safety check for students, we aimed to repair students' bicycles, in particular conducting a winter check which is strongly recommended to avoid bicycle failure during winter time.

However, the main purpose of our safe cycling fair was to change behavior through increasing knowledge and awareness. So, it was necessary to provide a comprehensive package of information which was attractive to students while still making them familiar with the rules of the road, especially in a mixed traffic situation. Giving presentations and brochures alone were not a wise solution. Instead, trying to increase students' knowledge in a fun environment had a higher chance of success as students are more likely to listen to their friends and classmates. This initial idea evolved over time, especially during the one-week training seminar we had in Brussels. We initially aimed to hold two one-day events in two different semesters to be able to evaluate the influence of the campaign and the progress over time, but this was not possible due to difficulties which will be explained in detail later in this report. In the end, we held one one-day event with collaboration from the City of Munich, the German Cycling Association, and the Munich Police Department in the winter semester in late October, 2013.

### 3.1 Objectives

As it has been already discussed, our ultimate objective is to change students' behavior by increasing their awareness and knowledge through a campaign which is needed to be continuous as changing mobility behavior requires a long-term action. But increasing students' awareness and equipped bicycles are needed to reach this goal. Moreover, the idea of providing a low cost maintenance in addition to safety tools like front and back lights, reflective tape, bells, a helmet etc. for students can lead to better bicycles safety which can encourage other groups of riders to use the same equipment. The following scheme is a representation of the stated objective.

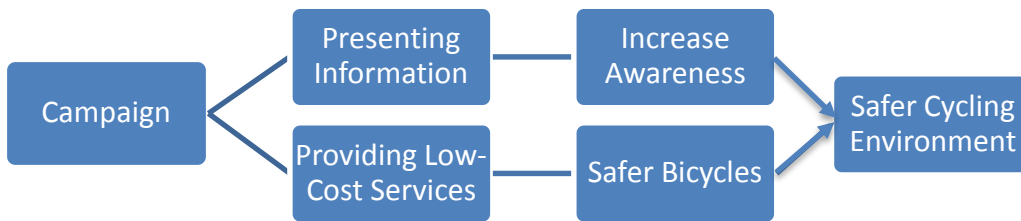


Figure 4 Objectives Scheme

### 3.2 Potential Partners

- 1) **Radlhauptstadt München:** Although this was the first attempt to hold a campaign on university campus, we felt it was important not to reinvent the wheel by designing a completely independent bicycle safety campaign for university students. Instead, we decided to adapt the city-wide campaign for bicycle safety and tailor their materials and organization for our specific audience. As such we invited Radlhauptstadt München to conduct the free bicycle safety on TUM's campus.
- 2) **Technical University of Munich:** For the first step we had to make sure that the university would support our idea, so we talked to Professor Fritz Busch, head of the Department of Traffic Engineering and Control at the Technical University of Munich, Martin Margreiter and Heather Twaddle, PhD students in the same department and Montserrat Miramontes, PhD student at the Department of Transport Planning and Urban Structure. Having support from the university helped us find contacts in different authorities and organizations.
- 3) **Munich Police Department:** Participation of the police in any topic of transportation is a must as the police department deals directly with traffic violations, crashes and reporting.
- 4) **ADFC (German Cycling Association):** Another organization in Germany is the German Cycling Association (ADFC) which is responsible for bicycle policies and cycling promotion nationwide. We determined that ADFC was the best partner to collaborate in the campaign as they have extensive experience with bicycle safety fairs and insight into cycling rules.
- 5) **Local Bike Shops:** We also considered inviting local bike shops to sell necessary safety equipment during the fair, providing students who may have bad brakes or non-existent lights with an opportunity to purchase these items and improve their bicycling safety in one setting.
- 6) **BikeKitchen:** We also considered inviting BikeKitchen, a local community organization based around bicycling. Members of BikeKitchen gather in a bar two or three times a month and plan bicycle trips. They also have an open workshop where they provide all the necessary equipment to repair a bicycle.

To summarize, potential participants are listed below:





Figure 5 Potential Partners List

#### 4. Evolution of our project idea

Organizing and planning for the campaign was the most crucial step of the project. In order to begin implementation of our project, we first reached out to members of our university in April and May. This included meeting with former TUM students who were active in the STARS competition through ETSC to gather their input on what worked well with their project and suggestions of how to focus our bicycle safety project. A major piece of advice that the STARS students gave us was to start early, make sure to have official support from within the university administration, and to have a small, focused project that would be realistic within the BIKE PAL timeframe.

We also contacted and met with members of the Department of Traffic Engineering and Control, and the Department of Urban Structure and Transport Planning within TUM who helped us further refine our project. While initially we had hoped to conduct two bicycle safety events – one in the summer semester at the end of July and then another in conjunction with Park(ing) Day in September, we decided the timeframe was too tight to invite our partners, reserve space, and plan for two successful events. So we focused our project instead on a winter semester event that would take place right as students returned to classes in October in order to capture more people at a time when students are excited about biking.

Members of the Department of Traffic Engineering and Control also helped us gain official support from the chair of the Institute for Transportation at our university. They also were very helpful in connecting us with the Mobility Management office within the City of Munich which runs the Radlhauptstadt München campaign. After meeting and gaining support from key staff at the City of Munich, we were able to begin planning the logistics for the event.

Table 1 Timeline of Outreach Meetings

Date	Event
March 28, 2013	Meeting with the Department of Traffic Engineering and Control to review ideas for bicycle safety campaign
May 5, 2013	Meeting with STARS students to gather suggestions for our bicycle safety project
June 27, 2013	Meeting with the Radlhauptstadt München team at the City of Munich. Received commitment from them as our primary event partner including staff and campaign items (brochures, maps, etc)
July 2, 2013	Received official support from Fritz Busch, head of the Institute for Transportation at the Technical University of Munich to conduct bicycle safety fair
October 24, 2013	Bicycle Safety Fair on TUM's campus

## 4.1 Difficulties

There were a variety of obstacles that we encountered along the way. The German language, event timing, and unplanned absences complicated our campaign implementation. However, we managed to successfully implement our project despite these complications.

First and foremost, neither of us spoke German fluently and being from the United States and Iran made us outsiders in Munich. We managed to overcome this difficulty through the help of native German classmates and other members of our university.

After determining to hold only one event, we debated a long time over when would be the best time for it to occur. Because of exams and semester break, we did not want to hold the bicycle safety fair between July 30 and October 15, when classes resume. Unfortunately these summer months are also prime bicycling months! However, we knew that attendance would be very low if we chose to hold an event during that time period. We were also limited because Sasan had emergency surgery in June and Becky had to return to the US on July 30 due to immigration reasons. We counteracted these absences through a division of labor and good communication – Becky focused on the initial stages of event planning while Sasan took over event coordination and implementation in the Fall of 2013.

While we initially encountered difficulty in in reserve a place to hold the event at the university, we managed to find space the same day as a career event. We are not sure whether this impacted attendance positively or negatively.

In short, the difficulties that we encountered were not insurmountable and we were able to successfully hold our bicycle safety fair and achieve the original objectives of our BIKE PAL project.

## 4.2 Partners

Final partners that we had included:

**Radlhauptstadt München:** The mobility management office of the City of Munich provided staff who checked and fixed bicycles for free during the entire bicycle safety fair. In addition, they provided materials on bicycle safety and cycling routes in Munich.

**Technical University of Munich:** Our University supplied the space free of charge and offered administrative support throughout the planning and implementation process.

**ADFC-München:** The German Cycling Association staffed a booth with pictures and a traffic rules quiz with questions that asked about cycling rules and regulations in certain situations.

**Munich Police Department:** The police department allowed students to experience what traveling while intoxicated feels like through the use of “drunk goggles”, shared how the blind spot of trucks affects bicyclists, and educated students on the fines for breaking traffic rules while cycling.

## 4.3 Final Idea

After a one-week training in Brussels, participating in various presentations and exercises, we learned a few new ideas especially from Axel Druart from the organization Responsible Young Drivers. He emphasized the need to stay positive and keep activities fun and interactive when working with young people. While we had hoped to include various activities he mentioned, such as the drunk goggles and helmet egg drop, limited resources kept us from using specifically those. However, we did incorporate the spirit of the ideas that he taught us through making out bicycle safety campaign from students and for students. This meant not lecturing about proper cycling techniques and instead making it a process of self-discovery through interactive quizzes, booths, and the free bicycle safety check.

Three methods were used to advertise for the event. First, we printed A3 size posters and put these on the information board of the university's cafeteria, student union, and faculties. The second method was hanging small flyers on individual bicycles which were parked on campus to inform almost all students who ride bicycles to get to university of the upcoming event. The third method was putting the campaign on the university website and also a creating a Facebook event page which provided an opportunity to hear students' opinions. We would like to thank the European Commission who supported us for the payment of the print outs. Below are a few pictures depicting each method. The combination of the use of social media, the web, and more traditional posters and flyers helped to spread the word about the event.

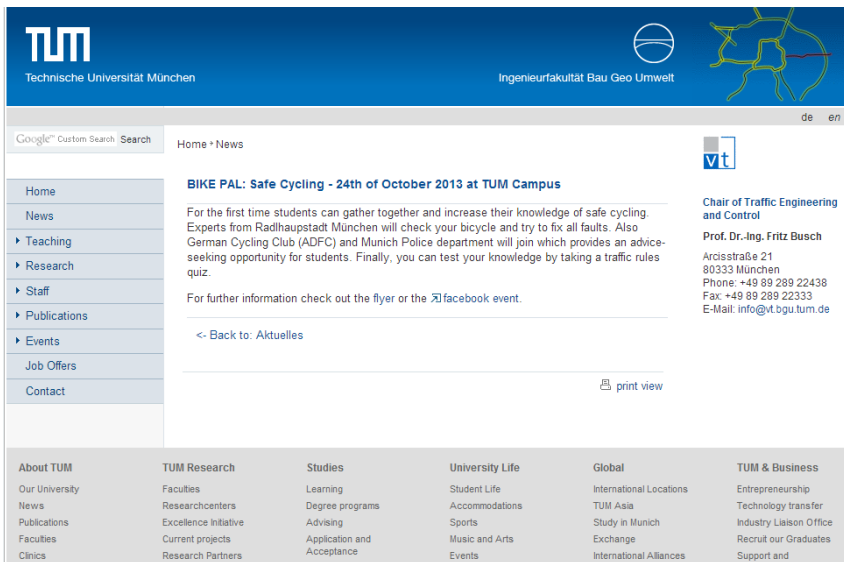


Figure 6 The event description on the Chair of Traffic Engineering and Control website at TUM

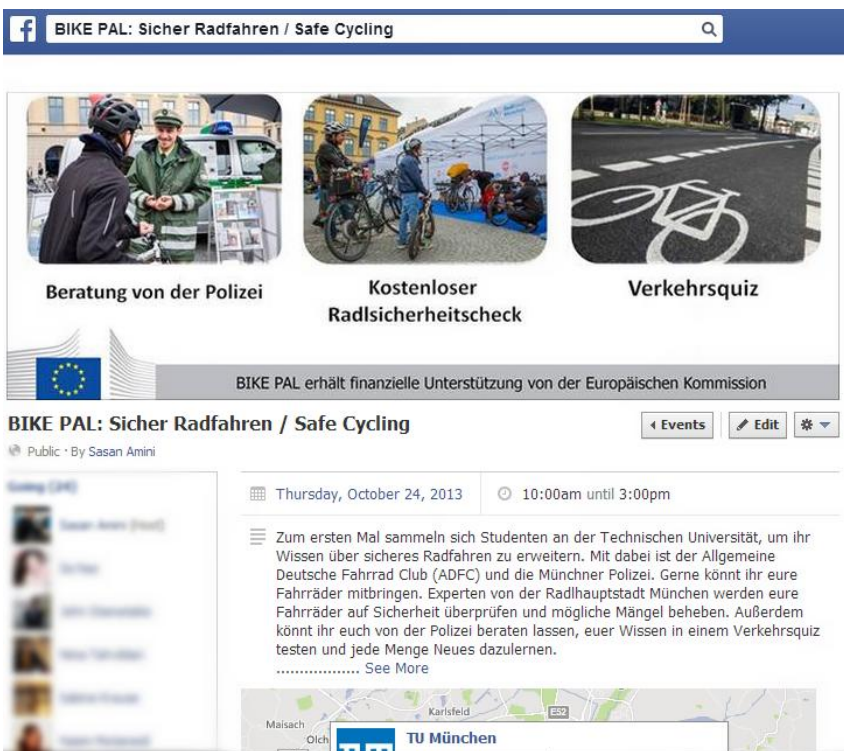


Figure 8 The Facebook page for the event



Figure 7 The poster was hung up around TUM's Campus

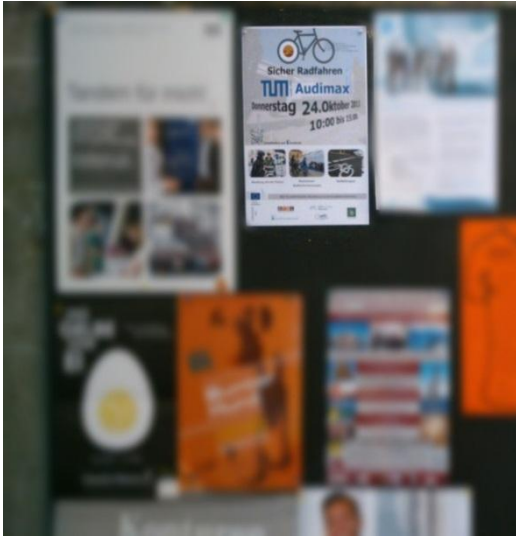


Figure 9 The campaign poster was hung around campus



Figure 10 We attached the event flyer to individual bicycles

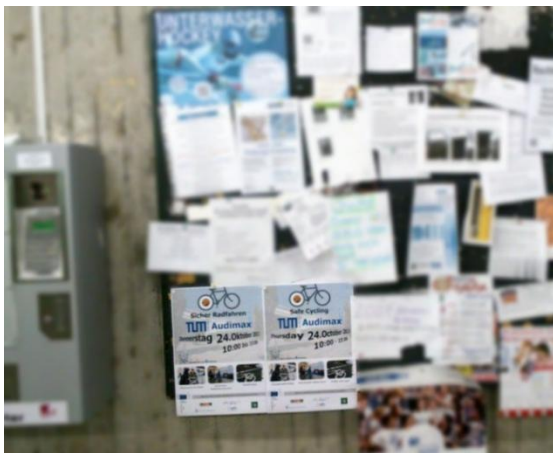


Figure 11 Advertising the event at the student center



Figure 12 Bicycle parking is usually full at TUM

## 5. Event Day by the Numbers

In total, 80 students had their bicycles checked for safe riding during the event from the Radlhauptstadt München booth. In addition, between 40 and 50 students came without their bicycle to visit the various booths and take the traffic rules quiz.

We had a total of three partners staffing informational and interactive booths during the TUM bicycle Safety Fair.

**Radlhauptstadt München conducted a free bicycle safety check for students.**



*Figure 13 Staff at Radlhauptstadt München check bicycles*

**The police gave information and tips about safe traffic rules and about penalties if a cyclist breaks the rules, providing an opportunity for students to ask questions.**



*Figure 14 Students talk to police*

The German Cycling Association (ADFC) had students take a traffic rules quiz to test knowledge about cycling rules and safe cycling behavior.



Figure 15 Students take a traffic rules quiz at the ADFC booth

From 9:00 to 10:30

As was planned, on Thursday, October 24th our partners began to arrive to the university campus at 9:30 to prepare. Because there was a party for new students the night before, we faced a half an hour delay; however, everything was ready to begin at 10:30. Students saw police attendance as to an outstanding opportunity to consult with police officers. Even some students came to talk with the officers during preparation as you can see in the following picture.



Figure 16 Munich police setting up their booth



Figure 17 Radlhauptstadt München unpacking their equipment

From 10:30 to 12:00

The very first visitors were staff from the Department of Traffic Engineering and Control who actively supported the campaign. As the booths were right in front of the university cafeteria, it rapidly attracted students' attention with a queue rapidly forming for the free safety check. The number of students joining the event started to increase as we were getting close the lunch time, around 11:30. One of the innovations by Munich's

Police Department which captured a lot of attention was the prize draw for people who could read a brochure and find a keyword. It encouraged a myriad of students to read the brochure which contained a lot information regarding cycling in Munich.



Figure 18 A few first visitors arrive during preparation



Figure 19 Students consult with police



Figure 20 Students try to find the keyword in the brochure



Figure 21 Students take the ADFC quiz



Figure 22 Listening to police advice

### From 12:00 to 13:30

The maximum number of attendees was observed during this time as this is when most students eat lunch, many of whom visit the cafeteria next to the bicycle safety fair. For the ones who just saw the campaign and didn't know what it was all about, it was a chance to spend 5-10 minutes on their way for lunch. It was also a moment of fun and enjoyment, especially for those who experienced the drunk goggle and took the traffic rules quiz. There were around 12-15 bikes standing in the queue to get their bicycles repaired.



*Figure 23 Standing in the queue for a free bicycle check*



*Figure 24 Another view of the queue*



*Figure 25 Students learn about bicycle violations*



*Figure 26 A nice sunny day brought out the crowds*



*Figure 27 Students take the traffic rules quiz*



*Figure 28 The queue lengthens*





*Figure 29 Lining up to talk to the police*



*Figure 30 Visitors enjoy a little socializing while at the event*

**From 13:30 to 15:00**

**The number of attendees decreased towards the end of the day and the end of the bicycle safety fair. Still, some people were interested in coming and observing what was happening at the event, remarking that this was something totally new for them. During the last hour a number of university staff also joined our event. The following pictures depict what happened within the last hour.**



*Figure 31 ADFC answers student questions*



*Figure 32 Some people try the drunk goggles*



*Figure 33 The police help students understand traffic violations*



*Figure 34 The police definitely drew a crowd!*



*Figure 35 Faculty staff join the event*



*Figure 36 Students continue to have their bicycles checked*



*Figure 37 Free time for Sasan to try the drunk goggles*

The event ended at 15:00 as was planned, but during the packing and cleaning up a few students brought their bicycle; however, it was not possible to do anything for them. This was the first time a bicycle safety fair happened on campus, and a starting point for developing and implementing similar future events.

## 6. Campaign Evaluation

### 6.1 Opinions of TUM Students

In order to evaluate the campaign, we asked students to fill out a questionnaire. In total, there were 47 people who answered the questionnaire, giving us a good perspective on what worked well and whether the event helped to advance bicycle safety. The simple form asked students seven questions, including their overall rating of the event, if they would recommend it, what they found most valuable, and whether or not the information was new to them.

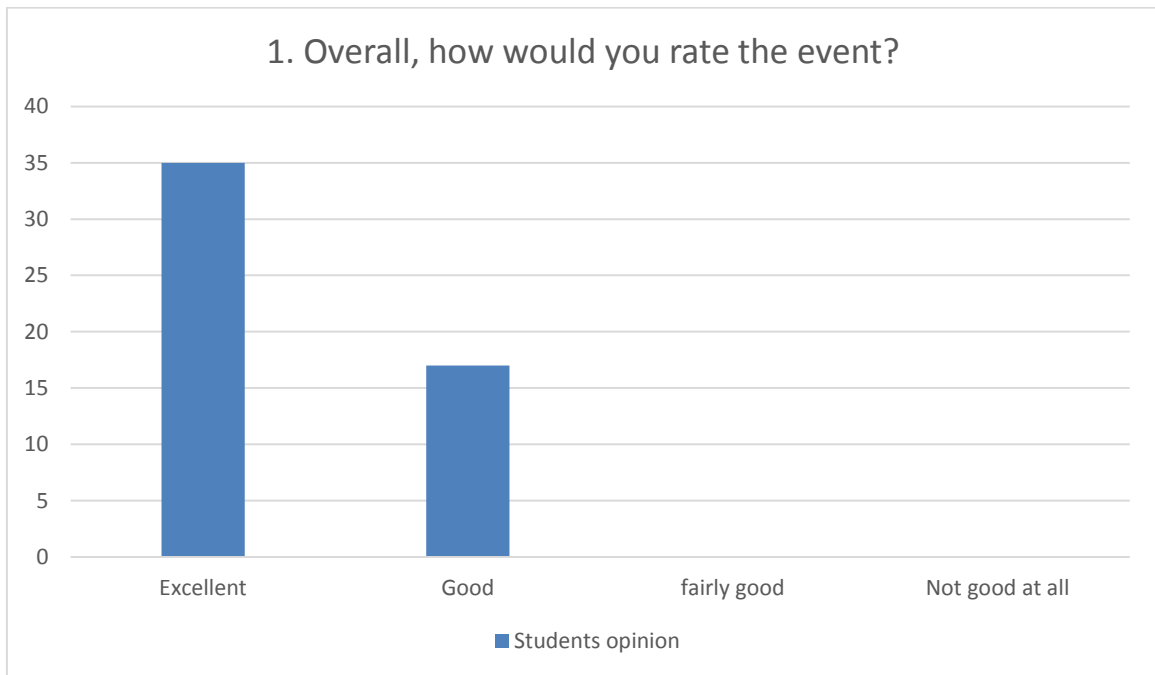


Figure 38 At the end of their visit, students were asked to fill out a questionnaire regarding their thoughts on the event

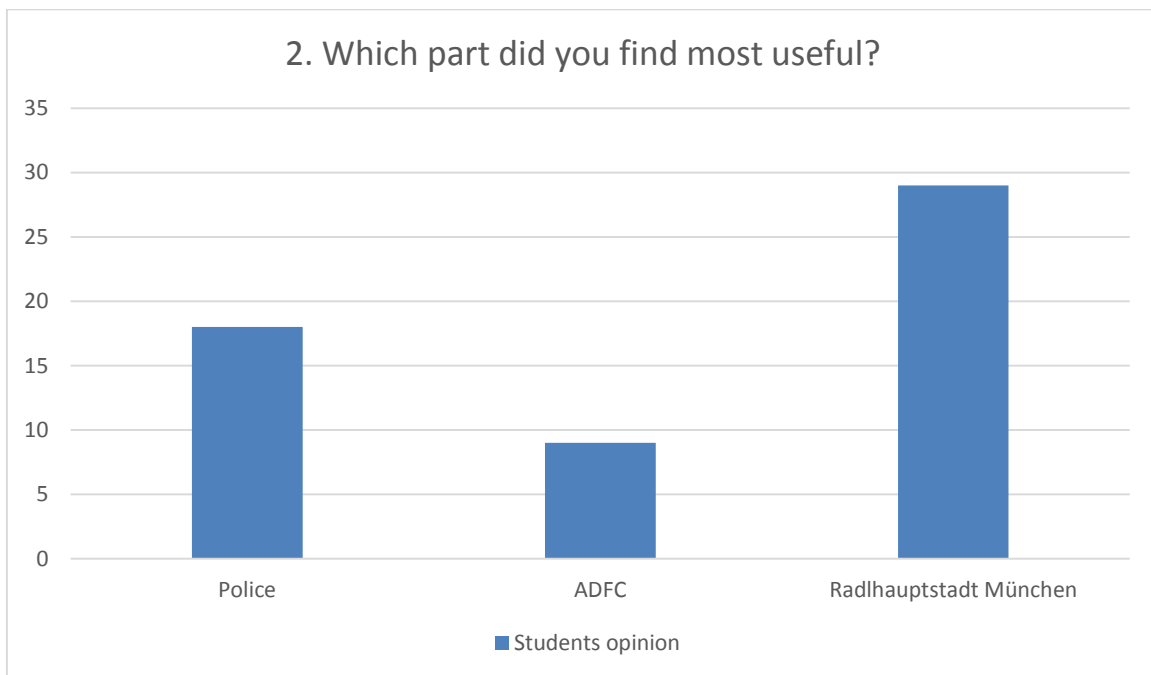


Figure 39 Clipboards were provided along with paper copies of the questionnaire

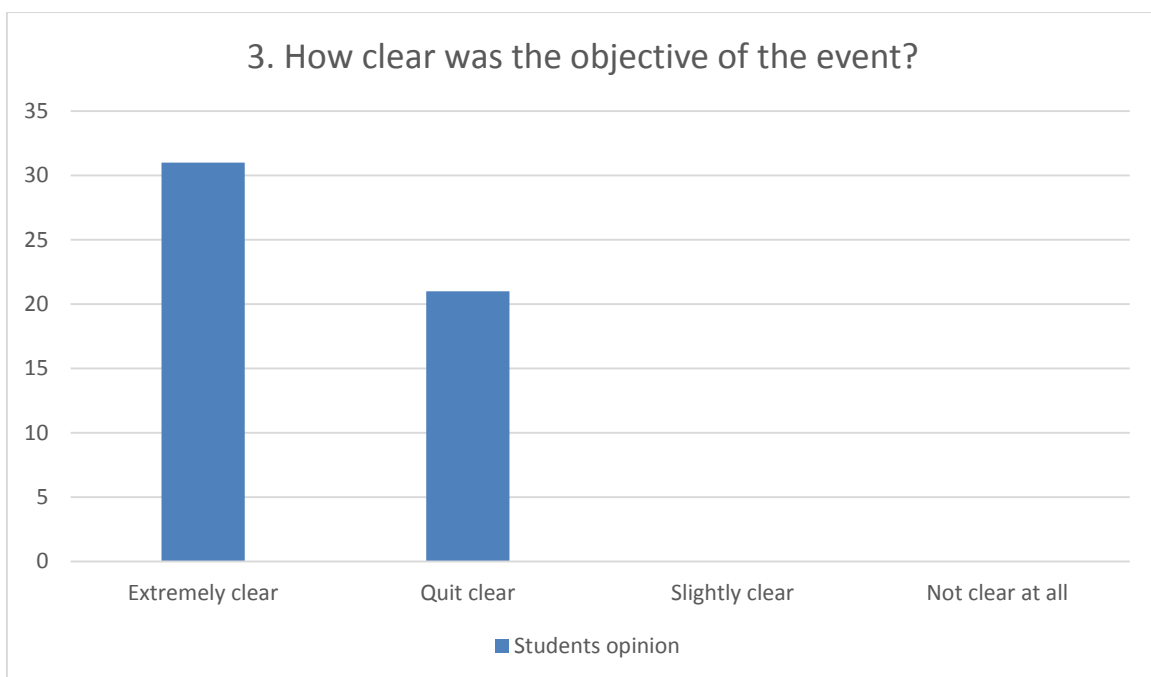
The bicycle safety fair received high overall ratings from visitors, with an overwhelming majority who rated the event as excellent and 100% of respondents marked either excellent or good.



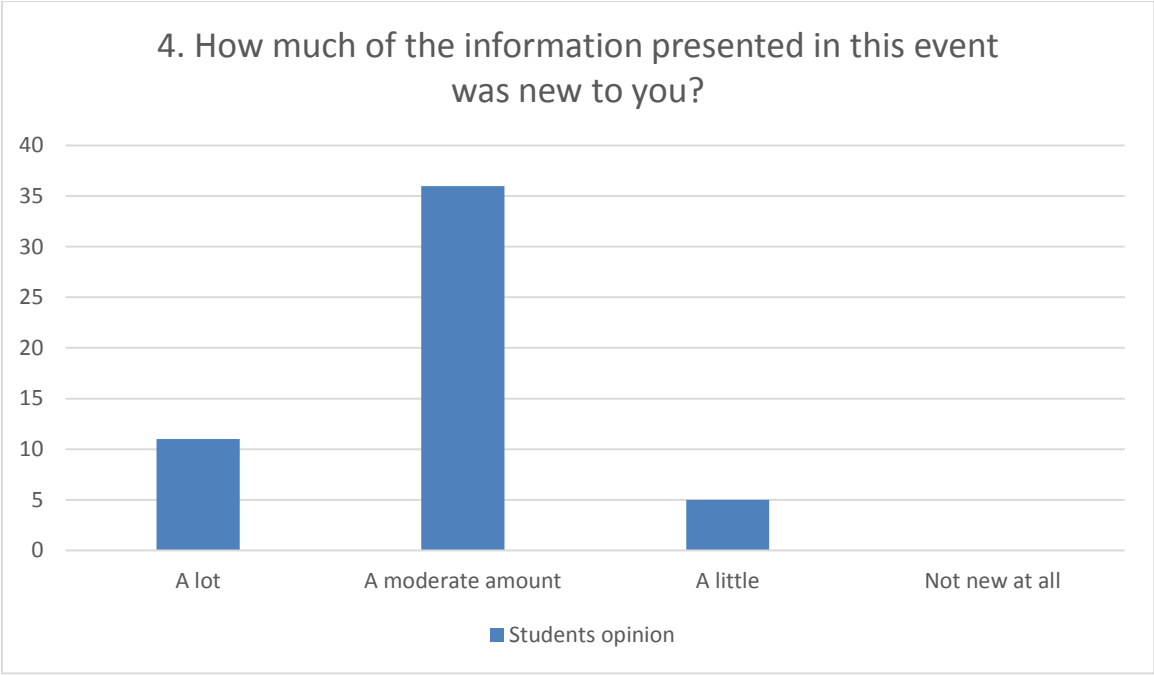
In terms of which booth students found most useful, results were mixed. However, more than half of visitors queried said that they found the free bicycle safety check with Radlhauptstadt München the most useful part of the event.



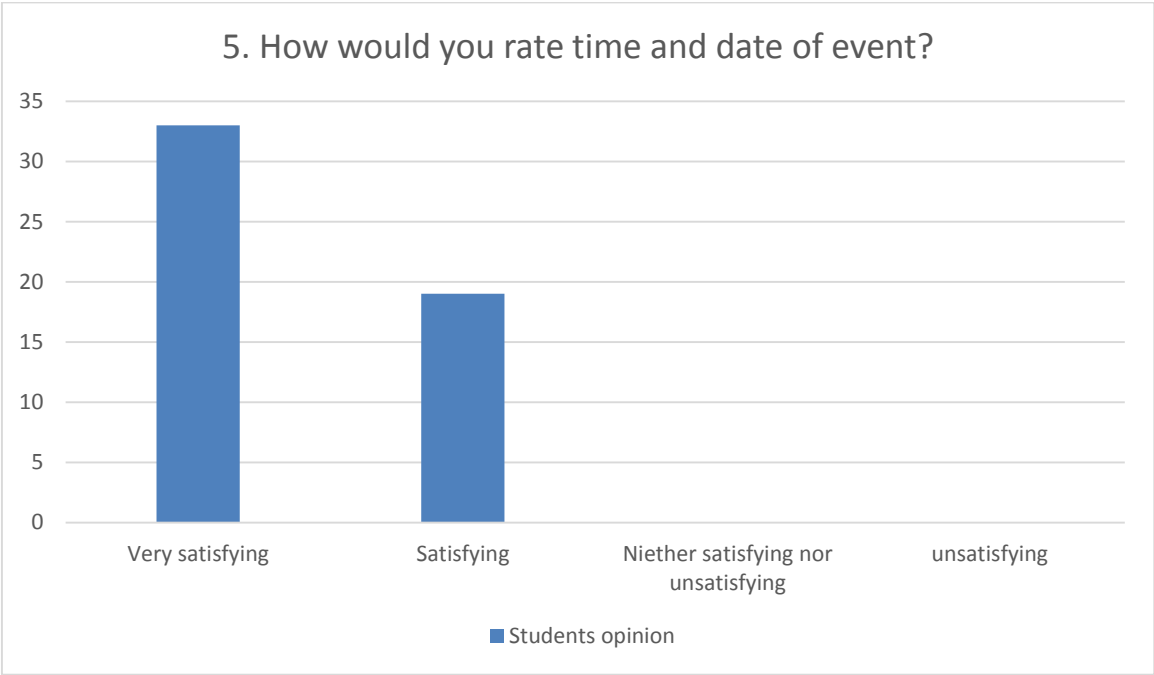
We also asked students if they understood the objective of the event, ie educating and bringing greater awareness to bicycle safety. An overwhelming majority stated that they found the objective of the event to be extremely clear.



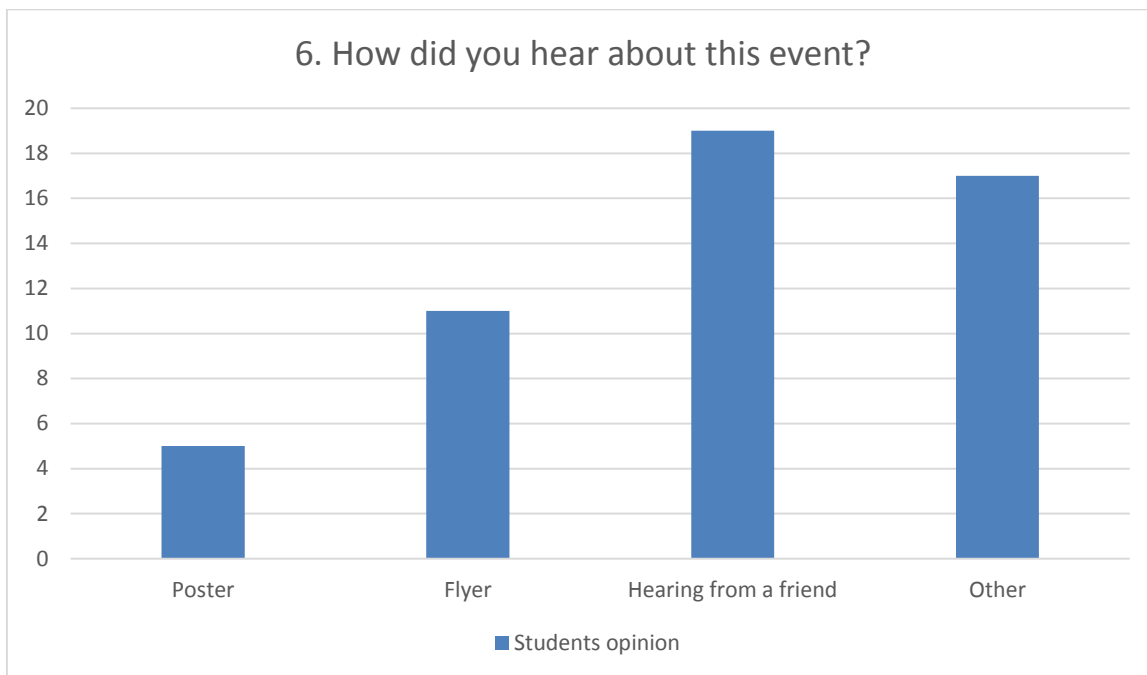
Although no students reported that the information presented at the event was not new at all, most cited that only a moderate amount of information presented at this event was new. It seems that many students have had some exposure to this information before through prior campaigns. Hopefully, it served to reinforce the knowledge and awareness if they already had it.



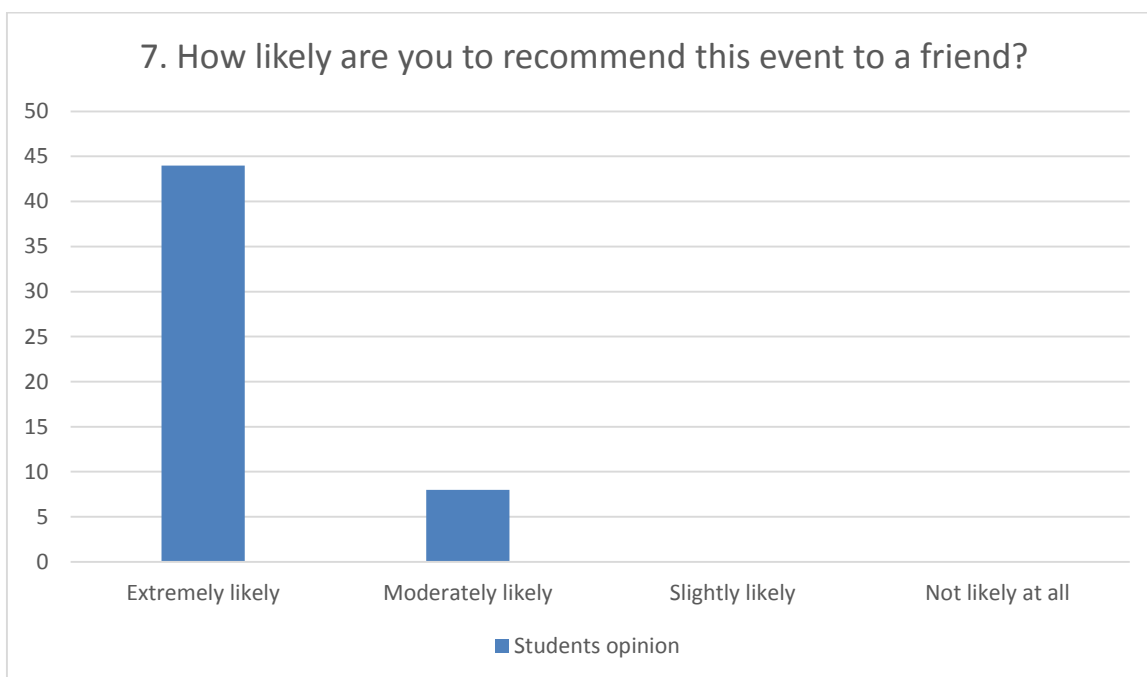
Our choice of event timing was reinforced by a high satisfaction with the time and date of the bicycle safety fair.



Word of mouth or through friends was the most frequently mentioned way that students found out about the event. This is very common. However, it is interesting to note that people definitely saw the flyers posted on individual bicycles, an unorthodox method of advertising.



Students answered that they were extremely likely to recommend this event to a friend, which would encourage more events such as this in the future to promote bicycle safety.



## 6.2 Opinions from our Partners

After the event an electronic questionnaire with four questions were asked from each of the partners of the event to get their feedback. All of them reacted positively to the campaign and agreed to repeat such an event every semester.

Radlhauptstadt München said that as long as they have the budget, it wouldn't be any problem to hold similar events two or three times a year. The police stated that it was a very promising opportunity and a convenient method for conveying their message to students. They saw the event as a valuable contribution to increase

safety for cyclists and that they were able to have good discussions with students. ADFC was happy to join the campaign as well and had no difficulties in attending again.

Everyone was expecting more students to participate but they believe that because this was the first campaign a lot of students didn't know what it was about. However, they saw this as a starting point which could attract more students the next time.

All the partners were satisfied with our organization and preparation process. We all believe that it is possible to organize the next event well in advance and create a very strong advertising campaign to capture a wider audience.

## 7. Further Steps

There are many possible future steps for replication or expansion of this bicycle safety fair. In terms of replication, our idea is easy to implement and very cheap. Because of the collaboration with our partners, we did not spend any money to organize and put on the event except for advertising (a total of 196 euros). This event could easily be repeated at other universities in Munich, such as Ludwig Maximilian University (LMU), if a university partner is found to help facilitate the event. At TUM, transferring the bicycle safety fair to the student union, a body dedicated to organizing student events, would help ensure consistency over time.

The bicycle safety fair is also flexible – it has room for expansion and potential to be adapted to fit certain situations. One idea for a future event is to add a “cycle-to-uni day”, where students meet at designated locations and ride to the university as a group. This is an idea that is very popular across the US, where many cities designate a day as “bike-to-work day” and organize breakfasts, group rides, and other activities for cyclists that day to raise awareness and encourage people to try riding a bike. Other ideas include having a short video or a photo competition.

It is also possible to invite new partners to join the campaign. This includes people who are doing bike-related research who might be interested in collecting data. An example is a bike sharing program at the Technical University of Munich and also a group of researchers working on pedalX electric bicycles. Another potential partner that we mentioned before are members of the bicycle industry, such as local bike shops. They could be willing to sponsor the event in exchange for selling merchandise on that day at the university.

## 8. Conclusion

In summary, we successfully executed Munich's first bicycle safety fair oriented specifically towards students. Leading up to the event, we solicited help from local partners, including our university, the Mobility Management office at the City of Munich which runs Radlhauptstadt München, the Munich Police Department, and ADFC. We prepared carefully for the event, analyzing why it made sense to focus on students and how additional education and awareness could help promote bicycling safety and make a difference within the City of Munich. We advertised thoroughly for the event, using a variety of platforms, from the internet and social media, to flyers and posters. At the event, we asked students to fill out questionnaires about their experience and afterwards, we asked similar questions to our partners.

Some general findings:

- Within 5 hours, a total of 100 bikes could be repaired. We reached 80 bikes which is great for the first time!
- All partners are willing to repeat the event again, so we can conclude that we have done a good job and that the idea is accepted by both partners and students.



- From the student survey we can observe that advertising was not so strong. Perhaps this was because it was the first time and students misunderstood the whole idea. With help from the Students Union the next event could be even bigger.
- This event can be repeated outside the university context in street life festivals as well.
- The university scale seems to be a very good starting point for cities which don't have any campaigns.

In short, this is a bicycle safety campaign which can be easily replicated both at the Technical University of Munich, at other universities within the City of Munich, and beyond. All it takes is a project champion, collaboration with local partners and a little sunshine (sometimes in short supply but luckily not on October 24, 2014 in Munich) to make this a success.

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# Feedback Form

(English)



**1. Overall, how would you rate the event?**

- Excellent       Good       Fairly good       Not good at all

**2. Which part did you find most useful?**

- Police       ADFC       Radlhauptstadt München

**3. How clear was the objective of the event?**

- Extremely clear       Quite clear       Slightly clear       Not clear at all

**4. How much of the information presented in this event was new to you?**

- A lot       A moderate amount       A Little       Not new at all

**5. How would you rate time and date of event?**

- Very Satisfying       Satisfying       Neither satisfying nor unsatisfying       Unsatisfying

**6. How did you hear about this event?**

- Poster       Flyer       Hearing from a friend       Other:

**7. How likely are you to recommend this event to a friend?**

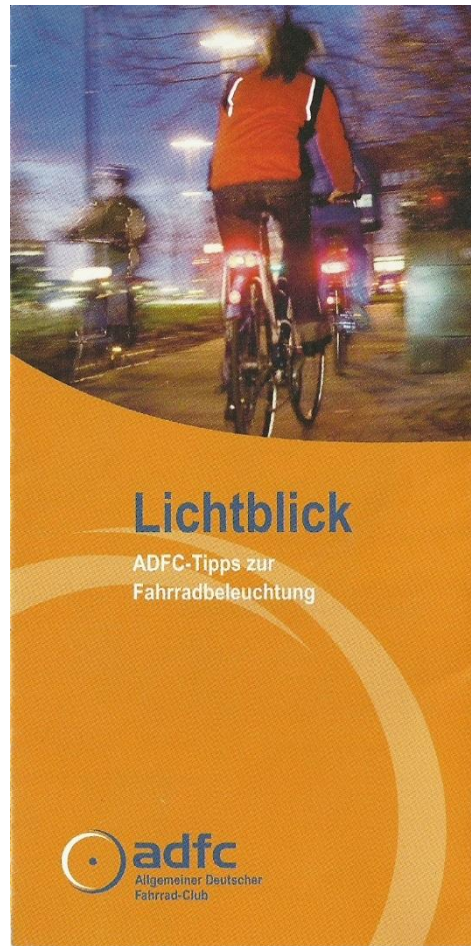
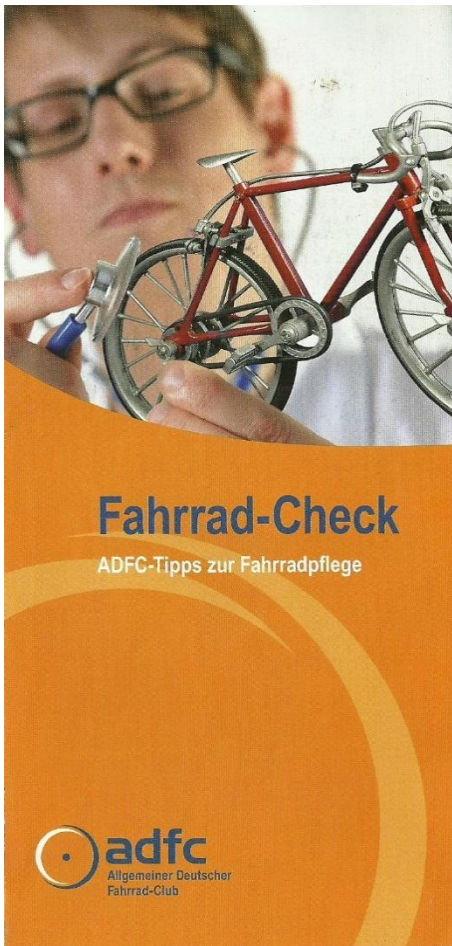
- Extremely likely       Moderately likely       Slightly likely       Not likely at all

**8. Please let us know if you have any comment or suggestion to improve content of event.**



PAL receives financial support from the European Commission

Attachment B: ADFC Brochure



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