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BYPAD-platform

Marketplace session M2- group A

Summary

The BYPAD-platform project is a project supported by the EU-commission that wants to improve the quality of cycling policies and by this have an increase in cycle use and an improvement of the cycle safety.

This improvement of cycling policies is done by **implementing** the bicycle audit - **BYPAD** - in cities and regions, which has been developed in a former EU-project. So far 60 mid-sized European cities in 15 countries are using BYPAD. However there are more and more demands of larger metropolitan areas and small town for using BYPAD. One of the aims of the BYPAD-platform is to widen the BYPAD-method for large metropolitan areas (regions) and small towns.

An other role of the BYPAD-platform is to spread the use of BYPAD. This will be done by:

- Training a network of BYPAD-auditors in (so far) 19 countries
- Organising regional workshops and international seminars to exchange the cycling expertise
- Certifying at least 36 new cities and 33 regions with a BYPAD-quality label
- Developing a good practice database linked to the BYPAD-website and to the EU-ELITS database

The **final outcome** of this BYPAD-platform project is the **start of a BYPAD-quality centre (BYPAD-platform)** which is offering the above mentioned services on a continuous basis. Partners in this BYPAD-platform are cities, regions, private consultants and universities (= auditors), user groups (ECF), city-networks (ICLEI, Polis, Energie Cités), cycling industry (Shimano ?).

The BYPAD-platform project is managed by Vectris (Belgium) in cooperation with IMOB-Hasselt University (Belgium), FGM-AMOR (Austria), CDV (Czech Republic), Ligtermoet & partners (The Netherlands) and Velo:Consult (Switzerland). Besides these core-partners there are 16 auditors who are guiding the cities/regions to implement BYPAD (see www.bypad.org).

IMPROVING LOCAL CYCLING POLICY IN A EUROPEAN CONTEXT:

BYPAD started as a EU-funded research project in 1999, which developed a bicycle audit that could be used by local authorities. The instrument is based on total quality management techniques, which are already used for decades in the private sector, and it was tested in seven European cities: Gent, Graz, Troisdorf, Birmingham, Zwolle, Ferrara and Grenoble. Because of its success a follow up project - BYPAD+ - started in 2003. The aim of this second EU-funded project was to spread BYPAD throughout Europe by setting up an extended network of BYPAD auditors and BYPAD-cities. So far 60 European cities are using the instrument to evaluate, follow up and improve their cycling policy.

In the beginning of 2006 the last EU-financed BYPAD-platform project has started. After this project BYPAD will continue on his own as a self supporting quality centre for auditing and improving cycling policy. With this

presentation/workshop we want to reflect on what has been learned in the BYPAD-project and what are the experiences of the cities. Different cities are now using the instrument every 2 or 3 years as a monitoring tool. In different national cycling strategies (Germany, Czech Republic) the BYPAD-approach is recommended as a practical tool to improve your cycling policy and on regional level there are several requests for also using BYPAD.

TOTAL QUALITY MANAGEMENT IN CYCLING POLICY

The BYPAD-method is based on the ideas of TOTAL QUALITY MANAGEMENT which has already become normal in the business world for a long time.



Langzaam Verkeer

Through quality management techniques, companies strive to improve products and services, to optimise the production process, to strengthen the relation with the customers, ... This with a view to a higher return and a bigger market share. The improvements are based on BENCHMARKING PROCESSES where companies learn from best performances in other companies. Different quality management models exist, for instance the ISO 9000 series, the EFQM¹-model, ect.

With a view to increased cycle use and improved cyclist safety, this approach of quality management can also be applied for improving local cycling policy.

IMPROVING YOURSELF BY LEARNING FROM OTHERS:

Through BYPAD the cities get a score of the quality of their present cycling policy and there will be made an improvement plan. Besides this direct benefit for the city, BYPAD creates the conditions for exchanging knowledge on cycling policy between the different BYPAD-cities. The organisation of regional workshops, international seminars and the exchange of good practices through the BYPAD-website (www.bypad.org) are examples of this exchange of knowledge.

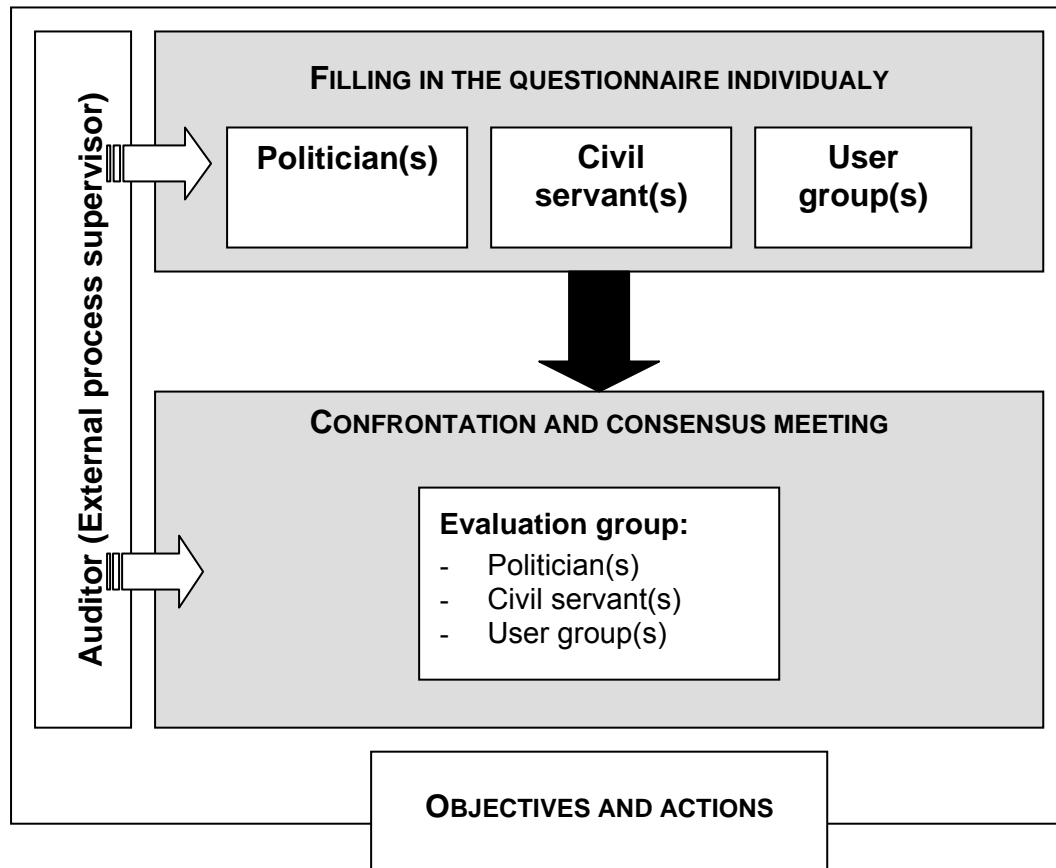
METHODOLOGY BYPAD

BYPAD regards local cycling policy as a dynamic process. It does not only focus on the results, but also on the way cycling policy is embedded in the political and administrative structure. BYPAD distinguishes 9 modules for which the quality of the cycling policy is determined. These modules are spread into 3 domains: planning the cycling policy, the actions in the field and the effects.

¹ EFQM: European Foundation for Quality Management



BYPAD is kind of a mirror for the city's cycling policy. An evaluation group looks after the weakest link in the quality chain, and sees where improvements are necessary and possible. This evaluation group consists of the local politicians, municipal officials and the bicycle user groups. The evaluation starts with an individual judgement by each member after which they come together for a consensus meeting where the individual estimations are confronted with each other. Controversial viewpoints are then discussed in a moderated process. The goal is to come to a collective assessment of the questions and to derive quality aims and measures for the future. A BYPAD-auditor (external process supervisor) guides this self-evaluation.



The BYPAD-questionnaire consists of 35 questions spread over the 9 modules. The BYPAD-questionnaire also gives practical examples of the different quality levels based on good practices in (BYPAD)cities.

CERTIFY QUALITY

Responsible policy-making is rewarded. After completion of the BYPAD-audit, the city receives the BYPAD certificate. Both confirm the active commitment of political decision-makers, administrative bodies and citizens to a modern, high-quality cycling policy.

This network of BYPAD-certified cities stimulates the exchange of experience in cycling policy.

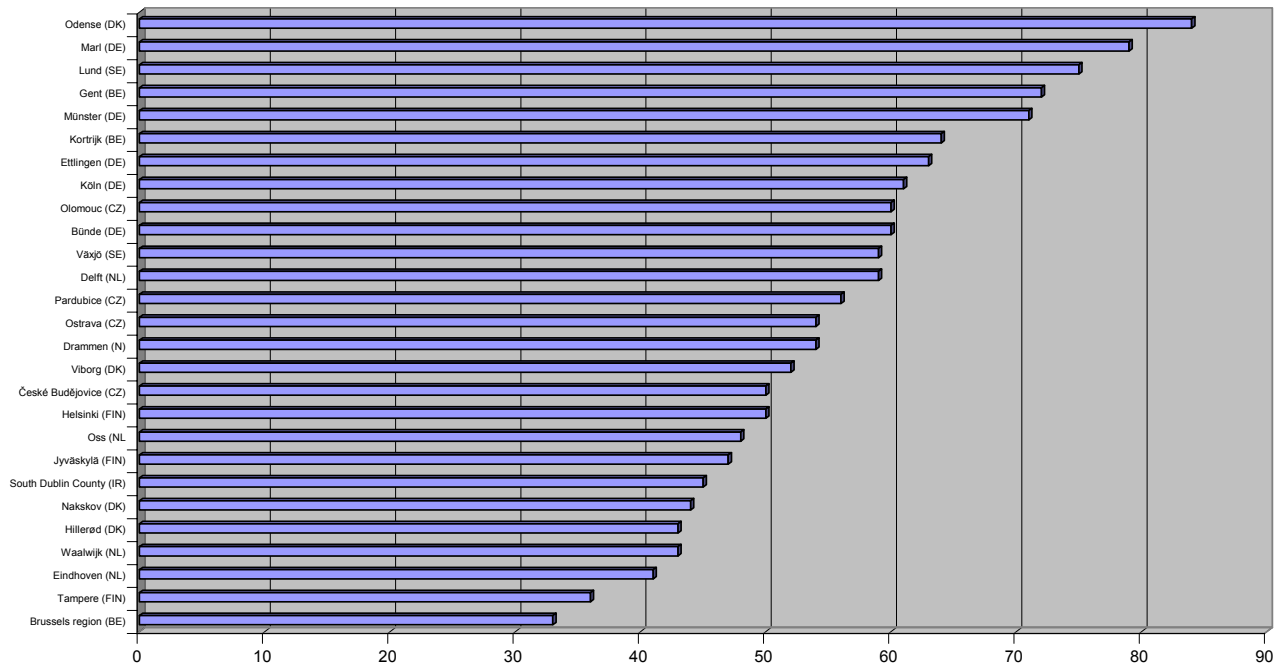
Besides this city marketing BYPAD offers the cities an objective monitoring tool for following up the improvements of their cycling policy. Using BYPAD every two or three years gives cities the basis for setting out their cycling policy. For many cities the BYPAD-audit is the door-opener to start up improvement actions for the local cycling policy.

RESULTS AND OUTPUT

- *Implementation of the BYPAD tool in European cities.* So far 60 European cities (see map below) from 19 different countries have implemented or are using the BYPAD-tool. The cities play an active role in evaluating their cycling policy. The auditors play the role of external and objective process supervisors, supported by the core consortium.

So far in the overall scores the city of Odense in Denmark is the European cycling city nr. 1. This ranking and comparison of cities, countries with each other is one possibility with BYPAD. However the most important outcome of

BYPAD is the evaluation and improvement of the city's own cycling policy. The scores on the different modules and the improvement plan based on experiences in other cities is the main interest for the cities. BYPAD doesn't want to be a beauty contest amongst cities.



BYPAD score on scale 0-100.

- *Evolution of cycling policy:* on long term BYPAD can give an evolution of the cycling policy in European cities. The link with national/regional policies, the cycle use, the integration with other policy domains will come out of BYPAD. The link between cycle use and having a good cycling policy will become clear with BYPAD.
- *BYPAD target groups:*
 - o local level: the aim of the BYPAD-instrument is to involve all local actors in evaluating and improving their local cycling policy. It are the cities that decide to use the BYPAD-approach. The cities ask the auditors to guide the bicycle audit as a neutral supervisor. The parties who actively participate in the audit process are: the politicians, the administration (civil servants responsible for transport policy) and the users (local cyclists' associations, other user groups)
 - o Regional level: so far BYPAD is only implemented on city level (except the Brussels Region). In the next years BYPAD will also be adapted for implementation on a regional level.
 - o International level: the city networks Energie Cités, Polis and ICLEI are playing an active role as liaison to BYPAD-cities.
 - o Local users: The European Cyclists' Federation (ECF) is a core partner in BYPAD. They are the liaison to the local user groups and their main role is to disseminate and stimulate the use of BYPAD.
- *BYPAD-manual and BYPAD-questionnaire* in 11 languages.
- *European-wide network of BYPAD-auditors.* These 'certified BYPAD auditors' followed an intensive training on how to guide the cities by implementing the

audit, how to organise the city-meetings and how to prepare the quality plan. Every two year they follow an improvement training where they also exchange their knowledge with each other.

- *Dissemination*





All the dissemination activities are focused at spreading the use of BYPAD in as many as EU-cities/regions as possible. Also the branding of the BYPAD-name is a goal of the dissemination activities. The co-operation with other EU-project on cycling policy is an important element in the continuation activities of BYPAD.

- National/regional workshops. On these workshops the participating cities/regions actively play a role and new cities/regions will come into contact with the BYPAD-tool. In total 19 workshops will be organised in the period January 2007-november 2008
- BYPAD-website: www.bypad.org is both an informative medium as a working instrument for the BYPAD-auditors and BYPAD-cities/regions. There is a *public area* (with information on the BYPAD-method, contact points, experiences of cities, best practice database) and a *protected area* with results of the BYPAD-cities, city reports, BYPAD-questionnaire, city registration etc.
- BYPAD material: BYPAD-poster, BYPAD-leaflet, BYPAD-certificates (all the BYPAD-cities receive a BYPAD-certificate. This certificate will become the quality label for cities that are investing in cycling policy)

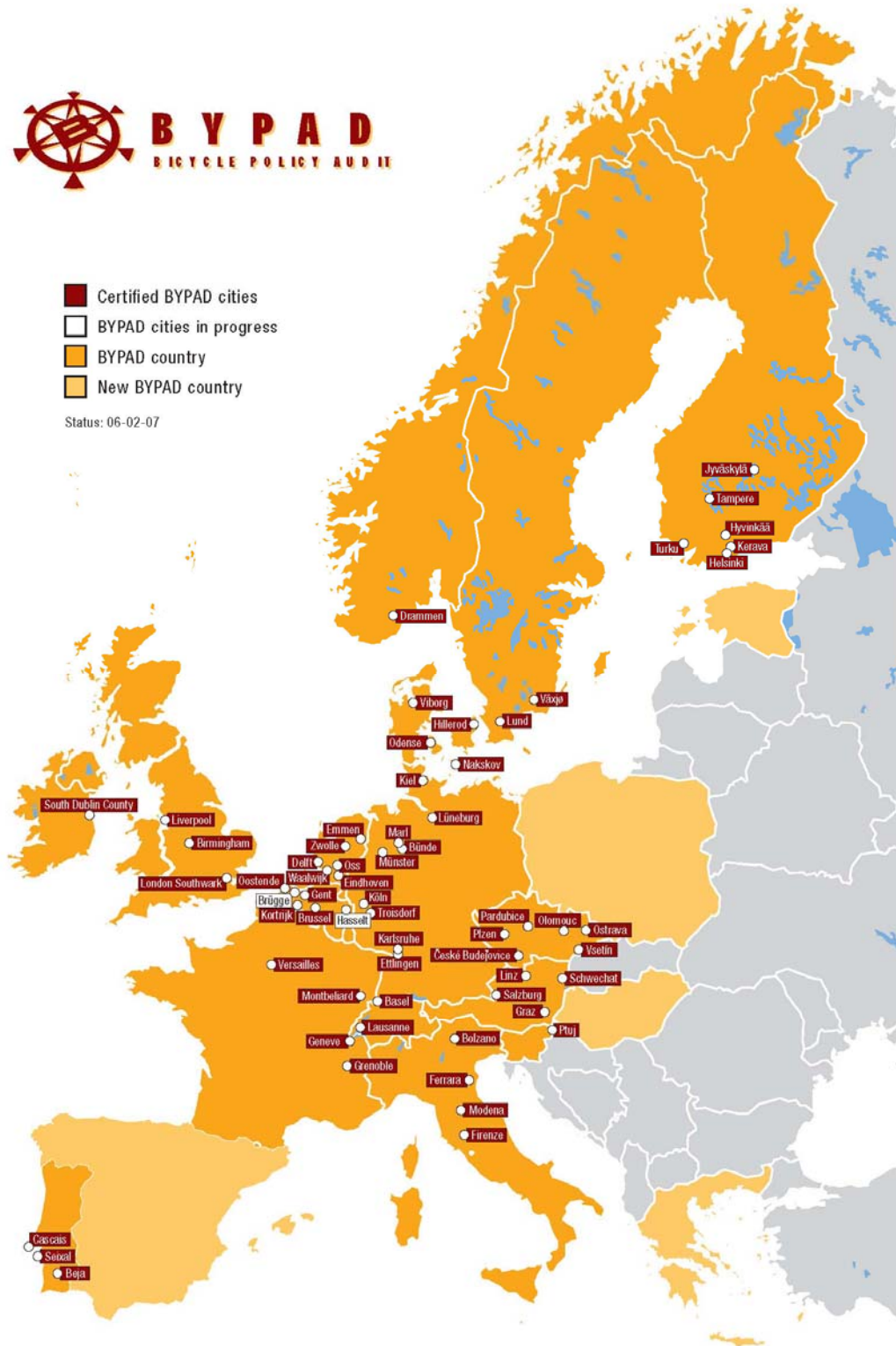
BYPAD-platform: goals

- Setting up the *BYPAD-platform*, as a self-supporting organisation who is dealing with certification, training and promotion (website, workshops, brochures) of BYPAD. This foundation should support the cities/regions in implementing the audit and exchanging their knowledge and experience on cycling policy.
- *Expanding the BYPAD-network:*
 - Implementing BYPAD in the new EU-countries
 - Training new BYPAD-auditors
 - Emphasizing the exchange of experience between different BYPAD-cities/regions
- *Updating and widening the BYPAD-method:*
 - Updating BYPAD with new good practices from actual BYPAD-cities = BYPAD-city
 - Making BYPAD for small cities (< 50.000 inhabitants) = BYPAD-quickscan
 - Making BYPAD for regional cycling policy = BYPAD-region



-  Certified BYPAD cities
-  BYPAD cities in progress
-  BYPAD country
-  New BYPAD country

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