



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 for encouraging people to get involved. We've developed this guide to help you prepare.

The first section provides an overview of what to bear in mind in your **PR work**. The sections thereafter contain countless ideas to help make your local campaign a resounding success – broken down into the categories of **events, bike rides, citizen involvement, cooperations, 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 activities in your municipality that were particularly successful so that we can share examples 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 when, how and with what?

Ideally, ask yourself this question before each activity you plan and each press release you write!

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). Complement your targeted PR with a cycling theme such as commuting by bike, cycle tourism, road safety or cargo bikes that you wish to highlight during activities and events depending on your chosen target group(s). 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 make 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 runs for 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 "Get your bike out of the cellar for three weeks ..."! 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 does not mean you have to make sacrifices. 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 We offer a wide variety of print-ready PR resources and customisable print templates for your PR, including flyers, posters and templates for press releases and certificates.

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, X, Mastodon, 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. Templates for your social media work are also available for download.

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 last year for this.



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 high-visibility media activities such as bike rides to a central meeting place or bike checks

- **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

TIP Acknowledge committed cyclists with prizes during your local award ceremony. As climate protection involves teamwork, we recommend prioritising teams rather than individual cyclists. You could award prizes in the following categories:

- Team with the most kilometres
- Team with the most kilometres per person
- Team with the most journeys
- Team with the most journeys per person
- Team with the most active cyclists
- If you have CYCLE STARS, remember to also acknowledge them

To give all teams a chance of winning (i.e. not just large school teams or cycling clubs), you could also raffle prizes off, so among the 10, 30 or 50 teams with the most kilometres.

Address specific target groups by choosing up to 11 special categories (e.g. schools, companies) that you can define when you register your municipality. Regardless of the categories you decide on, be sure to communicate these transparently in advance!

- **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**

SECTION 3

Bike rides

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.

We've compiled a few ideas for you here:

Event-related bike rides

- 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

Bike rides with specific groups of people

- 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
- **Bike tours for new residents with local leaders to welcome newcomers to the area**

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**
- **After-work bike rides**
- **Tour of the local health insurance companies** with a stamp for the bonus health pass

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).

- **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

CITY CYCLING and 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!

- **Ask the locals for feedback on the cycling situation in the municipality**

- **Host a 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!

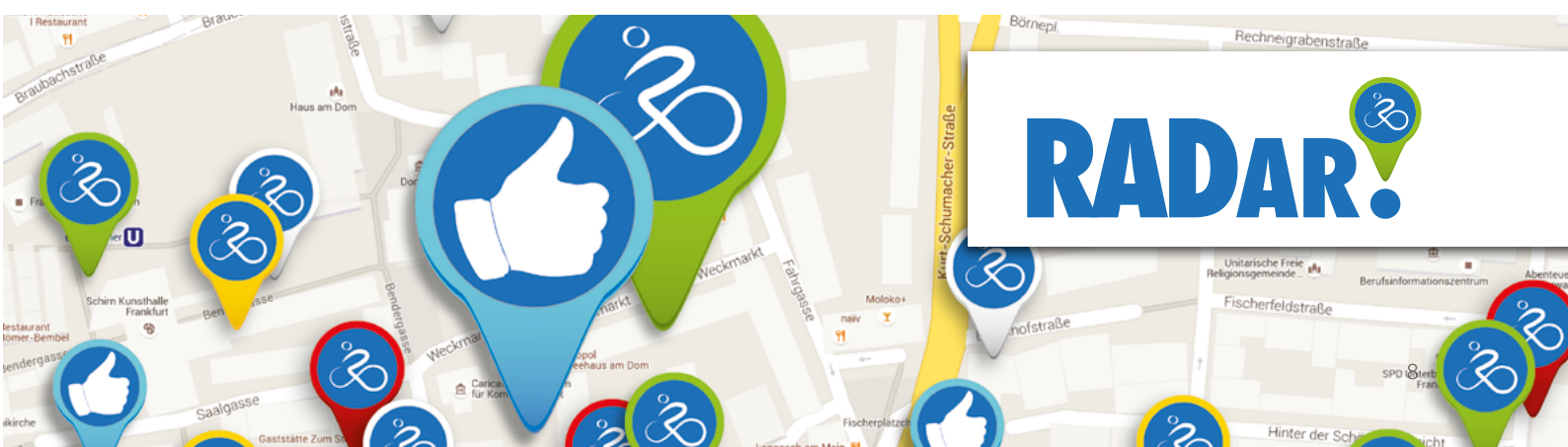
- **Valuable cycling data for your municipality thanks to RiDE**

Where are there a lot of cyclists on the road? Where do things go smoothly – and where do cyclists have to wait too long at red lights? Which routes do they avoid and which do they prefer? We present cycling data to help your municipality reliably answer just these questions and many more that are important to cycling planning on our RiDE portal. RiDE stands for “Radverkehr in Deutschland” (meaning as much as “bicycle traffic in Germany”). The data is based on the journeys that cyclists in your municipality record via the CITY CYCLING app. The data is analysed scientifically by experts at the Technical University of Dresden (TU Dresden). This of course means that the more routes are tracked via the app, the more useful the data will be! Thanks to funding from the Federal Ministry for Digital and Transport, we’re able to provide municipalities with a whole host of analyses mostly for free up to and including 2024 (e.g. heat maps, traffic volume and direction-dependent speed maps, source-destination relations and waiting times at traffic hubs). So be sure to promote the app, obtain the data for your municipality and improve your cycling infrastructure based on the local information.

TIP If your department isn’t responsible for cycling planning in your municipality, then you should let those responsible know about the data available on the RiDE portal!

- **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. Municipalities can in turn make the improvements they implement public. Use RADar! for free during the local campaign period to exchange ideas with cyclists and tap into their expertise as everyday experts.



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.

Speak with retailers, companies, clubs, organisations and associations in your local area and ask for their ideas for the campaign. Or initiate activities yourself:

- **Advertise CITY CYCLING in shop windows**

Encourage retailers to get creative and incorporate cycling into their window displays. Local peculiarities or special target groups can also be taken into account. Attract even more attention and encourage people to get involved by getting local day-care centres and/or schools to decorate their windows. At the end of the campaign, the best CITY CYCLING windows could be honoured publicly.

- **Discounts at local retailers**

Shops can make a statement during the campaign with special offers or discounts. An ice cream, drink or discount on bread rolls would make the perfect rewards for cycling.

- **Involve local companies/businesses**

Advertise the CITY CYCLING campaign in shops and businesses with flyers and posters and ask for donations (in kind) for your final event or raffle. Companies and businesses can best be involved if they also participate with a CITY CYCLING team.

- **CITY CYCLING – VILLE EN SELLE**

Why not encourage your international partner towns/cities/municipalities to participate in CITY CYCLING at the same time? After all, municipalities worldwide are also very welcome to participate in the campaign! The CITY CYCLING website and app have already been translated into several languages. More information on international participants is available online.

- **Cargo bike delivery services**

Create opportunities to hire and try out cargo bikes. Give everyone the opportunity to experience that it's also possible to complete the weekly shop by bike and that you not only end up travelling faster, but also having more fun. For people with reduced mobility, shopping is often associated with problems and a great deal of effort. Organise volunteers to transport the shopping home for others. Cargo bike sharing schemes exist in many towns and cities these days.

- **Cycle for a good cause**

Link the kilometres cycled to specific regional targets to provide added incentives. A certain amount of money could be donated to a local social or environmental project for each kilometre cycled, for example. Find sponsors among your local supporters.

- **Actively involve media**

Proactively motivate local and regional media to take part in CITY CYCLING with their own teams. This will also increase the chance of your campaign receiving good publicity.

- **Involve the police**

Ideally, get a bike patrol unit to also take part. 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 actively support the local community and collect kilometres for their municipality.

- **Involve professional sports teams and other (local) celebrities:**

Could any professional sports teams and/or celebrities in your municipality provide statements and/or greetings for your municipality's CITY CYCLING subpage to motivate others to take part? Perhaps someone would even like to be a CYCLE STAR. See www.city-cycling.org/star for more information.



SECTION 6

Stand activities and exhibitions

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**
Give people the opportunity to sign up and form/join a team there and then.
- **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 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**
Hand out sandwiches or fruit to cyclists to raise awareness for CITY CYCLING. You could even partner with a local urban garden 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 with local competitions and awards**

Who cycles the most? Who has the biggest team? Encourage schools and companies to reward their cyclists, for example by providing a free healthy breakfast, bicycle equipment or a free bike check

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

- **Cycling offers for refugees**

Encourage the formation of CITY CYCLING teams comprising refugees, people working with refugees and other interested parties. 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**

Combine CITY CYCLING with other initiatives such as cycle to the pool, shop by bike and cycle to work schemes; car-free days; climate action days; a town fair in the pedestrianised zone, 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”**

Who has the most, best and most secure bicycle parking, shower facilities or changing rooms? Some companies have their own mobility officer; others offer a bike leasing scheme and repair services or allow staff to combine using a company bike with travelling by public transport.

- **CITY CYCLING scavenger hunt**

- **Kilometre guessing game**

Who can predict how well their municipality will do?

- **Material/cash prizes**

Raffle off a prize such as a trip to the municipality's twin town/city

- **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**

Make 50 metres of cycle path a singing street where people have to sing while they cycle. A radio/camera team could record everything and people then have the chance to vote for their favourite singers (e.g. on social media)!

- **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 businesses, schools, libraries and the town/city hall as well as on the municipal website

- **CITY CYCLING bike stickers**

A ribbon or streamer (produced by the municipality) can be used to show who's participating in CITY CYCLING.

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

Raise awareness for the campaign by distributing saddle covers at railway stations and other public places (order online: www.city-cycling.org/resources).

- **Chalk stencils**

Draw attention to CITY CYCLING on footpaths and cycle paths or (park) squares with a stencil and water-soluble spray chalk (order online: www.city-cycling.org/resources)

city-cycling.org
radar-online.net



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