

The Smart Community Management Manual

Chapter 62 - 4.16b) Cycling / Scooters



Email info@etownz.com for queries or visit us at www.etownz.ie

Introduction

eTownz has partnered with a number of highly respected research organisations in Ireland and the EU on research projects in the community development and health spaces over the past eight years. The Smart & Engaged Community Management framework was formed based on this research and the guidance of Dr. Maura Farrell of NUIG and Dr. Maura Adshead of UL.

The framework is designed so that it can be applied to any community and under any thematic area of community development. This manual is created using the dynamic “eTownz Knowledge Hub” database which is continually updated with new project ideas and other useful information. If you would like to contribute new ideas please contact us on info@etownz.com. This manual can be used as a standalone document or used along with eTownz Community Management Portal.

Who is involved and what is the structure?



Coordination Team

The Coordination Team facilitates coordination and knowledge sharing between different Town Teams. Highly committed Stakeholders experienced in community development are strongly encouraged to join the Coordination Team. Town Teams should retain independence and responsibility for their own areas.



Town Teams

Town Teams are inclusive smart local teams focused on specific aspects of local development. Town Teams link like minded people together to develop and implement solutions to community problems.

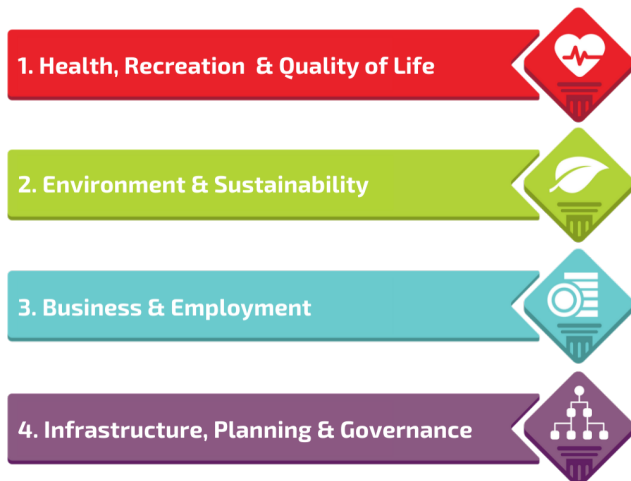


Stakeholders

A stakeholder can be a business, club, public service provider or interested local people. A stakeholder may represent one or more of these interests. All the stakeholders are invited to join a community council.

Core Town Teams x4

Members are invited to form Town Teams related to each of the four main community development Pillars. These are:



Every participating community should aim to have, at minimum 3 to 6 people on each of the four, top-level Town teams.

Town Teams

Specialist Town Teams are invited to form teams related to specific areas under the four main Pillars. Members of the council are invited to join the Town teams that are relevant to them.

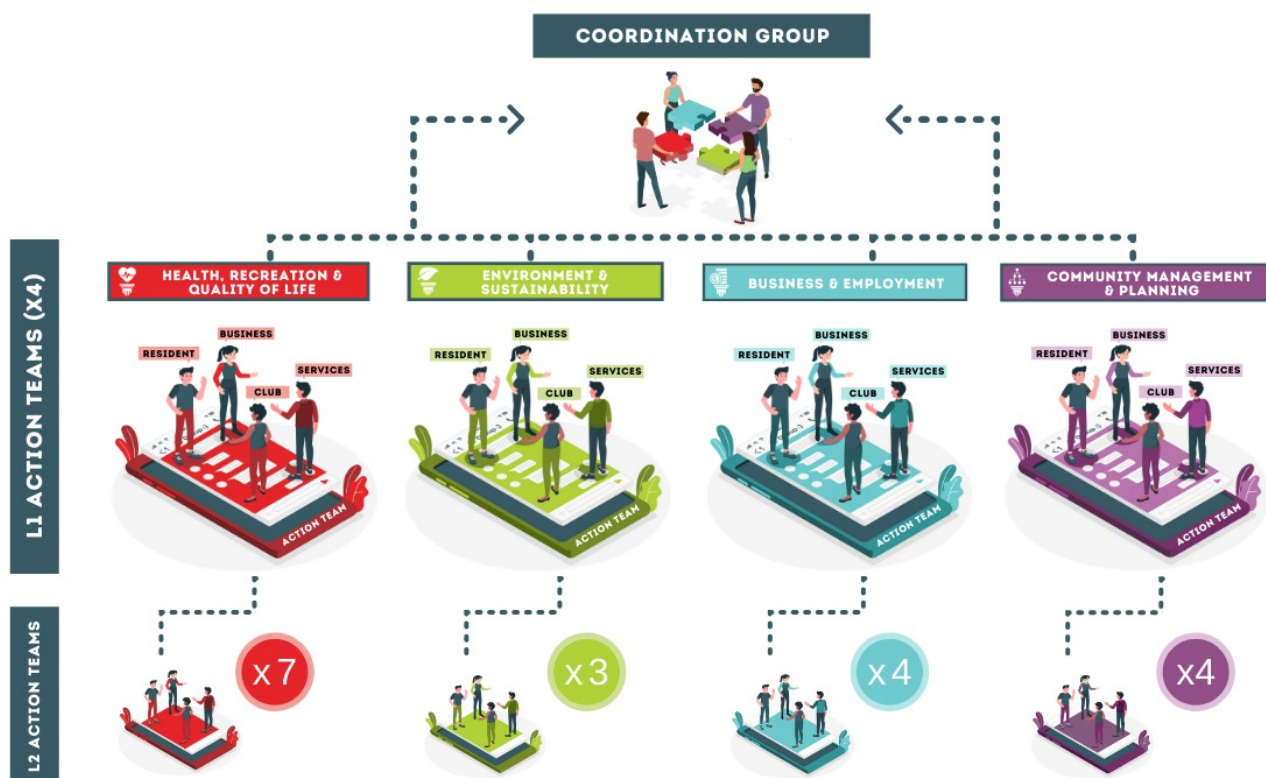
Members of the action team follow the structured format of the smart community framework. They decide their work schedule as a team, creating and implementing local action plans together.

How to use this manual to build a local action team?

The Coordination Team will introduce like-minded stakeholders who wish to form Town teams. The action team then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The then follows a 5-step format illustrated below to compile a “Smart Community Action Plan” for their team. The plans can be updated internally throughout the year.

Town teams are invited to submit their plan for the coming 12 months annually. This will be integrated into the overall community plan for the year, compiled before the community AGM.

The AGM helps align the various Town teams and encourage cross-community collaboration on implementation of the plan for the year.



Step 1: Stakeholder Review

The table below can be used by your team to help identify the stakeholders related to this theme. The stakeholders should be invited to provide their ideas, opinions and to join the local action team to help collaborate on initiatives.

Actions







- Manage a register of local assets
- Survey local opinions/ideas
- Recruit & engage local action team



Outcomes

- Top down understanding of local stakeholders
- Bottom up understanding stakeholder perspectives
- Expand team, increase ambitions, plan succession




	Title	Type	#	Comment
	Bike Rental Shop (S763)	Business		
	Bike Repair Shop (S761)	Business		
	Bike Sales Shop (S767)	Business		









	Council Cycling Officer (S768)	Public Service		
	Regional Sports Partnership (S769)	Public Service		
	School - Secondary (S203)	Public Service		
	Cycling Club (S363)	Club / Group		
	Mountain Biking Club (S356)	Club / Group		
	Car Owners (S839)	Individual		
	Commuters (S832)	Individual		
	Cyclists (S833)	Individual		

Step 2: Asset Review

Use the table below to help build the record list of assets in your area. Use the eTownz portal or a spreadsheet to register your local assets, discuss conditions and how the assets can be better utilised in the community.



	Title	#	Comments
	Bicycle Maintenance Station (A764)		
	Cycle Path - Type 1 (A76)		
	Cycle Path - Type 2 (A770)		

	Cycle Path - Type 3 (A772)		
	Cycle Path - Type 4 (A771)		
	Cycling Stand (A760)		
	Garda Station (A99)		
	Marked Bike Road Trail (A16)		
	Mountain Bike Trail (A773)		
	Public Rentable Bike Scheme (A762)		
	School (A849)		

Step 3: Goals & Metrics Review




Understanding the goal for each action team and attributing relevant metrics is a key part of the Smart Community Management Framework. Below we provide suggested goals and metrics. Please use these as a support to define goals and metrics that work for your community. In the plan, the action team should define how often the goals are to be reviewed and how often the metrics collected.

- a Agree suitable goals & metrics
- b Coordinate data collection
- c Compare & analyse performance to help plan



- a Helps focus local action teams
- b Leverage data for better decision making
- c Compare project outputs to planned goals

Title	How is this data collected	Comment	<input checked="" type="checkbox"/>
Number of categorised cycling road hazards in the areas (M155)	Audit undertaken by the theme members		<input type="checkbox"/>
Local Cycling Sentiment Survey (M156)			<input type="checkbox"/>
Census Cycling Rates (M157)	Review the census data on cycling use		<input type="checkbox"/>

	Title	Summary	<input checked="" type="checkbox"/>	Comment
	Team Building, Management & Metrics - (G185)	Initiate & develop a local team who can coordinate activities related to cycling. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future.	<input type="checkbox"/>	
	Awareness, Understanding & Skills - (G186)	Cycling has a number of health advantages over other forms of transport. Encourage local people of all ages to cycling regularly. Get everyone cycling more To increase the numbers and frequency of cycling among of all ages	<input type="checkbox"/>	
	Preserve, Support & Develop - (G187)	Cycling is becoming ever more important for health, tourism and sustainability reasons. Support the different cycling interest areas and implement measure to develop cycling as a more popular pass time.	<input type="checkbox"/>	

Step 4: Project Register & Planning

The action team should begin this section by taking consideration of the projects undertaken in the past 2 years, the currently active projects as well as project ideas for the future. Use the eTownz portal to conduct an online discussion on this topic. We also provide a suggested format for huddles related to this.



Goal: Team Building, Management & Metrics - (G185)

Initiate & develop a local team who can coordinate activities related



to cycling. Support the team in gaining a greater understanding of local challenges, opportunities and help them formulate a detailed and achievable micro plan for the future.

Related Project Ideas	Rate	Comments
Undertake Cycling Infrastructure Audit (P142): Using online or offline maps, create a list of cycling points of notes within your community. (Bicycle stands, accident blackspots, cycling shops/repair stations) (Case Study: 488) Cycling Infrastructure Audit		
Promote A Culture of Cycling (P701): An essential measure to encourage more people on bikes is to nurture and promote a culture of cycling. This can be strengthened through the formation of bicycle organizations and clubs and the holding of bicycle-related events (Case Study: 473) Creating Connected Cycling Networks (Case Study: 475) The Titanic Quarter Cycling Club		
Develop A Recreational Cycle Club (P703): Develop a recreational cycle club that encourages cycling for fun and promotes learning the sport in a fun and inclusive way (Case Study: 336) Converting an Old Railway Line into a Leisure Path (Case Study: 464) Abbeyleix High Nelly Club		
Cycling Routes (P1016): "Prepare a simple list of looped cycling routes from the town. To start with create * 1 x 1hr looped route * 1 x 2hr looped route * 1 x 3hr looped route"		



Goal: Awareness, Understanding & Skills - (G186)

Cycling has a number of health advantages over other forms of transport. Encourage local people of all ages to cycling regularly. Get everyone cycling more To increase the numbers and frequency of cycling among of all ages

Related Project Ideas	Rate	Comments
Train Kids To Cycle (P139): Provide training and advice to children in cycling safely on the road (Case Study: 483) Coaching Young Club Cyclists		
Train Local Adults (P140): Adults may have not cycled for many years and are now afraid to cycle again. Undertake cycling training		

now afraid to cycle again. Undertake cycling training for adults of all ages		
(Case Study: 484) Teaching An Adult to Ride a Bike		
Cycling To School Initiative (P707): Encourage the youth to cycle to school providing safe cycle routes. Promote cycling training in schools for students to gain confidence and learn about the safest practices on and off the road. (Case Study: 467) Daily Group Cycle (Case Study: 468) Cycle Bus Offers School Children "Mobile Segregated Bike Lane"		
Create Incentives To Encourage Cycling (P714): Even if all the barriers preventing people from cycling have been eliminated, some will inevitably still need additional motivation to hop on their bike and start riding (Case Study: 474) A Cycling Kilometric Allowance in France		
Provide BMX Training (P719): BMX is a fun, exhilarating & social way to keep fit and develop a love for cycling. Thus, recruit members of the community and train them in bmx racing. (Case Study: 486) Visualising the BMX Freestyle Park Championships (Case Study: 487) Cork BMX Club		



Goal: Preserve, Support & Develop - (G187)

Cycling is becoming ever more important for health, tourism and sustainability reasons. Support the different cycling interest areas and implement measure to develop cycling as a more popular pass time.

Related Project Ideas	Rate	Comments
Shower Facilities For Cyclists (P141): Encourage larger businesses in the area to make showering provisions available to those who wish to cycle to work. (Case Study: 482) Cycling Facilities		
Extend Cycling Lane Infrastructure (P143): Work with councils to help identify areas which would benefit more from new and/or improved cycling lanes within your community. (Case Study: 299) ESPUBIKE (Case Study: 504) Our Bicycle Future		
Provide Bicycle Parking Stands (P144):		

<p>Ensure cyclists have good access to bicycle parking facilities especially in areas with high number of visitors, (schools, park, town centre)</p> <p>(Case Study: 472) Bicycle Parking and Storage Solution</p>		
<p>Convert Disused Railway to a Cycle Path(P477): Convert disused railway to a cycle path and allow to act as both as recreational infrastructure for local and tourists alike</p> <p>(Case Study: 412) ViciGAL - Transformation of a Former Railway Line into a Green Lane for Cycling</p>		
<p>Develop A Cycle Racing Club (P702): Develop an active road racing club in your area that can compete with other clubs within your county group. This should cater to all ages and all levels of cyclists from beginner to advanced.</p> <p>(Case Study: 479) The Surrey Cycle Racing League</p>		
<p>Integrate Green Transport in Universities (P708): Provide members of staff with easy access to a fleet of (rental) bicycles, for travel between campus locations and places within the city, during the day. This will reduce parking issues around the campus.</p> <p>(Case Study: 465) Loughborough College Cycle - Works</p>		
<p>Create Bike Share / Rental Programs (P712): Creating bike share or rental programs within your community is another way to enhance the ability for community members to access bicycles.</p> <p>(Case Study: 470) Bike Share (Case Study: 471) Bike Rental Program</p>		
<p>Infrastructure As The Basis to Attract Tourism (P715): Well-planned, upkept and maintained infrastructure is a prerequisite to attract tourist cyclists.</p> <p>(Case Study: 481) How To Develop Cycle Tourism?</p>		
<p>Provide Cyclist-friendly Accommodation (P716): Cyclist-friendly accommodation provides high-level services (food, bicycle and equipment storage, information). This will encourage touring cyclists a return visit.</p> <p>(Case Study: 480) Pine Ridge Bed and Breakfast</p>		
<p>Develop Mountain Biking Routes (P721): Provide mountain biking, quad bike trails, 4x4 tracks and a trial bike area. Ongoing maintenance will be required to ensure that facilities are maintained to the highest standard.</p> <p>(Case Study: 478) Cycling Routes</p>		
<p>Diversity of Cycling Functions & Activities (P717): Host a bike parade or bike week events in your area.</p> <p>(Case Study: 485) Cycle Tourism in the Maldives</p>		

Integrate Cycling Tourism Into Existing Business Agenda in Town Teams (P718):

Create new forums for the wider business sector to be involved in delivering for, and benefiting from cycling tourism. Ensure the focus is on prioritizing activities/areas that are most likely to yield greatest cycling tourism benefits.

Step 5: Community Huddles & Implementation

Community Huddles cover a variety of different meetings types that take place throughout the year. This includes remote meetings, project planning or project implementation meetings. We provide a suggested one hour format for the main meeting types to help make best use of people's time.



Appendices: Additional Info

Quick Win Projects

Summary	<input checked="" type="checkbox"/>
Cycling Routes - Long: Define short cycling routes that people from the community or visitors can take up. The routes should take upto 2-4 hours, define the local sights they might come across along the way and highlight the sections of road which are particular dangerous. Once prepared, the routes can be promoted on and offline	<input type="checkbox"/>
Cycling Routes - Medium: Define short cycling routes that people from the community or visitors can take up. The routes should take upto 1-2 hour, define the local sights they might come across along the way and highlight the sections of road which are particular dangerous. Once prepared, the routes can be promoted on and offline	<input type="checkbox"/>

Sample Local commitments

I am a cyclist	<input checked="" type="checkbox"/>
<ul style="list-style-type: none">• Always Wear Bright Colours: Visibility is always key on the road• Always Wear Safety Cycling Gear: Start your cycle by performing four checks – helmet, clothes, bike and conditions. Done in less than a minute, each one adds to safety on the road.• Be Aware of The Rules of the Road: A cyclist should know the Rules of the Road and should understand signs and road markings.• Join a Cycling Club: Cycling is a great sport for meeting people and becoming a member of a cycling club is a great way of socialising.• Keep Track of Unsafe Roadways: Be sure to report any unsafe	<input type="checkbox"/>

Cycling Routes - Short:

Define short cycling routes that people from the community or visitors can take up. The routes should take upto 1 hour, define the local sights they might come across along the way and highlight the sections of road which are particular dangerous. Once prepared, the routes can be promoted on and offline



Define Local Cycling Assets:

Working with your local cycling team, create a register of key local cycling assets in and close to the community. These assets can be added to the eTownz Dashboard to build a better picture of cycling challenges and opportunities in the area



Define Local Cycling Stakeholders :

Working with your local cycling team, create a register of key local cycling stakeholders in and close to the community. These stakeholders can be added to the eTownz Dashboard to build a better picture of cycling challenges and opportunities in the area



roadways

• Share your Routes:

Majority of people do not cycle because of fear of traffic. Help others curtail this fear and commute with confidence by pointing out the quieter route options available in your community

• Share your story:

Add your story to the hundreds of inspirational tales about the power of biking in your community gallery.

I drive a car



• Safe overtaking of cyclists:

I will be conscious of cyclist on the road and ensure that I only pass when safe to do so adhering to new road safety laws



I live locally








• Promote A Positive Cycling Culture Amongst Family & Friends:

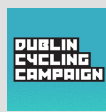
Encourage family and friends to cycle to work at least twice a week



Relevant/Supporting Organisations

Title	Comment
 Off Road Cycling Ireland Click Here The Offroad Commission is a voluntary organization responsible for co-ordinating offroad cycling in Ireland - XC, DH, Enduro and CX	
 RSA: Cycling Safety Click Here The aim of the Road Safety Authority is to save lives and prevent injuries by reducing the number and severity of collisions on the road. This is reflected in our maxim, Working to Save Lives.	
 Womens Cycling Ireland Click Here Womenscycling.ie is the website of the Women's Commission of Cycling Ireland. Our goal is to increase women's participation in cycling related activities across all disciplines , from beginner to Elite. womenscycling.ie is the central point of contact for the women's cycling community in Ireland.	
 The Irish Cycling Advocacy Network Click here Cyclist.ie – The Irish Cycling Advocacy Network – is primarily a federation of the affiliated urban cycling or walking campaigns groups in Ireland.	

 **Cycling Ireland** [Click Here](#)
 The aim of Cycling Ireland is to promote cycling as an accessible and enjoyable pursuit, where every cyclist may participate and develop to their full potential.

 **Dublin Cycling Campaign** [Click Here](#)
 The Dublin Cycling Campaign is an independent, voluntary lobby group that has been working to improve the city for all cyclists since 1993

Supporting Research

Here we provide links to related research papers which your local action team may find useful.

Title	Comments
<p>Cycle Tourism as a Driver for the Sustainable Development of Little-Known or Remote Territories: The Experience of the Apennine Regions of Northern Italy Click Here The aim of this paper is to explore the characteristics of cycle tourism's development in northern Italy in order to identify the links that exist between sustainability and the group of cycle tourists who prefer to spend their holidays discovering little-known or remote territories. For this study, we selected three different destinations in sensitive mountain areas that converge on the common goal to use cycling to rejuvenate the tourism sector. The business models through which cycle tourism usually develops include a bottom up approach or a top down approach, involving the cooperation of several local destination stakeholders.</p>	
<p>Cycling, Safety and Sharing the Road: Qualitative Research with Cyclists and Other Road Users Click here This report presents findings from qualitative research carried out with cyclists and other road-users in June 2009 by Simon Christmas Ltd, the Transport Research Laboratory (TRL) and SHM, as part of the wider research programme, Road User Safety and Cycling, being led by TRL on behalf of the Department for Transport.</p>	
<p>A Strategy for the Development of Irish Cycle Tourism Conclusions Report Click here Cycle tourism is a growing niche market. It can stand alone or support other markets. It has the potential not only to make an active contribution towards the economic revitalisation of rural areas but also to improve the quality of life for people locally.</p>	
<p>The Identification, Mapping & General Evaluation of Mountain Bike Trails in the Iveragh Gaeltacht Click here This study focuses on the selection and mapping of potential trails, an assessment of landownership issues, an economic assessment of the proposal, the identification of potential trail designers/builders and planning issues.</p>	
<p>Stress, self-efficacy and satisfaction with life on cyclists and</p>	

drivers in Ireland [Click here](#)

An analysis of cyclists and drivers in Ireland using self-report methods to provide insight into stress, self-efficacy and satisfaction with life.

Drivers' perceptions of cyclists [Click here](#)

This report describes research that examined the attitude and behaviour of drivers towards cycle users. A range of qualitative and quantitative research techniques were used, including the use of virtual reality equipment to simulate encounters between drivers and cyclists. Variations in driver attitude and behaviour based on a number of factors, including physical infrastructure and cyclists behaviour were examined. The research also examined the effectiveness of two different approaches to improving drivers' consideration of the needs of cyclists. The report makes recommendations to improve driver training, for the layout of roads and for future campaigns to raise awareness of cyclists among drivers.

Learning to cycle again: Examining the benefits of providing tax-free loans to purchase new bicycles [click here](#)

In 2009, the Irish government introduced a tax relief scheme whereby employees could purchase a bicycle through their employer. The motivation for introducing this scheme was to encourage workers to cycle to work on a regular basis and to promote sustainable transport. The main contribution of this research is to show how individuals who haven't owned a bicycle in the past five years, have changed their perceptions of cycling and improved accessibility to the bicycles and cycling after using this scheme