

Methodology of the

ADFC-Fahrradklima-Test (Bicycle Climate Test)

The Bike-friendly Cities Rating

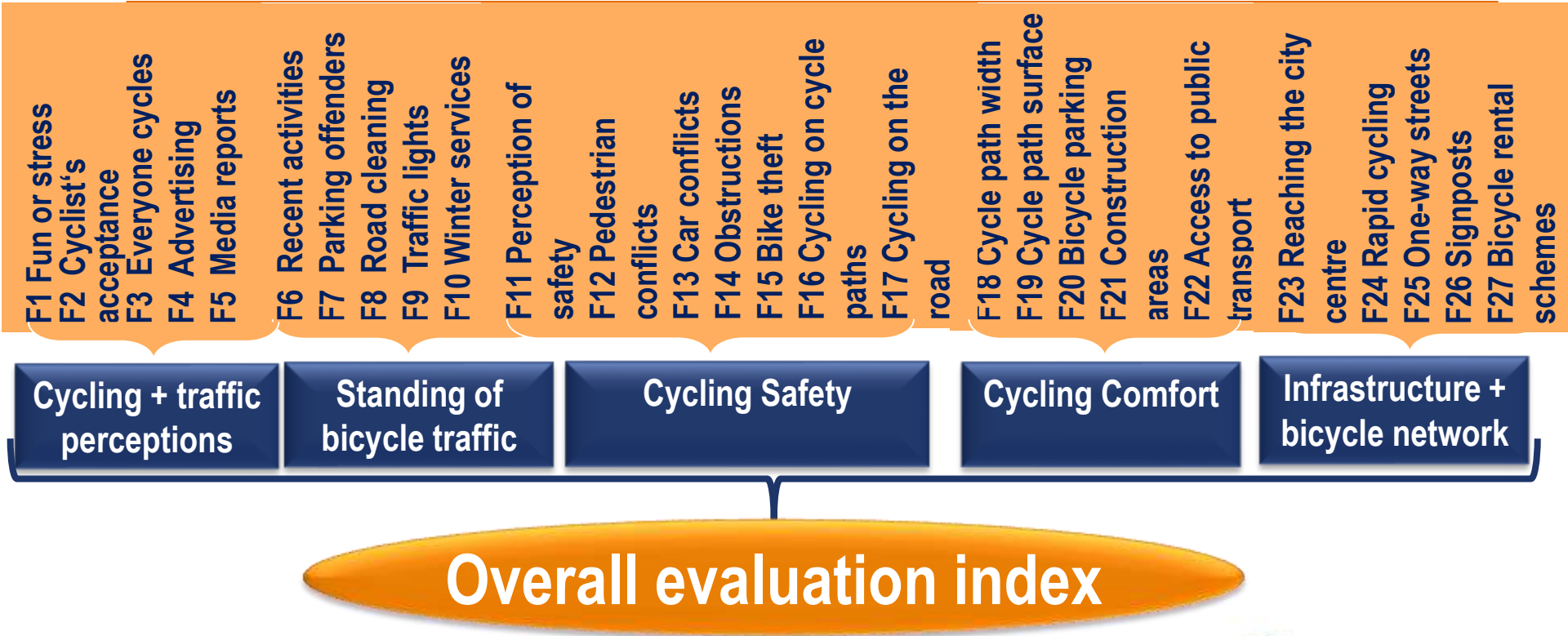
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Overall evaluation index



Example section of the questionnaire

Cycling and Traffic – Perceptions

In my city

1. cycling is fun.



cycling is stressful.

2. cyclists are accepted by all road users



cyclists are not taken seriously

3. everyone cycles – no matter if old or young.



only certain groups use the bicycle (e.g. children, sport cyclists)

4. cycling is actively promoted



Cycling is not promoted

5. Newspaper report positively on cyclists



newspapers write about accidents in connection with misbehaviour of cyclists only.

What do we measure?

Objectivity



Subjectivity

Assessment of the bicycle system by „daily experts“ (pragmatic expertise and life experience)

Opinion

Perception of cycling



Wishes and expectations

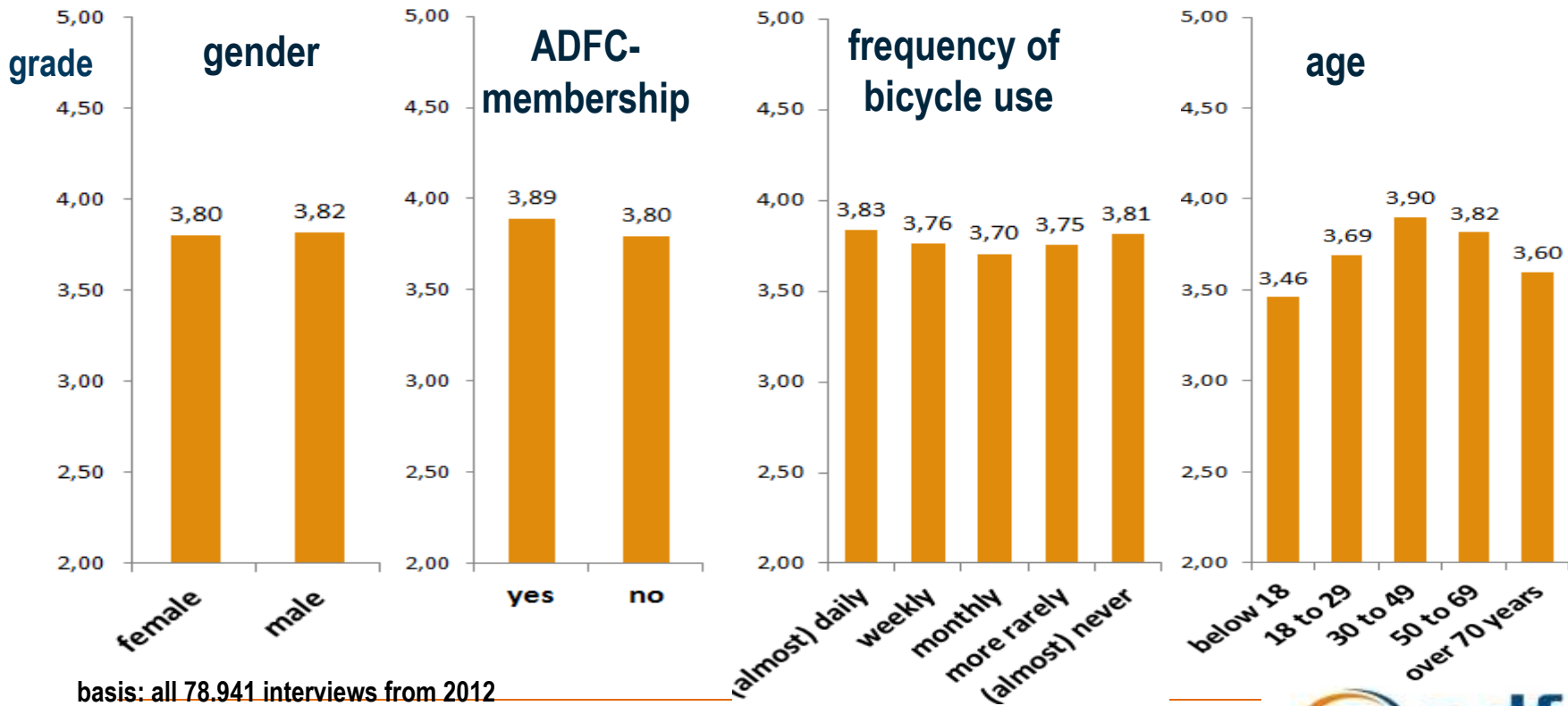
Customer satisfaction with cycling

Rules

- Every cyclist can participate
- Implemented everywhere at the same time (about 3 month period)
- Information is distributed by activists, cities, media, shops
- Minimum requirements for publication of results: 50 to 100 participants depending on city size
- 6-point scale: mean of 1 (left side) and 6 (right side) is calculated
- Ranking of results in six size classes



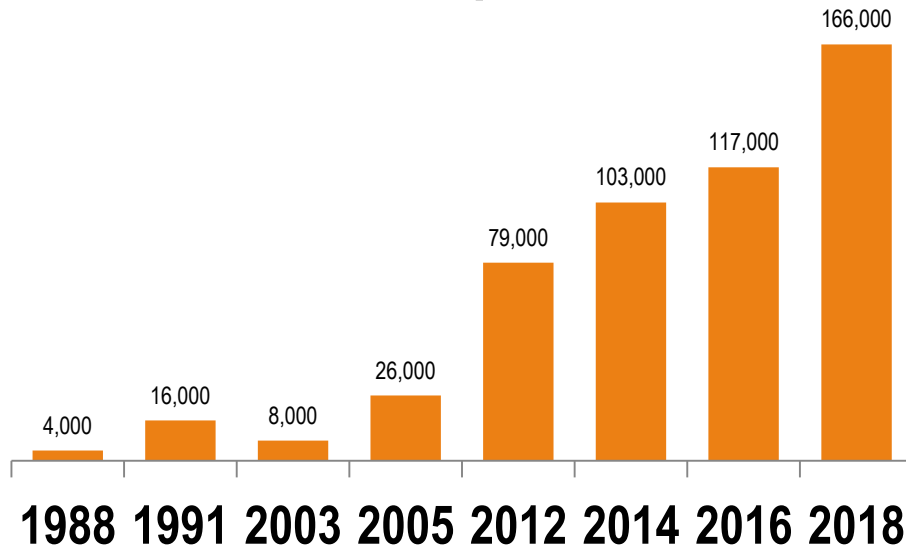
Mean rating for different groups is very similar



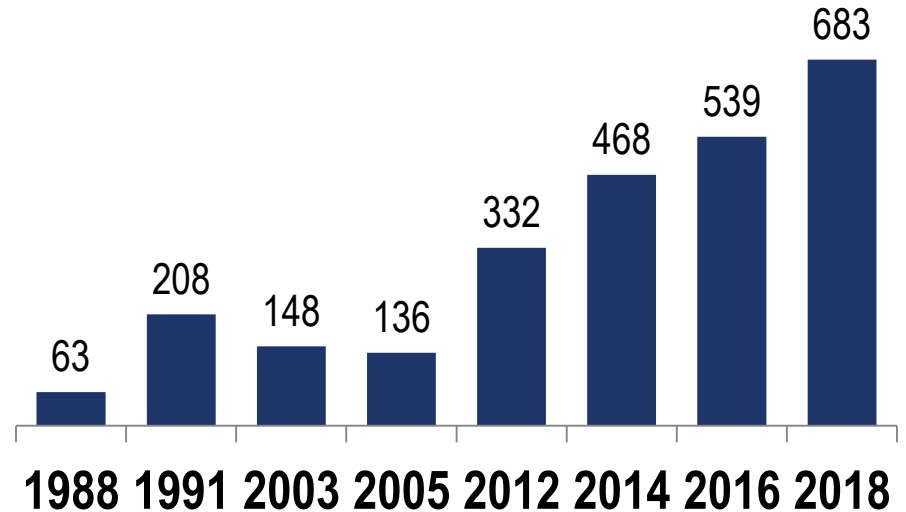
basis: all 78.941 interviews from 2012

Survey participation

Participants



Participating municipalities



One survey – triple effect

Public relation tool

Brings high media attention, allows to highlight good (and bad) examples

Participation tool

Activates citizens for (low level) involvement in city planning and policy

Rating tool

Allows monitoring and benchmarking of the cycling level as well as identification of strong and weak points of local cycling policy

Awards ceremony at the German Federal Ministry of Transport

