## Methodology of the

## **ADFC-Fahrradklima-Test (Bicycle Climate Test)**

## **The Bike-friendly Cities Rating**

Svenja Golombek, Project Manager

German Cyclists` Association (ADFC)

15.6.2019, Dublin







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#### The idea

Cyclists as 'experts by daily experience' assess their cycling environment (hometown)

#### The tool:

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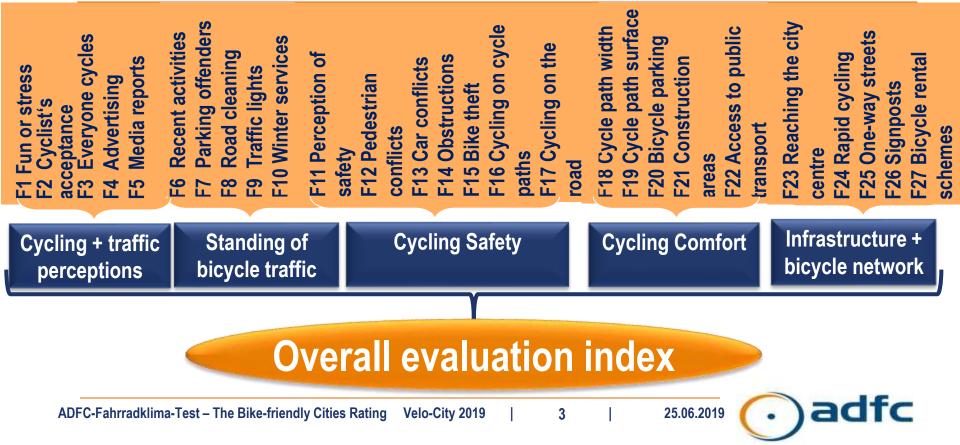
Questionnaire (online and paper version) with 27 questions in five categories.

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## **Overall evaluation index**



# **Example section of the questionnaire**

#### **Cycling and Traffic – Perceptions**

In my city ....

- 1. cycling is fun.
- 2. cyclists are accepted by all road users
- 3. everyone cycles no matter if old or young.
- 4. cycling is actively promoted
- 5. Newspaper report positively on cyclists

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cycling is stressful.

cyclists are not taken seriously

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

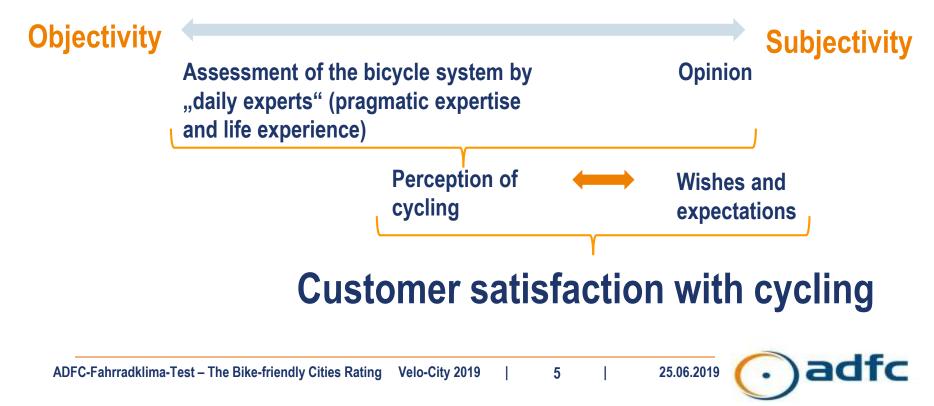
Cycling is not promoted

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

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## What do we measure?



# 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

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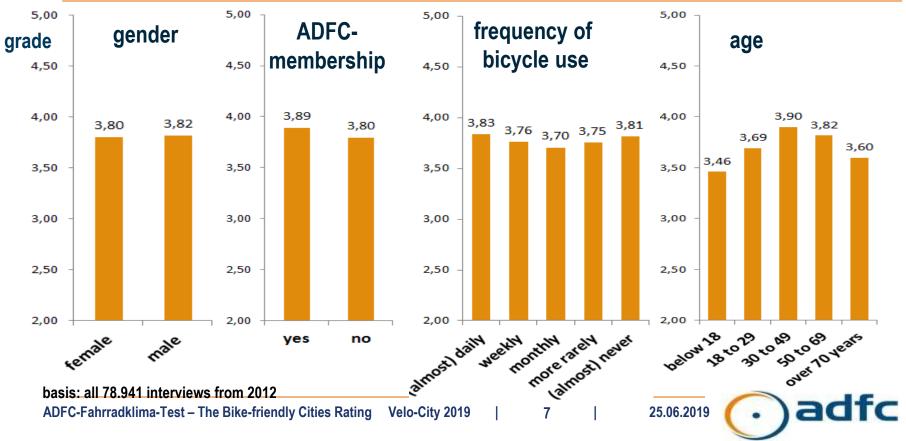




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# Mean rating for different groups is very similar



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## **Survey participation**

#### **Participating municipalities Participants** 166.000 683 539 117,000 468 103,000 79,000 332 208 148 136 26.000 63 16,000 8,000 4,000 1988 1991 2003 2005 2012 2014 2016 2018 1988 1991 2003 2005 2012 2014 2016 2018

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# **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

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#### Rating tool

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



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### Awards ceremony at the German Federal Ministry of Transport



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