

Development of Bicycle Mobility: Bike Office - Parma, Italy	
Keywords	Promoting Cycling as Transportation Means, Improving Cycling Infrastructure
Pictures	
Description	<p>In order to increase the use of bicycles as a daily means of transport, it is important to have a system of cycle paths that basically addresses the objective of increasing or maintaining accessibility throughout a city. Such a target can only be reached effectively, if the system is well-integrated within mobility policies and when it is not limited only to the suburbs but encompasses the entire area concerned and the movements of the mobile population. Introducing cycle paths, preferably protected, into current road systems with the aim of reorganising mobility for various categories of users, by separating car traffic from bicycles, offers unquestionable advantages as far as the safety and security of cyclists are concerned and, at the same time, contributes to improving traffic flow.</p> <p>In order to support bicycle mobility in cities, activities need to be carried out from both the point of view of the supply of measures, structures and infrastructures and that of the demand for mobility.</p> <p>With reference to the supply of spaces and facilities for bicycles, the following measures have been carried out by the municipality of Parma:</p> <ul style="list-style-type: none"> - Measures to moderate traffic so as to guarantee the safety of less able road users, - Supply of infrastructures, including links to the transit point car parks and bicycle depots. <p>With reference to the demand for bicycle mobility the following are in progress:</p> <ul style="list-style-type: none"> - Campaigns to promote the use of bicycles in the City - Road education projects in school - Guidelines on giving incentives to public and private employees that opt for cycling to work - Rent-a-bike points and incentives for people who buy electric bicycles. <p>Moreover, this illustrates how the management of the bicycle mobility system goes clearly hand in hand with all the projects concerning sustainable mobility that are in operation or in the pipeline, particularly with regard to the Local Agenda 21 of Parma, part of the Forum on Mobility.</p>
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