

PRESENTATION OF CLIMATE ALLIANCE'S

RADAR!

The logo for RADAR! features the word "RADAR!" in a bold, blue, sans-serif font. The exclamation point is replaced by a green location pin icon with a blue circular top containing a white stylized infinity symbol.

Jörn Klein



Climate Alliance

Krems, October 7, 2016

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Climate Alliance



WHAT IS IT ALL ABOUT?

Cycling reporting platform

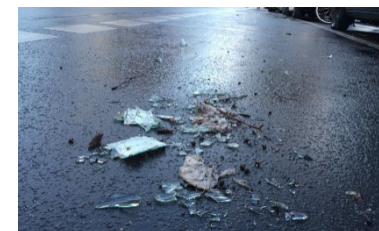
- Main goals:
 - encourage more people to cycle more often by improving cycling infrastructure
 - actively involve both cyclists and local authorities
- Cyclists report obstacles, dangerous road crossings, missing cycling paths or signage, and much more **online on website** or via **RADar! app**
- Municipalities automatically receive a message about a new report and can take action to solve the problem
- ➔ *Cyclists feel that their concerns are taken seriously*
- ➔ *Municipalities transparently demonstrate their commitment to cycling and use cyclists' knowledge*



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WHAT WERE THE FIRST STEPS?

Implementation within existing CITY CYCLING campaign (German: STADTRADELN)

- All (several hundred) municipalities participating in Climate Alliance's CITY CYCLING campaign were asked if they would use such a tool

→ *Very positive feedback! Therefore:*

- Computer programmers were consulted and commissioned to implement platform
- Local authorities were also (and are still) consulted to further develop and improve RADar! according to their needs and those of their cyclists



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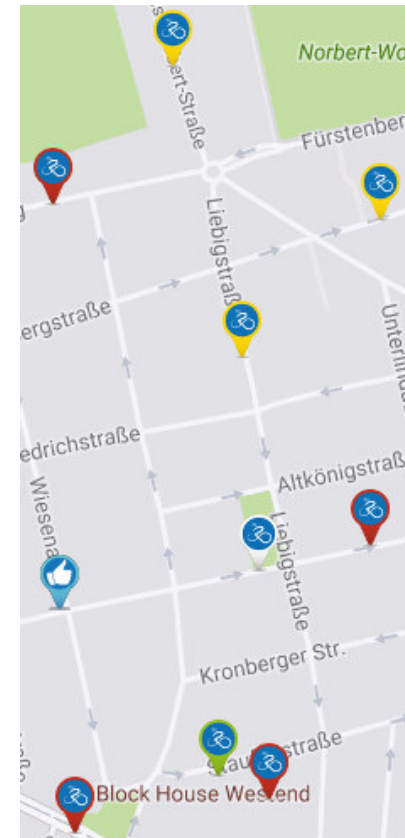
WHAT CHALLENGES HAD TO BE OVERCOME?

Obstacles and solutions:

Reasonable time frame and workload for municipalities

Minimisation of “hoax reports” and manageable number of reporters as well as reports

- ➔ Reports possible for municipalities specifically in their respective territory/area of responsibility
- ➔ Only cyclists who have registered online are able to submit reports
- ➔ Local authorities free to decide for which period reports are possible (e.g. “pilot phase” for a couple of weeks in first year, throughout summer, or all year round)
- ➔ Municipalities free to decide whether reports and their processing status are visible to the general public



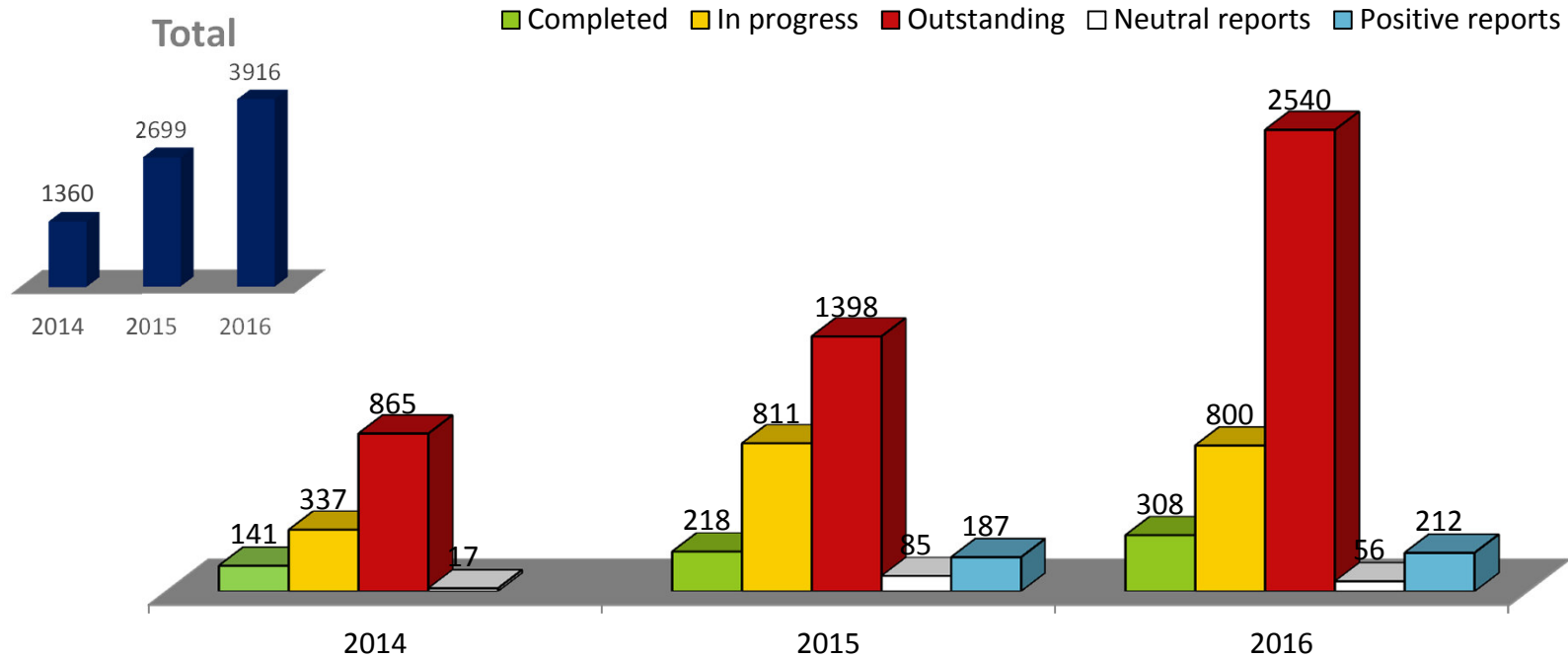
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REPORTS OVER THE YEARS



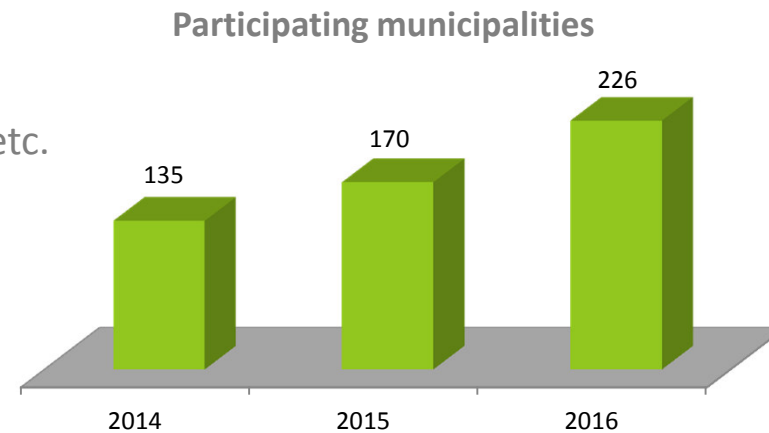
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CONCLUSION AND OUTLOOK

- Well established as around 50% of CITY CYCLING municipalities are using RADar! each year and this total is continuously growing
- Overall very positive feedback from cyclists and local authorities
- Ever-increasing amount of information available on platform about
 - (safe) cycling lanes and routes
 - (safe) bike storage facilities
 - points of interest for cyclists/tourists: bike shops and repair opportunities, public pump stations, accommodation with bike services (ADFC's "Bett+Bike"), etc.
- RADar! available outside Germany



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CONTACT AND FURTHER INFORMATION

Thank you for your time!

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ANNUAL LICENCES

Number of inhabitants	Beyond CITY CYCLING campaign period <i>incl. 7% reduced VAT (special purpose)</i>		Without participation in CITY CYCLING <i>incl. 19% VAT</i>	
	Climate Alliance members	Non-members	Climate Alliance members	Non-members
Less than 10,000	€ 70.00	€ 105.00	€ 155.00	€ 232.50
10,000 to 49,999	€ 120.00	€ 180.00	€ 260.00	€ 390.00
50,000 to 99,999	€ 155.00	€ 232.50	€ 345.00	€ 517.50
100,000 to 499,999	€ 195.00	€ 292.50	€ 430.00	€ 645.00
From 500,000	€ 240.00	€ 360.00	€ 535.00	€ 802.50

For rural districts/regions: if RADar! is activated in ten or more individual towns/municipalities in the rural district/region, a 10% discount will be granted.



THREE-YEAR LICENCES

(Fees indicated are per year, payable in advance for all three years)

Number of inhabitants	Beyond CITY CYCLING campaign period <i>incl. 7% reduced VAT (special purpose)</i> Participation in the CITY CYCLING campaign required in all three years		Without participation in CITY CYCLING <i>incl. 19% VAT</i>	
	Climate Alliance members	Non-members	Climate Alliance members	Non-members
Less than 10,000	€ 50.00	€ 75.00	€ 110.00	€ 165.00
10,000 to 49,999	€ 85.00	€ 127.50	€ 185.00	€ 277.50
50,000 to 99,999	€ 110.00	€ 165.00	€ 240.00	€ 360.00
100,000 to 499,999	€ 135.00	€ 202.50	€ 300.00	€ 450.00
From 500,000	€ 170.00	€ 255.00	€ 375.00	€ 562.50

For rural districts/regions: if RADar! is activated in ten or more individual towns/municipalities in the rural district/region, a 10% discount will be granted.

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CITY CYCLING PARTICIPATION FEES FOR MUNICIPALITIES

Number of inhabitants	Climate Alliance members	Non-members
Less than 10,000	€ 300	€ 450
10,000 to 49,999	€ 600	€ 900
50,000 to 99,999	€ 1,000	€ 1,500
100,000 to 499,999	€ 1,500	€ 2,250
From 500,000	€ 2,000	€ 3,000
Registration as part of a rural district/region	€ 100	€ 150

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