

EuroVelo

Guidance on the route development process



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This document aims to:

- define the elements and the minimum requirements of EuroVelo routes
- explain the mandatory and optional actions for EuroVelo route development projects.

Contents:

- The principles: route users and route elements
- Route development process
- Route infrastructure (principles, components, signing, surface, gradients and maintenance)
- Public transport
- Services
- Usage monitoring
- Marketing, promotion and communication
- Organisation

Definitions:

- EuroVelo - the European cycle route network - was initiated by the European Cyclists' Federation to develop a network of high-quality cycling routes linking all countries in Europe. It can be used by long-distance cycle tourists, as well as by local people making daily journeys.
- EuroVelo currently consists of 14 routes.
- The EuroVelo network is coordinated by the ECF at the European level and by the National EuroVelo Coordination Centres / Coordinators at the national level.



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The principles: route users and route elements



Potential users include (their representation will vary on different routes and sections):

- Cyclists on cycling holidays
- Holiday cyclists, cycling during a generally “non-cycling” holiday
- Cyclists on day trips for leisure
- Commuters and daily cyclists
- Sporting and fitness cyclists.

Principles for route selection and development (these should be considered in conjunction with the needs of specific user groups):

- Safety – avoid public roads with large motor traffic volumes and high speeds. Provide safe junctions. Consider social safety
- Attractiveness – include and connect cultural, historical and natural sights, culinary or other attractions, whilst avoiding unpleasant areas
- Coherence and directness – provide uninterrupted route infrastructure but link to attractions connected to the theme of the route and provide signing. Avoid unnecessary detours
- Comfort – minimise elevation. Provide good surfaces and sufficient good quality services (accommodation, food, bike repair etc).

Elements of EuroVelo routes:

- Route infrastructure (signed low traffic public roads, cycle paths, greenways etc)
- Services (accommodation, bike rental, restaurants, repair shops etc)
- Marketing and promotion (websites, brochures, bookable offers etc)
- Organisation and financing (coordination, assembly of funding, monitoring etc).

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The initial survey should include:

- Attractions
- Existing routes, planned and other potential routes
- Existing and planned services
- Marketing and promotion
- Organisation, awareness-raising and funding opportunities.

An Action Plan should be developed for each route, and should contain:

- Target groups and the level of route conditions and services they will expect
- Evaluation and selection of the planned final itinerary, and any necessary interim sections, considering the needs of target groups and practicalities of implementation
- Action plan, with priorities and timings, to reach the targeted level for each route element
- Estimates of cost and financial resources
- Designation of responsible organisations (lead partner, partners for specific tasks) and the steps and format of cooperation.

Realisation of the route by:

- Lobbying and awareness raising for the acceptance of the action plan
- Detailed plans for construction works, marketing, promotion etc
- Assembly of funding and resolution of legal issues, such as land ownership
- Tendering / public procurement to find external capacities, if necessary
- Implementation of every route component (infrastructure, services, marketing and organisation)
- Maintenance and operation
- Usage monitoring.



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Route infrastructure – principles and components



Principles regarding route infrastructure:

- National route infrastructure standards must be respected. Some of the infrastructure elements mentioned below are not legal in every country
- If route infrastructure cannot be developed to EuroVelo standards, alternative routes or public transport connections (with bike carriage) are necessary.

Route infrastructure components:

- Public roads: if the speed limit exceeds 30km/h, the road should not carry more than 2,000 motor vehicles per day, preferably under 500 vehicles. In exceptional circumstances public roads carrying up to 4,000 vehicle units per day may be used on a temporary basis. Shared lane marking, traffic reduction, calming measures and speedreduction can all contribute to improving safety. In urban areas and roads with high levels of motorised traffic, 30km/h speed limits are a good solution
- Cycle lanes separated from traffic, asphalted shoulders: cycle lanes besides public roads should not be located alongside roads carrying more than 10,000 vehicles units per day. In exceptional circumstances the shoulder may not be asphalted
- Segregated cycle paths
- Shared use cycling and pedestrian paths
- Bridges, subways and tunnels for cyclists and/or pedestrians
- 'Cycle streets' for intensive cycling traffic and low levels of motorised traffic
- Agricultural / forestry / water management roads
- Greenways

Route infrastructure – signing



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Signing principles:

- Signing of the EuroVelo routes should be in line with the relevant European and national standards and regulations
- The EuroVelo signing regulations should be integrated to national signing regulations
- Signs should be permanently visible for cyclists
- Signs should be easily understandable
- Adequate information should be provided at main junctions and border crossing points
- Preliminary information should be provided at complex junctions
- Confirmation signs should be provided after junctions
- Confirmation signs should be provided on long sections without junctions.

Components of the signing system:

- Upright signs mounted on posts, street furniture, walls etc, giving or confirming route direction and number (mandatory)
- EuroVelo signs, integrated with national and regional signage (mandatory)
- Road markings and simple signs (optional)
- Information boards to interpret the route and add interest to the trip (optional)
- Informative signage to places of interest, such as services and attractions, in the environment of the route (optional).



Route infrastructure - surface, gradients and maintenance

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Surface

- The surface should be suitable for use by cyclists with any type of trekking or touring bike (mandatory), and preferably road racing bikes, children's bikes and bikes with trailers (optional), in normal weather conditions during the local cycling season (mandatory)
- The surface should be smooth and solid enough to ride, so it should either be asphalted or paved with another material, such as concrete, stone etc. In exceptional circumstances, such as a protected nature reserve, loose material may be used, but must be consolidated (mandatory)
- The preferred option is a good quality asphalted surface.

Gradients

- High gradients (more than 6% on longer sections; more than 10% on shorter sections) should be avoided wherever possible (optional)
- For daily sections that include more than a 1,000m elevation, alternative solutions (public transport with bike carriage or alternative routes) should be provided (mandatory).

Maintenance

- It is important to clarify maintenance issues before investment is made and routes are developed. The responsibility for the maintenance of the infrastructure depends on the type of infrastructure and the national regulations. It may vary from one section to another. Maintenance plans should include surface maintenance, surface cleaning and control of vegetation encroachment
- Regular surveys of the route infrastructure conditions and the precise itinerary are necessary
- The maintenance of signing should be coordinated at the national or at least the regional level. It should include the repair and replacement of missing or damaged signs and posts.



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EuroVelo routes should be directly connected to public transport interchanges, in order to:

- Improve the accessibility of the different sections of the route
- Reduce the environmental impact of tourism
- Provide alternatives on mountainous sections or instead of using public roads with high volume and high speed motorised traffic
- Connect different sections of the same route divided by sea or other barriers.

The possible technical, organisational and financing solutions, as well as the type of public transport services (ferry, ship, train, bus etc) will vary. However, the criteria and actions in each case are the following:

- Adequate public transport connections at intervals no greater than 150 km
- Adequate bike transportation capacity, comfort and safety on public transport vehicles
- Fair bike delivery fees and reliable travel conditions
- Sufficiently regular bike transportation services
- Detailed, regularly updated service information and booking facilities available online
- Safe bike storage and parking capacity at public transport interchanges.



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Accommodation, food, drink and attractions:

- Basic accommodation should be available at the start and end of every daily section (every 30 – 90 km) (mandatory)
- Food and drink (at pubs, restaurants etc) in the middle of every daily section (every 15 – 45 km) (optional)
- Cyclist friendly facilities, conforming to the regulations of the relevant national schemes (for example safe bike storage, bike repair kits, one night service, laundry and drying etc) (optional)
- Training and awareness raising for service providers to become more cyclist friendly (optional)
- Label and quality criteria systems for cyclist friendly services should exist at the national or regional level (optional)
- A range of standards available (for example, accommodation could range from campsites to hotels)(optional)
- Attractions (e.g. museums, visitor centres, pools etc.) and information centres with cyclist friendly facilities (optional)
- Regularly updated database of services and attractions.

Rest areas:

- Necessary if food and drink services are not provided frequently enough
- Can be provided by local enterprises or established locally
- Should have protection against sun and rain, toilet facilities and drinking water free of charge
- Can be combined with public art.

Bike repair, helpline, bike rental, pedelec charging stations and bicycle centres

- Bike repair stations can be provided by private companies as commercial services or can be self service facilities. They are required at intervals no greater than 150 km (mandatory)
- Helpline: to help cyclists in emergency situations, telephone help lines and technical rescue services can be developed in remote areas (optional)
- Bike and pedelec rental stations for holiday cyclists / remote areas (optional)
- Pedelec charging stations can be provided as a premium service, as this is a growing market segment and can attract new target groups (optional)
- Bicycle centres with a wide range of services (accommodation, bike rental and repair facilities, luggage transfer etc) (optional).

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Principles:

- Every monitoring activity should follow the (planned) EuroVelo monitoring guidelines, to ensure comparability of data across the whole network.

Usage monitoring activities:

- User counting by automatic counters, to estimate effects and impacts
- User counting can be done by hand during the planning phase, for example to help with choosing between potential route alignments
- Regular surveys of users and market research, to continue development and improvement of services
- Data manipulation, data transfer, verification of the results and assessment of the impacts, to generate estimates of economic, health and other benefits, and to allow operational planning of services, route improvements etc.

Marketing, promotion and communication



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Willkommen » Routenbeschreibung » Elsaß und Baden-Württemberg

Elsaß und Baden-Württemberg

Vorheriger Abschnitt (Bodensee - Basel) Nächster Abschnitt (Karlsruhe - Mainz - Koblenz)

Basel/Karlsruhe Übersicht

Der Rhein ist einer der längsten und schönsten Flüsse Europas. Vielfältige Flusslandschaften und abwechslungsreiche, unverwechselbare kulturelle Attraktionen machen eine Radreise entlang des Rheins zu einem eindrucksvollen Erlebnis.

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Info

- 150 Kilometer Routenlänge
- 1434 Höhenmeter
- 2 Ländern

Distanz berechnen
Berechnen sie hier die Länge Ihrer Tagesetappen:

Start in: _____ } von 0 km
Ankunft in: _____

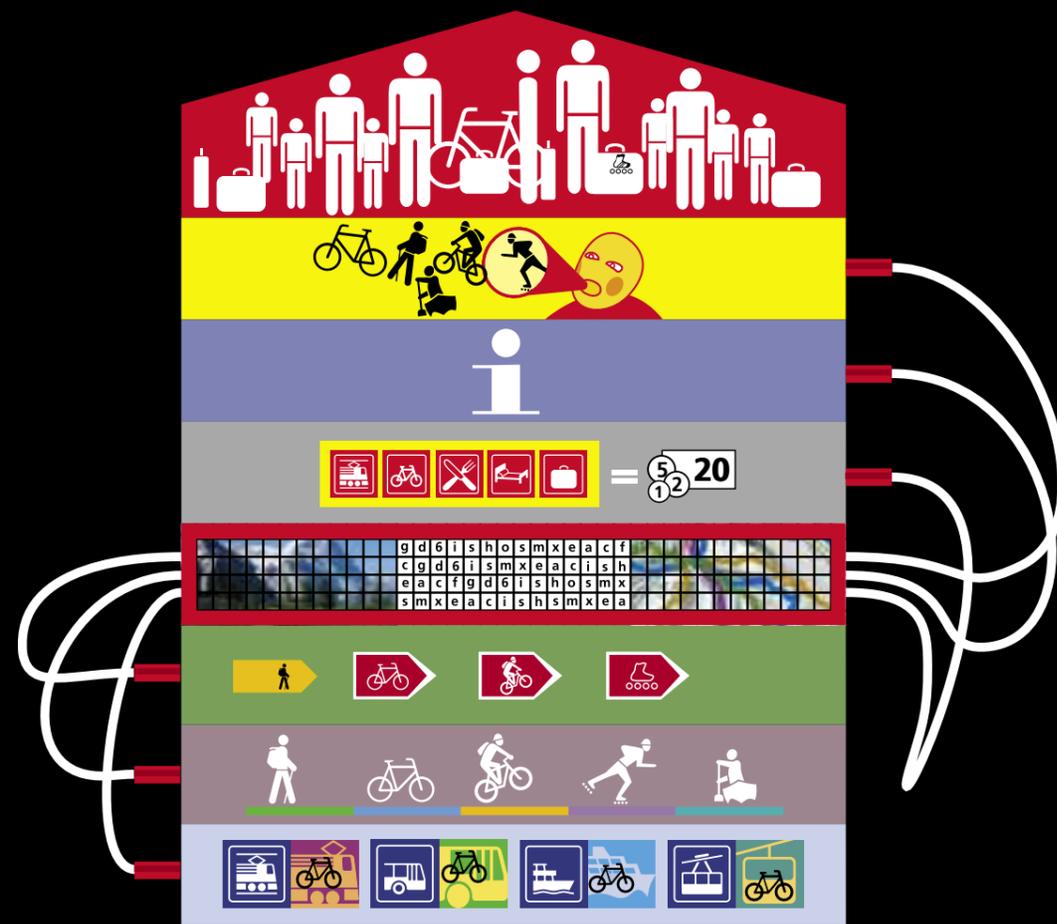
Die Top-Sehenswürdigkeiten

Principles:

- Every marketing and promotional activity should be in line with the EuroVelo and national corporate design and web guidelines (planned)
- Overview information must be communicated at the European, trans-national (EuroVelo route) level with detailed information available on the national and regional level
- The route must be integrated into existing offers and promotional tools
- Temporary problems with route conditions should be communicated via signs as well as in promotional tools, clearly explaining the challenges (for example bad surface, steep gradients or speed and level of motorised traffic, lack of services, ferry out of order etc)
- In exceptional circumstances, parallel sections can be allowed by the ECF (for example on both sides of a river). Where they exist, it should be clearly communicated, expressing the differences between attractions, route conditions etc
- Sections of route can only be communicated as 'car free' up to 50 motor vehicles per day
- Connecting routes, which are not part of the EuroVelo Network, cannot be communicated as EuroVelo routes on signs or in promotional materials.

Marketing and promotion elements and tools:

- Web communication for end users: within EuroVelo.com, every route is communicated at the overview level. Detailed information is at the level of the national or regional websites. Every route must develop its own trans-national overview information within the frame and technical rules of www.eurovelo.com. Detailed information is mandatory in national level websites, or regional as a second priority (mandatory)
- Web communication for partners: EuroVelo.org provides information for professionals (mandatory)
- Marketing plans to define the sales points, target groups and target markets for each route. Corporate design manuals for promotion and communication (optional)
- Bookable offers based on the official route (optional)
- Smart phone applications, audio guides and social media (optional)
- Printed promotion and information tools such as guide books, detailed maps, promotional leaflets and free overview maps (optional)
- Indoor or outdoor info points and info stands (optional)
- Events and presentations at tourism and cycling fairs (optional)
- Advertisements, campaigns and study trips for journalists (optional).



Principles:

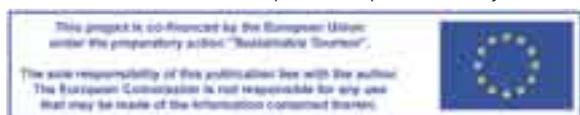
- The ECF coordinates the implementation and operation, provides quality assurance and communicates the route at European and trans-national level
- The National EuroVelo Coordination Centres and Coordinators coordinate and ensure the implementation, operation and quality assurance of EuroVelo at national level
- Project partners can engage in the development of part or all of a EuroVelo route, in cooperation with the ECF and the relevant National EuroVelo Coordination Centre(s) / Coordinator(s). If there is no Coordination Centre or Coordinator, the project partners can take over their role on a temporary basis, by agreement with the ECF
- The organisation of EuroVelo routes should be in line with the EuroVelo and national guidelines and strategies
- The organisational structure should take account of European, national and regional regulations and the maturity / development phase of the route or section
- Consortia should be formed by the partners and the management rules of the projects should include maintenance strategies for the period after development is complete
- Every organisational development action and tool can be relevant on the trans-national, national and regional level.

Recommendations for successful route development partnership:

- Each and every partner should dedicate adequate resources
- A steering group should be formed, including decision makers from the relevant authorities
- Working groups will be needed, for infrastructure, services, marketing and promotion, and expert training
- Training and study tours transfer expertise and build strong inter-organisational teams
- A ranger system, based on volunteers, is a good way to monitor route conditions and carry out some maintenance
- Awareness raising approaches, such as lobbying documents, bilateral meetings, workshops and conferences to inform and motivate stakeholders
- Involvement of the local population, in order to communicate the benefits of the route and avoid conflicts (for example with shepherds, hunters etc)
- Certification of the route according EuroVelo and national standards.

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Design:
Digitária Kft., Krisztina Takács, H - Pilisvörösvár

Authors:

- Ádám Bodor, Ed Lancaster, ECF
- Philip Insall, Sustrans
- Jens Erik Larsen, Foreningen Frie Fugle
- Camille Thomé, DRC
- Lukas Stadtherr, Velobüro

Supported by:
Kaethi Diethelm, Frans van Schoot, ECF

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It should be read in conjunction with following publications:

- EuroVelo, the European cycle route network
- EuroVelo, the European cycle route network, Development Strategy 2012-2020
- EuroVelo, National Coordination Centres, guidance on application process
- EuroVelo, Signing of EuroVelo cycle routes
- EuroVelo, Corporate design of EuroVelo cycle routes (planned)
- EuroVelo, Web solutions for EuroVelo cycle routes (planned)
- Additional guidelines over time

More information:
European Cyclists' Federation, Brussels, eurovelo@ecf.com, www.eurovelo.org
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