National Cycling Programme

Hungary 2014–2020
Cycling is pleasure
CYCLING DEVELOPMENT PROJECT
In Hungary, cycling is more and more popular. The share of cyclists in Hungary is higher than the European average. In addition to the fact that in small settlements in flat areas many people cycle due to tradition, this is also because of recent developments and measures, which have beneficially affected cycling. The length of cycle routes has been dynamically increasing in the country, while more and more services are available for cyclists. From spring to autumn, an increasing number of people go on cycling holidays, and the number of participants in bicycle races, tours, and events has been rising from year to year. Cycling is cost effective, practical, healthy and environmentally sound, meaning that the bicycle is not a symbol of poverty but the smart way to travel.

In the field of cycling, it is the government’s task to establish and maintain proper infrastructure providing a favourable economic environment for businesses serving cyclists, and a favourable regulatory environment for the operation of the sector. It is an important and vital task to educate future generations by teaching children, as well as adults about cycling. In this way awareness will be raised, so that cycling, as a simple and logical means of transport, becomes an integral part of everyday life.

The measures and investments are designed to increase the number of people who regularly cycle so that the economy develops, new workplaces are established, the health of the population improves, cities become more liveable, and congestion decreases, just to mention the most important effects.

The National Cycling Programme 2014–2020 contains measures for the implementation of the above tasks and goals. The road to achieve our objectives is difficult and full of traps. I believe that persistent work, creative ideas, and reasonable solutions will contribute to implement the tasks by the end of the decade, and Hungary will lead in this field.

Dr. Zsolt László Becsey,
Assistant Secretary of State for Transport
Preface
National Cycling Programme – Introduction
Objectives
Measures
1. Infrastructure Development and Maintenance
2. Development and Operation of Services
3. Education and Promotion
4. Monitoring and Evaluation
5. Institutional Development
6. Regulation
Financing
Results and impacts

Content

22% Hungary  
23% Denmark  
36% The Netherlands  
14% Finland  
17% Sweden  
12% Germany  
9% Slovenia  
8% Czech Republic  
13% Belgium

Share of cyclists in traffic – Hungary is in the 3rd place in Europe

2.2 million Hungarian people choose bicycle as a means of transport

Which means of transport is most often used?

- walk 13%
- public transport 28%
- bicycle 22%
- motorcycle 2%
- train 2%
- car 33%

Reason for travel

- leisure, tourism, sports 21%
- commuting to work 35%
- administration, shopping 37%
- commuting to school 7%

Why do you choose cycling?

- fast 12%
- cheap 25%
- other reasons 8%
- environment-friendly 3%
- healthy 52%
2.2 million Hungarian people choose bicycle as a means of transport.

Reason for travel:
- Commuting to work: 35%
- Leisure, tourism, sports: 21%
- Administration, shopping: 37%
- Commuting to school: 7%

Which means of transport is most often used?
- Bicycle: 22%
- Public transport: 28%
- Car: 33%
- Walk: 13%
- Motorcycle: 5%
- Train: 2%

Why do you choose cycling?
- Healthy: 52%
- Environment-friendly: 3%
- Other reasons: 8%
- Cheap: 25%
- Fast: 12%

Share of cyclists in traffic – Hungary is in the 3rd place in Europe

The Netherlands 36%
Denmark 23%
Hungary 22%
Finland 14%
Belgium 13%
Slovenia 9%
Sweden 17%
Czech Republic 8%

source: Eurobarometer, 2014
With the development of motorisation, transport systems of developed and developing countries globally face significant challenges. Congestion and accidents are common, and air and noise pollution is increasing in cities and densely populated areas. All this results in significant losses for the economy and society, and generates irreversible environmental damage and health problems.

Cycling may considerably contribute to improving the transport system. The positive economic, health and social effects of cycling have been known long, and cycling infrastructure investments are characterised by high cost-benefit ratio and fast return.

A detailed development programme, adjusted to the previously specified strategic objectives, is necessary for the efficient use of the EU 2014–2020 financial resources and for the development of cycling. In 2014, the National Cycling Programme was made on behalf of the Hungarian Transport Administration, which describes the set of specific objectives, activities and measures for the 2014–2020 period.

This publication is a simplified and compressed version of the National Cycling Programme and aims to give a clear overview mainly for decision-makers.

The original full content of the Programme is available in Hungarian at kkk.gov.hu
Objectives

The measures related to the four key areas have an effect on the following areas of intervention:

1. **Infrastructure development and maintenance**
2. **Development and operation of services**
3. **Education and promotion**
4. **Monitoring and evaluation**
5. **Institutional development**
6. **Regulation**

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**Measures**

- **Infrastructure development and maintenance**
- **Development and operation of services**
- **Education and promotion**
- **Monitoring and evaluation**
- **Institutional development**
- **Regulation**

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**Vision**

**Comprehensive objectives**

- Infrastructure development
- Raising awareness
- Recreational cycling
- Bicycle industry and trade

**Intervention areas**

1. Infrastructure development and maintenance
2. Development and operation of services
3. Education and promotion
4. Monitoring and evaluation
5. Institutional development
6. Regulation

**24 Actions**

**National Cycling Programme (NCP)**

**National Cycling Concept and Network Plan (NCCNP)**

**National Transport Strategy (NTS)**
Infrastructure development and maintenance

**Cyclist-friendly settlements**

Complex development and operation of cities and their districts and small settlements with an integrated approach are necessary to strengthen the role of cycling. The measures are intended to make the existing traffic system attractive, accessible, safe and convenient for cyclists and to ensure that the newly established infrastructural elements comply with these requirements.

*Target value: Establishment of 21 cyclist-friendly settlements or districts*

**Regional cycling networks**

The establishment and development of cycling networks and cyclist-friendly traffic connections at a regional level will be achieved mostly by constructing new, segregated facilities, and also by implementing signalisation and traffic engineering measures, by redesigning and rebuilding existing facilities in compliance with new technical standards, and by using related soft project elements. In addition, proper operation and maintenance of the existing and planned network is also necessary.

*Target value: Establishment of 500 km new regional cycling route and their maintenance*

**European and national cycling networks**

Based on the European trends and the touristic attractions of Hungary, the development and high quality maintenance of the primary cycling routes – mainly the EuroVelo routes, Budapest-Balaton route and the Balaton Cycle Loop – is a priority, to ensure safety, convenience and attractiveness.

*Target value: Development of 700 km new national cycling routes and their maintenance*

**Mountain bike and road bike routes**

Legal and safe routes can be designated by using existing roads, occasionally segregated cycling facilities, farm roads, flood prevention embankments, or forest trails. The development of the relevant methodology, rules for users, the system of signposts and information as well as the promotion of routes.

*Target value: 1200 km new designated route*
Development and Operation of Services

Bike sharing scheme
In order to raise the share of cycling in the traffic in urban areas, access to bikes should be provided for occasional users. Therefore effective bike sharing schemes should be made available. Cycling becomes accessible for anybody by establishing automatic, self-service systems which can be combined with driving and public transport.
Target: 15 new bike sharing schemes nationwide

Recreational bike rentals
High quality, recreational bike rental systems – with traditional and e-bikes – should be established at all major tourist destinations of Hungary.
Target: 5 new recreational bike rental systems, 50 users/day/system

Inter-modality and cycling
As an individual initiative, or as a part of a public transport project, safe bicycle storage, parking and carriage of bikes on public transport vehicles should be provided with the connected marketing and awareness campaigns. Accessibility of public transport hubs, especially platforms of railway and bus stations should be improved.
Target: 250,000 new bike parking and storage spaces

Cyclist-friendly services
Development and introduction of cyclist-friendly service standards, certification and control systems on national level, but mainly at tourist destinations. Introduction should be supported by training programs, guidance, publications, databases and other tools.
Target: regional service networks with summary 500 members

Bike parks and traffic parks
Establishment, development and maintenance of bike parks at various levels – meeting the UCI standards for BMX, cross-country, downhill, cyclo-cross, track – with the related services. Establishment and refurbishment of traffic education parks with interactive elements, with related educational and traffic training programs for kindergarten and school level with national competitions.
Target: 10 new bike parks

Support of the bicycle industry
Cooperation between the bicycle industry stakeholders, innovative product development, production capacity building and support of market entry are necessary. Initiatives providing access for bikes of low income households (bike exchange, bike recycling) should be supported.
Target: 15 appearances at international bicycle exhibitions, 10,000 bicycles recycled
Traffic education for children

Traffic education for children should be based on standardized methodology and target-setting. Education of basics of safe transport and the use of bicycles with methods suitable for various age groups, via trained instructors and by promoting bicycle school trips.

Target: the number of elementary schools involved in traffic education should be increased to 500

Traffic campaigns and awareness-raising

Promotion of cycling such as road shows, image campaigns, certification systems (cyclist-friendly workplace and settlement) and actions supporting beginner cyclists should be organised and supported. Improvement of health and communities by cycling, establishment and operation of local, community based health-promotion clubs, organisation of programs and cycling based lifestyle, personal travel plans help to achieve targets. In addition, partnership between participants in traffic can be built and cycling can be promoted by raising the cyclist-friendly awareness of drivers as a target group and via integrated traffic campaigns. In addition, negative perceptions and fears about cycling should be eliminated and the benefits should be emphasized.

Target: the number of car drivers reached by cycling campaigns: 1,000,000
Bicycle sport
Support and promotion of bicycle sport and recreational cycling. Organisation of international sport events as highlighted tourist programs. Regarding sport, measures should be implemented according to the Hungarian Cycling Federation’s medium term strategy and its project plans.
**Target:** Organisation of 10 road and MTB races (including UCI races), each with over 1000 participants

Promotion of cycle tourism
Introduction of standardized information/promotion system, including the development of a national cycling tourism web system, printed publications and attendance on international exhibitions. Branding and coordinated promotion of cycle tourism publications and websites nationwide (on different levels).
**Target value:** daily updated national cycle tourism website, reaching 5 million Hungarian and 1 million foreign potential cycling tourists

Training of professional
Bicycle (traffic) trainers, tour guides, bicycle repair courses, professionals (instructors, police, architects and urban planners, transportation engineers, authorities etc.) should be trained by involving international experts and going on study trips.
**Target:** 2 conferences/year, training for 200 engineers
Monitoring

Regular monitoring and assessment of bicycle traffic, conditions and property value of cycling facilities, installation of traffic counters. Research to measure and increase safety and popularity of cycling. Establishment of a standardized impact assessment system for cycling development projects. Monitoring the efficiency of education and awareness measures, introduction of indicators.

Target: comprehensive database of cycling facilities, annual report on cycling

Bicycle registration

The identification of the highest possible number of bicycles would improve the share of high quality bicycles on the market and the reduction of the number of bicycle thefts. In order to reduce the number of bicycle thefts, a voluntary, national bicycle registration system is recommended in cooperation with the police.

Target: national bicycle registration system
Setting-up and operation of a cycling coordination body

Setting-up and operation of a cycling coordination body that harmonizes diverse developments, knowledge and experience of different institutions (professional organizations, governmental and local authorities, research institutions), defines and creates a standardized system of objectives and measures, provides conditions for more efficient use of resources, financial savings, and avoids parallel developments (design, construction, development). It accelerates the decision-making and development processes, creates conditions for measurability, provides data and performs monitoring to quantify results.

Target: Establishment of a cycling coordination body

Establishment of an operation and maintenance system for cycling facilities

Currently, there is no sufficient funding for the operation and maintenance of cycling facilities; thus the condition and property value of facilities are constantly declining. A state funded operational model should be established, which would ensure the continuous performance and monitoring of maintenance activities by the realistic assessment of local demands and by planning the maintenance activities in space and time.

Target value: Establishment of an operation and maintenance system, technical requirements and standards, earmarked funding

Cooperation of stakeholders

Cooperation of bicycle industry and trade businesses, institutions, service providers, suppliers in production, research and development. Promotion of Hungary as a cyclist-friendly country, mainly to professional groups (local authorities, planners, investors, wholesalers etc.), provision of business forums for stakeholders.

Target value: reduction of the marketing and procurement costs by 15%, increase of incomes by 15%
**Technical and legal regulatory tasks**

Modification and amendment of regulations in various areas in order to establish supporting legal and technical conditions, to strengthen synergies, to harmonize various measures in order to increase cycling:

- Obligatory integration of cycling developments into spatial and land use planning, mandatory requirements for public institutions, priority commercial and service units, public transport providers in order to serve customers and passengers arriving by bicycle.
- Review and harmonization of road design standards
- Transport related legislation, requirements of authorities in favour of cycling
- Specification of conditions of cycling in forests, natural reserves, flood prevention banks, protected zones of water reservoirs, wells

**Target:** unified and transparent regulation, 10-20% reduction of the time needed for the approval of the engineering plans for cycling facilities

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**Financial and taxation regulation of cycling**

Establishment of financial incentives for cycling. Tax allowances for employers for provision and maintenance of cyclist-friendly facilities at workplaces, introduction of bicycle mileage allowance for employees in the form of tax allowances or benefits in kind, and reimbursement of bicycle commuting costs, especially the costs of transporting the bicycle by train.

**Target:** Increase the number of cycling commuters by 30% and the number of bicycles sales by 10%
**Regulation on bicycles**

Improve the quality and condition of the bicycle fleet by setting new standards, review of customer information regulations, regular inspections of bikes. Recommendation on a standardized and regular technical inspection of bicycles in bike shops.

*Target: legislative framework on the technical requirements of bicycles*

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**Development policy regulation in cycling**

Mandatory integration of measures related to non-cycling (or non-transport) projects that could improve basic conditions and/or promote cycling. Mandatory prescription of awareness and education campaigns for EU funded projects for bicycle infrastructure development.

*Target: 1,500 cyclist-friendly developments by 2020*
## Financing

<table>
<thead>
<tr>
<th>Measures</th>
<th>Cost EUR million</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Cyclist-friendly settlements</td>
<td>48</td>
</tr>
<tr>
<td>2. Regional cycling networks</td>
<td>48</td>
</tr>
<tr>
<td>3. European and national cycling networks</td>
<td>121</td>
</tr>
<tr>
<td>4. Mountain bike and road bike routes</td>
<td>0.8</td>
</tr>
<tr>
<td>5. Bike sharing schemes</td>
<td>23</td>
</tr>
<tr>
<td>6. Recreational bike rentals</td>
<td>3.2</td>
</tr>
<tr>
<td>7. Intermodality and cycling</td>
<td>16</td>
</tr>
<tr>
<td>8. Cyclist-friendly services</td>
<td>0.3</td>
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<tr>
<td>9. Bike parks and traffic parks</td>
<td>1.9</td>
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<tr>
<td>10. Support of the bicycle industry</td>
<td>5.6</td>
</tr>
<tr>
<td>11. Traffic education for children</td>
<td>3.2</td>
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<tr>
<td>12. Traffic campaigns and awareness raising</td>
<td>6.4</td>
</tr>
<tr>
<td>13. Training of professionals</td>
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<tr>
<td>14. Bicycle sport</td>
<td>5.7</td>
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<tr>
<td>15. Promotion of cycle tourism</td>
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<tr>
<td>16. Monitoring</td>
<td>2.7</td>
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<tr>
<td>17. Bicycle registration</td>
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</tr>
<tr>
<td>18. Cycling coordination body</td>
<td>3.2</td>
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<tr>
<td>19. Operation of maintenance system</td>
<td>6.4</td>
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<tr>
<td>20. Cooperation of stakeholders</td>
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<tr>
<td>21. Technical and legal regulatory tasks</td>
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<tr>
<td>22. Financial and taxation regulation of cycling</td>
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</tr>
<tr>
<td>23. Regulation of bicycles</td>
<td>0.1</td>
</tr>
<tr>
<td>24. Development policy regulation in cycling</td>
<td>0.03</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>297</strong></td>
</tr>
</tbody>
</table>
With the implementation of this program, cycling will keep its high popularity in small rural settlements and cycling will increase in urban areas and other regions, where cycling is still in its infancy. Bicycles will remain the most popular recreational and leisure activity, and become a more popular choice for tourism and sport.

With the above improvements, general condition of cycling would be improved, thus the health of the population and the liveability of cities and smaller settlements would get better, the number and severity of accidents would decrease, modal share of cycling would rise. Additionally, economic incomes and the employment rate would increase, and social attitude towards cycling and access for information would change positively.

### Results and impacts

- **Tourism**: +47.6 million EUR/year
- **Emissions**: -200 t/year
- **Health benefits**: 16 million EUR/year
- **Cycling routes**: +1,000 km
- **Bike sales**: +9.5 million EUR/year