

CYCLING



Cycling IS easy!





CBC 2014-2020
SOUTH-EAST FINLAND - RUSSIA

The most popular cycling route
between Russia and Finland

Imatra



Svetogorsk

9 km

Project
«Adaptation
of new approaches
to develop cycling and
cycling routes between Russia
and Finland to improve safety,
mobility and environment, and
to promote social development»
in the framework of the
South-East Finland - Russia
CBC Programme
2014-2020

PARTNERS

With support from:



Elinkeino-, liikenne- ja ympäristökeskus
Centre for Economic Development, Transport and the Environment

BUDGET

Project
«Cycling» summary

1 979 050 €

Project duration:
November 2018 – October 2021
(36 months)

80%

Grant
1 583 240 €

20%

Ministry
of Transport
of the Russian
Federation,
Leningrad Region
207 747 €

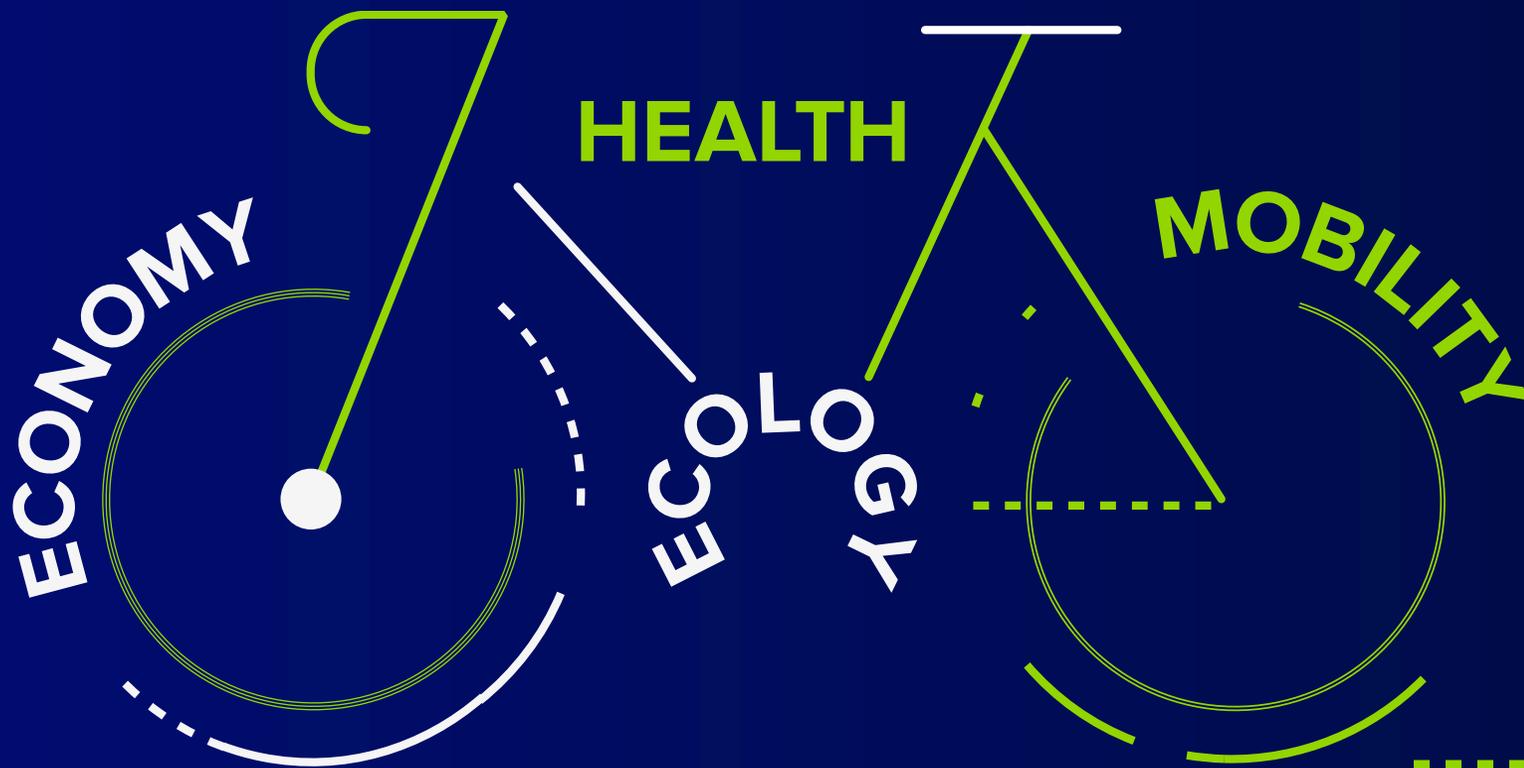
KAS ELY
18 080 €

Directorate
152 298 €

Imatra
17 685 €

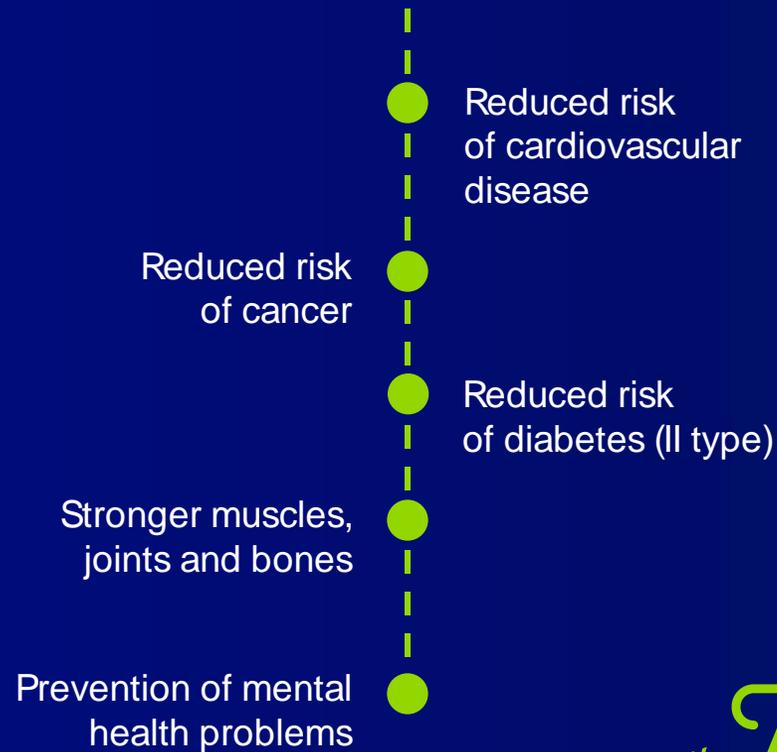
BENEFITS

Bicycle
and national projects



HEALTH

Bicycle
and national projects



National project
«**Healthcare**»

The main goal: decreased
mortality rate

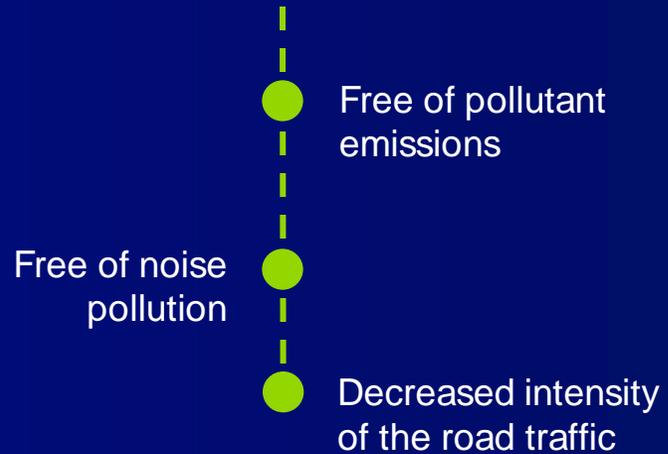
National project
«**Safe and high-quality roads**»

The main goal: decreased
number of road accidents and
deaths caused by them



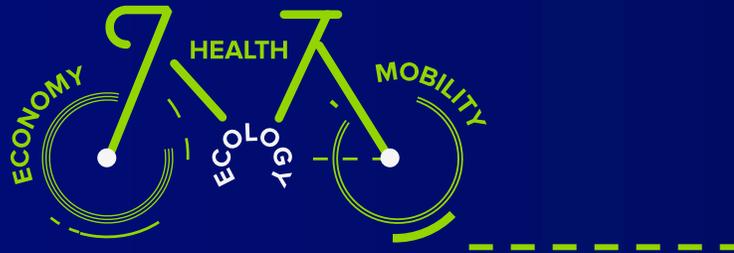
ECOLOGY

Bicycle
and national projects



National project
«Ecology»

The main goal:
reduction of air pollution



MOBILITY

Bicycle
and national projects

- Daily trips in urban areas

National project
«Housing and urban environment»

The main goal: improved quality
of urban environment

for the distance of 5-10 km



ECONOMY

Bicycle
and national projects

Tourism: cyclists
spend more money
than drivers do

- Development of small businesses along bike routes
- Low cost on bicycle infrastructure construction

5-10 million rubles
per 1 km of a separate
cycle path

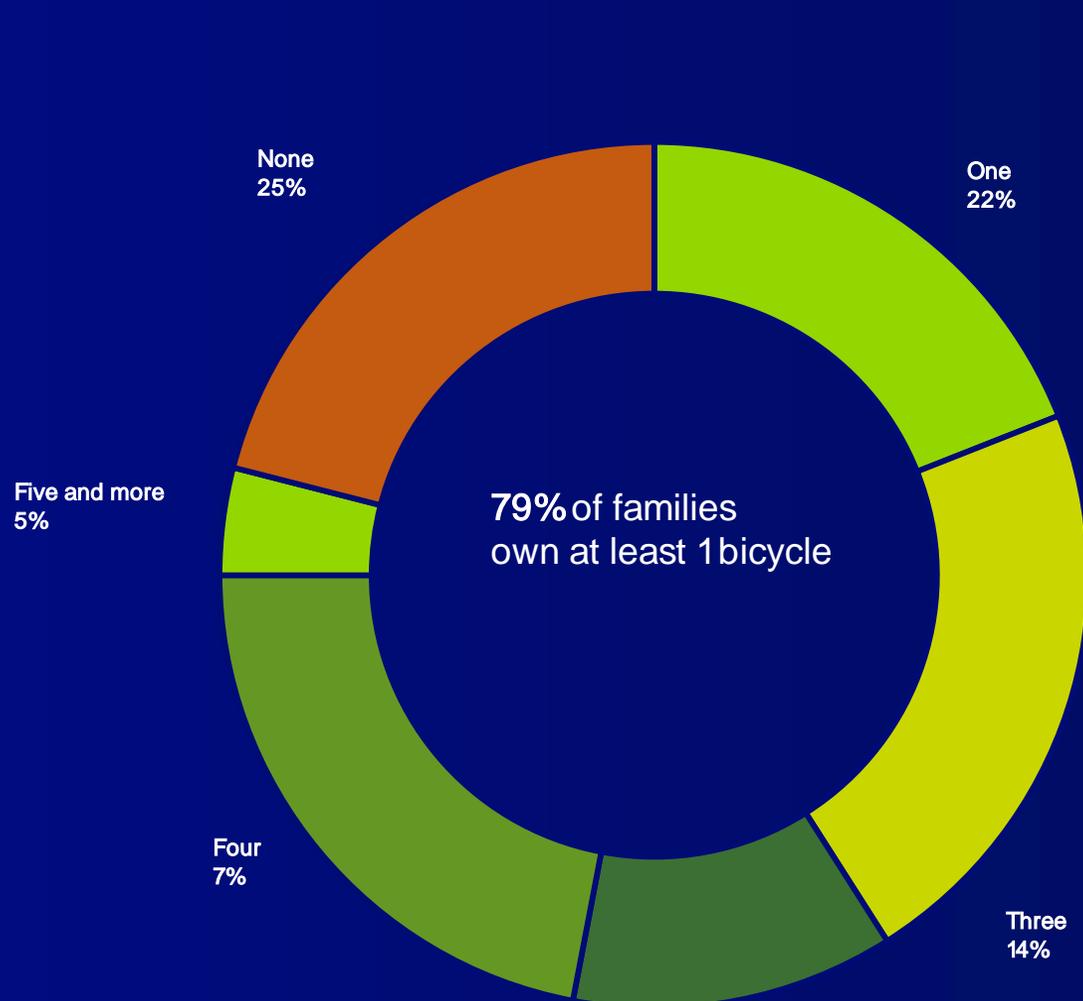


National project
«Small and medium-sized
business and support
of individual entrepreneurs»

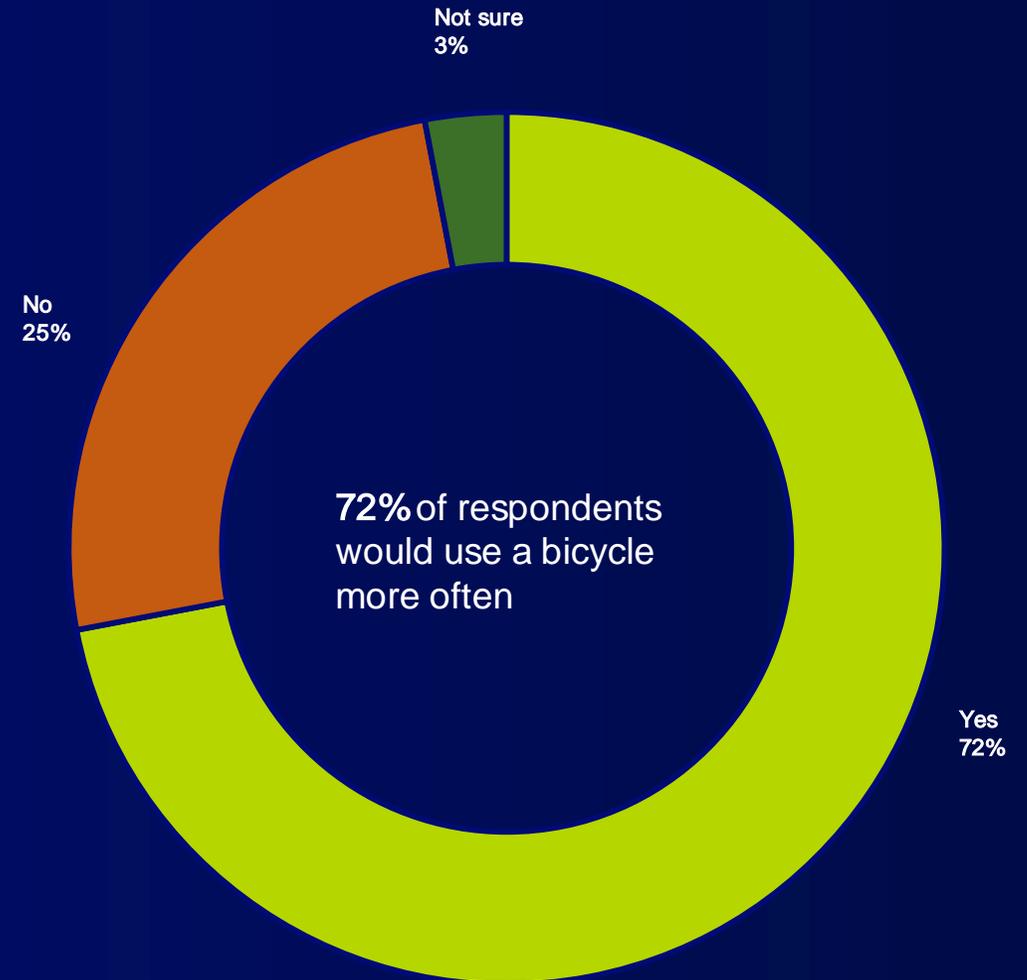
The main goal:
increased number of people
employed in small
and medium-sized businesses

POSITIVE STATISTICS

How many bicycles do you have (per family)?

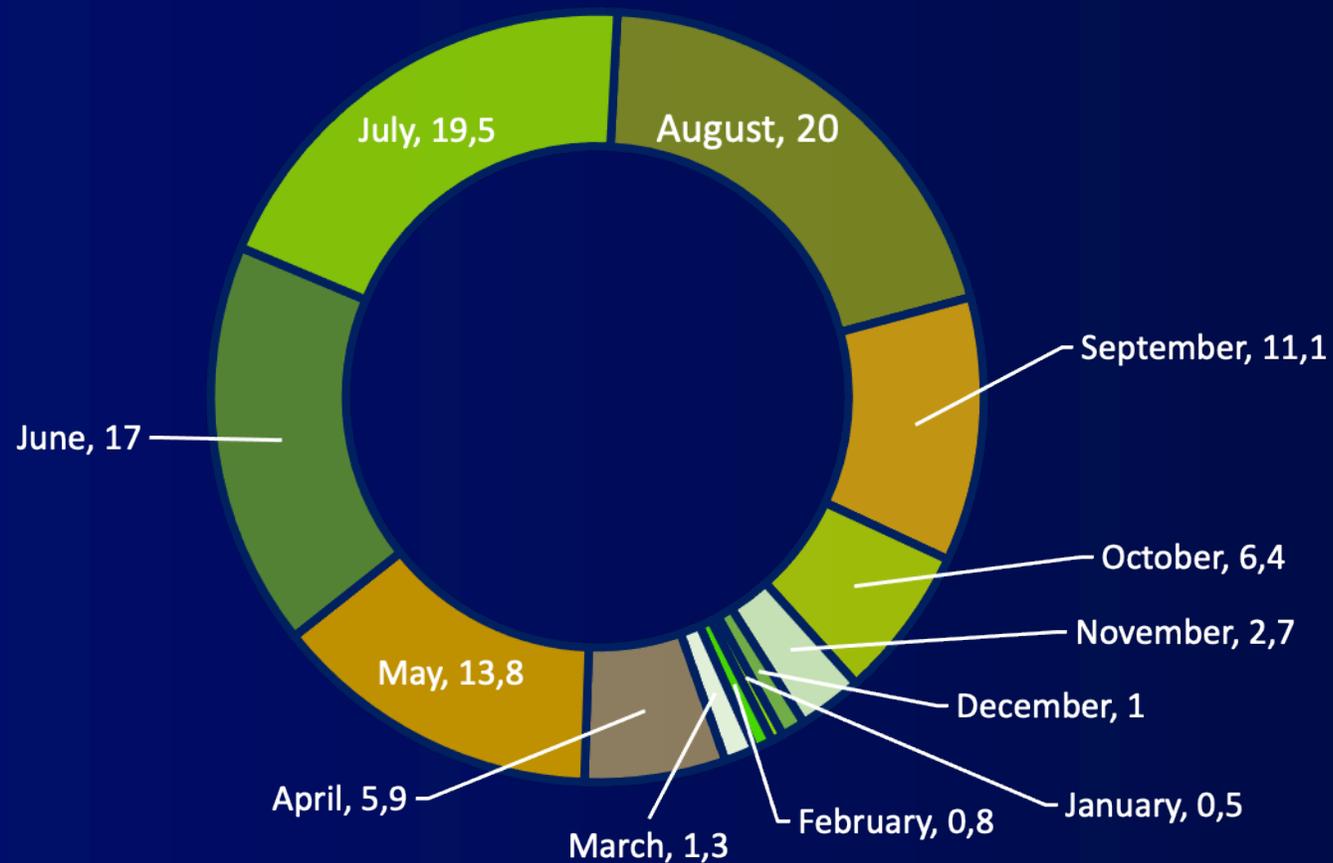


If the conditions for cycling are improved, would you use a bicycle more frequently?



POSITIVE STATISTICS

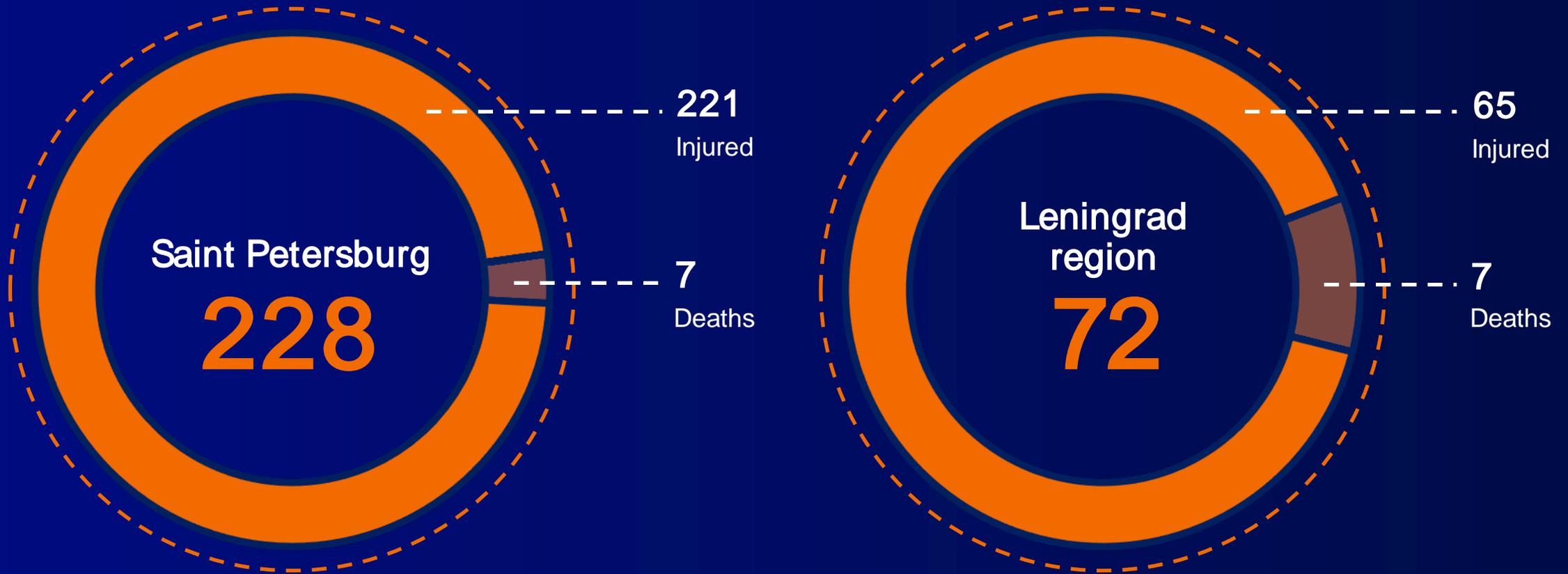
The number of times Russian-Finnish border was crossed on a bicycle in 2019 – more than **33 000**



Distribution of border crossings on a bicycle by months in total through BCPs «Svetogorsk», «Brusnichnoye» and «Torfyanovka», %

ALARMING STATISTICS

Number of road accidents involving cyclists in January – August, 2021.



ALARMING STATISTICS

Main causes of road accidents

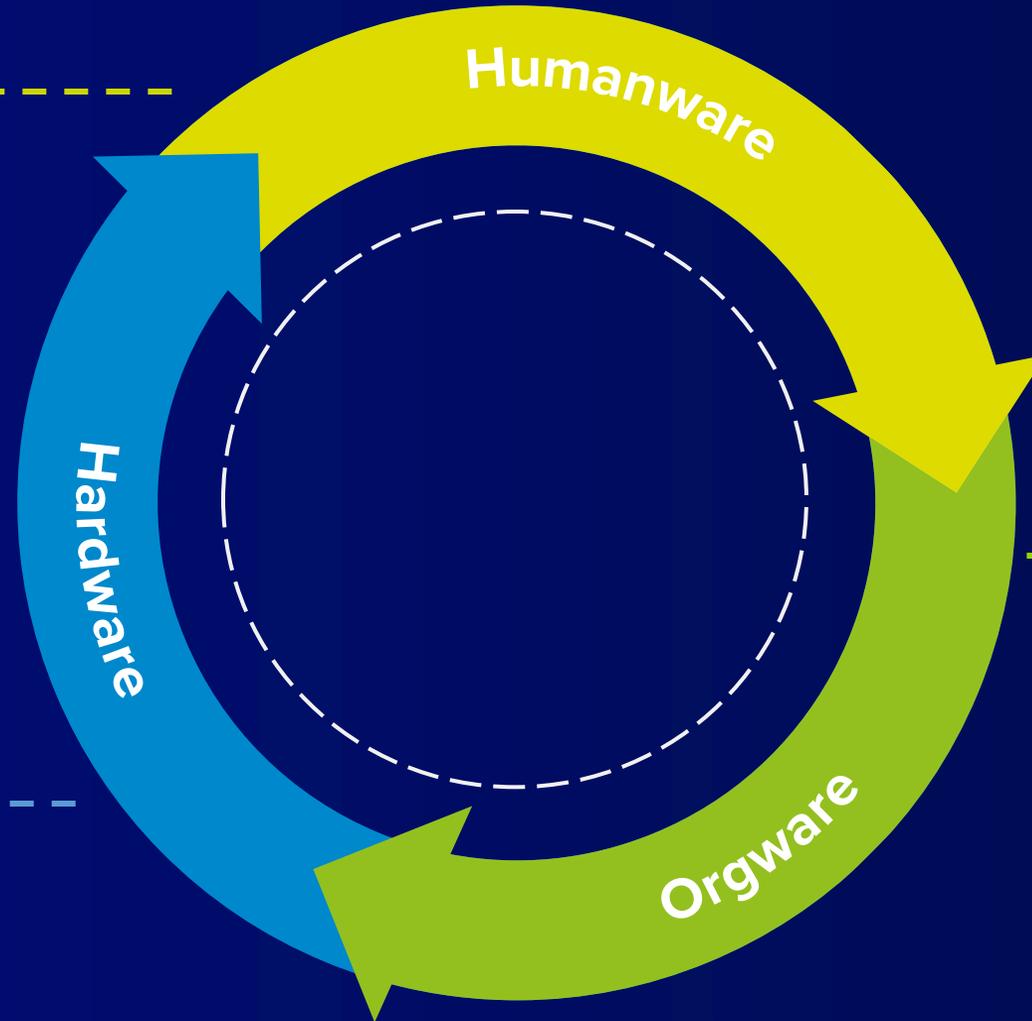
- Failure to comply with the priority rule while negotiating intersections by a driver
- Failure to respect traffic regulations in terms of pedestrian crossings by both drivers and cyclists
- Inappropriate choice of distance and space cushion to the side by a driver
- Inappropriate positioning of the car in a lane
- Traffic violation while reversing by a driver
- Traffic violation while overtaking by a driver



INTEGRATED APPROACH

- Educating road users
- Promoting responsible behavior on the road
- Encouraging bicycle tourism

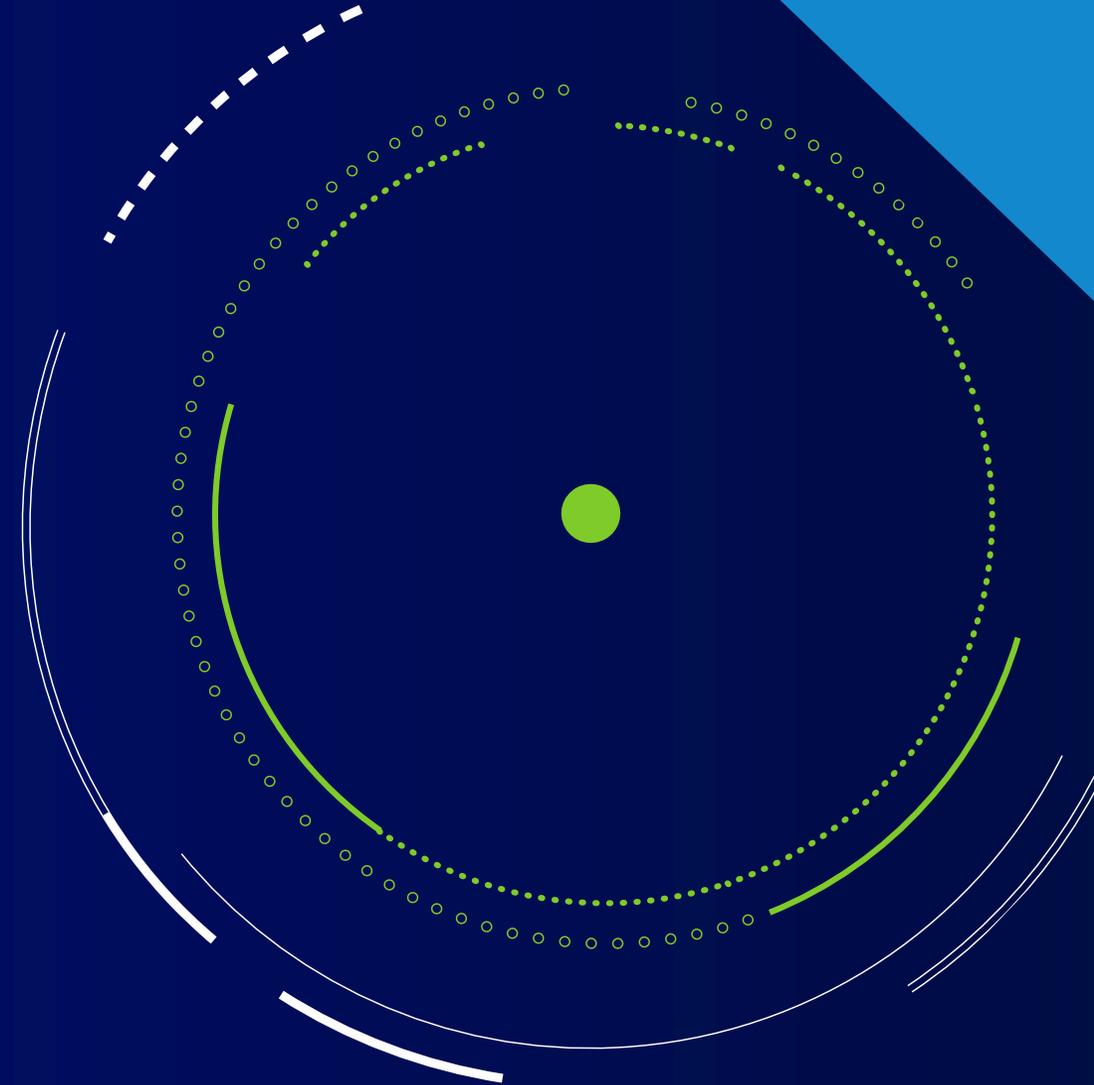
- Building infrastructure for development of cycling



- Considering cycling infrastructure development when drafting strategic planning documents
- Carrying out organizational measures
- Adjusting federal laws

HARDWARE

- Creation of infrastructure for cyclists
- Creation of a network of local and regional cycling routes
- Creation of a network of international tourist cycling routes EUROVELO 10 and EUROVELO 13
- Integration of bicycles with the other transport modes



BICYCLE PATH

Checkpoint «Svetogorsk»

Hardware

-  4 km Svetogorsk
-  5 km from Lesogorskiy village to the border checkpoint «Svetogorsk» as part of the road repair by FCU UPRDOR «Severo-Zapad»
-  Bicycle zone

Imatra

Vuoksi River

Zavodskaya street

Pogranichnaya street

Krasnoarmeyskaya street

skiy

BICYCLE PATH

Hardware



BICYCLE PATH

Hardware

Svetogorsk

Unequipped
route along
Vuoksi River
with a length of more
than 10 km



Lesogorskiy

BICYCLE PATH

Hardware



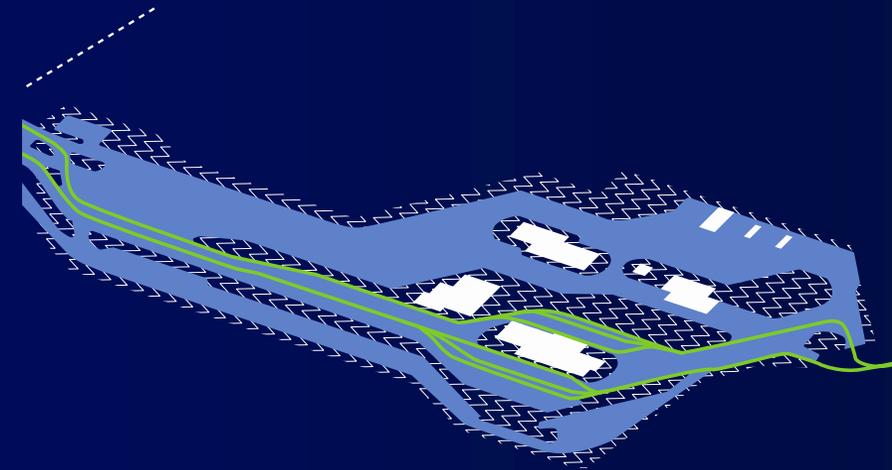
BICYCLE PATH

Hardware



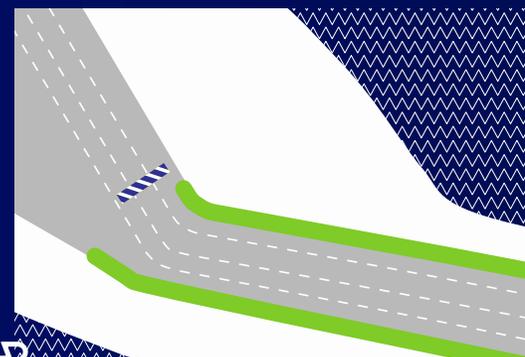
EQUIPPING BCP «SVETOGORSK» WITH ELEMENTS OF BICYCLE INFRASTRUCTURE

Hardware



RESTING AREA AT THE ENTRANCE TO THE BCP «SVETOGORSK»

Hardware



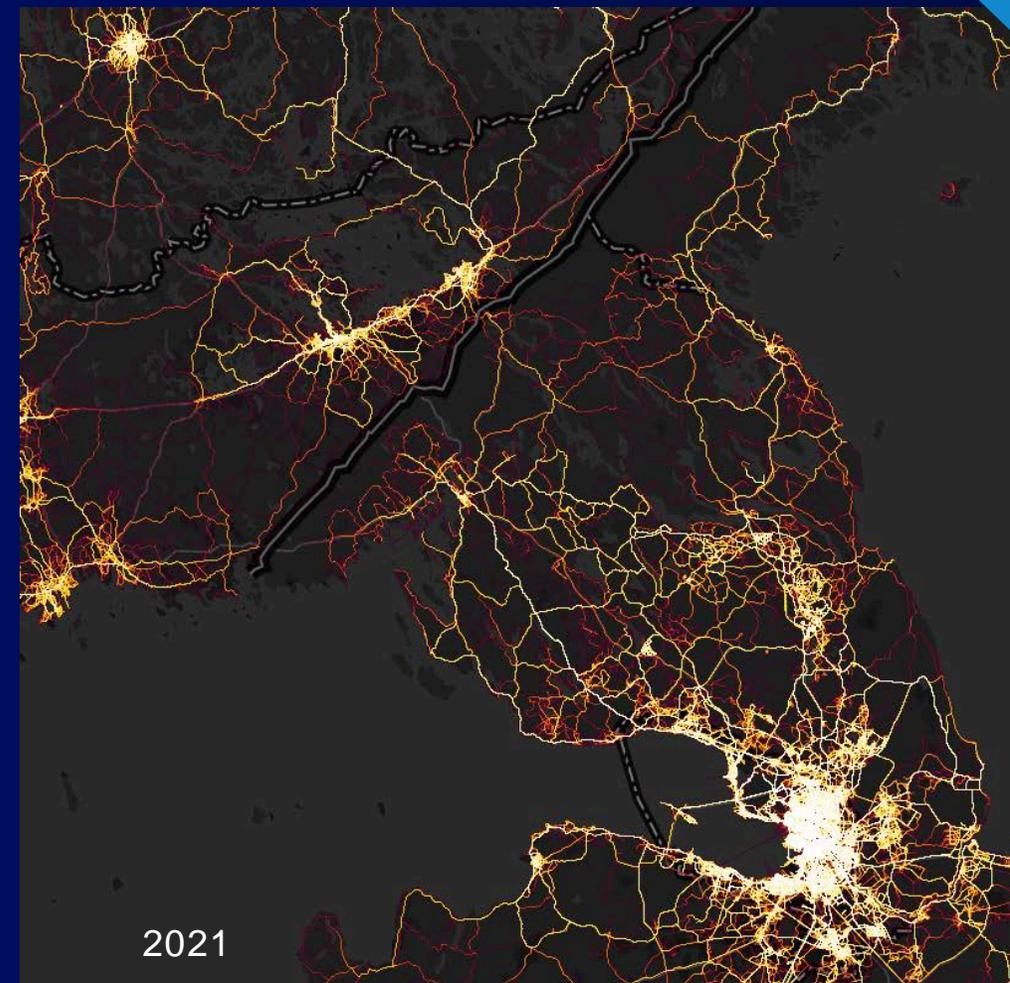
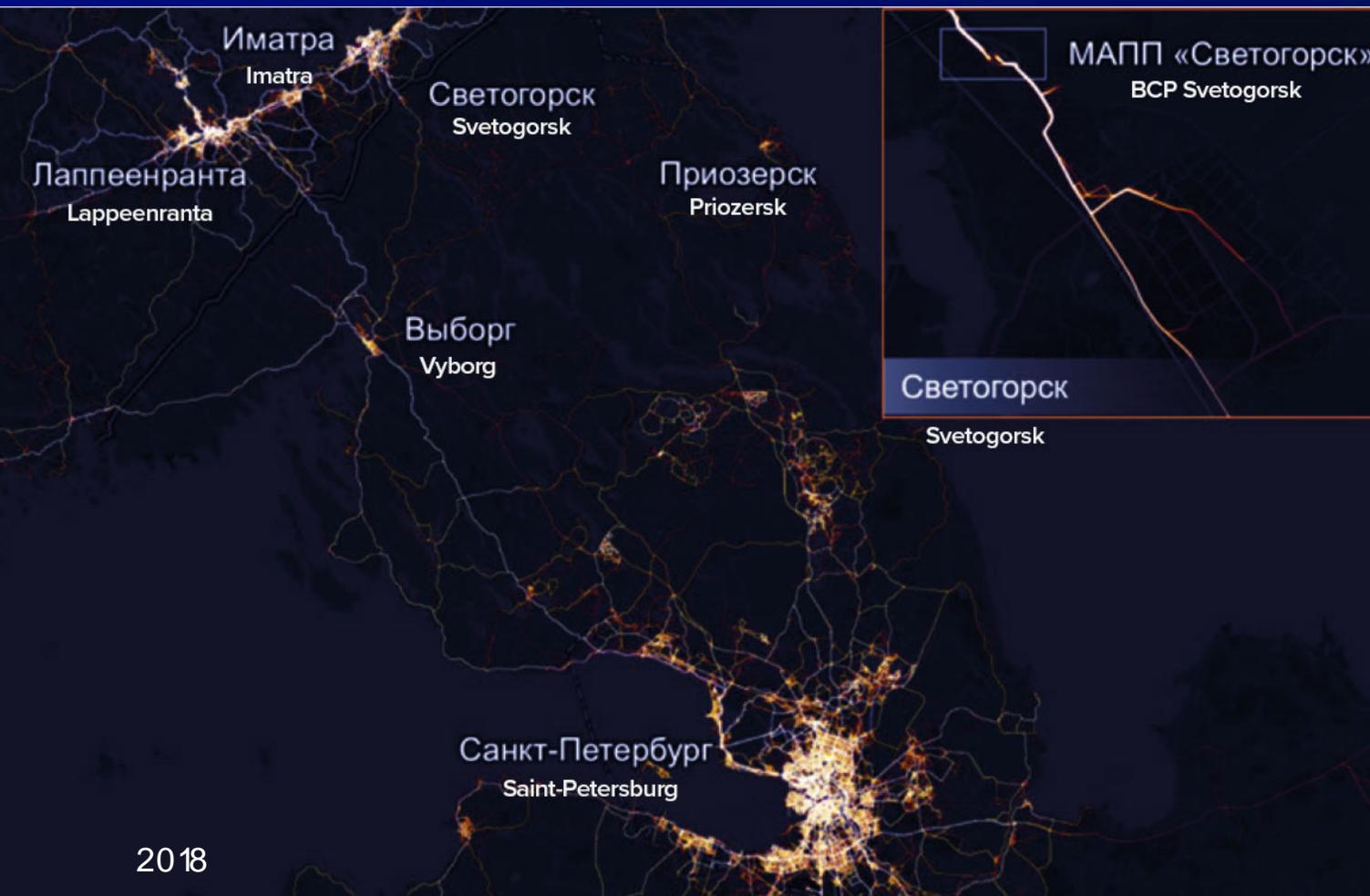
ROUTES

Proposals
for development of the
international, regional
and local cycling
routes

Hardware



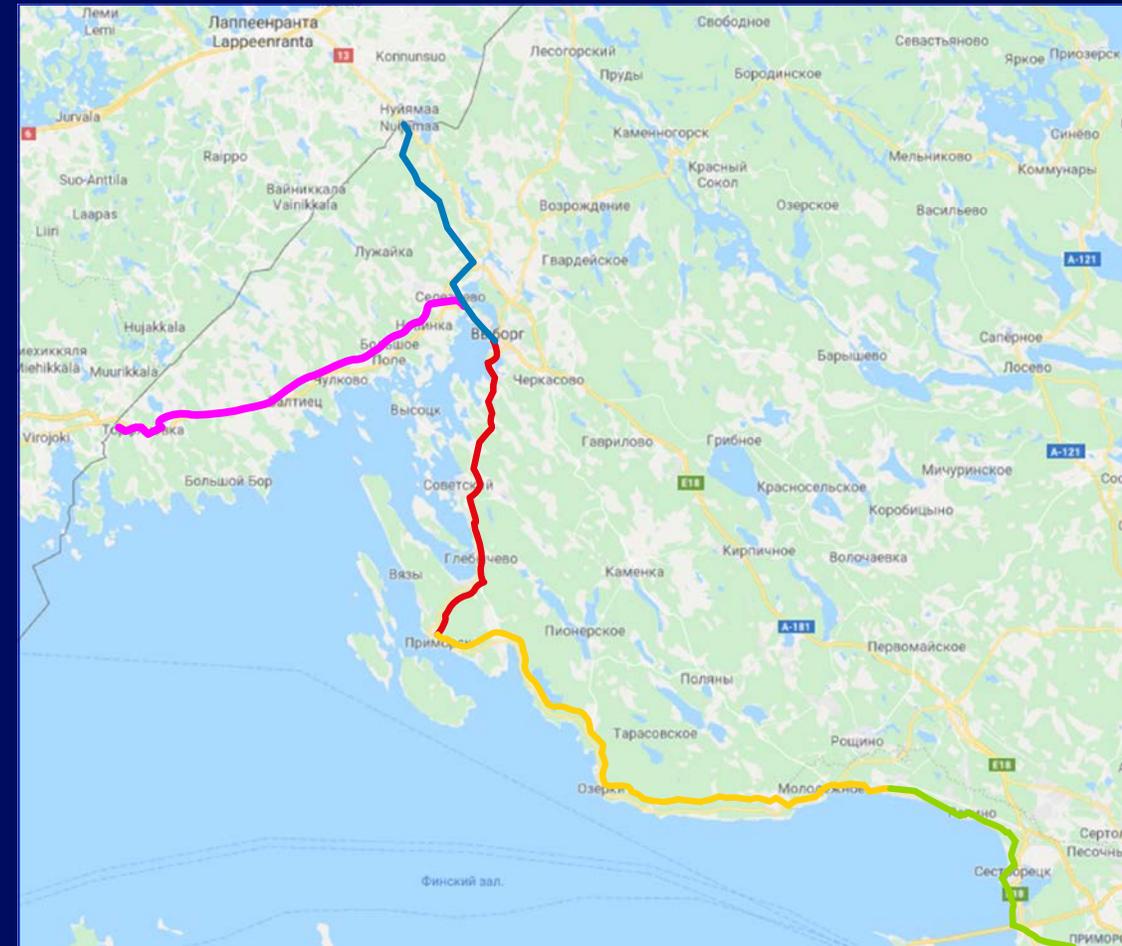
HEATMAP OF THE MOST POPULAR CYCLING ROUTES ACCORDING TO STRAVA GLOBAL HEATMAP



EUROVELO

Proposals for development of the international, regional and local cycling routes

-  Section 1 (41 km):
Saint Petersburg (Olgino) - Zelenogorsk
-  Section 2 (79 km):
Zelenogorsk – Primorsk
-  Section 3 (46 km):
Primorsk – Vyborg
-  Section 4 (32 km):
Vyborg – border checkpoint «Brusnichnoye»
-  Section 4.1 (54 km):
Vyborg – border checkpoint «Torfyanovka»



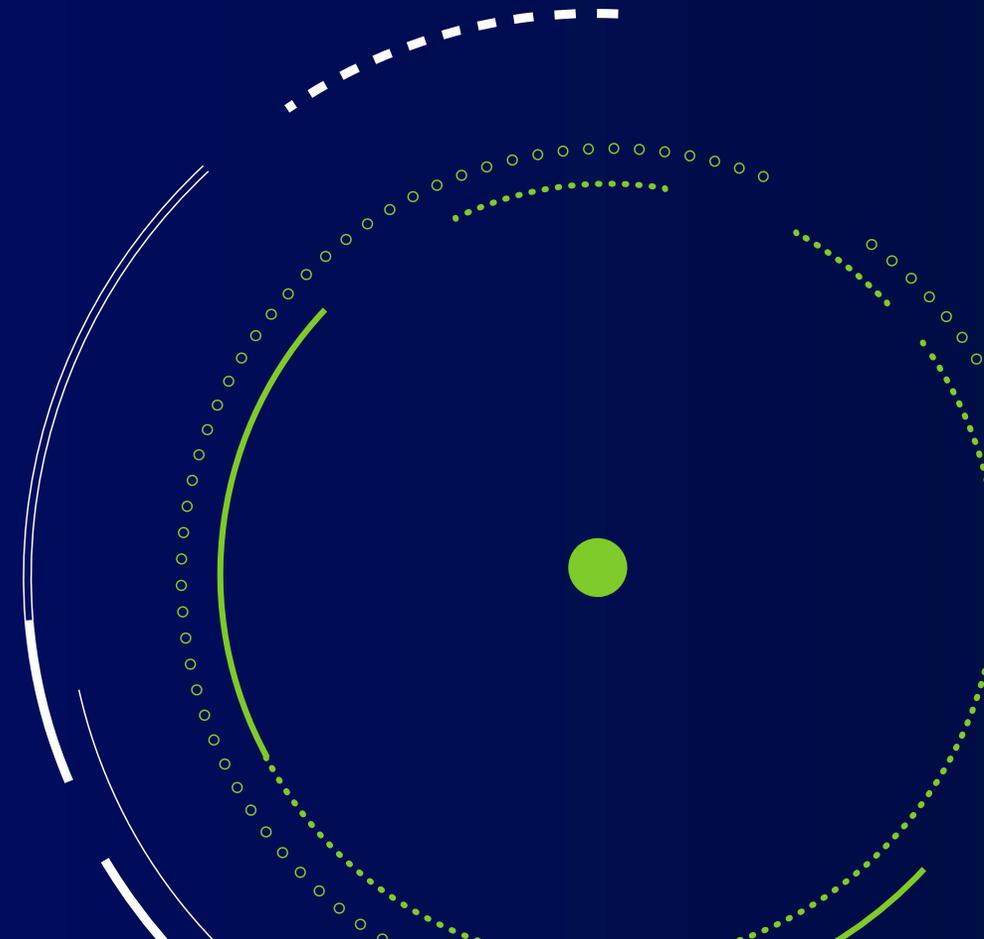
INTEGRATION OF A BICYCLE

Hardware

Development of multimodal mobility is the key for integration of a bicycle into the transport system.



ORGWARE



- Consideration of cycling infrastructure development when drafting strategic planning documents

Cycling infrastructure must be considered at all levels of strategic planning



Federal:

- Transport Strategy of the Russian Federation
- National program «Development of the transport system»



Regional:

- Socio-economic strategies of the regions
- Strategies for development of tourism



Municipal:

- Socio-economic strategies of municipalities
- Comprehensive traffic management schemes
- Comprehensive transport infrastructure development plans

● Organizational measures



Identification of executive bodies responsible for development of cycling and cycling infrastructure at the federal and regional level



Creation of a cycling infrastructure and tourism development monitoring system including periodical statistical, sociological and marketing researches





Recognizing cycling as one of the elements of the transport system just like other transport modes



Making analysis of demand for bicycle infrastructure obligatory when carrying out urban planning and comprehensive territory development activities as well as constructing and reconstructing federal, regional and municipal roads

● Adjustment of federal laws



Proposals for adjustment of the existing laws have been developed and reviewed by the Ministry of Transport of the Russian Federation

– Federal law dated 29.12.2017 № 443-FZ «On Road Traffic Management in the Russian Federation and on Amendments to Certain Legislative Acts of the Russian Federation»

– Federal law dated 08.11.2007 № 257-FZ «On Roads and on Road Activity in the Russian Federation and on Amendments to Certain Legislative Acts of the Russian Federation»

– Urban Planning Code of the Russian Federation



HUMANWARE



Stimulation of
cycling tourism

● Education of road
users

● Promotion of responsible
behavior of drivers and cyclists
on the road



EDUCATION

- Publishing of a guidebook «Young Cyclist's Guidebook»
- Seminar for 4-5th grade pupils

Humanware

For distribution in schools, educational centers for children

20-21 of May, 2021 in cooperation with Ladoga Center

Number of participants – 300



STIMULATION OF CYCLING TOURISM

Humanware

- Conferences
- Events in schools and universities
- Events with the media



PROMOTION OF SAFE CYCLING

Humanware



СТАНЬ ПЕШЕХОДОМ ПЕРЕД ПЕРЕХОДОМ

- Advertisement on roads
- Advertisement in transport (suburban trains, buses, trolleybuses, trams)
- Advertisement on the web (social networks, cycling communities, popular city portals)

ЗАКОНЫ ФИЗИКИ НЕ ОБМАНЕШЬ

НЕ ГУЛЯЙ ПО ВЕЛОДОРОЖКЕ

Сила удара при столкновении пешехода с велосипедистом может достигать 700 кг, что сопоставимо с силой удара профессионального боксера Майка Тайсона.

$F=ma$

БУДЬ ОСТОРОЖЕН, ВЫХОД НА ВЕЛОДОРОЖКУ ОПАСЕН ДЛЯ ПЕШЕХОДА!

узнайте больше на zakonofizika.ru

НА ДОРОГЕ РАЗМЕР НЕ ИМЕЕТ ЗНАЧЕНИЯ

УВАЖАЙТЕ ДРУГ ДРУГА НА ДОРОГЕ!



ВЕЛОПРОБЕГ 2021

ПЕРЕД СТАРТОМ ВЕЛОПРОБЕГА НАДЕНЬТЕ:

Жилет со свето-возвращательными элементами

Шлем

Закрепите номер участника на велосипед

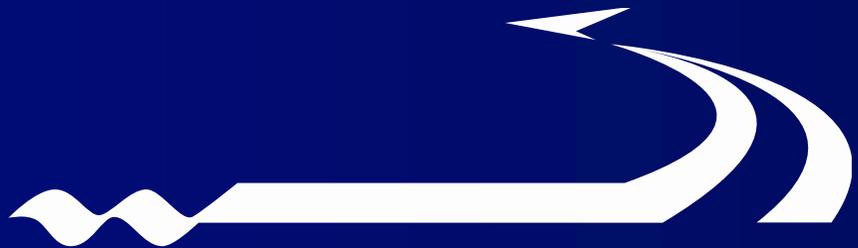


● Final bike ride

4th of September, 2021 in Svetogorsk.

More than 200 participants.





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