

# THE BIKE TO WORK

FINAL REPORT  
2019

Homocyclens

Organizer

**AUTOMAT**

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# A FEW WORDS ABOUT AUTOMAT — THE BIKE TO WORK CAMPAIGN ORGANIZER

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## ABOUT US

Auto\*Mat association promotes a better environment for a good quality of life in the city. We support public, pedestrian, and bicycle traffic as well as the rational use of cars. Inspired by the European capitals, we encourage people to make a positive change on streets and in public spaces. We are a watchdog monitoring politicians and their effective use of public finances. Together with you, we create a city everyone wants to live in.

## OUR EFFORTS

A modern transport system is key to improving the quality of life in the city. It shall offer all the citizens good conditions for efficient and stress-free movement around the city. Our mission is to support and develop the use of car-free transport (cycling as well as walking), to try to improve the Municipal Public Transport services and help create quality public space.

For this reason, AutoMat cooperates with local politicians, transport experts, architects, non-profit organizations, researchers, artists, urban cyclists, seniors, parents and children – in fact with all inhabitants – not only of Prague – who are not indifferent to their city surroundings.

From the position of an independent supervisor and proposer we devote ourselves to developing the cycling infrastructure and asserting particular measures for enhancing

## BIKE TO WORK 2019

Bike to Work is a team competition for everyone who is able to assemble together a team of 2-5 members and go to work with their colleagues by bike or other motor less

The AutoMat was established in 2003 as an informal platform, which was transformed into a civic association in 2007. Currently, AutoMat is part of a network of initiatives that **seek to develop Prague** using an open society-wide discussion. We also commit to the Code of Ethics of Environmental Organizations and the rules of transparency of NGOs.

safety and friendliness on the streets for cyclists as well as pedestrians. We strive to remove various barriers in public areas. We follow current affairs and cases concerning the relationship urban society, public space and transport has in Prague and offer an environmentally friendly approach to the issues. We participate in professional working groups, committees and council meetings in Prague and draw our own expert conclusions and then make our own expert studies on the problems arising.

We make comments on the city's budget and propagate, within reason, the development of various means of transportation, not only car transport. Apart from the Bike to Work campaign, we also organize the neighbourhood event Different City Experience all around the country (85 locations in Prague and 32 towns).

means of transport, or alternatively walk or run during the month of May.

Within the competition the participants

may enter several categories aimed at consistency and distance etc. Companies can fight for the title "Bike-friendly employer of the year". The main goal of the challenge is to encourage, in a fun way, city dwellers to leave their car at home for at least a month and to try get to work without it. Actually, the purpose of Bike to Work is also to convince employers to create suitable facilities for their employees to ride their bikes to work (bike racks, showers, cloakrooms,...).

After a long discussion with our international partners and sustainable mobility experts we decided to name the **ninth year** of Bike to Work "**Homo Cykliens**". Last year's motto "**Save the City**" was supposed to draw attention to the positive impact of sustainable mobility on the environment in towns.

This year we focused on the cyclists themselves. At a time when a social division is constantly being discussed in media and on social networks, we have come up with a challenge which endeavours to unite people. We realize that the motivation of the Bike to Work participants may vary. Some like to help improve the environment, others enjoy egging each other on along

## BIKE TO SCHOOL

In 2019 we already organized a second Bike to School challenge. Through this popularization contest we motivate students to commute to their respective school during the month of May, similarly to the

with their colleagues, some want to fit into their swimsuit, others attempt to discover new experiences...but they are all connected by one thing – a bike and a new kind of man from the "pedal age" – **Homo Cykliens**.

A significant part of the ninth year has also been to map the actual routes of cyclists, which has helped us get anonymized data on participants' routes from the interconnected applications and compare them with a charted documentation of towns, as well as for example with data on places of accidents, penalty hotspots and so on. The towns were then able to use this data from analysts to deal with insufficient infrastructure or problematic places where accidents happen.

Apart from the traditional categories we have just introduced a new category **Bike to Work Bike-friendly town**. During its evaluation we considered not only responses from a questionnaire sent to all participants (1483 respondents), but also the correlation between participation rates, population of the town and an approach of individual town administrations to sustainable mobility development and its promotion.

participants of Bike to Work, in a sustainable way. We are preparing some novelties for the following year, which should increase school involvement even more. For more information about Bike to School see page 9.

## MAIN FIGURES OF THE YEAR

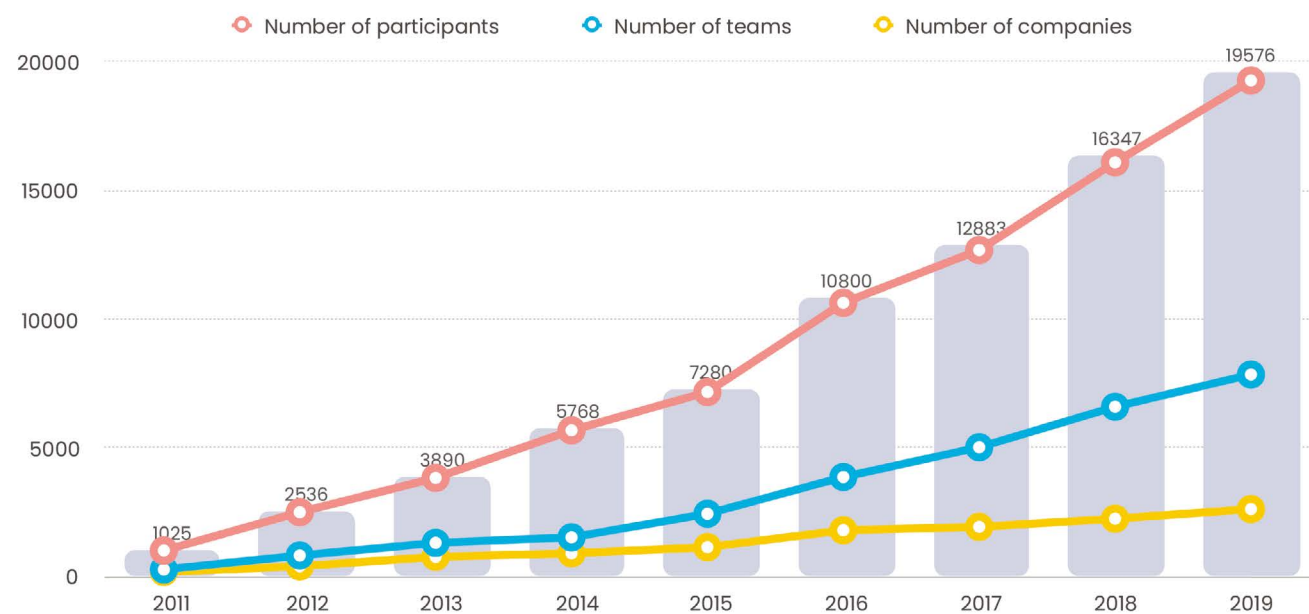
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This year our challenge was accepted by **19 576 employees from 2 660 companies**. All these people wanted to stretch their bodies, have fun with their colleagues, and on top of that contribute to a better environment and traffic in their town. While doing that they covered **3 172 387,4 km** in an environmentally friendly way and saved **463 tonnes of carbon**

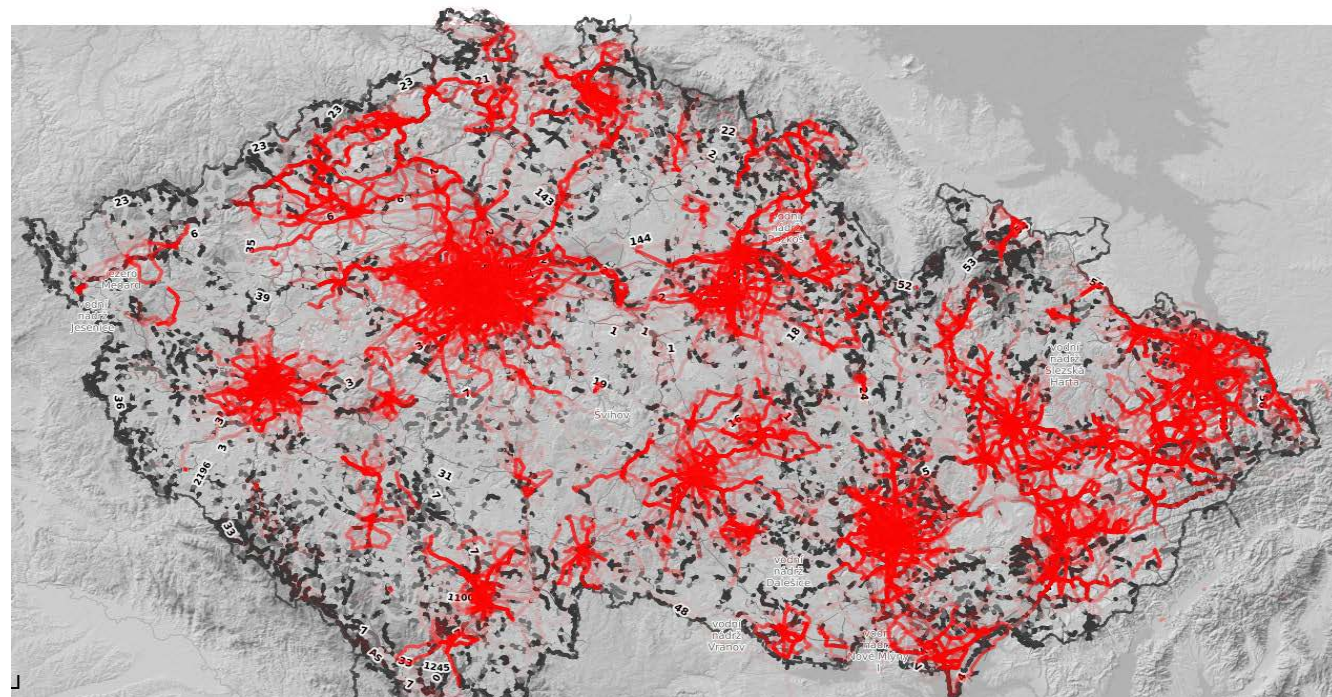
**dioxide**, which would have been the same distance travelled by car). To give you an idea, that is approximately an amount which gets absorbed by 463 trees during their life.

Compared to the previous year we have managed to increase the number of participants by 20 %.





Number of participants, companies and teams since the beginnings of Bike to Work.



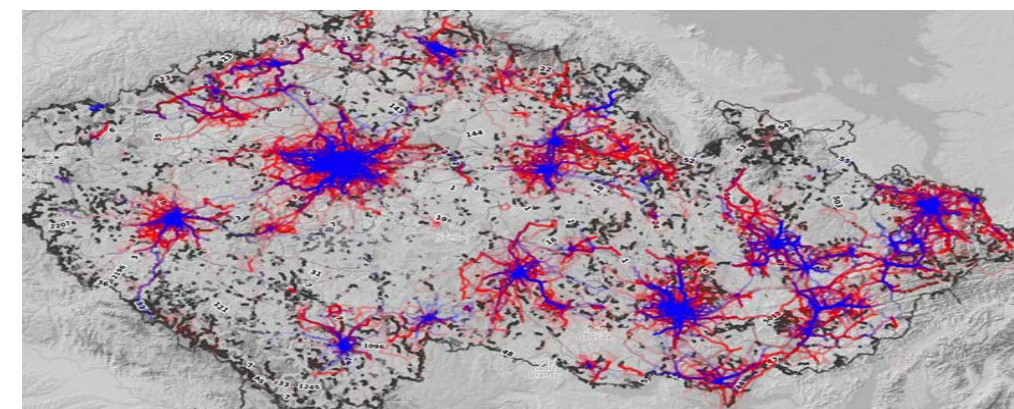
The heatmap shows movement of the participants in the CR . Together with town administrations we plan further infrastructure development based on the anonymized data.

## CYCLING HELPS US TRANSFORM TOWNS

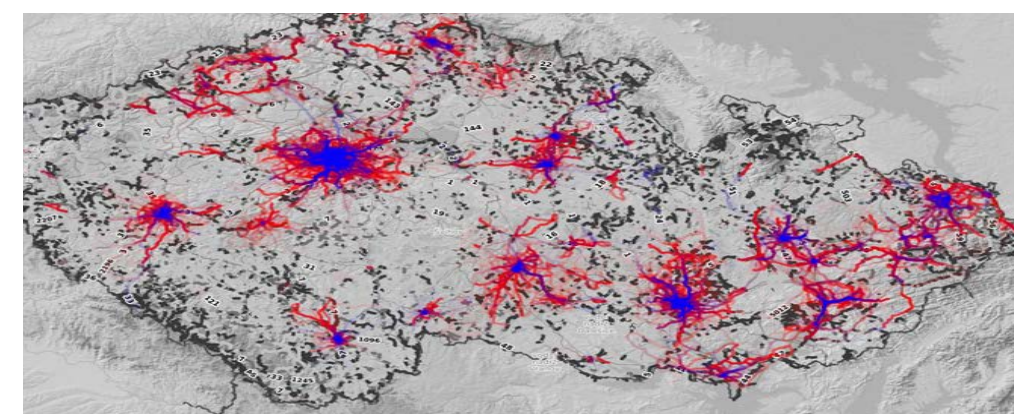
To the traditional motivations for using motor less ways of getting around towns we added a new one this year based on recording the routes of the participants. We handed over data of the actual anonymized movement of people around town recorded during the May challenge Bike to Work to a team of analysts, which we created. In cooperation

with town administrations and the team of analysts we are able to draw from this data ([viz bit.ly/dpnk2019](https://viz.bit.ly/dpnk2019)) places and routes where infrastructure does not serve the purpose of a safe and pleasant way of getting around town. By moving and recording their routes the participants of the Bike to Work challenge have therefore

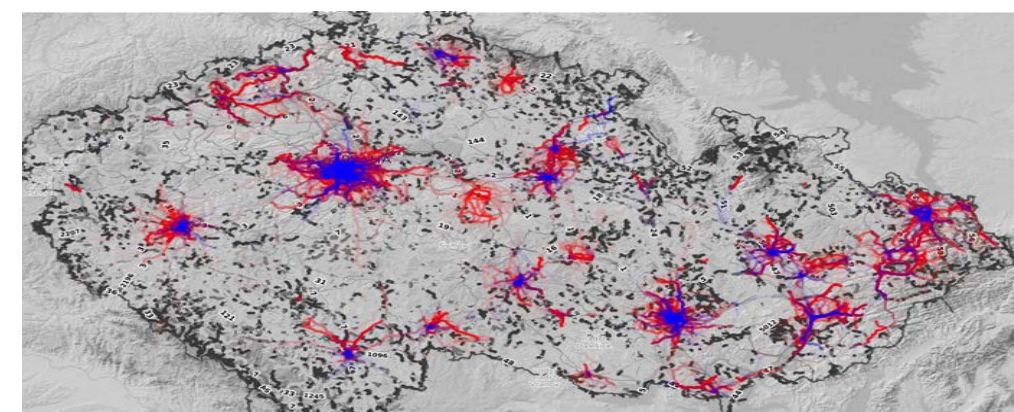
become real agents in an area of their town and they themselves can help the development of the place where they travel and live. It is a clear way to creating a SMART City and inhabitants themselves play a part in that..



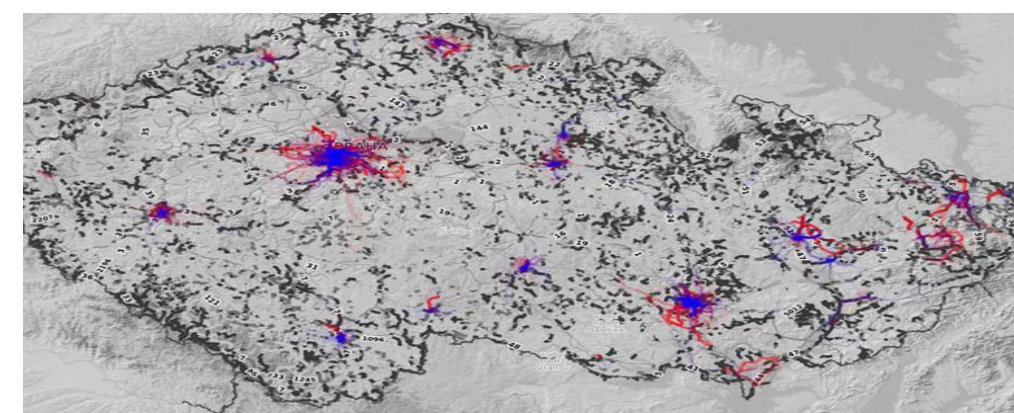
2018



2017



2016



2015

The red routes were recorded by the participants through applications, the blue ones manually in the participants` competition profiles in the registration system.



## THIS YEAR WAS SUCCESSFUL, DESPITE THE RAIN

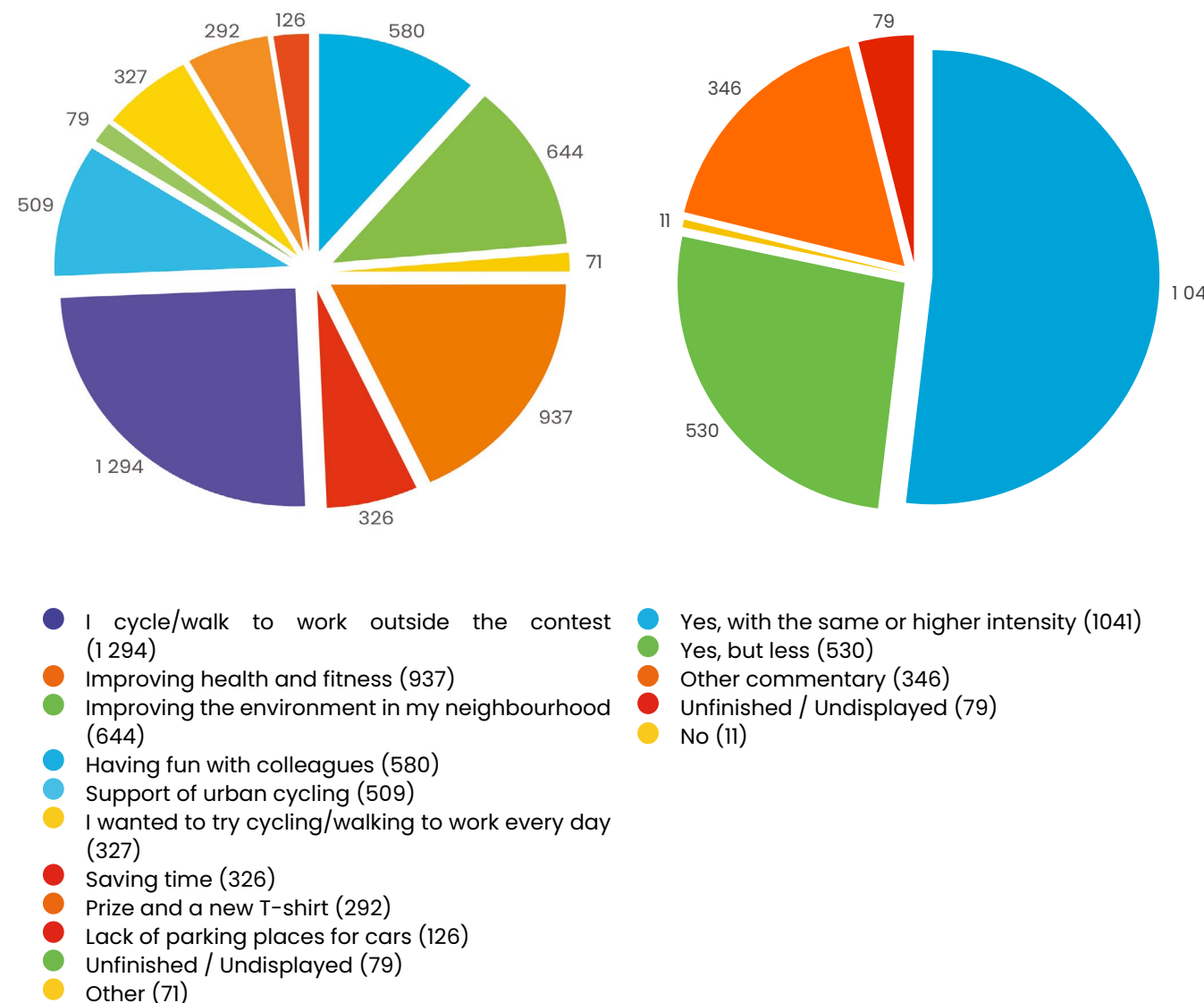
Feedback from 1 700 participants shows that although the weather was not very favourable to walking and cycling, this year was a success. Most of the participants enter the contest regularly and are planning on doing so also in the following years. And what are their main reasons for doing so? 76 % of respondents answered that they cycle on a regular basis and simply continue in May in conjunction with the competition.

For 55 % the Bike to Work challenge is an opportunity to improve their health and fitness, 38 % of respondents also consider the ecological aspect of the contest and want to help improve the environment. The opportunity to have fun with colleagues and gain new experiences together also plays a significant role.

### MOTIVATION FOR FURTHER CYCLING AND WALKING

We were very pleased to report that 61 % of participants plan on continuing cycling or walking with the same or even big-

ger intensity, 31 % will continue, although less, and only 0,65% of respondents were discouraged from further activity.



## WHAT DID THE PARTICIPANTS ENJOY THE MOST ABOUT THE CAMPAIGN?

*"The contest is absolutely amazing, I have been forced by the challenge to cycle dutifully every day and I liked that the most about it."*

*"My first year and I am thrilled! You have to plan a bit more, but you get rewarded with more energy and a better mood. Seriously!"*

*"It was nice as always. I had managed to arrange support for the contest with the management of our company and engage 40 new people, which I am happy about and hope that there will be even more of us next year – let Brno be a bit more breathable again!"*

*"I enjoyed walking, I got to see the town from a different perspective, meet new people, I saw neat gardens. It is a great opportunity to clear one's head and it was also pleasant to follow the great results of the team and see how we improve."*

*"For me it is a very meaningful project, which can motivate at least a small part of people to leave their "metal motor friends" at home for a month and take the strain off towns and their inhabitants normally overloaded with traffic."*

*"Wonderful idea. Every year you can see more and more people walking or using other means of transport than a car, public transport or a bike. I believe this contest is a starting motivation for many people. Keep it up!"*

*"I liked it as always, I enjoy how me, and my colleagues taunt each other about our poor performance."*

*"Super. 850 km and I am five kilos lighter!"*

*"Great bunch of new friends."*

*"Great idea, "It has given me a kick ", I have seen that it is possible – I am not a total wreck after a month of cycling. And when I do have to use a car for logistical reasons, I feel sorry and I look forward to the next day when I will be able to set off to work on my bike again."*

*"It was good. The negative side was perhaps that there were a lot of pushers in leggings, who confuse urban cycling with an MTB cycling training."*

*"This year was a trial year for our company, and we liked it very much."*

*"Cool. Thanks to the T-shirt you find out how many people you know also joined in and that gives you something to talk about."*

*"I discovered new cycle tracks and could not be more surprised. Travelling to work in the centre of Prague is some adrenaline rush!"*

*"For me, who sat on a bike after several years, it was a very interesting personal challenge. Due to the rainy weather I had to equip my bike with mudguards. The first week without them was hard (I kept imagining Mr. Svěrák in the movie Elementary School and repeated to myself where are my mudguards?). But then it got better."*

*"I got wet just a few times and found out that it is also possible to cycle in the rain. I started to notice other cyclists more. Recognition sign – T-shirt. Thanks to this competition one feels a bigger sense of belonging, we create a community."*

*"More and more perfect every year. Give us PUNK back!"*

*"It's cool, at least it helps you realize how many kilometres you cover in a month and how many harmful substances you don't let out into the air without using a car."*

*"The same as every year, but at the same time I feel you get to tune everything up to a perfect operation – for example I appreciate you remind me to record the journeys, I hardly ever think of it myself."*

*"The competition is a great idea. In one instance there were fewer cars everywhere."*



# PROMOTION

Our campaign was launched by a press conference in the Werich villa. The imaginary starting tape was cut with the help of

the ambassador of the Danish Kingdom Ole Frijs-Madsen and a councillor for transport from Prague I David Skála.



Bike to Work press conference. Photo: Anna Šolcová



The Danish ambassador also took part in our promotional video. Photo: Kajetán Tvrdík

# MEDIA RESPONSE

From 18th March until 30th April our [video spot](#) was shown by the Czech Television on its I-broadcast – it had **15 thousand** views. It was also on in cinemas Lucerna, Aero, Světozor and Bio Oko in Prague,

in Brno cinema Scala and Hradec Králové Bio Central. The cinemas of the Aerofilms network also showed a Bike to Work slide. Thanks to that the video spot the Bike to Work slide was seen by **55 570** viewers.

Bike to Work Slide (18.3.-15.4.)						Total
Cinema	Aero	Bio Oko	Světozor	Scala v Brně	Bio Central v HK	
Number of viewers	6 533	7 818	15 580	8 542	4 488	42 961
Bike to Work video (10.4.-30.4.)						
Cinema	Aero		Světozor			
Number of viewers	3 935		8 674			12 609
Total						55 570

The following radio stations broadcast our [radio spot](#) – Frekvence 1 (through a partnership with Active Radio a. s., Dopravní 1 and YouRadio) 20 times, Radio 1 15 times and Radio Wave 25 times.

Thanks to our partnership with the Wavemaker agency we had 4 billboards displayed in Prague and 4 in Brno, other billboards were in Zlín where the challenge organizers arranged everything themselves and owing to the cooperation with Prague City Hall an advert of Bike to Work appeared also on 30 rolling boards around Prague, therefore a lot of interest was taken in the competition.

On top of that, the Wavemaker agency helped to promote Bike to Work in various lifestyle and news media.

Also, journalists themselves showed an interest in the challenge. Perhaps the biggest response was had by breakfast for cyclists

at Prague riverside, which was even visited by Adam Scheinherr, Prague's deputy mayor for transport. [Prague Daily](#) devoted an article to the event and [TV Prague](#) shot a video.

We met Professor Pavel Pařko and actor Jan Meduna from the Czech Television programme Sama doma (Home Alone), we also gave an interview to the programme Rodinka on Seznam TV and also a [video on ČT24](#) received a big response.

Contestants as well as the general public could learn more about the Bike to Work challenge from print and online media: Blesk, Metro Týden, Hospodářské noviny, Deník, Referendum, Běhej. com, Proudly, servers [www.cyklonovinky.cz](#), [www.cykloservis.cz](#) and [www.roadcycling.cz](#) and others.

The partner magazine Běhej.com devoted particularly large space to the contest in their issues as well as in the so called Termínovka.

## OVERVIEW OF THE BIKE TO WORK E-MAIL CAMPAIGNS IN THE PERIOD BETWEEN

1. 3. 2019 AND 20. 6. 2019

- **38,9 % delivery rate**  
(rate of open e-mails)
- **0,2 % unsubscribe rate**  
(unsubscribed from receiving newsletters)
- **41 sent campaigns**
- **321 487 sent e-mails**



8 Number of references to Bike to Work between January and July 2019 (monitoring of Anopress media)	Total
Print national media	24
Print regional media	87
Internet news zpravodajství	96
Other websites	299
Radio and television broadcast	25
Facebook	1 975
Instagram	157
Twitter	150
<b>Total</b>	<b>2 813</b>

#### BIKE TO WORK WAS FURTHER PROMOTED IN THE FORM OF:

- Posters in all the organizing towns through an advert in electronically distributed materials to all participants of the Prague half-marathon (approx. 10 000)
- In Prague also at the For Bikes fair invitations in newsletters of our partners (Čistou stopou Prahou, CK Kudrna, RunCzech, Běhej.com, Superlife etc.)
- Posters in companies (tailor-made packages for company coordinators)

## BIKE TO SCHOOL

In 2019 we organized the second year of Bike to School challenge. Through this popularization challenge we motivate students to commute to school during the month of May in a sustainable way, just as the participants of Bike to Work do.

This year the challenge was taken up by 60 schools from the whole country.

(Jihlava, Ústí nad Labem, Praha, Strakonice, Pelhřimov, Olomouc, Hradec Králové, Zlín, České Budějovice, Brno, Ostrava, Uherské Hradiště, Rožnov pod Radhoštěm, Louny, Brandýs nad Labem and Nový Jičín).

Once again students could compete

in the following categories: Frequency, Performance in running, walking as well as cycling and for Bike-friendly school of the year 2019.

At AutoMat we have been supporting sustainable transport education at primary and secondary schools since 2009. We cooperate with schools systematically and we focus mainly on field-trip programmes, where the students come out with us on a bike or on foot and we map problematic places in their school surroundings together. We are already preparing some novelties for the year 2020, which should increase school involvement even more.

	Competing team	School	Total
The best team for frequency I.	Norky	Waldorfská ZŠ a MŠ Olomouc	92,3 %
The best team in frequency II.	I Like Myke Bike	Gymnázium Hostivice	89,5 %
The best team in frequency III.	Okraj	Mendelova Univerzita v Brně	72,5 %

## RESULTS BIKE TO SCHOOL

	Name	Team	School	Total
The best performing cyclist in the country – man	Dominik Vaněk	Bůček na kole	Masarykova Univerzita v Brně	587 km
The best performing cyclist in the country – woman	Andrea Melicharová	Jeden za všechny	Masarykova Univerzita v Brně	470 km
the best performing runner/walker – man	Jakub Macek	Továrna na katastrofy	Gymnázium Zlín	125,6 km
the best performing runner/walker – woman	Anna Šuterová	Továrna na katastrofy	Gymnázium Zlín	117,4 km
Bike-friendly school of the year	Gymnázium U Libeňského zámku, Praha			



Pharmacyclists, UK, Hradec Králové



Gymnázium nad Alejí, Praha



# ACCOMPANYING EVENTS

## BREAKFAST FOR PARTICIPANTS

In order to make the cycling, morning walk or run during the month of May more pleasant, we also organize accompanying events. Breakfast for cyclists, walkers as well as runners is among the most popular one.

On frequented cycle or jogging trails, we prepare refreshments for competitors

and non-competitors equally.

In Prague we were once again supported at the breakfasts by the City Hall through its project Clean Footprint in Prague (Čistou stopou Prahou). So, we thanked its citizens together for using sustainable ways of transport on their way to work.



Breakfast for cyclists, runners and walkers in Prague. Photo: Kajetán Tvrdík



Breakfast with participation of the deputy mayor for transport Adam Scheinherr. Photo: K. Tvrdík



Sweet start to a new day – Plzeň



Breakfast for cyclists, runners and walkers – Ústí nad Labem



Round bike breakfast – Ústí nad Labem



Breakfast for cyclists. Photo: Kajetán Tvrdík



## SPECIAL OFFER "ON T-SHIRTS"

Local organizers made a great effort this year and during the whole month of May tried to make cycling and walking more interesting for the participants with plenty of free gifts or special offers.

The most popular special offer continues to be coffee "on T-shirts", which the participants

could enjoy either in partnership with selected coffee shops or prepared by the actual organizers. Refreshments "on T-shirts" came, however, also in the form of ice-cream, lemonade, beer, dessert or cocktails. Other popular special offers were for example bicycle service, gym class, scooter or electro bike rental, swimming, cinema or sauna.



Coffee on T-shirt - Otrokovice



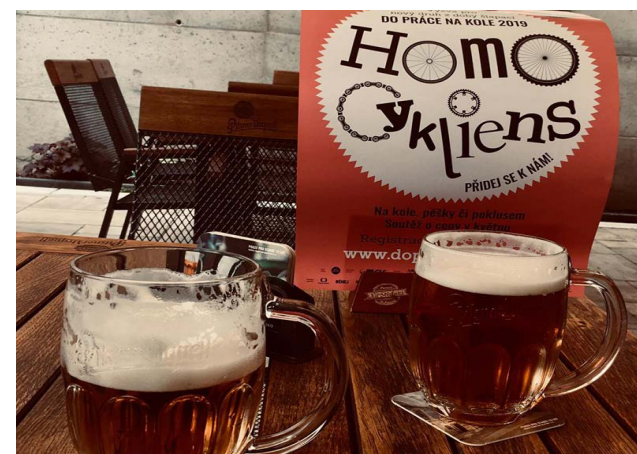
Breakfast for cyclists. Photo: Kajetán Tvrdík



Coffee on T-shirt - Strakonice



Coffee on T-shirt - Rakovník



Beer on T-shirt - Rakovník



Ice cream on T-shirt - Nový Jičín



## CRITICAL MASSES

One of the traditional accompanying events Critical Masses, during which people who are interested may try out what it's like to ride through selected parts of the city without cars, these may be popular bike routes or places where they had not dared to ride up until now. On Tuesday 23rd April bike tour took place in Rychnov nad Kněžnou and Jihlava, on Thursday 25th April Great

Spring Bike Tour of the Pedal Age followed in Brno and Strakonice, on Friday 26th April the tour was enjoyed by cyclists in Nový Jičín and on Saturday 27th April Great Spring Starlike Critical Mass turned streets full of cars into bikeways in Prague and Uherské Hradiště. Finally, on Sunday 28th April bike tour made the day nicer for people in Most.



Spring Critical Mass in Prague. Photo: Libor Fojtík

## RESULTS

### WINNERS OF COUNTRYWIDE COMPETITIONS

Every year we want to motivate the participants to accept walking or cycling as their regular everyday activity not just during the competition, but also in the following months. Therefore, we consider the category Frequency the most significant part of the challenge. In this category we announce three teams in each town,

which have reached minimum average of 68% frequency. This year we counted 2531 such diligent teams to hit the target.. Below we show the results only in categories where winners were chosen from the whole Republic.

## PERFORMANCE

Performance remains an attractive category for the participants. Here male and female cyclists and within the walking and running category also runners and walkers can compare their strengths. In these categories the winners get announced not only at the local level, but also countrywide.

At the closing party the prize was taken by the best performing cyclist of Czechia David Vozár from Uherské Hradiště, who travelled 5155,5 km in May and broke even the record of the previous year's winner. He, himself, commented on his victory saying his biggest motivation was to put his club Rozběháme Hradiště (We Will Get Hradiště Going) and also the town of Hradiště itself on the map. First place among women cyclists was achieved by Katarína Hranáiová

from Plzeň with an amazing result 3 517,2 km.

This year's best male runner was Tomáš Voňka from Dvůr Králové. He passed and ran a total of 1050.8 km. The best female runner was Barbara Kmeťová from Brno. She ran and walked a total of 505.5 km.

The performance category had a great positive and negative response. A large number of people complained that collecting miles diverted their attention. The main purpose should be to highlight mobility in the city. We appreciate the enthusiasm and performance of the participants. Next year the category will be slightly changed.

### STRONG TEAMS WITH STRONG NAMES

Once again, the participants let their imagination run riot when coming up with their team names. So, who did we encounter on the streets in May?

Trainers were dusted off and bikes greased by members of the animal kingdom – let's name for example Green Foxes, Pandas on the Move, Watch Out for the Chicks!, Turboslugs, and also various types of cats – Crazy, Wild, Sweet-toothed or On the Go.

More intellectually oriented teams named themselves for example Flat Soul (TN: or as an alternative translation Flat Tyre as the words soul and tyre translate the same into Czech), Black souls, Good souls, Thirsty souls or All Souls` Day (TN: an alternative translation would be Little Tyres)

Some names expressed the teams` approach to the competition. In this group we had for instance a team Without Ambitions, Just No Rush, Even Longer Mile or Liquidation Squad.

This year's best runner/walker was Tomáš Voňka from Dvůr Králové, who walked and ran 1 050,8 km in total, and the best female walker/runner was Barbara Kmeťová from Brno with a distance of 505,5 km.

The Performance category got a great response from participants this year – in the positive as well as negative sense. According to many participants by adding up kilometres the attention is taken away from the main purpose of the challenge, which is shifting towards sustainable mobility. Although we truly appreciate the enthusiasm and hard work of some of the participants, we presume that this category will see some changes in the following years.

On the other hand, names like Tea, Rum, Bum, or Slivovička-Borovička-Rum show quite a different approach to the challenge. Anyway, we recommended waiting until after the ride.

The theme of pedals and pedalling is always popular so among participants we welcomed for example a Broken Pedal, Red Pedals or Ministerial Pedals. (TN: the Czech translation of the word pedal is also "hooker").

A novelty this year were names inspired by the popular Czech serial Most, which we noticed for example in teams Always Integration, Always by Bike or Always Most, Sometimes Chomutov.





Representatives of the Bike-friendly Employer 2019. Photo: Anna Šolcová



Winner David Vozár.  
Photo: Anna Šolcová



Winner Katarína Hranaiová.  
Photo: Anna Šolcová



Winner school.  
Photo: Anna Šolcová

	Name	Competing town	Total
The best performing man in CR – bike	David Vozár	Uherské Hradiště	5 004,6
The best performing woman in CR – bike	Katarína Hranaiová	Pízeň	3 517,2
The best performing male runner/walker	Tomáš Voňka	Hradec Králové	1 050,8
The best performing female runner/walker	Barbara Kmeťová	Brno	505,5

## BIKE-FRIENDLY EMPLOYER OF THE YEAR 2019

The competition for the best bike-friendly employer evaluated whether the employees have the possibility to use a company bike, bike racks or showers at the workplace, whether or not the company has secured bicycle parking also for visitors or whether the employer organizes cycling competitions

and teambuilding events within the company and so on.

The award went to the **Secondary School of Hospitality, Business and Gastronomy** from Hradec Králové.

## RANKING OF THE INDIVIDUAL ORGANIZING TOWNS

City	Number of competitors	Distance on bike(km)	Walking distance(km)	Total distance(km)	Emission savings CO2(g)
Praha	5 869	935 908	159 704	1 095 612	141 333 953
Brno	3 113	429 791	77 713	507 504	65 468 065
Pízeň	1 065	179 311	16 904	196 214	25 311 652
Ostrava	1 024	198 607	20 348	218 956	28 245 299
Olomouc	986	164 439	16 024	180 462	23 279 632
Pardubice	842	142 679	9 777	152 455	19 666 721
Čeké Budějovice	748	96 902	9 019	105 920	13 663 728
Jihlava	652	105 146	13 120	118 266	15 256 261
Hradec Králové	625	108 033	11 035	119 068	15 359 735
Otrokovice	486	118 594	4 281	122 875	15 850 922
Zlín	450	80 046	7 785	87 831	11 330 188
Kopřivnice	321	41 486	4 632	46 118	5 949 166
Liberec	313	50 057	7 026	57 083	7 363 728
Břeclav	274	33 505	3 267	36 772	4 743 557
Ústí nad Labem	269	39 362	8 877	48 239	6 222 827
Jindřichův Hradec	255	28 733	6 872	35 606	4 593 109
Rožnov pod Radhoštěm	213	45 908	4 106	50 014	6 451 825
Hranice	168	39 129	1 449	40 578	5 234 599
Jablonec nad Nisou	160	20 891	4 703	25 595	3 301 685
Třebíč	157	15 495	3 650	19 145	2 469 658
Rychnov nad Kněžnou	146	33 945	1 460	35 405	4 567 289
Žďár nad Sázavou	144	26 359	3 367	29 726	3 834 650
Nový Jičín	142	27 368	3 480	30 848	3 979 405
Znojmo	109	12 023	3 808	15 832	2 042 275
Most	100	9 838	3 867	13 705	1 767 906
Louny	98	22 827	1 783	24 610	3 174 679
Říčany u Prahy	91	13 846	1 622	15 467	1 995 297
Příbram	86	13 590	1 908	15 498	1 999 234
Uherské Hradiště	81	18 038	1 123	19 161	2 471 800
Chrudim	66	5 671	1 569	7 241	934 049
Šumperk	65	19 028	1 017	20 046	2 585 912
Kladno	60	20 437	702	21 139	2 726 903
Česká Lípa	48	9 534	1 795	11 330	1 461 515
Nové Město nad Metují	47	9 074	852	9 926	1 280 438
Tábor	38	8 385	590	8 975	1 157 704
Rakovník	34	4 448	863	5 311	685 134
Uherský Brod	31	5 885	294	6 179	797 099
Pelhřimov	30	2 531	1 772	4 303	555 037
Český Krumlov	30	6 554	797	7 351	948 306
Strakonice	30	7 242	244	7 486	965 632
Havlíčkův Brod	29	5 959	193	6 153	793 667
Kolín	16	3 256	7	3 263	420 903
Lysá nad Labem	14	6 251	203	6 454	832 588
Nymburk	6	1 754	0	1 755	226 367
Poděbrady	0	0	0	0	0
Total	19 576	3 172 387	424 502	3 596 889	463 998 703





Spring Critical Mass in Prague. Photo: Libor Fojtík

## BIKE-FRIENDLY TOWN

The competition for the most bike-friendly town of 2019 was won by Rožnov pod Radhoštěm. The result was decided partly by the participants themselves, but also according to an analysis of the towns' approach to further sustainable transport development. Members of AutoMat also took into consideration the ratio between Bike to Work participants and the town's population, the highest frequency of motor less transport and also organizational cooperation with the town's coordinators. Our great goal is to develop a closer cooperation with towns as essential initiators of changes to transport infrastructure and sustainable transport customs. To the towns involved we offer not just the possibility to use anonymized heatmaps on the way to a smart city, but

for the representatives of winning towns (Rožnov pod Radhoštěm, Otrokovice, Zlín and Pardubice) in cooperation with the Danish embassy and the transport company FlixBus we have also prepared an excursion to the towns of Aarhus and Copenhagen. These Danish towns serve as an inspiration to many capital cities and within the expert programme we have been welcomed by representatives of the town's government and various associations in the field of sustainable transport.

The goal of this category and award is to make Czech towns get involved in Bike to Work as actively as possible and bring further inspiration to other towns, whether they are successful or not.

## OTHER NUMBERS THAT HELPED TO EVALUATE THE RESULTS:

The following figures also helped us to assess the results in the category Bike-friendly town of the year. Besides others these figures also show the percentage of the town's population which took part in Bike to Work and how many rides on average

were undertaken by participants in a month. This year the number of participants of Bike to Work was increased due to the students who participated in the Bike to School challenge, so these figures are easily distinguishable from the official results of the competition.

## FIGURES OF INDIVIDUAL TOWNS

City	Number of competitions *	Total population	Number of eco-journeys **	Number of participants ***	Total of eco-journeys
Praha	5 929	1 281 000	20,2	0,0046	119 790
Brno	3 124	377 973	21,5	0,0083	67 266
Plzeň	1 065	170 548	23,9	0,0062	25 458
Ostrava	1 024	291 634	21,9	0,0035	22 393
Olomouc	1 023	100 378	25,7	0,0102	26 289
Pardubice	843	90 688	27	0,0093	22 727
Čeké Budějovice	756	94 014	25,7	0,008	19 410
Jihlava	662	50 845	23,6	0,013	15 638
Hradec Králové	649	92 929	25,5	0,007	16 563
Otrokovice	486	17 876	23,2	0,072	11 280
Zlín	462	74 997	24,1	0,0062	11 118
Kopřivnice	321	21 949	20,6	0,01462	6 912
Liberec	313	103 853	23,4	0,003	7 309
Břeclav	274	24 704	21,9	0,0111	5 987
Ústí nad Labem	271	92 952	25,5	0,0029	6 911
Jindřichův Hradec	255	21 445	29,1	0,0119	7 409
Rožnov pod Radhoštěm	217	16 420	25,6	0,0132	5 633
Hranice	168	18 057	28	0,0093	4 704
Jablonec nad Nisou	160	45 594	24,5	0,0035	3 914
Třebíč	157	35 691	21,6	0,0044	3 391
Nový Jičín	154	23 496	26,3	0,0066	4 043
Rychnov nad Kněžnou	149	10 998	27,3	0,0135	4 070
Žďár nad Sázavou	144	20 847	29,25	0,0069	4 212
Znojmo	109	33 780	26,3	0,0032	2 869
Most	100	65 193	29,6	0,0015	2 962
Louny	98	18 351	23,6	0,0053	2 317
Říčany u Prahy	91	15 619	23,1	0,0058	2 103
Uherské Hradiště	88	25 212	21,4	0,0035	1 886
Příbram	86	32 642	25,7	0,0026	2 209
Chrudim	66	23 151	28,4	0,0029	1 872
Šumperk	65	25 957	33,3	0,0025	2 164
Kladno	60	69 054	24,6	0,0009	1 478
Česká Lípa	48	37 444	28	0,0013	1 345
Nové Město nad Metují	47	9 436	27	0,005	1 271
Pelhřimov	41	16 069	21,2	0,0026	871
Tábor	38	34 456	31,6	0,0011	1 200
Strakonice	35	22 754	25,6	0,0015	895
Rakovník	34	15 846	27,4	0,0021	931
Uherský Brod	31	16 493	21,2	0,0019	658
Český Krumlov	30	13 085	27,8	0,0023	834
Havlíčkův Brod	29	23 256	30,9	0,0012	495
Kolín	16	3 690	18,8	0,0043	300
Lysá nad Labem	14	9 717	19,4	0,0014	271
Nymburk	6	15 063	30,5	0,0004	183
Karviná	5	52 824	10,8	0,0001	54
<b>Total</b>	<b>19 743</b>				<b>451 595</b>

\*including students

\*\* to the participants

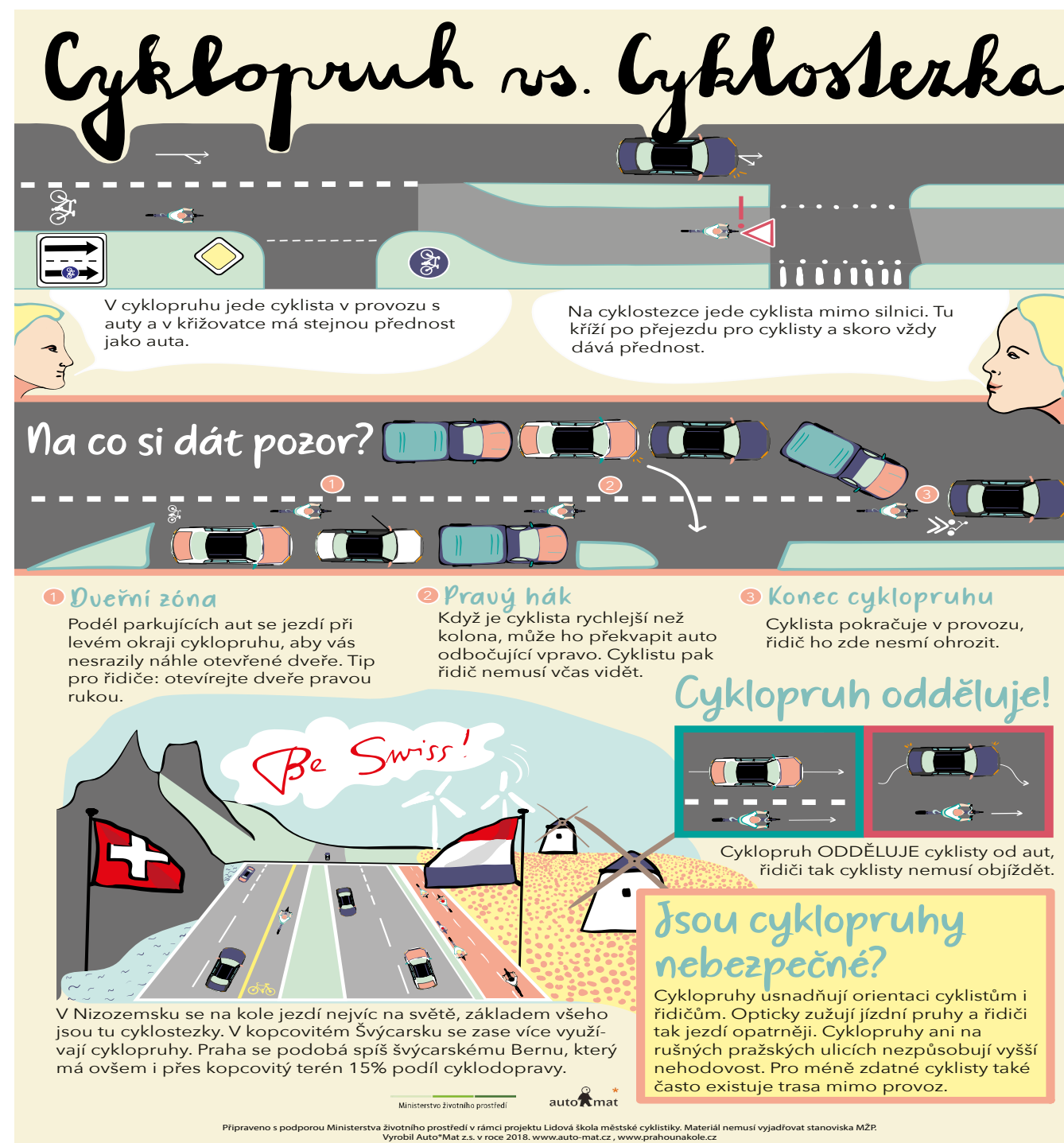
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## KNOWLEDGE QUIZ

One of the goals of our challenge is educating the participants in the field of sustainable transport and the gentle instalment of cycling code of ethics. For that purpose, we prepared another knowledge quiz this

year. The questions were related for example to using lights on bikes during reduced visibility and compulsory bike equipment or transport induction.



Our infographics helped us inform participants

Of the 250 participants with the correct answers, we drew:

**Jiří Salvét**, Tymphany bike club, Kopřivnice  
**Helena Macíčková**, HEMAJAJO, Jičín

**Radek Balada**, BRNO bike team, Brno

## CLOSING PARTIES

Get together and socializing traditionally belong to the Bike to Work challenge. Therefore, during June every participating town usually organizes a closing party, where the winners are announced. The participants get the opportunity to meet up and get to know the other competitors, evaluate the past year and share their tips

for the following one. In most of the towns the announcement is accompanied by a further programme and entertainment. Apart from the local winners also the main winners in the countrywide contests are announced. This took place this year in Prague on a boat called Tajemství (Secret).



Closing party Strakonice



Closing party České Budějovice



Closing party Plzeň



Closing party Prague Photo: Anna Šolcová



Closing party Rychnov nad Kněžnou



Closing party Žďár nad Sázavou



# BUDGET

Budget for Bike to work 2019 compared to last year increased expenses and revenue. The reason is the large number of participants.

This brings additional costs for the production of T-shirts and their transportation.

Expenses	Total
Personal expenses, salaries	822 106
Material (t-shirts, cover, print)	2 136 040
Services (helpdesk, PR, IT, video, radio, DTP etc.)	2 670 741
Provozní režie	249 247
Total expenses	5 878 134
Revenue	Total
Starting fee	5 318 163
Contributions from host cities	201 520
Grants (ME, OSIFE, Prazdroj people)	471 458
Partner gifts	455 000
Total revenue	6 446 141
Balance	568 007

## THIS YEAR'S BUDGET SURPLUS WILL BE USED FOR:

- developing the registration system
- reserve fund
- expanding Bike to Work/Bike to School to other towns
- development of using heatmaps for data analysis of towns
- coordinating an expert excursion to Denmark for five members of the winning bike-friendly towns of Bike to Work and journalists
- simplifying the manual route recording

# FINAL THANKS

## OUR THANKS FOR THE COORDINATION OF BIKE TO WORK IN THE TOWNS GO TO:

Brno	Partnerství foundation and Magdaléna Milostná
Břeclav	Břeclav Municipal Authority and Lenka Černá Club CykloBudějovice and Lukáš Bajt
České Budějovice	Česká Lípa Municipal Authority and Květa Menclová
Česká Lípa	Český Krumlov Municipal Authority and Pavla Čížková
Český Krumlov	Chrudim Municipal Authority and Šárka Trunečková
Chrudim	Havlíčkův Brod Municipal Authority and Petra Schwarzová
Havlíčkův Brod	BajkaAzyl and Jiří Štrupl
Hradec Králové	Hranice Development Agency and Olga Vilímková
Hranice	Petr Stejskal and Sliby Chyby club
Jihlava	The town of Jindřichův Hradec and Lukáš Čapek
Jindřichův Hradec	Anna Gamanová
Kladno	Petra Melingerová
Kolín, Lysá nad Labem	Petra Melingerová
Nymburk	Kopřivnice Municipal Authority and Barbora Sopuchová
Kopřivnice	Cyklisté Liberecká and Pavel Matějka
Liberec , Jablonec	Jan Žalud
Louny	The town of Most and Miroslava Frydrychová
Most	Nové Město nad Metují Municipal Authority and Dagmar Kavanová
Nové Město nad Metují	The town of Nový Jičín and Lenka Ondřejová
Nový Jičín	Pavel Bednařík
Olomouc	The town of Ostrava and Michal Gacek
Ostrava	Cyklo Zlín club and our loyal cyclocoordinator Jana Vybíralová
Otrokovice	Eliška Jiráňková
Pardubice	Hodina H club and Eva Havlíčková
Pelhřimov	Plzeň na kole club and Jirka Georg Konečný
Pelhřimov	Brdonoš club and Petr Peškař
Plzeň	The town of Rakovník, Jiří Cafourek and deputy mayor Jana Švácha
Příbram	The town of Rožnov pod Radhoštěm and Hana Ondruchová
Rakovník	Tomáš Kasper
Rožnov pod Radhoštěm	The town of Říčany and David Michaliček
Rychnov nad Kněžnou	Andrea Sedláčková
Říčany	Ladislav Sebök
Strakonice	The town of Tábor and deputy mayor Václav Klecanda
Šumperk	The town of Třebíč and Lucie Floriánová
Tábor	Okolo Hradiště club and Klára Papugová
Třebíč	The town of Ústí nad Labem and Tereza Limburská
Uherské Hradiště	Cyklo Zlín club and our loyal cyclocoordinator Jana Vybíralová
Ústí nad Labem	The town of Znojmo and Soňa Bystřická
Zlín	The town of Žďár nad Sázavou and Radka Remarová
Znojmo	
Žďár nad Sázavou	

## THANKS ALSO TO ALL THE LOCAL PARTNERS IN INDIVIDUAL TOWNS.

## DOCUMENTATION:

Anna Šolcová  
Kajetán Tvrdík

Libor Fojtík  
a další z jiných měst

## GENERAL PARTNER

GLS



## NATIONAL PARTNERS

Tern  
Embassy of Denmark  
CK Kudrna  
Cyklospecialities  
Kingdom of the Netherlands  
FOR BIKES

Ministry of the Environment of  
the Czech Republic  
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## MEDIA PARTNERS

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Youradio  
Wavemaker  
Kino Lucerna

## LOCAL PARTNERS – PRAGUE

Autonapůl  
Nakladatelství Práh  
Čeps  
Edenred

Adventura  
Citybikes  
Čistou stopou Prahou

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City of Prague administration  
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the town of Břeclav  
the town of Český Krumlov

## BIKE TO WORK WAS ORGANIZED BY THE FOLLOWING AUTOMAT TEAM:

Jan Haruda  
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Vratislav Filler  
Michal Brož



**AND MOST OF ALL WE HAVE TO EXPRESS OUR GRATITUDE TO ALL THE PARTICIPANTS!  
YOU ARE GREAT AND NEXT YEAR WE ARE GOING TO HAVE AN EVEN BIGGER RIDE!**

