

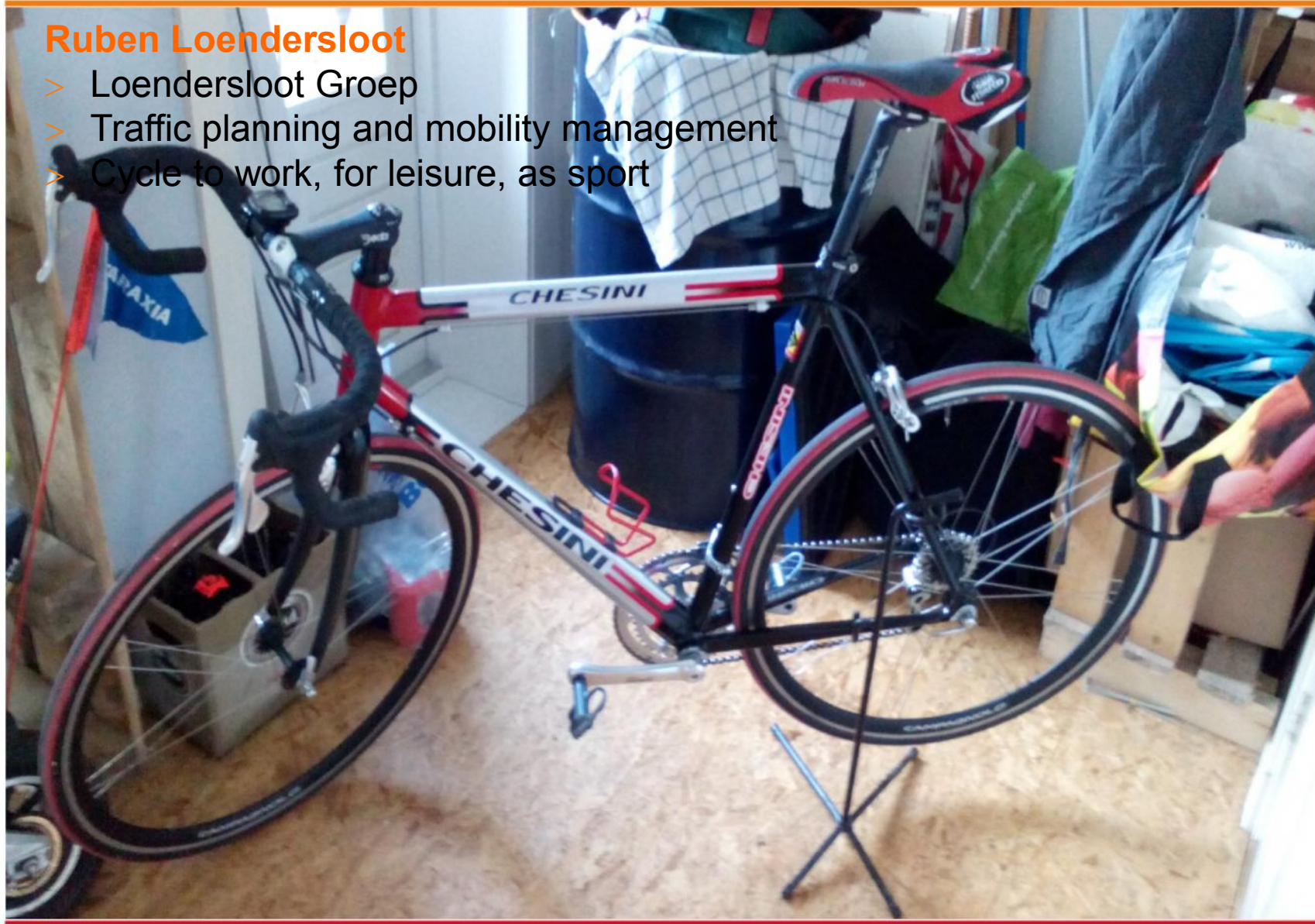


Cycling is for everyone!

Ruben Loendersloot; Dutch Cycling Embassy and Loendersloot Groep

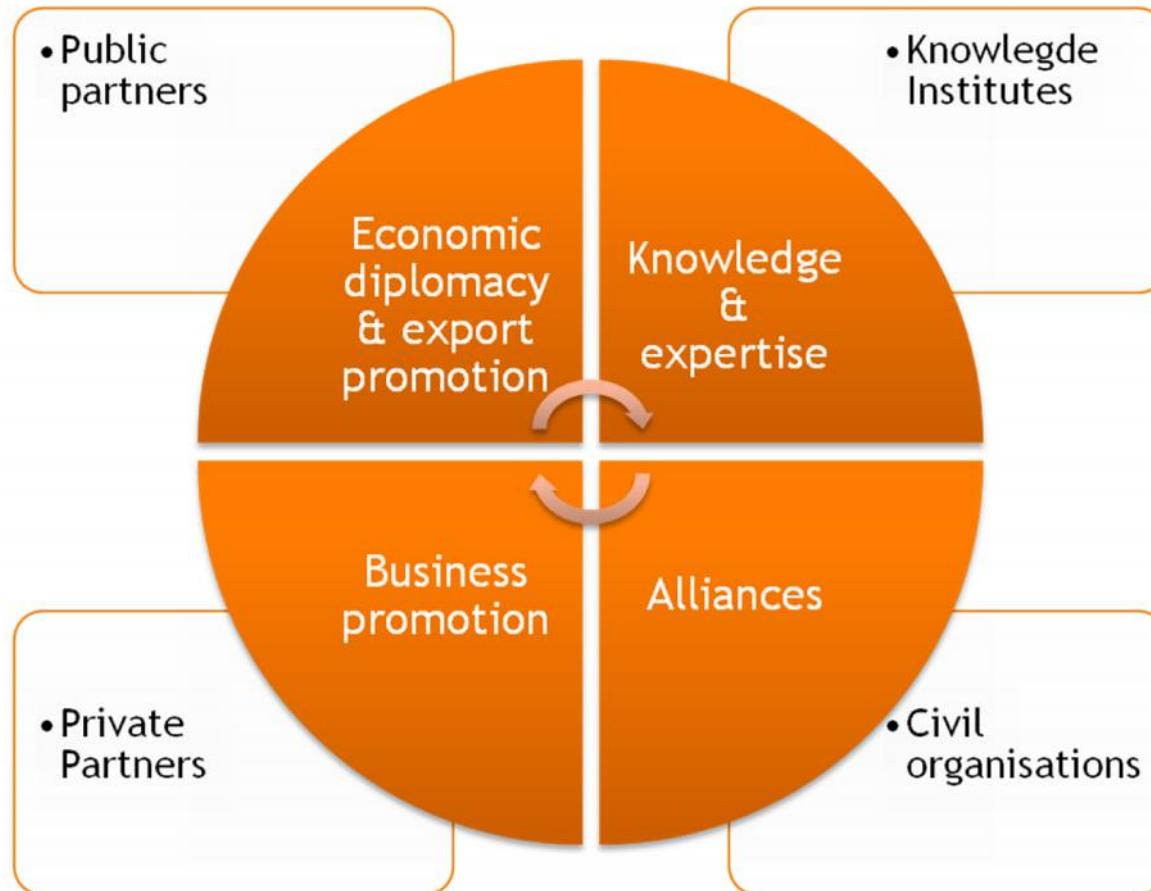
Ruben Loendersloot

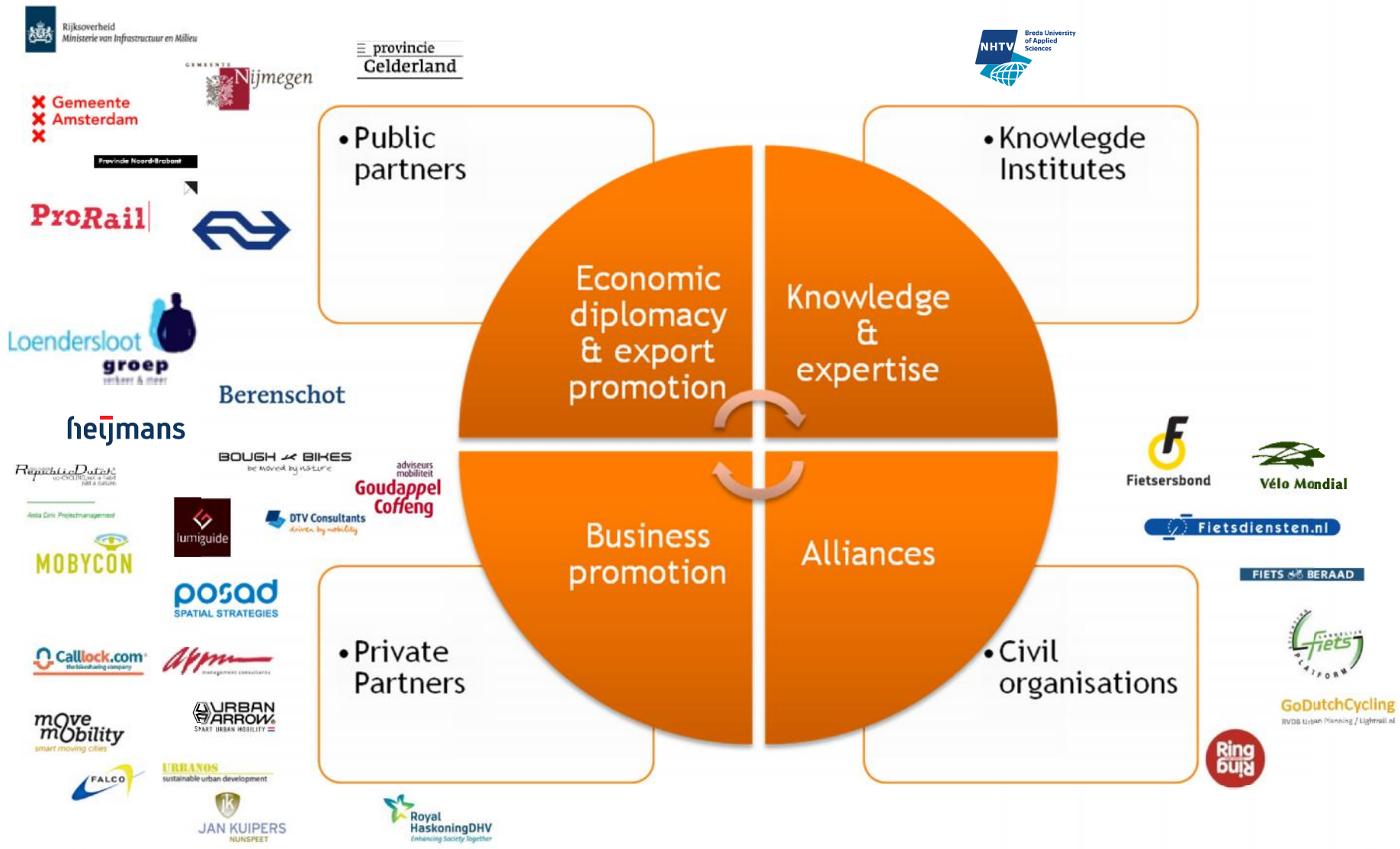
- > Loendersloot Groep
- > Traffic planning and mobility management
- > Cycle to work, for leisure, as sport



Content of this presentation

- > The Dutch Cycling Embassy (DCE)
- > The Loendersloot Groep
- > Why cycling
- > Cycling in The Netherlands
- > Is cycling possible in your city/country?







What:

- > Cycling inclusive mobility
- > Independent
- > Non-profit

Representing:

- > Public partners
- > Private partners
- > Knowledge institutes
- > Civil society

Expertise about:

- > Hardware
- > Software
- > Orgware

The Loendersloot Groep

Specialists in biketraffic and mobility planning

- > Research on cycling opportunities
- > Designing bike networks
- > Marketing and events regarding to cycling
- > Traffic management (green wave bicycles)
- > Member of DCE
- > Office located in the Dutch Bicycle Centre
- > Working with a team of 9 persons and a widespread network of experts

Makes your project work!



**Dutch
Bicycle
Centre**



**RUBEN
LOENDERSLOOT**
Directeur,
adviseur



**HANS
VAN VLIET**
Projectmanager,
senior adviseur



**SEBASTIAAN
SPETTER**
Junior
verkeerskundigen



**PATRICIA
VAN WACHTENDONK**
Verkeersplanoloog,
fietspecialist



**TUMEN
PIETERSE**
Beheerder, tekenaar
civiel technicus



**WOUT
VAN GEMERT**
Verkeerstekenaar,
infraspecialist



**HANS
CRANS**
Senior
verkeerskundigen



**BRENDA
VERHOEF**
Administratief
medewerker



**ELLIS-CLAIRE
SMULDERS**
Projectondersteune
officemanager

Hardware

The material/physical necessities for cycling

- > Cycling paths
- > Bicycle parkings
- > Amounts of bicycles
- > Traffic regulation

Worldwide bias on hardware





Software

The human side of mobility

- > Behavioral & cultural change
- > Drivers awareness
- > Traffic & Urban design from human perspective

But also:

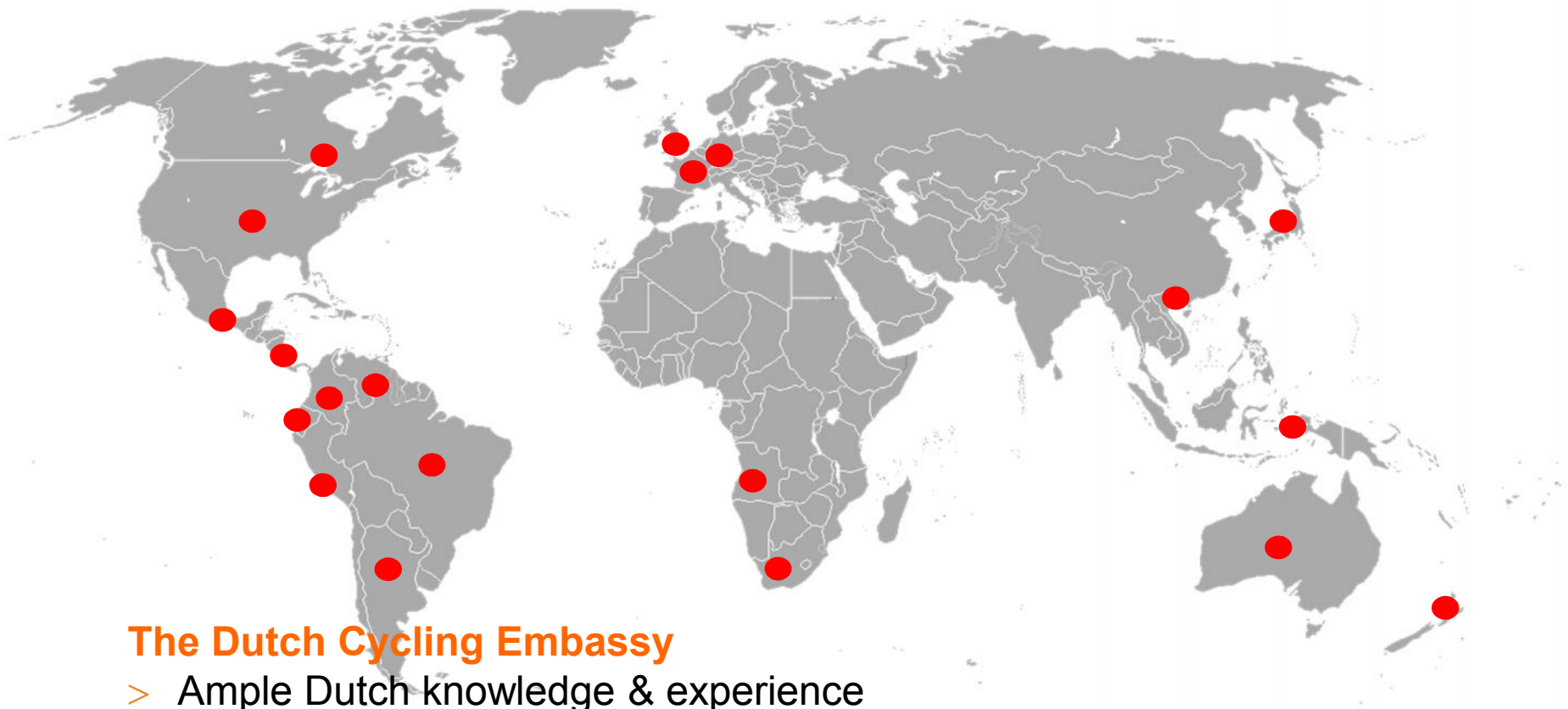
- > Juridical, legal aspects of behaviour
- > How to communicate & promote

The background image shows a city street scene. In the foreground, the rear wheel and fender of a dark-colored bicycle are visible. In the middle ground, a person in a red tank top and a blue cap is riding a bicycle. To the right, another person is riding a bicycle with a large backpack. The street has a white bicycle lane symbol painted on it. The background is slightly blurred, showing buildings and trees.

Orgware

The cooperation process needed between all the actors involved

- > How to organise your planning apparatus
- > Integration of cycling in urban & mobility planning
- > Dynamic plans for long term planning
- > Create critical collaborative atmosphere between different stakeholders
- > Ways of financing
- > Finding the right arguments



The Dutch Cycling Embassy

- > Ample Dutch knowledge & experience
- > Knowledge of worldwide complexity & success stories



DCE proposition

- 1) Share - “Bicycle shock” - NL
- 2) Think - “Think bike workshops” - Local
- 3) Work – long term collaboration

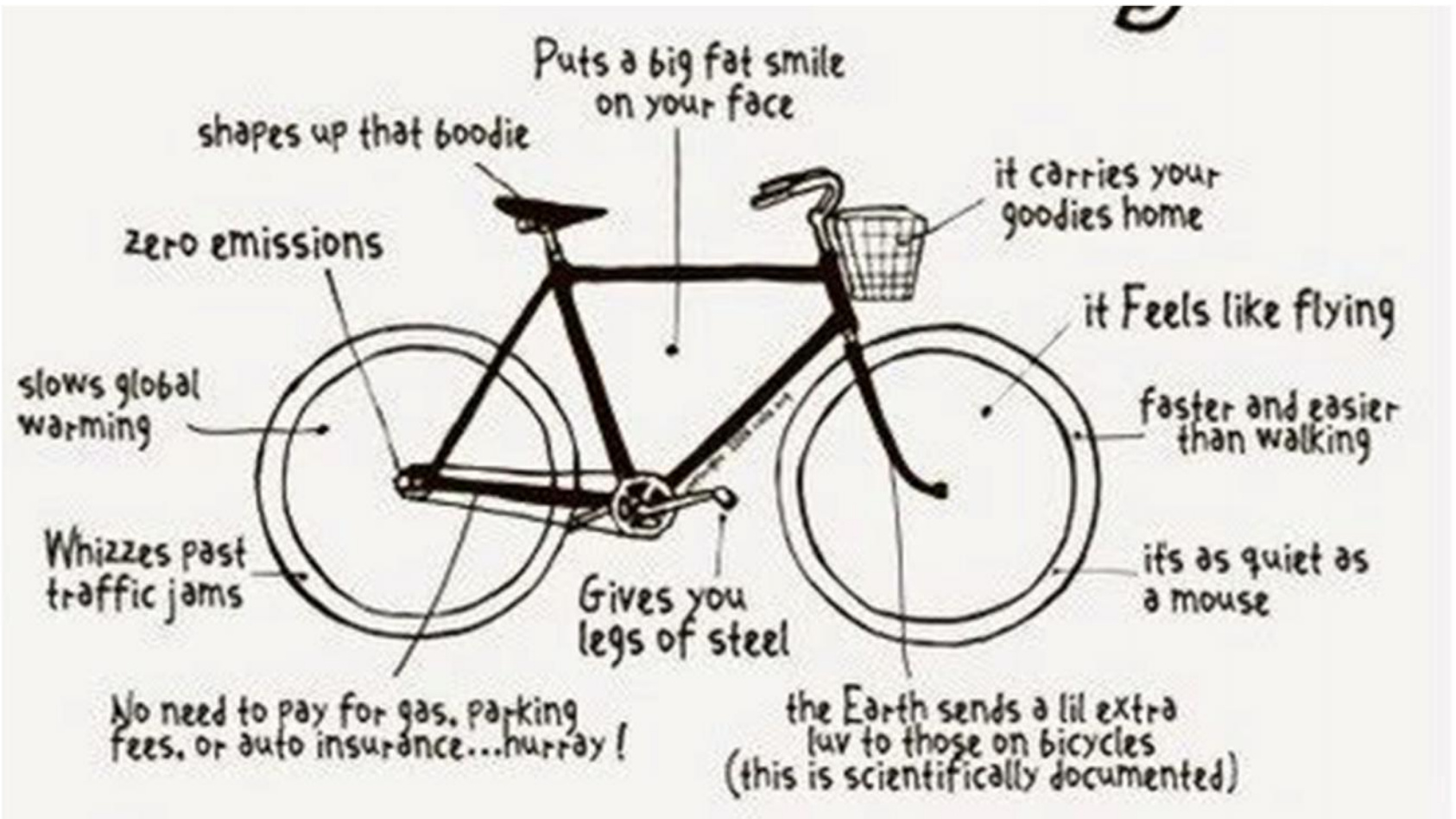
Always: integral & customized approach



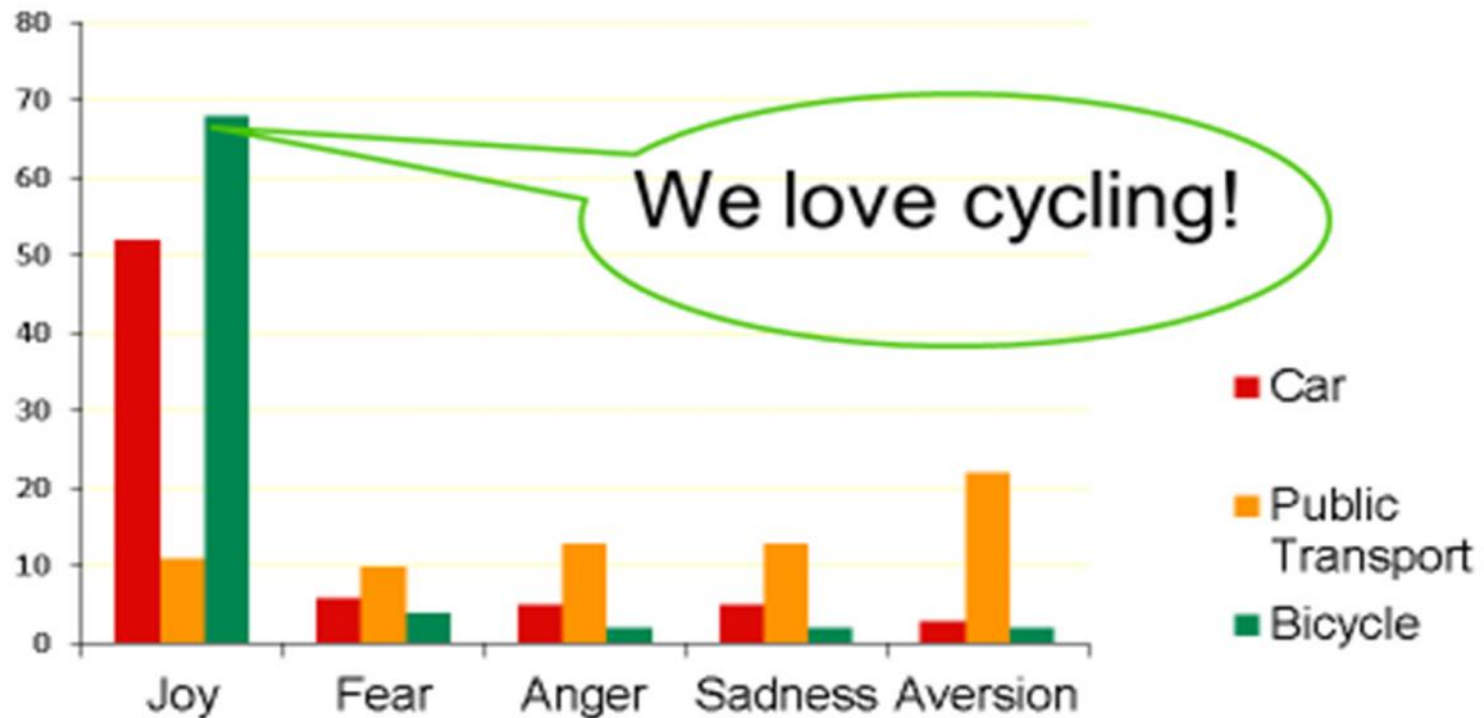
Why cycling?

Why cycling?

- > Urbanization
- > Traffic congestion & safety
- > Liveability problems
- > Global demand for human oriented city planning.
- > The DCE works in developed and developing countries



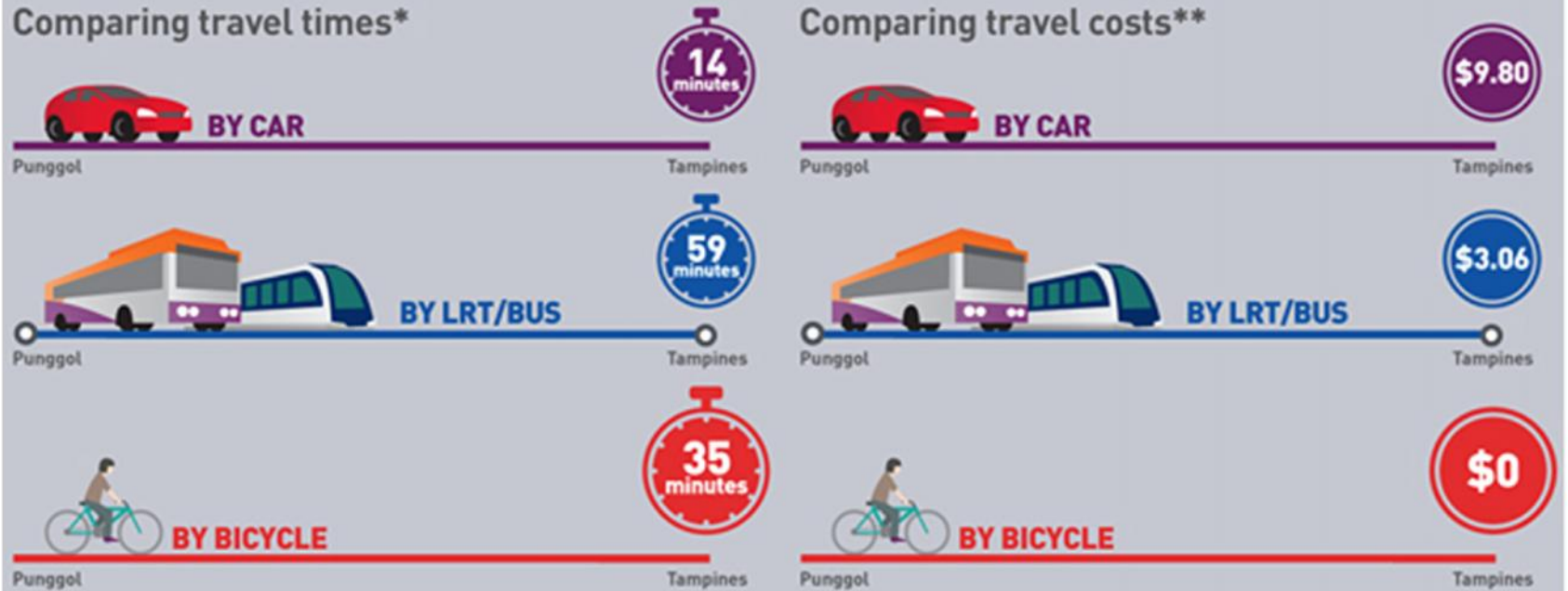
Why cycling? good for ourselves!



Why cycling?

- > Cycling people are healthier
- > Cycling people are happier

Comparing travel times*

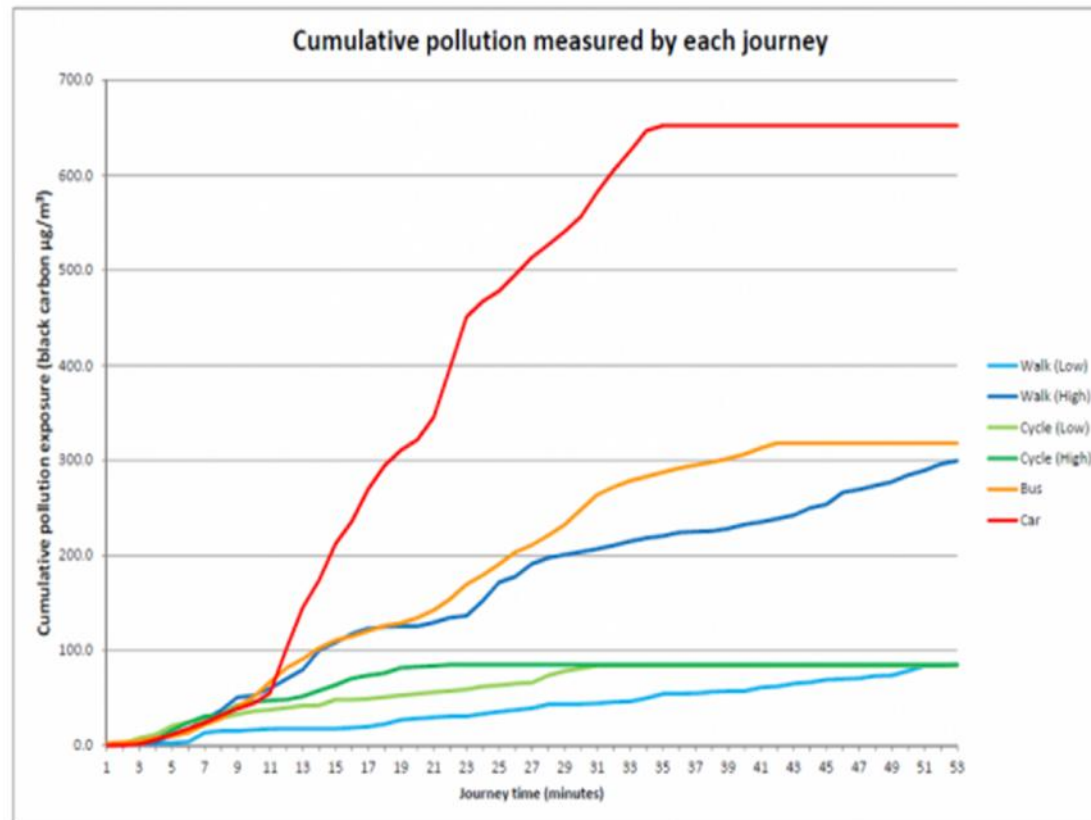


* Travel time [one-way] based on:
Car - Google Map
Public Transport - TransitLink H2G How2Go
Bicycle - Average cycling speed of 15 kmph

** Travel costs [two-way] based on:
Car - Fuel costs and parking fees
Public Transport - Fare

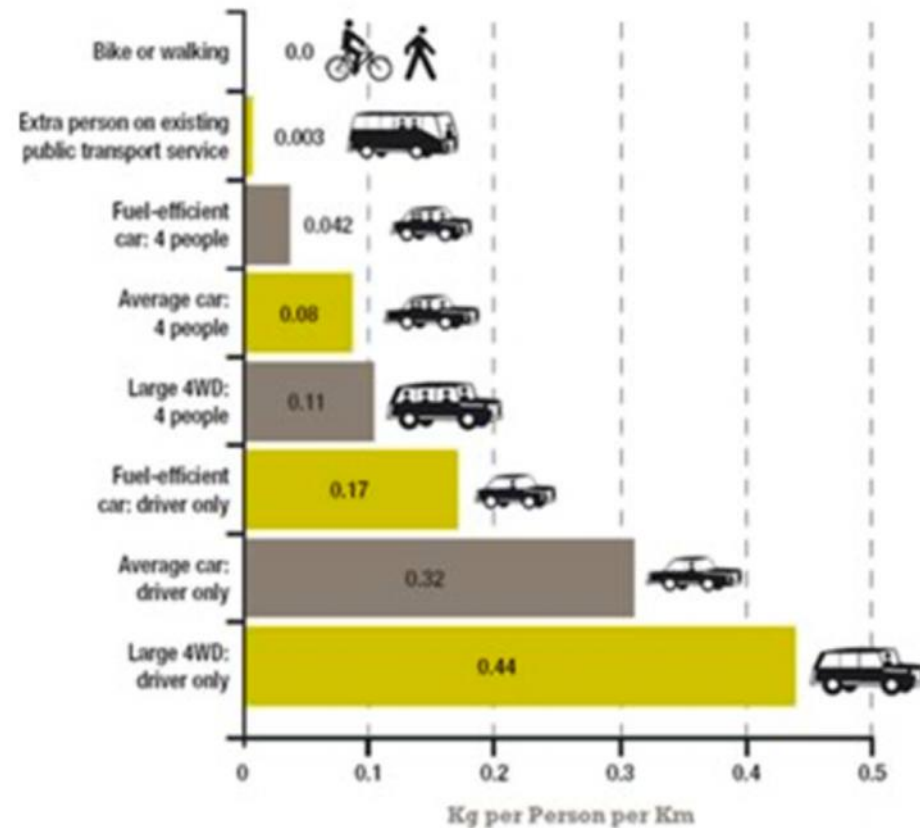
Why cycling?

- > Cycling saves traveling time for most urban trips



Why cycling?

- > Cyclists inhale less pollution than travellers by other mode of transport



Why cycling?

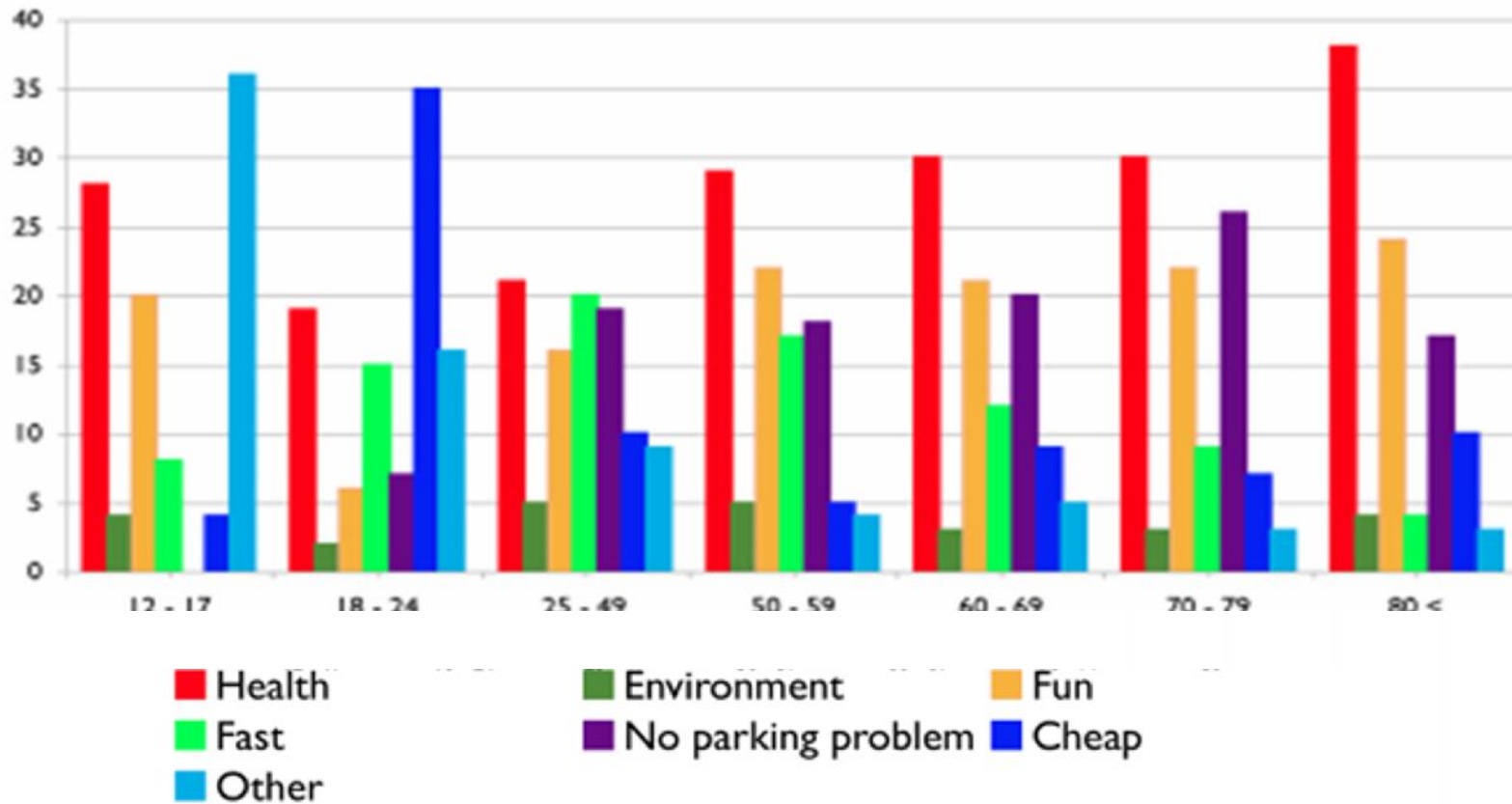
- > It leaves you thin and your wallet fat
- > Democratic way of transport
- > Cycling emits 0-pollution
- > Healthy for everyone around you



Why cycling?

- > It leaves you thin and your wallet fat
- > Democratic way of transport

Why do Dutchies cycle?



Source: Survey Delft 2006, Mobycon



Why cycling?

- > Decrease congestion
- > Improve accessibility
- > Make space to live our cities.



Why cycling?

- > Cycling is good for local commerce



- > Cycling, is after Amsterdam (51%), the second (41%) positive aspect that foreigners name of the Netherlands
- > 30% of tourists cycle during their stay in the Netherlands
- > 11% of tourists discover Dutch cities on a bicycle

Cycling country the Netherlands



Cycling country the Netherlands

Facts & Figures:

- > 16,8 mln inhabitants
- > 18,5 mln bicycles
- > Average life expectancy: Man 78,8 and woman 82,7
- > Average household size: 2,2
- > Average Income: GNP 50,700 USD (rank 7) / USA 48,600 USD (rank 9)





The Dutch Cycling Embassy

- > Today, cycling is an integral part of Dutch cities and culture
- > Yet, it wasn't always like that...



Even our queens cycle!

Cycling country the Netherlands









Cycling in the Netherlands

- > Traditional high levels of cycling (cycling culture)
- > Decrease of cycling 1950 - 1975
- > Revaluation of cycling from 1970's on
- > National transport strategy 1989
 - > Equal accessibility, safety and livability
 - > Bicycle Master Plan
- > Cycling-inclusive planning
 - > Integral part of local and regional transport planning
 - > Re-confirmed in National Transport Strategy 2006 & 2012



On all government levels cycling policy got a place:

- > Cycling policies are a core business at the local level
- > National: guidelines for road design; road safety targets and co-funding for: bicycle parking facilities & cycling highways

They work on:

- > Hardware
- > Software
- > Orgware

Cycling country the Netherlands

- > Cycling policies is a core business at the *local* level
- > National: guidelines for road design; road safety targets and co-funding for:





On all government levels cycling policy got a place:

- > 10 billion is spent on Infrastructure & Environment
- > Public sector invests €25 per capita in cycling

highway



connector road



rural road



urban highway



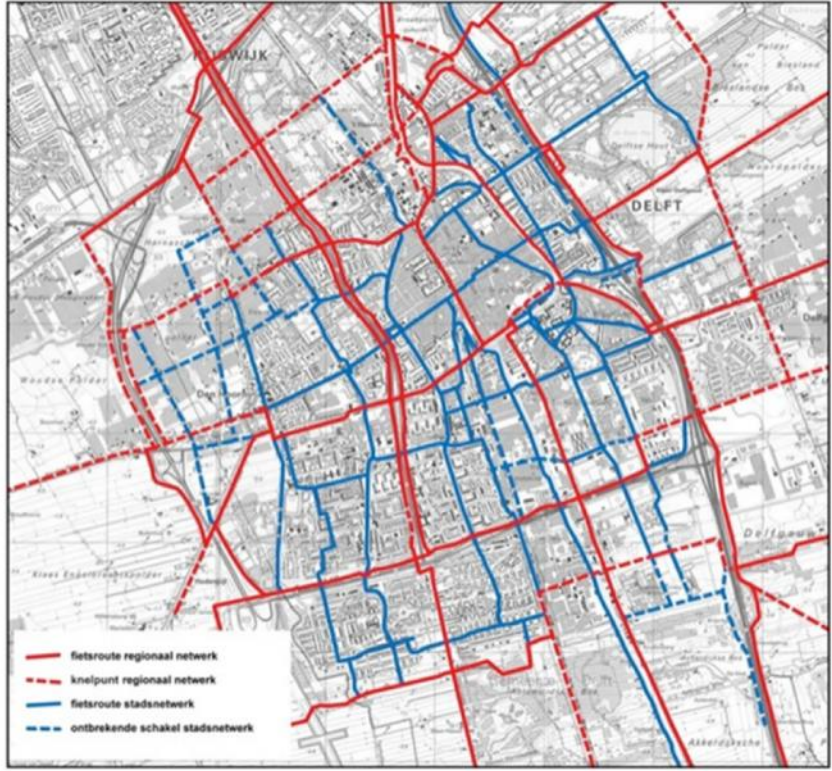
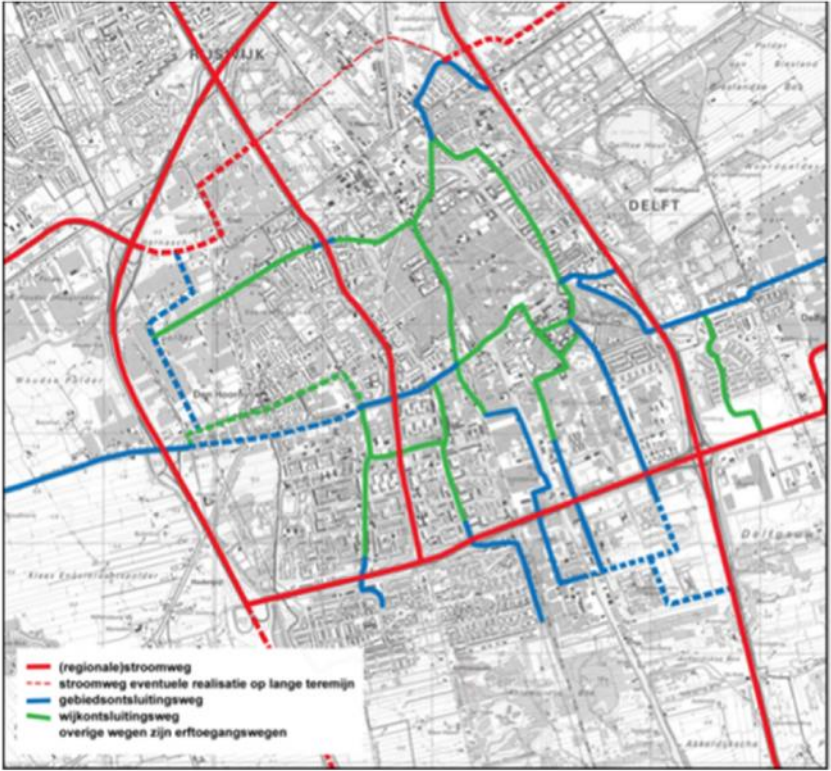
artery road



neighbourhood street



Mixing of transport modes in street profiles



Intricate networks of fast routes and neighborhood routes



Smart integrated infrastructure

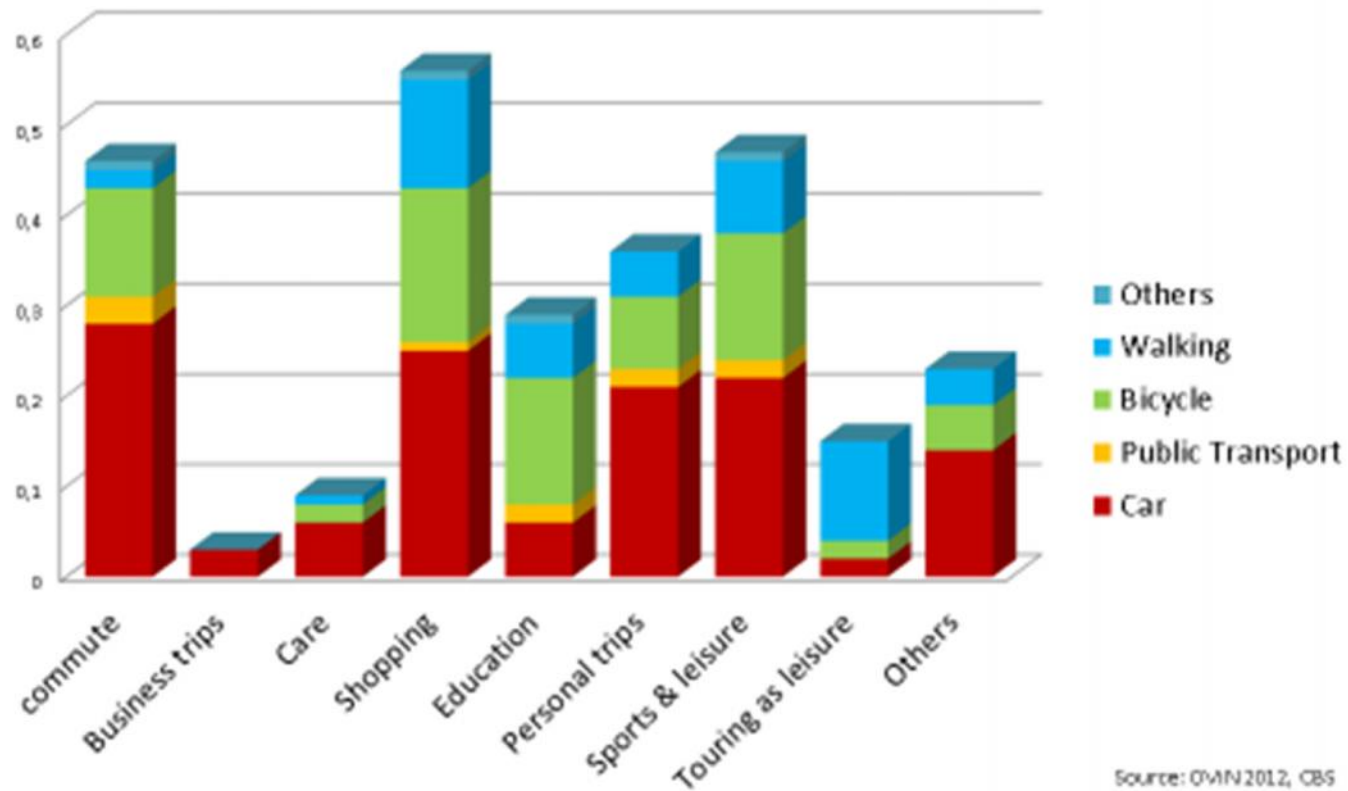
- > Fietsrotondes, 'regenfietslicht', voorsorteervak, fietsstraat, etc.



Design for:

- > All kinds of ages
- > All kinds of bikes
- > All kinds of uses

Modes of Transport and Motives NL, 2012

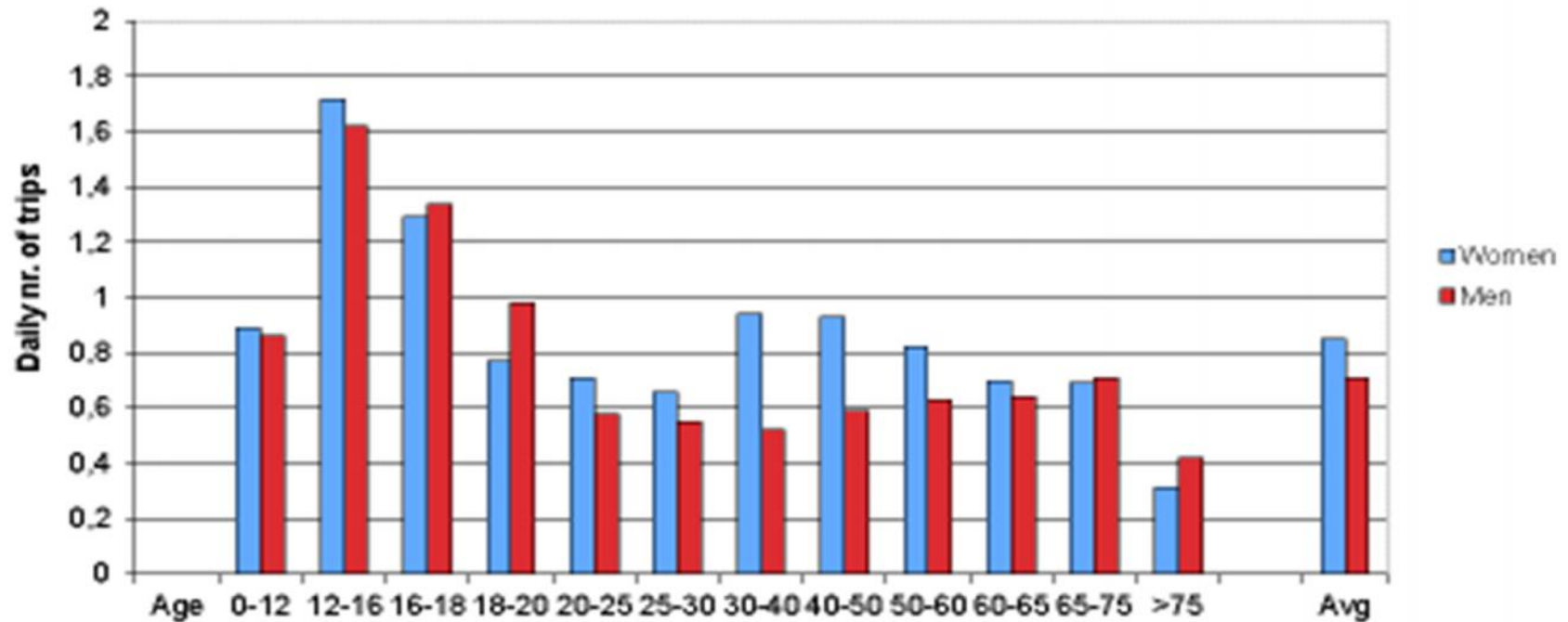


Source: O'VAN2012, CBS

The results of this policy are clear:

> The Dutch use their bike for all kinds of trips

Average daily nr. of trips by gender



The results of this policy are clear:

> Dutch off all ages use their bikes a lot!



While government makes infrastructure, private companies come up with new cycling innovations

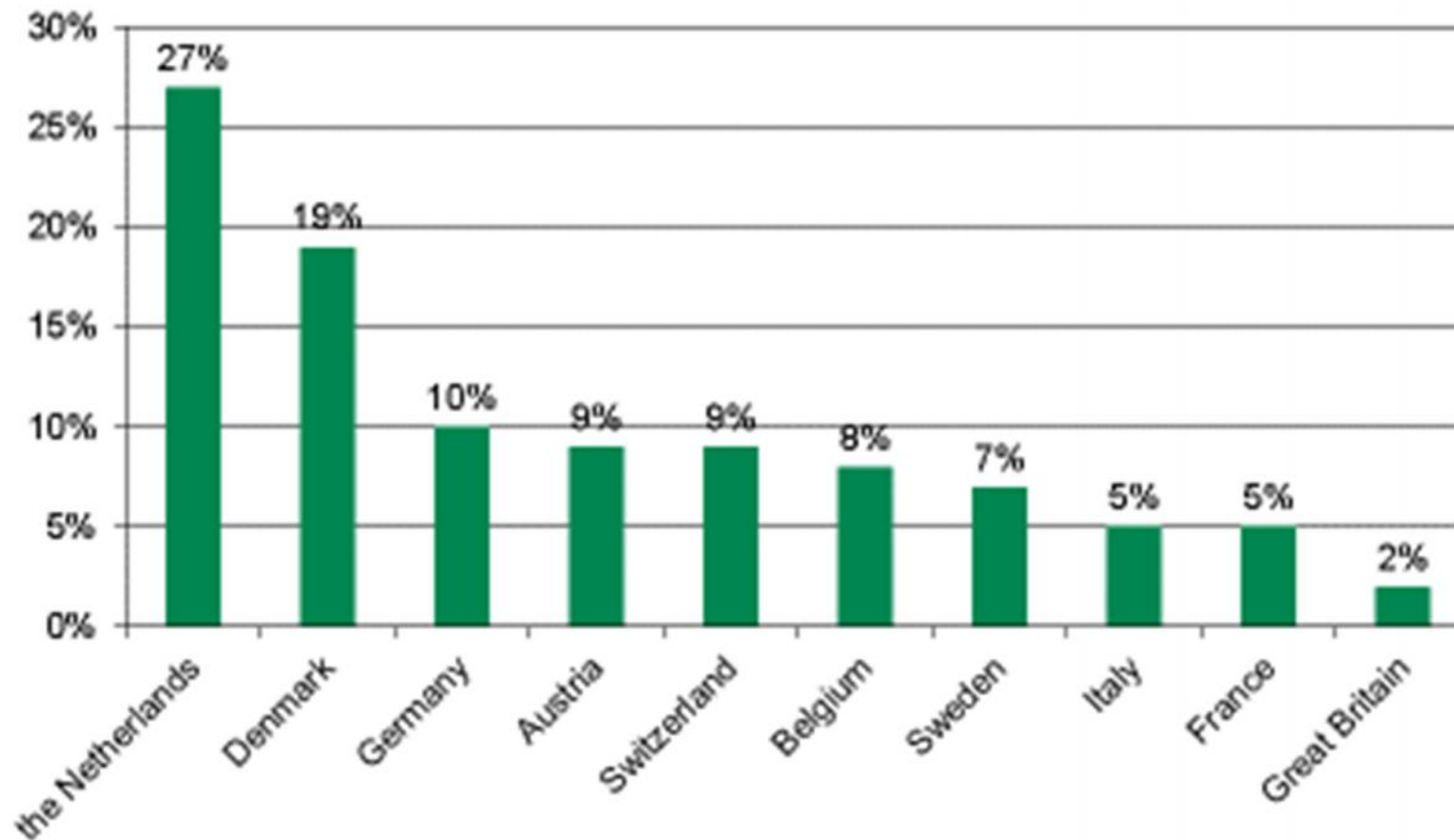


“Young learned, is done old”

- > Schools & NGO's provide cycling lessons for children and foreigners

Mode / KM	< 7,5	7,5 - 15	< 15	Overall
Car:	35%	74%	79%	48%
Driver	23%	50%	54%	32%
Passenger	12%	24%	25%	16%
Public Transport:	2%	7%	14%	5%
Train	0%	1%	9%	2%
Bus/Tram/Metro	2%	6%	5%	3%
Bicycle	35%	15%	3%	27%
Walking	26%	0%	0%	18%
Other	2%	3%	4%	2%
Share distance	70%	12%	18%	

Today, a large part of all journeys in Holland are made by bike!



Dutch have the highest bike share in their modal split

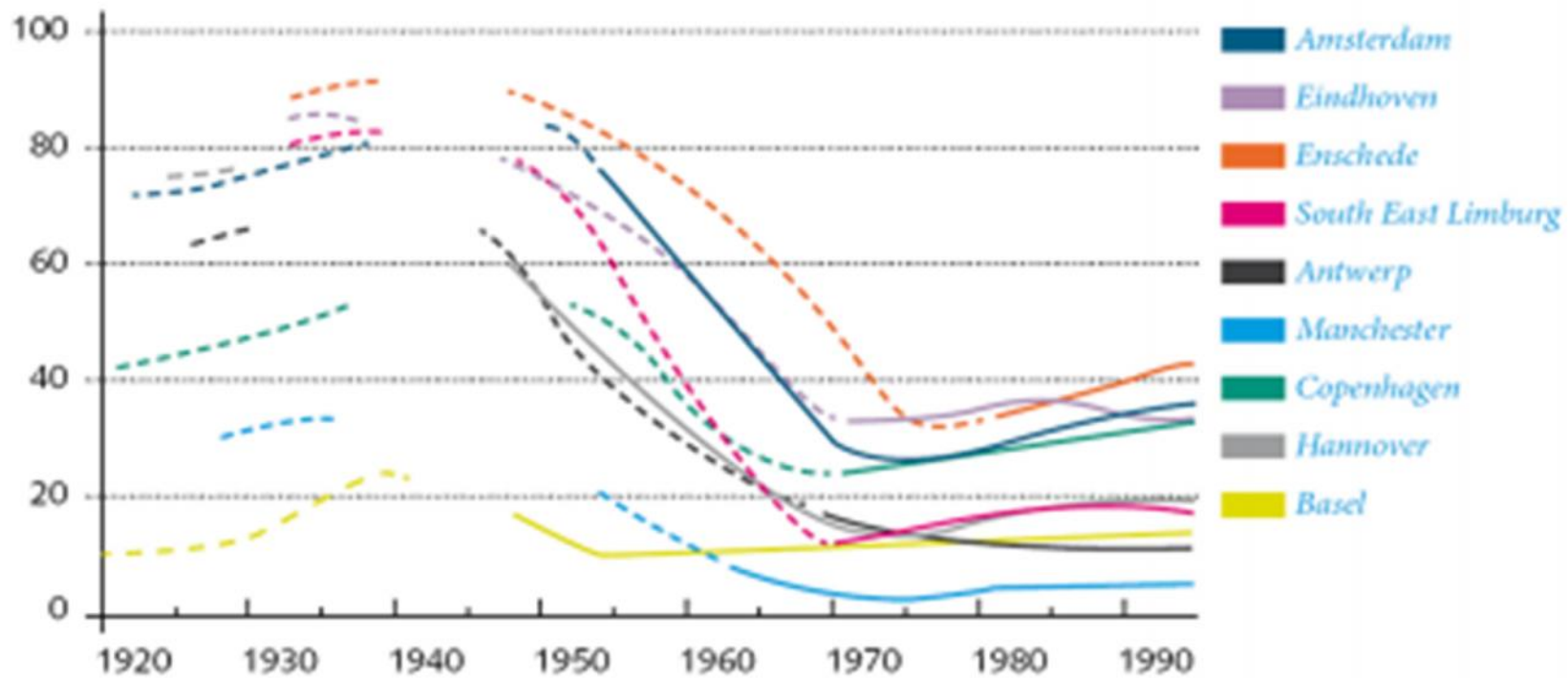
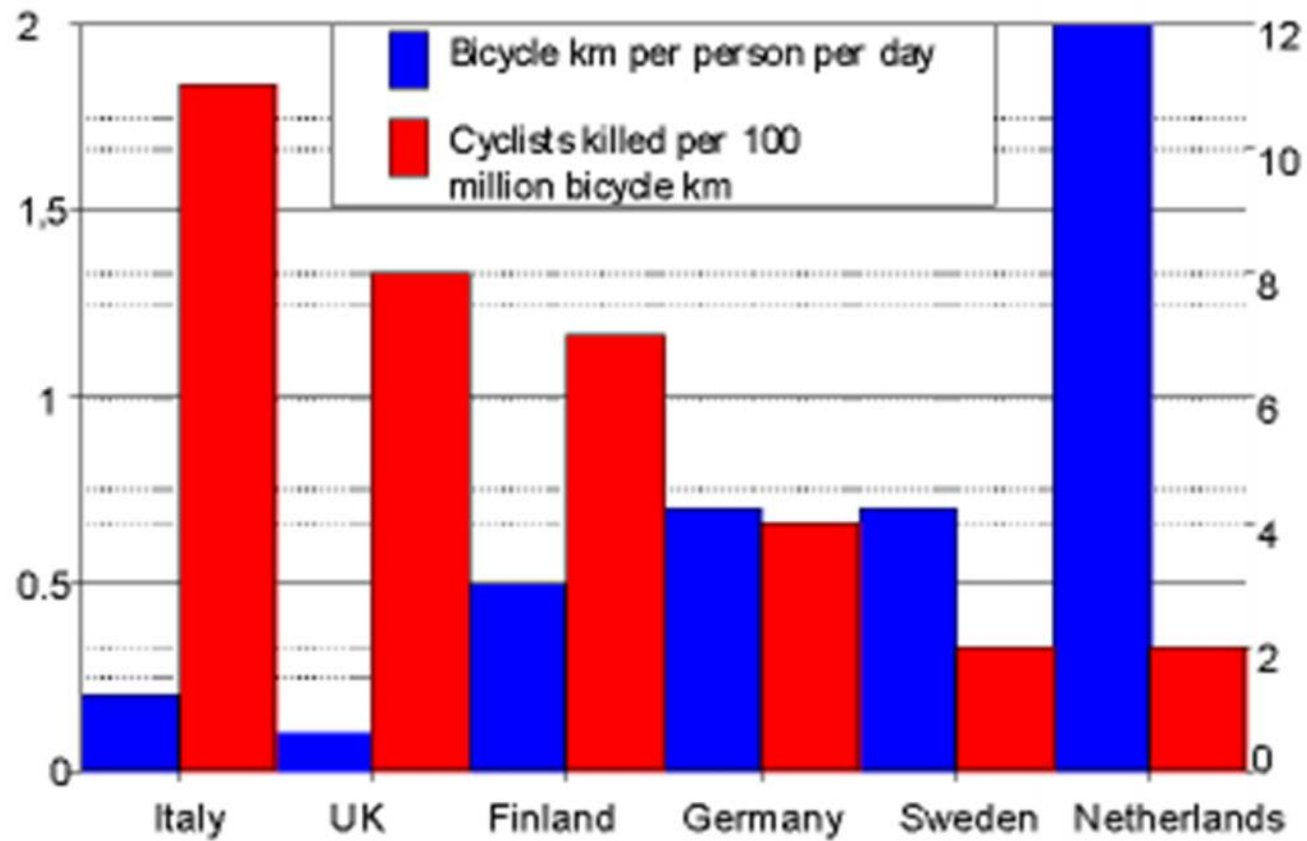
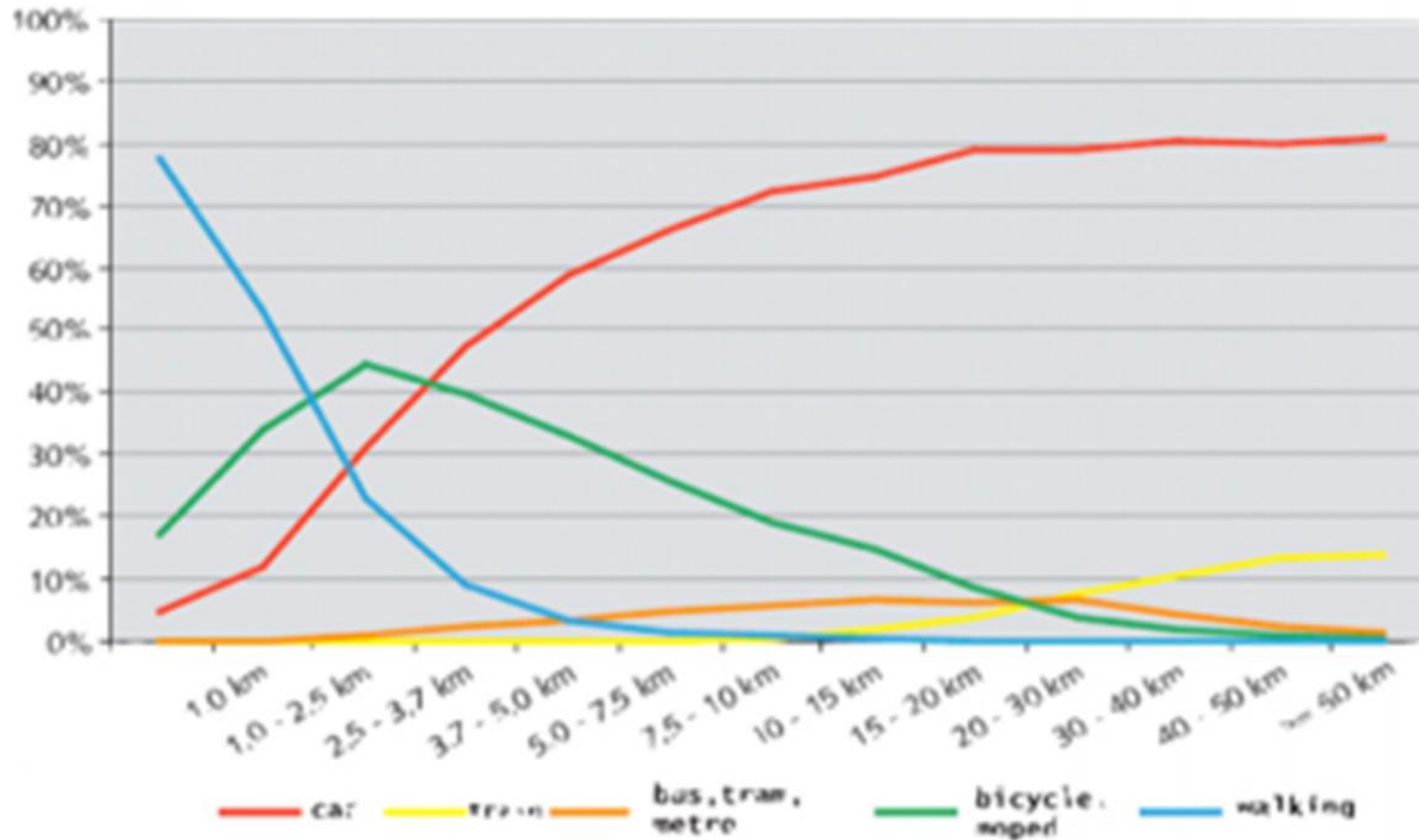


Figure 5: Historical development in bicycle share in 9 European cities Source: A.A. Albert de la Bruheze and F.C.A. Vervaart. Bicycle traffic in practice and policy in the twentieth century, 1999



Use improves safety



Today's modal split according to distance in the Netherlands

- > Further raising the bar for both short and long distances



Bicycle and train: a good combination!

- > We always approach cycling as part of a multi-modal transport system
- > Improvement of bike-train transfer

- 
- > Bicycle parking at 300 train stations:
 - > First 24H for free:
 - > financed by the NS (Dutch Railways and the Government)
 - > High quality and uniform service of bicycle parking by OV Fiets (Public Transport Bicycle)

Bicycle and train: a good combination!

- > Improvement of bike-train transfer



Further improving cycling in modal split

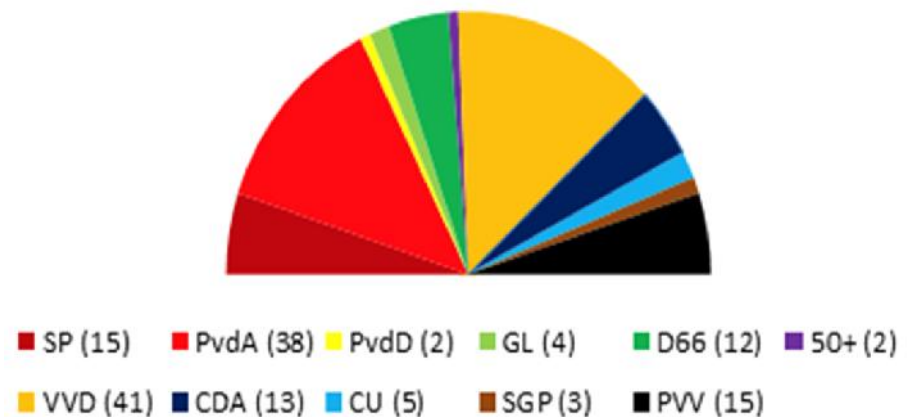
- > Improving longer distances by 'bicycle highways'
- > Wide paths, no traffic lights, good infra

Cycling country the Netherlands

Political System:

- > Kingdom of The Netherlands
- > Constitutional parliamentary monarchy
- > Parliament of 150 members

Zetelverdeling Tweede Kamer

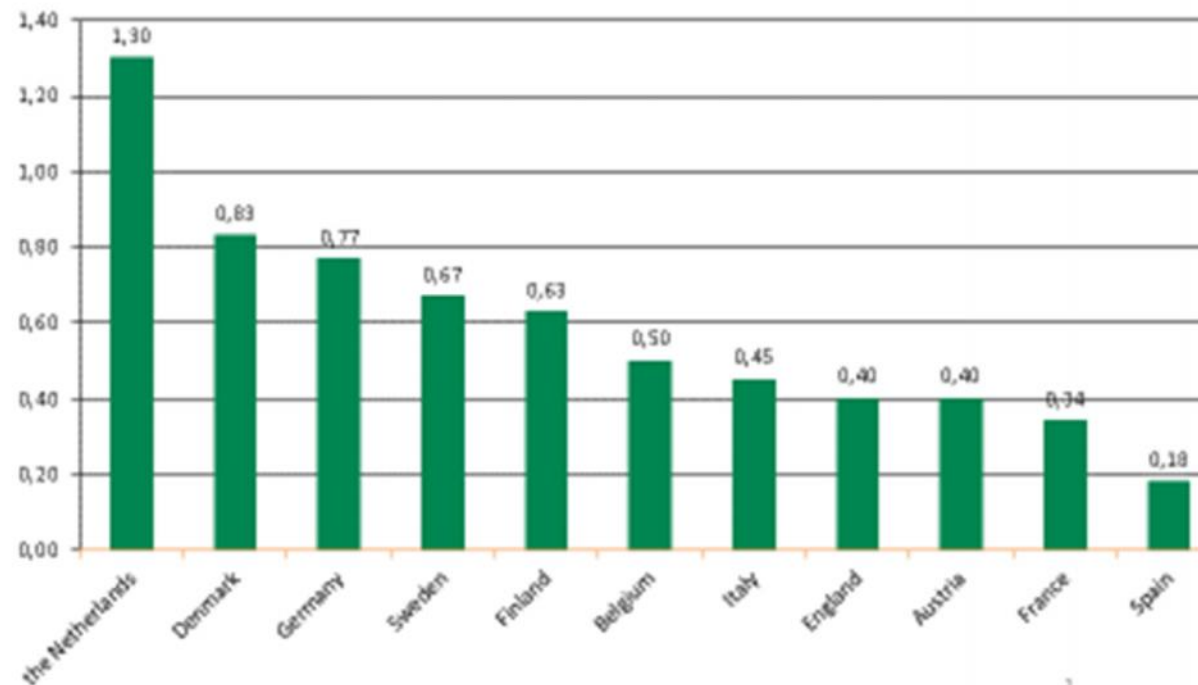


Spatial reach & catchment areas

- > 1st shell
- > Walking distance
- > 500 – 700 meter
- > 5 - 10 minutes walking
- > Catchment area: 79 ha.
- > 2nd shell
- > Cycling distance
- > 2 – 3 kilometers
- > 5 – 10 minutes cycling
- > Catchment area: 1256 ha.

We plan our cities according to bike-accessibility

Facts - Bicycle ownership



This is part of how we got to mind-blowing numbers as these



Is cycling possible in your city?

Yes, it is!



Taipei , Taiwan

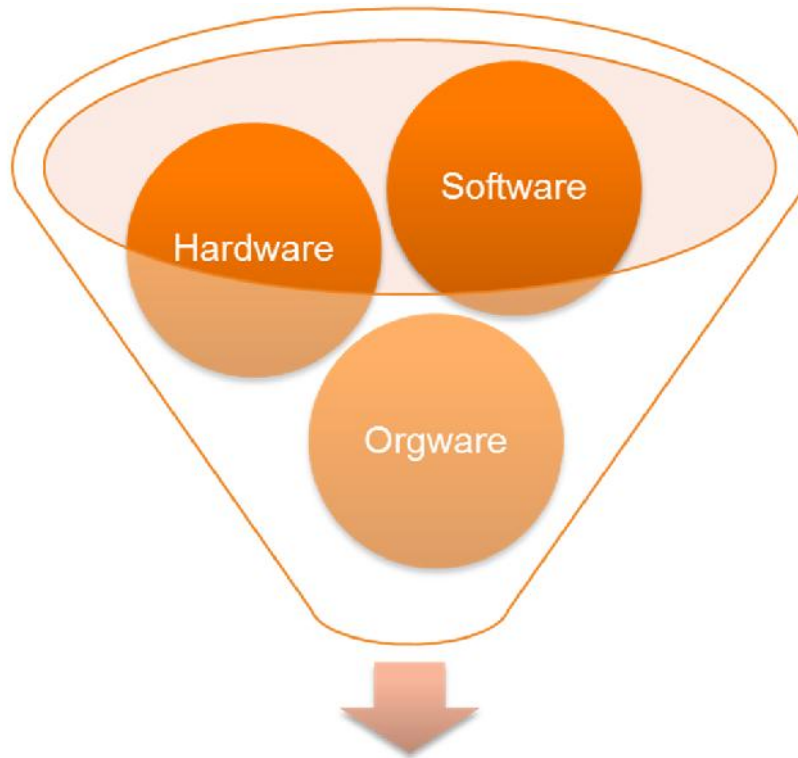


Bogotá, Colombia



New York, USA

A good strategy to make cycling a lasting component in the mobility mix of your city, is a plan built up out of:



Hardware: the material/physical necessities for cycling

Software: the human side of mobility.

Orgware: the cooperation process needed between all the actors

Cycling inclusive mobility

Cycling and SUMP; an important combination!

Sustainable: No CO2 pollution, healthy, fast in urban area's

Mobility mix; Cycling as part of the mix; not all trips by bike, but also not all by car.

Space: less space use for parking and routes

Everyone: affordable and accessible for everybody; low cost, easy to use

Cycling inclusive mobility

Chances for cycling in Lithuania

Commuting: spatial planning and traffic planning *afstemmen*

Touristic: good infrastructure in touristic areas, IT to help you, role touristic industry.

Logistics: innercity logistics



Cycling inclusive mobility

Chances for cycling in Lithuania



Infrastructure: attractive, direct routes
Sustainable: bike and public transport



Cycling inclusive mobility

Chances for cycling in Lithuania



Feeling: cycling is cool

Costs: it will save you money!

Reachability: better getting into towns



Cycling inclusive mobility

Threats for cycling? There are good solutions for it

Cold winters: Be prepared for it! Use good examples in the Netherlands and Danmark

Traffic safety: the human side of mobility.

Public opinion: may be negative towards cycling; organize interesting cycle events and put effort in marketing (compare iphone)

Financing: Less money for expensive and huge infrastructural projects, more for biking; several budgets (health, maintenance, traffic management)

Cycling inclusive mobility

Threats for cycling? There are good solutions for it



Cycling inclusive mobility

Latest Best Dutch Practice: export



Contrato de préstamo no. 2201/OC-EC
Ministerio de Transporte y Obras Públicas
Banco Interamericano de Desarrollo



Expresión de Interés
Estudio para la creación del
plan maestro de movilidad
en bicicleta



LOVE LONDON
GO DUTCH
MAYORAL ELECTION 2012





Dutch Cycling Embassy

Convinced that cycling makes safer, healthier, happier cities and people,
we are happy to help you to make cycling part of your system!



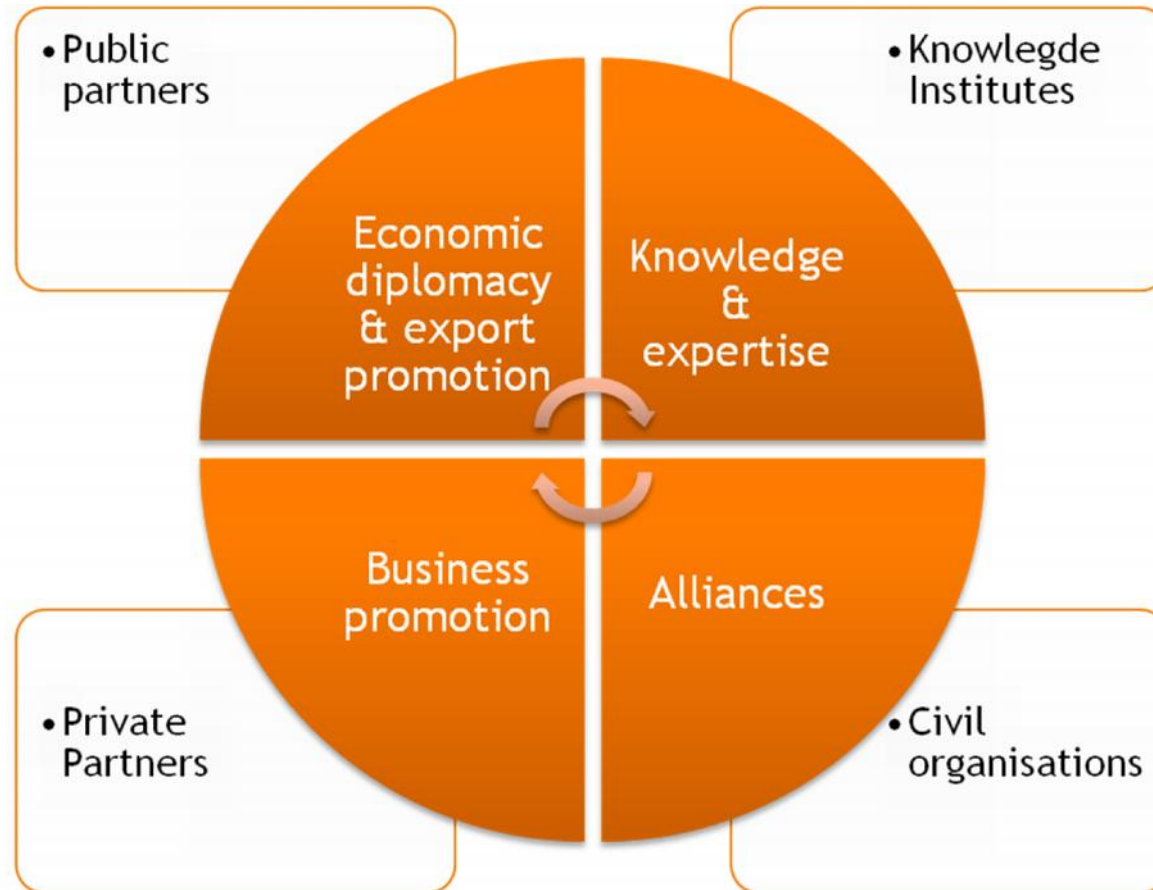
Dutch Cycling Embassy

- > www.dutchcycling.nl
- > info@dutchcycling.nl



- > www.loenderslootgroep.nl
- > info@loenderslootgroep.nl

Is cycling possible in your city?



Best Dutch practices: co-operation

Improving
cycling &
public transport
competitiveness

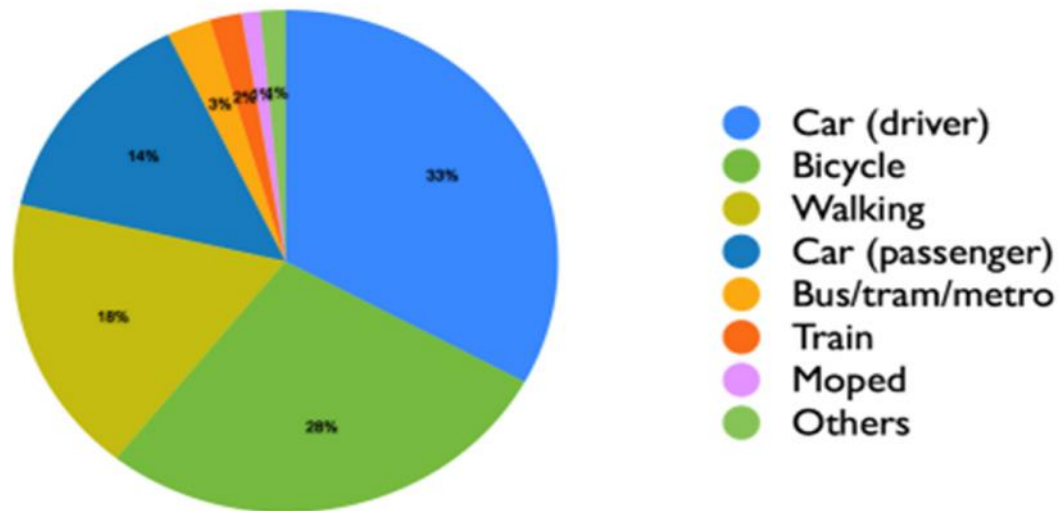


Strengthening
each and
every link of
the chain

02-
12-

Cycling country the Netherlands

Transport mode in the Netherlands



*Source: OVIN 2011

4

Cycling country the Netherlands

Functional Dutch cycling design:

- > The cyclist as a starting point for design: network, route, street profiles
- > Five main requirements for design: coherence, directness, safety, attractiveness and comfort

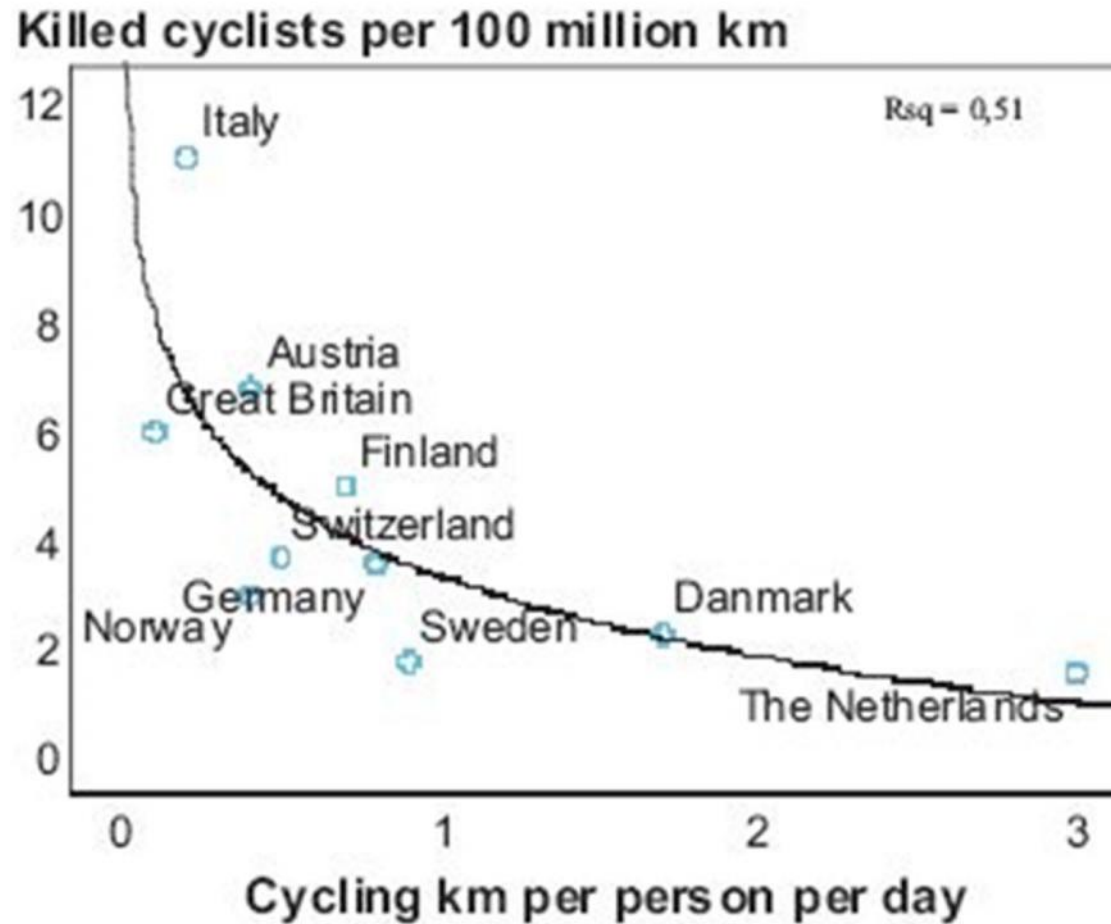
Cycling in Europe

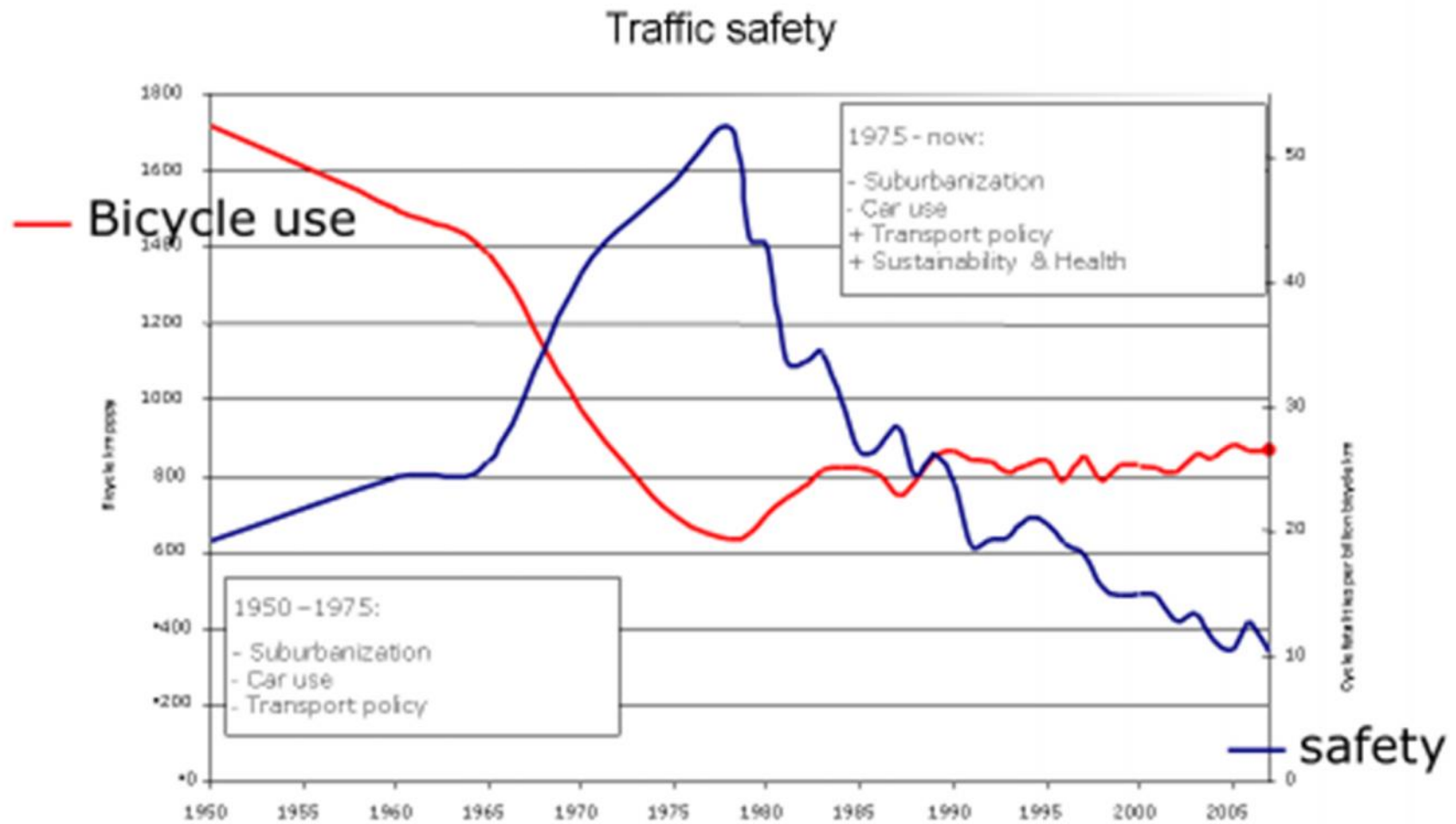


02- Cycling in Europe
12-

Dutch Cycling Embassy

Cycling in Europe: Safety





Safe cycling is



about designing for all ages

