

# 2017 Australian Active Travel delegation and study tour to the Netherlands

— a program overview —

Sunday, 4<sup>th</sup> June to Friday, 9<sup>th</sup> June 2017



*Empowering our leaders to create better communities.*

*In 2014, the Cycling Promotion Fund, in partnership with the Kingdom of the Netherlands, led the first Australian 'Influentials' study tour to the Netherlands. The 10 leaders participating in the delegation returned to Australia with knowledge, ideas and most importantly inspiration about the possibilities to create better cycling environments and transport systems in Australia.*

*Based on the success of the 2014 Study Tour and its ability to drive change within our communities, the CPF organised delegations to travel to the Netherlands in September 2015 and again in June 2017.*

*Our delegations experience a broad range of transport environments with site visits, presentations and meetings that educate, inspire and empower all participants in intense 5 day immersions in worlds best practice in active transport planning, integration and leadership.*

*The program is designed to encourage politicians, elected representatives, planners, engineers and key executives to develop their own unique visions for thriving cities and people-focused places once they return to Australia.*

*For additional information and resources, visit [www.cyclingpromotion.org](http://www.cyclingpromotion.org).*

*Stephen Hodge and Peter Bourke.  
July, 2017*

## DUTCH FACTS AND STATS

- Netherlands population is 16.8m inhabitants
- Australian population is 23.8m inhabitants
- The Dutch have 21.4m bicycles
- Number of bikes in Australia – unknown!
- Average life expectancy - Netherlands; men = 78.8 years, women = 82.7 years
- Average life expectancy – Australia; men = 80.4 years, women = 84.5 years
- Average household size – Netherlands = 2.2 persons
- Average household size – Australia = 2.6 persons
- GDP Netherlands = \$US47,300 (rank 14)
- GDP Australia = \$US46,400 (rank 15)

## BICYCLE USE (presentation Hillie Talens, CROW)

- Total modal split in the NL = 27%
- Total of trips <7.5km = 34%
- Total of trips from 7.5km - 15km = 15%
- Total of all trips to railway station = 47%
- Mode share in Zwolle and Groningen >50%
- 10% of Dutch people do not cycle at all.

## DELEGATION

ALAVI, Hafez – Senior Transport Safety Planner, TAC

Cr Sarah Carter, City of Maribyrnong

Cr Catherine Cumming, Mayor, City of Maribyrnong

Clem Gillings, Director Community Services, City of Maribyrnong

Clayton Neil, Australian Centre for Rural Entrepreneurship

Adam Rogers, Director Cycling, TMR QLD

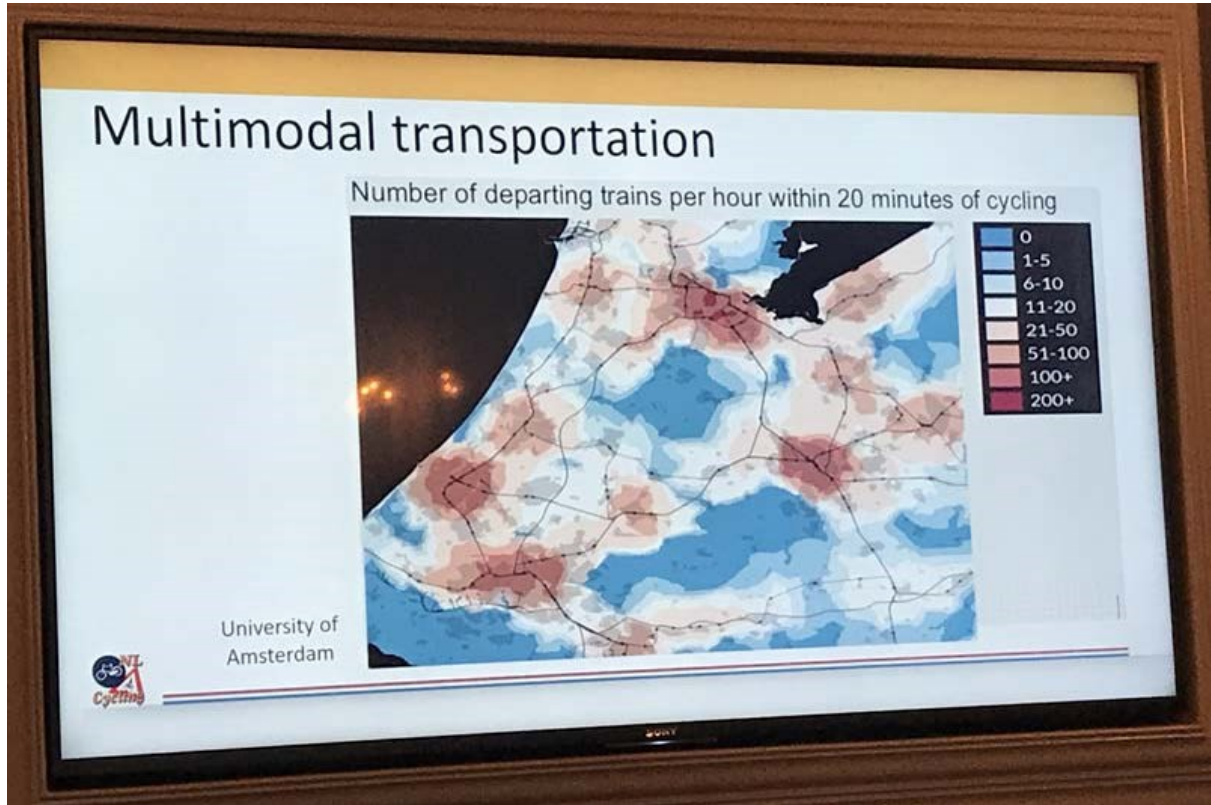
Jillian Woolmer, Travel Smart Officer, City of Cockburn

SUNDAY, 4 JUNE - MARK WAGENBUUR, AN INTRODUCTION TO 'BICYCLING DUTCH'



Mark presented a broad overview of the social context to Dutch cycling culture and some of the issues currently facing the Netherlands in road safety, transport congestion in cycling (!) and organisation of the road system and hierarchy. Key areas covered in his presentation were:

- SOCIAL HISTORY OF THE CYCLING MOVEMENT
- EARLY EFFORTS IN SEPARATED INFRASTRUCTURE
- PLANNING
- CATEGORISATION OF ROADS
- REQUIREMENTS FOR HIGH LEVELS OF CYCLING



Above: representation of close links between, and importance for, rail and cycling mobility in the Netherlands.

MONDAY, 5 JUNE - ANDRE BOTERMANS, MUNICIPALITY OF HOUTEN - PRESENTATION & BIKE VISITS TO HOUTEN AND EINDHOVEN (HOVENRING)



Andre provided a presentation on the fully planned town of Houten, its history and focus on providing an active mobility-focussed living environment for the residents. Main points:



#### CHARACTERISTICS OF HOUTEN

- Living streets - "woonerf", separation of traffic modes, max speed inside Houten 30kph, ring road 70kph
- 1st phase engineers/consultants who were part of the urban planning back in the 60's are still involved - the long-term nature of the planning is important
- Planning supported by an Alderman and the Mayor in the beginning
- New town centre was planned on rail line, with 30,000 population target
- 'active' car-free routes through all the green spaces, 'slow traffic' infrastructure system.
- Direct permeability possible by walking and cycling, but cars have to go back to ring road, so most trips around town easier and faster by bike
- Property values are 15-20% higher than housing in neighbouring villages
- Urban boundary to prevent development into farming land.

#### MODAL SPLIT

- Up to 7.5km, most trips by bike.
- Above 7.5km, most trips are done by car.

#### SECOND GROWTH TASK - 1991

- 30,000 increase to 50,000 and up to 8,000 dwellings.
- Decision to build second rail station with phase 2 prior to completion of houses (unusually close at 1.8km from the first station) to ensure PT available for new residents from the moment they moved in and to avoid car-based behaviour being established early on.
- Complete ring road is around 15km around. Houten fits into a 4X4km square.

#### BICYCLE SITE VISIT HOUTEN with Andre Botermans of the Municipality of Houten



Above: Houten station with bike parking directly underneath



Above: Houten's (car-free) town square



Above: Andre Botermans explains Houten town planning.

#### BICYCLE SITE VISIT EINDHOVEN with Bas Braakman, Municipality of Eindhoven



Above: Eindhoven raised bike & ped crossing with innovative proximity warning lights for cars when bikes/peds approaching – crossing cyclists have right of way (denoted by 'dragon's teeth' pointed towards cars).





Above: Visit to suspended cycle roundabout – the Hovenring – above 4x4 lane road junction at Eindhoven

AUSTRALIAN EMBASSY, BRUSSELS - TUESDAY, 6 JUNE

Jane Parlett, Economic Trade Counsellor, Australian Consulate, Brussels  
Alexander Cooke, Industry policy and Innovation, Australian Consulate, Brussels.



The meeting with Jane Parlett and Alexander Cooke provided delegates with an opportunity to understand the complex governance relationships of the EU with its member countries.

The discussions covered the following points:

Governance

System of competences

Science & research agendas

Other EU initiatives

- Sydney EU-Australia leadership forum
- European Open Science Cloud
- European Digital single market
- European Innovation Council
- Education and early education
- Road safety
- Tourism
- Special visits program
- European Parliament delegations (Opportunity to propose specific reasons or subject areas to Brussels for a broad delegation coming in 2018).

EU DIRECTORATE-GENERAL FOR MOBILITY & TRANSPORT, BRUSSELS - Tuesday, 6 June  
Piotr Rapacz, Team Leader, Contact Point for Cycling Sustainable and Intelligent  
Transport Directorate-General for Mobility & Transport



Above: Brussels centre resembles many Australian city centres.

Piotr Rapacz presented the work of the Sustainable and Intelligent Transport Directorate at the EU's Directorate for Mobility and Transport to delegates. Main points:

- Transport Challenges: air quality and congestion biggest issues in EU and member states.
- Health impacts of 400,000 premature deaths each year in the EU from poor air quality.
- Road fatalities mainly in urban areas, 25,500 in EU every year.
- Urban mobility mostly a local issue for member states.

Transport White Paper (2011) in progress, objectives are:

1. Halve use of traditionally fuelled cars by 2030
2. Achieve CO2-free logistics in urban centres by 2030

#### Urban mobility package 2013

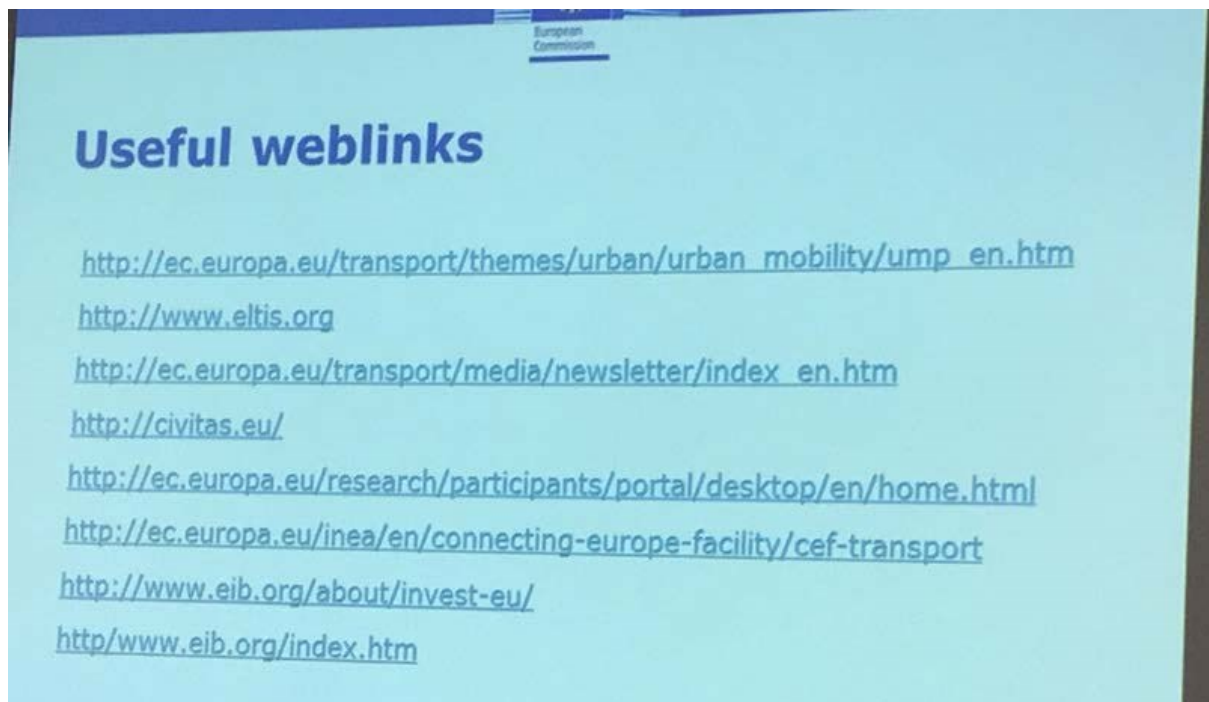
- Pedestrians, cyclists and motor cyclists 30% of urban mortality.
- Goals is to increase safety, 90% of accidents are due to personal factors.

#### The Luxembourg Declaration 2015 adopted an EU cycling strategy.

- Blueprint developed by ECF to be delivered to Commissioner at Velo City 2017

#### Financial support

- 7 year program support (budget time frame for EU)
- Transport budget is €12bn, cycling budget €1.5bn
- Connecting Europe facility CEF, competitive process





BRUSSELS, 6 JUNE 2017 — EUROPEAN CYCLING FEDERATION (ECF) MEETINGS  
Presenters from the different ECF program areas



The ECF: support for organisations across Europe, influencing politics, policies and investment.

1. Supporting members, umbrella organ. represent 500,000,000  
Leadership program to develop advocacy in countries with poor cycling  
Develop Eurovelo network, ECF coordinates, national coordinators for economic benefit.
2. Political influence  
2016 breakthrough year. EU cycling strategy out of Luxembourg Declaration  
Smart mobility, technology involved in the smart mobility - how cycling can be involved.
3. Broad areas of policy focus  
€510bn per year benefit of cycling for the European economy



Above: Ed Lancaster introducing the work of the European Cycling Federation @ the ECF Office.



## Networks



## Fabian Kuster - ECF Strategy



## EU Cycling strategy, 'Get more people to cycle more often'

- 8% average in EU mode used most often.
- 36% in NL on any given day.
- 160m trips per day.
- Still a lot of potential!
- Encouraging more to ride.



- 2,000 fatalities in 2014, 8% of all fatalities (same as rate of cycling)
- Rates stagnated
- Serious injuries, no agreement on definitions, not such good data therefore.



Euro Council asked for a strategic document on cycling, but European Commission is the missing link. EU Transport Commissioner, Violeta Bulc, wanted the ECF's document before approving strategy and it was presented at the Velo-City Conference in June 2017 (week after this presentation).

[www.cyclingstrategy.eu](http://www.cyclingstrategy.eu) Objectives:

- Equal partner in transport
- Cycle use, +80m trips per day increase across Europe
- Safer
- Double investments in cycling by 2021-2027 and double again by 2028-2034.

Key components:

- Infrastructure
- Vehicle and technical standards
- Multimodality and Intelligent Transport Systems (ITS)
- Fiscal, financial level playing field for cycling
- Governance
- Monitoring and evaluation.

What needs to improve to get more people cycling?

1. Infrastructure - separated.

Other key themes:

- E-Bike sales, could go from 1.5m to 12m by 2030 if cycling increases
- Non e-bike sales are about 20m each year
- 2,400km per year for e-bikes in Europe, normal bikes do many less km each year.

What are the barriers currently to achieving the growth targets for cycling?

- EU has been in crisis in the last few years with refugees, Greece etc.
- Cycling has been ignored for the time being and is seen as very small component
- 100m invested by Germany each year. Local demands are pushing the federal govt to do more.

**Carolien Ruebens - Cycle Highways**



Features:

Project: 'CHIPS', NW Europe, a European standard. Definition:

- A mobility product, Signage
- High quality, variable depending on no. Users.
- Functional connection
- Backbone of the network
- Satisfies potential users

**Holger Haubold, ECF Fiscal and Economic Policy Officer – Bikeonomics**



- Health Benefits
- Retail benefits
- Macroeconomic benefits - tourism and manufacturing
- Greater employment per million euro than car or plane manufacturing.
- Fiscal incentives for cycling



### **CycleTourism & Eurovelo – Ed Lancaster**



#### Benefits & participants

- UK, every weekend 2m people go cycle touring, only 0.7m play golf
- Benefits exceed costs significantly.
- Extends tourist season, brings tourists off the beaten track, good for local economies, esp. rural.
- Gateway to day-to-day mobility
- Become community assets.
- Public transport can be a barrier to cycle touring.

#### Benefits - economic

- 2.3bn cycle trips ea year
- €44bn value, vs €39.4bn cruise ships value
- Value of Cycle Tourism (2013) Scotland study. £117-£239m ea year
- Great Western Greenway, Ireland. €6m cost to build, €145,000 first year, €200,000 in yr 3. Have to add complimentary trails to the original trail. €7.2m every year value.

## Niccolo Panozzo - smarter cycling project initiative



### Devices, services, bike share

PEBSS - the Platform for European Bike Sharing and Systems. Designed to cover all aspects of the bike sharing scene, sensors, public and private, equipment, operators, providers etc. Whole ecosystem.

- Place bikeshare at the centre of urban mobility, lock in funds from EC (shared mobility focus), direct slice of funding into bike share.
- Working group established to provide data on all aspects of bike mobility.
- Smart Cycling City Certification - Copenhagen (CPH) is good for ITS systems
- Data from all sources - make it interoperable, provides endless possibilities!

### DATA MAKES CYCLING VISIBLE!!

- Huge investment in car technology will make them more competitive and bikes will suffer.

### Mobility as a service apps

- if cycling not there, then people will forget that cycling exists.
- Have to be on these services!!

Autonomous vehicles - Urban CITS deployment of technologies - working group participation What's good?

- Safety by design
- Distraction and speeding a thing of the past
- Traffic congestion re-direct, automatically
- Congestion busting possibilities – but only if they are public vehicles, not private!
- Better would be the public transport option; less cars, more space for walking and cycling.

### CAUTION

! --> Driving a Prius for one km may become cheaper than parking it for one hour. Your car could drive for eight hours and you would still save money.

!! --> If you don't have to drive your car and you can work actively, then you risk creating incentives for more urban sprawl, more pollution and greater congestion.

!!! --> Threat to public transport, why do you wait for a bus if you can call up your car? A threat to active transport as well.



Den Haag & Rotterdam, Wednesday 7 June - Dutch Ministry of Infrastructure and the Environment (Transport)

**Eric Tetteroo - APPM**, consults to Dutch Ministry of Transport 4 days per week. Member of Dutch Cycling Embassy (DCE)



Above: Erik Tetteroo.

400-500m euros spent to reduce congestion each year.

Average cycling, 27% of all trips nationally.

- The Haag, 25%
- Utrecht, around 50%,
- Other centres even more.



**Governance:**

2015 – a new initiative for national strategic approach, *Tour de Force*, due to the benefits for highway congestion.

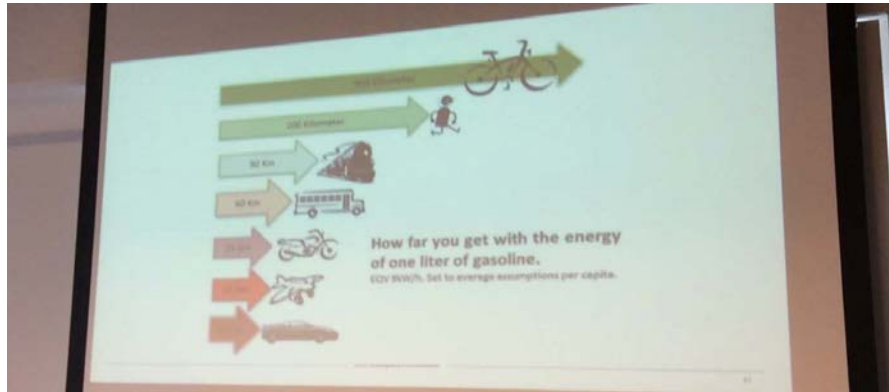
Agenda: 20% more cycling in 10 years (by number of kilometres ridden), 8 different sub goals

- Less casualties, incr. kms 20% without 20% incr. in casualties.
- Fatalities around 200/year, recent increases mainly due to older riders on e-bikes.

National approach designed to assist less able councils etc overcome key barriers.

- 32 euros spent locally per person per year
- Some cities is double, Groningen is ~80 euros pp/yr
- 3cents per km cycled & 10cents per km driven is spent on roads
- 14-18 cents per public transport kilometre travelled

**Fietstelweg**, national annual cycling data collection project using app on smartphones



### Hybrid oriented bike system

- About 10% can walk to a train station, but over 70% are close enough to ride to a train station
- As soon as density increases, cycling mode share increases a lot.
- People tend to ride up to around 3km, provided services are also in the same zone and close to transport.
- Bicycle arrivals to stations are increasing, now 45% arrive and 12% use bike at the destination of the trips.

### Land use v transport

Mode choice influences land use.

- Car oriented development versus bike OD, versus Train/transit oriented development (**TOD**).
- Hybrid Bike/train oriented development (**HOD**)
- Catchment area is much greater with a HOD than a TOD, 15X larger when considering 1015mins walk/bike time.

### Network planning

- Focus on the junctions!!!
- Not always good to build within the major road corridors, you can separate them.
- While a long-term view has to be taken, take a hot spot approach for some short-term actions.
- Do the changes with the people who are interested in the actions, builds ownership of users.

### Steps to promote cycling in LGAs

1. "Able to cycle"
2. "dare to cycle" actual safety and perception of safety, invest in junctions - where they are most vulnerable
3. "Invite to cycle" - campaigning, 5-10% of budget gives huge impact, employees, e-bike use, (Brabant e-bike program, investment paid back in 2 years, and also delayed investment in an extra traffic lane on the highway)

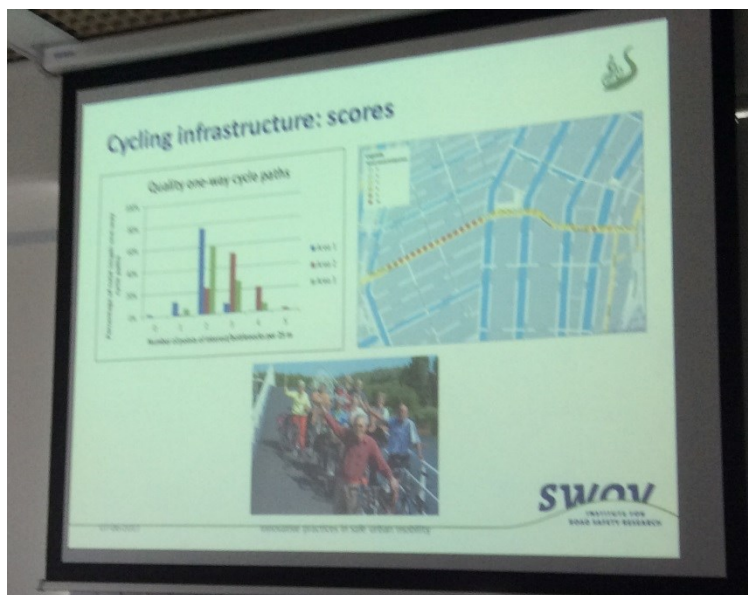
**SWOV Gert Jan Wilfhuizen**

- Netherlands Institute for Road Safety Research (SWOV)



CycleRAP Project, Initiative of ANWB and FIA Foundation

- Assessment tool for road authorities to identify and prioritise unsafe locations for cyclists.



What they found:

1. Quality not related much.
2. Obstacles not very relevant.
3. Alignment very relevant.

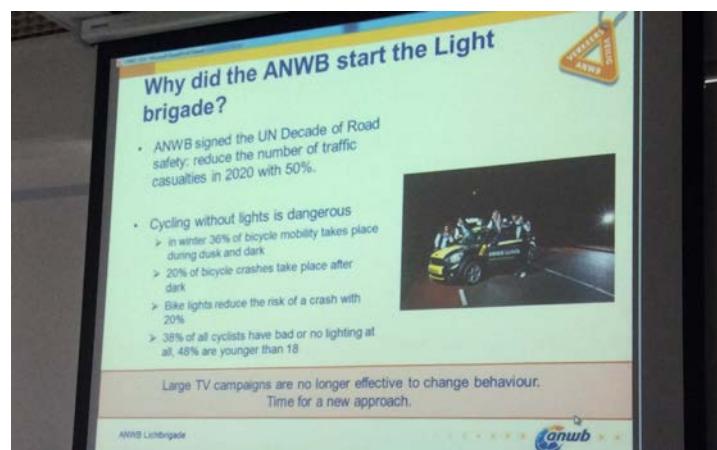


**ANWB - Jeanette van 't Zelfde**

- Dutch Touring Club, Public Affairs Advisor



- 4.4m members
- Streetwise program, from 4 years old, primary, secondary programs.
- Light brigade, A program to respond to safety in the UN Decade of road safety.
- Campaign run by volunteers at 2600 locations.



**'Traffic in the City' project:**

- Re-designing infrastructure, improving accessibility. Speed is no longer related to the vehicle, but the infra.
- Mass and speed of vehicle is related to sort of infra it can be used on (traffic functions).

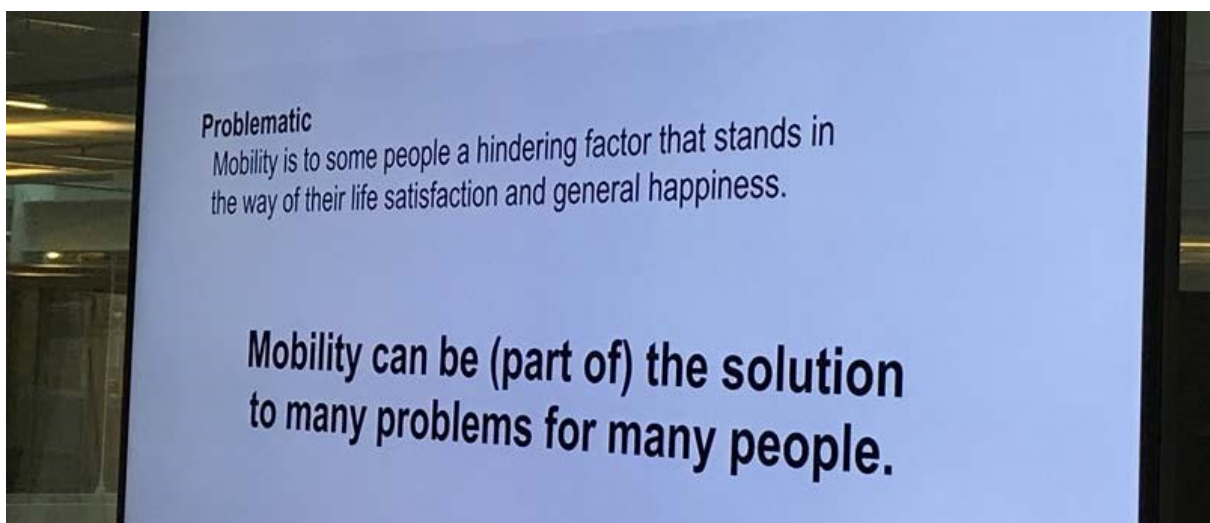


ROTTERDAM CITY MUNICIPALITY

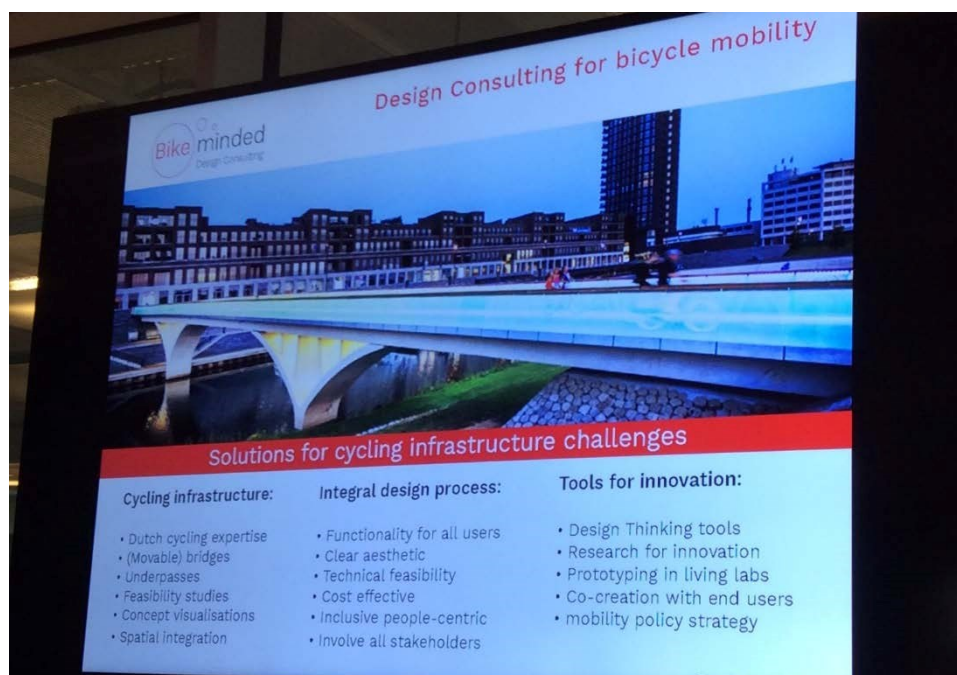
Meindert



Stephanie Akkaoui Hughes, architect, Traffic management agency



**Mauritz Lopes Cardoso**



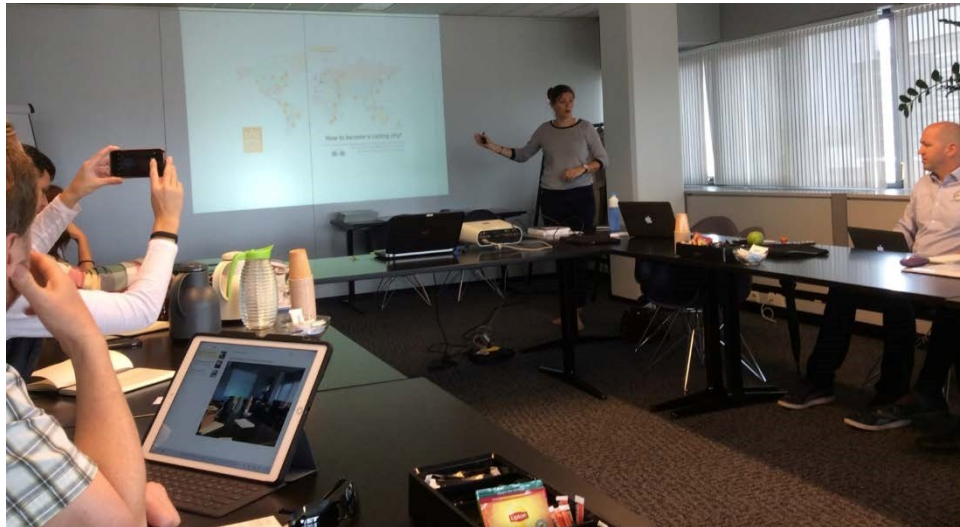


SITE VISIT – ROTTERDAM INFRASTRUCTURE BY BIKE with Maurits Lopes Cardozo



THURSDAY, 8<sup>TH</sup> JUNE – UTRECHT  
Miriam Boorsboom, Dutch Cycling Embassy (DCE)

- DCE, 4 staff, 150+ expert members - working with CONNEKT, sustainable transport organisation. A public private partnership to extend the expertise of Dutch consulting companies and cities into relevant areas across the globe.



DCE approach:

- Hardware,
- Software, and
- Orgware governs the way they do business.

Junctions/intersections a big focus for DCE, implementing changes that appear to be complicated but address issues on the ground. Eg. Box with a cross in it to keep out of in a crossing.

Think phase (**'Think Bike'** program), location-based with engineers, mayors & councillors, planners coming together to explore solutions to existing problems.







LA study done in 2012 to make the downtown better. Ride the city centre now in place, people using the safe infra designed in 2012.

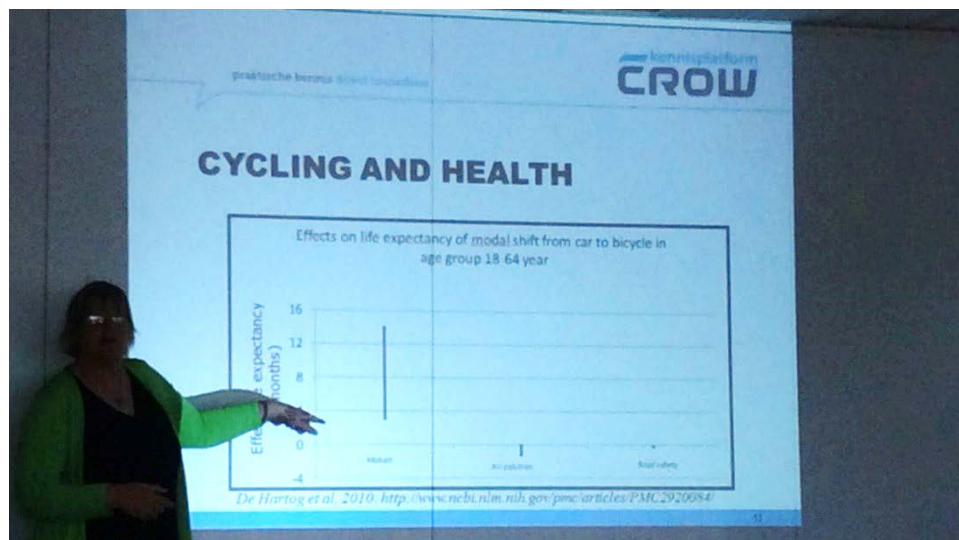
Start at the intersections first. That is where the dangers are. Disconnected routes are not so good if they are not connected.

### HILLIE TALENS - CROW

[www.crow.nl](http://www.crow.nl) (in particular see their Design Manual for Bicycle Traffic at <https://www.crow.nl/publicaties/design-manual-for-bicycle-traffic>)

Benefits of increased cycling mode share:

- 14 months extra life from cycling,
- hardly any dis-benefit from road trauma,
- big dis-benefit from air quality too.



### Economics:

- low commuting costs, less expensive parking.
- km driven costs 32euro cents, km cycled saves 12 euro cents
- 1,000,008 bikes sold every year at 800 euro each.
- Recreational spend greater from cycling tourists than car tourists.

Transport system needs bikes, city and cyclists all working together



Still a car oriented society in NL

Bikes used for education, **no school bus system**. Schools are local for all.

**Only country where more women cycle than men.**

**Highest use is kids from 12 - 16, 'ticket to freedom'.**

#### **Infrastructure:**

Coherence

Directness

Attractiveness

Safety and health

Comfort

##### **Coherence**

- Consistent quality
- Ease of way finding
- Mobility chain
- Choice of more than one route

##### **Directness**

- No unnecessary detours
- Faster than car
- Constant speed
- Minimum delays

##### **Attractiveness**

- Psychological elements
- Perception
- Social safety
- Go side by side
- Use environmental opportunities

##### **Safety and health**

- Mix if possible, separate when necessary
- Alternative parallel
- Infra and land use
- Vehicles - technique
- Road users - behaviour

##### **Comfort**

- Smooth surfaces
- Minimum stops
- Protection against weather
- Avoid steep slopes
- Enough space for side by side
- Avoid sharp curves
- Design speed 30 kph (average speed is around 20kph)

Some examples:

- EDE, CROW offices - changes to Main Street and parallel streets to make better for cycling
- Miami Beach - city access routes to the hospital
- San Francisco - the wobble line. Avoids the hills, residential area, follows course of old creek.

#### **Routes - bike highways**

- For longer routes
- Priority given to the route, just like a motorway

- Complete end to end
- No detours
- No motorised traffic
- Social safety

#### **Bicycle Streets**

- Two versions, bike in middle and bikes on the side with cars in middle and/or sides to pass.
- Less than 2,000 CPU on a one way street
- More than 2,000 bikes per day
- Less than 500 cars per day (PCU, passenger car units - bus is 2.5pcu, motorbikes are 0.5)

#### **Cycle Tracks/paths/lanes etc.**

- Best behind parked cars buffer
- On main roads 2-3m
- On parallel roads 2.5-4.0m

#### **Roundabouts**

4 types,

- bike on street
- Bike lane
- Separate path with priority
- Separate path without priority
- With path take 5m space for yielding to car

#### **Tunnels**

- Less than 5% gradient
- More than 3.5m width
- More than 2.5m headroom
- Sufficient light
- Daylight
- Vision through tunnel

#### **Bridges**

- Use local landmarks to create bridges
- At least 3.5m wide (Hovenring is 4m)
- Protect against weather
- Cyclist prefer tunnels to bridges

#### **Action Steps**

- Improve image of cyclists
- Car space to cycle space
- Relatively small investments
- A lot of bike short cuts
- More parking restrictions
- No city through traffic
- Bike-PT integration (make them cooperate not compete)
- A big campaign with ambassadors
- Show cycling is fun

#### **Parking**

- Safe facilities for parking
- Sufficient spaces
- Logical location
- Well fitted

### **Spoilers**

- Maintenance
- Road work zones
- No sign 'cyclists dismount'
- No detour more than 50% (max 5km)

### **Conclusions**

- Bike not a ped with wheels
- Facilities need to be tailor made
- Cycling not just a sport
- Bicycle is not a poor mans Mercedes

### **City of Utrecht - Franz Jan van Rossem**

Biking program Manager, everything that has anything to do with bikes. One colleague.  
Other project managers, 60 pax working on cycling. Temporary cycling plan over 5 years.

Politics, growth and planning:

- 4 year terms, always a coalition for governing. 35 elected representatives, for 335,000 people, greater area has 670,000 people.
- Traditionally left wing/greens Council, population is young. 100,000+ students.
- 4th largest city. Transport hub due to central location in the country,
- 170,000 passengers per day, motorway intersection, Rhine channel to Rotterdam goes past Utrecht as well.
- Anywhere in NL takes no more than 2 hours.
- Growth rapid, but maintained within growth boundaries.
- Don't want to facilitate growth mobility with cars, but with bikes and peds, PT etc.
- Keep liveability.
- Growth and more cars incompatible.

Cycling policy:

- 194m Euros for 5 year program investment in cycling.
- Possible because of subsidies from federal, regional and municipal funding grants.
- Building 22,000 bike parking places, 70% arrive at train station by bike. Target for bike parking increase in capacity from 22K to 33,000 mooted in 2017 due to increased demand forecast.
- Second major undercover parking station opening in August 2017 (14,000 places, first half), later opening for second stage for an additional 7,000 bike parks.

Cycling routes, 37,000 per 24 hours measured (av 33,000) on principal route into city - only Danes say they have measured more per 24 hours with 45,000 on their bridge in CPH.

Cyclists into town centre = 125,000 per day.

- Quicker, cheaper, nicer for commuters!

Tour Depart (2016) was very powerful for advertising cycling.

- Audience - for 8 - 80 year olds.
- 61% arrivals into town centre by bike.
- 83% satisfied with access by bike.



## Goals

- Make cycling more fun
- Get more people cycling
- Encourage bike economy

## Infrastructure:

- Busiest 5 routes follow main roads
- New bike only bridge over Amsterdam Rhine Canal (100m across) finished 2017
- Almost 5,000 users on the new bridge in first 4 weeks.
- East-west route is the busiest.
- There are a lot of bicycle streets (low speed shared environment), due to lack of space for separated infrastructure.
- As many obstacles as possible are removed in bike streets (bollards, barriers, kerbs etc).
- The risk of some cars illegally using bikeways is accepted and the obstacles are removed. If there are too many infractions then they can be put back in. Fine line.
- Entry into town where pedestrian space increased and car parks removed resulted in an increase in retail value over first 6 months of around 15%. Done in agreement with the shop keepers.

## Parking:

- 22,000 parks developed by Municipality
- 11,000 parks developed by private businesses. World Trade Centre Bldg, agreement to build extra public and private parks with the building.
- Railway square, 4,200 parks, 1,300,000 customers each year. Additional 800 places by end of 2017.
- New one is Smakkelaarsveld, Stationsplein with 12,500.
- Smaller locations throughout the city for parking too. Free services provided, strollers, cargo bikes etc. Free strollers available in all parking places.

## Bike to Rail system (OV fiets):

- Free for first 24hrs, open 24/7
- OV card use, internal guiding system lights.
- Shortest route to the trains.
- Funded with Rail and City.
- Rail company sees Utrecht as their showcase for trains and parking. Good for their business, as they (bikes) bring so much business (customers) to their trains.

## Innovation:

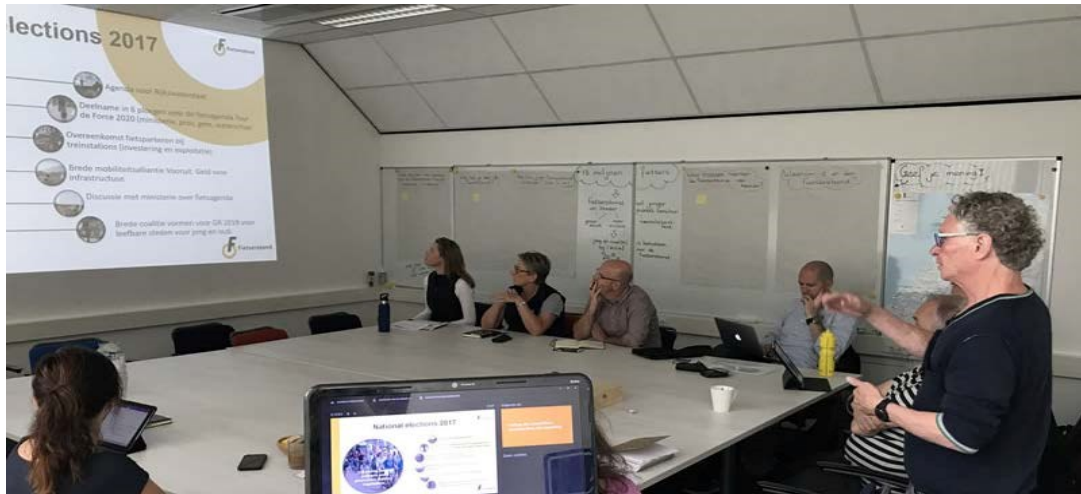
- electronic parking signs for bikes, key marketing purpose is to tell people they can park in the buildings, not only on the street.
- Work on solar energy, plastic bike paths
- Traffic advisory signs works on radar to get lights at right time. 'Flo'

## Standards

### Enforcement and nudging

Bike safety and behaviour; mopeds no longer allowed, hotline

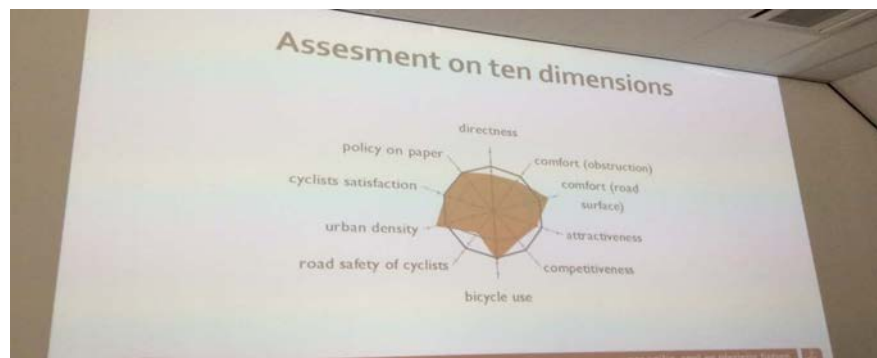
## WIM BOT - FIETSESBUND



- Organisation founded in 1975 outside Rijks Museum.
- Now 37,000 of cycle paths, classic advocacy organisation
- 35,000 mbrs, 1,500 active members, 150 local groups, 25 employees, 2,200,000 euros budget. 3-4 ppl just for helping local volunteers.
- Trusted partner for all jurisdictions.
- Train the trainers for the bicycle school, route planner.

### Advocacy:

- Free parking near stations, originally plan was to charge for parking.
- Elections 2017 - two most popular parties are pro cycling.
- Cycling City competition, benchmarking instrument - 'bicycle balance'



Up to about 4km, bike invariably faster and simpler.

- Advice to cities on local infra, parking, theft, safety issues, campaigns
- Online reporting framework - Meldpunt
- Advice on bikes - pedalecs etc. Biketests big reason to visit website
- Routeplanner from fietsersbond, 1.5m contributors who have tested all the routes that come up on the planner
- Fiets Telweek - heat maps produced.
- Education and training, train the trainers
- Membership fee 28 euros, 4 magazines per year + discounts. No insurance.

BICYCLE TOUR OF UTRECHT with Mark Wagenbuur, @BicycleDutch



Above: morning rush hour at Utrecht Centraal, all 4,200 bike parking places full!



Above: Mark Wagenbuur leading Utrecht bicycle visit





Above: inside Jaarbursplein bike parking at Utrecht Centraal

AMSTERDAM – Friday 9<sup>th</sup> June 2017

**Bas Hendricksen, Nijmegen - Traffic consultancy, Loendersloot Groep**

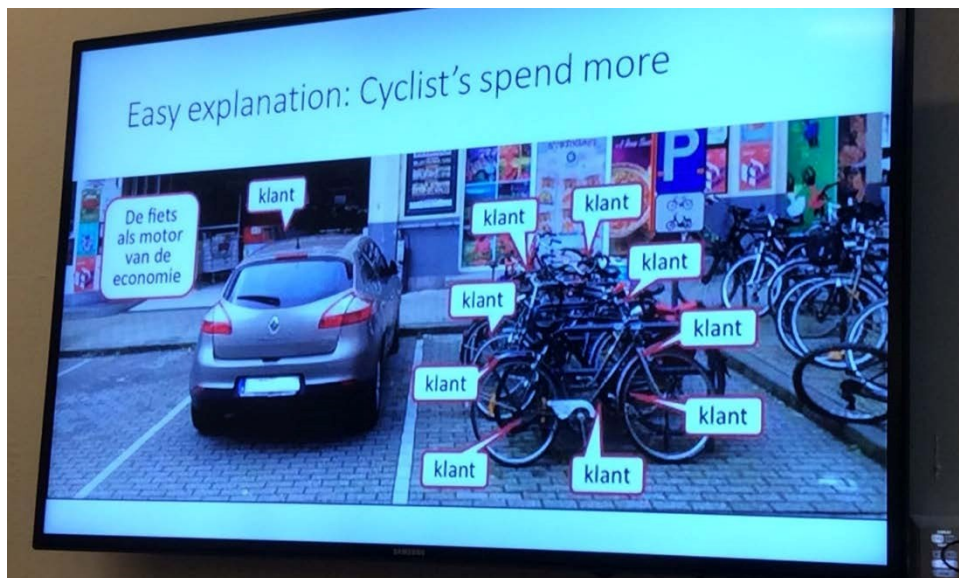
**Introductions**

Dutch Bicycle Centre - 20 companies 7mins cycling from Velo-City Conference venue in Nijmegen.



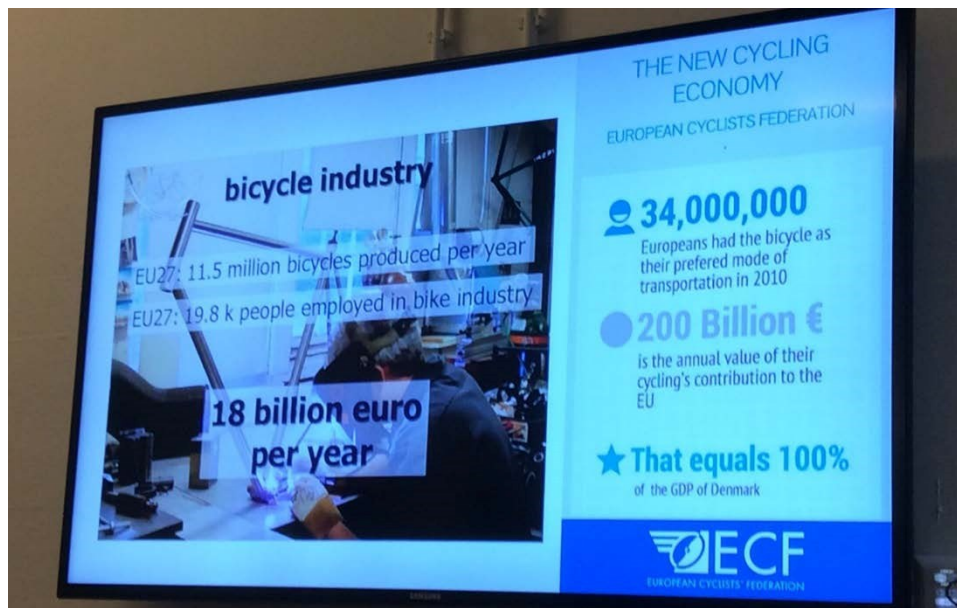
- 7.5km is only around 30mins easy city cycling.
- Cyclists spend more!



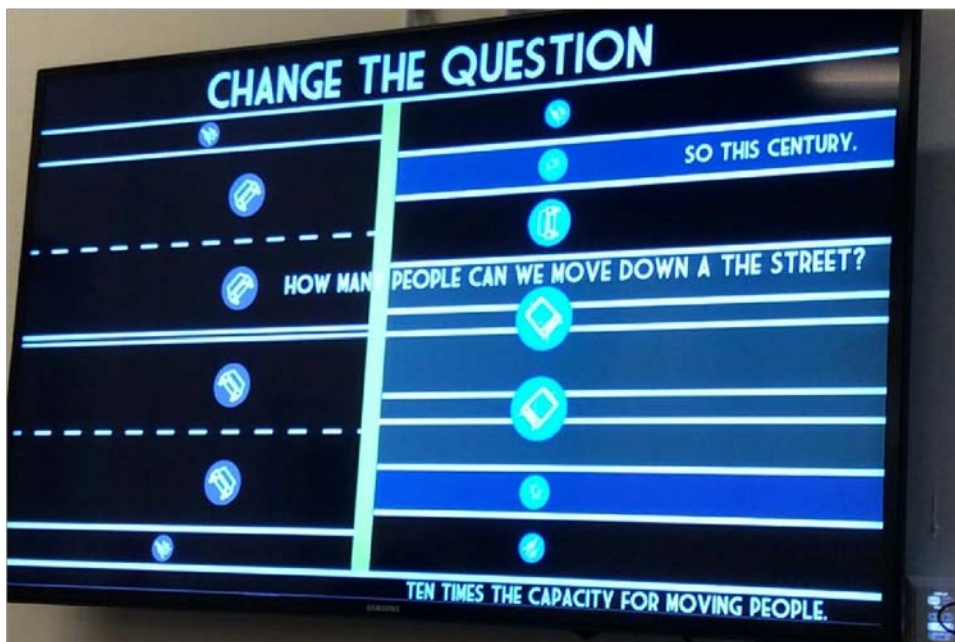
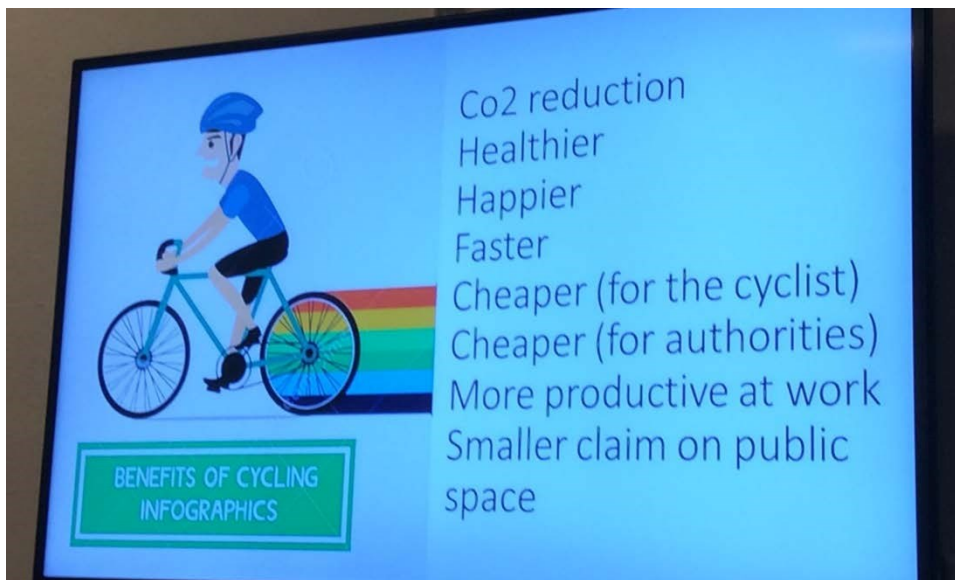


- Cyclists shop more often, car drivers just go once a week. Cyclists end up spending more.
- One car space v 9 bikes.
- Not having a car saves you 5,000 euros each year.



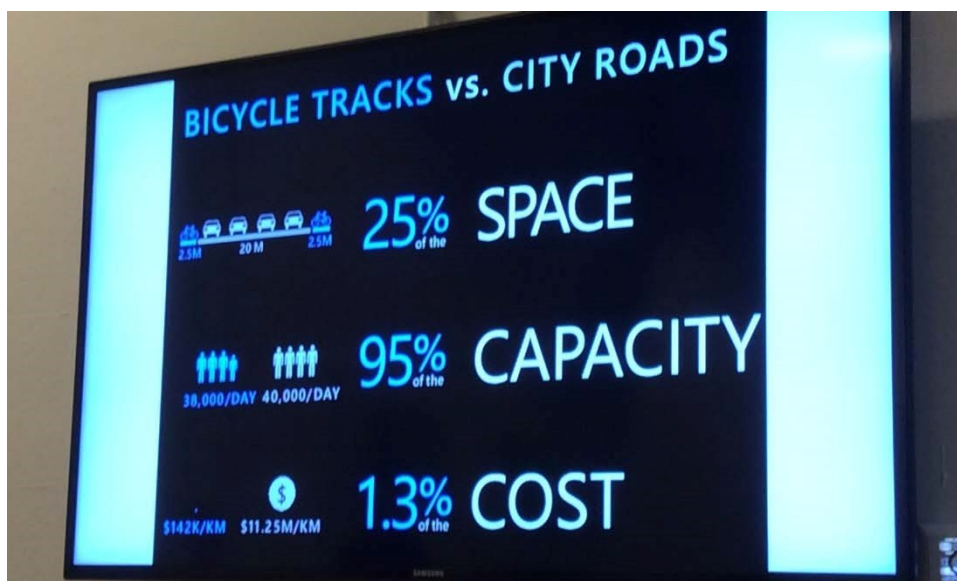
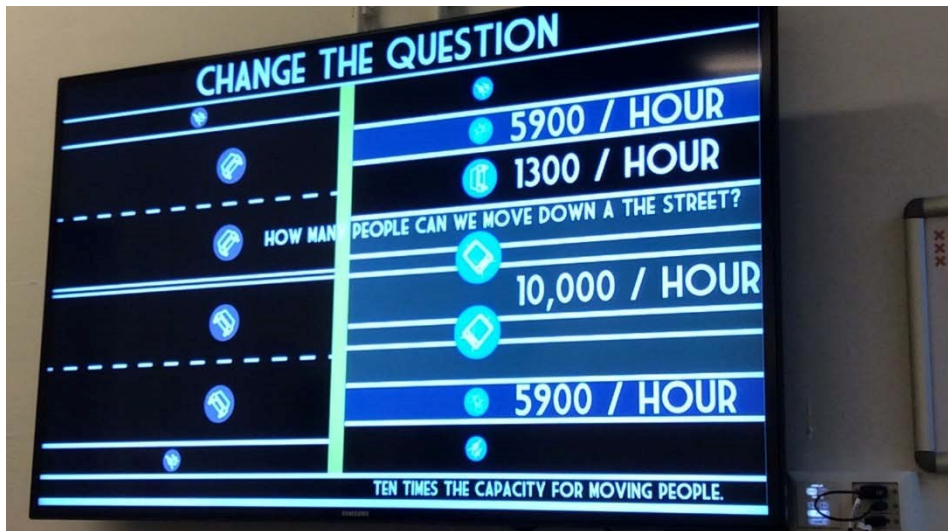


- 1 in 17 people buy a new bike each year in NL
- 1bn euros spent on new cycles each.
- LGAs are investing more and more each year in cycling infrastructure.
- Save 41c per KM as soon as you start riding rather than driving
- Save 51c per KM as soon as you start riding rather than taking PT.
- 10% faster to cycle than drive in urban areas.



- Capacity of RHS graphic much bigger.





- This cost per km for the NL is very cheap. Ratio against roads is still the important argument.

Questions?

Thank you very much!

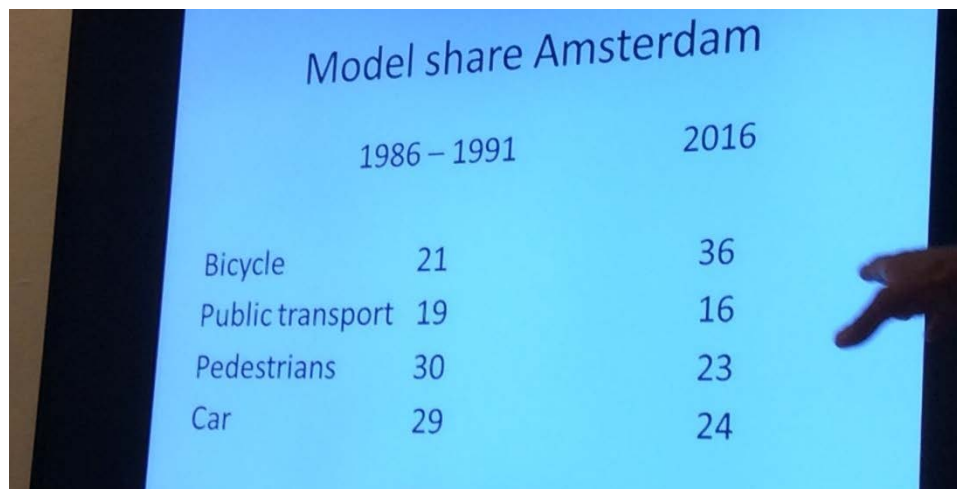
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**Loendersloot groep**

**DIRK DE JAGER - BIKEONOMICS AMSTERDAM**

Sustainable Solutions, Decisio - research.

Mode share in Amsterdam (AMS)



	1986 – 1991	2016
Bicycle	21	36
Public transport	19	16
Pedestrians	30	23
Car	29	24

Increased active mobility has a value, health and quality of life (liveability) too.

- 120m euros exclusive of higher property values that come from increased desirability of the city.

**Value of bicycle industry in Amsterdam**

Sales, repairs, tourism = 900 jobs, 108 m euro

**Integrated sustainable mobility**

**Municipal investment**

- 54m euro total, 2017-2022 (infra 25, parking 22m, innovation 5m, orgn 2) more investment is joint with other infrastructure and maintenance, national and state funding adds to this
- Long term strategy most important
- 130m euros car parking fees annually (not net figure) hypothecated for cycle ways and parking, high quality public space etc.

**Cooperation with stakeholders**

NS (national rail) renovating all its stations to have shopping centres and therefore interested in ensuring bike parking is included.

**Individual economic benefits Social benefits**

- Harder to quantify
- Disability benefits
- For children

**“ It's about the city and people ... “**



Above: Hafez discusses a case study in Melbourne.

#### AMSTERDAM INFRASTRUCTURE BICYCLE VISIT with Dr Steven Fleming, CycleSpace



Above: Four modes, all grade-separated in Amsterdam suburbs (peds, bikes, light rail, motor vehicles)





Above: Steven takes us to the famous Amsterdam Centraal Station, peds, bikes and ferries all mixing at this well-known transport hub.



Above: exiting famous bike path under the Rijks Museum.

FOR MORE INFORMATION ON EXPERT DELEGATIONS TO THE NETHERLANDS AND OTHER CENTRES PLEASE CONTACT PETER BOURKE, GENERAL MANAGER OF THE CYCLING PROMOTION FUND AT [OFFICE@CYCLINGPROMOTION.COM.AU](mailto:OFFICE@CYCLINGPROMOTION.COM.AU) OR VISIT [WWW.CYCLINGPROMOTION.ORG](http://WWW.CYCLINGPROMOTION.ORG).

**IMPORTANT:** please note that this document is a record of the 2017 Netherlands Study Tour and drafted from notes made during presentations at the time. As such, any information should be checked for accuracy prior to relying on the information contained in it.