Active modes: SUMPs, safety and sustainability

Cycling as a solution for sustainable urban mobility - solutions for more and safer cycling

Adam Bodor, European Cyclists` Federation
The main objective of ECF: More people cycling, more often!
More people cycle, more often in Europe!

Number of cycling trips per day

2017: 160 million
2030: 240 million
Cycling is the fun, simple and easy solution:

- To fight climate change
- To improve public health
- To achieve more sustainable urban mobility
To have more people cycle, more often:
We need level playing field for cycling in Europe!
There is no level playing field for cycling in Europe, despite cycling is a simple and easy solution!
Is cycling really that simple and easy?

- (Road) Safety
- (Public) space
- Investments
- Fiscal / financial / regulatory barriers and incentives
- Support and recognition
Is cycling really that simple and easy?

• Cycling is safe - but considered too dangerous
• Bicycles takes less space – but it still needs (public) space
• Relatively low cost – but still needs investments
• Cycling needs financial / fiscal / regulatory equality
• Cycling is often neglected/forgotten by decision makers
Is cycling really that simple and easy?

DO and DON`T

to have more sustainable mobility with help of cycling
(Road) safety

Cycling is safe - but considered too dangerous by too many citizens!

Netherlands

Older men on e-bikes behind rising death toll among Dutch cyclists

Union presses for e-bike training funds as cyclist deaths in Netherlands surpass numbers killed in cars

Daniel Boffey in Brussels
Wed 25 Apr 2018 14.06 BST

2,019 454

The Guardian
(Road) safety – Don`t

Stop using absolute figures about cycle safety.
(Road) safety - Do

Use exposure data to measure the safety of cycling.
(Road) safety – Don`t

Stop road safety campaigns communicating cycling as a dangerous leisure activity.
(Road) safety - Do

Look at whole picture around cycling – life saved as well.
Public space

Bicycles takes less space – but cycling still needs (public) space

Person Capacity per Lane-Equivalent

Number of people crossing a 3.5-meter-wide space in an urban environment during a one-hour period.

Public space - Don`t

Don`t reallocate public space for cycling on the expense of walking and/or public transport.
Public space - Do

• Reallocate public space for cycling – in expense of individual motorized traffic!
Public space - Do

• European Guidelines and National Standards for Cycling infrastructure.
Investing in cycling

- Relatively low investment costs – returns 10-20x faster

Benefits of 1€ invested in...

- UK local roads* 4.23 €
- Barcelona** 35 €
- Zürich** 61 €
- Rome** 70 €

*The Eddington Transport Study, 2006
**Mueller et. al., Health impact assessment of cycling network expansions in European cities, Preventive Medicine, January 2018
Investing in cycling – Don`t Stop under Investing in cycling!

**EU Spending on Transport**

- Cycling
- Other Transport Modes

European funding of cycling-related projects between 2007 – 2013 was 600 million €.

Four countries spent over 100 million € each:

- Germany (🇩🇪)
- Italy (🇮🇹)
- Spain (🇪🇸)
- Hungary (🇭🇺)
Investing in cycling - Do

Invest in cycling seriously - set a target!

Increase EU investments in cycling projects

0.6
2007-2013

1.5
2014-2020

3
2021-2027

6
2028-2034

billions of €
Fiscal / financial / regulatory environment

Company car – as low / non taxed benefit for employees – few countries with cycling allowance
Fiscal / financial / regulatory - Do

Equal financial /fiscal / regulatory support for bicycle use!
Fiscal / financial / regulatory – Don`t

Stop setting up financial/fiscal/administrative barriers for cycling!

New risks identified by ECF for EPACs:
• EU Motor Vehicle Insurantce Directive – manadtory liability insurance!
• EU VAT Directive – higher VAT than e-cars!
Support – recognition of cycling

- More than 7% of EU citizens use cycling as a main mode of transport
- 12% of the EU citizens use bicycle at least once a day

But cycling is still often neglected/forgotten by decision makers!
Support – recognition - Do

Adopt coherent cross-sectorial cycle plans/strategies
Cycling is the fun, simple and easy solution:

• To fight climate change
• To improve public health
• To achieve more sustainable urban mobility
Why there is no level playing field for cycling?
The 10 priorities of the EU Commission:
1. Jobs, growth and investment...
3. Energy union and climate...
How to get level playing field for cycling?

We have to demonstrate that cycling is big to deliver economic growth, jobs and investments!
Economic growth - the EU Cycling Economy:

- Environment + Climate
- Economy
- Social Affairs
- Energy + Resources
- Technology + Design
- Mobility
- Health
- Time + Space
- Diversity of cultures
The size of the EU cycling economy:

• Evidence based: 239,99bn€
• Calculation based on data: 90,7bn€
• Best estimate: 182,5bn€
Conclusions

• Cycling is big to deliver economic growth!
• Plan with cycling systematically!
• We need simple, clear SUMP2.0 and conditionality to realise the potential of cycling!
Thank you!

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