Sump 2.0 – Practitioner briefing: Cycling

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About ECF

➢ European umbrella of over 80 national cyclists’ user organisations in more than 40 countries
➢ Since 1983
➢ Mission: “More people cycling more often”
➢ Brussels office, 20 full-time staff
➢ EuroVelo long-distance cycle route network
  www.eurovelo.com
➢ Velo-city conference series; Dublin June 25 – 28, 2019
  www.velo-city2019.com
Imagine

You ran a campaign on the promise to double cycling during the next term. You’ve got elected, tomorrow you start your job as Councillor/ Alderman for Transport & Mobility. How are you trying to keep your promise (and your electorate happy)?
8 key ingredients for success
1. Understanding user needs
- Why people are cycling

**COPENHAGENERS’ REASONS FOR CYCLING**

- Fastest: 53%
- Easiest: 50%
- For the exercise: 40%
- Financial: 27%
- Convenient: 23%
- Eco-friendly: 7%
Why people are NOT cycling

10 things that put people off cycling

Census data reveals commuter cycling has stagnated in the UK. Our readers suggest reasons why this might be:

#1 Bad driving
# 2 Dangerously designed roads
# 3 Substandard infrastructure
# 4 Perception of danger
# 5 Lack of facilities
# 6 They’ve had an accident
# 7 State of the roads
...
# 10 Rain and hills
• EU: 8% Cycling mode share
2. Infrastructure, infrastructure, infrastructure!!!

- People need to be safe (and feel safe) on the roads
- Build high—quality cycling infrastructure based on the 5 Dutch core design principles: Coherence, directness, safety, comfort and attractiveness (CROW)
- Think in networks, don’t leave out junctions, intersections etc.
- Overriding principle: “Separate where necessary, mix where possible”
- Mix when
  - Low speed of motorized transport: Max 30 km/h
  - Low volume
  - Low-weight (i.e. virtual absence of HGVs)
<table>
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<tr>
<th>The 4 types of cyclists</th>
<th>Level of stress and type of cycle infrastructure</th>
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<tr>
<td>‘No way no how’: 33%</td>
<td>n/a</td>
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<td>Interested but concerned: 60%</td>
<td>LS 1 – Is suitable for children; cycling infrastructure is separated to a high degree from motorised transport; mixed traffic only on roads with low speed limits and low volumes; LS 2 – Is suitable for most adults; Cyclists have their designated space but mainly through road marking only</td>
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<td>Enthused and confident: 7%</td>
<td>LS 3: includes the usage of un-protected bicycle infrastructure on roads with maximum speed limit of 50km/h; Intersections can be stressful but are still acceptable</td>
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<td>Strong and fearless: &lt;1%</td>
<td>LS 4: Cycling in mixed traffic without any cycling infrastructure, unacceptable stress-level for most people</td>
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3. Investments

- Understand that infrastructure comes with a price tag! “But we don’t have the resources…”
- 2nd Germany National Master Plan: 8 – 18 Euro annually per capita (recommendation to local authorities)
- Netherlands: about 35 Euro per capita/annually (vs 340 Euro pp for cars)
- UNEP: 20% of transport budgets for active mobility
4. Enforcement

• #1 Bad Driving
• Establish police bike brigades
• Better understanding among police forces of vulnerability of people walking and cycling in transport
5. Awareness-raising, training, education

“Make the bicycle sexy again!”

- Bike2Work
- Bike2Shop
- Bike2School
  - Bikeability schemes
  - School streets
  - School trains
- Car-free days – Work with pilots
6. Monitoring and evaluation

• “If you don’t count you don’t count!”
• Collecting data on a regular basis essential in planning, implementing and evaluating cycling interventions.
• Understand what works/ what doesn’t work
• Surveys, human or mechanical counts, apps …
7. Think outside the cycling box

• Cycling needs to be part of overall push to make mobility more sustainable: **Cycling as part of a SUMP!!!**

• Grow cycling at expense of car use, not walking and public transport!

• A successful cycling policy manages car use through
  o Access restrictions
  o Car parking management
  o Re-allocation of road space
  o Pricing of motorized transport
  o …
8. Create alliances

• Horizontal: Other departments (finance, health, environment, education …)

• Vertical: Lobby national governments and EU for more support (Investments, cycle-friendly highway codes, fiscal benefits …)
Conclusion

• If you are an elected Councillor for Transport & Mobility, implement the 8 key ingredients

• Understand user needs: Convenience, safety!

• Infrastructure!!! Manage car use! SUMP!!

• Keep in mind: Not Everyone will applaud you at the start, change provokes resistance! But eventually a majority will support you!
Thank you.

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