



ECF gratefully acknowledges financial support from the European Commission.



SUMP 2.0 – Practitioner briefing: Cycling

SUMP conference Groningen, 18 June 2019
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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)?



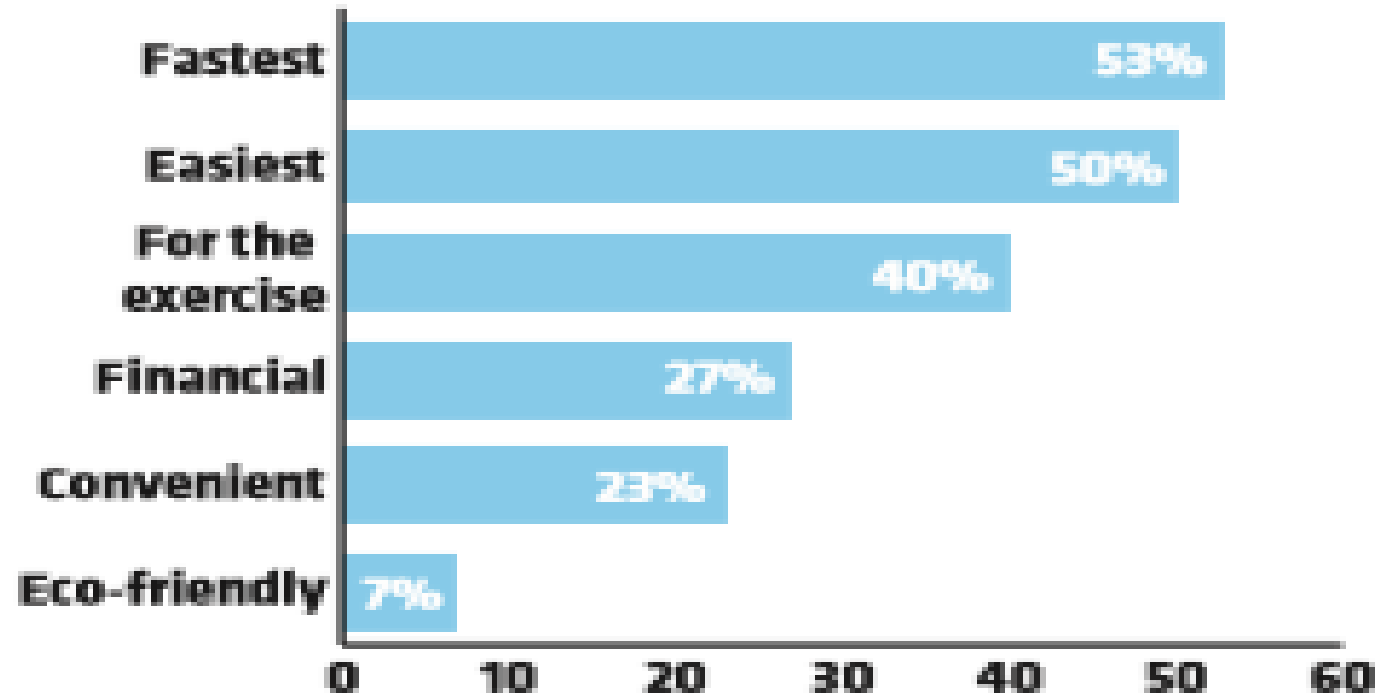
8 key ingredients for success



1. Understanding user needs

- Why people are cycling

COPENHAGENERS' REASONS FOR CYCLING



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



Four Types of Transportation Cyclists in Portland

By Proportion of Population



- 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)



‘Level of stress’



The 4 types of cyclists	Level of stress and type of cycle infrastructure
‘No way no how’: 33 %	n/a
Interested but concerned : 60 %	<p>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;</p> <p>LS 2 – Is suitable for most adults; Cyclists have their designated space but mainly through road marking only</p>
Enthused and confident: 7 %	<p>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</p>
Strong and fearless: < 1 %	<p>LS 4: Cycling in mixed traffic without any cycling infrastructure, unacceptable stress-level for most people</p>

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 ...



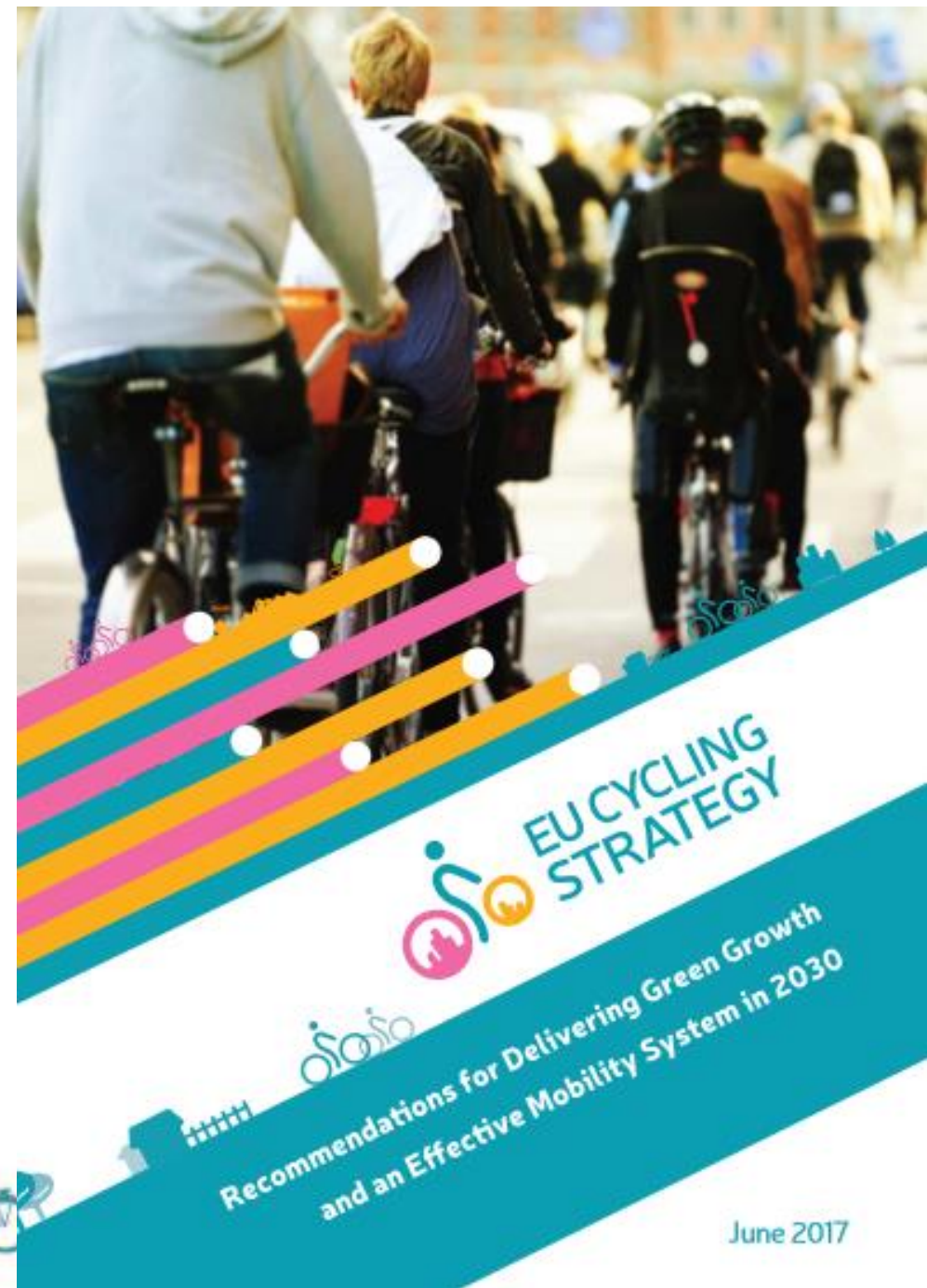
7. Think outside the cycling box

- 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
 - Access restrictions
 - Car parking management
 - Re-allocation of road space
 - Pricing of motorized transport
 - ...



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!





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Thank you.

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