Make space for the bicycle

Experiences from the Netherlands

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Active transport

Motorised transport: 25% greenhouse gas emissions EU
Opportunity: 50% daily journeys by cars < 5 km

Potential ‘quadruple’ -win of active transport

- Climate /air quality
- Health benefits (outweigh risks)
- Social interaction elderly, reduced exposure low SES
- Affordable and accessible for (almost) all, economic benefits
Cycling policy in the Netherlands

- Tour de Force: coalition of governments, companies, civil society organisations, research institutes and NGOs

- Aim: increase number of kilometres cycled in 2017-2020 by 20 percent.
  - More room for the bicycle in cities
  - Boost quality regional cycling routes
  - Optimize transition public transport-bike and car-bike
  - Targeted promotion of cycling
  - Less cycling accidents
Inspiring cycling projects

• Working group ‘health’ Tour de Force: What can we learn from recent projects about health impacts and participation, what works?

• Via interviews information on:
  • Enablers and barriers
  • Conditions
  • Sustainability
  • Transferability to other situations/groups
  • Evaluations
  • Coordinators/stakeholders
Rotterdam schoolchildren: fun factor

Combination school & parents & BMX lessons and repair

% children cycling to school increased from 20 to 35%
Programme “Cycle-on” for elderly

• Cycling important for health and social inclusion
• Elderly cyclists overrepresented in accident rates
• Programme:
  • motivates elderly to continue cycling whilst emphasizing safety measures
  • link local social networks and activities
  • special exercises which can be incorporated in the weekly gym class
  • tested in four municipalities, now rolled out in several regional areas in the Netherlands.
Public Transport-cycle (OV-fiets)

Bicycle sharing programmes stimulate cycling
Safe, attractive and connected cycling routes
Cycling projects: very diverse

• Mix of school/work, bicycle lessons, event and infrastructural
• Aimed at different (vulnerable) groups
• Cycling more than just transport:
  ➢ Social value: connection, cohesion, integration, empowerment
  ➢ Health: physical activity, cardiovascular/ respiratory diseases, mental health
  ➢ Environment: air quality, noise, less parking space
  ➢ Economic value: travel time, less traffic jams
## Conditions for success

Combine structural measures with behavioural measures

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<thead>
<tr>
<th>Capability</th>
<th>Opportunity</th>
<th>Motivation</th>
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<tbody>
<tr>
<td>Being able to (safely) cycle and walk</td>
<td>Safe, attractive walking and cycling infrastructure</td>
<td>Perceived accessibility/safety</td>
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<td>Cycle training and maintenance</td>
<td>Dense public transport network</td>
<td>Connect with culture target group</td>
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<td>Link with local groups and activities</td>
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<td>Financial incentives</td>
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<td>Fun /play aspects</td>
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Thank you!