

## Title

**Rotterdamse Doortrappers (Rotterdam Pedalers) - cycling as a fun and cool way to move**

## Short description

The municipality of Rotterdam wanted to improve air quality and increase bicycle use in a southern area of Rotterdam where both were typically low. This led to the development of Rotterdamse Doortrappers, which roughly to Rotterdam Accelerators. This program has a focus on portraying cycling as a fun and cool form of transportation, as opposed to many other initiatives which portray it as sustainable and environmentally friendly. They collected information from parents and a local elementary school to get insights into problems and they mapped the local environment surrounding the school in terms of safe travel routes. The Dutch Cyclists Union supported this project by determining the average skill level of students in cycling and providing optional biking lessons for those who needed it.

The Acceleration week and monthly Acceleration days were introduced, and on these days, children were encouraged to go to school by bike. There was a competition for all the students of each school regarding how often they travel to school by bike. A bicycle repair man would fix broken bicycles and BMX-training sessions were given. Communication about the project took place through social and local media. Free supplies such as bike bells, reflectors and t-shirts were given away and they used a colourful flyer that children could attach to their wheel spokes, which gave a cool sound when cycling. In September 2015, one elementary school started with a successful pilot.

## Topic

Moving – cycling

## Characteristics (type, level)

Intervention, local

## Country/Countries of implementation

The Netherlands

## Aims and Objectives

The main aim is to make people enthusiastic about cycling. Creating a safe school environment that is friendly for walking and cycling and in which it is safe to walk and cycle. This project aims to improve both the physical environment of the school as cycling education at schools.

## Target Group

Children and their parents in primary school (4 to 12 years old). The intervention took place in a neighbourhood in Rotterdam where many low SES inhabitants live. The intervention has been tailored to this group.

## Status

Completed

## Start and Completion dates

The pilot took place in 2015. The approach continued in 2016-2017.

### Lifestyle and Behavior Change

In this neighbourhood in Rotterdam (South), cycling and walking to school is less and less common. Cycling and walking to school are important for first experiences with active mobility, and building healthy habits such as active transport are both in short- and longterm important.

### Effects on:

<b>Health and Wellbeing</b>	By promoting active travel to school, instead of sedentary modes such as being brought to school by car, children (and their parents) move more, and get more physical activity. This can prevent children from becoming overweight. In addition, less cars is good for air quality and lowers noise levels and in that way also improve health.
<b>Vulnerable populations</b>	This intervention focuses on a disadvantaged neighbourhood, in which cycling and walking is less common then other parts of Rotterdam. By increasing cycling and walking in this neighbourhood, the most vulnerable group can experience the positive impacts of physical activity as well.
<b>Environment</b>	By reducing short car trips that are now common, fewer emissions due to care use could positively affect the environment in terms of air quality, noise and CO <sub>2</sub> emissions.

### Initiated and/or implemented by

The Municipality of Rotterdam.

Implemented by Schuttelaar & Partners (communication advice agency).

### Stakeholders and sectors involved

The Municipality of Rotterdam, the Dutch Cyclist's Union, Schuttelaar & Partners were involved.

### Financial support

The Municipality of Rotterdam

### Evidence-base

This intervention was based on the experience and desires of the target group, and the approach was made fun and attractive for the young target group, which is an approach shown to be effective. The target group is seduced to make healthier choices, and cool alternatives are provided. The INHERIT baseline report's chapter on active transport provides support for this intervention, by stating that targeted and tailored interventions are the most effective. The report also states that it is important to take demographics of the target group into account and use this to carefully select the type of intervention, which is the approach Schuttelaar & Partners chose.

### Main activities

Survey among parents of the local school to know problems and feelings of parents.  
Bottleneck analysis together with children and parents, including feedback towards parents.

- Involving and collecting information from parents and school, creating a accessibility plan with a map with safe travel routes to school with the safest and best routes for children and parents.
- The Dutch Cyclists's Union inventoried the level of cycling ability and optionally gave cycling lessons.
- A Lekker-Fit teacher (Nice and Fit) supported the cycling lessons to both parents and children.
- With the highest grade, in spring the routes to secondary school were explored, to stimulate a continuation of safe cycling.
- Doortrapdag (Acceleration day) monthly to stimulate coming to school by bike. On those days: among others a competition with a price.
- Twice a year: Doortrapweek (Acceleration week), with flyers and posters, a bicycle repair man, social and local media attention, bicycle bells, reflectors and t-shirts. Cycling lessons. Engraving of bicycle.

### Evaluation

They measured the percentage of children who came to school by bike on one pilot, and compared this to previous normal days. No other effect evaluation was done, but a process evaluation about satisfaction of the school was conducted.

### Main results

In addition, they measured how many children came to school by bike on one pilot day, compared to a normal day. The number of children who came to school by bike increased from 20% to 35%.

The school was enthusiastic and wanted to continue. From the process evaluation, the following success factors were concluded:

- Approaching the target group in a tailored way, connecting to their world.
- Using one umbrella concept for everything, made it recognizable.

- Collaboration between the municipality, cyclists union and a social marketing agency. Using a strategy that is especially useful for this target group (fun elements, rewarding).

### Key success factors and barriers

Key success factors include the used social marketing approach, that the intervention was tailored to the target group and the cooperation with the school, the Cyclist's Union and the municipality, and using one recognizable concept with one name for all activities.

### INHERIT Perspective

This is a promising INHERIT practice because it targets children in a disadvantaged neighbourhood where cycling is less common than other areas of Rotterdam, and where traffic safety is relatively bad. This intervention can provide these children with the health benefits of cycling and reduce the environmental pressure that is created by the cars that were previously used to bring children to school, a triple win. By creating a safer cycling environment and introducing children to cycling, both Opportunity, Capability and Motivation can be improved.

### More information

<http://www.schuttelaar.nl/werk/rotterdamse-doortrappers>

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