

The guide to the Dutch



Cycling For
Everyone

Velo-city 2013
Vienna, 11-14 June



Pioneers in international business

Dutch Cycling Embassy

The guide to the Dutch

Velo-city 2013 is offering several opportunities to get acquainted with the various aspects of the Dutch cycling culture. This booklet can be your guide for getting in touch with the subjects and experts that interest you. We give you an introduction to some cross cutting themes, and tell you in which sessions you can listen to and discuss with Dutch presenters. We will not only show you our successes, but also our struggles. However proud we may be to be cycling country number 1, we also know that we are not perfect, and there is still a lot to be improved as well.

The Netherlands is famous for its high levels of bicycle use. 27% of all trips in the Netherlands is made on bicycle. And this is not because the Dutch are poor and can't afford to have a car. The Netherlands is a prosperous country, and car ownership is actually rather high. But many Dutch use sometimes their car and sometimes their bicycle, just according to purpose of the trip and the circumstances. This is not because of some mysterious component in our DNA (as some people suggest) but the outcome of decades of dedicated and integrated policies at the various levels of government.

It is true, the geography of the Netherlands is also helping. Our country is flat and the size and density of our cities is perfect for cycling. Also Dutch people have an egalitarian

attitude which might be helpful. But these factors don't fully explain the current high levels of bicycle use. As in other European countries the Netherlands have seen a sharp decline of bicycle use in the 1950's and 1960's as a consequence of mass motorisation. In the 1970's the disadvantages of mass motorisation became apparent: increasing numbers of road casualties, deterioration of the urban environment and the nuisance of noise and emissions. Civil society groups like 'Stop the Child-murder' and the Cyclists' Union had a big impact on the public opinion and successfully lobbied in favour of a transport policy putting people before cars.

This paradigm shift took at least 10 years. Apart from the notion that people are more important than cars there was also another ele-

ment in the discussion: an exclusive focus on the accommodation of an increasing number of cars would not result in an efficient transport system and require more space and resources than available. The national transport policy of 1989 therefore embarked on the promotion of an optimal mode choice so as to arrive at an equilibrium of accessibility, road safety and liveability. Cycling was and still is considered to be an indispensable part of the solution of the countries mobility problems.

It took another 10 years to fully integrate cycling in local and regional transport planning. Now we can proudly say that cycling is solidly institutionalised as a vital part of local and regional transport planning. In political debates cycling is no longer

an issue as its relevance is too obvious for everyone. (Sometimes this is also a disadvantage.)

Over the years the Dutch have also developed a certain pride with regard to the Dutch cycling culture. More and more stakeholders are convinced that it is worthwhile to share our experiences and expertise in interested parties abroad. The Netherlands can be a role model for other countries and cities that want to utilise the potential of cycling to make their cities nicer places for its inhabitants and for sustainable urban development. Therefore we created the Dutch Cycling Embassy: a public private network organisation representing all important stakeholders of the Dutch cycling culture.



Themes

Covered by the Dutch

In this booklet we will give a short introduction on some cross cutting themes that will be covered by Dutch presenters at Velo-city 2013.

1. The experience of cycling and the importance of an attractive cycling environment

In an ideal world people don't cycle because it is their only option (captive use) but because it is the most efficient and convenient option they can choose.

2. Bicycle highways

An emerging theme in the Dutch cycling policies. Cycling is considered to be a mode for short distances, but what can we do to increase the average cycling distance and thus the share of trips for which cycling is a feasible option?

3. Costs and benefits

More and more investments for transport are based on critical costs and benefits analyses. Investments in cycling appear to have a very positive (societal) cost/benefit ratio, even if at first glance the projects concerned are looking very costly.

4. Bicycle parking

No cycling without bicycle parking. The success of cycling policies at the same time generate new challenges. However space-efficient

bicycles may be, bicycle parking is demanding more and more space in Dutch cities.

5. Cycling culture and education

Transport planning is as much a social science as it is a technical science. Ultimately it is about behaviour and choices people are making. These choices are not only determined by the road infrastructure but also by perceptions and attitudes.

6. Organisation of cycling policies

To be effective in implementing cycling policies it is important to know the institutional framework. Tasks, roles and responsibilities of the various stakeholders and the way they perform these tasks, roles and responsibilities.

7. Dutch standards

Over the years Dutch experts, governmental bodies and other stakeholders have developed a shared vision on quality standards for cycling infrastructure, bicycle parking facilities and services.

Appeal and experience of bicycle facilities in the Netherlands

Folkert Piersma, projectmanager ProRail

Dutch cyclists are just like people. They too, are sensitive to matters which excite their perceptual senses. Generally, cyclists are active people, but they too have the need to make themselves comfortable. If a cyclist wants to go from A to B, he will take the shortest route, and the route with the least amount of obstacles. Next to that, he wants to park his bicycle as close to its destination as possible. This is irrespective of whether it is his home, visiting or working address, or whether it is the place where he gets on the train to continue his journey.

The cyclist is also sensitive to the quality of bicycle facilities, like the driving surface, sufficient free profile, and proper lighting of tunnels and cycling lanes, in the evening and at night. To make cycling more attractive to the public in the Netherlands, we put much effort in optimizing and improving our bicycle facilities. Attractive in that sense means a facility which is functional, logical, and safe, has plane surfaces, is well lit, neat, and is without constructional flaws.

These properties are especially related to the quality of urban cycling routes, which should provide the shortest route to your destination. Recreational cycling routes have supplemental properties in that they should run through appealing surroundings, and be safe and tranquil.

Bicycle bridges and tunnels, should be safe and inviting to use. The cyclist should not be reluctant to use them. This can be achieved by creating a maximum slope of 5%, or less. Next to that it is important that tunnels are well lit, preferably with natural light, and that the transition from artificial light towards natural light is as smooth as possible. Furthermore, it is important that tunnels are as wide as possible, and that bridges have a constructed windshield.

One of the reasons the Netherlands has a busy public railway system, is that it is well organised. Almost 50% of all commuters use the bicycle to get to and from the railway station. This means that railway stations should have plenty parking facilities for bicycles. Therefore it is the

quality of these parking facilities which promote the use of bicycles, and thereby also the train. The Dutch Government considers it of great importance that both modes of transport are actively stimulated, because they decrease car usage and its corresponding drawbacks. During the last ten years, in which we enjoyed positive financial conditions, many new parking facilities have been constructed. This is one of the reasons the bicycle usage to the railway station in the Netherlands increased with 20%. Thanks to the increased train usage, and the increase of commuting cyclists,

we need another 200.000 parking spots in 2020, especially on the largest railway stations. However, because of space limitations at these railway stations, we are forced to construct parking cellars or flats. Since the last ten years, these parking facilities have also become architectural delights. In the Netherlands we now even speak of parking architecture, or "Cyclitecture".

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



MORE?

12 June 2013

10.30 - 12.30 Lectures: Smart cycling.

13 June 2013

10.00 - 11.30 Workshop: Who doesn't like carrots?

10.00 - 11.30 Workshop: Are e-bikes the future or the trojan horse?

13.30 - 15.00 Round table: Inspiration for designing cycle infrastructure.

14 Jun 2013

10.15 - 11.45 Lightning talk: Cycling cities

Super Cycle Highways: fast, safe and attractive

Sjors van Duren, projectmanager Arnhem Nijmegen City Region

The Netherlands is a very densely populated and highly developed country. Car ownership is very high. The road network is highly congested with frequent traffic jams in morning and evening rush hours. To battle the congestion the national government has introduced in 2008 a scheme to promote modes of transport other than car. One key part of this scheme is the development of the so-called 'super cycle highways' on congested corridors between cities in the Netherlands.

The main goal of these super cycle highways is to stimulate commuters to choose the bike as the mode of transport over the car (or in lesser degree public transport). With the rise of the pedelec it becomes easier to travel fast and further on



the bike. In combination with the development of super cycle highways the average cycling range will increase. Distances as far as 15km will become feasible for cyclists.

One main design feature of the super cycle highway is providing a fast and direct route. Fast in the way that the cyclist on the super cycle highway has priority over other traffic at grade-level crossings and where a grade-level crossing isn't safe, a non-grade level crossing will be built. Additional, curves and corners in the cycle highway are designed at speeds of 25km/h so a fluent and smooth ride will be possible. And the route will follow, of course, the shortest route possible while remaining attractive.

The attractiveness of a route is also important. The cyclist is, in contradiction to a car driver, in open air and has a stronger experiences of his/her surroundings than the car driver in his car. The Dutch super cycle highways are therefore designed through quiet residential areas, attractive nature areas and car-low areas as much as possible.

Naturally the super cycle highway is designed with safety for the cy-

clist in mind. Separate cycle paths alongside busy roads and so-called 'cycle streets' on roads with less car traffic make cycling safer and more convenient, thus removing another 'psychological' barrier for the car driver to start cycling.

In the approach to car drivers, we have analyzed the attractiveness of cycling and developed marketing and communication tools aimed at the current car driver. For example, the Arnhem Nijmegen City Region has developed an mobile app providing information regarding

cycling and highlighting advantages on health, costs and environment when a car driver switches to cycling. Additional, a reward scheme is being developed, with day- and week prizes available. Cyclists earn points when cycling on the 'super cycle highways'(double when it rains...) and those points are entered in a draw for prizes, thus providing (small) rewards for cycling.

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



MORE?

12 June 2013

10.30 - 12.00 Workshop: The fast lane to cycle super highways.

The maturing of cycling; who is paying the bill?

Anita Dirix, City of Utrecht

As cycling is becoming more an important issue, there is a bigger need for a more professional approach to deal with all the elements of cycling. Cycling as a mode of transport has grown up. New models to support policymaking are under construction. Here we will briefly elucidate the approach of a business case of bike parking and the Social Costs and Benefits Analyses.

In the Netherlands more and more people park their bike around the station. As transport to and from the train will only expand, suitable infrastructure for parking is needed. The renovation of train stations in big cities has created new opportunities. As the local municipalities are focussed to improve their city centre, there is no space for parking outdoors at public spaces. For this reason huge bike garages are now being built. By doing so the traditional proportion between places for free parking outside and places for guarded/paid parking has been shifted dramatically. Nowadays organisations tend to perform independently to improve the facilities for bike parking. This is not always successful. The free facilities from the municipality, offering the same service and quality as

the paid facilities of the organisation of transport, are becoming competitive, resulting in low occupancy of the facilities, inefficiency and a waste of public money. In looking for the answer Utrecht tested a new approach in which all local participants involved in bike parking are sharing all their in- and outputs in one business case. This approach brings all strands together and enlightens interaction among the different organisations, focussing on a better cooperation. Ultimately, the cyclist should benefit. For more information (only in Dutch): <http://www.cu2030.nl/projecten/stationspleinwest>.

As the business case-approach focusses on improving efficiency and cooperation of bike parking as good and solid business to cover the operational costs, there is also an approach focussing on comparing the social costs and benefits. In the Netherlands it is mandatory that large investments in infrastructure are assessed in a Social Costs and Benefits Analyses (SCBA). For this assessment the OEI (Overview Effects Investments-) methodology is being used. In such an analysis not only the direct financial effects are taken into account, but also effects

on air quality, travel time, public transport subsidies et cetera. The application of the Social Costs and Benefits Analyses on investments are promising. And furthermore, investments in cycling infrastructure appear to have a high social return on investment. The use of the SCBA instrument will support decision-making in which all the aspects of cycling will be fully involved next to the other modes of transport. For more information; [http://www.decisio.nl/wp-content/](http://www.decisio.nl/wp-content/uploads/2013/05/SCBA-bike.pdf)

[uploads/2013/05/SCBA-bike.pdf](http://www.decisio.nl/wp-content/uploads/2013/05/SCBA-bike.pdf)

Both approaches are relatively new, but will improve the development of cycling. Policy making on cycling will become well-informed, skilful and excellent. By doing so the bike as a mode of transport has grown up!

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



MORE?

13 June 2013

10.00 - 11.30 Round table: To pay or not to pay, that's the question.

14 June 2013

10.00 - 11.30 Workshop: Seamless transport is smart.

Bicycle parking; beyond simple addition

Anita Dirix, City of Utrecht

The Dutch are quite pleased with the success of cycling. However, the success of cycling has also created some severe challenges to cope with; bike parking. Especially around train stations and historical city centres the challenges are huge.

The increasing number of travellers coming or going to catch the train by bike need an increasing amount of parking facilities. In major cities like Rotterdam, Amsterdam and Utrecht the demand is immense. In 2020 Utrecht needs a total of 22.000 parking places at the central station. As the municipality also wants to upgrade the public space in city centres, a new approach to facilitate all bikes is required. With the current renovation of many stations, new opportunities are created.

The construction of big bike parking garages is becoming the new answer to the need for parking spaces. In Utrecht a parking garage for 4.200 bikes is under construction, an even bigger one for 12.500 bikes will start next year. More information (only in Dutch): cu2030.nl/projecten/stationspleinoost.

To make this work, we would like to point out some crucial key areas.

The location of the new facility is crucial. The Dutch experience learned that cyclist are lazy; they have a habit to leave their home by bike, and preferably tend to park it at the platform, jumping into the train. Coming by bike to the station, the traveller will only use the new parking facilities if they are very close. A detour is not acceptable.

The location of new bike parking garages should not only be well selected; the design of the new facilities should also be attractive to the traveller. The internal system, the logistics, should be perfect, meaning; no time to lose while parking, to support a quick transfer to the train. Using the facility should feel like a short-cut; you are a fool not to use it.

The bicycle stands should fit all types of bikes, which is also quite a challenge as Dutch bikes tend to grow, with crates in front and cycle bags along the sides. A new challenge is the e-bike, because of its weight new stands are needed.

While station surroundings offer a opportunity to construct new facilities, this is not possible in the old historic city centres. How to tackle this problem of parking in public space can be seen in the cities of

Groningen and Utrecht.

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



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MORE?

13 June 2013

10.00 - 11.30

Round table: To pay or not to pay, that's the question.

13.30 - 15.00

Podium discussions: No bikes on the balcony in Utrecht! Giving bikes a home.

14 June 2013

10.00 - 11.30

Workshop: Seamless transport is smart.

10.15 - 11.45

Lectures: Overrun by success; Help! Too many bikes!

Fast, easy and habitual; Cycling as a part of everyday life in The Netherlands

Angela van der Kloof, advisor Mobility Mobycon

Imagine yourself a visitor sitting on a cosy terrace in a Dutch town or city. Looking around what do you see? Perhaps, some children riding in a cargo bike, an elderly couple on electric bikes, a shopper with a bag of potatoes peeking out of his pannier or a group of kids and workers headed to school and work all aboard bikes. People of all ages and backgrounds use the bicycle for their everyday trips wearing their everyday clothes.

When you start to talk to people about cycling, you might surprise



them, because cycling is nothing special. It is just something you do to get around. Nowadays, the bicycle is hardly ever a topic of debate. When you look around, you see the bicycle is everywhere in advertisements, in films, in books, in songs and even a prize in the lottery. After all, what could be a more useful prize!

The Dutch are pragmatic people. They like fast, easy and convenient ways of moving around and often this means the bicycle. Most children start learning to cycle at a young age, with the help of parents, family members and friends. 40 percent cycle to primary school where they learn about rules and behaviour in traffic. The school does not have to invent the wheel as Provinces, Local Authorities, and traffic safety organisations – a mix of professionals and volunteers – make sure that good quality educational materials are available. Since the late 1990s, the National Government's strategy has aimed at permanent learning for traffic safety, in order to cement the bicycle's place in the transportation system.

Within specific groups it is not always as mainstream or obvious to cycle but many people are keen to include those not already cycling. Cycle training courses for immigrants and refugees have been set up, people who are visually impaired get a buddy to ride with and elderly get a special training

to make sure that they can move around on their bicycles as long as possible.

You see, cycling is for everyone!

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



MORE?

11 June 2013

15.45 - 17.15 Podium discussions: Global bicycle policies and cultures.
15.15 - 17.15 Round table: Different cultures, different views on cycling.

12 June 2013

10.30 - 12.30 Lectures: Smart cycling.
15.15 - 16.45 Workshop: Trouble in paradise.

13 June 2013

10.00 - 11.30 Workshop: Who doesn't like carrots?
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13.30 - 15.00 Lectures: Back to the future.

14 June 2013

10.15 - 11.45 Lightning talk: Cycling cities.

Cycling policies in the Netherlands; Organisation, roles and responsibilities

Wim Bot, National and international public affairs Fietsersbond

In the Netherlands, cycling policies are mainly the domain of provinces, regions and municipalities. The national government limits itself to defining the general policy framework. In the most recent national policy document, the *Structuurvisie Infrastructuur en Ruimte** (2012), it is stated that municipalities must formulate a target for their cycling network in 2020; all government levels must stimulate cycling, develop a quality network and build sufficient quality bicycle parking facilities. Moreover, in case of infrastructural works, all road, railroad and water authorities are responsible for maintaining and improving (crossing) cycling and walking routes so as to prevent a severance effect of main infrastructure.

In some aspects of cycling policies national government plays a more direct role: road safety, bicycle theft, (financial) stimulation of bicycle highways. For bicycle parking near train stations, there is a national medium-term investment program

** Structured Vision on Infrastructure and Spatial Planning*

(50% national investment, 50% provinces and municipalities).

National government has made infrastructure funds available to provinces and regions for regional and local infrastructure. These can use (and do use!) those funds for investments in bicycle infrastructure and for co-financing investments by municipalities in cycling infrastructure. About half of the total spending on cycling is by municipalities.. Medium-sized and larger cities will typically have a special bicycle officer or team. Many municipalities also engage consultancy firms to assist them in developing their cycling-inclusive local transport plans.

There is a special expertise centre on cycling in the Netherlands, Fietsberaad. Fietsberaad is financed by decentral governments and is part of a larger knowledge institute on transport and infrastructure, CROW/KpVV. It disseminates knowledge on cycling policies, makes best practices available and organises expert meetings. For provinces, regions and cities,

Fietsberaad is an indispensable resource of knowledge and up to date information.

The Dutch Cycling Embassy is a public-private partnership to promote Dutch cycling (knowledge, governments, consultancy, engineers, manufacturers of bicycles and bicycle parking facilities, advocacy organisations) in all its aspects to an international audience.

Fietsersbond, the Dutch Cyclists' Union, is the main advocacy organisation. It was founded in 1975 and has evolved since from action

group into a professional advocacy organisation at national, provincial and local level. It now has 35.000 members, 150 local groups and a professional staff of 45.

Other players in the cycling field are ANWB (general organisation for all mobilists (i.e. road users), the Landelijk Fietsplatform (recreational cycling and routes) and the NTFU (touring).

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



MORE?

11 June 2013

15.45 - 17.15 Podium discussions: Global bicycle policies and cultures.

12 June 2013

10.30 - 12.30 Podium discussions: A kaleidoscopic view on cycle use.

15.15 - 16.45 Workshop: Trouble in paradise.

15.15 - 16.45 Lightning talks: Understanding social and spatial dynamics.

13 June 2013

10.00 - 11.30 Workshop: Are e-bikes the future or the trojan horse?

13.30 - 15.00 Lectures: Back to the future.

14 June 2013

13.30 - 15.00 Panel discussion: Mobility policies & cycling in the EU and its member states.

Dutch standards for safe and comfortable cycling

Roelof Wittink, director Dutch Cycling Embassy

A fundamental transition in transport policies towards sustainable development is taken up worldwide, in the North and the South of the globe.

- People change their preferences regarding travel behaviour from car ownership to vehicle sharing and active transport. Cycling becomes a pleasure, even sexy.
- Mayors of metropolitan cities search for liveable cities. They acknowledge that a city needs people and public space and less dominance by vehicles and asphalt.
- Governments and Development Banks change their focus from connections over long distances, towards technical assistance for sustainable (urban) mobility to create safe and affordable accessibility for all.

The Dutch practice of planning

The Dutch are outstanding in bringing a good balance between the different modes of transport and optimise the role each can play. The Dutch use bring people seamless to their final destination with a prime role for cycling.

Cycling inclusive planning is linked with concepts to

- prevent the risk of serious acci-

dents and make mistakes 'forgivable',

- road categorisation that enforces proper road behaviour according to its function in a technical way,
- traffic planning and management
- seamless connections between cycling and public transport.

The success story is an integrated approach that positions the Netherlands in the top 5 of most road safe countries in the world and the number 1 in cycling. This success is a consequence of careful planning and design. The space for cycling is not taken away from pedestrians but from cars. Cyclists have more opportunities to criss-cross a city than cars. People lose less time to park a bike to catch a train than by car and they can take a public bike at train stations to their final destination and leave them there as long as they want to stay. Traffic management make that cyclists have to wait less when it rains. Our facilities bring cyclists safe, direct and comfortable from door-to-door and we make routes, bridges and tunnels attractive. We take the requirements for pedestrians and cyclists as serious as the requirements for passengers of public transport and car drivers. All road users are better

off since cycling creates space and saves money.

Applicability

Applicability is a matter of guiding principles and instruments and methodologies to develop plans and policies which are local and national based. Boris Johnson, mayor of London, in his 1 billion cycling plan, took over ownership of the slogan by the London Cycling Campaign: "Love London Go Dutch" which means that the Dutch quality standards for cycling facilities should not be compromised. According to Johnson, road space will be taken from cars and given over to bi-

cycles. Timid half-hearted improvements are out. We will install Dutch-style full segregation on several streets. There will be mini-Hollands: three outer boroughs will be chosen for very high spending concentrated in relatively small areas for the greatest possible impact. We will deliver a massive Dutch-style 'bike superhub' at a mainline rail station, with space for thousands of bikes and very good cycle routes radiating from it.

For more information, please visit www.dutchcycling.nl or contact info@dutchcycling.nl.



MORE?

11 June 2013

15.45 - 17.15 Lightning talks: Love London Go Dutch.

12 June 2013

15.15 - 16.45 Workshop: Trouble in paradise.

13 June 2013

13.30 - 15.00 Lectures: Infrastructure; Design and maintenance.

13.30 - 15.00 Round table: Inspiration for designing cycle infrastructure.



The city of Amsterdam is proud to once again be named the best cycling city in the world for 2013. We do a lot to maintain and strengthen this position. Bicycles have become an intrinsic part of Amsterdam's street life. Nearly half a million cyclists travel through Amsterdam each day, greatly reducing accessibility problems in the city. Naturally, we constantly seek ways to improve our cycling policy. We enact measures to ensure that Amsterdam's residents and visitors to the city can move through the traffic quickly, safely and comfortably. Most of the Amsterdam bicycle network is in place, but the surge in bicycle use has led the municipality to take steps



to create even more room for bicycles on the busiest cycling routes. We teach cyclists to behave responsibly in traffic. School children attend theoretical and practical traffic safety and cycling lessons from an early age. Our campaigns constantly remind the city's residents about the importance of safe cycling. And we also ask companies to encourage their employees to cycle to work at least twice a week. To ensure that bicycles can be quickly and safely stored, the city council will add another 38,000 bicycle parking spaces in Amsterdam by 2020, in particular at railway stations and in the city centre.

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Berenschot

1938



2013

Berenschot, founded in 1938, is an international independent consultancy firm with 400 in-house consultants and direct access to 4,500 associates worldwide. Our client portfolio consists of private companies, public organizations and civil society organizations. Key in our approach is the combination of high-level strategic management experience and local implementation capacity. We work in over 70 countries and have offices in the Netherlands, Belgium, Brazil and the Caribbean. We are member of the E-I Consulting Group, a network of leading European consultancy firms.

Economic growth, mobility and accessibility go hand in hand. Mobility should be fast, safe, reliable and clean. Governments, metropolitan regions and municipalities have all different responsibilities for car, bike and public transport to achieve this. Moreover, climate change, demography and changing life styles make sustainable mobility a priority. This requires an integrated approach to mobility on local, regional and national levels. Also, large investments in infrastructure are needed. Berenschot supports all parties in this complex political and administrative environment. For this, we combine expertise and political sensitivity with experience in the sector. In addition,

we bring experience in, for example, finance, procurement, multi-stakeholder management, supply chain management and public-private partnerships. Finally, we help clients systematically with decision-making and planning processes, and with business case development.

Berenschot and bicycles

Berenschot has a strong track record in paving the way for bicycles! We develop cycling policies, regional sustainable mobility plans and spatial plans. We integrate bicycle transport in urban transport and create smart, multi-stakeholder solutions for bicycle parking.

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Over our 60 year history in the Netherlands, Falco has developed the largest range of high quality cycle parking systems, canopies and street furniture.

From many years of successful business Falco has worked closely with our clients and end users to provide the very highest of standards in terms of product specification and customer service. Falco shelters, canopies and stores can be used for every application; cycle shelters, smoking shelters, bus stops, parent waiting shelters, teen shelters, bin stores and sports dug-outs. Being design led, the Falco systems exert both style and form coupled with high functionality, enabling them to blend with all urban landscapes including towns, schools and parks. The modular nature of Falco street furniture, cycle parking and shelters and canopy systems enables them to fit into most schemes



and environments. All Falco products are both robust and vandal resistant with integral drainage systems. Other products in the Falco range include secure stores and kiosks with a range of wall finishes from Aluzinc, clear, hardwood, mesh or pierced steel.

Falco's technical team can design CAD schematics to help clients visualise their cycle parking and shelter facilities and provide full technical assistance. Falco has in addition to its headquarters in The Netherlands 3 offices in the United Kingdom, Germany and Denmark. Furthermore, Falco products are represented countries like Belgium, France, Norway, USA and many more countries.

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FIETS  BERAAD

C·R·O·W

Fietsberaad is a non governmental organisation and non profit centre for bicycle policy and infrastructure. The aim is development and exchange of practical knowledge and experiences.

The main activities are:

- Developing new knowledge;
- Participating in researches of other organisation;
- Improvement of the accessibility of existing information;
- Organising meetings and congresses to facilitate and stimulate the exchange of information and experiences;
- Active distribution of information and experiences through our website, publications and our magazine Fietsverkeer (bicycle traffic)
- Addressing bicycle related subjects based on new information and insights.

Target group

We have a wide target group: everyone involved in development and implementation of bicycle policy. The primary target group are the bicycle professionals working for road authorities. The secondary target groups are planners, engineers, architects, police officers dealing with bike theft and bike advocates.

Projects

Fietsberaad has done many projects in the past. The main focus nowadays

is on:

- Traffic safety: Focussing on reducing single sided accidents and on the safety of senior cyclists
- Bicycle parking: The design manual for bicycle parking is a product of Fietsberaad and will be translated into English. Fietsberaad also has developed a bicycle parking management system
- Policy and communication: We host the website 'Fact figure about the bicycle'. We inform road authorities about the chances and threats of the e-bike. In election times we collect and publish the bike strategies of each political party.
- Infrastructure: The Design manual Bicycle Traffic is a product of Fietsberaad. We published a brochure on bicycle highways.

Fietsberaad is part of CROW.

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Cycle tourism in NL: Fietsplatform (Dutch cycling platform)

In the Netherlands a lot of organisations are (more or less) involved with recreational cycling/ cycle tourism. Therefore Fietsplatform was founded in 1987 as an “umbrella-organisation”. It is a public-private partnership in the form of a foundation. It is a small organisation with 8 employees and 100 volunteers. Members of the board are ANWB (Dutch tourist’ union), Fietsersbond (Dutch cyclist’ union), NFTU (Union for cycle-touring clubs) and RAI (national organisation for the cycling industry in the Netherlands). The work of Fietsplatform is financially supported by the member organisations and the 12 Dutch provinces (/regions).

With the support of the national and regional authorities (Ministries and Provinces) Fietsplatform tries to improve the facilities for recreational cycling/cycle tourism in the Netherlands and the use of these facilities. Fietsplatform has two main tasks:

1. Functioning as a national expertise and coordination centre
Giving impulses to the improving and



the promotion of recreational cycling/ cycle tourism in NL (collecting and exchanging information, benchmarking, pointing at specific problems);

2. Functioning as the project leader for the National Cycle Network Development (signing), maintenance, improvement and promotion of the Dutch network of long distance cycle routes (4.500 km) as a basis for cycle holidays and weekend trips. Coordinating the development and promotion of the complementary regional route networks.

Fietsplatform is the initiator and coordinator of the promotion labels FietsersWelkom! (Cyclists Welcome) and Nederland Fietsland (Cycling Holland). See www.nederlandfietsland.nl/en.

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Goudappel Group and MOVE Mobility are working closely together in the field of urban planning. Goudappel Group is the leading consultant in the Netherlands in transport planning. Cycling is a big part of our business. We are committed to maintaining that position by working closely with our customers. Our planning consultants, transport engineers, landscape architects and urban planners help address the urban challenges.

- Our aim to create liveable cities
- Our approach we look at the human side of mobility with an open mind
- Our role we connect mobility partners and networks

Together with our customers we provide guidance towards a sustainable transport and mobility system. In almost every province and municipality of the Netherlands we have successfully completed projects. Having reached market leadership in The Netherlands and having sold our transport modelling software Omnitrans on all continents Goudappel Group and MOVE Mobility have adopted an international ambition in our overall company strategy.

Goudappel Group and MOVE Mobility are cooperating internationally to introduce the cycle integrated planning. Our team of experts contribute

their knowledge and expertise while we use the experience and insights of our local partners in other countries. With over 50 years’ experience in the Netherlands and internationally, we are in a unique position to get cities moving and keep them moving.

Cycle highways: a proven success
Although the Netherlands has always been a land of bicycles, cycle highways as part of integrated cycling policy has achieved massive success in recent years. Goudappel Group and MOVE Mobility have been developing a number of cycle highways nationally and internationally over the past few years. The result has been improved access to urban areas, faster traffic flows and a greatly improved quality of life in these areas.

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Jan Kuipers Nunspeet is one of Europe's leading producers of high quality bicycle parking systems. Ever since the foundation of the company in 1929 we have been introducing innovative and user friendly solutions for bicycle parking, ranging from simple, single bike racks to fully commissioned bicycle parking facilities.

Jan Kuipers Nunspeet has had a double tier bicycle rack in its' portfolio from the beginning. Doubling the bicycle parking capacity compared to more traditional racks it soon became a popular choice for locations where space is limited, such as railway stations.

To make the double tier system more user friendly Jan Kuipers Nunspeet was the first company in Europe to developed a double tier system with movable upper gutters. ProRail commissioned the first of these type of bicycle racks back in 1991 to provide sufficient, secure and easy to use parking for the ever increasing amount of bicycles at Dutch railway stations. Today the Optima V7 has been awarded with FietsParKeur and the ADFC qualitymark and we have installed over 180.000 places at a

wide variety of locations throughout Europe.

The Optima double tier system, like the multi-functional bike-bin, our various bicycle racks and our shelters is manufactured in our own workshop. This allows us to adjust our products to the customers specification , providing them with a custom made solution for their bicycle parking requirements. And due to our in-house production we are able to optimise production processes, reduce energy consumption and waste and optimise health and safety conditions thus creating sustainable work flow where the end product is manufactured with respect for people and the planet.

Jan Kuipers Nunspeet
Quality, versatility, sustainability

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School children, workers, freight drivers, the elderly and all other people need to move everyday to work and to live. For more than 25 years, Mobycon has been providing solutions to traffic, transport and mobility challenges. Our multidisciplinary team is able to provide creative consulting services in the form of research, design, programming and policy. It is our ambition to share Dutch expertise internationally by collaborating with local partners in the rapidly growing area of sustainable mobility.

Cycling

We have a vast amount of experience in this field, including developing a pioneering method for creating cycle networks. In Canada where many cities are working toward greater integration of the bicycle, we have launched the Kickstand Sessions, a customized, master class focused on bicycle planning, <http://copenhagenize.eu/kickstand>. Our services include planning for cycling & parking, bicycle networks, safe design solutions, training & promotion, lectures, excursions, workshops and coaching.

Public Transport

Working to meet the goals of public authorities and transport operators, we always keep the traveller

in mind as well. The Municipality of Smallerland in The Netherlands is not connected to the Dutch Railway system. Study showed rail connection was not feasible so we used BRT to make the connection. Our services include feasibility studies, marketing plans, implementation strategies and evaluation studies of projects.

Freight Transport

As a Dutch company, we are at the heart of one of Europe's most dynamic transport regions. In partnership with the European Commission, we are promoting the use of electric bicycles and scooters for deliveries in urban areas. Read more about PRO-E-BIKE on the Intelligent Energy Europe website, <http://www.eaci-projects.eu/iee>. Our services include policy advice, technical advice, feasibility studies, monitoring of regional trends and pilot projects.

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Brabant is a Dutch region located right in the heart of Europe. Brabant is centrally situated between Amsterdam Schiphol Airport, the port of Rotterdam and Antwerp, and the major German economic core region of the Rhine Ruhr. Brabant is also the home of the Eindhoven-Brainport area, one of Europe's leading technological region and in 2011, named the world's smartest region.

What enables Brabant to deal effectively with its needs, is that it is grounded in a traditional, but very competitive manufacturing sector but also has a strong innovative sector: high tech, logistics, infrastructure and design. The unique combination of traditional and modern technology companies (high tech & high touch) that have a keen eye for entrepreneurial innovation enables Brabant to be Europe's heart of smart solutions. All this combined with ambition, innovation and its vibrant business community, Brabant is the ideal province to live, work, study or start a business.

The 2.5 million citizens of Brabant are renowned for their open character, modesty, amiability, hospitality and bon vivant lifestyle. Sporting and especially cycling is part of that lifestyle. It's healthy, sustainable and fast over

short distances. Brabant, the cycling province in Europe!

Our ambitious goal is described in the policy framework 'Cycling in the next Gear'. This implementation is achieved by a variety of projects aiming at good infrastructural facilities (e.g. bicycle highways), efficient transfer to and from public transport (e.g. bikehire, sheds) and behavioural change (e.g. communication/branding campaign, rewarding schemes).

Through cooperation we achieve this goal with several cycling partners; other governments (local and national), associations for e.g. sportstimulations, leisure and health, knowledge institutions (e.g. universities) and cyclist associations. Brabant especially stimulates the realisation of innovative projects and projects that contribute to a more integrated cycling policy.

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ProRail

ProRail connects people, cities and businesses by a dense, intensively used rail network. ProRail provides a secure, reliable, punctual and sustainable rail network and comfortable stations, in conjunction with operators and partners. Our professionals work efficiently and cost consciously on a rail network focused on pleasant passenger travel and unobstructed freight transport.

What we do

- Managing railway stations incl. bicycle facilities
- Maintaining rail network
- Construction: laying new track, building new railway stations incl. bicycle facilities
- Allocating the space on the track
- Controlling all rail traffic
- Informing operators

Our Ambition: Safe, reliable and sustainable rail, stations and bicycle facilities and punctual rail

Making way for the Bicycle

ProRail must necessarily attend to travellers arriving at the train station by bicycle. If you're in the business of offering train travel, cyclists are a major target group. Around forty percent of train commuters use a bicycle to get to the train station, and this number is expected to grow further. ProRail is therefore working with municipalities to ensure the availability of

adequate bicycle parking facilities at the train station.

In 1999, ProRail launched the project Ruimte voor de Fiets (Making way for the Bicycle). The goal of the project is to improve the quality of bicycle parking facilities and to solve the capacity problem at stations, by replacing and expanding existing facilities and building new ones. ProRail has a budget of around 270 million Euros for this project, which ran from 1999 until 2012.

To make the trip from door to door easier and more comfortable, ProRail is improving bicycle parking facilities and solving bicycle parking problems at train stations, by replacing and expanding and better utilizing of existing facilities and building new ones. Since 1999, over 300,000 parking places have been built and renewed nationwide at over 400 train stations. The total number of parking places at train stations now numbers some 360,000, and this will increase to over 500,000 in the coming years.

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ARNHEM NIJMEGEN CITY REGION

The Arnhem Nijmegen City Region is situated at the heart of a vast metropolitan area in the east of the Netherlands. Consisting of twenty municipalities, its aim is to promote regional cooperation. With respect to its legal responsibilities related to mobility and regional development, the region translates national objectives to local level. At the same time, it responds to requests related to local developments from the regional municipalities.

The region has a total population of almost 750,000 inhabitants. The cities of Arnhem and Nijmegen are the focal points of the region.

Mobility

The Arnhem Nijmegen City Region is legally responsible for preparing and implementing the regional transport policy. It commissions the regional public transport companies and grants permits for train, bus and city region taxi services. The city region manages the funds intended for financing public transport and implementing infrastructural projects to improve traffic flows. The following three starting points are important here:

- aligning public transport with private transport;
- promoting spatial development of areas around traffic junctions;

- making public transport into a coherent and distinguishable whole.

Fast cycle routes

By realizing fast cycle routes the City Region wants to encourage commuters to cycle more frequently. More cyclists mean less traffic/vehicle pressure, less congestion, less noise and less air pollution. The fast cycle routes will guarantee better accessibility of the region in a healthier environment.

The construction of the fast cycle route between Arnhem and Nijmegen, the RijnWaalpad, started in 2009. It is expected that the route will be largely finished by end 2013. The fast cycle routes between Arnhem-Zevenaar and Nijmegen-Beuningen will also become important links in our city region. At this moment these routes are being planned and constructed.

More information:

www.arnhemnijmegencycling.com

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velogic cycle management systems started in 2012 as a result of the merging of two earlier initiatives: Bikedispenser and Velomove, both operating in the field of automated solutions for cycling. Main shareholders are VelopA (market leader in cycle parking in the Netherlands), VCon-syst (market leader in access control systems and waste management in the Netherlands) and Accell Group (Europe's largest bike manufacturer with several International brands, i.e. Hercules, Batavus, Winora etc.). All parties are at least active in European countries and so is Velogic.

References

velogic now runs the complete back office of BlueBike, the bicycle rental scheme of the NMBS (Belgian Railways). We also service 4 'OV-fiets' (bike rental system around public transport) locations in the Netherlands (Bikedispensers). velogic won the Merseyrail tender for the UK version of 'OV-fiets' and will start host-

ing and servicing the complete back office system for the new Bike&Go system of Abellio (three train operating companies around Liverpool, including Merseyrail) in July. Finally, velogic has just implemented bicycle counters in the city of Antwerp (Belgium) in which case velogic cooperated with FLOW NV and Q-lite.

Cooperation

Cooperating is one of our main strategies. It will give us the opportunity to focus on what we do best, providing customers with solutions that work and all the tools to manage their facilities. Our back office systems and products are state of the art, but we will very easily and happily be able to implement products of other parties if requested. The cooperation also gives us the opportunities to implement state of the art technologies much quicker because we will make use of the expertise and experiences of specialists in the field. We believe this will also benefit our customers.



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Looking for bicycle parking solutions? VelopA is the partner who can help you with high quality products and sound advice. VelopA is manufacturer of quality bicycle parking systems and other outdoor furniture. VelopA is the main supplier of bicycle parking systems for the Dutch Railways and for the rail industry in several other European countries. Cities ask VelopA for their expertise in creating innovative and/or electronic parking solutions. VelopA is participant in Velogic, manufacturer of cyclemanagement systems, like bike sharing and rental schemes. Together they can help you improve your bicycle mobility and your bicycle parkings.

VelopA in Europe

VelopA is located in the Netherlands, Belgium and Germany. And works with distributors in Denmark, Finland, Sweden, Norway, Switzerland and United Kingdom. VelopA offers a complete assortment of bicycle parking systems including the Easylift, a high quality dual-level bicycle parking system.

Double your parking capacity

The Easylift+ is an easy-to-use, dual-level bicycle parking system. The bicycles are parked one above the other, which doubles the storage capacity. The system uses integrated

gas springs which help you lift your bicycle to the upper storage level. A unique system of dampers ensures a safe and controlled hands-free descent when retrieving your bicycle. This makes storing your bicycle on the upper level a lot easier. The Easylift+ is now also available with a centre-to-centre distance of 40cm. This will enable cyclists to park their bikes more easily and discourage people from parking their bikes in a way that inconveniences others.

Advantages of the Easylift+

- can accommodate twice as many bicycles
- minimal lifting involved
- additional bicycle space on the upper tier possible
- extra locking loops for optimum protection against theft
- ergonomically designed with anti-slip hand grips
- distinctive design
- sustainable, reliable and low-maintenance

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11 June

- 15.45 - 17.15 Podium discussions: Global bicycle policies and cultures - Tom Godefrooij (Dutch Cycling Embassy)
- 15.15 - 17.15 Round table: Different cultures, different views on cycling - Gerrit Faber (Fietzersbond Amsterdam)
- 15.45 - 17.15 Lightning talks: Love London Go Dutch - Roelof Wittink & Marjolein de Lange (Dutch Cycling Embassy)

12 June

- 10.30 - 12.30 Lectures: Smart cycling - Bas Hendriksen (Fietzersbond Utrecht)
- 10.30 - 12.00 Workshop: The fast lane to cycle super highways - Sjors van Duren (Arnhem Nijmegen City Region), Martijn te Lintelo (City of Nijmegen), Wim Bot (Fietzersbond) and Michael Koucky (Koucky & Partners AB)
- 10.30 - 12.30 Podium discussions: A kaleidoscopic view on cycle use - Ida Sabelis and Angela van de Kloof (VU University of Amsterdam)
- 15.15 - 16.45 Lightning talks: Understanding social and spatial dynamics - Marco te Brömmelstroet (University of Amsterdam)
- 15.15 - 16.45 Workshop: Trouble in paradise - Saskia Kluit (Fietzersbond)

13 June

- 10.00 - 11.30 Workshop: Are e-bikes the future or the trojan horse? - Ton Dagers (IBC)
- more...

13 June

- 10.00 - 11.30 Workshop: Who doesn't like carrots? - Henk Hendriks (Fietzersbond)
- 10.00 - 11.30 Round table: To pay or not to pay, that's the question - Wim Bot (Fietzersbond)
- 13.30 - 15.00 Podium discussions: No bikes on the balcony in Utrecht! Giving bikes a home - Herbert Tjemens (Utrecht Region) and Laura Kok (City of Utrecht)
- 13.30 - 15.00 Lectures: Back to the future Ton Dagers (IBC)
- 13.30 - 15.00 Lectures: Infrastructure; Design and maintenance - Hillie Talens (CROW)
- 13.30 - 15.00 Round table: Inspiration for designing cycle infrastructure - Stefan Bendiks (Artgeneering)
- 15.00 Speeddate: Cycling is serious business - Roelof Wittink (Dutch Cycling Embassy)
- 15.00 Speeddate: Let's talk about IT - Angela van der Kloof (Mobycon)

14 June

- 10.00 - 11.30 Workshop: Seamless transport is smart - Lesley Valies (ProRail)
- 10.15 - 11.45 Lectures: Overrun by success; Help! Too many bikes! - Jaap Valkema and Erwin Tollenaar (City of Groningen)
- 10.15 - 11.45 Lightning talk: Cycling cities - Arnold Bongers (City of 's-Hertogenbosch)
- 13.30 - 15.00 Panel discussion: Mobility policies & cycling in the EU and its member states - Marijke van Haaren (Fietzersbond)