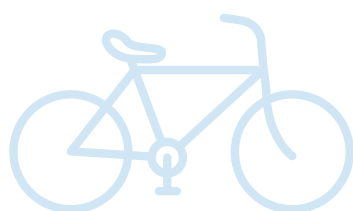


Bicycle Agenda 2017-2020



tourdeforce2020.nl

Tour de
Force 2020



Bicycle Agenda 2017-2020

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Introduction

There are more and more bicycles in the Netherlands. Since 2005, the number of bicycles has increased by almost 11 percent. The rapid rise of the electric bike and the growing popularity of cycling in the city, has made a significant contribution. The Netherlands has more bicycles than inhabitants because many Dutch people own more than one bicycle. Annually, every Dutchman cycles an average of 1,000 kilometres. More than a quarter of all our trips are done by bicycle, which is more than in any other country in the world.

We owe much of our livelihood to the bicycle. For example, the bicycle keeps our inner cities accessible and liveable, brings many people to work, provides fun and relaxation, and is important in the countryside, and to commute to school, work, the grocery store, or the bus stop. The bike delivers more than we often realise. It is an important contribution to our health because cycling keeps us moving, in a highly effective and environmentally friendly way. The effects of the bicycle also contribute to many social benefits as well.

The Netherlands has been internationally known for years as the country where most people cycle, and there is a growing demand for Dutch cycling knowledge. If we continue to achieve the growth of cycling in the Netherlands, we can be an international role model for resolving global challenges such as a climate-neutral economy, liveable cities, and a healthy lifestyle.

We must cherish the bicycle. The modal share of cycling is already high with more than a quarter of all trips. And today, bicycle use still increases, especially in urban areas. However, there is still plenty of room for further growth. Considering more than half of the car journeys are shorter than 7.5 km, which is within a bicycle distance, and with the advent of electric bicycles, the bicycle range increases up to 15 kilometres. An even further step would be to increase the number of people on bicycles to cycle to the train, light rail or bus, especially since public transport is increasingly diminishing in rural areas.

A comprehensive coalition of governments, companies, civil society organisations, research institutes, and associations

responsible and involved in the bicycle policy of the Netherlands are united in the Tour de Force. They aim, in the coming years, to increase bicycle use, which is possible by giving more priority to cycling policy, obtain opportunities, and remove obstacles. As a part of the joint agreed Bicycle Agenda 2017 – 2020, there are eight goals to contribute to the increase in the number of kilometres cycled in the Netherlands.

8 goals:

Joint Bicycle Agenda 2017-2020

1.	Netherlands as the leading bicycle country (Nederland Fietsland)
2.	More room for the bicycle in cities
3.	Boosting the quality on busy and important regional cycling routes
4.	Optimise the transition between modes, PT-bike and car-bike
5.	Targeted cycling promotion
6.	Less cycling accidents
7.	Less stolen bicycles
8.	Increase knowledge

Main objective:

These goals should contribute to the ambitious objective: an increase in the number of kilometres cycled in the period 2017-2027 by 20 percent.



Cycling
contributes to
social ambitions



Increasing the bicycle use in the Netherlands is not an end in itself. The Tour de Force wants to use the “power of the bike” in order to give a substantial boost to a number of broad-based social ambitions at various scales.

- I. Vital Netherlands, with vital citizens
- II. Vital cities in vital urban regions
- III. Vital rural area



I. Vital Netherlands with vital citizens

- Cycling, just like walking, is very healthy. It has a beneficial effect on obesity, cardiovascular disease, depression, and so forth. Workers are sick less often and older people stay healthy longer. Cycling is a simple recipe for a lack of exercise.
- The bike is a democratic means of transport. It provides accessibility to virtually everyone regardless of origin, age, and income. The bike promotes social participation and is an inexpensive solution to combat poverty in mobility.
- As car and public transport kilometres are replaced by kilometres by bike, this leads to less energy consumption, air pollution, CO2 emissions, and noise pollution
- Netherlands is the number one cycling country in the world. With this title, it attracts more foreign tourists and it contributes to a sustainable image. In addition, the doors open for exporting bicycle products, knowledge, and services worldwide.



II. Vital cities in vital urban regions

- Cycling is a key to attractive, healthy, and climate-neutral cities: quieter, cleaner, greener, nicer and healthier to live, stay, and work
- The bicycle provides access to the economic centres. More cyclists equate to less moving and parked cars, and less pressure on public transportation.
- The bicycle is important for linking the sustainable regional functions (living, working, shopping, culture, health care, recreation, etc.).



III. Vital rural area

- The bicycle preserves accessibility in areas where distances are increasing and/or where public transport is diminishing due to shrinking population.
- Recreational cycling is a substantial contribution to the rural economy. The economy will benefit from increasing the amount and functionality of recreational routes



The Goals of the Tour de Force

The increase in bicycle use has many social benefits, and those advantages can be explored even further.

The Tour de Force was first launched in 2015, as a joint initiative of the governments, inspired by the start of the Tour de France that year in Utrecht. The purpose of the Tour de Force is to invest more attention, priority, and money in bicycle policy, considering the great social benefits.

The foundation of the Tour de Force lies with the administrative commitment from all levels of government. The Tour Leadership is in the hands of the joint authorities: VNG (Association of Netherlands Municipalities; Filip van As, Chairman), IPO (Provincial Authorities; Henk Brink), Vervoerregio's (Transportation regions; René van Hemert),

Unie van Waterschappen (Dutch Water Authorities; Rian de Feijter) and on behalf of the government Ministerie van Infrastructuur en Milieu (Ministry of Infrastructure and the Environment ; Jan-Bert Dijkstra). The Tour Leadership group put teams to work to explore how the opportunities can be obtained and obstacles can be removed for bicycle use. In addition, the Tour Leadership follows the latest cycling statistics and discussions annually at a social Bike Round Table. In this meeting, the participants discuss current issues and recommendations proposed by the leadership team. And finally, the Tour Leadership is committed to get the bicycle as a priority on the administrative agenda. ■

Virtually all the organisations responsible and involved in cycling policy in the Netherlands, has now joined the Tour de Force.

Members of the Tour de Force

The Tour de Force has started in 2015 and completed the first Bicycle Agenda 2020. By the Tour Leadership team, six other teams were formed, which specifically focus on the areas of finance, technology, supply chain, regional routes, spatial planning, and health and participation. These teams have a lot of work by creating an inventory of the problems, contributed research, and explored promising solutions.

Authorities:	VNG (Association of Netherlands Municipalities), IPO (Provincial Authorities), Vervoerregio's (Transportation regions), Unie van Waterschappen (Dutch Water Authorities) and on behalf of the government Ministerie van Infrastructuur en Milieu (Ministry of Infrastructure and the Environment).
Parties:	BOVAG, FIPAVO, Federatie Mobiliteitsbedrijven Nederland (Federation of Mobility Companies Netherlands), NS (Dutch Railways), RAI Vereniging
Civil society organisations:	ANWB, Fietsersbond (Cyclists Union), Nederlandse Tour Fiets Unie, Natuur en Milieu (Nature and Environment), Veilig Verkeer Nederland (Traffic Safety Netherlands)
Knowledge institutes:	CROW-Fietsberaad, Platform 31, SWOV
Collaboration:	Dutch Cycling Embassy, Fietscommunity 2.0, Stichting Aanpak Voertuigcriminaliteit (Foundation for Tackling Vehicle Crime), Stichting Landelijk Fietsplatform (National Bicycle Platform Foundation)



It is now time for the next step:

It is now time for the next step: bring together and give direction to the current and new actions of all the organisations responsible and involved in the Netherlands' cycling policy. And to make agreements about everyone's role and what actions need to be taken to implement their tasks.

Therefore, there has been a wide-range of consultation among the organisations affiliated with the Tour de Force in the summer of 2016. The central question was what deems necessary to enable growth of cycling in the coming years, and what role can organisations play and are willing to play to complete this goal. In addition, the Tour teams were asked what type of follow-up actions are necessary in order to answer the central question. Together, the input formed the bases to update and expand the first Bicycle Agenda 2017-2020, with eight goals which are broadly supported by the overall 'cycling community' of the Netherlands:

8 Goals of the Bicycle Agenda 2020

1. **Netherlands as the leading bicycle country (Nederland Fietsland)**
2. **More room for the bicycle in cities**
3. **Boosting the quality on busy and important regional cycling routes**
4. **Optimise the transition from the bicycle to other modes, PT-bike and car-bike**
5. **Targeted cycling promotion**
6. **Less cycling casualties**
7. **Less stolen bicycles**
8. **Increase knowledge**

These goals are all responsible and relevant to the organisations who cooperate in bicycle policy in the Netherlands. The Tour de Force is the umbrella under which the organisations collaborate with each other, as well work independently from one another.

The Tour de Force Leadership team has organised the following tasks:

-
- A. Ensure that the Bicycle Agenda establishes commitment from all organisations involved in cycling policy in the Netherlands; it is a dynamic agenda with shared goals and a coherent overview of actions to be implemented.
-
- B. Organising a nationwide 'Bike Round Table', where directors of these organisations meet every year to discuss results and progress, and when necessary, adjust and add new goals or actions.
-
- C. Encourage that the agreed actions are implemented by organisations themselves to inform, stimulate, encourage others
-
- D. Place extra attention to exploit specific opportunities and remove obstacles for the bicycle.
-
- E. Through the organisation's own networks and channels, promote cycling policies higher on the relevant authorities' management agenda: municipalities, transport regions, provinces, and the national government.
-
- F. Search for opportunities to mobilise additional budgets for cycling policy, such as shifts within existing budgets or by tapping new sources, including policies other than mobility.
-
- G. Capture the acquired knowledge from past experiences and allow those lessons learned accessible and easily distributed. Carry out and promote successes.
-

The details about the exact actions proposed, are not in this agenda. The Tour Leadership team will ensure that this will be further elaborated in concrete terms in the first half of 2017. ■

1 Netherlands is leading Bicycle country (Nederland Fietsland)



Netherlands is the country with most cyclists, the best cycling, the best bikes, and most cycling knowledge. No other country can put this on their business card. With these strengths, the Netherlands' promotion can be more powerful. At the same time, we must ensure that the Netherlands holds onto its Number 1 spot by strengthening its current position.

“The bike is a great export product and a symbol of our national identity.” This advice came from the Rijksadviseur Infrastructuur en Stad (Government Advisor Infrastructure and City), published in 2015. He argued that the Netherlands' reputation should be much stronger as the best Bicycle country in the world.

“When we strengthen the Netherlands' international reputation as a Fietsland, it has many positive effects.

It gives the bike status, promotes use, strengthens the international image of the Dutch cities being an attractive living environment, and further enhances the potential of the cycling knowledge as an export product.”

“The bike is a great export product and a symbol of our national identity.”

A powerful promotion of the Netherlands as ‘Fietsland’ provides many economic opportunities and gives incentives to various branches of the tourist industry (such as longer stays), the bicycle industry (more bike sales), and knowledge institutes and consultants (more research and advice). Even in our own country, it improves the status of the bicycle and promotes it further. The quality of the cycling infrastructure is an excellent selling point to attract foreign cycling tourists to the Netherlands. In addition to tourism, developing attractive cycling infrastructure is also important for international competition. Developing national ‘iconic routes’ can help to put the Netherlands even stronger on the international map. These are routes that stand out for providing the user a great experience, in terms of infrastructure and facilities. All of these aspects will showcase the Netherlands as the leading Bicycle country. ■

Netherlands as the leading country in bicycle innovation

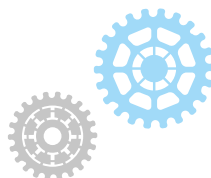
It is important to maintain our # 1 position in the world and further strengthen our cycling knowledge. This means, among other things, that we need to be remain leader in the field of data and technology. The development of applying modern information and communication technologies (ICT) is growing very fast, especially, when it comes to data collection.

Traditionally, data collection is with bicycle detection and counting, but there have been more sophisticated methods of developed, such as GPS tracking. A known example is the Fietstelweek (Bicycle count week), which is a week-long bicycle data collection from cyclists who have installed an app on their phone, which tracks their cycling patterns. Much of this data is made available to the public. In addition, there are also considerable opportunities to use this data in cycling innovations.

Apart from the moving bicycle, we also know need to learn more about the parked bicycle. Parking facilities are fitted with equipment to accurately track the occupancy of the bicycle. This is to optimise the management and detection of abandoned bicycles. This advanced bicycle-detection data is already being used in the centre of Utrecht.

To improve the flow of cyclists in the city, we have developed green waves for cyclists, rain sensors that give priority for cyclist in bad weather, and infrared sensors that detect if there is a large group of cyclists in traffic. ICT can also contribute to bicycle safety. For example, TNO and various other companies are focusing on ways to make cyclists more visible to motorists. This can be accomplished by electronically detecting the bicycle by installing a chip or app on your smartphone. Such a chip or app can also be used to give cyclists priority at traffic lights or easier checkout in parking garages.

Such developments improve the international reputation of the Netherlands. Therefore, bicycle ICT is a highly promising export product, especially if the innovation efforts are strengthened in this area. ■



Main Points

- ▶ Stronger international tourism promotion of the Nederland Fietsland.
- ▶ Stronger international promotion of the Dutch bicycle industry.
- ▶ Stronger international promotion of Dutch cycling knowledge in the field of bicycle use, cycling, and cycling policy.
- ▶ Further developments of ICT applications in order to make cycling more attractive, comfortable, and safer.

Actions

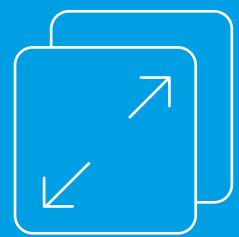
- ✓ Organisations develop a strategy to promote the Netherlands as the Fietsland internationally.
- ✓ Investing together in iconic cycling routes.
- ✓ Investing together in data technology and ICT applications for the bicycle

Organisations

- Governments: **Rijk**
- Market sector: **BOVAG / FIPAVO / NBTC Holland Marketing / RAI Vereniging**
- Civil society organisations: **ANWB, Fietsersbond / Nederlandse Tour Fiets Unie**
- Collaboration: **Dutch Cycling Embassy / Fietscommunity 2.0 / Stichting Landelijk Fietsplatform**
- Partnerships: **CROW-Fietsberaad / SWOV**
- Tour de Force teams: **Technology team**



2 More room for the bicycle in cities



Crowded paths, long queues at traffic lights, crowded bike racks. We see them more and more in the larger cities, and forecasts suggest that growth will continue. If we want to benefit and take advantage of the bike, we also have to create the space.



Cities are the engine of the economy and facilitates creativity.

Cities are the engine of the economy and breeding grounds for creativity. In larger cities, the number of inhabitants have increased. In the mid-90s, 39 percent of the Dutch population lived in the city, now it is 48 percent. To take this perspective further, 8 out of 10 inhabitants live in urban regions.

The migration to the city has been a major contribution to the fact that bicycle use in urban areas has increased 22 percent in the last 20 years. This can be seen on the bicycle paths and parking facilities. Since 2008, the bicycle in Amsterdam has been the most common means of transportation inside the ring roads. In cities like Groningen, Leiden, and Zwolle, even more than 50 percent of all local journeys are made by the bicycle.

In addition, the increase of other modes of transportation using the bicycle path, such as mopeds, scooters, tricycles, and e-bike. The speed differences and the difference in sizes, decreases the safety of the road. This often leads to more conflicts on the bicycle path between cyclists themselves. ■

Advantages of the Bicycle

These growing problems - which results from the increase of bicycle use - begs for a solution. Since the benefits of the bicycle are undeniable, especially at distances up to 7.5 kilometres (or double with an electric bicycle), the bicycle is virtually unbeatable when it comes to travel time and parking convenience. A bicycle also takes up much less space than a car; driving or when parked. The bike takes only 1/8 in the space of a parked car, and in various cities, parked cars are already more than 50 percent of the public space.

The bicycle is also the ideal means of transportation to the train station, which can be used when the cycling distances are too large. This multi-modal approach can reduce the harmful emissions in the city. Cycling is also beneficial for the quality of life, the environment in the city, and to personal health. Even if the air has some pollution, the health impact due to more exercise is still much greater. Even if the negative effects of cycling accidents in traffic are factored, the healthy benefits still outweigh the challenges

There is sufficient grounds for cities to pursue further growth in the use of bicycles as an integral part of SMART URBAN MOBILITY PLANS (SUMP). Rotterdam has the goal to achieve, for example, ten percent more cyclists on the main routes into the city centre. Utrecht wants to double bicycle use in commuter traffic by 2030. In addition, several cities explore a greater role of the bicycle in the urban distribution of goods, such as the cargo bike. ■

Time has come for action

The time has come to give a significant boost to urban cycling. There is a new Environmental Code on its way that should contribute to achieving and maintaining a safe and healthy physical environment and good environmental quality. The bike can make a significant contribution to these goals.

For example, the location choices for new homes and offices in residential areas, should provide strong accessibility and connectivity to shopping centres and public transportation hubs by bicycle.

Furthermore, there is an Energy Agreement that was signed by the Dutch Business community. This agreement aims at a substantial CO2 reduction, and the increase in the bicycle share in commuter traffic can make a substantial (and perhaps necessary) contribution to CO2 reduction. The same applies to the realisation of an energy and climate-neutral city, a goal that many cities have already incorporated into their Sustainability Agenda.

The opportunities in these cities, is to promote various initiatives and programs, which the bicycle serves a greater central role. These programs and initiatives include Agenda Stad (City Deal Fiets), Slimme en Gezonde Stad (Smart and Healthy City) and SURF (Smart Urban Regions of the Future).

Redevelopment of the City



Many cities keep investing heavily in the improvement of bicycle facilities. It mainly concerns investments in improved and safer urban cycle routes, removing physical barriers, create safer intersections with better flow for cyclists, and have sufficient and adequate bicycle parking in centres and at public facilities. These are not only essential but also very effective if you have the required space for the moving and parked bicycle, compared to that of the car.

In addition, it is important to ensure first-order everywhere: the consistent implementation of the principles of Duurzaam Veilig (Sustainable Safety), and the consistent

design of roads and parking facilities in accordance with the national design guidelines of CROW. In time, a more fundamental approach is needed, involving redistribution of traffic space, which takes into account the issue and important role of the bicycle in the city.

The project Robuuste Stedelijke Routestructuren (Solid Urban Structures) of the ANWB is focused on creating concrete, practical experiments with different vehicle types and speed limits in some cities. This new project has technical features (such as detection of cyclists and intelligent driving assistance), which makes an important contribution to the comfort and safety of cyclists. ■

Investment Challenge of cycling infrastructure in urban regions

Commissioned by the Tour de Force, the agency Decisio has estimated the ambitious investment of cycling cities in cycling infrastructure. It involves investment in a better quality of busy urban routes (removal of physical barriers, improve traffic flow, safety, and comfort) and the required bicycle parking (large and small garages, except for station facilities) in city centres and busy areas. These investments are in addition to the regular spending on the bicycle (smaller investment, management and maintenance, and operation).

The estimates are based on financial data from a number of cities that have applied for election to Fietsstad van het Jaar 2016 (Bike Town of the Year 2016) by Fietsersbond. These are ambitious cycling cities that have also had a clear view on how much they have invested in recent years in cycling and also have thought about the necessary investments in the coming years.

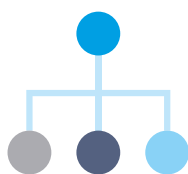
The survey provided the following figures:

- The last few years these cities have given an average of € 80 per capita per year on cycling infrastructure;
- Comparison: on average, the Dutch invest € 33 annually per person on cycling infrastructure, € 133 on railways and € 342 on roads;
- Also in the coming years, these cities plan to invest even more in the coming years to cycling infrastructure, a similar amount from an average of € 80 per capita per year;
- A goal over the next four years is for these cities to invest double in bicycle projects, if they had the means therefor.

If the other urban areas would raise their investments to the same level of these leaders, it would mean a significant quality improvement for the bike. An improvement in the quality of the bicycle infrastructure and parking capacity creates the space that is needed to cope with the intended growth of bicycle use. ■

Main Points

- ▶ More priority to pedestrians and cyclists in the city; more attention and space for safe and comfortable walking and cycling in neighbourhoods and centres.
- ▶ Smooth and safe flow of larger groups of cyclists on cycle routes and intersections in the city.
- ▶ Sufficient and secure parking facilities for different types of bicycles in city centres and near popular public facilities and homes.
- ▶ There are opportunities to create substantial change, especially in the big cities. Tour de Force challenges the G32 to think about the bicycle and create objectives and a list of appropriate activities, where the Tour de Force can contribute.



Organisations

Authorities:	VNG / vervoerregio's / Rijk
Market sector:	BOVAG / FIPAVO / RAI Vereniging
Civil society organisations:	ANWB / Fietsersbond / Veilig Verkeer Nederland
Collaboration:	Centrum Fietsdiefstal / Platform 31
Knowledge institutes:	CROW-Fietsberaad / SWOV
Teams Tour de Force:	Ruimtelijke ploeg / Financieringsploeg / Technologieploeg

Actions

- ✓ Provide sufficient attention and space for cyclists, create visions and plans to implement the basis of the environmental code, which seeks a balance of the functions to all the locations.
- ✓ When deciding the locations for new homes and offices, having bicycle and public transportation accessible, play a decisive role in the spatial planning, as well as, including catchment area analysis, with sustainable mobility as an option.
- ✓ Pilot projects perform to indicate the quantitative and qualitative standards for bicycle parking in the existing spatial instruments.
- ✓ Investing in better and safer urban bicycle lanes, in safer intersections with improved flow for cyclists, and providing sufficient and adequate bicycle parking in city centres and at popular public facilities
- ✓ First order: Application of existing Sustainable Safety principles and current CROW guidelines in the design of roads and intersections.
- ✓ First order: updating the Leidraad Fietsparkeren (Bicycle parking guideline, CROW) and apply this guideline to specific locations, design, and construction of bicycle parking facilities.
- ✓ Explore whether and how practical testing with modernising traffic can be easier, for example by:
 - Conducting experiments with a new allocation and layout of the traffic space and new speed limits for vehicles in some cities (such as the ANWB project Robuuste Stedelijke Routestructuren).
 - Conducting experiments with solutions for crowds and speed differences on bike paths in cities.
 - Execution of pilot projects with improved flow for cyclists at intersections: free space, bicycle-friendly adjustment traffic arrangements, active tracking of bicycles (green wave) and alike
- ✓ Use of modern ICT to understand common cycling routes to the city and to make bicycle parking assignments manageable (see also Chapter 1).
- ✓ Experiment with cargo bikes for urban distribution of goods.
- ✓ Improve cooperation between organisations involved in research and conduct experiments in programs on cycling in the city, such as Agenda Stad (City Deal Fiets) Slimme en Gezonde Stad (Smart and Healthy City), SURF (Smart Urban Regions of the Future), Experiment programma Ruimte en Mobiliteit (Environmental Experiment Program and Transportation), Fietscommunity 2.0 (see Chapter 8).

What is the return on investment for cycling?

This infographic shows the many ways that investments in cycling projects have highly positive social returns. Whether you're looking at the costs of an average kilometre cycled in the city or individual investments or the price of infrastructure, the conclusion should be clear—investments in cycling pay for themselves and more.

TWENTY-ONE COST-BENEFIT ANALYSES



(SOCIAL) COSTS AND BENEFITS OF 1 KM CYCLED IN THE CITY

Traveling costs money and time for commuters, but they are affected in many other ways as well. Additionally, the rest of society is affected by congestion, emissions, health impacts, subsidies, noise pollution, loss of space and reduced safety. If you ride one kilometre in the city by bike, the positive effects are nearly as high as the cost of travel and time spent on travel. But if you take a car or bus the effects are significantly negative.

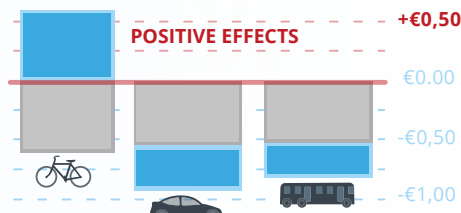
TRAVEL TIME AND TRAVEL EXPENSES



TIME



EXPENSES



SOCIAL EFFECTS



CONGESTION



CLIMATE



AIR



HEALTH



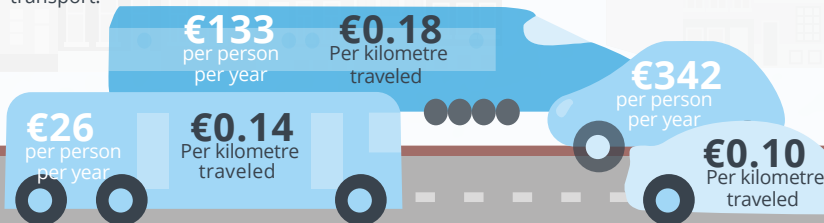
SAFETY



SUBSIDIES

BICYCLE INFRASTRUCTURE IS COST EFFECTIVE

Cycling infrastructure is not expensive. This is evident when comparing the annual expenditures in infrastructure costs for cycling between the other main modes of transport.



BEST VALUE

€33
per person
per year

€0.03
Per kilometre
traveled



COST-BENEFIT ANALYSES

1:1.5

1:2

Social cost benefit analyses of cycling projects reveal a pattern—in the majority of cases, total benefits are much higher than the total costs.

PROJECTS WITH
COST / BENEFIT
RATIO ABOVE 1: 2

RETURNS FROM THREE INVESTMENT CASES

THE HAGUE BIKE BRIDGE

The cycling bridge is a part of the fast cycle route in The Hague. This bridge crosses the A12 highway and the railway tracks, providing a direct connection for cyclists from one part of the city to another. The total benefit from increased mobility is over €28 million.



BICYCLE PARKING UTRECHT

The Jaarbeurs bike parking at Utrecht station is a very efficient and well-maintained bicycle-hotel. Even though this was a costly investment, the social costs are low compared to the benefits

Compared to the costs of a return trip by bike and the fee at the bicycle-hotel, the same trip is

2X as expensive by public transit & **5X** the price by car.



BICYCLE PARKING GUIDANCE SYSTEM AMSTERDAM

A "Parking Guidance System" electronically registers when spots may or may not be occupied. It guides cyclists quickly to available spots. This system costs €20,000 per year to operate and has a wide array of social returns.

System costs

€20,000

Savings from free bike parking spots

€15,000

Less search time for cyclists

€40,000

Social benefits

€35,000**AVAILABLE 17**

Tour de Force
2020



3 Boosting the quality on busy and important regional cycling routes



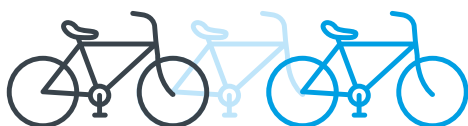
The many students and commuters who cycle to school or work daily, deserve routes that are direct, safe and have comfortable bicycle connections.

High-quality regional cycling routes (in combination with tax incentives and targeted promotion measures by employers - see Chapter 5) incentivise commuters who live within cycling distance to work to ride to work. In addition, recreational cyclists who enjoy frequent use of these routes can also benefit from the added quality.

Every morning, millions of Dutch spend time on the road. During the peak of rush hour on the weekdays, 2.4 million people are on the move. This leads to traffic jams at various highways and provincial roads. However, most of these commuters only have a short trip to drive. On ring roads around major cities, approximately one third of the traffic is from local traffic.

Already, about 25 percent of all employees in the Netherlands take the bike to work. But this number could approximately double if anyone who lives within cycling distance of their work would take the bike.

An electric bike offers even more opportunities for people to cycle to work. It does however require an integrated approach (ranging from travel expenses to peoples' behaviour), promoting the benefits (see Chapter 5), and of course having adequate infrastructure. ■



Responsible Investments

Praising the current cyclists and encouraging a switch from car to bike, delivers many advantages. Especially for cyclists, but also from a social perspective. Employees who cycle several times a week to work are sick less often. They create space on the roads, have no parking fees, and they do not pollute. Therefore, cities, transport regions, provinces, and the national government must invest in many projects where the bicycle use is facilitated and encouraged, including the construction of high-quality regional routes.

This improves not just the flow and speed, but also progresses road safety, improves experience, familiarity, and comfort. In most provinces there are plans to create more high-quality routes (see box below). More importantly, investing in high-quality bicycle connections are completed in a responsible manner.

This means that investment must be on busy cycle routes, which holds the greatest potential to switch motorists to the bicycle. The cost should be in proportion to the benefits, especially if investments are needed, for example, for the removal of physical barriers of bridges or tunnels. In addition, also investing in marketing and gaining commitment from companies and institutions near the routes to promote their employees to bike to work. ■

Physical and organisational and financial barriers

Besides physical barriers (roads, railways and waterways) which are needed to overcome, there are organisational barriers that also deserve attention. In the construction of regional cycling routes, there are always the involvement of multiple governments. This requires a strong direction and a proper alignment with respect to the necessary financial resources. It makes the most sense that the provinces take on this role, especially since a number of transport regions are not available.

Fortunately, in recent years, the government has invested in high-quality regional cycling routes and continues to do this in the coming years as well, particularly from the program Beter Benutten (Optimising Use). It has also produced a lot of useful knowledge about marketing and the behavioural approach on these routes. The experience with the new methods are positive and should keep being pursued. For a more structural balance of funds, the MIRT program (Multiannual Program on Investments, Spatial planning and Transport) provides a 'new style' of capabilities. In exploratory studies, a broad approach is taken to all opportunities to tackle accessibility problems. High-quality regional cycling routes can be an alternative to costly investments in car infrastructure.

A well-integrated assessment tool comes in handy. Such a tool is also useful to combine and embed high-quality regional cycle routes and comprehensive regional mobility, as well as, identify the resources available before, which is therefore

more efficient and effective to deploy.

Furthermore, it is now important to explore opportunities to improve walking and cycling networks in MIRT projects (national infrastructure car, rail, water) in each stage.

The innovative mobility challenges – 'Mobility as a Service' - offers opportunities, which does not put the transport mode (road, rail, bike trail, etc.) centrally, but the overall goal: improving accessibility.

In any case, it is important to distribute the knowledge and experience of the realisation of high-quality regional cycling routes and to share this knowledge in the coming years. ■



Recreational cycling routes



Many of the arguments in favor for quality commuting routes also applies to recreational trails. The use also contributes to a healthy lifestyle and reduced environmental impact. With the increasing number of elderly cyclists, and the advent of the electric bicycle, the demand is growing.

With regards to recreational cycling, there is concern about a guarantee of the quality and continuity of these routes. This is important, not only for the people, but also to the attractiveness of the Netherlands as Fietsland and thus, for the tourism industry in our country (see also Chapter 1). ■

Regional cycling routes



The Netherlands is working on the construction of many new, high-quality regional routes, and there are plans for more routes. The funding is often - but not always - a bottleneck.

Below is an overview of the investments in high-quality regional cycling routes of plans (yellow) and implementation phase (green) by each province (2020).

Millions of Euros	Investments	Not covered investments
Groningen	32	9
Drenthe	23	9
Friesland	13	?
Overijssel	10	0
Gelderland	59	2
Utrecht	54	25
Flevoland	0	0
Noord-Holland SRA	33	1
Zuid-Holland/MRDH	35	0
Zeeland	0	0
Noord-Brabant	74	34
Limburg	41	27
Landelijk totaal	372	106

NB: excluding planned investments in high-quality recreational bicycle networks (with utilitarian significance) in North Holland / SRA, South Holland / MDRH (€ 200-300 million) and Limburg (€ 19 million).

Main Points

- ▶ Appropriate quality (direct, safety, experience, comfort) available at busy regional cycling routes in and around towns and on busy recreational routes.
- ▶ Assess costs and benefits of cycling and the cycling measures for solving regional accessibility problems.
- ▶ Improve high regional cycling routes in regional / provincial mobility plans and implementation programs, and record in Executive Council MIRT.
- ▶ Stronger corporation in provinces and transport regions to realise high-quality regional routes.
- ▶ Effective structure for the distribution and sharing of knowledge on high-quality routes.
- ▶ Ensuring the quality and continuity of recreational cycling.

Actions

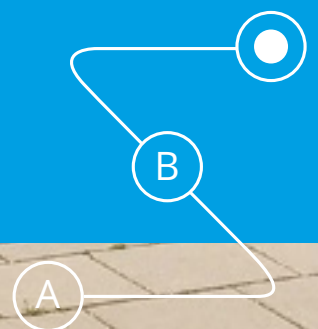
- ✓ Feedback and discuss the results from the provincial working sessions with all provinces and transport areas on topics such as implementing, directing and financing.
- ✓ Development of a tool by which the costs and benefits of cycling and bicycle measures (wider than in the area of mobility, including behavioural approaches) which can be fully taken into account and in a balanced consideration of modalities for addressing regional accessibility problems.
- ✓ Launching consultation with Rijkswaterstaat, ProRail and Waterschappen about their role in developing high-quality regional cycling routes: Opportunities (bicycle routes) and threats (barrier effect) own infrastructure (roads, railways and waterways).
- ✓ Development of the regional road team in the Tour de Force as a platform for discussion and exchange of knowledge about quality regional cycling routes between all concerned organisations, and Integration with Fietsfilevrij. Attention to share knowledge with behavioural approach and marketing (experience Beter Benutten).
- ✓ Pilot project with the innovative procurement of cycle routes, which is not just the route, but the implementation as the subject of the project and not only the investment but also the maintenance and operation.
- ✓ Exploring the possibilities to create, together with the Nederlandse Bewegwijzeringsdienst (Dutch Signage Service) agree on a unified national signposting for utilitarian cycling.
- ✓ Research in recreational paths
- ✓ Agreements between IPO, ANWB and the government on ensuring the quality and continuity of recreational cycling.

Organisations

Government organisations: :	Municipalities / provinces / vervoerregio's / waterschappen / Rijkswaterstaat Prorail / RIVM / Rijk (I&M)
Market sector:	BOVAG / FIPAVO / RAI
Civil society organisations:	ANWB / Fietsersbond, Nederlandse Tour Fiets Unie
Collaborations:	Stichting Landelijk Fietsplatform
Knowledge institutes:	CROW-Fietsberaad
Teams Tour de Force:	Regional Route Selection / Financing Team



4 Optimise the transition between modes, public transport-bike and car-bike



The distance a bicycle can reach has its limit, although the electric bike can improve this distance range. For longer distances the bicycle can still be used to reach the train station or bus stop and then take public transportation. Upon arrival, rent a bicycle for the last stretch of your journey. Another option is to opt for the car and park it at the edge of the city and grab a bicycle for the 'last mile'.

There is currently 1.2 million daily rail passengers, and already more than 40 percent of passengers ride their bicycle to the station. To continue the journey at the egress station, about 11 percent grabs a bicycle. The use of bicycles, in combination with the train, is still growing. On the way to the bus stop, the bicycle use is 11 percent.

It is expected that this percentage will continue to increase because the bus is starting to focus on the main routes, and the significance of cycling to transportation hubs is increasing in rural areas. Meanwhile, more than 25 percent of R-net users around Amsterdam cycle to the bus stop. For example, the bicycle helps to optimise the bus transportation by acting as a feeder to the train stations or bus stops. ■

In 2030, this deficit rises to around 100,000 places. To address this problem, the most urgent bicycle parking solutions should be at stations. The government and local authorities should invest together € 80 million in additional bicycle parking at stations. This comes on top of the 96,000 parking spaces that have already been added to the Actieprogramma Fietsparkeren (Action Bicycle parking) from 2011.

Financing the remaining deficit until 2030 and figuring out the distribution of tasks and responsibilities that go with it, should be investigated by the parties involved - Municipalities, provinces, transport regions, NS, ProRail and National government. Part of the solution is to identify the better use of storage capacity, by introducing paid bicycle parking (the first day is free) and this will hopefully limit the amount of abandoned bicycles.

More parking facilities and amenities at stations

What are the main obstacles encountered by the user before and after transportation?

Firstly, the amount of parking facilities at stations and bus / metro stops can be a problem. Even rapidly building new parking facilities at stations, the stations have been unable to fully accommodate the influx of cycling. It is estimated that there are still about 50,000 bicycle parking spaces missing in 2020. >

It is also important to improve the accessibility to public transport hubs and bicycle parking. This can include information about which routes connect to important nodes and routes of bicycle parking. ■



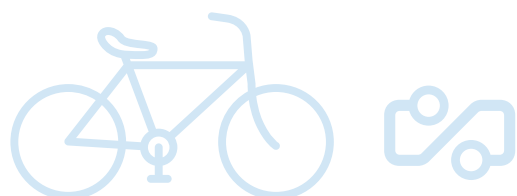


More and improved parking facilities at bus stops and public transport hubs

By reducing the bus-line network, this can promote faster bus routes with fewer stops, which causes bicycle use to be even more important.

Therefore, it is necessary to ensure adequate bicycle parking near busy bus stops. At busier bus stops and bus junctions, it creates a growing need for secure storage facilities including modern bicycle lockers, because the electric bike brings more people within range of a station. This requires of course a good analysis (tool) to make informed decisions about appropriate measures.

In the current practice, this is hardly the case, and there often remains conversations of unclear division of roles between the various parties involved. ■



Using bikes after public transportation

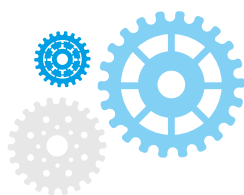


When traveling by public transportation, the time required to travel to and after the transportation needs to be accounted for. The success of the PT-bike is a testament to the power of the combination of bicycles and public transport. There is also a market for more flexible bike sharing systems. The efficiency of such systems can be increased by introducing an open standard allowing the user with one pass or app to reserve a bicycle at various bike rental systems.

In addition to the combination of PT-bike, P + Bike concepts are starting to raise attention. This concept is when the driver parks his car on the outskirts of the city and uses to bicycle for the last kilometres. This seems to be a promising option, however when taking the existing routes into account, the success is not obvious yet. Nevertheless, the concept deserves a wider exploration of experiments on more places to learn by trial and error and identify the success and failure factors. ■

Main points

- ▶ Facilitate and encourage the combination of bicycle and public transport, both modalities are mutually beneficial
- ▶ Adequate amount of bicycle parking at stations in the immediate vicinity of the platforms
- ▶ On all major parking facilities and main transfer points for public transport, there must be sufficient, good quality bicycle racks directly onsite. Travellers can choose if their bicycle is locked to a rack or in a locked safe. In addition, have rented or shared bikes available.
- ▶ Successful mode changes from the car to the bicycle (P + Bike) and use the bicycle to continue the journey (last mile).



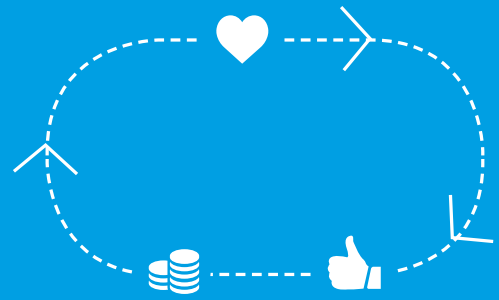
Actions

- ✓ Agree on the goals for the optimal performance of bicycle parking for multiple facilities and the full costs distribution of the bicycle parking at rail stations for the period until 2030.
- ✓ First order: provide standard bicycle parking at bus stops.
- ✓ Develop an analysis tool so informed decisions can be taken on the appropriate measures to improve door-to-door trips.
- ✓ Exploring different ways to organise / chose public transport, which includes the exploration 'Mobility as a Service' as a possible replacement of public transportation, where the bicycle can play a greater role in choosing transportation options.
- ✓ Use of ICT platforms and / or applications to reduce the search time for bicycle parking and offer information on modality options for cycling infrastructure and parking facilities at public transportation interchanges.
- ✓ Establish inspiring multimodality plans in three regions as input for applications, which will improve the practice in regional public transport.
- ✓ Create a list of initiatives and systems for rental and shared bicycles.
- ✓ Explore the possibilities to achieve standards for rental and shared bicycles.
- ✓ Prepare a program of requirements for software and hardware for electronic bicycle lockers that have contracts
- ✓ Pilot projects with changes from the car to the bike (P + Bike) for continuing the journey with bicycles (last mile).

Organisations

Authorities:	Municipalities / provinces / transport regions / ProRail / Rijk (I&M)
Market sector:	FIPAVO / Federatie Mobiliteitsbedrijven Nederland / NS
Civil organisations:	ANWB / Fietzersbond
Knowledge institutes:	CROW-Fietsberaad
Teams Tour de Force :	Ketenploeg / Financing Team / Technology Team

5 Targeted promotion of cycling



Better cycling infrastructure, safer bicycles, and good bicycle parking. They all contribute to the promotion of bicycle use, but there is still much more to gain by investing in promotion of cycling, by aiming at specific target groups.

With more people riding bicycles, it contributes to the realisation of numerous social and personal goals. Previously in this Agenda, they were called: environment, economy, accessibility, quality public space, and public health. And on a personal level: health, social participation and leisure.

Cycling keeps people healthy > role of health sector



A third of Dutch adults do not receive the recommended amount of exercise, and 40 percent of Dutch adults are overweight.

The health risks associated with severe obesity include diabetes, heart disease and various cancers. By cycling daily, it becomes part of the routine and contributes to daily movement, therefore, cycling is the “natural” way to improve health.

It deserves a place in the exercise programs that are set up by the municipalities and health authorities. The health benefits can be redeemed even further, as health insurance companies are committed to encourage people daily cycling, for example, to work, through targeted (financial) incentives. ■

Cycling makes people independent > role of social sector



A group of Dutch people do not cycle (yet). This is particularly in groups of disadvantaged people, in both rural and urban areas.

Figures from the Municipality of Rotterdam shows that, of all residents, 14 percent have no bicycle and no car. Looking at Rotterdam South, it appears that 50 percent of the population do not ride a bicycle.

This easily causes social isolation. Some of the people in this category are with an immigration background, but this also includes elderly and low income people. This also applies to children who do not have a bike. Therefore, the Ministry of Social Affairs have already made agreements with an annual € 100 million to be allocated to children in poverty to get them out of their social isolation, whereby the provision of a bicycle is one of the possibilities. ■

‘at Rotterdam South, it appears that 50 percent of the population do not ride a bicycle’



Cost savings and CO2 reduction > role of employers



Already, about 25 percent of all employees in the Netherlands take the bike to work. However, this number could approximately double if anyone who lives within a cycling distance of his work would take the bike.

An electric bike now offers even more opportunities for people to take the bicycle. Employees who cycle are sick less often and save parking space for cars. They also help to reduce traffic congestion and strongly contribute to the necessary reduction of CO2 emissions.

Employers who encourage their employees to cycle to work demonstrates great success, and there are many examples of this. Especially now, companies under the Energy Agreement take measures to reduce CO2 emissions, which provides opportunities to encourage companies to promote the use of bicycles to their employees. An increase in the share of bicycle commuters can provide a substantial (and perhaps necessary) contribution to the realisation of the agreed CO2 targets.

'there are many opportunities to encourage bicycle use by employees'

It is important that businesses are aware of the current commuting reimbursement: reimbursement of 19 cents / km also applies to cyclists. Financing the employee's bicycle, or rental, could be a fiscally attractive option. In addition, the health & safety services can perhaps play an important role in encouraging cycling to work; they also have budgets that can be used for this purpose.

In conclusion, there are many opportunities to encourage bicycle use by employees. It is therefore important to understand the key drivers and barriers that play a role in employers cycling to work. As well as to find examples of companies that manage to make these influences known. A strong commitment of business is crucial in bike commuting. ■



Main points

- ▶ All children over 6 can have a bicycle and have the opportunity to learn cycling.
- ▶ Encourage more children to cycle to school.
- ▶ More people with an immigration background on the bike.
- ▶ More employees cycling to work.

Actions

- ✓ Make bikes available to children and lower income groups, and join the SoZa agreement, projects by ANWB and National Children's Fund.
- ✓ The 32 largest municipalities join together (with the help of civil society organisations) to establish a working bicycle incentive for children, women, and the elderly to exchange experience and knowledge. Cooperation between the parties shall be established and cases developed. Effective bicycle promotion projects are compiled and coordinated nationwide.
- ✓ Professional development and development of bicycle lessons for people with an immigration background and the elderly.
- ✓ Encourage cities to provide cycling lessons to people with an immigration background and the elderly.
- ✓ Municipal health care (GGD's) and welfare organisations encourage and provide a suitable place for the bike in their exercise programs.
- ✓ Encourage municipalities to set as many tricycles available instead of mobility scooters.
- ✓ A requests for the Ministry of Health, Welfare and Sports (VWS) under the Prevention Coalition to promote daily cycling as one of the joint actions to be supported.
- ✓ Encourage municipalities and health insurance companies to include cycling in prevention programs for high-risk groups in the district. For this, VWS has recently reserved € 22 million.
- ✓ Develop, along with health insurance and health & safety services, actions and (financial) incentives to encourage bicycle use.
- ✓ Obtain a pilot / pledge with a health insurance company and / or Health & Safety Service under the Health Programme 'Everything is health'.
- ✓ Research motivators and barriers for employers to encourage bicycle use by employees.
- ✓ Further research into the health effects of bicycle commuters.
- ✓ Explore how financial / fiscal constraints can be improved to encourage / reward of bicycle use by employees.
- ✓ Target employers to encourage bicycle use by employees: promotional campaign aimed at employers.

Organisations

Governments::	Municipalities / provinces / Public Health Services / Arbo-diensten / Transport regions and Rijk (I&M, VWS, SoZa, EZ) / RIVM
Market sector:	VAG / RAI vereniging
Civil society organisations:	ANWB / Fietzersbond / Nature & Environment / Veilig Verkeer Nederland
Knowledge institutions:	SWOV
Teams Tour de Force:	Health and Participation Group / Financing Team



6 Less cycling accidents



The number of seriously injured cyclist from accidents have increased in recent years. More specifically, the elderly population have been the victims. This requires an integrated approach with all stakeholders

The number of accidents among cyclists have not fallen in recent years. In 2015, 185 cyclists were killed, which is about a third of the total number of accidents. It is roughly the same with the number of serious road injuries. Of the total of more than 20,000 serious road injuries, a third included cyclist. The number of older people who are seriously injured in a bicycle accident is growing strongly. This could be because there are more elderly in the Netherlands and more are cycling, thanks to the electric bike.

Six out of ten serious road injuries among cyclists, are victims of an accident in which no other vehicle is involved. Half of the bicycle accidents are caused by the infrastructure. For example, cyclists run into a bicycle ballard or end up on the roadside. But there are more accident caused by behaviour

and skills. The smartphone use on the bicycle has increased, and could be the cause of accidents. Another cause can be due to turning lorries, which often result in fatal accidents. ■

Joint Strategy

The development in bicycle safety reveals many concerns on all the national organisations involved in cycling, which is a large number of parties engaged in bicycle safety. This is beneficial but there is a great need for creating new policy. Several organisations call for the drafting of a joint strategy to drastically reduce the number of bicycle accidents, resulting in a strengthened joint policy program. ■

New Road Safety Strategic Plan 2030

Bicycle safety gets a prominent place in the new Strategisch Plan Verkeersveiligheid 2030 (Road Safety Strategic Plan), which is planned to be completed in 2018.

The development in bicycle safety reveals many concerns on all the national organisations involved in cycling, which is a large number of parties engaged in bicycle safety. This is beneficial but there is a great need for creating new policy. Several organisations call for the drafting of a joint strategy to drastically reduce the number of bicycle accidents, resulting in a strengthened joint policy program.

New is the risk based approach, which will play a prominent role in the new strategy. Road authorities visualise the risks in their network and based on that - proactively - take action. Through a local approach, bicycle safety measures have been adopted by many municipalities, such as dealing with poles and other obstructions on the bike paths. The ANWB is currently developing the CycleRAP- an instrument offered to governments so they can improve the safety of their cycle network. At the national level, a project is launched to examine the practical applications and easily available tools to be used for road authorities. VVN has the Hotline Traffic Safety where unsafe situations can be reported.

Accident figures often provide inadequate tools for concrete action because the 'black spots' have now been addressed. That does not mean that it improves the accident record, which remains necessary, and is given a place in this plan.

Attention will be for in-depth research to the cause of bicycle accidents, which provides insight for targeted measures. Veiligheid.NL conducts this type of research by people who end up in the ER and are questioned to find out the circumstances and outcomes of the accident. Furthermore, the link with the knowledge gained in the working groups started under the leadership of the ANWB and SWOV on various themes are made. For example, the knowledge of the working group including Team Alert, ANWB, Fietsersbond and VVN can be used as a supplement to the risk based approach. ■

Design for all-senior-proof infrastructure > role of governments



In July 2016, the UN Convention on Rights of Persons with Disabilities was approved by the Netherlands.

This means that the governments are responsible for ensuring that the outdoor area is accessible to everyone, including people with disabilities. In addition, it means that the infrastructure in the public space should be so arranged that its use is possible for everyone in a safe manner, including for people with disabilities ('inclusive society').

Many single accidents and accidents involving cyclists can be prevented by the creation and modification of infrastructure, and take into account the limitations of the elderly and people with disabilities. This fits in with the sustainable-safe philosophy that the most vulnerable road users, including children and the elderly (design for 8-80 year olds, "design for all") can still go out and utilise the space. There is still insufficient amount of attention from both planners and traffic experts.



Safer vehicles > role of bicycle industry and bicycle retailers



Reducing the speed of the car decreases the severity of the collision.

The development and application of ICT makes it possible to detect cyclists speed. This is important to ensure that the automotive industry, including the development of self-driving car, has sufficient knowledge and applies this to anticipate the behaviour of cyclists (see also Chapter 1), which enhances the safety of cyclists.

Safe cycling also requires a safe bicycle. The elderly will especially benefit from improved bicycle guidelines, for example, a reduction of the weight, a low entry, an increase in the stability of the bicycle, and so forth. In addition, the pedal assistance from electric bicycles deserves attention, as well as, the development and promotion of (hip) stable three-wheeled bicycle (compare tricycles).

Bicycle retailers should help consumers make a responsible choice for a bike with good advice on model electric bicycle, tricycle, low entry, mirrors and so on. ■

Cyclist behaviour

It is imperative that children know the traffic rules and learn to cycle well in practice. One of the instruments is to give road safety education in schools, including the theoretical and practical traffic exam in Group 8 (at age 10/11). About 90 percent of schools participate in the exam and between 75 and 80 percent of schools require the children to have a practical exam. It would be beneficial if this is 100 percent.

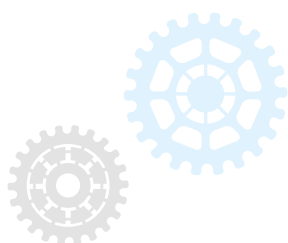
The cyclist has of course its own responsibility for its safety. For example, mobile phones are not conducive to safety. Quite a few bikers behave in an unruly manner in traffic. Campaigns that encourage good behaviour and have already been implemented can help, however, it seems that campaigns do not change cyclists' behaviour, and that there may be still other (legislative) measures necessary as well as intensifying enforcement.

In addition to behaviour, the quality of lighting plays a role in cyclists' safety. There is still a large group of cyclists that cycle in the dark with either no, or inadequate lighting. In addition, elderly people would like to cycle as long as possible. Naturally, this is perfectly fine, but often without realising it themselves, looking back over their shoulders or quickly swinging their legs over their saddles becomes more difficult. To estimate the traffic situations as people get older is not so easy. Often there is a (near) accident needed to take action. This can be prevented if we succeed in attracting senior citizens in effective interventions (such as cycling lessons). This could be coordinated together with the bicycle industry and senior citizens, and then the older cyclists can be motivated to participate in cycling skills training, especially when purchasing an electric bicycle. ■



Main points

- ▶ Reducing the number of cycling accidents, with special focus on elderly bike accidents and single bicycle accidents.
- ▶ Safer infrastructure for cyclists.
- ▶ Safer bicycles.
- ▶ Safer behaviour of cyclists.



Actions

- ✓ Drastically reduce the number of cycling accidents by developing a joint policy approach for bicycle safety: Nieuw Strategisch Plan Verkeersveiligheid 2030 (New Road Safety Strategic Plan).
- ✓ Develop a risk-based approach.
- ✓ Development of a quick scan bicycle safety key (less extensive than SPIs).
- ✓ Working CycleRap in pilots (ANWB, SWOV, municipal and provincial).
- ✓ Research into causes and severity of accidents, and ask cyclists to register accidents (ANWB group Accident Registration).
- ✓ Continue the efforts to collect more data about bicycle accidents to better understand the cause of these accidents.
- ✓ Further research into prevention of serious and fatal cyclist casualties on GOW's (road sections and intersections).
- ✓ Develop more knowledge and draw more attention to senior proof (8-80) concepts of (accessible) infrastructure for cyclists, targeting both urban planners and traffic experts.
- ✓ Participation in ICT research programs on detection of cyclists from motorised vehicles; encouraging further use of ISA.
- ✓ Encourage development of a safer bicycle for the elderly: lighter, more stable, custom pedal assistance, and so on; Also safe tricycle.
- ✓ Ensure follow-up to Stay Safe Mobile (VWN i.s.m. Veiligheid.nl).
- ✓ Develop inexpensive bike lights that always work automatically.
- ✓ Implement and evaluate a bicycle campaign (ANWB, VVN, Team Alert, Cyclists).
- ✓ Explore ways to increase the participation in schools of traffic education programs, including the theoretical and practical traffic exam for children in Group 8.
- ✓ Implement and evaluate campaign against mobile phone use on the bike (ANWB, VVN, Team Alert, Cyclists).

Organisations

Authorities:	Municipalities / provinces / ROV's / transport regions / waterschappen en Rijk
Market sector:	BOVAG / RAI Vereniging / Team Alert
Civil organisations:	ANWB / Fietzersbond / Veilig Verkeer Nederland
Knowledge institutes:	CROW-Fietsberaad / TNO / SWOV / Veiligheid.NL
Teams Tour de Force:	No team yet

7 Less bicycle theft



Bicycle theft is not only a nuisance for the owner of the stolen bicycle, but it is the reason that 1 in 10 Dutch people do not use the bicycle. Secure bicycle storage and ICT applications can reduce this.

Bicycle theft is a persistent problem that mainly plays in cities. Estimates come from more than half a million stolen bicycles per year. This not only a big inconvenience, but also a loss of tens of millions of euros. It is not just casual thieves who go there with the intention to steal a bicycle, but there is an increasingly larger number of bicycles purposefully stolen and shipped abroad. Electric bikes are an increasingly attractive target. For several years, authorities and civil society organisations together have tried to tackle bicycle theft in the Stichting Aanpak Voertuigcriminaliteit (Foundation for Tackling Vehicle Crime). However, a comprehensive approach is required.

Theft-proof bicycle parking

For one in ten people, theft is the reason not to ride a bicycle. An even greater number of cyclists refuses to buy an expensive bike because of the risk of theft.

Especially in the inner cities, there is a growing need for adequate safe parking for different types of two-wheelers, preferably with monitoring and space requirements for different bicycle models. Another area is in neighbourhoods and streets lined with houses with no space to park a bicycle. Good parking facilities and targeted information about buying and using good locks could help reduce theft. ■

Registration and reporting theft is essential

An effective means to overcome bicycle theft is the approach of identification, for example, by regulating stolen bikes on the market and on websites such as Marktplaats and Ebay.

It is important that a stolen bicycle is recognisable. In order to make this possible, it is necessary that bikes have a unique characteristic, for example, a frame number according to the agreed-RAI standard. Even more important is that people know this characteristic and they find it, if their bike is stolen. The latter is the weakest link in the chain, because while 85 percent of the bikes have a unique feature, there is only information on half, and only 25 percent of bike owners report the bicycle. Moreover, the available investigative capacity is lacking. Since 2003, there has been an initiative to record theft at the RDW register, which has a record of all bicycle theft reports. Through this registry, anyone can check whether a bike is stolen or has a history of being stolen. ■

ICT Solutions

One of the problems is that a stolen bike is difficult to find because of the low degree of registration and identification techniques.

Possible solutions can be found in improving the identifiability of the bicycle through providing a chip detection or detection label, and in developing a more rapid form of registration of stolen bicycles. In addition, develop a database in which on a

voluntary basis, bicycles can be registered.

These developments can make the modern use of ICT applications promising (see also Chapter 1). Some more expensive bicycle brands already have this built into the bicycle. Involvement of the police to bring the bike to the owner remains essential. ■

Main Points

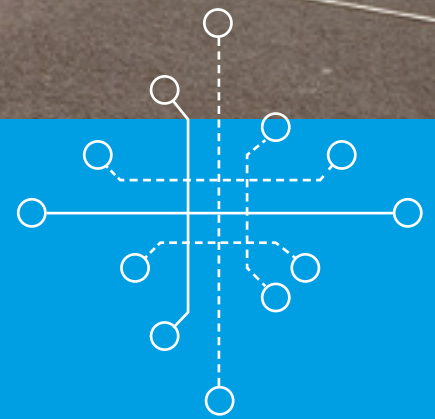
- ▶ Reduce the amount of stolen bicycle.
- ▶ Effectieve integrale aanpak van fietsdiefstal.
- ▶ Ample amount of secure parking for theft for different kinds bicycles in city centres, especially near popular areas. Provide service in neighbourhoods and streets with homes without room to park bicycles
- ▶ Increase the bicycle registration rate.
- ▶ Encourage people to report bicycles.
- ▶ Improve bicycle identification.

Actions

- ✓ Develop an effective future strategy to reduce bicycle theft.
- ✓ Easier, customer orientated online bicycle registration.
- ✓ Ensuring faster processing of online bicycle theft reports.
- ✓ Ensure adequate capacity in detection and enforcement.
- ✓ Develop standards for bicycle detection through a chip or detection label.
- ✓ Explore how a database can provide a proper bicycle registration and what benefits it offers to consumers and market participants, with privacy guaranteed first.
- ✓ Develop a system for retrieving electronically detected stolen bicycles.

Organisations

Authorities:	Gemeenten en Rijk (I&M, Biza, Justitie)
Players:	BOVAG / FIPAVO / NS / RAI Vereniging
Civil society organisations:	ANWB / Fietzersbond
Collaboration:	Stichting Aanpak Voertuigcriminaliteit (Foundation for Tackling Vehicle Crime)
Knowledge institutes:	CROW-Fietsberaad
Teams Tour de Force	Technology Team



8 Increase knowledge

More bicycle knowledge, established clear, concrete transition steps into practice, which are identifiable, accessible, able to be implemented. For great successes, convey an intensive, comprehensive view. This requires a good knowledge database.



In the Netherlands, several organisations are active in the field of developing and distributing knowledge about Dutch cycling policy. Some organisations include ANWB, CROW-Fietsberaad, Dutch Cycling Embassy, Fietscommunity 2.0, Fietsersbond, NWO, Platform 31, Stichting Aanpak Voertuigcriminaliteit, Stichting Landelijk Fietsplatform, SWOV, RIP Veiligheid.NL, and Veilig Verkeer Nederland.

There are also research and pilot projects from various universities and companies, such as Agenda Stad (City deals Bike) Experimenten programma Ruimte en Mobiliteit (Experiment Program Environment and Transportation), KpVV, Smart and Healthy city, SURF (Smart Urban Regions of the Future), etc. It is important to keep track and organise the cooperation between relevant organisations, focusing on coordination of activities and knowledge exchange and experience about their programs. This avoids duplication and shows where there are blind spots in the research.

Together, these organisations must then ensure the bicycle knowledge is available:

- ✓ Clearly defined, made practicable and easy to find.
- ✓ Actively distributed (through various channels, with different means), to the right audiences - policymakers, designers, consultants, intermediary organisations (businesses, schools, etc.).
- ✓ And thus ensuring that achievements are distributed widely.

Main points

- ▶ Optimise the knowledge by organising a structured cooperation between relevant organisations aimed at exchanging knowledge and experience about their respective programs, a clear record about the knowledge and an active, targeted distribution

Actions

- ✓ Together, establish a structural cooperation in the field of cycling policy, between research organisations aimed at mutual exchange of experience and knowledge about each other's programs and in capturing targeted coordination of activities, available and distribution of knowledge, experience and best practices.
- ✓ Creation of a bicycle knowledge matrix representing the relevant gaps in cycling knowledge (Fietscommunity 2.0).
- ✓ Collect and distribute knowledge and best practices in the field of cycling policy, bicycle safety, bicycle infrastructure and bicycle promotion
- ✓ Collection and use of cycle data.
- ✓ Develop tools for monitoring.

Organisations

Civil society organisations:	ANWB / Fietsersbond / Veilig Verkeer Nederland
Collaboration:	Dutch Cycling Embassy / Fietscommunity 2.0 / Stichting Aanpak Voertuigcriminaliteit / Stichting Landelijk Fietsplatform
Knowledge institutes:	CROW-Fietsberaad / NWO / Platform 31 / SWOV
Teams Tour de Force:	None

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Members of the Tour de Force

Authorities:	VNG (Association of Netherlands Municipalities), IPO (Provincial Authorities), Vervoerregio's (Transportation regions), Unie van Waterschappen (Dutch Water Authorities) and on behalf of the government Ministerie van Infrastructuur en Milieu (Ministry of Infrastructure and the Environment).)
Parties:	BOVAG, FIPAVO, Federatie Mobiliteitsbedrijven Nederland (Federation of Mobility Companies Netherlands), NS (Dutch Railways), RAI Vereniging
Civil society organisations:	ANWB (the Royal Dutch Touring Club), Fietzersbond (Cyclists Union), Nederlandse Tour Fiets Unie, Natuur en Milieu (Nature and Environment), Veilig Verkeer Nederland (Traffic Safety Netherlands)
Knowledge institutes:	CROW-Fietsberaad, Platform 31, SWOV
Collaboration:	Dutch Cycling Embassy, Fietscommunity 2.0, Stichting Aanpak Voertuigcriminaliteit (Foundation for Tackling Vehicle Crime), Stichting Landelijk Fietsplatform (National Bicycle Platform Foundation)



Colophon

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