

2018
EUROPEAN CYCLING SUMMIT
Salzburg // 24 - 26/09/2018
> cycling culture moves

> Europäischer Radgipfel 2018 *European Cycling Summit 2018*



salzburgergrad.at
radln in stadt und land

Fahrradkultur zwischen Politik, Planung und Gesellschaft //

Cycling Culture in between Politics, Planning and Society

Michael Szeiler, con.sens verkehrsplanung

> Diskutanten // Panelists



Heinrich Strößenreuther
Changing Cities, Volksentscheid Fahrrad, Berlin
plebiscite bicycle, Berlin



Johannes Rauch
Landesrat Vorarlberg
Member of the provincial government of Vorarlberg



Inge Janssen
BYCS, global coordinator Bicycle Mayor Program



Piotr Rapacz
European Commission, DG MOVE,
Unit B4 – Sustainable and Intelligent Transport



EUROPEAN CYCLING SUMMIT
Salzburg // 24 - 26/09/2018



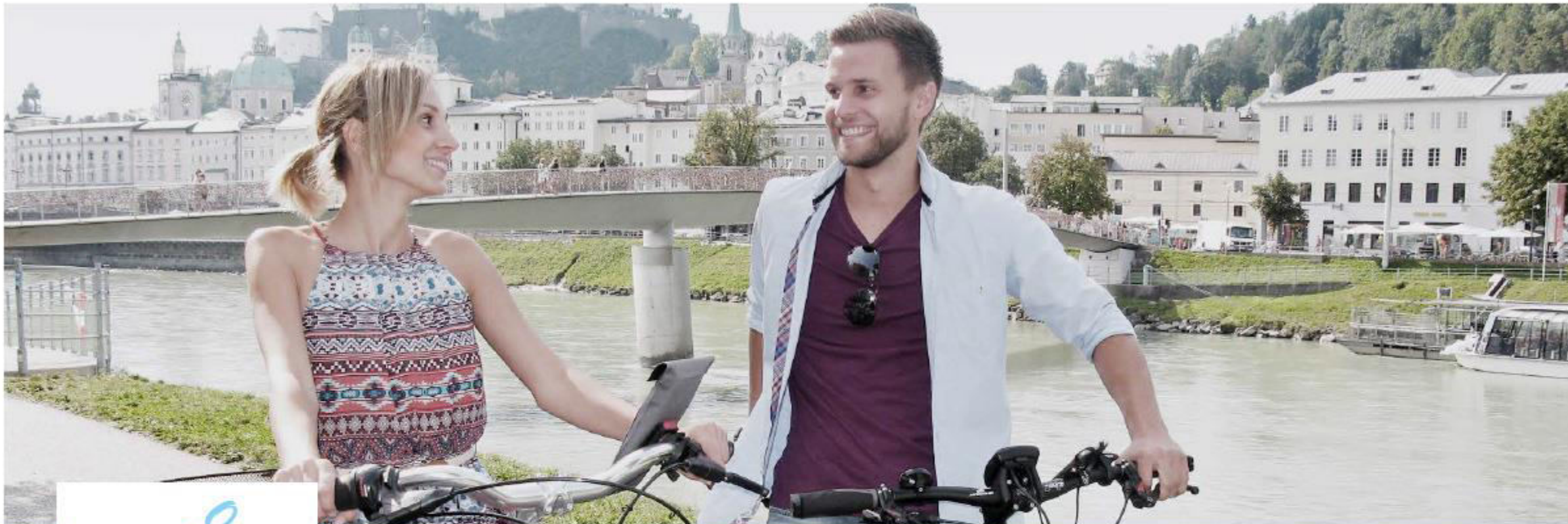
Michael Koucky
Koucky & Partners AB



Roland Romano
Radlobby Österreich
Bicycle lobby Austria



Michael Adler
Tippingpoints



2018
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radln in stadt und land

Verlosung // Drawing



Alec Hager, Radkompetenz Österreich // [Cycling Competence Austria](#)

Radparade JETZT // Bicycle parade NOW

- Treffpunkt mit Rad vor Salzburg Congress // Let's meet outside – take your bike
- Fotostopp auf der Staatsbrücke // photo stop on „Staatsbrücke“
- Ziel „Stieglkeller“ Namenskarte mitnehmen // final destination „Stieglkeller“ bring your badge!
- Essen, Begrüßungsgetränk & Bier auf Einladung, weitere Getränke gegen Bezahlung // Food, welcome drink & beer for free, other beverages to pay

BYCS

Bicycles transform cities. Cities transform the world.





Cycling Culture? Human Culture?

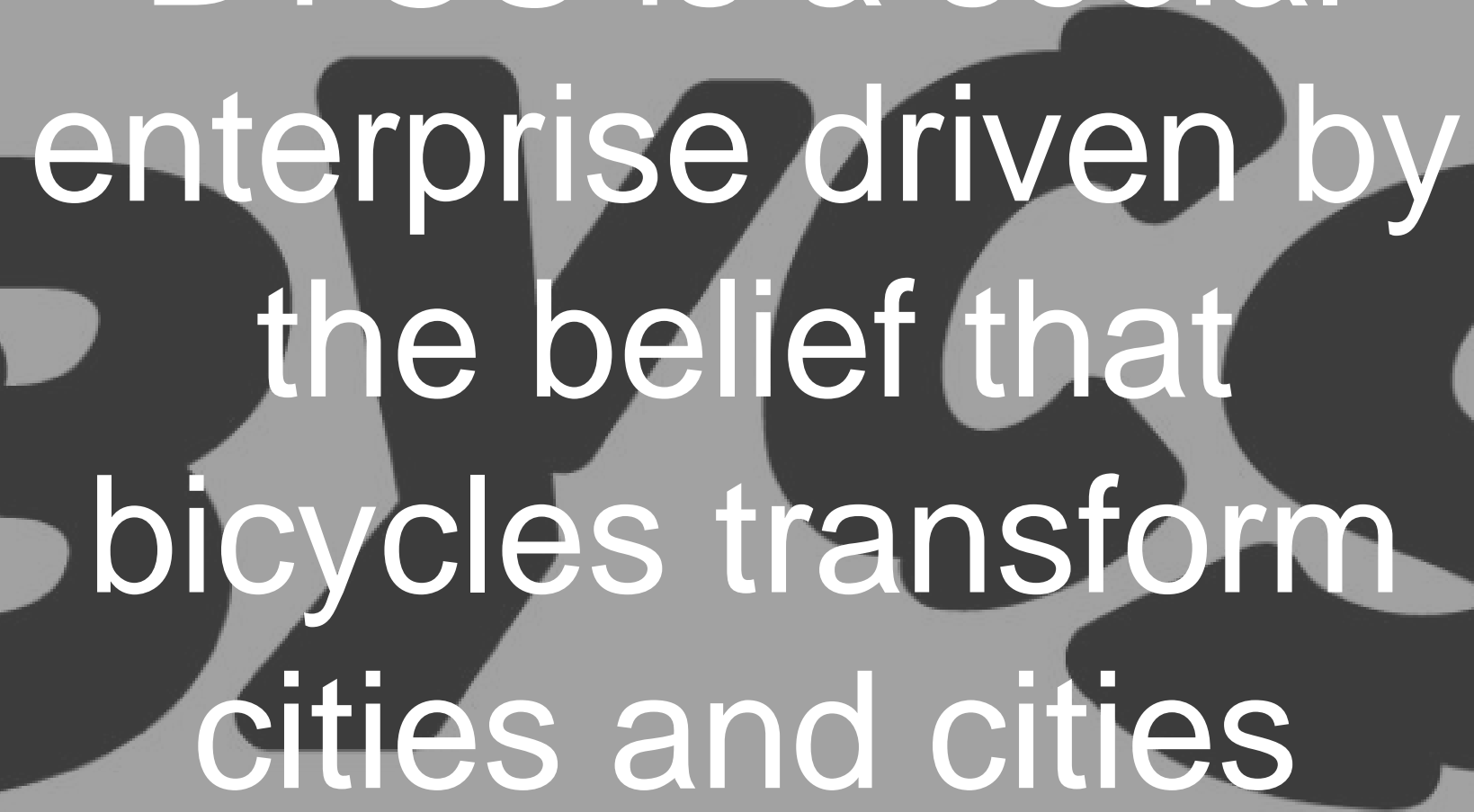





Human progress.
Powered by
bicycles



Cycling is more than
transportation.
It is transformation.

The logo for BYCS is a large, bold, black, stylized font. The letters are thick and blocky, with a slightly irregular, hand-drawn feel. The 'B' and 'Y' are particularly prominent on the left side of the logo.

BYCS is a social
enterprise driven by
the belief that
bicycles transform
cities and cities
transform the world.



We initiate and
scale breakthrough
ideas around
cycling.



50
BY
30



The Bicycle
Mayor Network
Is Growing! Get a
Bicycle Mayor For
Your City.

We need
visionary and
creative
leadership



FIETSBURGEMEESTER AMSTERDAM 2016 - 2017



The Bicycle Mayor is the **human face of cycling progress** and a **positive ambassador** for cycling in their respective cities.

That is aiming to **connect** stakeholders in cycling, mobility and sustainability.

A Bicycle Mayor is supporting the **50by30 vision** and representing cyclists in any form.

The network is showcasing the global **diversity** of bicycle change makers and emphasising the **momentum** of cycling development.

The exact role and function of a Bicycle Mayor is **fluid** depending on the city's cycling status, culture and politics.



FIETSHELDEN GEZOCHT!

MELD JE SNEL AAN OP FIETSHELDEN.ORG



WIN JOUW
DROOM
FIETS!



BYCS

Bicycles transform cities. Cities transform the world.





Cycling in EU sustainable urban mobility policy

**European Cycling Summit
Salzburg, 25/09/2018**

Piotr Rapacz

Team leader, Urban mobility
European Commission, DG MOVE,
Sustainable & Intelligent Transport Unit (B.4.)



@Transport_EU

Mobility and
Transport

**CONNECTING
EUROPE**

The starting point – transport challenges in cities

Transport provides vital functions to EU cities. But urban mobility = still mainly conventionally-fuelled passenger cars, leading to:

- **Congestion:** estimated €110 bn lost/year in EU
- **Climate** change impact: emissions rising
+ urban transport = 23% of CO₂ tran. emissions
- **Health** impact related to poor air quality = over 500 000 premature deaths/year in the EU; similar for physical inactivity (+ €80.4 bn lost/year)
- **Road accidents:** 25.500 killed in 2016 in EU, including 40% in urban areas



What the EU does

- Transport is **shared responsibility** between EU and Member States
- **Urban mobility** is essentially a **local responsibility**; however local authorities should not be left alone

Therefore EU level focuses on:

- Setting the Policy Framework:
 - Goals
 - Urban mobility policy
 - Legislation in other areas with impact on urban
- Offering funding and financing
- Facilitating the exchange of experience and best practice + Raising awareness





Urban Mobility: supporting cities

- **SUMP concept and one-stop-shop portal**
- **Guidelines** (UVAR, logistics, cycling)
- **CIVITAS Initiative**: City, Vitality and Sustainability
- **European Mobility Week**: record again this year!
- **Partnership on Urban Mobility** - EU Urban Agenda
- **Smart Cities and Communities**
- **Increased funding**: 18.5€ bln in 2014-2020 and probably more to come post-2020



Sustainable Urban Mobility Planning

- A Sustainable Urban Mobility Plan is a **strategic** and comprehensive plan designed to satisfy the mobility needs of people and businesses in cities and their surroundings for a **better quality of life**.
- Introduced by **2013 Urban Mobility Package** to improve accessibility of urban areas and provide sustainable mobility and transport
- **COM supports cities in developing SUMP:**
 - Platform on SUMP, on 'one-stop-shop' portal: www.eltis.eu
 - Funding and capacity building for cities to develop SUMP: currently three dedicated CIVITAS projects
 - Annual SUMP Awards and Conference

Sustainable Urban Mobility Planning

SUMPs help resolve issues such as **congestion, air/noise pollution, road safety, etc.** and **typically address the topics:**

- Public transport
- Walking and cycling
- Multimodality
- Urban road safety
- Urban logistics
- Mobility management
- Intelligent Transport Systems



Urban Vehicle Access Regulations

Urban Access Regulations website – **www.urbanaccessregulations.eu** provides a complete overview of Low Emission Zones, Urban Road Tolls, Traffic Limited Zones and Traffic Restrictions in Europe

- The Commission has published a detailed study on access regulations:
https://ec.europa.eu/transport/themes/urban/studies_en
- Work on guidance document started in July 2018



CIVITAS Initiative

City, Vitality and Sustainability. COM-funded Initiative since 2002 to create cleaner, better transport in cities

CIVITAS in 4 key points:

1. Living “labs” & research projects
2. Network of cities for cities
3. Public Private Partnerships
4. Political commitment (with the PAC)

Major annual Conference every year: CIVITAS **Forum**

5 phases
(2002-2020)



85 CIVITAS
Cities
(demonstration)



19 CIVITAS
projects



More than 280
Cities (forum)



CIVITAS: examples of active mobility measures

Research projects:



CREATE: Congestion Reduction in Europe, Advancing Transport Efficiency



FLOW: to promote a paradigm shift in cities to realise the potential for non-motorised transport (to reduce urban congestion)



TRACE: to assess the potential of movement-tracking services to better plan and promote walking and cycling in cities

CIVITAS: examples of active mobility measures

Past projects measures:

Safety for
pedestrians and
cyclists: Ljubljana,
Aalborg, Gdansk,
Bologna



Vitoria – Gasteiz:
pedestrian and
bicycle lane
network



Publications:

- How to get more people cycling
by understanding their behaviour
change journey
(www.lovetoride.org)

Courses and webinars:

- Marketing Urban Cycling
- Bike Sharing

EUROPEAN **MOBILITY** WEEK

16-22 September every year (launched in 2002)

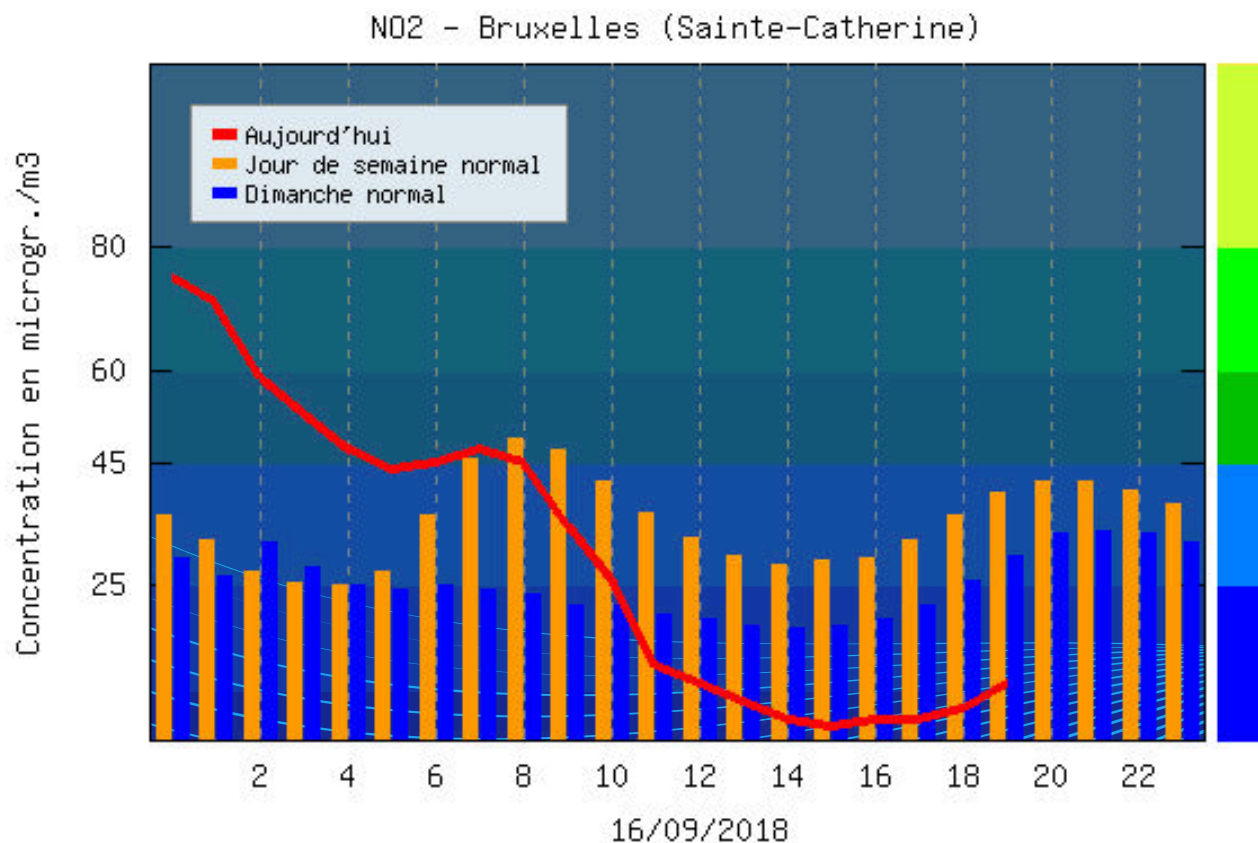


- Pan-European campaign culminating in Car-Free Day.
- Encourages European municipalities to introduce and promote behavioural change favouring sustainable modes.
- 2018 theme: "Mix and Move!" – multimodality in practice
- **2700** cities from 54 countries worldwide registered in 2018 – the new record! Cycling the most popular
- Each year, approximately 7500 permanent measures are registered



Effect of Car-free Day in Brussels, 16 September 2018: NO₂ levels compared to other days

(Source: <http://www.irceline.be/fr/nouvelles-alertes/sans>)



Exchange of Information & Best Practice

WWW.ELTIS.ORG

The urban mobility observatory: facilitates the exchange of information, knowledge and experience in the field of sustainable urban mobility in Europe

1. **Discover**: case studies, EU legislation & policies
2. **Resources**: EU funding, pictures, videos
3. **Participate**: events
4. **Mobility plans**: everything related to SUMP!



Reinforced EU financial support for urban mobility

EU funding for sustainable mobility – mostly for urban areas – is in the order of magnitude of 18.5€ bln in 2014-2020

- Circa 50% more than in 2007-2013
- **Walking and cycling infrastructure** alone: 1.5€ bln



Main sources:

- European Structural and Investment Funds (including Urban Innovative Actions)
- Funding for research and innovation – HORIZON 2020 (including CIVITAS demonstration projects)
- Connecting Europe Facility funds for TEN-T projects (urban nodes calls)



Upcoming: the Sustainable Urban Mobility Indicators

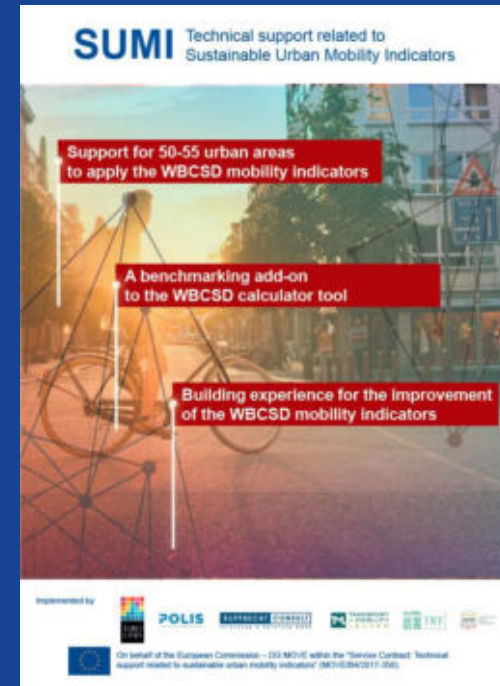
Main project objectives:

- 1) to provide technical support to 50-55 urban areas across the EU, using revised WBCSD's indicators set **(active mobility one of them!)**
- 2) to collect learnings for the improvement of the indicator set and tool based on cities' concrete experiences
- 3) to develop a benchmarking online tool ("scoreboard")

SUMI consortium:



Project Coordinator



@Transport_EU

Mobility
and
Transport

CONNECTING
EUROPE

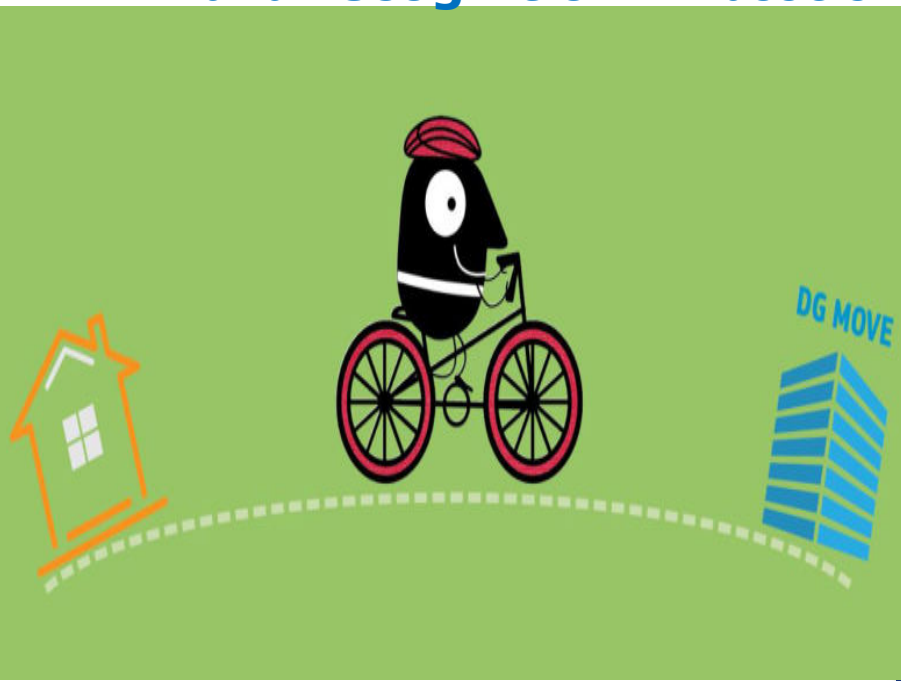
Also upcoming...

1. Guidance for cycling projects in the EU, with minimum standards for infrastructure
2. Evaluation of the urban mobility package 2013



Cycling the talk: Commission VeloMai 2018

- First **Bike-to-Work** initiative in the Commission!
- A month-long campaign to support cycling as a means of transport
- Many **related events**: lunchtime conferences, cycling breakfasts, Vélo Ateliers, photo exhibitions etc.
- **Results**: 2176 participants, 326 563km, 61 357 rides
- ... and **recognition**: Brussels Bike Award 2017 for COM! (Enterprise)



Towards a cycling culture?

It develops when key ingredients are in place:

- Basic needs: health and safety
 - Infrastructure
 - Accidents
 - Air quality
- How practical in comparison with other modes?
 - Price
 - Speed
 - Reliability and coverage
- How inclusive and fun it is?
 - Not only for young healthy men!
 - Peer pressure and social influence
- and... do people know about it?



Thank You!



Piotr.rapacz@ec.europa.eu



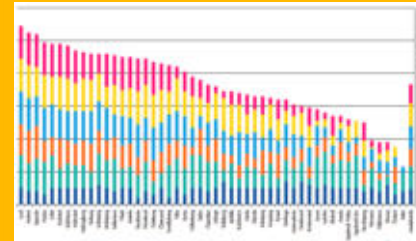
@Transport_EU

Mobility and
Transport

CONNECTING
EUROPE

Cycle culture in politics and planning

What is it? Can it be measured?



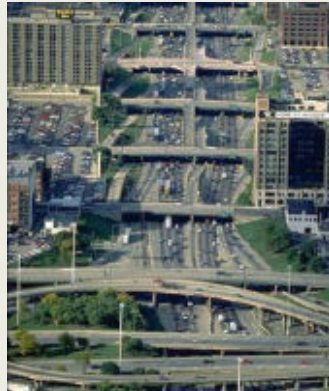
**KOUCKY &
PARTNERS**

SUSTAINABLE TRANSPORT CONSULTANTS

What is culture?



What is culture?



What is culture?



Cycle culture in politics and planning

- *What is it?*
- *Can it be measured?*

Kommunvelometer: Annually benchmarking municipal efforts for cycling since 2010.



***Most major cities, >
50% of population***

What do we measure?

Indicators for six areas of cycling policy:

- *Existing infrastructure*
- *Investments in infrastructure & maintenance*
- *Information and marketing*
- *Activity level this year – what's being done.*
- *Cycle politics – policies, strategies*
- *Evaluation, measuring*



Could be seen as measure for cycle culture within the municipal organisation.

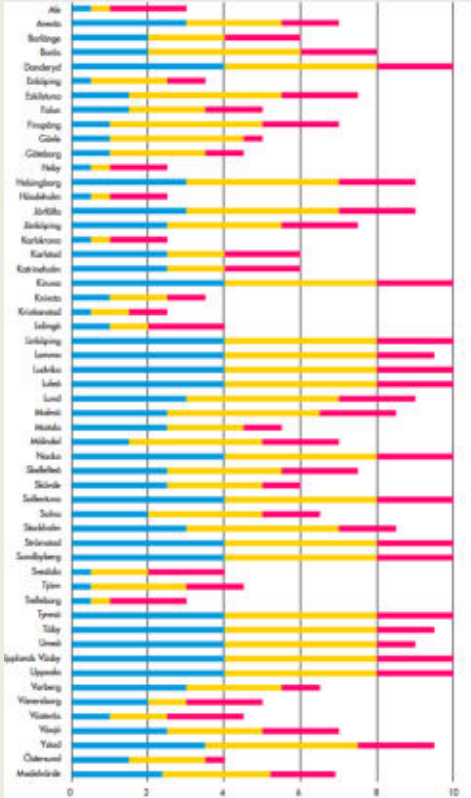
Politics

- Politiska mål
- Cykelstrategi
- Aktuell cykelplan
- Cykelparkeringstal
- Integrering i plandokument
- Aktuell underhållsplan
- Aktiv cykelpolitik som arbetsgivare

- ***Goals for cycling?***
- ***Strategy?***
- ***Infrastructure plan?***
- ***Parking regulations?***
- ***Integrated in planning procedures?***
- ***Support cycling as an employer***

Big differences – different cycling culture!

Show me the money – indicator of priority



Average investment per capita and year: 25€

Maintenance: 11 €

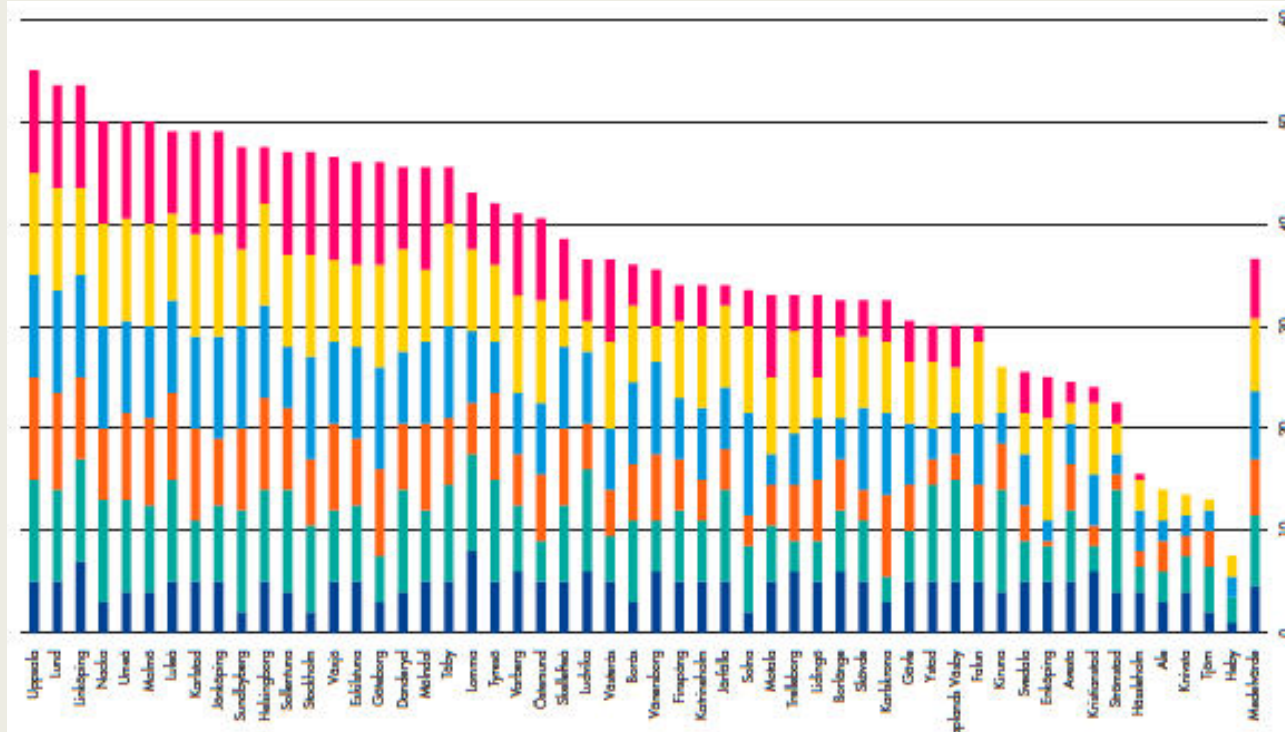
Total: 36€/year

Range: 4€ - 80€

Uppsala, vinner 2018: 80€/yr

"Good practice": 40€/inhabitant and year

Clear differences



Cycle culture

*When cycling is the obvious mode of transport, a no-brainer.
Socially fully accepted.*

Public outcries if neglected.

In politics – clearly prioritised

In planning – automatically considered and not pushed aside.

Thank you !

Michael Koucky

michael.koucky@koucky.se

www.koucky.se





Radkultur entsteht

Politik, Planung und Bevölkerung

Roland Romano, Radlobby Österreich

Entwicklungen Österreich

Mehr Radverkehrsplus als Fahrrad-Unfälle



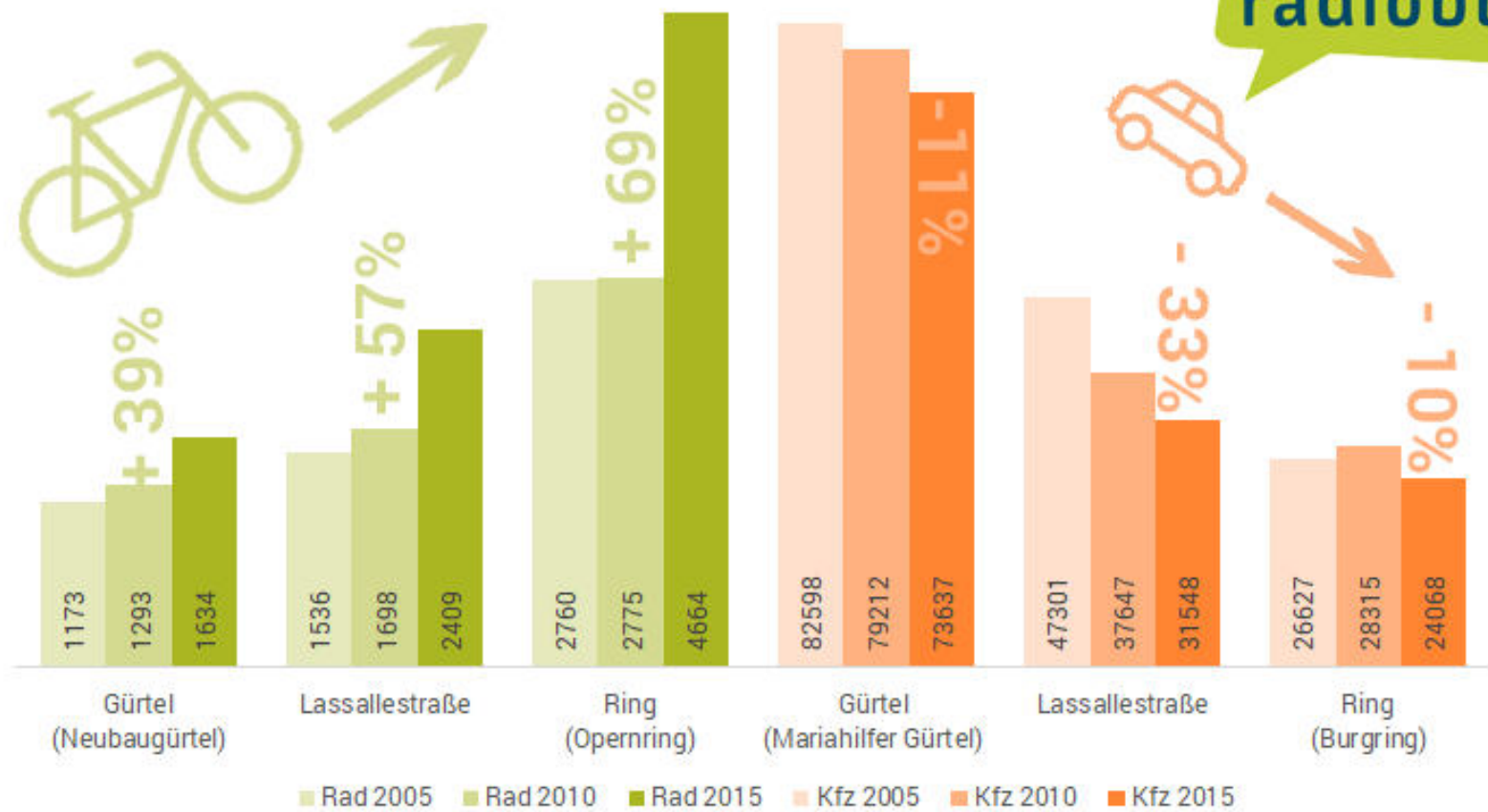
Die tägliche **Radverkehrsleistung** in Österreich hat über 20 Jahre um **126%** zugenommen, während die Zahl der verletzten Radfahrenden zeitgleich nur um **20%** anstieg. Radverkehr wird sicherer.



radlobby.at | 22.5.2017 | Quellen: Statistik Austria 2017, BMVIT "österreich unterwegs" 2016, KfV 1999

Entwicklungen Hauptstadt

Fahrzeugbewegungen auf Gemeindestraßen
Wien 2005-2015 (Fahrzeuge pro Werktag)



Politik: Radinvestitionen & Regeln

Drei Milliarden Euro Radbudget im Zeitraum von 10 Jahren – wofür?

Klimastrategie 2020 – 2030: 30 Euro pro Kopf* = 300 Millionen Euro pro Jahr ermöglichen z.B. ...

1) INFRASTRUKTUR 61,8%

Radwege: 200 km à 500.000 €
Radschnellverbindung: 50 km à 1 Mio. €
Fahrradstraßen u.ä.: 70 km à 150.000 €
Brücken / Unterführg.: 10 St. à 2 Mio. €
Kreuzungssicherheit: 50 X à 100.000 €

185,5 Mio. Euro

2) RADPARKEN 2,1%

Radbügel generell: 10.000 P. à 170 €
Überdacht generell: 2.000 P. à 1.000 €
Schulschwerpunkt: 2.400 P. à 170 €
ÖV-Knoten & Bhf.: 1.500 P. à 1.500 €

6,4 Mio. Euro

3) PERSONAL 26,5%

Radbeauftragte: 400 à 100.000 €
Teilzeitbeauftr.: 1.900 à 20.000 €
Radberatungsprogramme für
Gemeinden: 100 à 1.000 €
Infra-Check-Audits: 100 à 10.000 €

79,1 Mio. Euro

4) FORSCHUNG 1,3%

Verkehr / Sicherheit / Kommunikation
IT / Navigation / Logistik / Soziales

4 Mio. Euro

5) KINDER 2%

Schul-Radkurse: 500 Klassen à 1.000 €
Übungsräder: 200 Pakete à 5.000 €
Radübungsplätze: 10 Pl. à 100.000 €
Startpaket-Förderg: 20.000 Kids à 175 €

6 Mio. Euro

6) ÖFFENTLICHKEITSARBEIT 3%

Motivationskampagne: 5 Mio. €
Sicherheits & Zielgr. Kamp.: 3 Mio. €
Gemeinde-Events: 100 à 8.000 €

8,8 Mio. Euro

7) FÖRDERUNG PRIVATE 2,2%

Lastenräder (30%): 500 à 1.500 €
Familienräder (30%): 500 à 1.000 €
E-Bike-statt-Auto-Paket: 5 Mio. €
ÖV-Faltrad-Paket: 500.000 €

6,8 Mio. Euro

8) TRAINING 0,03%

Senioren / Beginner: 100 K. à 500 €
E-Bike-Start: 100 Kurse à 500 €

0,1 Mio. Euro

9) VERLEIH 1,1%

Public Bike Syst.: 40 Stat. à 60.000 €
ÖV-Sorglos-Rad: 5.000 Stück à 200 €

3,4 Mio. Euro

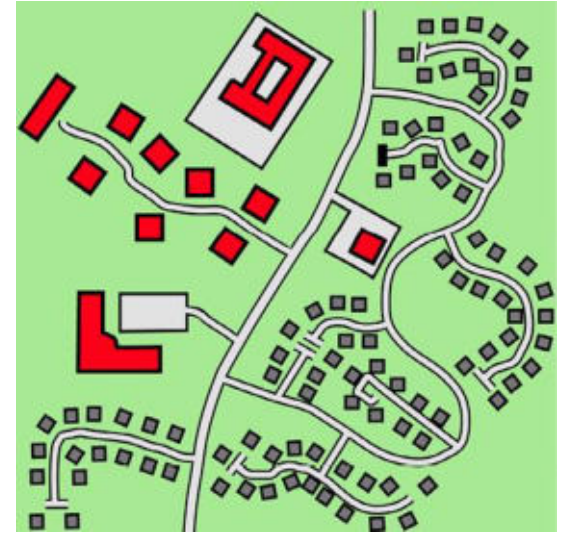
* 10 Jahre. Bevölkerungswachstum ca. 1,3% auf 10 Jahre, aufgerundet

Details & Quellen: www.radkompetenz.at/3milliarden

Planung: Qualität



statt



Bevölkerung: Freude & Organisation



Gute Fahrt!

Radlobby Österreich

info@radlobby.at

www.radlobby.at

Bilder:
Christian Fürthner/MA28
makingspaceforcycling.org
kidicalmass.at

RAD
FREUNDLICH



RAD
FREUNDLICH

Ketten-Reaktion

Radverkehrsstrategie Vorarlberg





Vorarlberg
unser Land



- Radinfrastruktur optimieren – Radschnellverbindungen und Flächenerschließung
- Radkultur kommunizieren
- Traumpaar Rad und ÖV



800km Radwegenetz: Qualität erhöhen, ausbauen,,
Fahrradstraßen, radfreundliches Wegenetz in der Fläche!



Vorarlberg
unser Land



Schlüsselprojekte und Radschnellverbindungen ausbauen



Vorarlberg
unser Land



Radkultur schaffen



Radkultur kommunizieren: Radfreundlich, Fahrradwettbewerb, Ideenwettbewerb, Feel Good Faktor



Vorarlberg
unser Land



Orientierung: Beschilderung, Navi, App, Radkarte:
Weiterentwickeln



Vorarlberg
unser Land



Kooperationen stärken: Wirtschaft, Gemeinden,
Arbeitgeber, Fachhandel, Tourismus, Sport, international...



Vorarlberg
unser Land



Kooperationen neu denken: Velotal Rheintal, Vorarlberg bewegt, ...



Vorarlberg
unser Land



Traum paar Rad und ÖV



Vorarlberg
unser Land

Abstellplätze: Qualität und Quantität erhöhen, Fördern,
Beraten, Kompetenz aufbauen



Vorarlberg
unser Land



Mitnahme in Qualität und Quantität ausbauen!



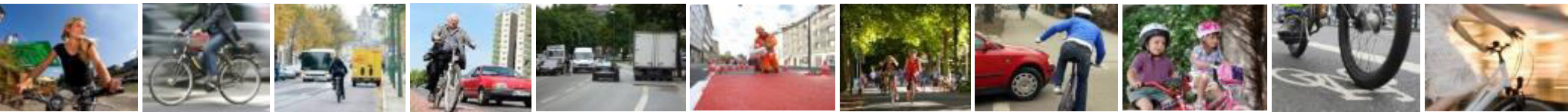
Vorarlberg
unser Land



Alternative Last-Mile-Angebote: Falträder, Leihräder,
Bahnräder

Fahrradkultur zwischen Politik, Planung und Gesellschaft

Über das konstruktive Zusammenwirken von Politik,
Planung und BürgerInnen.



Berlin, 25. September 2018, Salzburg, Europäischer Radgipfel



Agentur für
clevere Städte



1,5 Grad Celsius



Das Flächen-Pareto-Optimum:

**Keiner bekommt mehr Platz,
ohne das er anderen genommen wird.**

Von unten.

Amsterdam, The Netherlands, 70ties





Copenhagen, Denmark, 70ties

Berlin, 18th May 2016



Der Volksentscheid Fahrrad

(the Berlin Cycling Referendum für
Germany's first Cycling Bill)

Idee im
August 2015



Warum eigentlich
nicht mal einen
Volksentscheid
starten .. ?



Nov. 2015: Klausur-Tagung für die 10 Ziele



The Berlin Bicycle Referendum aims for a bill forcing a 660 Mio. Euro investment in safe cycling infrastructure



Cycling Goal:
Modal share **20%**
in Berlin state

Costs:
14 Euros
per Citizen per Year

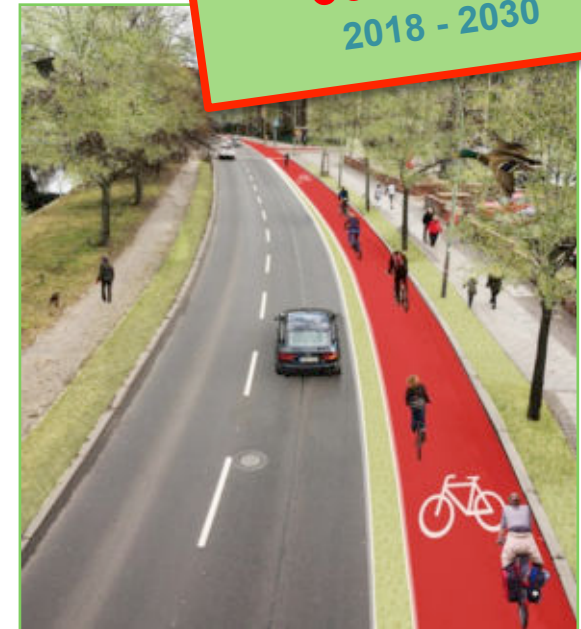
Implementation:
within
12 Years

The Ten Goals of the Berlin Bicycle Bill (RadG)*

	350 km Cycling only Streets
	3.200 km Cycling lanes (2m)
	30 safer junctions each year
	Each small fault cleared within 6 months
	100,000 Cycling racks (2025)

	50 Cycling Green light streets
	100 km Cycling Highways
	100 Policemen on bicycles
	130 Cycling Planers
	4 Mio. € p.a. for PR campaigns

Investment:
660 Mio. €
2018 - 2030



* <http://www.volksentscheid-fahrrad.de> and <https://volksentscheid-fahrrad.de/english/>

**Ach ja, 4.000 km Radwege
per Radverkehrsgesetz bis 2030 gibt's ..**

**.. zum Preis von
drei Kilometern
A100.**



**Mai – Juni 2016: Volle Sammel-Power,
um sicher und entspannt Radfahren zu können**



Proudly presents:
Deutschlands schnellster
Volksentscheid.



Juni 2016: 105.425 Unterschriften in 3 ½ Wochen





BerlinTREND

Koalitionsvorhaben

Investitionen in Schulen



76%

falsche Richtung

19%

Ausbau des Radverkehrs



73%

23%

Unter den Linden autofrei

45%

49%



Ausweitung Parkzonen

31%

63%



infratest dimap 

Nov 2016: Zustimmung stieg weiter auf 73%



Mehr Lebensqualität in der Stadt
Berlin will Fahrrädern die Vorfahrt geben

Mobilitätsgesetz „Viele Berliner sehen ihr Auto als Waffe“

Berlin regelt den Verkehr neu

Verkehrswende ist beschlossene Sache

Frankfurter Allgemeine

Vorfahrt für Radler
Berlin hat ein Mobilitätsgesetz - »nd«
»Sattelfest«

28th June 2018

SPIEGEL ONLINE
Menü | Politik Meinung Wirtschaft Pan

Wird Berlin zum Radlerparadies?

VON MARKUS WEHNER, BERLIN - AKTUALISIERT AM 02.07.2018 - 07:14

BERLINER MOBILITÄTSGESETZ
Freie Fahrt für Fahrradfahrer

MOBILITÄT

Nachrichten > Mobilität > Aktuell > Verkehrspolitik Deutsch

Berliner Mobilitätsgesetz
Mehr Rechte für Radler



Raum für Radfahren
neu verteilen will

Bild
Rot-Rot-Grün beschließt das mobile Berlin

Neues Mobilitätsgesetz

Berlin will mehr Menschen aufs Rad kriegen

BILDplus NEWS
02.07.2018 - 09:18 UHR | HOME | REGIONAL | BERLIN AKTUELL | VERKEHR | BERLIN NEWS: DIESE ÄNDERUNGEN BRINGT DAS RAD-GESETZ IN BERLIN

ES IST DAS ERSTE IN DEUTSCHLAND

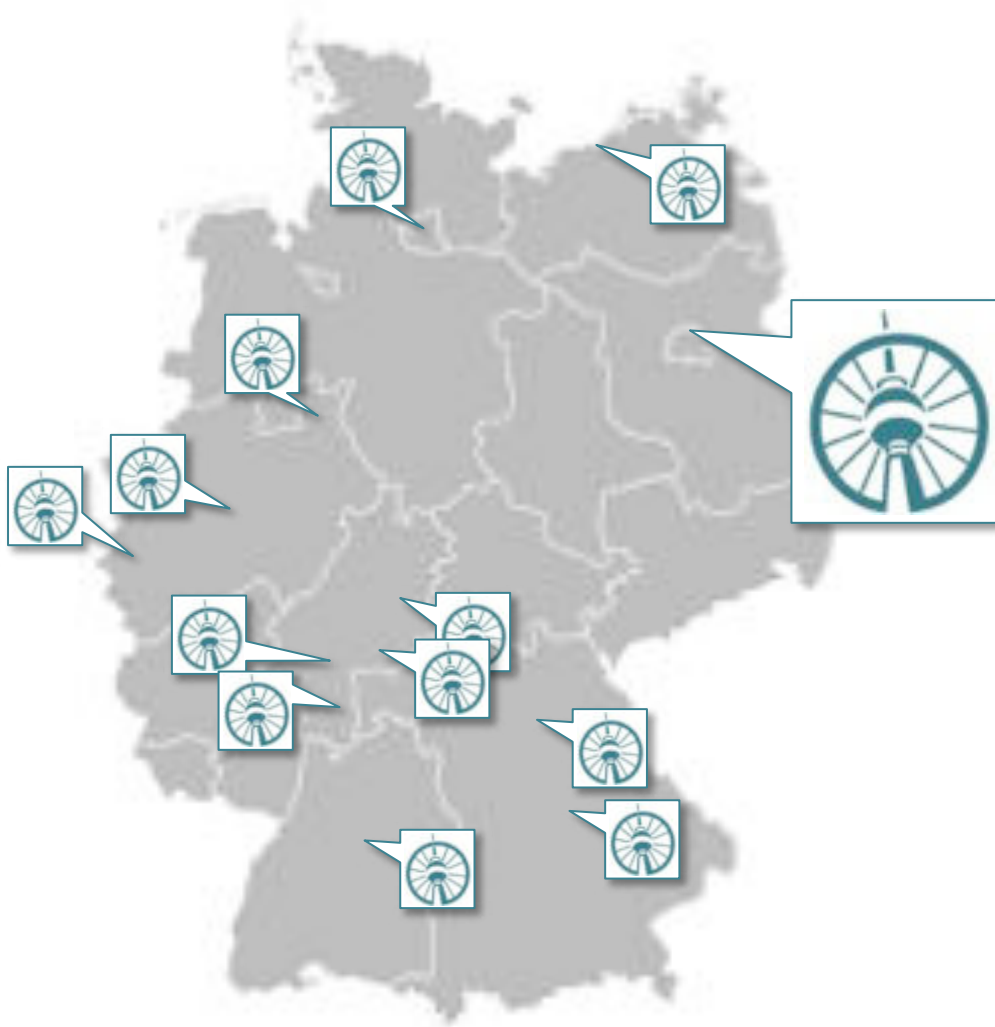
Diese Änderungen bringt das Rad-Gesetz in Berlin

Parlament beschließt
erstes Radlergesetz
Berlin erhält Deutschlands



Radentscheide in 15% der Großstädte: „bottom-up“-Lawine nicht mehr aufzuhalten

Der bundesweite Radentscheids-Bewegung



Radentscheide:

- Berlin
- Bamberg
- Darmstadt
- Frankfurt
- Stuttgart
- Wiesbaden
- Kassel
- Hamburg
- München
- Bielefeld
- Aachen
- Land Bayern
- Land NRW

Unfortunately it's fight and it's bottom up.

Summary

- I. The Netherlands and Denmark became cycling nations because of fierce bottom-up-initiatives 40 years ago, Berlin nowadays too.
- II. Usually politicians are afraid of taking away traffic space from car users.
- III. If cycling lobbyist are going for peanuts there can be cooperation.
- IV. If cycling lobbyist are acting upon a fair share of traffic space and an attractive and safe cycling infrastructure there well be conflict.
- V. If cycling lobbyist start referendums there is enough opportunity for the administration for fair bargaining, deals, and clear signs for change.
- VI. Otherwise there will be political fights with no win-win-situation and hopefully a clear winner-position - for the cycling side of life!
- VII. However, without strong bottom-up initiatives of citizens there will be no sustainable mobility future.

A group of people, including Heinrich Strößenreuther, CEO of Agentur für clevere Städte, are riding bicycles in front of the Brandenburg Gate in Berlin. The gate is a large stone structure with columns and a green statue on top. The people are wearing various clothing, including jackets, shirts, and trousers. Some are holding signs, and one person is holding a yellow sign with text. The scene is outdoors, and the sky is overcast.

Thank you for listening.

Follow me on [twitter/wegeheld](https://twitter.com/wegeheld).

Heinrich Strößenreuther, CEO

Agentur für clevere Städte, Berlin · +49 160-9744 2395

hs@clevere-staedte.de · www.clevere-staedte.de · www.twitter.com/wegeheld · www.facebook.com/wegeheld