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How can parking facilities stimulate cycling employees?

Parking should:

- 1. Be near the entrance
- 2. Be easy accessible and useable
- 3. Be feeling safe
- 4. Not damage bikes
- 5. Offering space for off-sized models
- Offer place for changing and (if possible) taking a shower
- 7. Offer space to dry rain clothes
- 8. Offer tools for quick repairs
- Look attractive
- 10. Also consider visitors/guests

More info on: https://3pm.nu/fietsenstalling-werknemers/







Indoor parking with a repair kit and space for off-sized models



Other examples

- FietsParKeur offers national standards for bike parking (FietsParKeur 2.0 is planned to launch by the end of March)
- Offer company e-bikes in public sight to draw attention from employees who commute by bike

And/or

 Offer company e-bikes in bike parking facilities in order to draw attention to the opportunities to cycle to work



E-bike-to-go tempts employees to switch from car to e-bike



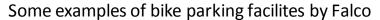
Other examples of parking facilities at offices



Bike parking in Leeuwarden by Armada Mobility















Historical context: Building Decree

- Homes built before 1950 do not have private bicycle parking facilities.
- New houses must be provided with storage facility as standard, which was made mandatory in the 2012 Building Decree
- Nowadays, bike parking is often incorporated in the the building itself



Bike parking in an apartment block by Falco



Example: "Buurtstallingen"

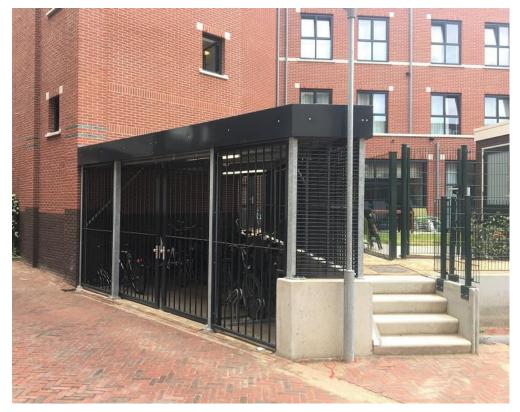
- In homes built before 1950, the municipalities built bicycle parking facilities.
- For instance, the city of Utrecht manages 36 "buurtstallingen", with 1,879 parking spaces.
- Places offered to people in residential areas without a shed, garden or other place to park



Buurtstalling in the City Center of Utrecht



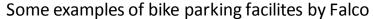
Other examples of parking facilities near apartment blocks



Bike parking in Amsterdam by Jan Kuipers Nunspeet















Ambition of Dutch National Government

'The government is encouraging employers to provide adequate bicycle facilities, and introduce a mileage allowance for cyclists.'

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Bike parking at Gemeente Enschede by Jan Kuipers Nunspeet



Tour de Force: Cycling Ambassadors

National Government launched the 'Fietsambassadeurs'-program

- 15 leading companies committed to lead the way in stimulating employees to cycle
- Developing attractive and suitable bike parking facilities is part of the policies of participating companies

www.defietsambassadeurs.nl



Secretary of State Stientje van Veldhoven with the 'Fietsambassadeurs'

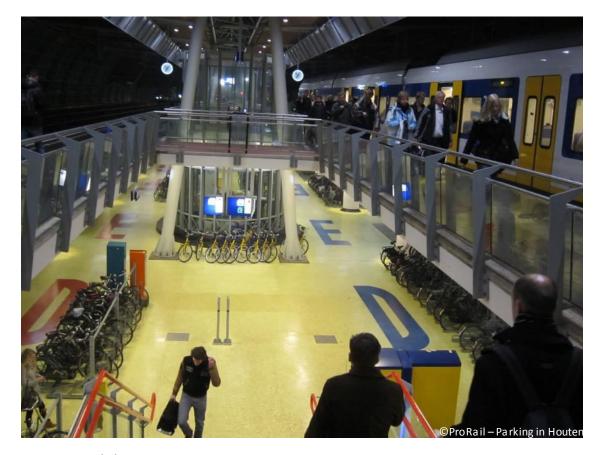




Facilitating multimodal trips

Dutch Railways (NS) in 2018:

- 400 train stations
- 45% of all train passengers starts their trip by bike
- 400 railway stations
 - 143.000 Secured bike parking spaces
 - 317.000 unsecured bike parking spaces
 - 12.500 bike lockers
- Free parking first 24 hours



Intermodal options at NS Station Houten



Largest bicycle parking facility

Built by City of Utrecht, ProRail and National Railways (NS):

- 12.500 spots
- Free parking during the first 24 hours
- Open 24/7
- Cyclists check in and out with their public-transport chip card
- The only manned and monitored bicycle parking where indoor cycling is permitted
- A special area for bicycles of a slightly different model
- Bicycle & Service Point for repairs, maintenance, parts and accessories
- Wardens monitor correct parking and ensure that bicycles are removed after 28 days
- 1000 OV bikes available for rent*



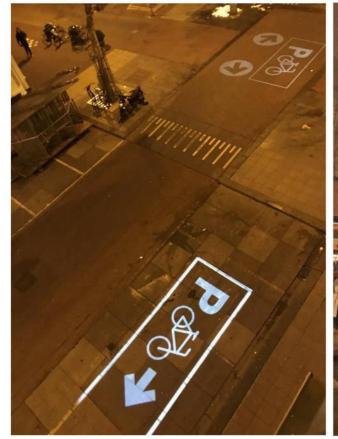
Bike Parking at Utrecht Central Station



How to deal with peak hours

Pop-up parking in nights in city centers:

- Projectors illuminate 40 bike parking boxes from 19:00-03:00
- Less inappropriate parking against buildings, houses etc. during these hours
- No unused bike parking facilities outside peek hours





Pop-up parking in Amsterdam





Challenges with parking policies

- The parking at Utrecht is largely used by staff from shops in nearby Shopping Mall
 → Implications for funding of the project?
- Parking is often planned based on current demand
 - → Shortage as soon as development it is finished
- Disproportionate distribution of bikes within facility
 - → Not using full capacity of facility
- 'Orphan bikes' occupying expensive spots
 - → Not using full capacity of facility



Bike parking at Utrecht Central Station



Innovations overcoming these challenges

Parking a bicycle shouldn't be difficult!

- 'P-route bicycle': Utrecht is the first city in the world where digital signs are used to guide cyclists to free parking spaces.
- App connected to the system
- Also guides cyclists to pop-up parking

https://lumi.guide/en/





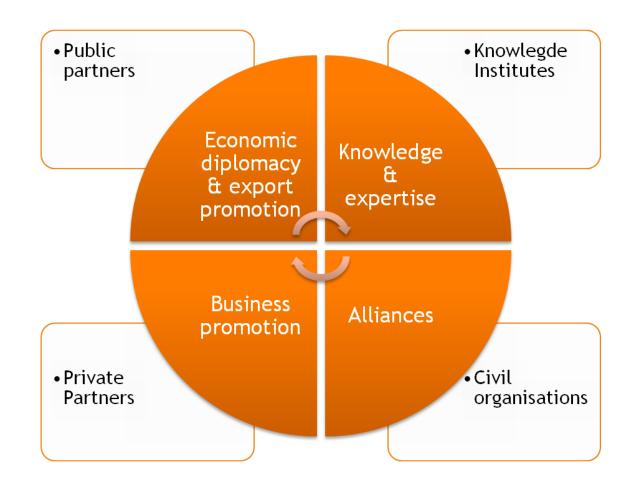
P-Route Bicycle signs in Utrecht by Armada and Lumiguide





About us

- O A public-private network for sustainable, bicycle inclusive mobility.
- o'o An intermediary between the demand for Dutch cycling expertise and Dutch parties that can deliver.
- o 55 partner organizations





Public Private Partnership

























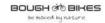


































X City of Amsterdam























PROVINCIE :: UTRECHT































