The freedom of choice

Renewed advocacy in the Netherlands

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The Fietsersbond:

Mission:

safe, comfortable and pleasurable cycling for everyone

…by advocacy, consumer info and services

…supported by app. 33.000 members and app. 10.000 sympatisers on social media

…25 employees, 150 local branches and 1500 volunteers

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The numbers:

- In the 27% of total trips are made on a bicycle (of a 50% total for all active modes)
  - 9 % growth in bike km since 2004,
  - mainly due to growing usage of e-bikes

On average each Dutch person cycles about 1000 km a year & people tend to accept twice the distance on an e-bike

- 22 mln bikes in NL,
  - 1 mln new bikes a year
  - of which 25% e-bikes
  - (speedpedelec: growth of 30% in 2015..)
- 47% of all trips to the train stations are made by bike
- E-bikes became a great stimulus for cycling as a whole and especially for recreation and bike2work-schemes

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But improve we must….;-)

..So we needed something new….
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The Dawning of the NEW Dutch Bicycle Alliance:

4 examples:

- Crowd management for the Tour de France
- The ‘Fietstelweek’, a consultancy collaboration
- The Vrienden van de Fietsersbond (Friends of..): building better infra
- Fiets file Vrij or Dancing through the public scales

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Crowd management:

- Event management to promote day to day-cyclingtrips
- Promoting cycling to the city centre with the bicycle routes and pop-up bicycle parking
- Business collaboration: good routes, promotion, finance and parkingspots

Results

- 20.000 temporary parkingspots through pop up parkings
- Alliance with privatte sector
- Promotion on regional cycling trips to Utrecht (>100.000)

65

Consultancy: Fietstelweek

- An app to solve the problem: ‘How to make cyclists count’
- Numbers, speed and routing
- Cooperation between consultancy, governments & NGO’s

- Results:
  - Better data than traditional counting methods (research)
  - Good data for making and calibrating traffic models
  - Very good PR for Fietsersbond

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Building companies becoming ‘Friends ..’

- Useful in countries with:
  - smaller governments & more public commission
  - more integrated tenders:
    - design, finance, built and maintenance

- Result:
  - Sponsorship for the Fietsersbond
  - Knowledge transfer to the right people
  - Advocacy in temporary situations increased

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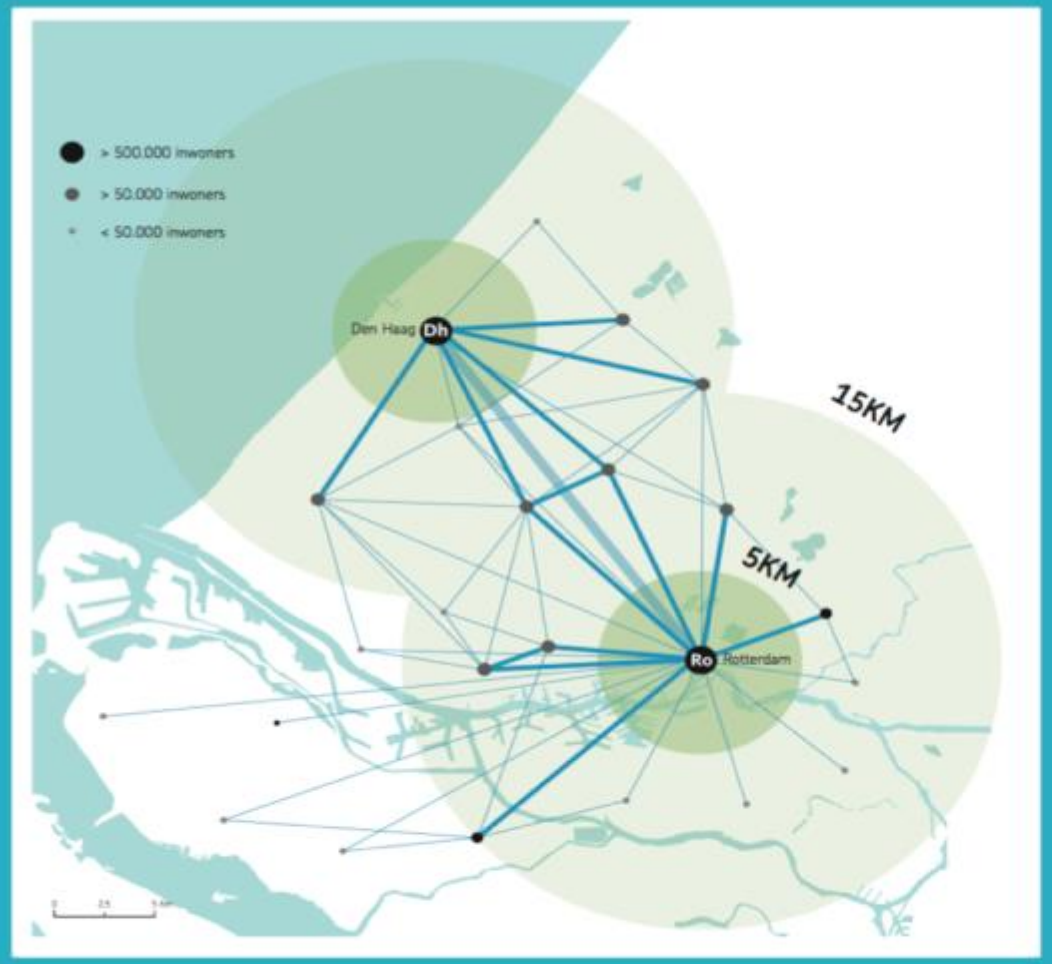

Figuur 2 – De stedelijke leefruimte waarbinnen mensen dagelijks wonen, werken, winkelen en recreëren wordt ook wel 'daily urban system' genoemd. In de metropoolregio Rotterdam – Den Haag is sprake van elkaar overlappende vervoersnetwerken. Snelfietsroutes bevinden zich vaak in deze tussengebieden.

Deze kaart kwam tot stand na een gedachtenwisseling en in samenwerking met Rijkswaterstaat.

- Increased public spending on bike-infra to solve car trafic jams
- National strategy and money combined with local knowledge of cycling and local money
- Both infra and bike promotion-schemes

The result:

- Local government as big Cycling champions
  - With servants like Sjors, Martijn, Herbert..
  - And politicians from all collurs like Connie, Harriet, Alex, and Paul

‘Super cycle highways’:
Or how the Fietsersbond went automotive

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谢谢
Thank you!
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