

Beijing Bicycle Strategy and Policy

The way back to "Bicycle Capital of the World"

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Beijing: Dramatic decline bicycle use

- In the late '80's China used to be the “Bicycle Kingdom of the World”
- > 60% Beijing trips on bicycle
- Dramatic decline

Bicycle share in
transport in
Beijing

year	%
1987	62,7
2000	38,5
2010	16,4
2012	14

- Nowadays bicycle share < 12%
- **How comes?**

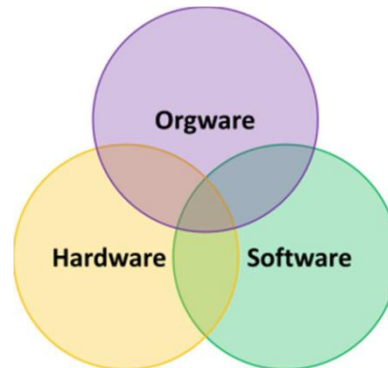


Reasons behind bicycle declination

- **Assignment:**
- Investigate **causes** of the decline of bicycle usage
- Develop **strategies** to reverse the trend
- Estimate the **potential** of increased bicycle usage
- Generate comprehensive bicycle policy **recommendations**

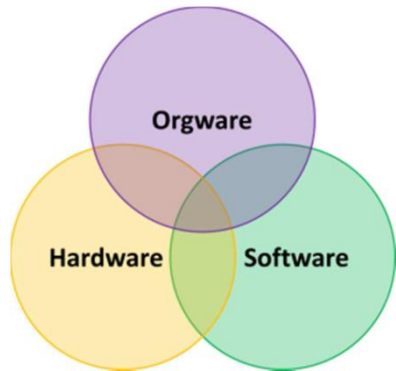
- **Reasons behind declination:**

- Travel distance
- Safety
- Status of car versus bicycle
- Institutional settings
- Lack of enforcement



Asian Development Bank

Reversing the trend: 3 angles of attack



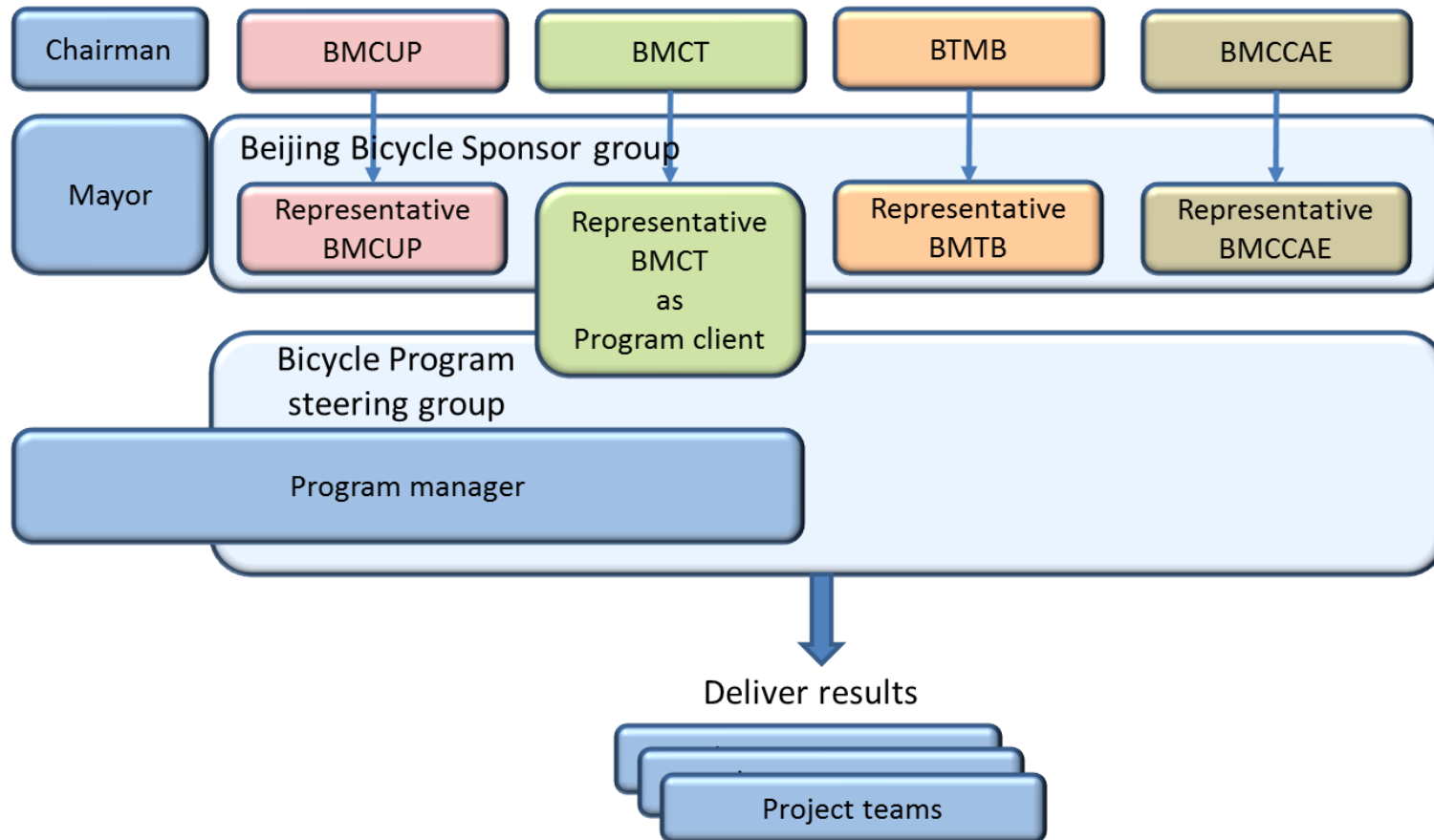
- Hardware – Software – Orgware
- High quality infrastructure
 - Cohesion, Directness, Safety, Comfort, Attractiveness
- Beijing: safe guard existing infrastructure

- Hardware – Software – Orgware
- Promotion
 - Behaviour change, appeal to individual interest
- Beijing: cultural change; image of cycling

- Hardware – Software – Orgware
- Organization
 - Joined forces: planning, construction, maintenance, enforcement, education
- Beijing: programme management



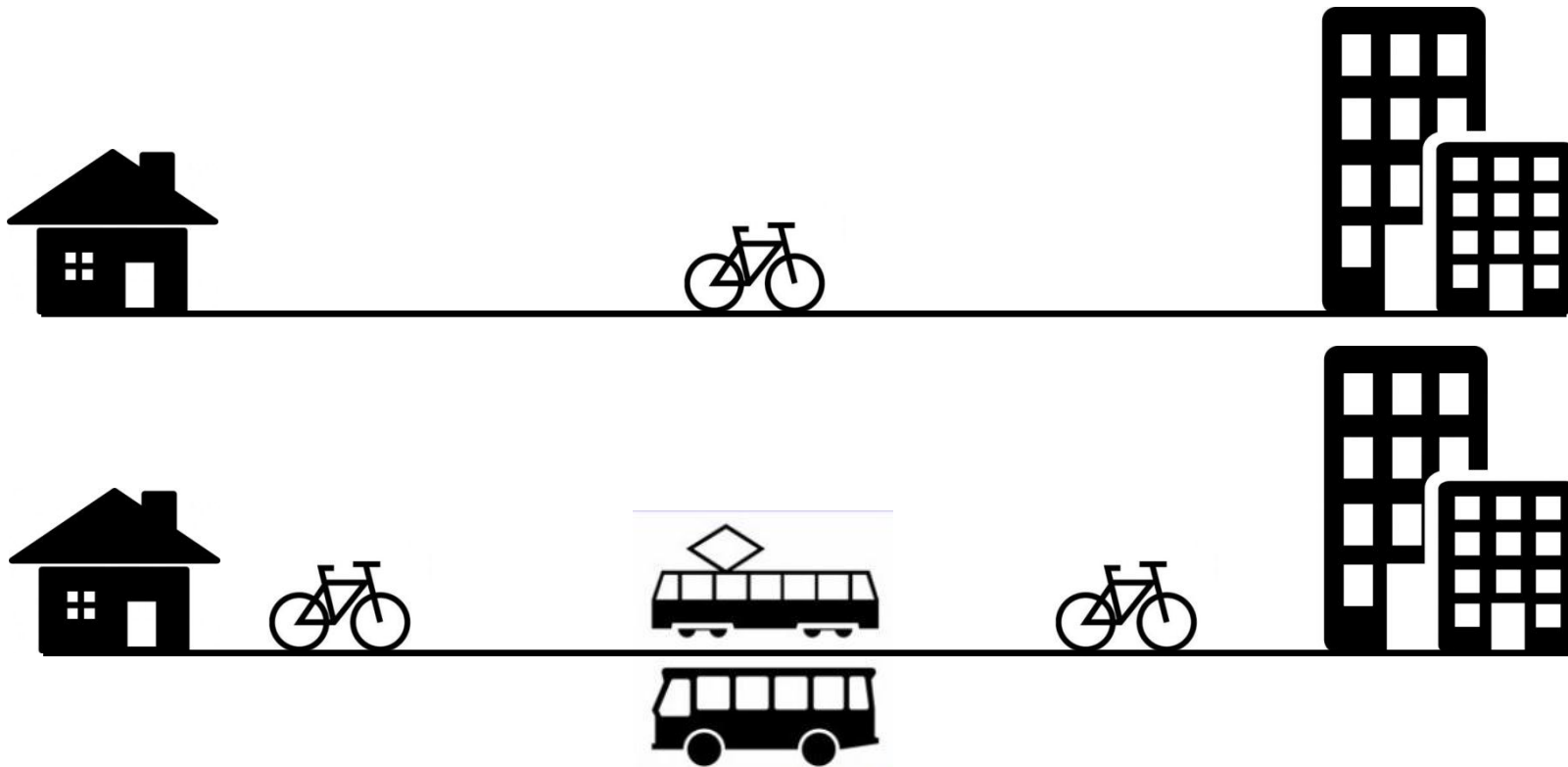
Programme Management



■ Recommendation Beijing

Adjust to city scale

- City covering network
- Bicycle & Public Transport



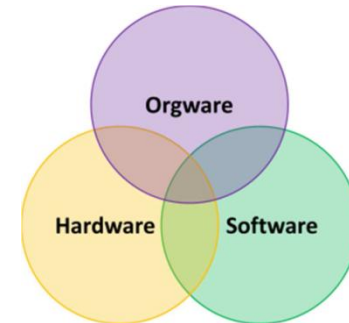
Cycling as means, not goal

- Cycling is no goal in itself
- Cycling is a way to solve other issues:
 - Economical:
 - Accessibility
 - Consumer spending
 - Environmental:
 - Minimum hindrance
 - Climate balance
 - Public health:
 - Exercise
 - Safety



Bicycle Toolkit

- Develop your city's own bicycle policy
- Based on specific (local) challenges
- “Search engine” : Question and Answer
- Access toolkit
 - *(A: Take notice of theory)*
 - *B: Why do you want to implement bicycle policy?*
 - *C. What do you want to achieve?*
 - *D/I. What is your problem?*
 - *Recommendation → choose the best fitting tool*
- *Evaluation (looping)*
 - *P. What theme does the tool belong to?*
 - *Q. Could the effect of this tool be enough for this theme?*
 - *R. How much do I need from this tool?*
 - *S. Add another tool of the same theme;*
 - *T. Add a tool of the other themes; take way back*



Factsheets

Safe, efficient bike infrastructure

■ Category

■ Problem

Problem

Too long crossing distance for bicycles.
Junctions are too big to oversee, unsafe and uncomfortable.



■ Before – After

Adding explicit lanes for cyclists, refuge islands with shorter crossing distances and safe place for waiting.

Solution

■ Situation

Clearer, safer and faster crossing for bicycles.
Also more comfortable and safer crossing for pedestrians.

Quick win.

When using poles: may be hazard to cyclists

Further no disadvantages

■ Pro's & con's

■ Costs / Effects

Question / discussion

- What is most important reason for your city to stimulate cycling? Why?
- What supplement strategies / policies are needed for a real shift?

Contact us

- Visit “Holland Pavilion” – Dutch Cycling Embassy (A01)
- Try the Web-based Bicycle Toolkit
 - In our stand
 - On the Internet:
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