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# Working on the freedom of choice

## *A cycling affair*

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**Saskia Kluit**  
**CEO Fietzersbond**  
**Board member DCE**

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# Content of this presentation

- > Cycling in The Netherlands & the Dutch Cycling Embassy (DCE)
- > A European love affair:
  - E-bike: use and tech
  - Infra: & Intersections
  - Supercycle Highways
  - Education for everyone



**What:**

- > Cycling inclusive mobility
- > Independent
- > Non-profit

**Representing:**

- > Public partners
- > Private partners
- > Knowledge institutes
- > Civil society

**Expertise about:**

- > Hardware
- > Software
- > Orgware



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## DCE proposition

- 1) Share - "Bicycle shock" - NL
- 2) Think - "Think bike workshops" - Local
- 3) Work – long term collaboration

Always: integral & customized approach



**E-bike: the game changer**

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# The numbers

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

> 9 % growth in bike km since 2004, mainly due to growing usage of e-bikes

App. 22 mln bikes in NL,

> 1 mln new bikes a year are sold of which about 250K are e-bikes

> (speedpedelec: growth of 30% in 2015..)

E-bikes became a great stimulus for cycling as a whole and especially for recreation and bike2work-schemes

Early years: elderly. Today: employees, students and still the elderly



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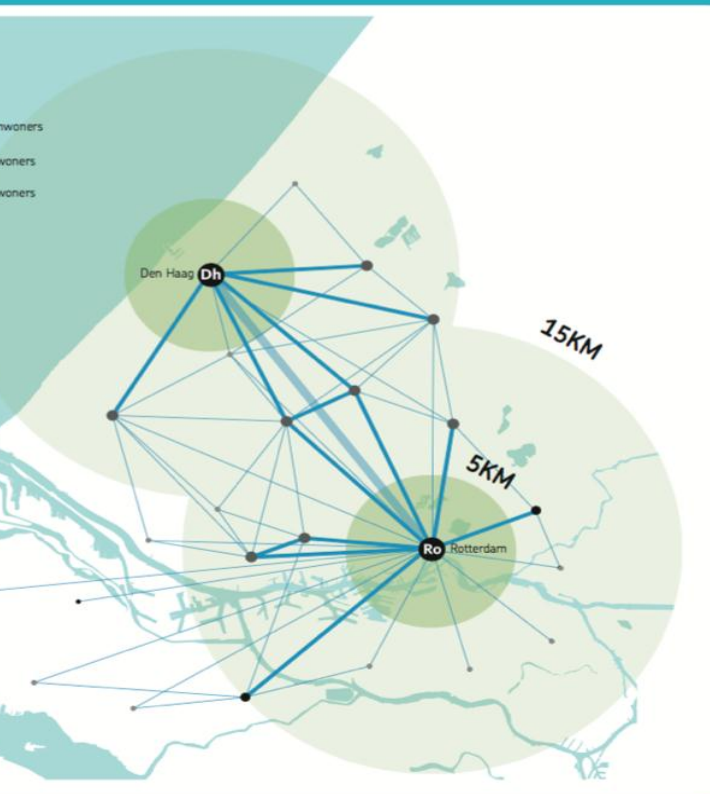
# To think about...

We love e-bikes but...

- > Not all e-bikes are good e-bikes (watch target groups and individual needs)
- > Different speeds on the same road or bicycle path (and no, alas, cyclists are not better persons..)
- > Infra needs to be of high (or at least better) quality to prevent accidents: broad and forgiving
- > ..But politicians seem to love e-bikes so it ended up being a big opportunity for cycling
- > E-bikes need better parking facilities, but also bring better costumers..
- > The E-bike can feed into and improve business cases for public transport
  - Especially in rural areas
- > The sports e-bikes needs special attention



**Fast cycling lanes (super cycle HW)**



stedelijke leefruimte waarbinnen mensen dagelijks wonen, werken, winkelen  
 ordt ook wel 'daily urban system' genoemd. In de metropoolregio Rotterdam  
 sprake van elkaar overlappende vervoersnetwerken. Snelfietsroutes bevinden  
 re tussengebieden.

### Legenda

- Bestaande snelfietsroutes
- In uitvoering / planfase
- Kansrijk / verkenning



Daily urban system



\*30 km = 1 uur fietsen bij snelfietskwaliteit (gemiddeld)



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



Rijkswaterstaat  
 Ministerie van Infrastructuur en Milieu

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# “The best automotive investments are good bicycle tracks” *Hugo van der Steenhoven*

- > Increased public spending on bike-infra to solve traditional traffic jams
- > National strategy and money combined with local knowledge of cycling and local investments
- > Both infra and bike promotion-schemes

The result:

- > Plans for more than 675 KM of bicycle paths
- > Guidelines for tech-standards
- > Sharing promotion knowledge

Local government as the Big Cycling Champions

- > With civil servants like Sjors, Martijn, Herbert..
- > And politicians like Connie, Harriet, Alex, and Paul

# Beuningen



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# Ede-Veenendaal



# Nijmegen



# Our love for hardcore infra

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# Five degrees of separation

- **Separate when you can and when you should**
- **Signal the difference**
- **Be flexible and smart**
- **Speed up anybody who cycles 😊**
- **Supersize if you can**

# Degrees of separation

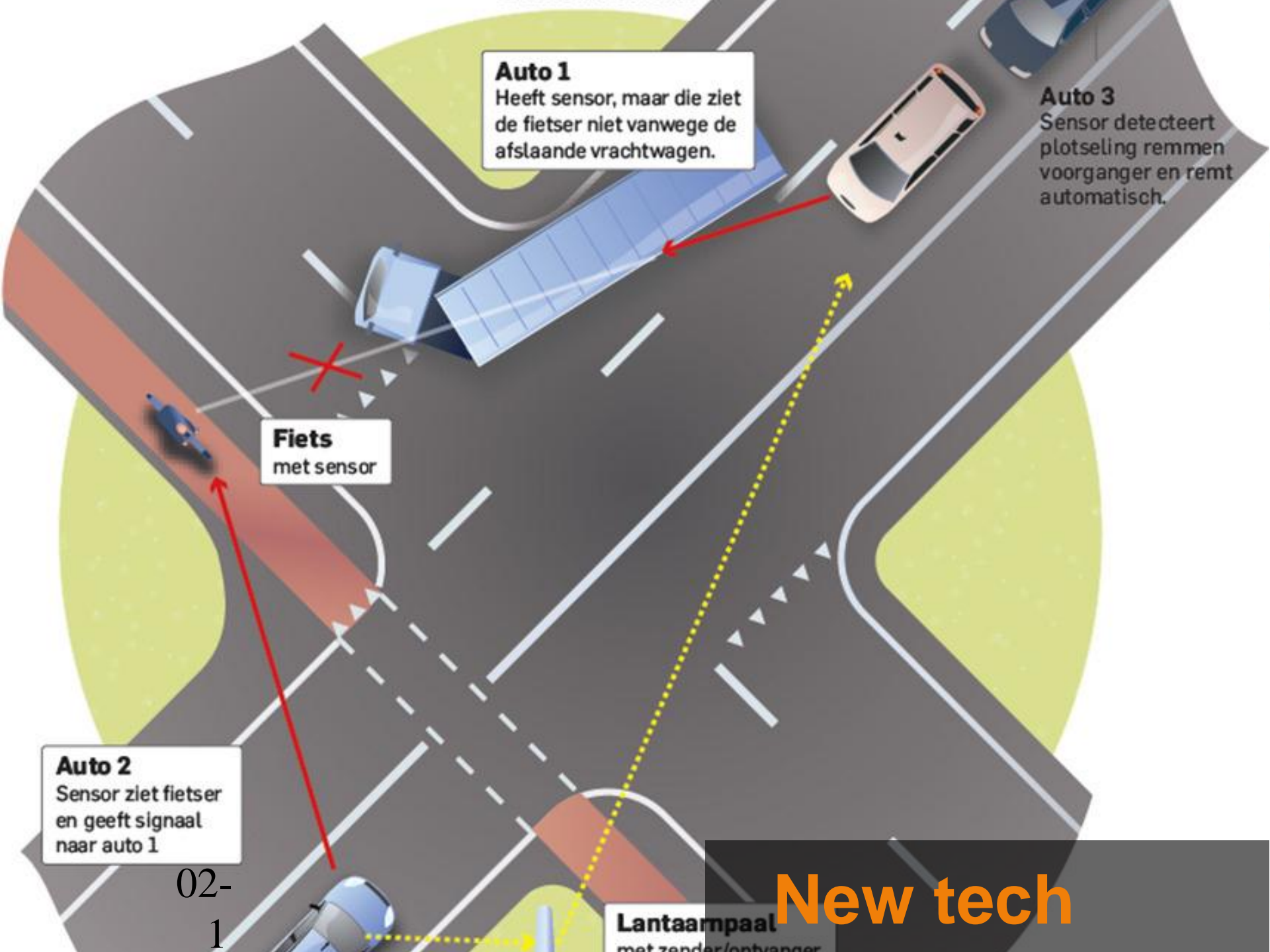






# Innovate: Zwolle





**Auto 1**  
Heeft sensor, maar die ziet de fietser niet vanwege de afslaannde vrachtwagen.

**Auto 3**  
Sensor detecteert plotseling remmen voorganger en remt automatisch.


**Fiets**  
met sensor

**Auto 2**  
Sensor ziet fietser en geeft signaal naar auto 1

**Lantaampaal**  
met zender/ontvanger

**New tech**

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Royal  
HaskoningDHV  
Enhancing Society Together

**Frogleap the Dutch: be forgiving**

# Frogleap the Dutch 2: Supersize







..Kaohsiung

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**Continued education**



## Software

*The human side of mobility*

- > Building knowledge with targetgroups
- > Behavioral & cultural change
- > Children 4-12
- > Children 12-14
- > Elderly
- > Elderly on an E-bike
- > New Dutch people
- > Special Needs



**Young children**

- > One day training
  - > Indoor test of traffic theory
  - > Scanning the school surroundings
  - > Parcours
  - > Trip

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- > Traffic diploma at 12



## Older children

- > One day training
  - > Indoor test of traffic theory
  - > Talk about behavior on the road
  - > Scanning the school surroundings
  - > Parcours with specific test
  - > Trip



CERTIFICAAT voor het volgen van de  
FIETSCURSUS voorjaar 2014

Naam cursiste: Abida

Amsterdam, 24 JUNIE 2014



**ik  
fiets**

Vrouw en Vaart **V3**  
1820

### New Dutchmen

- > Duration app. 10 weeks
- > From 'flapping' to stepping to cycling in town
- > Both on refugee-centres as individuals



**Special needs**

> Whatever is needed, mostly for a longer period of time



..谢谢 & Thank you