Cycling in Eindhoven
Challenge or paradise?

Bas Braakman, bicycle policy advisor
Some figures about Eindhoven

- 230.000 inhabitants (fifth largest city)
- 300.000 bicycles
- 175 traffic lights
- Modal share:
  - Short trips: 43 % (38 % in 2012)
  - All trips: 28 % (26 % in 2012)
History of cycling in Eindhoven

- First half of the twentieth century: bicycle, bicycle, bicycle (90%)

- Fifties and sixties: appearance of the car and modern town planning => modal share declines dramatically
History of cycling in Eindhoven

• Seventies: bicycle use stabilizes thanks to separation of networks (bicycle network and car network)

• Dramatic safety records trigger massive protests
History of cycling in Eindhoven

- Eighties: traffic safety campaigns and bicycle promotion campaigns, but not at the cost of the private car => car still leading in planning and design
History of cycling in Eindhoven

- Nineties: National Master Plan Bicycle and introduction of Sustainable Traffic Safety Schemes
History of cycling in Eindhoven

• 2000’s: serious attention for the bicycle:
  • Bicycle Policy Plan (2006)
  • Action Plan Bicycle (2009-2013)
History of cycling in Eindhoven

- 2010 – now: boost in bicycle stimulation
- SUMP “Eindhoven en Route” (2013)
- Bicycle Agenda 2016-2025
- Provincial Bicycle Plan (2016)
Scaling up for the bicycle: Agenda Bicycle

6 spearheads:

• Bicycle parking
• High quality bicycle routes/paths
• Flow
• Innovation / Smart Mobility
• (E)-bike stimulation
• Monitoring and evaluation
Focus on spearheads: bicycle parking

Current

Desired
Focus on spearheads: quality bicycle routes
Focus on spearheads: flow

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Focus on spearheads: flow

Current

Desired
Focus on spearheads: innovation & Smart Mobility

- Living lab(s) Smart Cycling Futures
- MAAS (e.g. public bike scheme)
- Data open en shared
Focus on spearheads: (e)-bike stimulation
Focus on spearheads: evaluation & monitoring

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Scaling up for the bicycle: public involvement
Scaling up for the bicycle: reconstructions
Scaling up for the bicycle: reconstructions
Scaling up for the bicycle: bicycle icons
Scaling up for the bicycle: bicycle icons
Lessons learned

- Mind set inhabitants still car oriented
- Cooperation with region and Province works out
- E-bike and speed-bike are key
- With non-bicycle money we do more than with bicycle money
- An attractive, healthy and liveable city is more important than being bicycle paradise

If a car based city like Eindhoven can do it, you can do it!
Thank you for your attention!

Let's get to work!!