

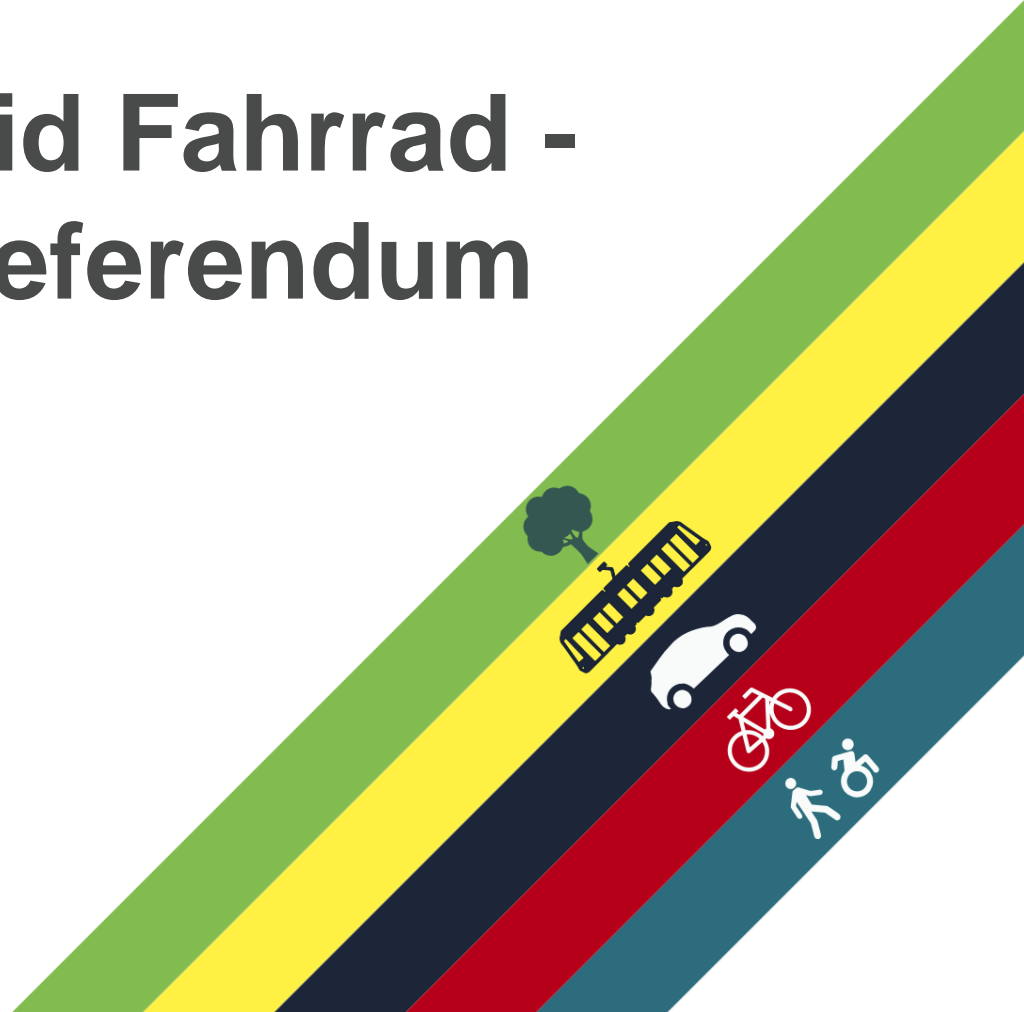


**VOLKS-  
ENTSCHEID  
FAHRRAD**

# The Volksentscheid Fahrrad - Berlin's Bicycle Referendum

**Dirk von Schneidemesser**  
Volksentscheid Fahrrad

Velo-City  
Nijmegen, 16 June 2017



# Berlin at a Point of Change

**Political Stagnation**

**Cycling growth of up to 25% p.a.**

**Cyclists killed every three weeks**

**20,000 more cars every year**



A cyclist wearing a black jacket and a white helmet is riding a bicycle through a congested traffic jam. The cyclist is positioned in the center of the frame, navigating between several cars. In the foreground, a white taxi with a 'TAXI' sign on its roof is visible. Behind the cyclist, a white van with a Mercedes-Benz logo is prominent. The background is filled with various other vehicles, including a silver car and a red car, all appearing to be stuck in traffic. The overall scene depicts a busy urban environment with significant traffic congestion.

**#Radentscheid:**

**Why a Bicycle  
Referendum?**



**... to legally secure (in legislation)  
that appropriate bicycle infrastructure  
will become reality by 2025.**





**Ain't Got no  
...Money  
...Staff  
...Office**

**We've got  
...better arguments  
...strong wish for a bicycle  
friendly city**



# The 10 Goals of the Berlin Bicycle Bill



## The 10 Goals of the #Radentscheid

- (1) 350 km of new cycle streets, also for children/seniors**
- (2) 2 meter wide safe cycling infrastructure on every main road**
- (3) 75%/25 dangerous intersections 'neutralized' per year**
- (4) Transparent and efficient infrastructure repair**
- (5) 100.000 bicycle parking spots at transit stations and streets**
- (6) 50 Green Waves for busses, cyclists, and pedestrians**
- (7) 100 km Bicycle Highways for commuters**
- (8) Bicycle police units and Special unit for bicycle theft**
- (9) Planners in city/district admin.; Central Cycle Admin. Office**
- (10) PR for accommodating higher modal share of cycling**

# 105.425

# Signatures



in 3 ½  
Weeks





in 3 ½  
Weeks



June 2016



in 3 ½  
Weeks



June 2016

Berlin Elections:  
September 2016

FRIEDEN  
STATT  
FRONTEX

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FAHRRAD  
RADENTSCHEID.DE



# Setting the Agenda: Making Cycling Newsworthy





# Provocation as a major Communication Tool: We were very aggressive in our wording – “The Minister Lied”



## Fahrrad-Volksbegehren „Der Senat lügt“



Von Peter Neumann

🕒 08.06.16, 09:17 Uhr

EMAIL

FACEBOOK

TWITTER







**Provocation is: catching the Minister at the Climate Festival**





**Cycling with  
the Mayor**





# Bicycle Transport and Climate Protection Take a Dive



**Dive into the Spree – because the Senat sabotaged the  
Admissibility-Examination and the UN-Habitat-Conference**







**90% of all Berliner Cycleways are not child-friendly  
Campaign „Bärchen gegen Brummis“ (Teddys against Trucks)**







Diesel-m... e töten

Deutsche Umwelthilfe

...dreht sich

KS-

anywhere  
berlin

Our Asthma-Lazarett in front of City Hall



Red-red-green  
Bicycle Cake  
for Coalition  
Negotiations





Who will accept political responsibility for traffic deaths?

The screenshot shows a news article from taz.de. The main headline is "Wer haftet für die Toten?" (Who is responsible for the dead?). The sub-headline reads "Politiker sollten genausoviel Verantwortung für Unfälle im Straßenverkehr übernehmen wie die Chefs von Verkehrsunternehmen." (Politicians should take as much responsibility for accidents on the roads as the heads of transport companies). The article is categorized under "Gastkommentar zur Radpolitik in Berlin" (Guest commentary on bicycle policy in Berlin). The author is identified as Heinrich Strössenreuther. The article has 6336 characters and is approximately 212 lines long. It was published on November 12, 2018. The article content is partially visible, mentioning "Volksentscheid Fahrrad" and "Straßenverkehr". Below the article text, there is a photograph of a white bicycle decorated with flowers and candles, placed on a sidewalk. The taz.de logo and navigation menu are visible at the top of the screenshot.

taz.de  
POLITIK ÖKO GESELLSCHAFT KULTUR SPORT  
GASTKOMMENTAR NORD WAHRHEIT

Gastkommentar zur Radpolitik in Berlin  
**Wer haftet für die Toten?**  
Politiker sollten genausoviel Verantwortung für Unfälle im Straßenverkehr übernehmen wie die Chefs von Verkehrsunternehmen.

Berlin  
KOMMENTAR VON HEINRICH STRÖSSENREUTHER

THEMEN  
#Volksentscheid Fahrrad  
#Gastkommentar  
Straßenverkehr  
Verkehrsunfälle / Verkehrskat  
Fahrrad / Fußgänger

6336 Zeichen ~ ca. 212 Zeilen  
Ausgabe 11288

IM TAZ-ARCHIV SUCHEN

Foto: dpa

# BerlinTREND

Volksentscheid Fahrrad  
geht in die

richtige Richtung



**July 2016: Majority for the Bicycle Bill acquired, very positive media coverage, also majority support from automobile drivers**







**Koalitionsverhandlungen** Rot-Rot-Grün will Forderungen des Radentscheids übernehmen

Jetzt geht es ans Eingemachte  
Rot-Rot-Grün

**Rot-Rot-Grün will Forderungen des Radentscheids übernehmen**

**KEIN STAU, KEIN UNFALL, KEIN PRIVATES AUTO**

# So fährt Berlin in 50 Jahren

Rot-Rot-Grün übernimmt Forderungen des Radentscheids

Kommentar zu Rot-Rot-Grün in Berlin  
**Da geht was!**

Senat  
Rot-Rot-Grün will Forderungen des Radentscheids übernehmen

Nächste Runde im Koalitionspoker  
Rot-Rot-Grün krepelt die Berliner Verkehrspolitik um

Koalitionsverhandlungen in Berlin  
Rot-Rot-Grün plant Straßenbahnausbau u  
Radgesetz



# BerlinTREND

Koalitionsvorhaben

richtige Richtung

falsche Richtung

Investitionen in Schulen



76%

19%

Ausbau des Radverkehrs



73%

23%

Unter den Linden autofrei

45%

49%




Ausweitung Parkzonen

31%

63%



infratest dimap 

**November 2016: By now, 73% of Berliners believe that the expansion of bicycling infrastructure goes in the right direction**



# Reasons to be Optimistic:



## **New Center-Left Coalition promises to adopt content of Berlin Bicycle Bill**

We still have to push to make it happen and to make sure it's good

## **Budgets for cycling increased:**

From ~15 Million € in -2015...

...to 40 Million €/year (2016 by old government)

...to 51 Million€/year (2017 by new government)

+20 Million € start-package

## **The discourse has evolved: sentiment is much more pro-bicycle**



# Reasons to be Optimistic:



- **Imitators:**
  - **Radentscheid Bamberg**
  - **Radentscheid Hamburg**
  - **Munich, Cologne, (Buenos Aires?) and more...**
- **Local, Berlin bezirk-based Networks/Orgs**
- **Changing Cities e.V.**
- **#DrehDeineStadt**



**Never doubt that a  
small group of  
passionate and  
motivated people can  
change the world.**







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# Thank You!

Stay in touch!

Dirk von Schneidmesser

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Twitter: @DvSchneid

Folgt dem Volksentscheid Fahrrad auf

[www.volksentscheid-fahrrad.de](http://www.volksentscheid-fahrrad.de)

<https://twitter.com/radentscheid>

<https://www.facebook.com/VolksentscheidFahrrad>





# 10 tips from Berlin

## Success factors of the Berlin Cycling Referendum Campaign

- ① Ambitious Timeline, Clear Goal, Project Management
- ② Focus, Omission, Bring it to the Point
- ③ Citizens-Legislation
- ④ Professional Management & Preparation for Gathering Signatures
- ⑤ Mercilessly Attack Politics, Stick to the Point
- ⑥ Vigils for Cycling Deaths, Demand Political Accountability
- ⑦ Professional Teamwork: Digital & Analog, from the Swarm
- ⑧ Excel, Excel, Excel: use the facts
- ⑨ Make it attractive for people to devote themselves completely
- ⑩ Funny and Fun Campaigning





Within the first year:

**17,300 hours volunteer labor**

**= 2,100 days**

**= 11 years of work**





# **Winning Public Support**







# **Winning Support of Social Groups**





# We're not alone!

Our supporters include:







**We just want to relax  
and be safe while  
bicycling.**







## Provocative Connections brought to the point

