The Volksentscheid Fahrrad - Berlin’s Bicycle Referendum

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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
#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

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<th>The 10 Goals of the #Radentscheid</th>
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<td>(1) 350 km of new cycle streets, also for children/seniors</td>
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<td>(2) 2 meter wide safe cycling infrastructure on every main road</td>
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<td>(3) 75%/25 dangerous intersections ‘neutralized’ per year</td>
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<td>(4) Transparent and efficient infrastructure repair</td>
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<td>(5) 100,000 bicycle parking spots at transit stations and streets</td>
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<td>(6) 50 Green Waves for busses, cyclists, and pedestrians</td>
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<td>(7) 100 km Bicycle Highways for commuters</td>
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<td>(8) Bicycle police units and Special unit for bicycle theft</td>
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<td>(9) Planners in city/district admin.; Central Cycle Admin. Office</td>
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<td>(10) PR for accommodating higher modal share of cycling</td>
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105.425 Signatures
in 3 ½ Weeks
in 3 ½ Weeks

June 2016
in 3 ½ Weeks

June 2016

Berlin Elections: September 2016
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
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)
Red-red-green Bicycle Cake for Coalition Negotiations
Who will accept political responsibility for traffic deaths?
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

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 Koalitionsprozess
Rot-Rot-Grün krepelt die Berliner Verkehrspolitik um

Radgesetz
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.
Thank You!

Stay in touch!
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Folgt dem Volksentscheid Fahrrad auf
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.
Provacative Connections brought to the point

Oh yeah, the Bicycle Referendum is to be had for…

…the price of one km of city highway!