



How to create a cycle-friendlier Bizkaia? It's **NOT** about cycling

Potential or
threat?



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wonen en leefomgeving



 Breda
University
OF APPLIED SCIENCES

FUN: cycling is social



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Ride-along: educating kids

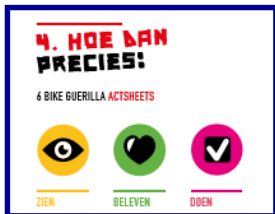
For young and old

For men and females

Social, smart and healthy



FUN: cycling delivers fun (FreshBrains helped Bizkaia)



Bike Car: www.youtube.com/watch?v=sBaTBWFUSWg
Be The Hero: www.youtube.com/watch?v=RuDAPmhAluM
CyclePitStop: www.youtube.com/watch?v=R1_LrEeajXg&feature=youtu.be
Gray to Green: <http://vimeo.com/245186830>
GEAR: www.youtube.com/watch?v=2F4Z5BALN2I
<https://vimeo.com/245186830>
Bike Train: <https://vimeo.com/245201009>
Cyclists on Top: www.youtube.com/watch?v=54eMFZRBI7A
Together goes faster/Duwitje in de Rug: www.youtube.com/watch?v=xzNsS8svs5s
Fun- & Fastlane: www.youtube.com/watch?v=peIBukhEbOM
Go Cycling: www.youtube.com/watch?v=hsFEFSfVEpU
Stadt Breda : <https://www.facebook.com/attacomnl/videos/219137610797207/>



E-Bike Guerilla in Leioa: https://www.youtube.com/watch?v=Tz6un_Luv_0

Smart Cycling FreshBrains Bilbao March 2022: <https://youtu.be/pe-rQE9EsY0>

Execute a Bike guerilla!

- It's surprising you
- It's disruptive, cheap
- It's a possible begin of new policy
- It can be once, but also structural
- It's easy to execute
- It's part of cycle planning
- It's eye-catching, smile-catching
- It's education AND IT ITS FUN!

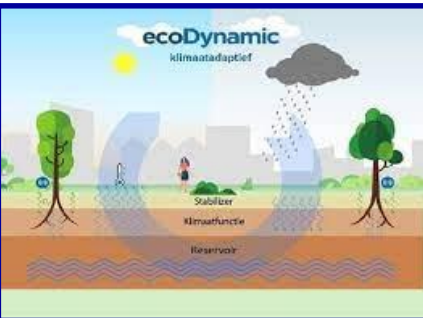


Fun & Safe: cycling on top of the school roof...

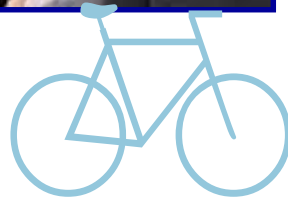
Utrecht: Daphne Schippersbrug
VIDEO: <https://indebuurt.nl/utrecht/video/moet-je-zien-deze-supertoffe-video-van-de-dafne-schippersbrug~73374/>



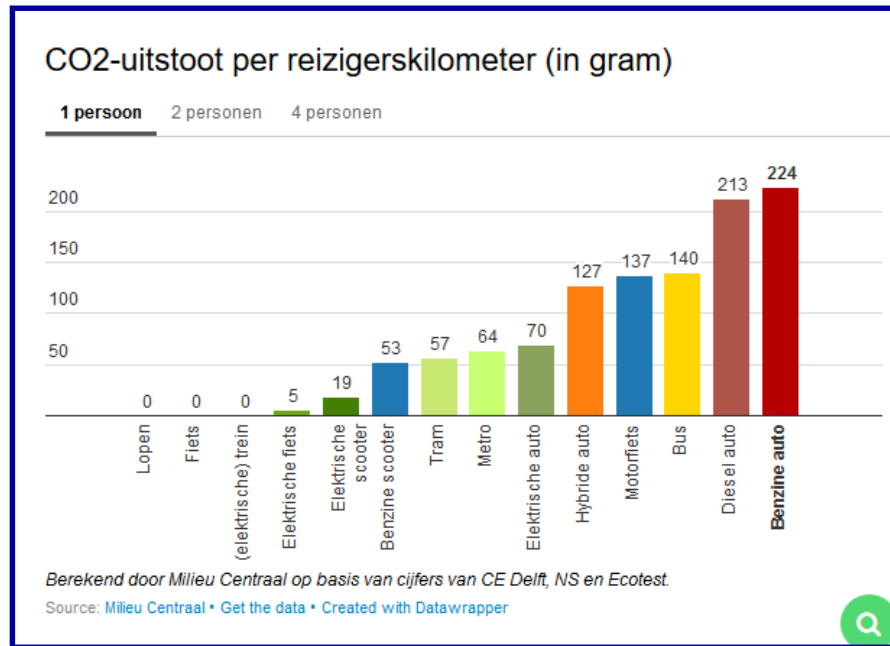
URGENCY: enough problems...in NL and in Spain



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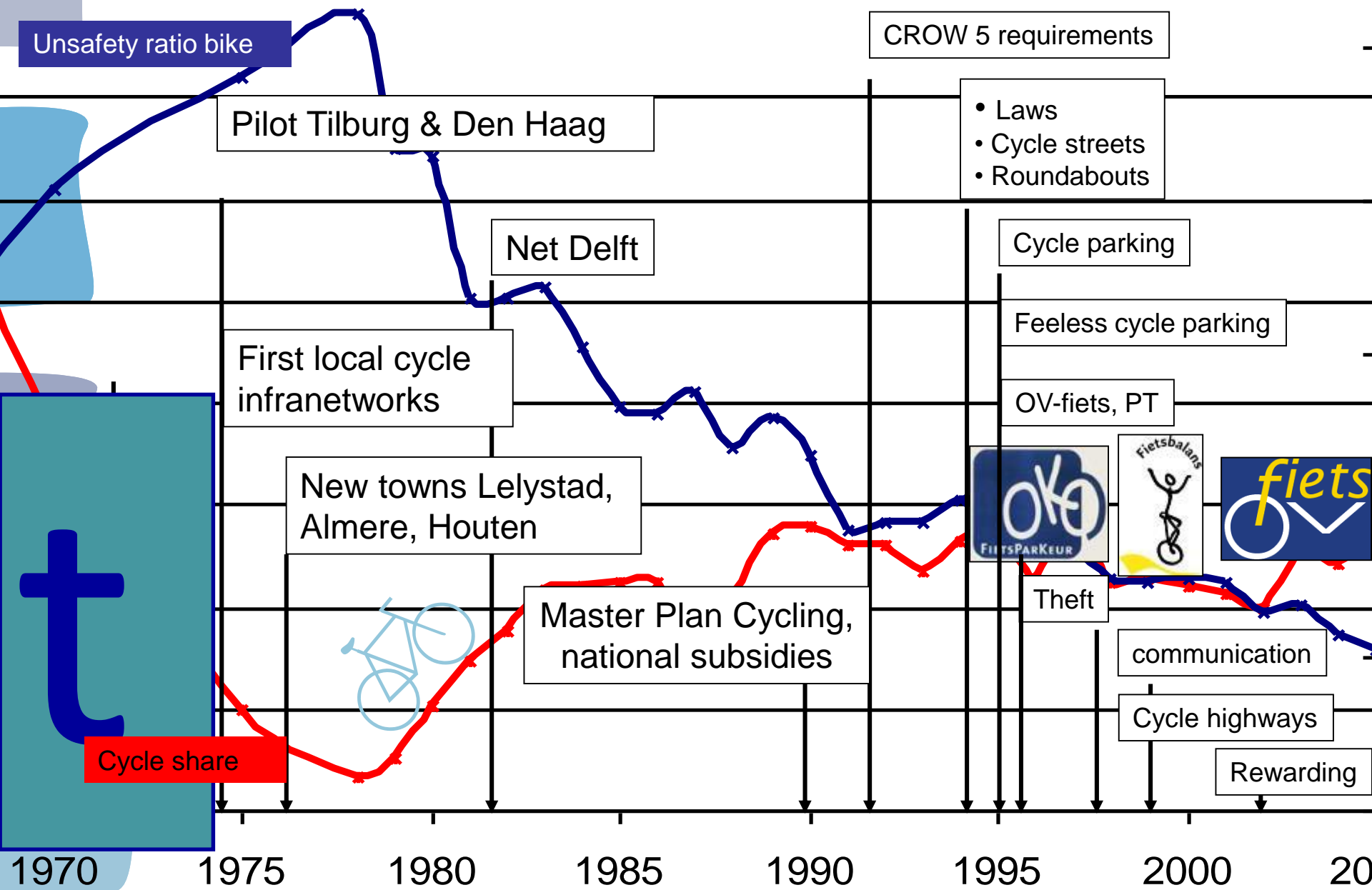
URGENCY: cycling contributes to 'climate proof' and health



Source: www.ce.nl
www.crow.nl
www.fietsersbond.nl

- ECF (2012): if Spain would be Danmark or NL → 12-26% contribution to EU CO2-reduction
- More short trips by bike (in stead of cars) → >1/8 of CO2-goals
- CO2-emission per 1 km with e-bike: 26 x less than cars
- Swap car km into cycle km: societal gain: 41 cent per km (cost-benefit)

TRENDS: it takes more than 40 years (learn from us)



Unsafety ratio bike

CROW 5 requirements

Pilot Tilburg & Den Haag

- Laws
- Cycle streets
- Roundabouts

Net Delft

Cycle parking

First local cycle infranetworks

Feeless cycle parking

New towns Lelystad, Almere, Houten

OV-fiets, PT

Master Plan Cycling, national subsidies



Theft

communication

Cycle highways

Rewarding

Cycle share

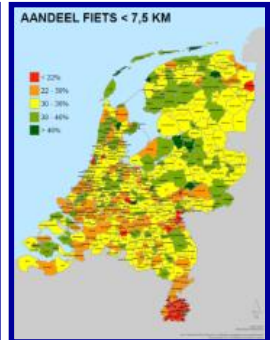
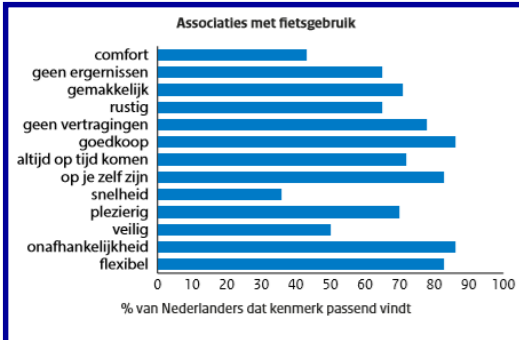
1970 1975 1980 1985 1990 1995 2000 20



eUro's: lots of potentials for bike industry, for cities, for people, for environment. Bike=BUSINESS



- **NL:**
 - More cycles (21 mln) than inhabitants (17 mln)
 - High density: cars/km²
 - More women cycling
 - Supermarkets and schools
 - Dutch people drive AND ride → awareness, respect
- **Germany:** 81 mln. inhabitants, 65 mln. bikes
- **Spain:** 47 mln. inhabitants, 9,2 mln. Bikes (could be 51 mln.)



eUro's & economics: cost-benefit by cyclists





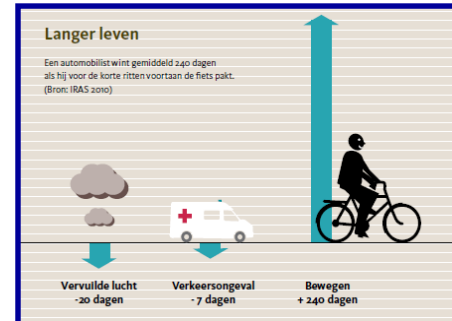
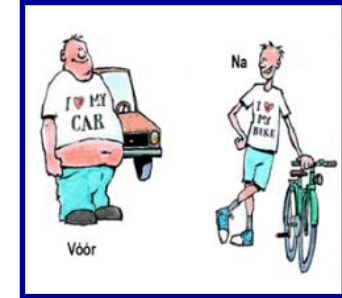
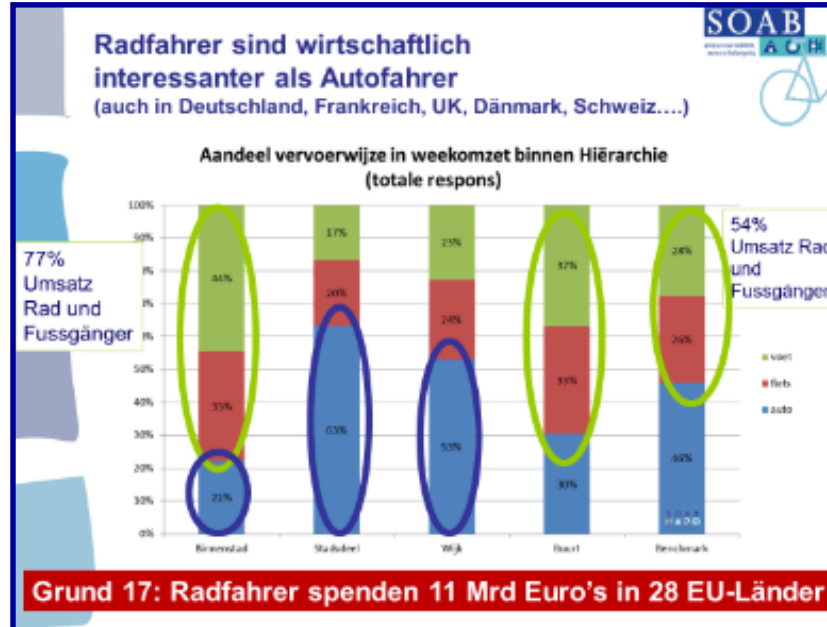

1 KM = 50 KM

Durchschnittliche Baukosten pro Kilometer:

Radweg: 0,2 Millionen Euro

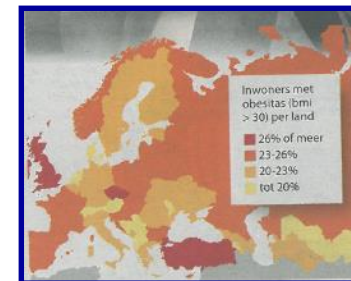
Autobahn: 10 Millionen Euro

Bundesstraße: 5,7 Millionen Euro

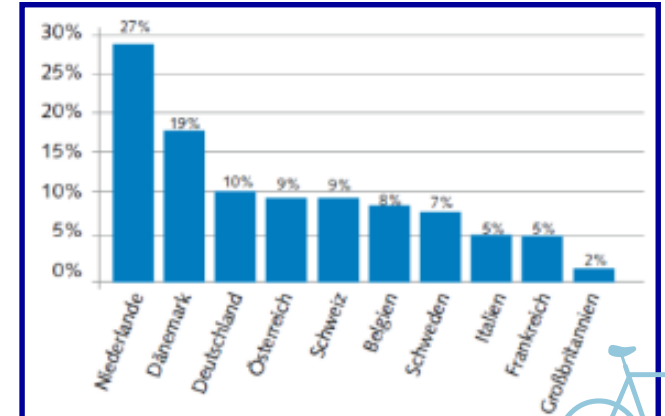
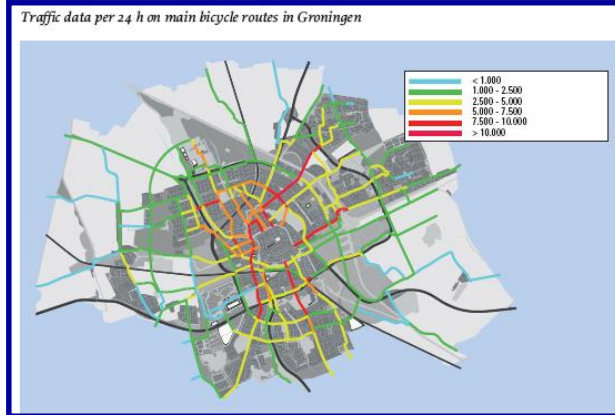
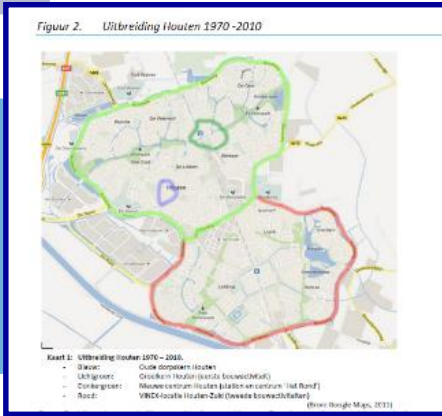


1 km highway
 = 10 km cycle highway
 = 20 km solo cycle path
 = 30 km cycle street
 = 50 km cycle paths

- Is car parking still business? Study TfL, Breda 75 bikes-100 cars
- Cost -benefit:
 - Health: cyclists live 240 days longer and are 1 working day less ill
 - Cycle share 25% → 26%: employers gain € 27 mln/year
 - Cycle infra: cheaper in asphalt and space' less measures for climate, noise, air quality
- More cyclists: better accessibility for rest of cars (traffic system)

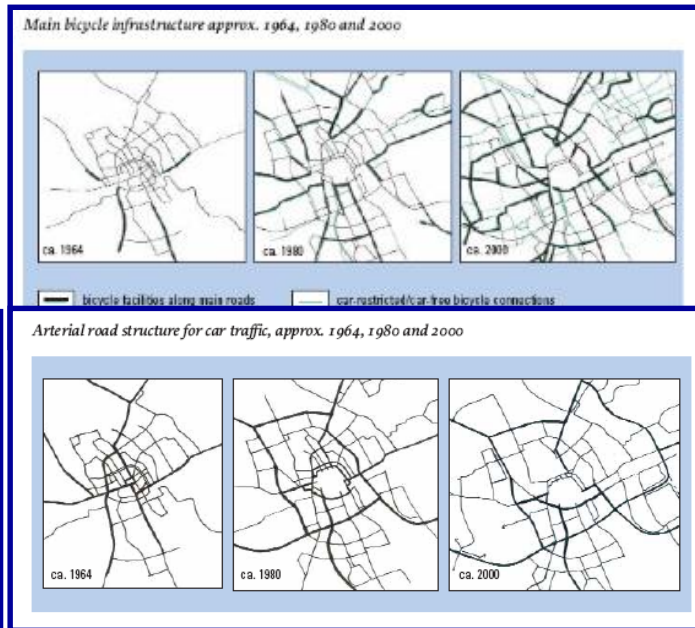


RETHINK: Push AND Pull policy, road hierarchy



New Town Houten

Historical city of Groningen



Honey for cyclists

Vinegar for cars



RETHINK-REDESIGN: use best practices

Good example: Vitoria-Gasteiz: super blocks

Capital Baskenland. 240.000 inh. Regional centre
 'Super Blocks' Green belt
 Measuring: from 36% public space to 71%
 Possible in a machismo Spanish city.....

Nice holiday destination

Prioritize Bikes: Fietstraat Bicycle Street

- Guidelines NL

Show people and politicians good examples: Eindhoven's transformation

Before...



After...



Show people and politicians good examples: Amsterdam

Before...



After...



If you plan for cars, you get cars. If you plan for people...

More cycling is NO GOAL
 It's about people and vital, safe and liveable cities/villages and regions



RETHINK-REDESIGN: use placemaking concepts (don't forget cycle parking)

Making places...concepts



Concepts using Placemaking:

- Complete Streets
- New Urbanism
- Shared Space
- Super blocks
- Park(ing) Day
- Happy Streets
- Kid Grid (Kindlint)
- School zone
- School street
- Green strips
- Speelstraat (Play street)
- 'Woonerf'
- 30-zone /home zone
- Car free streets
- Play grounds
- Linked places and green
- Waterfronts
- (historical, car free) innercities
- Organized 'Grid Lock' →

Permanent - semi permanent - temporarily



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HOW WOULD YOU LIKE IT
IF A BIKE WAS PARKED IN YOUR LANE?

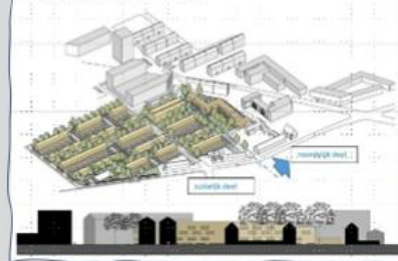
Help share our roads. Please don't park your car in a bike lane.



#4: new concepts in new developments → reclaiming streets for people

270 houses in Breda

Heuvel F1 in 2020



Inrichtingsplan



Quelle:
WonenBredburg/SOAB/Karres&Brands

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Change in "liveability" score

● Increase ● No change ● Decrease



Source: Economist Intelligence Unit

Global Liveability Index 2019

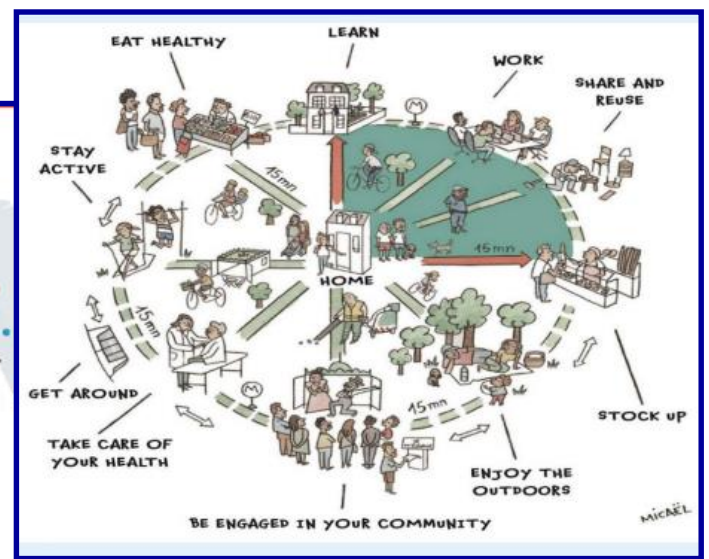
MOST LIVEABLE

| Rank | City |
|------|----------------------|
| 1 | Vienna, Austria |
| 2 | Melbourne, Australia |
| 3 | Sydney, Australia |
| 4 | Osaka, Japan |
| 5 | Calgary, Canada |
| 6 | Vancouver, Canada |
| 7 | Tokyo, Japan |
| 8 | Toronto, Canada |
| 9 | Copenhagen, Denmark |
| 10 | Adelaide, Australia |
| 40 | Singapore |

LEAST LIVEABLE

| Rank | City |
|------|--------------------------------|
| 131 | Caracas, Venezuela |
| 132 | Algiers, Algeria |
| 133 | Douala, Cameroon |
| 134 | Harare, Zimbabwe |
| 135 | Port Moresby, Papua New Guinea |
| 136 | Karachi, Pakistan |
| 137 | Tripoli, Libya |
| 138 | Dhaka, Bangladesh |
| 139 | Lagos, Nigeria |
| 140 | Damascus, Syria |

Source: THE ECONOMIST INTELLIGENCE UNIT
STRAITS TIMES GRAPHICS



RANKINGS → mayors love it ... Most Liveable City, Greenest City, Safest City, Bike City, Sustainable City, 15 Min-City, Kidfriendly Region, Happiest City, Smartest region.....



forbes.com

Closing Central Madrid To Cars Resulted In 9.5% Boost To Retail Spending, Finds Bank Analysis

City of Madrid significantly boosted the takings of its shops and restaurants last Christmas by banning cars from the CBD, finds an analysis by Spain's second largest bank.

EXPERIMENT: reward cyclists, take them seriously, make them smile

- Cycle Paths: Van Gogh, Glow-in-the-Dark, School rooftop, Sing-Along, Music in tunnels
- Solar/Industry-heated
- Rain sensors, heat sensors
- Iconic cycle infra



<https://www.youtube.com/watch?v=wEe8firurCY>

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END: → Happy Kids → Happy Cyclists → Happy People → Happy Retailers → Happy Cities → Happy Politicians → HAPPY FUTURE

And Dutch kids are the happiest kids of the world...



Top10 Cycling Nations:

1. **Netherlands**
2. **Danmark**
3. Germany
4. Sweden
5. Norway
6. Finland
7. Japan
8. Switzerland
9. Belgium
10. China

Top 10 Ranking of Happiness (2022):

1. **Finland**
2. **Danmark**
3. **Iceland**
4. **Israel**
5. **Netherlands**
6. Sweden
7. Norway
8. Switzerland
9. Luxemburg
10. New Zealand

Cycling IS and HAS the FUTURE:

- Behaviour shift, bike culture
- Integrated Urban and cycle planning needed
- Fair division of spaces
- Urban Mobility planning, not engineering
- Kids first: what is good for kids..... ..

Questions?

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Make it safer & nicer for kids

- Happy kids
- Happy Cyclists
- Happy People
- Happy Retailers
- Happy Cities
- Happy Politicians
- HAPPY FUTURE