

# **Better biking**

As an international cycling city, Amsterdam has a very high reputation to maintain. We've made our name worldwide as a city that comprises 'red' and 'green' carpet cycle routes for cyclists. If we are to keep our good name, we should ensure that cyclists feel at ease. The goal is to increase the cycling satisfaction rating to 7.5 by 2025 (compared to 7.1 in 2015).





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More and more, bicycles are appearing in different shapes and sizes; the same can be said for the diverse behaviour that cyclists show. If we want to integrate these differences into the limited space of the city, it's important to work together on bicycle-friendly behaviour. This means more than simply following the traffic rules, but concerns the joint responsibility for each other's safety and cycling pleasure. To realise this, in the

coming period, we will talk directly to the residents of Amsterdam. At the same time, we'll implement a number of measures to make a start with better biking. Better biking begins with choosing to cycle. Hopping on your bike more often makes for fitter residents and cleaner air: cycling Amsterdammers prevent the city from coming to a standstill. The downside is that, sometimes, cyclists are bothered by the behaviour of other cyclists.

Everybody wants safety and smooth cycling, but speeds and distances sometimes vary greatly. And still, cyclists always want to park in front of the (shop or house) door, even if that's not appropriate. Better biking provides guidance for appropriate behaviour for cyclists in Amsterdam.













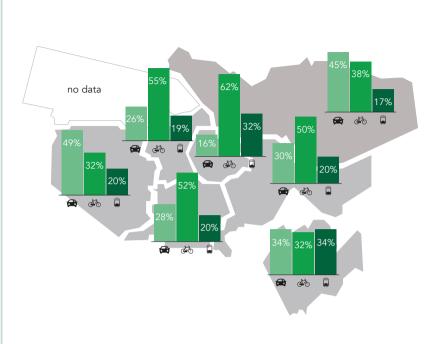
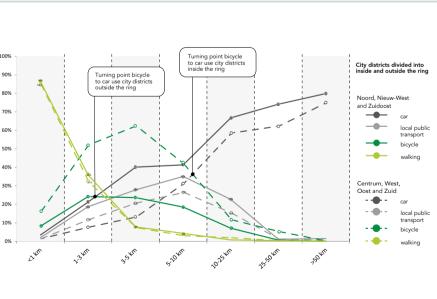


FIGURE 17 MODE OF TRANSPORT ON WORK DAYS PER CITY DISTRICT IN 2015



## PIGURE 18 DISTANCES AND TRANSPORT CHOICES INSIDE AND OUTSIDE THE A10 RING

#### **Analysis**

### More Amsterdammers can become habitual cyclists

An average of 36% of Amsterdammers use their bicycle on trips. In the city districts of Noord, Nieuw-West and Zuidoost, far fewer Amsterdam residents ride a bicycle. The difference is clearly illustrated in Figure 17.

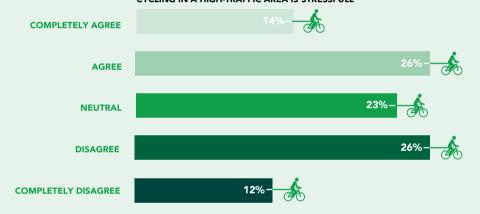
### Difference in bicycle use between city districts

The majority of trips with a bicycle range between 1 and 5km and last anywhere between 5 and 35 minutes. On average, Amsterdammers choose public transport or a car when the distance is over 5km. Figure 18 shows that there are differences between the city districts in this regard. In the city districts of Centrum, Zuid, Oost and West, the bicycle is the most-used mode of transport up to a distance of 10km; residents will only choose the car more often when the distance is above 10km. In Noord, Zuidoost and Nieuw-West, the threshold is much lower: residents opt for the car or public transport for distances over 3km. For distances over 5km, the car is the most-used mode of transport.





#### FIGURE 19 PERCENTAGE OF PEOPLE WHO THINK THAT CYCLING IN A HIGH-TRAFFIC AREA IS STRESSFULL



	AMONG CYCLISTS	AMONG NON-CYCLISTS
1	TELEPHONE USE (31%)	CYCLING THROUGH A RED LIGHT (45%)
2	CYCLING THROUGH A RED LIGHT (24%)	CYCLING ON THE PAVEMENT (35%)
3	CYCLING AGAINST THE TRAFFIC (23%)	CYCLING WITHOUT LIGHTS (25%)

#### **FIGURE 20 TOP 3 MOST ANNOYING CYCLIST BEHAVIOURS**

### Cycling as the alternative to the car

In the city districts of Zuidoost, Nieuw-West and Noord, the distance to amenities is, on average, greater than other parts of the city. This has a considerable influence on mobility choice; however, other factors also play a role. In general, car ownership is greater and the number of car trips higher in neighbourhoods where the car can be easily parked right outside the door. Conversely, the high parking pressure in the older parts of the city has a positive effect on bicycle use.

Other factors that influence bicycle use are personal preferences, level of education, perception of safety on the road and the quality of maintenance of the cycle paths.

TOGETHER WITH AMSTERDAMMERS,
WE'RE OPTING FOR CHOOSING TO CYCLE

### Amsterdammers are often annoyed by cyclists

Of all cyclists, 82% are annoyed by other cyclists. For non-cyclists, this percentage is higher: 85%.



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Figure 20 outlines the top three most annoying cyclist behaviours.

### Cyclists are stressed by traffic and unpredictable behaviour

Almost four out of ten cyclists find busy places in the city a stressful experience (see Figure 19). High traffic, unpredictable behaviour and limited space are given as reasons for this stressful experience. During peak traffic times, more than half of all cyclists (55%) have difficulties with crowded cycle paths and to avoid this problem, as many as 42% take an alternate route. Almost a third of all cyclists travel at other times to avoid the rush hour.

### Cyclists feel less safe than other road users

With an average rating of 6.1, cyclists feel the least safe of all road users (pedestrians 6.9; motorcycle 6.9; moped 6.4).

Cyclists themselves have some influence over their own safety and the safety of others by being aware of each other, looking for eye contact,

ensuring good visibility and following the traffic rules. Not all cyclists comply with the rules, however. For example, only a small number of cyclists indicate with their hand on time and more than half of all cyclists do not have any working bicycle lights. Motorised bicycles and mopeds also fail to follow the rules.

We still do not know enough about the influence of infrastructural measures on behaviour and what causes stress for cyclists. We're exchanging knowledge and experiences with experts and interested people about behaviour and influencing behaviour. This will provide a clearer picture for better biking.

THAT'S WHY, TOGETHER WITH AMSTERDAMMERS, WE'RE WORKING ON PROMOTING APPROPRIATE BEHAVIOUR ON BICYCLES





#### **BICYCLE SHARING IN EUROPE**

In Europe, there are various bicycle sharing systems and each has its own purpose. In cities with few cyclists, such as Paris, Barcelona and Madrid, bicycle sharing is a successful way to introduce residents to cycling.

In other cities, such as Antwerp, bicycle sharing has been set up to reduce the traffic pressure in the city by facilitating more trips per day on the one bicycle. In Antwerp, an average of six trips per day is made on one share-bike. Here, the bicycle sharing system functions as a form of public transport. Additionally, compared to the costs of public transport, a bicycle sharing system is cheaper. Bicycle ownership is relatively high in Amsterdam in comparison to other European cities, so the question is whether a similar kind of share system would also be successful here.

Aside from the positive experiences

of bicycle sharing, there are also negative ones. For example, in several cities in China, bicycle sharing causes problems in the public space: the share-bikes are often parked incorrectly, they hinder accessibility to public space and are sometimes of poor quality and badly maintained, leading to bicycles being abandoned in the streets.

### The City of Amsterdam is involved with two bicycle sharing systems

#### **HELLO BIKE**

In the spring of 2017, after an invitation to tender, the bicycle sharing system, Hello Bike, began at Zuidas. These bicycles are primarily intended to replace short car trips made by office personnel. The share-bikes are also available for other users.

### URBEE: SHARE SYSTEM FOR ELECTRIC BICYCLES

The Urbee company began in November 2016 with an electric bicycle sharing system in Amsterdam. All bicycles are rented out from privately managed bicycle facilities. Urbee targets mainly long(er)-distance trips that can be covered with the electric bicycle instead of the car, which is often the more common choice. Urbee is supported by the Amsterdam Climate and Energy Fund (Amsterdams Klimaat & Energiefonds).

In the spring of 2017, various service providers established themselves in the public space in Amsterdam and also in places where there's already a shortage of bicycle parking spaces. To prevent inconvenience, the City Executive Board has requested that city districts actively supervise share-bikes that are rented out in the public space, on the basis of Article 2.50 (APV). At the same time, we'll discuss ideas with service providers that can contribute positively to the public space and to the accessibility of the city. We'll also look at what policies and regulations are needed to allow for the regulation of share-bikes.



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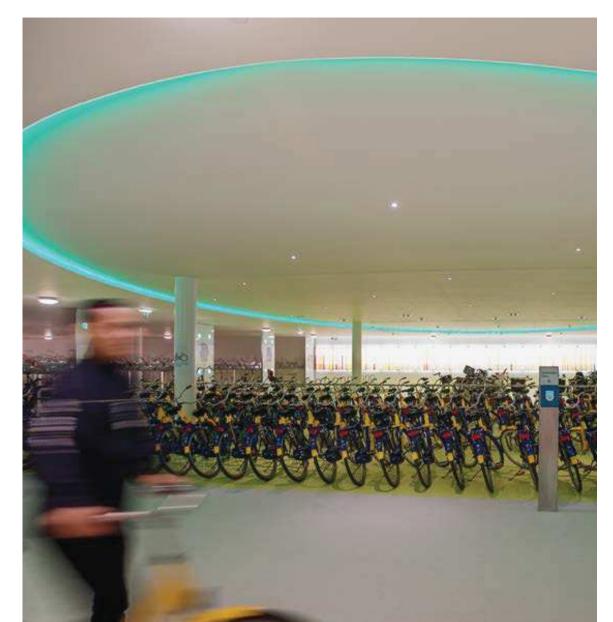
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#### **Campaigns**

#### **Better biking**

#### **CHOOSING TO CYCLE**

Amsterdam residents adjust their mobility behaviour according to major events in their lives, such as moving house, going to a new school or the birth of a child. The construction of new bicycle routes is also a moment where routine behaviour ends and new behaviour can begin. We'll give those Amsterdammers who do not ride (often) an extra helping hand. We'll reward cyclists with measures that will make cycling more pleasurable.

We will carry out the following measures:

### 43 CHOOSING TO CYCLE BICYCLE SHARING MARKET RESEARCH

There is great interest among market parties to provide bicycle sharing services in Amsterdam. Using market research, we're mapping out the opportunities for bicycle sharing in the city. This includes looking into other



possibilities to reduce the bicycle parking pressure to encourage bicycle use and to strengthen bicycle-to-public transport and bicycle-to-car links. Additionally, market research will be used to determine what policies and measures are needed to facilitate bicycle sharing initiatives.





#### 44 CHOOSING TO CYCLE

#### **EXPANDING THE OV-BIKE AT TRAIN** STATIONS AND INTRODUCING SHARE-BIKES AT METROSTATIONS.

Together with NS (the National Rail System), we're expanding the mostutilised bicycle sharing system across the Netherlands. For new station parking facilities, a section will be reserved for the OV-bike. In consultation with GVB (City Public Transport), NS and Amsterdam Regional Transport, we're researching the possibilities for the OV-bike or other bicycle sharing systems at metro stations. This will make the trip from door to door more pleasant.





#### 45 CHOOSING TO CYCLE

#### **ENCOURAGING BICYCLE USE IN COLLABORATION WITH GGD AND CITY DISTRICTS**

In the city districts of Noord, Nieuw-West and Zuidoost, there are various initiatives to stimulate bicycle use. These include, for example, bicycle lessons for women and children. making children's bicycles available (ANWB - the Dutch organisation for Traffic and Tourism) and bicycle repair workshops. We're looking into how we can support these projects, which were chiefly organised by the GGD (municipal health services) and the city districts. The main focus here is on infrastructure; for example, by building safe and attractive routes to school or by creating good bicycle parking opportunities. We'll explore with the GGD whether an app can stimulate high-school students to use a bicycle more often. We'll also research the possibilities of using a bicycle sharing system to increase access to bicycles and, consequently, also stimulate bicycle use. We'll focus on bicycle parking so cyclists can park their bicycles easily and safely - close to home.





#### 46 CHOOSING TO CYCLE

#### PLATFORM FOR KNOWLEDGE SHARING

#### AND INNOVATION

Amsterdam Regional Transport and the City of Amsterdam promote innovation and knowledge sharing by facilitating a platform for just this purpose. At the moment, CycleSpace fulfils this role (among others) by developing new products aimed at smoother cycling and by organising meetings with cyclists, businesses and experts to exchange information. The 'bicycle mayor' is the face of this initiative.





#### 47 CHOOSING TO CYCLE

#### **BICYCLE-FRIENDLY MEASURES**

Small bicycle-friendly innovations make cycling more pleasurable:

47A Waiting-time indicators alleviate the experience of waiting for cyclists. When traffic lights are replaced, waiting-time indicators for cyclists will be installed where possible.

47B Thanks to the rain sensor, cyclists get a green light faster when it's snowing or raining. We're waiting for the evaluation of the pilot in





Rotterdam (2018) to see whether rain sensors will be installed in Amsterdam.

47C New parking facilities will receive modern alterations, such full/free indicators and parking reference systems. Cyclists will be able to use these new additions to find a parking space faster. Another advantage here is that the available spaces will be better utilised. Testing will begin at RAI Station. In 2018, a reference system will be installed at Zuidas that will indicate three available parking spaces in that area for cyclists.

47D In new and existing parking facilities, we'll install bicycle repair stations to help cyclists on their way faster.

47E In Utrecht and Rotterdam, free bicycle pumps are placed along busy cycle paths. Amsterdam has a close network of bicycle repairers, many of whom offer free use of a bicycle pump. We're starting a pilot with bicycle pumps along the Zuidoost bicycle connection, where bicycle pumps are not so easily accessible.



### FINDING YOUR BICYCLE EASILY AND QUICKLY AT THE BICYCLE DEPOT

The Bicycle Depot was established in 2003 with a particular focus on bicycle theft prevention. To reduce the number of bicycle thefts, an engraving team is still used weekly, a register inspector is appointed and all removed bicycles are checked to see whether they are stolen.



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Meanwhile, the Bicycle Depot processes all these bicycles: about 65,000 per year. Given this large number and the costs involved, it's very relevant to continue to work even more efficiently.

We'll make it possible for bicycles to be found more easily and quickly by:

• Conducting research into a more accessible, central location in the city for the Bicycle Depot. The depot is currently situated at Westerlijk Havengebied, which is remote and difficult to get to with public transport. Enforcers would also profit from the centralised location, thanks to shorter travelling times. This is beneficial for more efficient enforcement. Currently, research is being conducted into the feasibility of moving the Bicycle Depot to an unused metro tunnel near Central Station, Initial research indicates that the tunnel is structurally suitable to function as a bicycle depot. The location will be further explored and preparations for a

- decision over this matter will be made in 2017.
- Developing the 'Find My Bike'
  database. Amsterdammers can
  search for their bicycle in the
  Bicycle Depot's online database
  and find out if their lost bicycle has
  been taken to the depot. We
  expect that more people will
  collect their bicycles using this
  database.
- Modernising bicycle engraving to prevent theft. We're looking into whether a chip (for example) can help prevent bicycle theft.

#### **APPROPRIATE BEHAVIOUR**

All road users benefit from good behaviour. Giving each other more room can make all the difference between a stressful and a relaxed ride. With appropriate communication at the right time, we make the consequences of everyone's actions visible. By pointing out each other's behaviour and through enforcement, we can set a clear standard together. Additionally, we're promoting better biking by making cycling more attractive.

We will carry out the following measures:



The better biking campaign consists of smaller campaigns to encourage appropriate behaviour in cyclists. For example, we're encouraging fit residents and visitors to place their bicycles in the topmost rack of the double-layered bicycle parking spaces. This ensures that enough spaces remain for cyclists who are unable to lift their bicycles that high.



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With the better biking campaign, we're tackling the greatest irritations for both cyclists and non-cyclists. We'll begin with a share campaign to keep the public space accessible. This mainly concerns space on the pavement for (for example) both wheelchair use and bicycle parking space. Another share campaign is directed towards young cyclists and smartphone use. Where possible, we'll connect with infrastructural projects, such as bicycle-friendly innovations.

### 50 APPROPRIATE BEHAVIOUR

### BEHAVIOUR CHANGING CAMPAIGN DURING PHYSICAL INTERVENTION

By introducing concrete campaigns as the concluding phase of infrastructural projects (such as new bicycle connections or bicycle parking spaces), we're encouraging cyclists to change their behaviour. And, in taking advantage of these opportunities with a behaviour-change campaign, we're stimulating Amsterdam residents not only to use their bicycles more often or to choose new bicycle routes, but also to be a part of better biking.







#### 51 APPROPRIATE BEHAVIOUR

#### **BETTER BIKING BIKE LAB**

With the Better Biking Bike Lab (Fietslab), we're challenging engaged Amsterdammers to use available research in finding new initiatives that encourage and stimulate bicycle-friendly behaviour. We'll then test the ideas with the most potential in pilots.



#### 52 APPROPRIATE BEHAVIOUR

#### **AGREEMENTS WITH BICYCLE HIRERS**

The number of cycling tourists in Amsterdam is growing and so is the number of bicycle rental

businesses. We're establishing agreements with the industry and hotels about matters such as parking bicycles on the street and providing tourists with information about cycling in Amsterdam.





#### **33** APPROPRIATE BEHAVIOUR

#### CAPITALISING ON PROMISING INITIATIVES

We'll capitalise on promising initiatives proposed by Amsterdam residents on the condition that they connect (one-to-one) to one or more of the campaigns from the Longterm Bicycle Plan. A budget has been reserved in this plan to carry out this measure.





#### 54 APPROPRIATE BEHAVIOUR

#### RESEARCH INTO URBAN DISTRIBUTION VIA **BICYCLE**

Urban distribution using light, electrical freight bicycles (vrachtfietsen or LEVs), e-bikes or other transport that uses the cycle paths is on the rise in Amsterdam. In collaboration with the Amsterdam University of Applied Sciences, we're gathering more information about these developments and their impact on cycle paths so we can anticipate this with policy and measures where necessary.





















#### Monitoring Better biking

### Monitoring is performed on the basis of the indicators below:

OBJECTIVE	INDICATORS	TARGET (2025)	BASELINE MEASUREMENT (2015)
BETTER BIKING	CYCLIST SATISFACTION RATING	7.5	7.1
CHOOSING TO CYCLE	PERCENTAGE OF BICYCLE TRIPS IN CHOICE OF MODE OF TRANSPORT IN CITY DISTRICTS NIEUW-WEST, NOORD AND ZUIDOOST.	35%	27%

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