

Fiets filevrij!



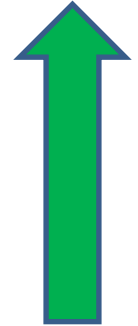
Bike to work Successfactors in the Netherlands



Willem Goedhart, Associate Partner Transaction Management Centre



- **Willem Goedhart, Associate Partner
Transaction Management Centre**
- **Management Consultant: Government Policy,
effectiveness & efficiency**
- **Since 2008: process manager of the programme ‘jam
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- **2012: Social cost benefit analysis of cycling to work**



Fiets filevrij!



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Fiets filevrij!



La bicicleta
en los Países Bajos

Con agradecimiento especial a:



CROW



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Popularity of the bicycle in the Netherlands

- 13,5 Mln. inhabitants >4 Jr./ 18 Mln. Bicycles



Foto: (cc) Marc van Woudenberg



Fiets filevrij!



Fiets filevrij!



Fiets filevrij!





Target groups

- Hard core car user (25%)
- Hard core biker (38%)
- Convenient biker (37%)



Policy to promote bicycle use

Most effective:

- Short trips (< 7,5 km)
 - Large urban areas
 - Increases in parking fees
 - Improvement of infrastructure & bike travel time
- &**
- Public awareness campaigns (Communication & marketing)



Fiscal measures

- Tax free compensation for travel costs
€ 0,18 per km. (7,5 km x 2 x 20 = € 54 per month)
- Tax free compensation for a bike for commuting
€ 750 (1 x 3 years)



Bicycle policy in the Netherlands:

- Central government: know how, facilitating special projects (Jamfree Cycling)
- Decentral government: infrastructure & marketing
- Civil Society groups :Environment,Health care & Lifestyle, Mobility (Cyclists Federation)
- Industry, Trade Unions, Companies
Engineering, IT, Telecom, Health care, Mobility ...
(Taskforce mobility management / Smart working
Smart mobility / B50)

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Scale jump in bicycle policy

- Popularity of the bicycle
- Specific spatial structure
- Re-invention of the bicycle as a lifestyle concept and the emerging E-bike

Fiets filevrij!

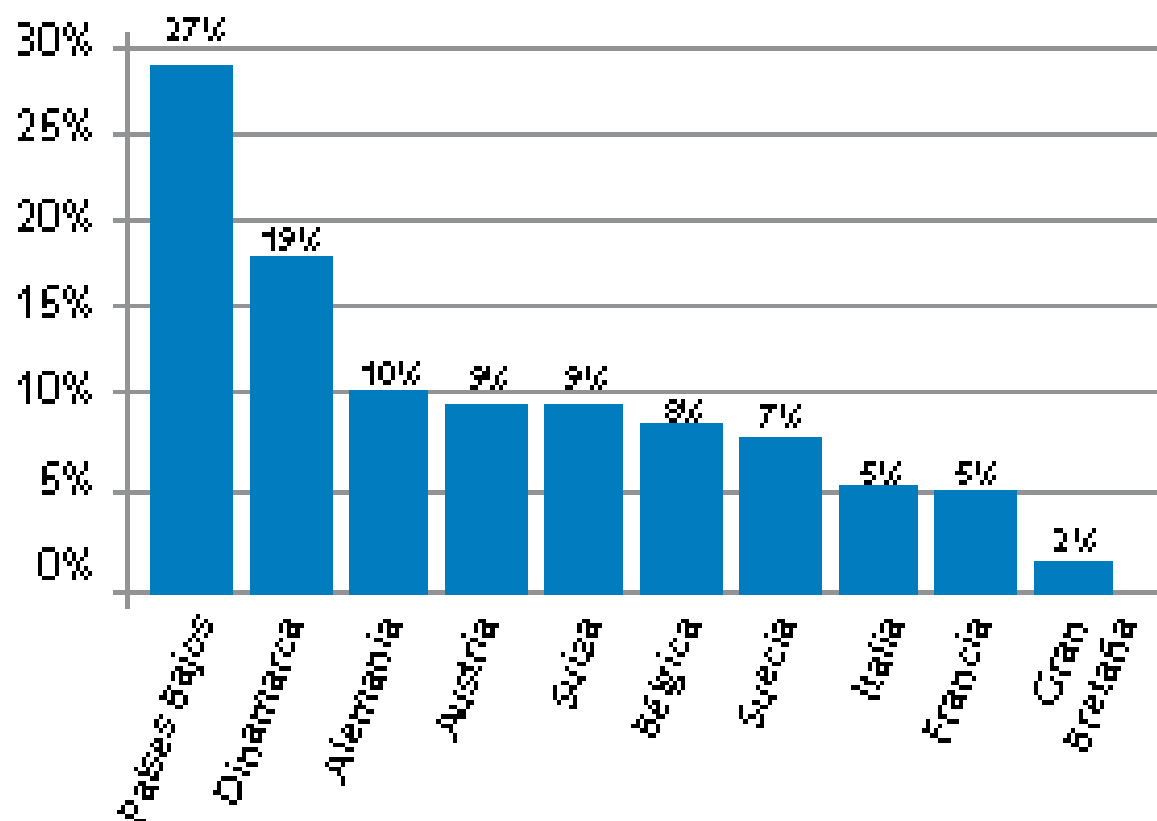
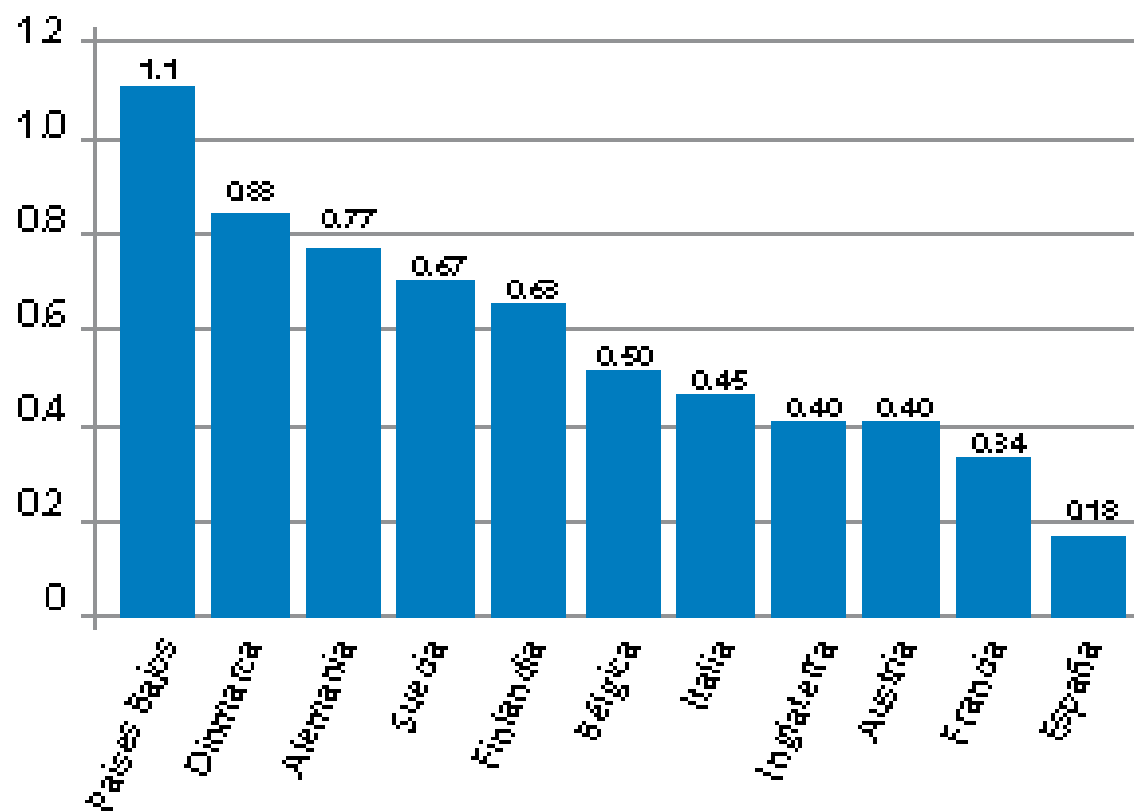


Figura 2: Proporción del uso de la bicicleta en todos los desplazamientos realizados en algunos países europeos.

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■ Número de bicicletas por habitante (2004)

Figura 6: Posesión de bicicletas en algunos países europeos en 2004 (Fuente: Comisión Europea)

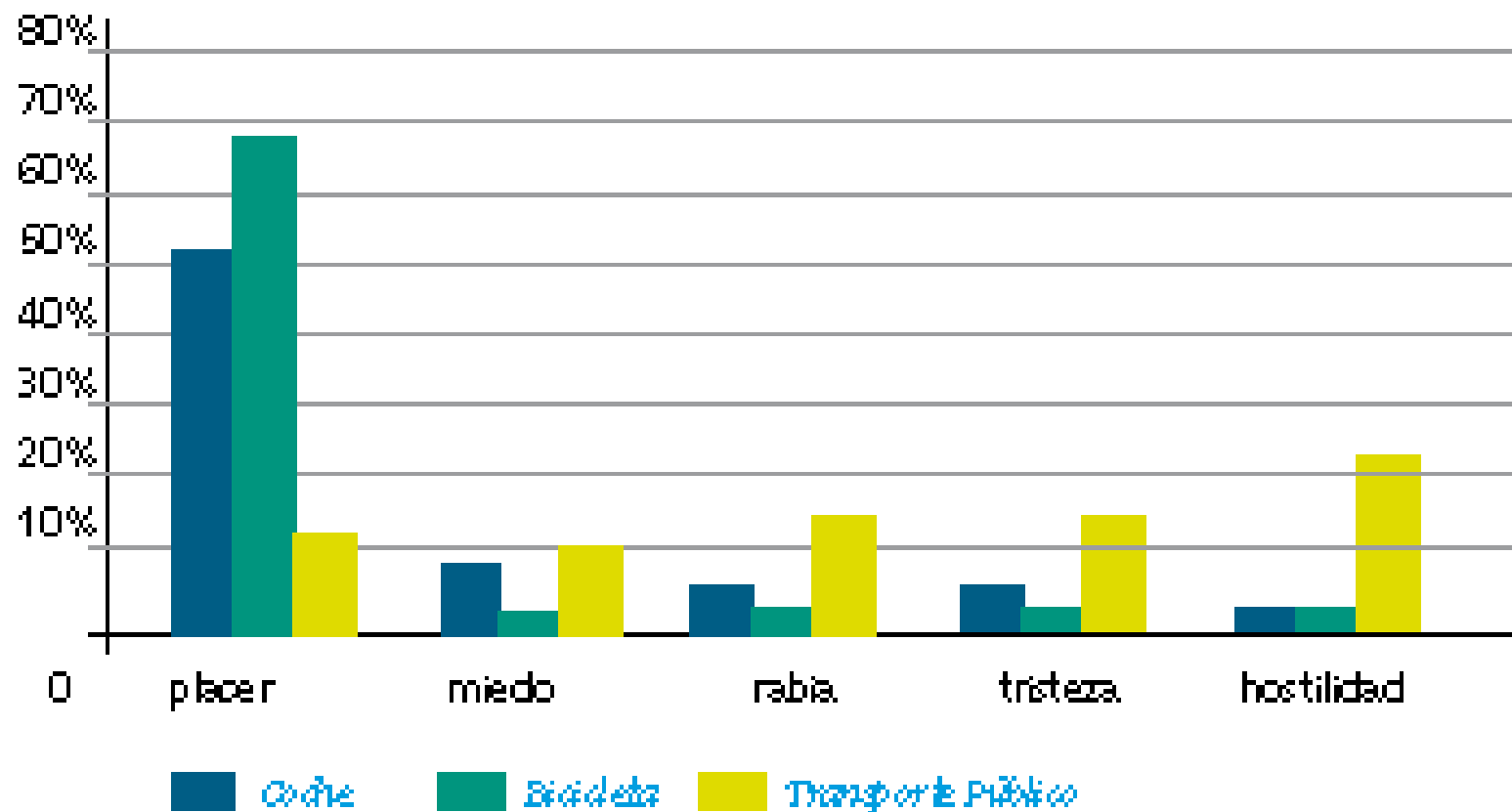
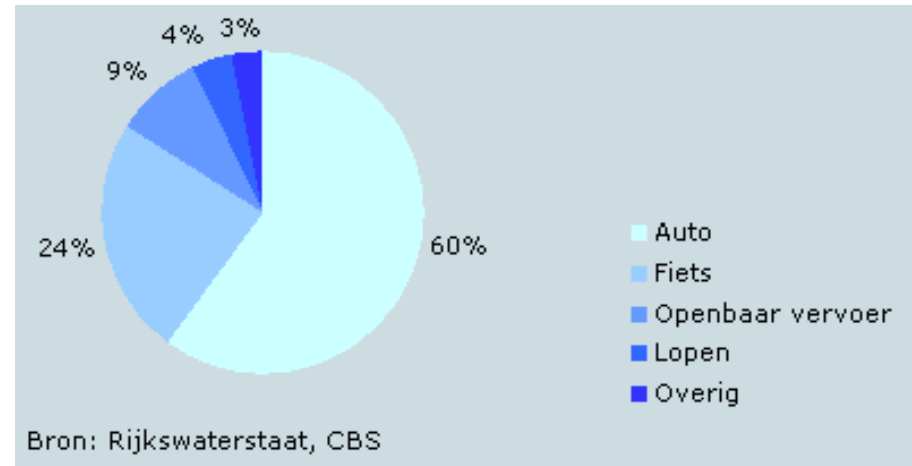


Figura 11: Emociones atribuidas con algunas modalidades de transporte



Commuting to work

1. Car (60%)
2. Bicycle (24%)
3. Public Transport (9%)



Fiets filevrij!



Positive score on:

Economics

Mobility

Health

Environment



Fiets filevrij!



**THIS ONE
RUNS ON FAT
AND SAVES YOU MONEY**



**THIS ONE
RUNS ON MONEY
AND MAKES YOU FAT**



Fiets filevrij!



Urbanisation



Metropole



1950



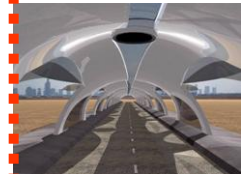
1980



2010



Range of bicycle infrastructure in the Netherlands



**Suggestio
lane**

**Bicycle
lane**

Bicycle street

**Free bicycle
path**

**Fast bicycle
road**

**Bicycle
Highway**

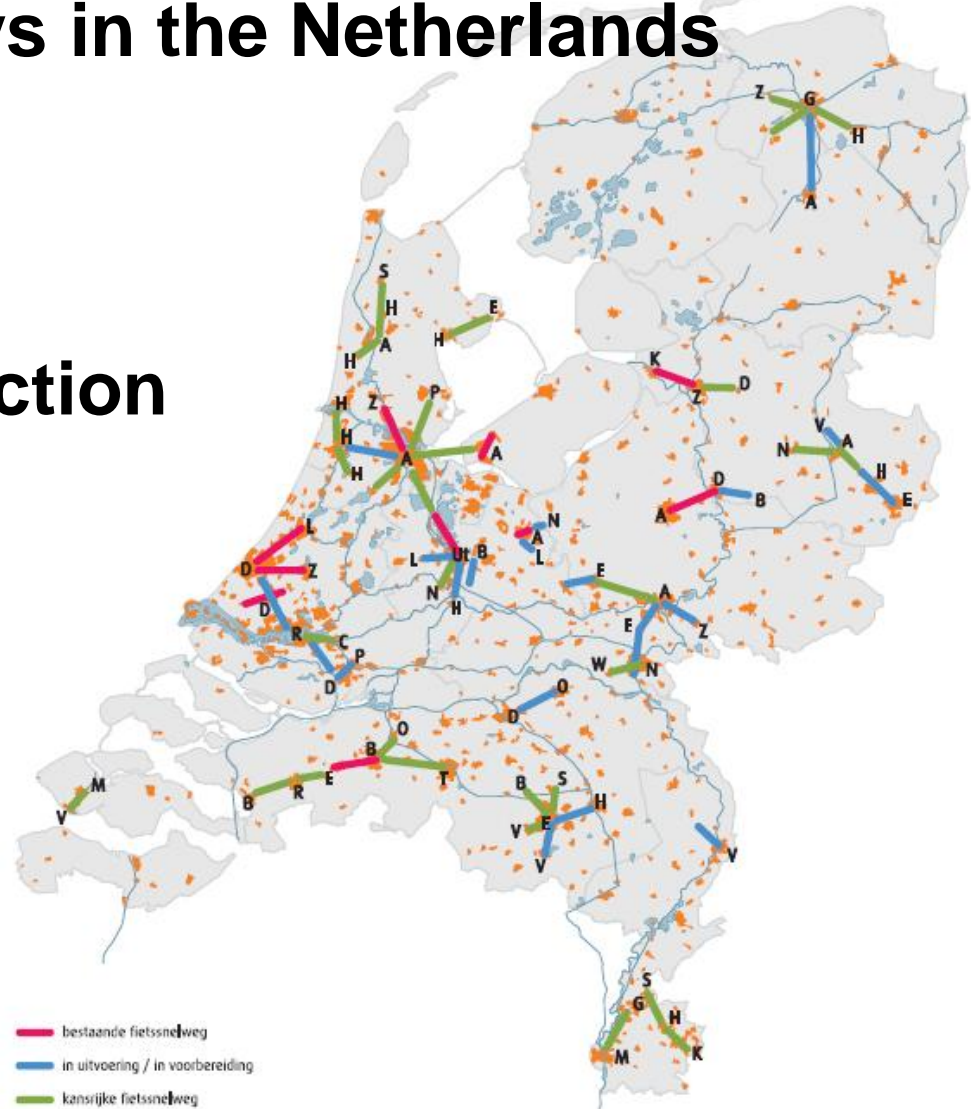


Cycle Highways in the Netherlands

 **Realized**

 **Under construction**

 **Possibility**



Fiets filevrij!



Re-invention of the bicycle

- Individual



Fiets filevrij!



Re-invention of the bicycle

- Individual
- Healthy



Fiets filevrij!



Re-invention of the bicycle

- Individual
- Healthy
- Clean



Fiets filevrij!



Re-invention of the bicycle

- Individual
- Healthy
- Clean
- Prompt



Fiets filevrij!



Re-invention of the bicycle

- Individual
- Healthy
- Clean
- Prompt
- Flexible



Fiets filevrij!



Re-invention of the bicycle.....



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From transport to



..... Lifestyle concept!



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Youth (age 18 -24) in urban environment



Drivers licence & Lease Car are on the way out!

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Youth (age 18 -24) in urban environment



Smartphone, Social media & smart mobility are on the way in!



Popularity of the bicycle in the Netherlands....

Victim of its own succes

- Congestion
- 879.000 stolen bicycles / Jr.
- Parking problems at railway stations and shopping malls



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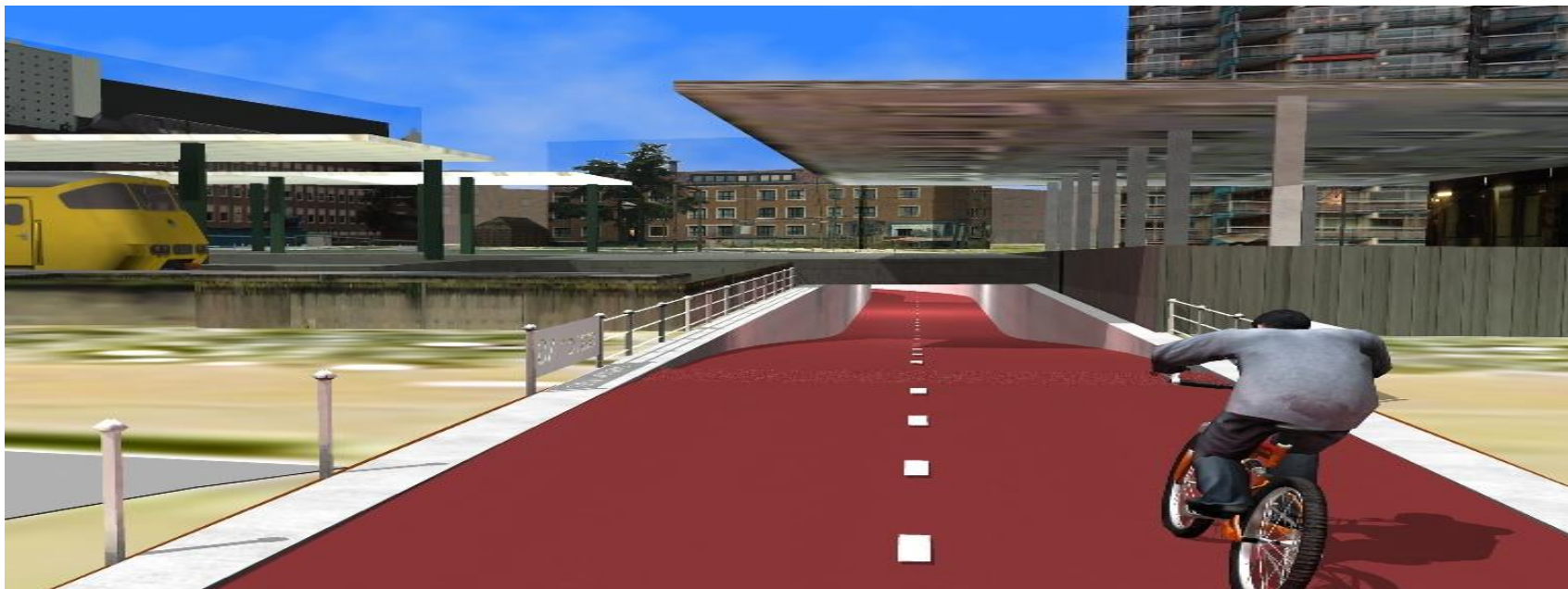


Scale jump in Dutch cycling policy



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....Bicycle highways for bicycle commuters!



Fiets filevrij!



Project organization 'Jam free cycling'

- Co-production government & cyclist association
- Central government €21 mln./Local government €80 mln.
- Infrastructure & marketing/communication
- Know how & innovation
- Process management



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Effects 675 km. new bicycle highways

- -1% Car trips + 1,5% Bicycle trips
- Improvement Mobility & Health, Reduction CO2
- Costs: € 100 Mln. / year
- Benefits: € 200 Mln. / year
- Positive !



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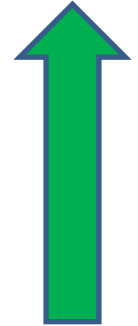
Bike to work Campaigns in the Netherlands



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12:15

Bike to work

Successfactors in the Netherlands



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en los Países Bajos

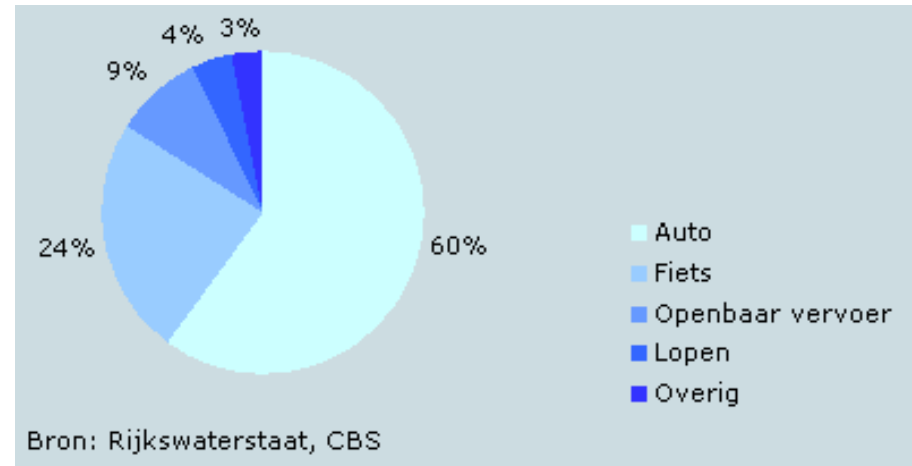
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3. Public Transport (9%)





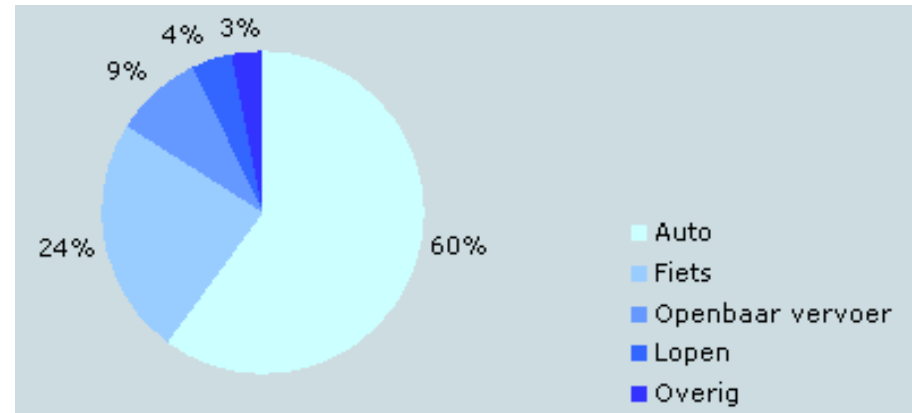
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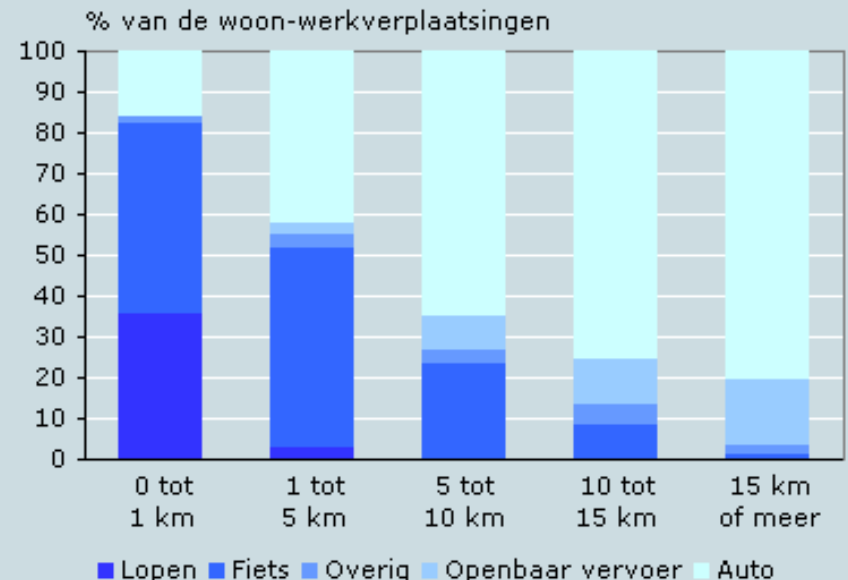
Distance

- < 5 km : 1. Bike (50%) 2. Car (40%)
- 5-10 km : 1. Car(65%) 2. Bike (25%)
- 10-15 km: 1. Car(75%) 3. Bike (10%)

Potention for Cycle Highways and E-Bike for distances up to 15 km.



Bron: Rijkswaterstaat, CBS



Bron: Rijkswaterstaat, CBS

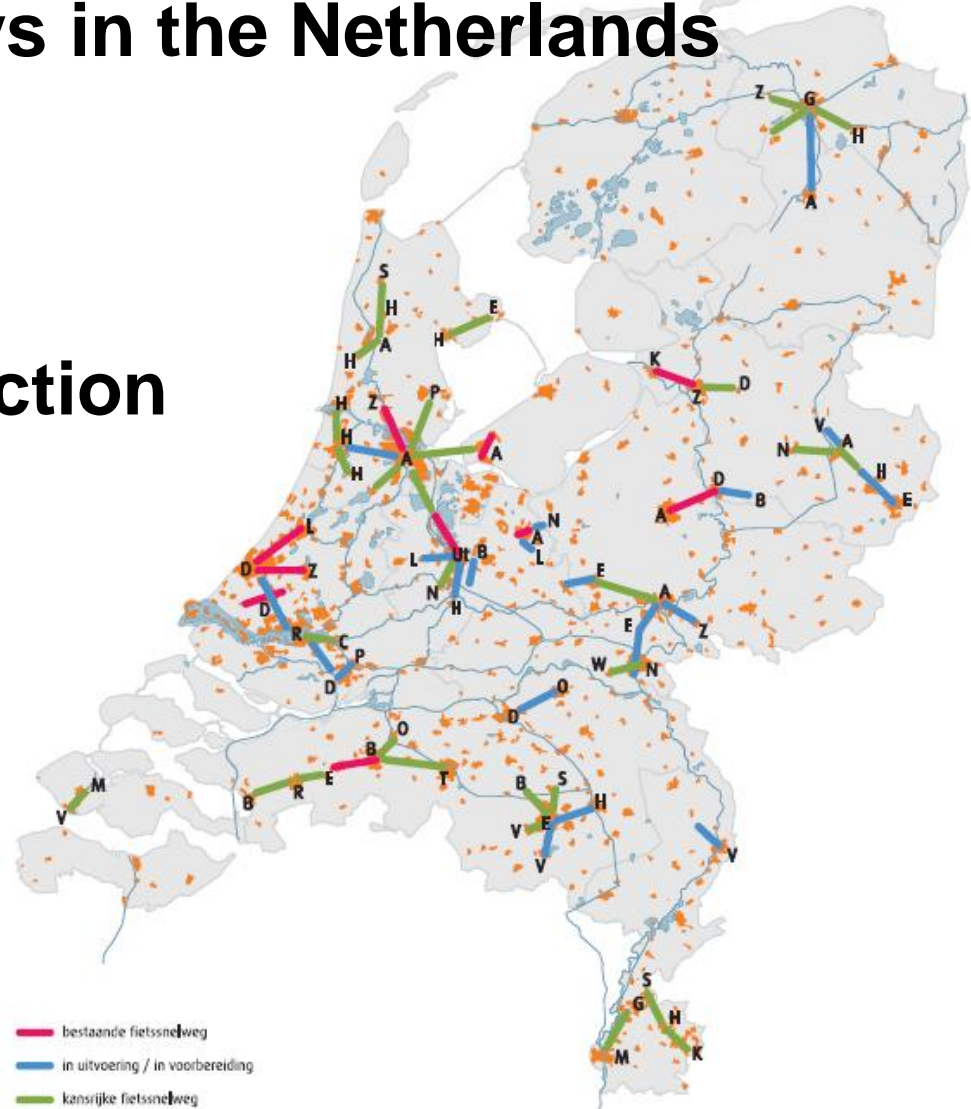


Cycle Highways in the Netherlands

 **Realized**

 **Under construction**

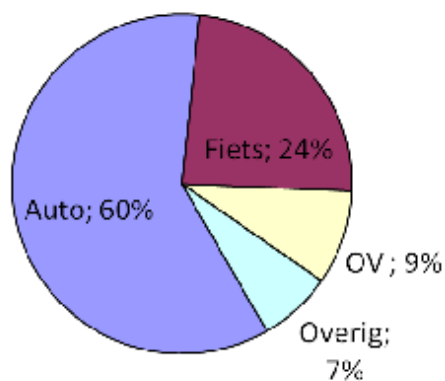
 **Possibility**



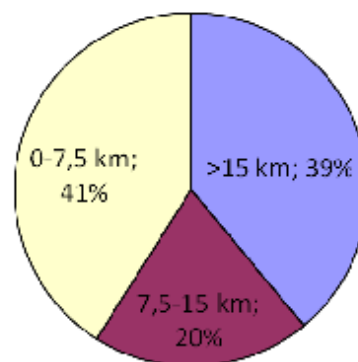


HET POTENTIEEL IS GROOT

24% fietst naar het werk



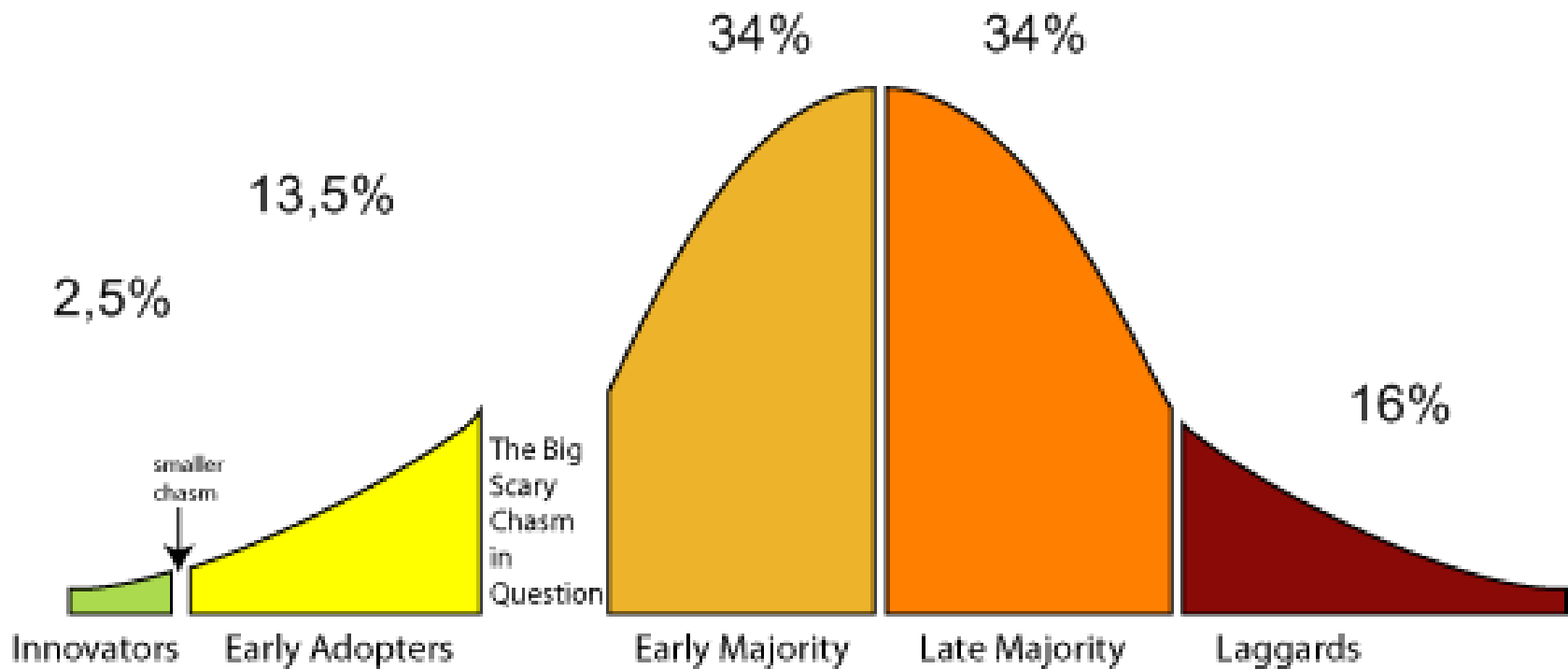
61% woont op fietsbare afstand



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Geoffrey Moore's 'Crossing the Chasm' diagram
circa 1991



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Benefits of a Bicycle



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Infrastructure & communication

Bicycle Highways on the fysical map.....

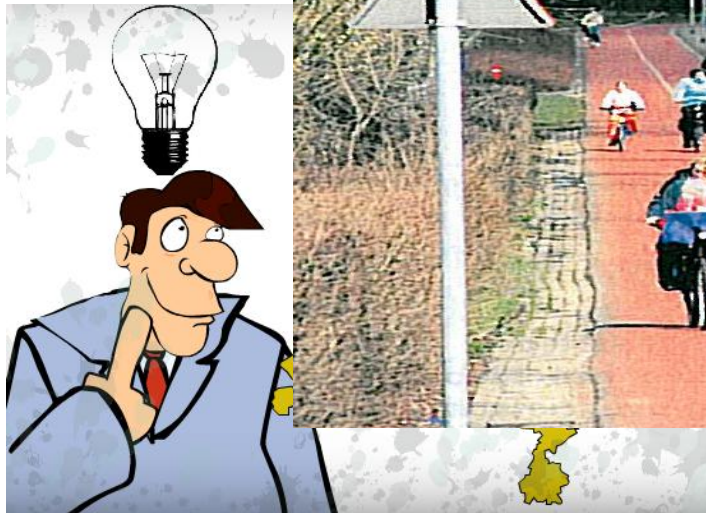


Fiets filevrij!



Infrastructure & communication

.....but also on the 'Mental Map' !



Fiets filevrij!



- Remuneration Campaign Amsterdam (2008)
- 'Trappers' campaign
- 'Rij 2 op 5' campaign



Fiets Filevrij

Tussen Amsterdam Noord of Zaanstad en Amsterdam

En verdienen € 5,-
per dag

Van 22 t/m 26 september 2008

kunt u met uw fiets geld verdienen.

Laat de auto staan en fiets naar uw werk
via één van de checkpoints aan het IJ!

Geef u op via www.fietsfilevrij.nl

Fiets filevrij!



Fiets filevrij!



Fiets filevrij!



Remuneration campaign

Register Bike to work & scan Online survey Reward



Fiets filevrij!





Motives for funding

- Transport ministry :
 - ✓ programme 'paid mobility'
 - ✓ European mobility week
- City of Amsterdam:
 - ✓ programme 'CO2 reduction'



Cost

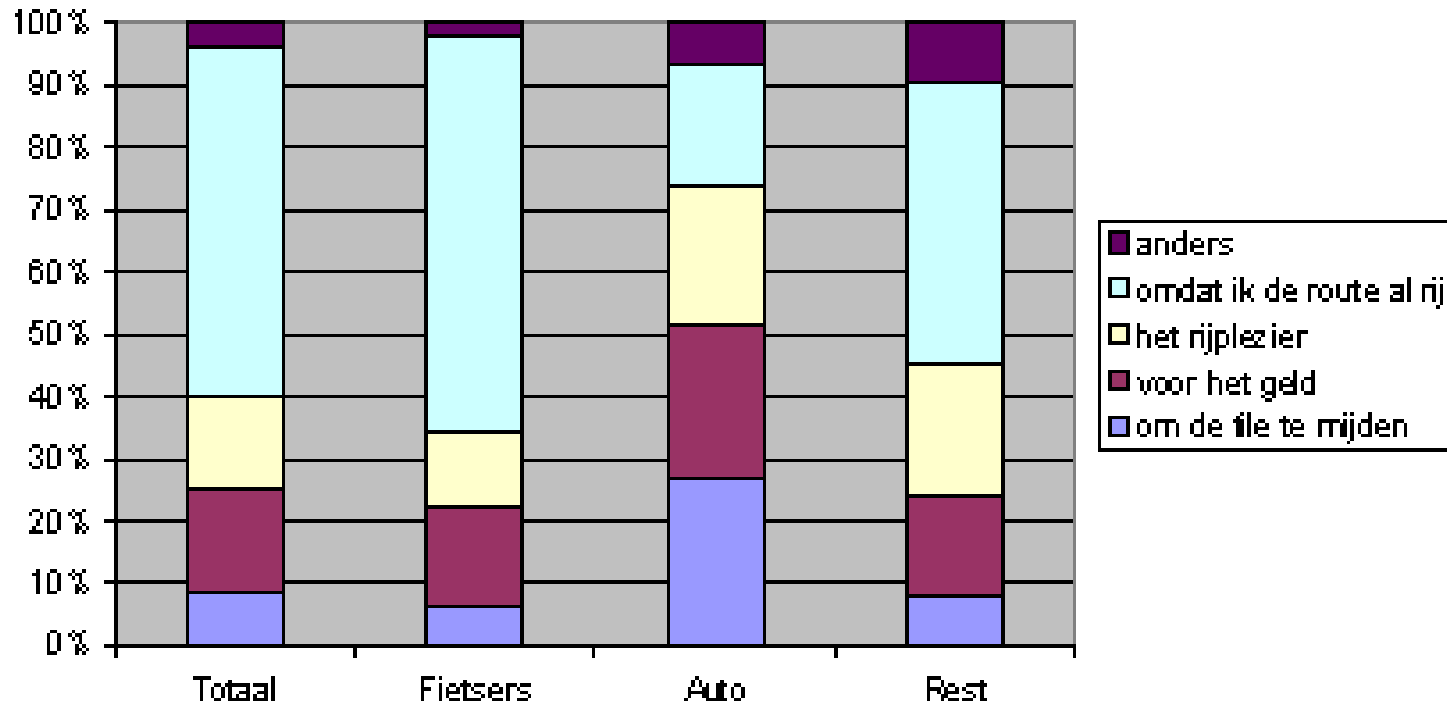
- | | | |
|-----------------------|---------|--------------------|
| • Operational cost | €12.500 | Transport ministry |
| • Reward 500 cyclists | €12.500 | Transport ministry |
| • Reward 275 cyclists | € 6.875 | City of Amsterdam |
| Total | €31.875 | |

Fiets filevrij!





Reden deelname afgezet tegen reiswijze

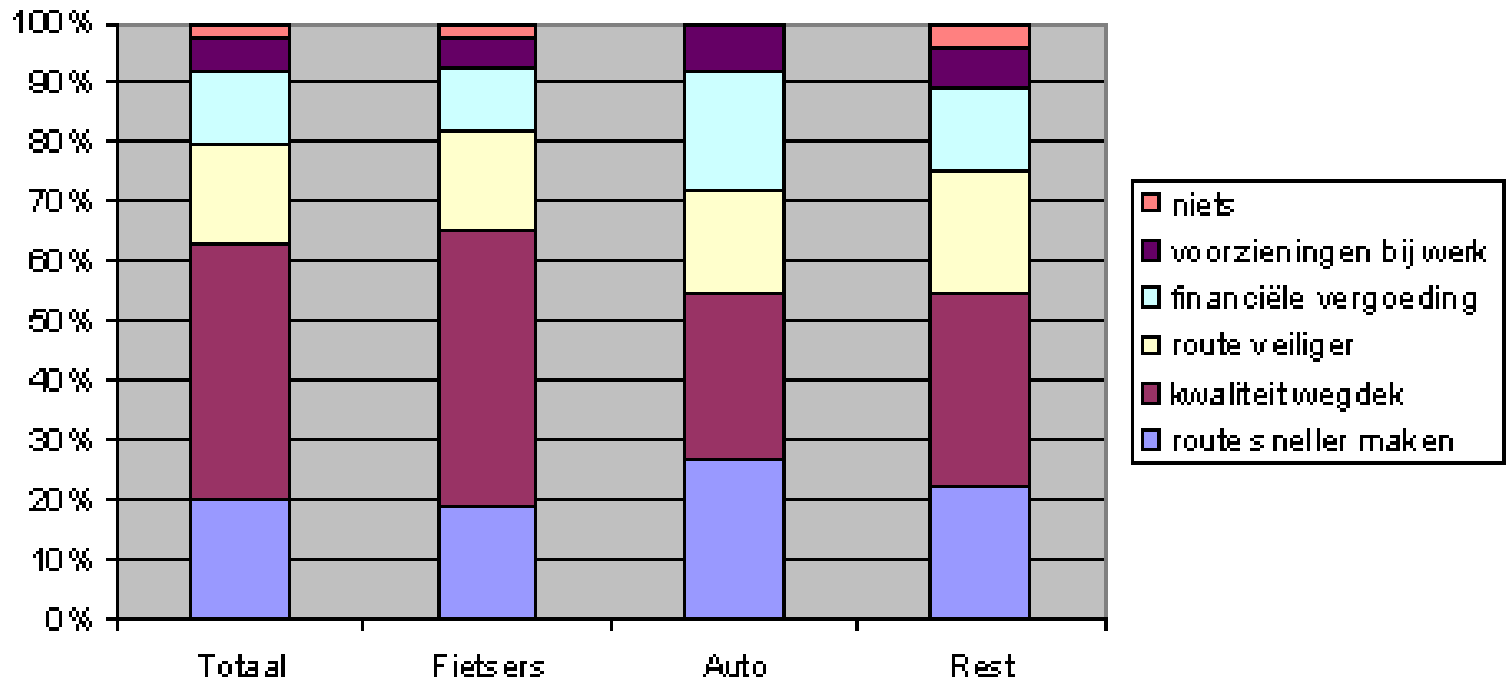


Fiets filevrij!





Wat kan u overhalen te fietsen na de actieweek afgezet tegen reisinwijze

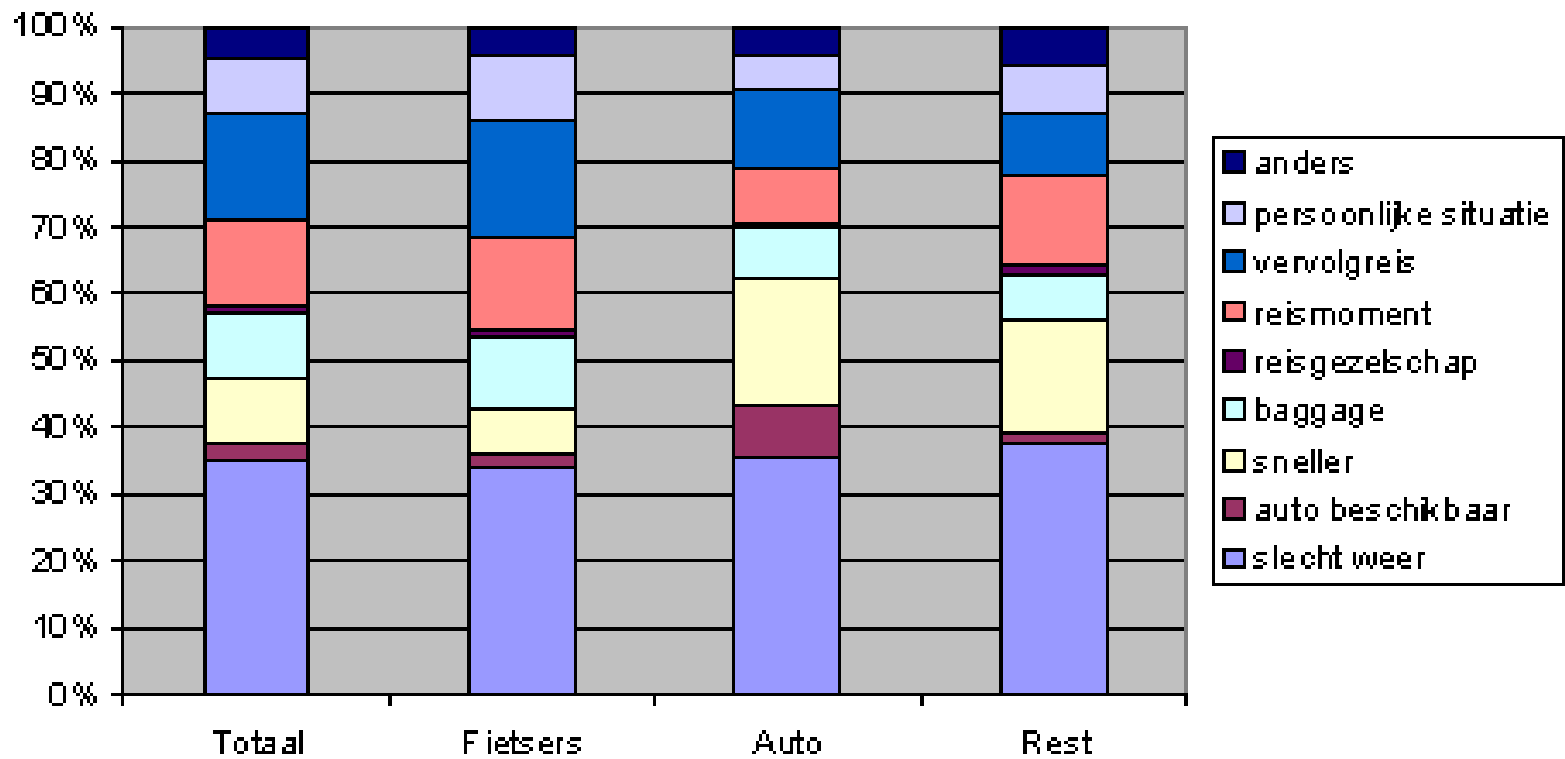


Fiets filevrij!





belangrijkste reden niet fietsen afgezet tegen reiswijze



Fiets filevrij!



Fiets filevrij!



Remuniration Bicycle Campaign Amsterdam

Regular Transport	New on this route	Keeps biking	Stimulus	Reason for not biking
• Car 75 (10%)	15%	63%	Quality Route	Weather Speed
• Bike 578 (75%)	2%	98%	Quality Route	Weather Destination
• PublicTransport 121 (15%)	10%	76%	Quality Route	Weather Speed

Total : 774

Fiets filevrij!



Fiets filevrij!



- Remuneration Campaign Amsterdam (2008)
- 'Trappers' campaign
- 'Rij 2 op 5' campaign

Fiets filevrij!



Communication campaign



Bike to work

Earn points

Cash in webshop



Fiets filevrij!



Communication campaign



Bike & Car

E-Bike service

Experience



**2 WERKDAGEN
OP DE** 

ONERVAREN M/U
E-BIKE TESTER

JE WEET NIET WAT JE ZIET

Pak jij iedere dag de auto naar je werk? Denk je wel eens 'ik zou die afstand ook kunnen fietsen, maar het is te ver en ik heb altijd tegenwind'?

Dan zijn wij op zoek naar jou!

De functie
Wij zoeken een automobilist die een maand lang een gratis E-bike wil testen. Deze elektrische fiets met trapondersteuning geeft je een steuntje in de rug bij tegenwind, lange afstanden en hellingen. Je bent bereid minimaal twee dagen per week met de fiets naar het werk te komen en je fietservaring te delen op de website rij2op5.nl.

Gelintersseerd?
Kijk op de website rij2op5.nl bij 'probeer een E-bike' voor aanvragen en de voorwaarden.

rij2op5.nl

**2 WERKDAGEN
OP DE** 

JE WEET NIET WAT JE ZIET

rij2op5.nl

Fiets filevrij!



Benefits

- Public awareness
- Policy information

