

# TRAFICOM

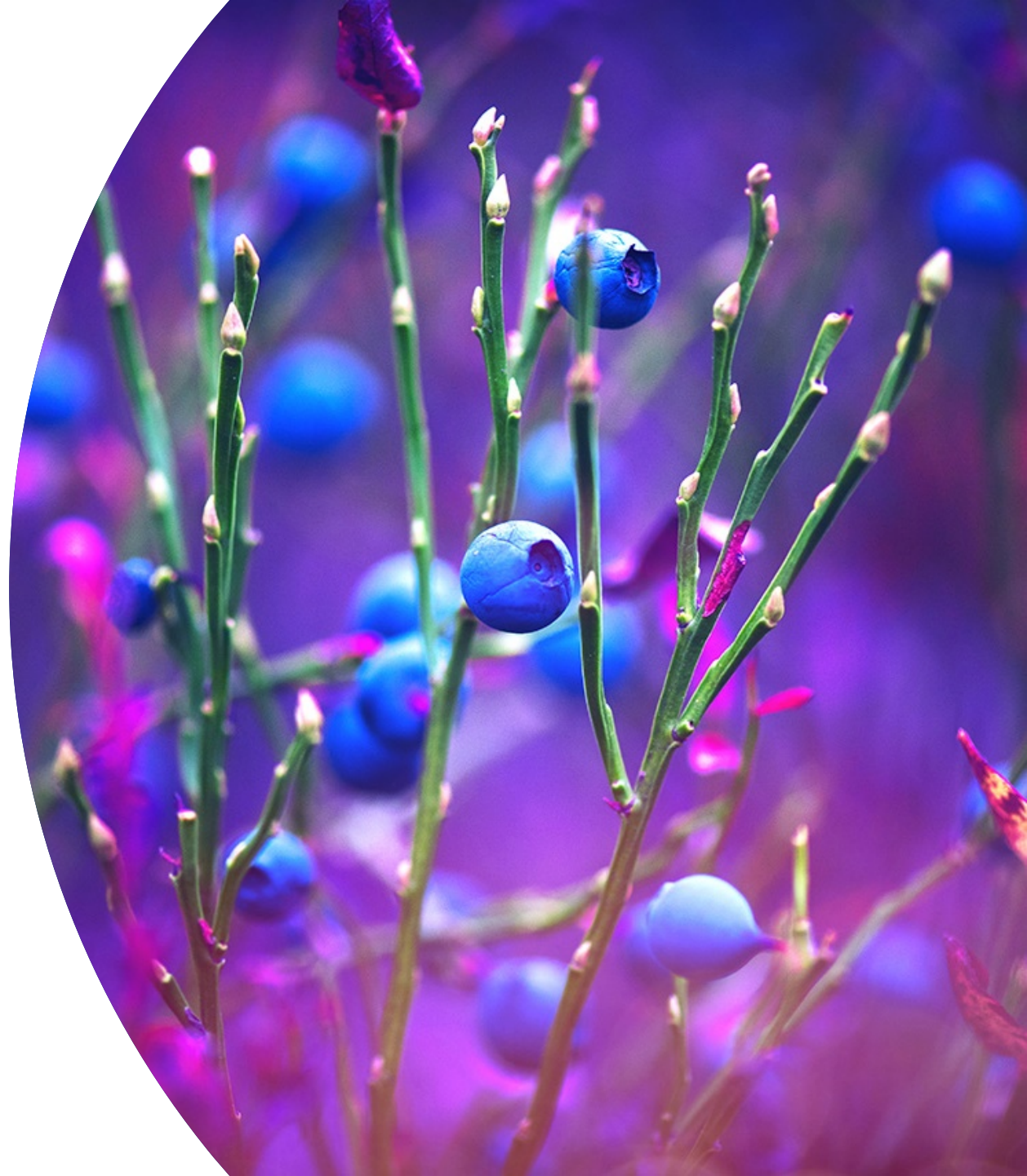
Liikenne- ja viestintävirasto

## **Kansalliset pyöräliikenteen edistämishjelmat ja strategiat**

Velo-City -jälkiseminaari

1.9.2023

Virpi Ansio





# Ohjelmassa kaksi sessiota keskittyen kansallisiin strategioihin

1. Tuesday: **Developing** impactful national cycling strategies
2. Thursday: National strategies, Translating policy **into action**

**National strategies:  
Developing  
impactful national  
cycling strategies**





# The State of National Cycling Strategies 2022

Fabian Küster, Director Advocacy and EU Affairs  
09/05/2023, Velo-city conference, Leipzig



ECF gratefully acknowledges financial support  
from the LIFE Programme of the European Union

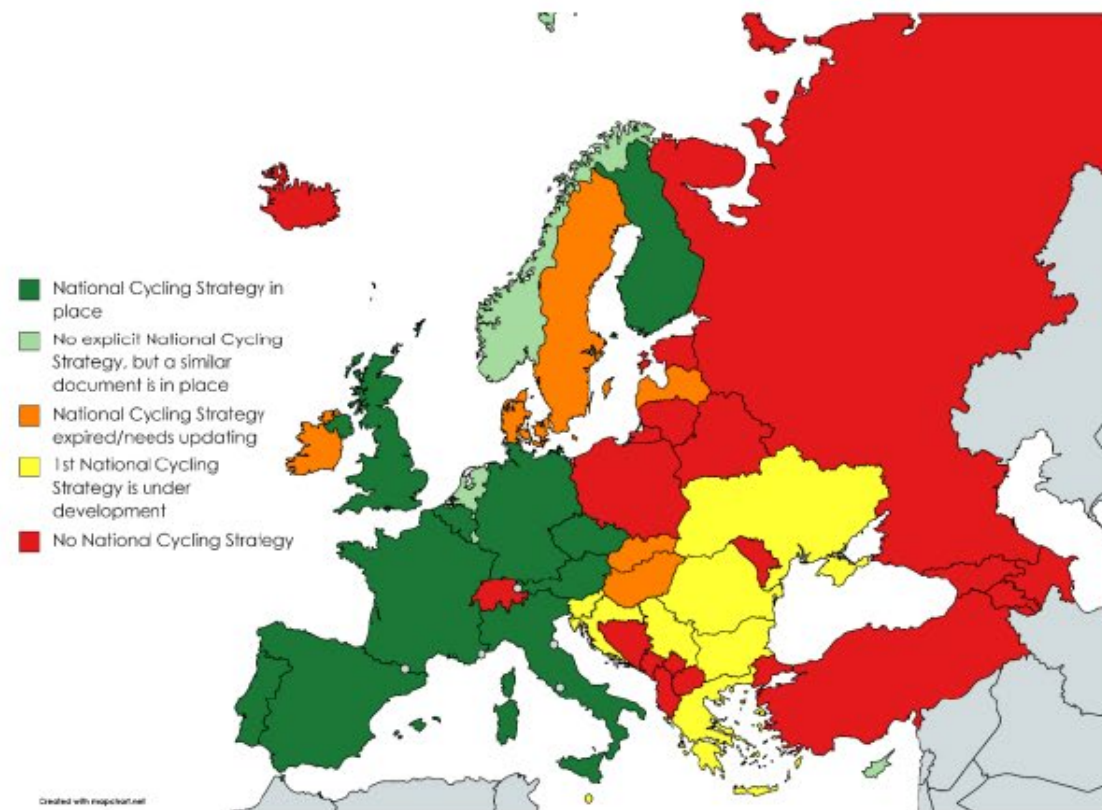


Cycling  
Industries  
Europe

ECF gratefully acknowledges financial support from the  
cycling industry via Cycling Industries Europe

[www.ecf.com](http://www.ecf.com)

-  National Cycling Strategy in place
-  No explicit National Cycling Strategy, but a similar document is in place
-  National Cycling Strategy expired/needs updating
-  1st National Cycling Strategy under development
-  No National Cycling Strategy



# Question:

# How do we get **impactful** national cycling strategies?

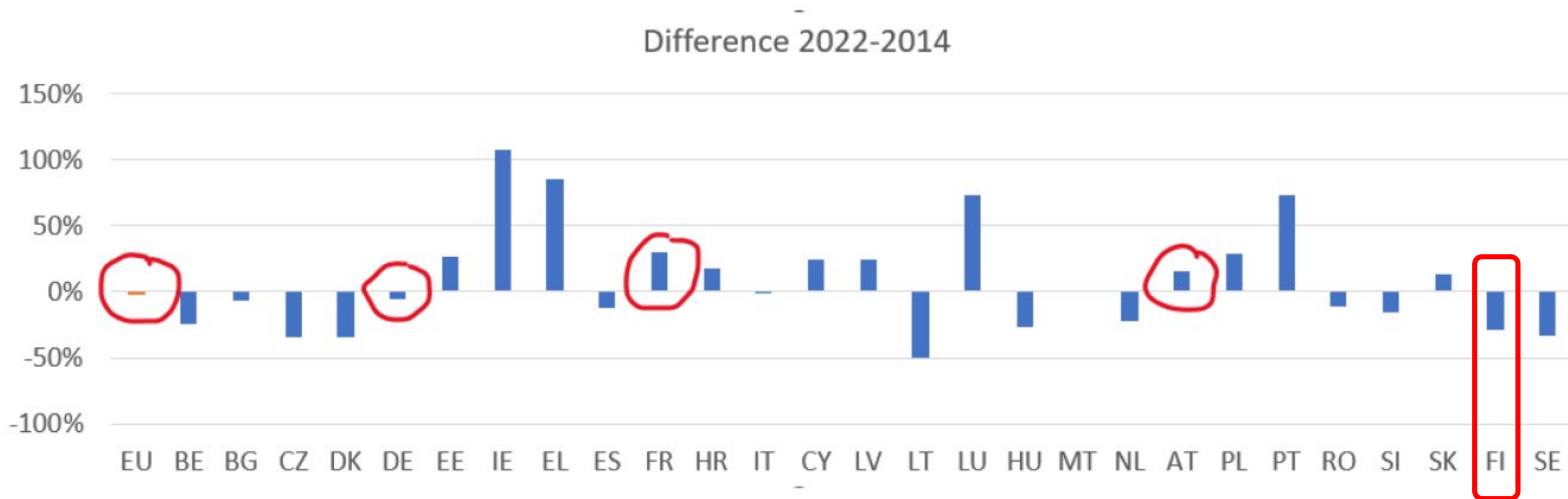


# Tavoitteet: helppoa paperilla?

- Austria: Increase from 7 % (2010) to 13 % in 2025
- France: Triple the share of cycling to 9% cycling modal share by 2024 (from 3 % in 2018)
- Germany: Double the distance travelled by bicycle by 2030 (from 112 million km/day to 224 million km/day)
- ...
- Pan-EU Master Plan for Cycling Promotion & European Parliament Resolution: Doubling cycling by 2030!

Suomi (tavoite asetettu 2018):

- Kävelyn ja pyöräilyn matkamäärien 30 % kasvu (tavoitevuosi 2030)
  - Tarkoittaa n. 450 miljoonaa uutta kävely- ja pyöräilymatkaa vuonna 2030 ja 35-38 % kulkutapaosuutta kävelylle ja pyöräilylle nykyisen (HLT, 2016) 30 % sijaan.
- > HLT 2022: yht. 31 %



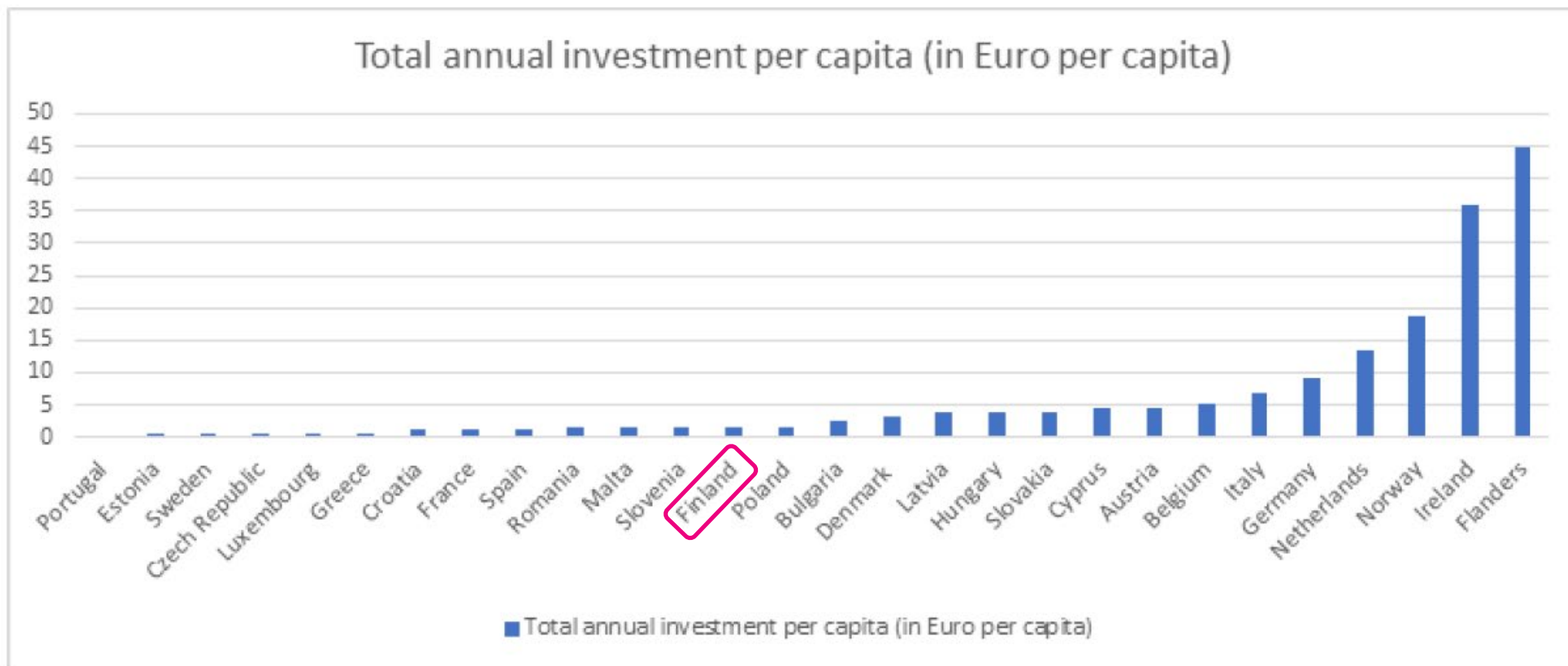


*"There is still an apparent mismatch between target-setting and deploying the instruments setting and deploying the instruments needed to meet those targets, in particular a lack of dedicated (central government) funding."*

*Fabian Küster, ECF*



# Central government investments (2022)



# Mid-term evaluation and readjustment of the Austrian Masterplan Cycling

## Velo-city 2023

Martin Eder

National Cycling Officer / Federal Ministry for Climate Action Austria

Leipzig, 9<sup>th</sup> June 2023

## Masterplan Cycling 2006-2015 / 2015-2025



- **Masterplan Cycling 2006**

- goal: double cycling modal share from 5% to 10% until 2015

- Mid-term evaluation 2011

- cycling modal share increased from 5% (2006) to 7% (2011)



- **Masterplan Cycling 2015-2025**

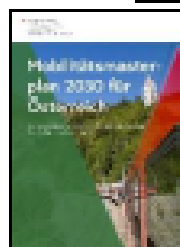
- goal: increase cycling modal share from 7% to 13% until 2025

- 24 measures (f.e. cycling coordination, bike & ride, etc.)

- Mid-term evaluation 2021

- delay due to COVID19 pandemic & lack of human resources

- Mobility Masterplan 2030 as framework in Austria for climate and energy goals in the transport sector



## Mid-term evaluation - stakeholder survey 2021

- for 71 % of respondents the Masterplan Cycling is needed
- 72 % says, that the Masterplan Cycling is influencing cycling in Austria positively
- best implemented measures
  - promoting the electric bicycle
  - cycling investment campaign and cycling funding programme
  - road safety education and cycle training
- least implemented measures
  - further development of Austrian Road Traffic Regulations and adjustment of guidelines and standards at national level
  - cycle-friendly settlement structure through spatial energy planning
  - making the transport of bicycles on trains and buses more attractive



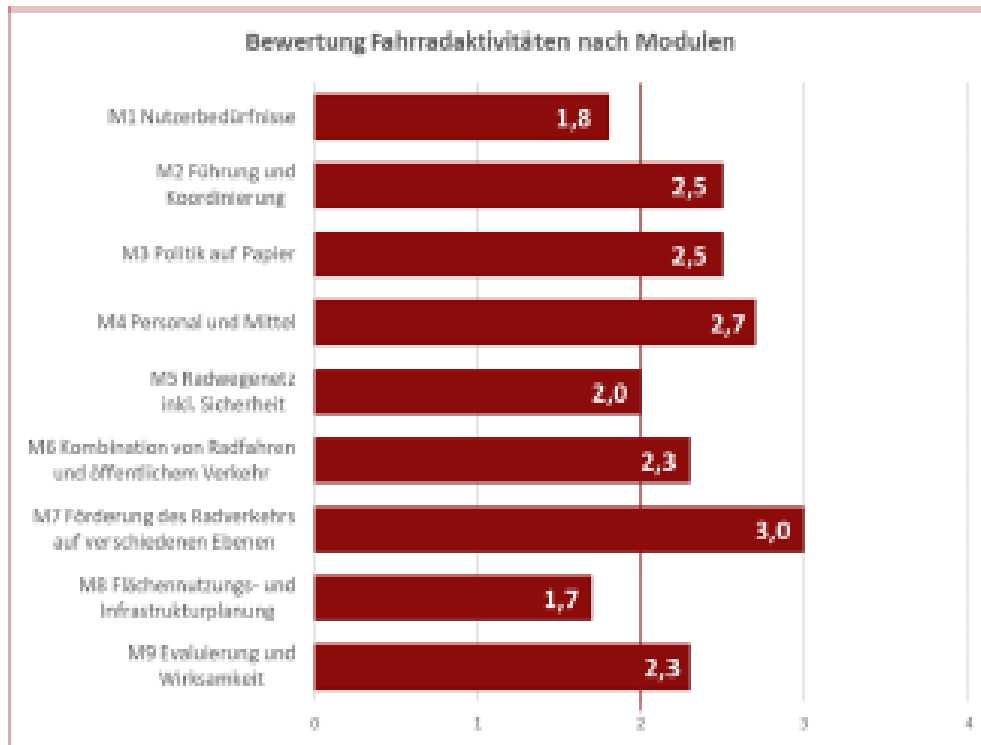
## Mid-term evaluation – Bicycle Policy Audit (BYPAD)

- Cycling policy self-assessment through politicians, administration and advocacy
- First time ever made for countries 2022 – failed to involve politicians
- Good status quo picture & new measures proposed
- [bypad.org](http://bypad.org)



## Mid-term evaluation - BYPAD results for Austria

- Good average for Austria, but still potential for improvements



- + Cycling promotion on all levels (national, regional, local)
- + National fundings increased fifteenfold
- + Motivation campaign „Austria cycles“
- + Multi-level governance



- Cycling not considered in spatial and infrastructure planning
- Cyclist's needs not enough considered
- Lack of human resources at administrations
- No comprehensive cycling network (safety)



## **National strategies: Translating policy into action**



A group of people riding bicycles, overlaid with a large black graphic of a bicycle and the text "BE CYCLIST." The background is a faded image of several people on bicycles. The graphic is a simple, bold black outline of a bicycle. The text "BE CYCLIST." is in a large, bold, black sans-serif font. The period at the end of "CYCLIST." is replaced by three small, overlapping circles in red, yellow, and red.

# BE CYCLIST.

11/05/2023





**Dominik Scholz**

strategy team - Belgian Minister of Mobility

**Belgium's national action plan for cycling promotion  
six different ways of assuring its implementation**

# Belgium's national action plan for cycling promotion

## Main principles and features

<b>more cycling</b> and a positive image of cycling	
<b>all members</b> of the government contribute within their competency	
<b>52</b> concrete and measurable <b>actions</b>	
<b>2021 - 2024</b>	



### 1- The action plan's general principles measurability and accountability

measurable actions	
detailed goal for every measure	
annual evaluation, debate and publication of the report	
interrogations in the Parliament	



# 1

 measurability and accountability

### 4 – Perpetuate measures by turning them into a law



# 4

 continuity

### 2 – Reinforcement and encouragement Visibility, communication and exemplarity

Visibility during events and visits for positive communication	
Clipping "the Cyclist" in official documents every time a measure has been carried out	
Leading by example and make sure the government is exemplary as an employer in terms of these advantages, parking in suburban etc.	



# 2

 image

### 5 – Strengthen measures by including them in other political documents



# 5

 embedded in political actions

### 3 – Seize opportunities Extend measures when there's window of opportunity



# 3

 opportunities

### 6 – Provide capacity building to facilitate follow-up and implementation

Ensuring a manager on cycling policy in the local administration who can contact other departments	
Installing a permanent Commission on Cycling Policy with the main stakeholders and actors	
Ensuring a mobility manager in every department of the local administration in order to facilitate mobility of civil servants	



# 6

 capacity building

# 1- The action plan's general principles

## measurability and accountability

**measurable** actions



**detailed goal** for every  
measure



annual **evaluation**, debate  
and publication of the report



**interrogations** in the  
Parliament



## 2 – Provide reinforcement and encouragement through communication and exemplarity

**Visibility** during events and visits for positive communication



**Citing** “Be Cyclist” in official documents every time a measure has been carried out



**Leading by example** and make sure the government is exemplary as an employer



Annelies Verlinden  
@AnneliesVL

Grote voorstander van politie op de fiets. Vergroot de verkeersveiligheid en staat dichterbij de mensen. De nieuwe opleiding fietsbrigade is een grote meerwaarde voor verschillende politiekorpsen. [@zpz\\_polbru](#) [@michelgoovaerts](#)



### 3 – Seize opportunities

Extend measures when there's a window of opportunity



European Recovery Fund was used to finance Belgian projects on circular economy



## 4 – Perpetuate measures by turning them into a law



offering minimum 8 places  
on new trains and minimum  
4 on existing trains



## 5 – Strengthen measures by including them in other political documents



Plan National  
de Sécurité  
2022-2025

Bicycle theft prevention has been added to the National Security Plan for the first time



Une Police Intégrée résiliente,  
au service de la société



## 6 – Provide capacity building to facilitate implementation and follow-up

**Recruiting** a manager on cycling policy in the administration who can contact other departments



Installing a **permanent Commission** on Cycling Policy with the main stakeholders and actors



**Recruiting mobility managers** in every department to facilitate modal shift of civil servants



**Kiitos!**

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