



Governance

....which influences cycling



WHO I am



Ruben Loendersloot,
Cycling mobility expert

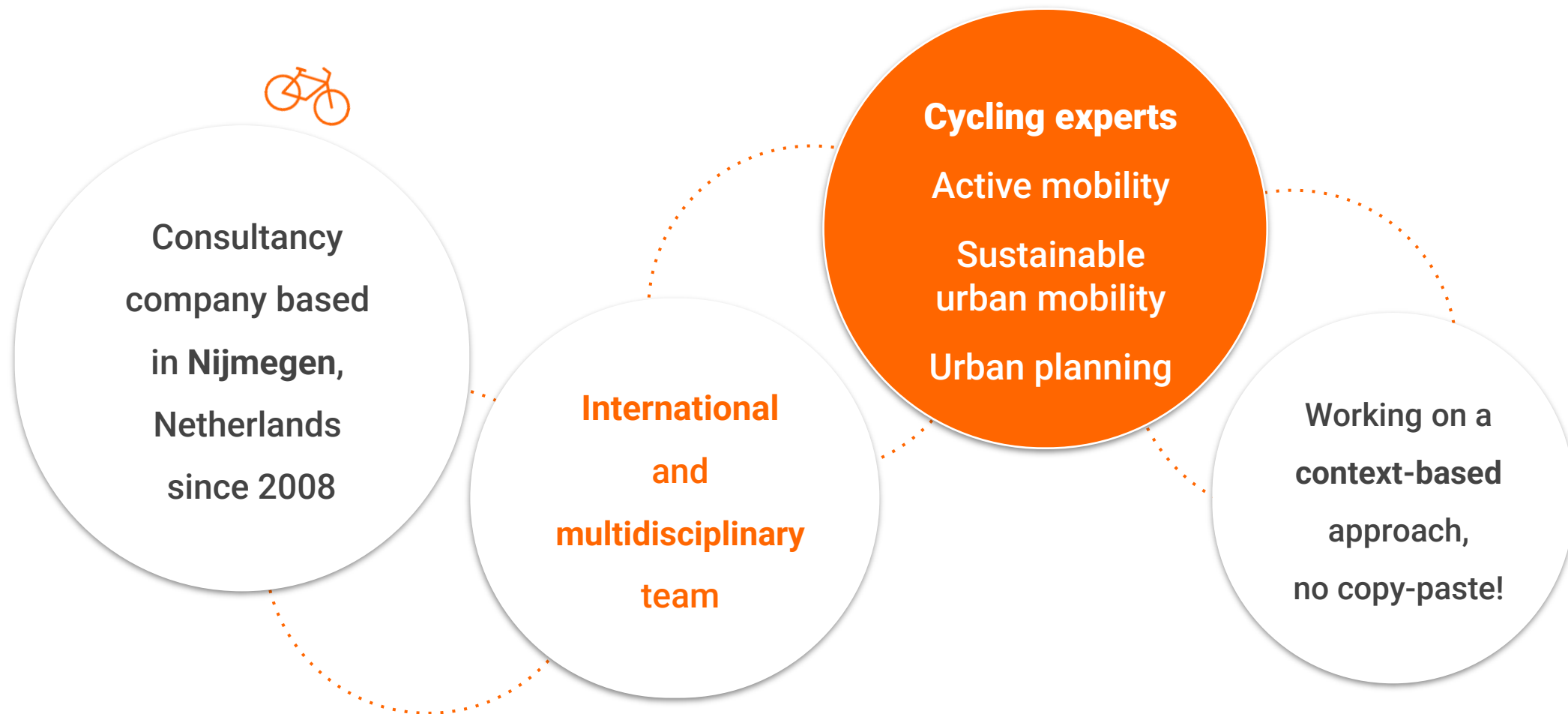
Consultant in traffic planning and mobility
management

Director at Loendersloot Consultancy
& Loendersloot International

Chairman of the Dutch Cycling Embassy



WHO are we?



WHAT do we do?

Applied research



Advice to local and regional governments



Policy making



Knowledge sharing: presentations, workshops and tours



Dutch are always cycling.....????

Most Congested Countries: Top 10

Country	Rank	T12 Months	This Month	This Month LY
Belgium	1	21,3	19,8	21,7
Netherlands	2	17,9	17,6	22,1
United Kingdo..	3	16,4	14,2	16,0
Spain	4	15,8	10,2	17,3
France	5	15,7	14,6	15,4
Italy	6	15,4	11,7	19,2
Germany	7	13,0	11,3	12,0
Canada	8	12,7	11,7	12,8
Austria	9	12,1	10,5	11,4
Hungary	10	10,5	6,9	6,8



The question is....is it about cycling or....

- Liveable city
- Quality of life
- Meeting people
- Being healthy
- Being happy
- Social coherence
- Bikenomics
- City planning



Cycling is beneficial for the economy

Riding a bicycle costs less!

The annual cost of riding a bike is approx. 300 euros whereas the annual cost of driving a car is approx. 8500 euros.¹

Society benefits from an urban km travelled by bicycle

A kilometer covered by bike yields a social benefit of 0.68 euro, whereas cars and buses cost society 0.37 and 0.29 euros per km travelled respectively.²

Cyclists spend more!

Cyclists shop more locally, more often and are more loyal compared to car drivers. Although cyclists spend less per visit, they spend more overall because they shop more often than people driving.³



Governance

Governance is the overall complex system or framework of processes, functions, structures, rules, laws and norms born out of the relationships, interactions, power dynamics and communication within an organized group of individuals which not only sets the boundaries of acceptable conduct and practices of different actors of the group and controls their decision-making processes through the creation and enforcement of rules and guidelines, but also manages, allocates and mobilizes relevant resources and capacities of different members and sets the overall direction of the group in order to effectively address its specific collective needs, problems and challenges.





GOVERNANCE

*Effective governance does not focus on the latest and greatest in mobility and urbanity, but is the on-going broad and effective **involvement of the stakeholders.***

- *Wijnand Veeneman, 2021*



GOVERNANCE

- Centralized/National Level
 - Standard
 - Guidelines
 - Infrastructure
- Decentralized
 - Application of standards
 - High levels of agency
 - Pragmatism

fietsberaad
CROW

Design Manual for Bicycle Traffic





Stakeholdermanagement

- Bike planning organization-wide (and city-wide)!
- Urban planning
- Civil engineering office
- Green Office
- Etc.
- Open discussion...
- Regulations
- Work packages
- integral
- Use good examples

Governance: smart policy making



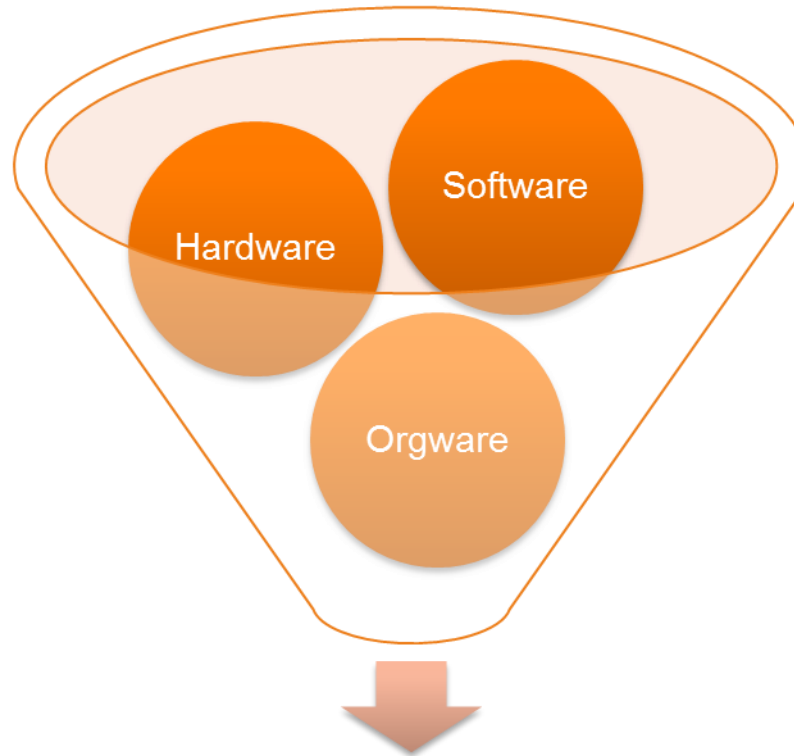
Governance: the key is the continued efforts

Aelbrechtskade, Rotterdam



Good balance between measures!

- > Knowledge
- > Courage
- > Perseverance
- > Experience
- > Research
- > Commitment
- > Marketing
- > Early adopters
- > Strong included policy on all governmental levels
- > Smart policy making



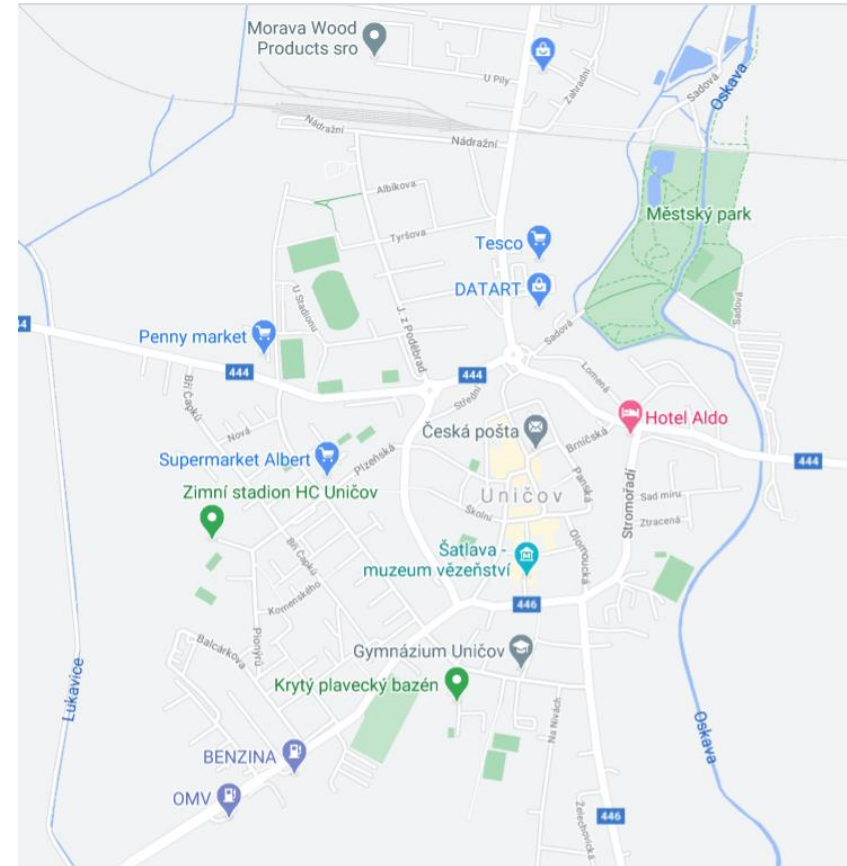


Process

- Politics – ambition - participation
- No subtask; Integral!
- Clear goals, flexible process
- Together **WITH** criticsasters instead of **AGAINST**
- Management participates! No “bike planner's paradise”
- Discuss whether and where it is allowed to deviate from regulations
- Technology and rules in connection with the basis and user perspective

Process (vision)

- Cycling is not (only) an issue for the mobility department
- Ambition.....but realistic
- Content.....communication...
.....organisation
- Organize participation





Process (vision)

- Open dialogue
- Use the right knowledge (not only engineers!)
- Compare with the comparable....
- There is more than only cycling!
- On all organisational levels
- Bring people together!
- User perspective

Process (road map)

- Take your time! (Netherlands 40 years)
- Responsibilities; experts – teamleaders - directors - politicians
- Be honest
- Start now!
- Steps:
 - Expertplanning
 - Marketing and communication
 - Citizens/stakeholderinvolvement
 - Executionplanning and financing
 - Ambassadors



Process (road map)

- Open mind
- Integral
- Don't try to persuade.....but let them discover
- Find joint goals!
- Departments:
 - Economics
 - City planning
 - Public transport
 - Social
 - Health
 - Maintenance



Process (first steps)

- Reliable planning and financing
- Media planning
- One stop shop
- Visible actions/events





Financing your goals.....

- Area operation (all costs and benefits of public space together)
- Prevention Fund (health, safety, climate, sustainability, etc.)
- Part of Public Transport concessions
- Re-allocation of resources within local governments
- Funding by national and provincial government
- Public – private investments



Conclusions

- Governance regarding cycling is much more than mobility planning and making visions.
- Governance is what you make together
- The Cyklo koordinator should be “the oil in the machine”
- Involve stakeholders early (even when you don’t like them).
- Take your time!



It's not about bikes.

**“It's the city and its
people!”**

Thank you for your attention



Contact:

Loendersloot International BV

ruben@loenderslootconsultancy.nl

+31 6 51328082

<https://loenderslootinternational.com/>

