

Shifting up a gear

The bike, winning over European cities

4<sup>th</sup>

Symposium

Strasbourg

16 October 2014

# Strasbourg - a cycle ahead

Strasbourg is the most cycle-friendly city in France, with bikes taking 15% of the modal share for city-centre trips and 8% for the suburbs. The cycle-track network extends over 580 km, while the city council allocates a yearly budget of some 5 million euros for cycle transport.

The current development plan sets out to double the modal share for cycling by 2015, to reach 8% for the city as a whole. The main points of the plan are as follows:

- increasing cycle-parking facilities in the city centre and around the train and tram stations,
- developing the Vélhop self-serve bike hire system as well as other services,
- cyclist safety,
- technological innovation and experimentation in communication and infrastructures,
- developing new cycle tracks and an infrastructure network.

Strasbourg is also one of the cities taking part in a nationwide trial to test new sections of the highway code, new signaling and redesigned intersections. The scheme is being jointly carried out with government bodies Cerema and DCSR. The city's aim is to be one of the most-cycle-friendly cities in Europe.

**PRE-SYMPOSIUM 15 OCTOBER , 5 PM to 7 PM**

**Cycle tour around** highlights for cyclists in Strasbourg.

**The cycle-tour map** can be downloaded on [stras.me/symposium-velo](https://stras.me/symposium-velo)

**Meeting-point** outside the administrative centre of the Urban Community, 1 parc de l'Étoile.

**Registration is mandatory, only a limited number of places are available.** Velhop bicycles will be provided.

# Why this symposium?

The symposium is one of a number of yearly meetings on active mobility held in Strasbourg. Subjects include the bicycle code, bike sharing and pedestrians at the centre of the city. This year's focus is on driving the use of bicycles, in the same way as other cycle-friendly European cities.

Cycling has grown considerably in a number of European towns and cities since the 1990s. It is a result of the drive to have safer, quieter cities, a better quality of life and to preserve the environment by fostering the use of the bicycle, while at the same time conducting a sustainable mobility policy.

Strasbourg has invited councilors and experts from pioneering cities such as Copenhagen and Groningen, and also Karlsruhe and Offenburg, Basel and Berne to explain how they have managed the "cultural revolution" of the shift from car to bicycle for trips within the city.

While Strasbourg is one of the leading French cities with regard to modal share for cycling, it is clear that France still has a lot of ground to make up and would do well to follow the example set by other European cities.

This symposium is aimed at councillors and politicians and engineers and technicians who are looking to develop a new form of intra-city mobility. It sets out to provide a platform for key questions regarding innovative active-mobility public policies, especially those concerning cycling. It will offer a suggestion box for towns and cities seeking to increase the modal share of cycling.

The event is being organised by the City of Strasbourg and by the Cerema centre for scientific and technical expertise on risks, the environment, mobility and development, which works alongside government departments and regional authorities in the formulation of public policies, in partnership with FUB, the CNFPT, the AITF, Voirie pour tous (the highway for all) and the French Association of Cycling Cities and Territories

## PROGRAMME

**08.30** Reception and breakfast

**09.00** Plenary session in the auditorium

**Olivier Razemon**, journalist and columnist for *Le Monde*, will be chairing the morning session and will be asking the panel searching questions.

### Symposium opening

**Roland Ries**, Mayor of Strasbourg, Deputy Leader of the Urban Community and Chairperson of the French Association of Cycling Cities and Territories

**9h15 The cycle-friendly city: a win-win solution in an active mobility policy**

**Frédéric Héran**, associate professor in economics at the CLERSE - CNRS University of Lille 1, and author of the book *Le retour de la bicyclette. Une histoire des déplacements urbains en Europe de 1817 à 2050. (The return of the bicycle. A history of urban travel in Europe from 1817 to 2050)*

**"The active modes plan in France: encouraging a shift to a higher gear"**

**Dominique Lebrun**, interministerial coordinator for the development of cycling

**Benoit Hiron**, head of the CEREMA (ex Certu) safety group of users and trips

*Questions from the audience*

**10.15** Break

## 10.30 Examples of bicycle policies in Europe

Each speaker will outline his/her city's mobility policy, based around the key issue of what the gamechanger was for cycle development in each of the cities concerned?

**Basel** by **Alain Groff**, Head of Mobility, Basel

**Berne** by **Roland Pfeiffer**, head of bicycle/pedestrian policy, Berne

**Karlsruhe** by **Frau Prof. Dr Anke Karmann-Woessner**, Head of Urban Planning, Karlsruhe

**Offenbourg** by **Oliver Martini**, Burgermeister/Deputy Mayor, responsible for mobility for a medium-sized town in the Eurodistrict Strasbourg/Ortenau

**Groningen** (Netherlands) by **Cor Van der Klaauw**, in charge of cycling for the town of Groningen

*Questions from the audience*

## 12.45 Call for contributions for Vélo City France 2015 *Cycling: Future Maker*

**Hadrien Bedok**, Travel Department Nantes Métropole

## 13.00 Buffet lunch

## 14.00 3 concurrent workshops in the auditorium and in meeting-rooms

### Workshop 1 **The bicycle: a remedy for a society in crisis?**

**The vision of cycling blogger Olivier Razemon**, journalist and columnist for *Le Monde*, author of the book "*Le pouvoir de la pédale ou comment le bicycle transforme nos sociétés cabossées ? (The power of the pedal, or how the bicycle is changing our battered societies?)*"

**The viewpoint of Swiss cyclists - Roland Fischer**, national adviser, presents the survey conducted by Pro Vélo to measure inhabitants' satisfaction with cycling policy in Swiss cities.

*Questions from the audience*

### Workshop 2 **Getting over obstacles, what holds people back from using the bicycle?**

**Thomas Jouannot**, Expert in road safety and developing the use of the bicycle, Cerema

**Benoit Vimbert**, Head of Research, ADEUS

*Questions from the audience*

### Workshop 3 **The bicycle: on the move around town**

**The example of women from migrant backgrounds and bike schools**

**Geneviève Laferrere**, President of the FUB

**Fabien Masson**, Head of Cadr 67

**Bike repair workshops for young people**

**Amélie Dumoulin**, co -spokesperson of Heureux Cyclage

*Questions from the audience*

**15h30** Plenary session in the auditorium

**Without communication, can there be a cycle-friendly city? Creating a bicycle culture**

**Mikaël Coville-Andersen**, Head of specialist consultancy **Copenhagenize**, which conducts surveys, advises towns and cities and publishes the worldwide rankings of cycle-friendly cities

*Questions from the audience*

**16h30 Conclusions: a European vision**

**The European Biking Cities network, a stand-out-European project for cycle-friendly cities and towns** (Potsdam, Mannheim, Strasbourg, Bolzano, Brighton/Hove, and Vitoria-Gasteiz)

**Wasilis Von Rauch**, project manager and blogger for the Verkehrsclub Deutschland association for the defence of the environment

**European policy for sustainable urban mobility: what's the future for the bicycle? What are the European programmes?**

Daniela Rosca, MD MOVE, Head of Unit: Clean Transport and Sustainable Urban Mobility, European Commission

## **The cycle-friendly city: a win-win solution in an active mobility policy**

**Frédéric Héran**, associate professor in economics at the CLERSE - CNRS University of Lille 1, and author of the book *Le retour de la bicyclette. Une histoire des déplacements urbains en Europe de 1817 à 2050. (The return of the bicycle. A history of urban travel in Europe from 1817 to 2050).*

Historical and the International analysis of bicycle use in an urban context to gain a better idea of how it compares with other modes of transport. The cycle-friendly city is strongly dependent on the "ecological transport system" that can be put into place to provide alternatives to transport by car.

## **The active-modes plan in France: encouraging towns and cities to shift up a gear**

**Dominique Lebrun** Inspector General of the administration of sustainable development.

Interministerial coordinator for developing the use of the bicycle.

Increasing the use of the bicycle means setting up a national "bicycle system". This is what the interministerial coordination has been asked to do, working alongside local authorities, associations and government departments.

The Minister of Transport has asked for the bicycle plan to be broadened to cover all active transport modes. PAMA, the active mobilities action plan, published on 5 March 2014, sets out to establish favourable conditions for the implementation of a shared vision and ambition and to develop these transport modes for everyday commuting.

**Benoit Hiron** Head of the CEREMA (ex Certu) safety group of users and trips

Cerema centre for research and expertise with regard to risks, the environment, mobility and development.

Regulatory changes are set to be introduced as part of the PAMA active-mobilities action plan to allow local authorities to use the development toolbox. These changes will also help open up new possibilities which are already in operation in neighbouring countries.



## Examples of cycling policies in Europe

### **Alain Groff** Head of Mobility, **Basel**

Basel is a city where cycling plays an important role in everyday commuting. The bicycle is part of a dense, efficient urban transport network and occupies an important position in urban commuting, where the use of the private car is at a particularly low level. This is a result which has been achieved step-by-step, using an approach based on traffic-calming measures throughout the city and where road-planning factors in the comfort and safety of bicycle users. The cycle track network is, on the other hand, fairly sparse due to a lack of available space although there are plentiful bicycle parking facilities, which are generally simple in design and of modest cost. In 2010, the inhabitants of Basel set a statutory objective of reducing city centre automobile traffic by 10% within the next 10 years. The bicycle development policy is part of this proactive mobility policy, which aims to facilitate non-motorised travel.

Basel is located within a highly fragmented area, which includes the four Swiss Cantons, as well as parts of Alsace and Germany. The equally fragmented nature of the local political structures represents an obvious issue for establishing a consistent mobility policy.

### **Roland Pfeiffer** Head of the bicycle / pedestrian policy, **Berne**

Berne is not an obvious candidate for championing the use of bicycles, with its up-and-down streets and its excellent public transport system, with excellent bus and tram coverage. The bicycle is, however, widely used, with a modal share of about 12%. The presentation highlights the city's policy for enhancing cycling mobility and avoiding conflicts with trams.

### **Prof. Dr Anke Karmann-Woessner** Head of Urban Planning, **Karlsruhe**

Karlsruhe's 20-point bicycle plan, introduced in 2005, opened the way to a large-scale promotion of bicycle use. It involved building a continuous cycle track network, removing accident black spots, creating bicycle parking facilities and introducing measures such as the *Kopf an Motor aus* campaign. The aim was to increase the modal share of the bicycle (at the expense of vehicles), which went up from 16% in 2002 to 25% in 2012. The current integrated urban development plan has set out a modal share objective of 30% by 2020.

In the future, the "bicycle as a system" model will become an increasingly important and systematic part of local urban development. The concept of road safety, for example, will apply to the whole of the urban area and to all transport modes. The bicycle needs to be considered as a crosscutting issue, to be factored in across all local authority policies. New services, including self-service bicycles and guarded parking facilities, are also being introduced.

## **Oliver Martini**

Bürgermeister/Deputy Mayor of **Offenbourg** in charge of mobility

Offenbourg is a medium-sized town with a population of about 58,000 and has enjoyed a concerted bicycle promotion policy since the 1980s. The modal share of biking across the town is 25%. Cycling policy has had to adapt to a number of factors, including the increase in the number of cyclists and also technological developments such as the electric bicycle. Offenbourg has drawn up the fifth in a series of programmes for promoting the bicycle, which factors in these developments. The new programme is currently being implemented and sets out not only to keep up the modal share but also to increase it.

## **Cor Van der Klaauw** in charge of bicycle policy, **Groningen** (Netherlands)

Groningen is a city with a population of about 200,000, where bicycles enjoy one of the highest modal shares in the world, reaching 50% over the city as a whole and over 60% in the city centre. Over the last 40 years, Groningen has been focusing on sustainable forms of mobility, in particular the use of bicycles. The city has made considerable investments, including cycle tracks and dedicated bridges for bicycles to allow cyclists to reach strategic points (city centre, schools, the University, offices, sports facilities, stations, etc.) within as short a time as possible. Key features include dedicated cyclist traffic lights, roundabouts for bicycles and an extensive network of bicycle parking facilities, including covered bicycle parks by the station, free guarded bicycle parks in the city centre and near schools, all of which encourage the use of the bicycle.

## **Hadrien Bedok** Travel Department, **Nantes**

**Call for contributions for the 2015 Velo City France conference:** Nantes is hosting the next European Velo City conference (2 – 5 June, 2015), in partnership with the ECF, based on the theme *Cycling: Future Maker*. The conference program is based on international contributions on the following themes:

- The bicycle, a tool for transition,
- Sharing the public space,
- A condition for a democratic use of the bicycle.

## Workshop 1 The bicycle: a remedy for the crisis of society

**Olivier Razemon** journalist and columnist for *Le Monde*, author of the book *"Le pouvoir de la pédale ou comment le bicycle transforme nos sociétés cabossées ? (The power of the pedal, or how the bicycle is changing our battered societies?)"*

**The vision of a cyclist blogger:** our society is suffering, with unemployment and job insecurity eating into household budgets. Smaller towns are becoming poorer, while raw materials are becoming increasingly scarce and expensive, and public funds continue to be squeezed. At the same time, we are all seeking to lead long lives and keep in good health. The bicycle is a reliable, affordable and robust solution to these issues, so let's use it more!

### **Roland Fischer**

National advisor and member of the board of Pro Vélo Suisse

Every four years, Pro Velo Switzerland produces a survey showing how the population considers the infrastructures for bicycle mobility and safety, the transport policy and the promotion of the use of the bicycle in Swiss towns and cities. Alongside the publication of the results, the winner of the Swiss Velo City is announced. Results of the 2013 survey show very high cyclist satisfaction levels, up on the results of the 2009 survey. Burgdorf was awarded the 2013 Velo City prize.

## **Workshop 2 Getting over obstacles - what holds people back from using the bicycle?**

**Thomas Jouannot** Expert in road safety and developing the use of the bicycle, Cerema

Although cycling enjoys an excellent image and more and more people are taking to it as a mode of transport, the use of the bicycle still remains low and is held back by a number of obstacles, including unsuitability of roads, weather conditions, ignorance of the health benefits of cycling and also psychological and sociological obstacles. We do, however, have the means to get over these obstacles, such as introducing a different way of sharing roads and public spaces, communication campaigns on the health benefits of cycling and encouraging the use of the bicycle in corporate travel plans. Will the introduction of these levers help encourage the idea of the bicycle as a mode of transport in itself, as is the case in many of our European neighbours?

**Benoit Vimbert** Head of Research ADEUS

Strasbourg urban planning agency

Two thirds of the trips within the city are shorter than 3 km and this in itself shows the potential for increasing the modal share of the bicycle, which is, however, currently struggling to get over the 10% mark. While the biggest obstacles concern infrastructure, investment by local authorities is having an effect. International comparisons have shown that weather is not an issue. The principal remaining obstacles relate to the image and acceptance of cycling as a transport mode and to providing support for the shift to cycling.

## Workshop 3 **The bicycle: on the move around town**

### **The example of women from migrant backgrounds**

**Geneviève Laferrere**, President of the FUB - the Federation of Bicycle Users

For the last 15 years, the FUB bike School network has been teaching both young people and adults how to use the bicycle. Women from migrant backgrounds are able to acquire autonomy, travel out of their district, create intergenerational and intercultural social networks and experience the pleasure of cycling with the family and with friends.

**Fabien Masson** Head of CADR 67

For the last 40 years, CADR 67 has been busy encouraging the bicycle as a means of travelling in and around Strasbourg. The last 3 years have seen it playing an active role in both the inner and outer parts of the city with its travelling bike school, which helps adults to learn how to use the bicycle.

### **Bike repair workshops**

**Amélie Dumoulin** Co-spokesperson of' Heureux Cyclage

There are now over 100 proactive bike repair workshops within the French Heureux Cyclage network. When the bike workshop arrives at an estate within the city, it means busy hands, lots of laughs, a manual activity and visible results with bikes repaired and ready for use. The "let's repair bikes together" activity is becoming increasingly popular with young people. One of the main benefits is the strengthening of intergenerational bonds and an increase in social diversity. It also acts as a job scheme, firstly with volunteers and then through the creation of jobs in the sector.

## **Without communication, can there be a cycle-friendly city? Creating a bicycle culture**

**Mikaël Coville-Andersen**, Head of specialist consultancy **Copenhagenize**, which conducts surveys, advises towns and cities and publishes the worldwide rankings of cycle-friendly cities

Bicycle Urbanism by Design, or the importance of taking a different approach to urban planning after 100 years spent encouraging the use of the car. What we now need to do if we want to change ageing, car-focused city centres, is to drive urban planning on the basis of Direct Observation and Design Principles. This change of mindset in cycling policy must be based on positive communication and a change in the image of the cyclist.

## **Conclusions of the symposium: the European vision**

**Wasilis Von Rauch** European Biking Cities Project managers - environmental NGO Verkehrsclub Deutschland e.V., writer of the [www.eradhafen.de](http://www.eradhafen.de) E-bike blog

### **The European Biking Cities network (EU Clean Air campaign)**

The campaign sets out to show that encouraging cycling can provide an efficient solution for bringing down air-pollution in towns and cities. It features exchanges of know-how and the campaign for promoting cycling policies in network member towns and cities: Brighton-Hove (GB), Bolzano (I), Mannheim (D), Potsdam (G), Strasbourg and Vitoria-Gasteiz (E). The actions are also meant to encourage other European towns and cities to follow their example to become sustainable population centres with clean air.

For further information: <http://www.cleanair-europe.org>

**Daniela Rosca, MD MOVE, Head of Unit: Clean Transport and Sustainable Urban Mobility, European Commission**

**European policy for sustainable urban mobility: what's the future for the bicycle? What are the European programmes?**

# To find out more and register [stras.me/symposium-velo](https://stras.me/symposium-velo)

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## Symposium location

### **Cité de la musique et de la danse**

1 place Dauphine, Parc de l'Étoile Strasbourg

Tel : +33 (0)3 88 43 68 00

## Organisers

**Urban Community of Strasbourg** [www.strasbourg.eu](http://www.strasbourg.eu)

**Cerema** (Centre for scientific and technical expertise on risks, the environment, mobility and development) [www.cerema.fr](http://www.cerema.fr)

## Partners

- **AITF** [www.aitf.fr](http://www.aitf.fr)
- **CNFPT** [www.cnfpt.fr](http://www.cnfpt.fr)

**French Association of Cycling Cities and Territories** [www.villes-cyclables.org](http://www.villes-cyclables.org)

- **FUB** Federation of bicycle users [www.fubicy.org](http://www.fubicy.org)
- **Une voirie pour tous (a highway for all)** [www.voiriepour tous.developpement-durable.gouv.fr](http://www.voiriepour tous.developpement-durable.gouv.fr)

## Registration

By completing the form on the symposium website: <http://stras.me/symposium-velo>  
Registration is subject to seat availability

## Getting there

**Tram:** lines A or D, get off at Étoile Bourse or lines E or F, get off at Étoile Polygone

[www.cts-strasbourg.fr](http://www.cts-strasbourg.fr)

**Taxi 13:** +33 (0)3 88 36 13 13

**Vélohop**, bike sharing in Strasbourg, centre in the train station

[www.velhop.strasbourg.eu](http://www.velhop.strasbourg.eu)

+33 (0)9 69 39 36 67

city map available on the app and [www.strasmap.eu](http://www.strasmap.eu)

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**Strasbourg tourist office**

[www.otstrasbourg.fr](http://www.otstrasbourg.fr)