



ARTICLE FROM THE BOOK:

Cyclists & Cycling Around the World – Creating Liveable and Bikeable Cities

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6. Cycling Policy

This chapter contains three articles dealing with cycling policy and design that can be of great inspiration for other cities. One article is a general strategy to promote urban cycling through a conscious development of a cycling infrastructure with the recommendation to build upon the strengths of each individual city. The second article describes a multi-modal policy for the coordinated use of bikes and public transport, which can meet the needs for travelling from door to door in urban areas. The third article covers the process of developing an Urban Bikeway Design Guide, which shows how political will and desire can be allied to modern innovative dynamism, and how international cooperation can promote best practices in cities around the world.

In his article ***Bicycle strategy***, Roger Geller describes the Portland experience. In 2003, in order to support the increasing number of cyclists, Roger started to develop a tool to categorise the citizens based on their willingness to use their bicycles as part of their daily life. He identified four types of “Transportation Cyclists” and based his strategy on the analysis of the needs of these groups. The first step was to provide conventional bikelanes on collector streets which would attract a smaller dedicated group, “the enthused and confident”. This resulted in increased visibility of cyclists on the city’s main road networks leading to a desire for further improvements. The next step was to prioritise designing for the major group, “the interested but concerned,” who would cycle if good facilities were provided. Roger goes into interesting details as to how the city developed into one of the most cycle-friendly cities in the US. The main strategy is: “Build to your strengths,” which covers exploiting both the physical opportunities in the street network as well as the economic and political conditions on an ongoing basis. Part of the strategy was to be pragmatic, going after the “low-hanging fruit”. Portland’s strength is a tight grid network of relatively narrow streets offering the possibility of equipping a network of Bicycle Boulevards. Roger states that the idea of building to ones strengths takes different forms in different cities. He then looks at how local conditions affected the solutions found in other American cities.

Tom Godefrooij bases his article ***Multi modal transport policy***, on the example of the Dutch “bicycle and train” system. Tom presents us with an analytical framework for optimising the combined use of bicycle and public transport. The strengths and the weaknesses of both modes are reflected in the Dutch modal choice, with more bicycle use for trips under 15 km and more use of public transport for longer distances. Tom introduces the reader to the concept of a “trip chain,” and how the individual “links” have been optimised, with the use of the bicycle as a key element. Using cycling as the feeder mode for public transport you can enlarge the catchment areas around the stations from 500 to 2500 meters, resulting in an increased use of public transport. Most Dutch people use their own bicycle for the home-site feeder trips, but the egress trip is the weakest link in the trip chain. Providing public transport bicycles, in Holland the OV-fiets system, has turned out to be an enormous success, and it has strengthened the link of the egress trips in the door to door concept. Tom looks then at various solutions to problems associated with this model e.g. cycle parking and optimal station forecourt layout.

In his article ***The NACTO urban bikeway design guide***, Jeff Olson shows how the National Association of City Transformation Officials, NACTO are turning innovation into action in U.S. cities. The Urban Bikeway Design Guide is the innovative document developed by a partnership between U.S. cities and a creative project team. It is a new toolbox for designing urban streets, a new kind of design guide that was developed by cities for cities to cover the increasing demand for innovative urban bicycle facilities in U.S. Jeff describes the fascinating process creating the guide as a model for other countries or cities for using technological creativity, promoting innovative design and sharing best practices around the world. The design manual deals with three main issues, “Technology and Planning”, enabling the creation of a web-based guide, “Separate but Equal Design”, which implies that different sections of the cycling population are treated equally, and “Sharing Best Practices Globally”. This latter issue is of crucial importance in the attempt to elevate cycling to the status of a serious form of sustainable transport. The consulting team which produced the manual was drawn from all parts of the world and exchange of knowledge on a global basis is key to the promotion of cycling so that it becomes safe, healthy and fun in all communities.