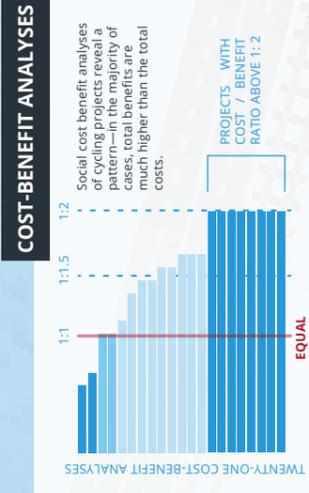


What is the return on investment for cycling?

This infographic shows the many ways that investments in cycling projects have highly positive social returns. Whether you're looking at the costs of an average kilometre cycled in the city or individual investments or the price of infrastructure, the conclusion should be clear—investments in cycling pay for themselves and more.



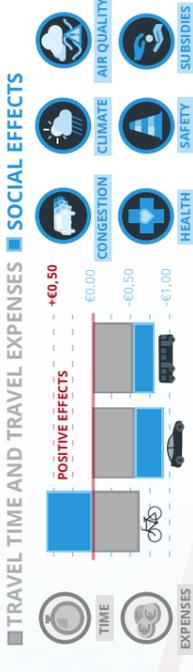
RETURNS FROM THREE INVESTMENT CASES

1 **THE HAGUE BIKE BRIDGE**
The cycling bridge is a part of the fast cycle route in The Hague. This bridge crosses the A12 highway and the railway tracks, providing a direct connection for cyclists from one part of the city to another. The total benefit from increased mobility is over €28 million.

Cost: €12 million
Benefits: €28 million

(SOCIAL) COSTS AND BENEFITS OF 1 KM CYCLED IN THE CITY

Traveling costs money and time for commuters, but they are affected in many other ways as well. Additionally, the rest of our society is affected by noise, air pollution, loss of space and reduced safety. If you ride one kilometre in the city by bike the positive effects are nearly as high as the cost of travel and time spent on travel. But if you take a car or bus the effects are significantly negative.



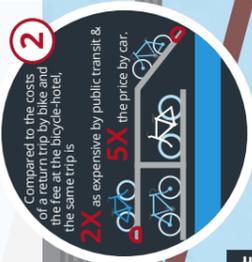
BIKE INFRASTRUCTURE IS COST EFFECTIVE

Cycling infrastructure is not expensive. This is evident when comparing the annual expenditures in infrastructure costs for cycling between the other main modes of transport.



BIKE PARKING UTRECHT

The Jaarbeurs bike parking at Utrecht station is a very efficient and well-maintained bicycle-hotel. Even though this was a costly investment, the social costs are low compared to the benefits.



BIKE PARKING GUIDANCE SYSTEM AMSTERDAM

A "Parking Guidance System" electronically registers when spots may or may not be occupied. It guides cyclists quickly to available spots. This system costs €20,000 per year to operate and has a wide array of social returns.



Source: Decisio 2016

More information: www.tourdeforce2020.nl



tourdeforce2020.nl



SUMMARY

Bicycle Agenda 2017-2020

Bicycle Agenda 2017-2020



Tour de Force, a partnership between governments, market, civil society organisations and research institutes, aims to increase the number of kilometres cycled in the Netherlands with 20 percent over the next decade.

This is why they drafted a joint Bicycle Agenda 2017-2020 with several actions to overcome barriers and exploit opportunities in cities, rural areas and in combination with public transport. Besides governments also provide, inter alia, ANWB, BOVAG, Cyclists, NS, Netherlands Society for Nature and Environment and Traffic Safety Netherlands ideas to encourage bicycle use. Tour de Force calls on all municipalities, provinces, transport regions and national government to commit itself to further growth in bicycle use.

On bikes we owe much. The bike keeps our inner cities accessible and liveable, brings many people to work and is indispensable in the countryside on the way to school, the grocery store or the bus stop. And the bike supplies - more than we often realise - an important contribution to our health because it keeps us moving. In short, the bike produces many social benefits, for example in the areas of health, environment, economy, sustainability, accessibility, and so on. We have to cherish the bike.

There has been a lot of cycling but there is still plenty of room for further growth in bicycle use. Thus, more than half of the car journeys are shorter than 7.5 km, a bicycle distance. And with the advent of electric bicycles are also distances up to 15 kilometres within bicycle range. Also more and more people get on bicycles to train or bus, especially since public transport are increasingly diminishing in rural areas. ■

Bicycle Agenda identifies eight different objectives:



1. Netherlands as the leading bicycle country (Nederland Fietsland)



Netherlands is the country with most cyclists, the best cycling, the best bikes, and most cycling knowledge. No other country can put this on their business card. With these strengths, the Netherlands' promotion can be more powerful.

At the same time, we must ensure that the Netherlands holds onto its Number 1 spot by strengthening its current position. This means, among other things, that we need to remain leader in the field of data and technology. The development of applying modern information and communication technologies (ICT) is growing very fast, especially, when it comes to data collection.

2. More room for the bicycle in cities



Crowded paths, long queues at traffic lights, crowded bike racks. We see them more and more in the larger cities, and forecasts suggest that growth will continue. If we want to benefit and take advantage of the bike, we also have to create the space. A redesign of the traffic space in the city is inevitable. Research and pilot projects are to be put in motion to make clear what is the best approach. In addition, at site selection for new homes and offices, accessibility by bicycle should play an important role. By using modern ICT, we can gain more insight into cycling movements, which can be used for improved cycling policy development.

3. Boosting the quality on busy and important regional cycling routes



Already a quarter of all employees in the Netherlands cycle to work. This number can double if everyone who lives within cycling distance of their work would use their bicycle. To accomplish that goal, it requires adequate facilities.

There are already several high-quality regional cycling routes developed and there are plans for more of these routes. Implementation often meets financial and organisational barriers. Provinces want to have a stronger control, and together we must develop tools to make a strong balance between the costs and benefits of cycling and investments between the different modes bicycle, car, and public transport.

4. Optimise the transition between modes, public transport-bike and car-bike



Four out of ten public transportation travellers arrive by bicycle to the station. Yet, rapidly building new bicycle parking at stations cannot fully meet the influx of bicycles.

A discussion point is often who does what and who pays what. There are always various parties involved: municipalities, provinces, transport regions, NS, ProRail and National Government. An agreement is needed to enable a faster response, in which decisions are made about funding. In addition, arrangements in transport concessions are needed for the use of the bicycle to and from transportation hubs. Benefits can also be achieved in the 'last mile' from the station to the final destination, through, for example, improved bicycle sharing. Also, current and new pilots projects with P + Bike (park on the outskirts and use the bicycle) provide insight into the potential of this approach.

5. Targeted promotion of cycling



One third of the Dutch does not achieve the recommended amount of exercise, and an average of 40 percent of Dutch adults are overweight. Daily cycling improves health.

Promotion should be made in the health sector - health insurers, health authorities and other health care organisations - by actively involving and encouraging or financing bicycle campaigns. There are also groups of disadvantaged people - children, the elderly, and people from immigration background - who do not have a bike or do not dare to go on the road. Cycling can help get out of this social isolation. This is a task for the social and welfare organisations. In addition, employers should directly encourage their employees to use the bicycle to work. About 25 percent of all employees in the Netherlands already commute by bike. However, this number could approximately double if everyone who lives within cycling distance of their work would take the bike. Employers who strongly encourage their employees proves success. These successes should be promoted stronger with use of financial incentives.

6. Less cycling accidents



Unfortunately, the number of seriously injured cyclist accidents increased in recent years. Especially in the number of elderly victims.

This is due to more elderly people riding bicycles, thanks to the electric bicycle. Unfortunately, these are often one-sided, meaning no other vehicle was involved. Overcoming bicycle insecurity requires an integrated approach and involves all parties. Bicycle

safety also has a prominent place in the new Road Strategy Plan 2030. Considerations include: a more risk-based approach, improve accident recording, in-depth research into the causes of bicycle accidents, improved design for all infrastructure, application of ICT in cars, developing bicycle parking, traffic lessons in schools, bike skill training for elderly people, behaviour campaigns aimed at schoolchildren and motorists.

7. Less bicycle theft



For one in ten people, theft is the reason they do not use the bicycle, and even more people refrain from buying an expensive bicycle. Bicycle theft is a persistent problem, especially in the inner cities. Therefore, there is a growing need for adequate, safe parking for all various types of bicycles.

Only a small proportion of cyclists reports theft because it seems unlikely to find the bicycle. Recording and reporting are essential to improve the identification and tracking of bicycles. Such detection is complicated by the fact that bicycles are not well identifiable. A detection label or detection chip on the bike can improve this challenge. The first step is to develop the standards for this, which can be applied to a broad spectrum of bicycle theft, identification, and recovery.

8. Increase knowledge



In the Netherlands, various organisations are active in the field of developing and distributing knowledge about cycling policy. There are many research programs involving universities, colleges and companies on this topic as well.

It is important for organisations to cooperate and coordinate their activities for better knowledge exchange and experience. It also shows where the gaps in research are, which makes it easier to apply for European subsidies. In addition, specific knowledge can be distributed to target groups about best practices. In conclusion, knowledge must be optimised.

More information:

The complete version of the Bicycle Agenda 2017-2020 can be downloaded here: www.tourdeforce2020.nl
Select English and click on Downloads[e]