



GMF WORKSHOP ON MOBILITY

The success of Friday Bikeday

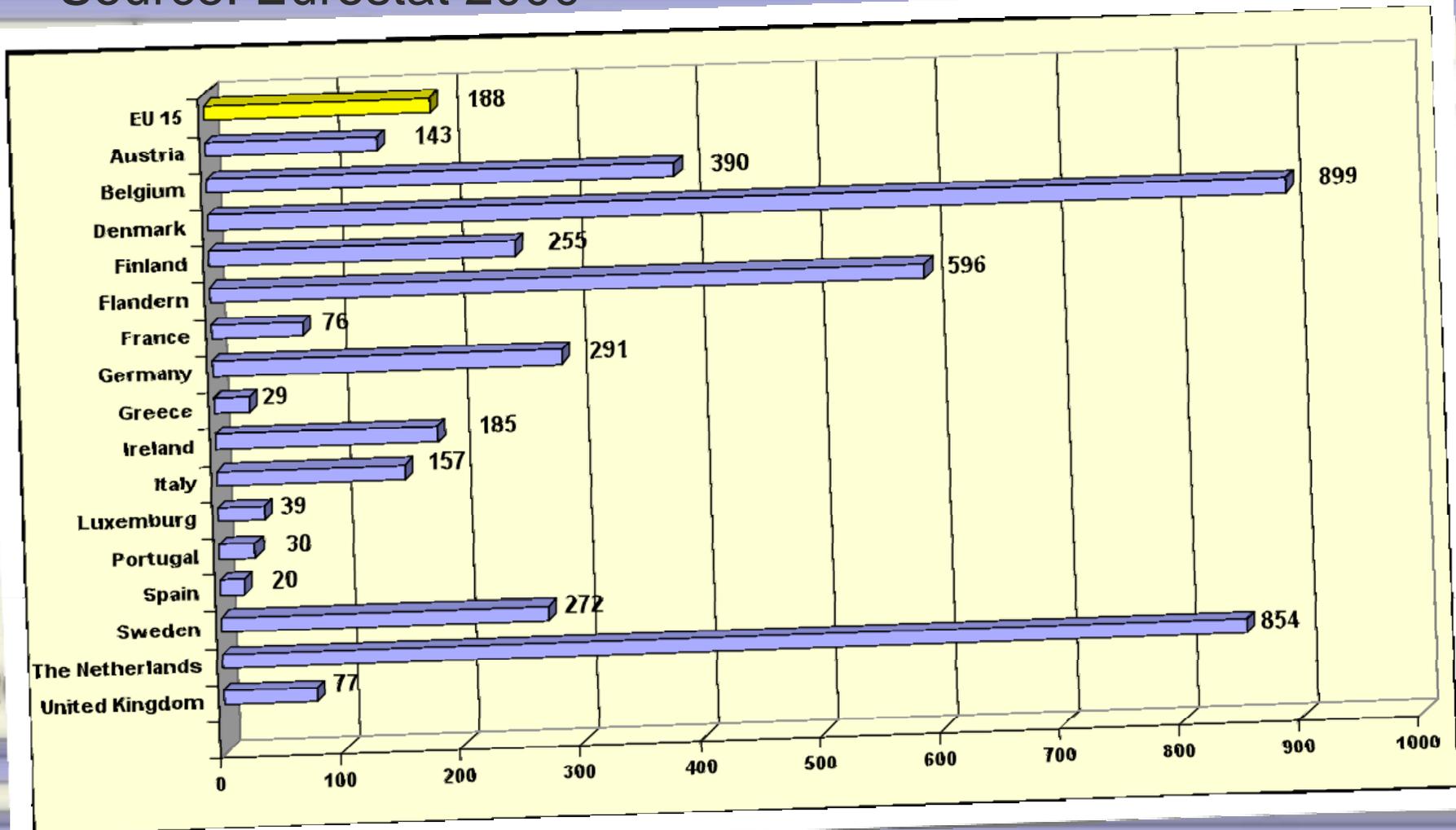
a view from Brussels/Europe

What politicians can do?

- Regulating:
laws and permits and urban development
- Financing:
own expenses, subsidies policies, taxation policy
- Equalising:
different modes of transport and creating opportunities for the most vulnerable citizens

Cycle use in Europe (km/year)

Source: Eurostat 2000



Brussels in Europe

- European legislation on environment *limiting ozon and particulates*
- European incentives on mobility *deminuishing lethal fatalities on the road -50% 2000-10*
- European parliament: *resolution on Sustainable Urban Mobility Plans (23/4/9)*

www.epomm.eu

European platform mobility management

The Charter of Brussels

Mayors and regional ministers
commit themselves to invest in bicycle policy
Call on the EU to promote urban cycling

Next rendez-vous in Spring 2010 at VeloCity Copenhagen
The European Cyclist Federation in charge of this initiative

Closely connected to the 'Bicycle policy audit' called Bypad

www.velo-city2009.com/charter-brussels.html

www.ecf.com

www.bypad.org

The Brussels capital region

- Small but important: 1 mio inhabitants, 160 km²
- (not) Rich: 20% of GNP vs. 20% unemployed
- Interdependent: mobility to and from labor basin
- Own regulation; autonomous region with own parliament and government, 19 local authorities

Ambitious targets for cyclists and safety

Resolution voted at the parliament (1997-2005)
10% of all mechanical transport should be by bike

Brussels Summit on Roadsafety (2003)
reduction of the lethal fatalities by 50% from
2000 to 2010 cfr. EU Action Plan

“I don't cycle because it is not safe”
63,5% in Brussels
compared to 35,1%/ Wallonia and 3,6/ in Flanders

Bikepooling to school with parents



Brussels bicycle plan and roadsafety

Bicycle plan 2005-2009

62,5% of all travels < 5 km

Engeneering:

black-points, cyclerroutes,
modal shift, shelter projects

Education:

schoolchildren, women,
all inhabitants

Enforcement:

police on the bike

NEW: Pedestrian plan 2010-1015

25% of all travels < 1km

for more security and comfort

Road safety

First summit in 2003

Yearly campaign in October

http://bivvweb.ipower.be/baro/Baro_NL_Main.htm

Bicycle plan evaluation 2007

Painted lanes & logos 2x/4y
only 4/18 routes
14/70 metros accessible

Bicycle certificate
'A vélo mesdames'
'have a taste of an other mobility'

Inventory of 60 black-points
police on the bike in 12/19 communes

Road safety

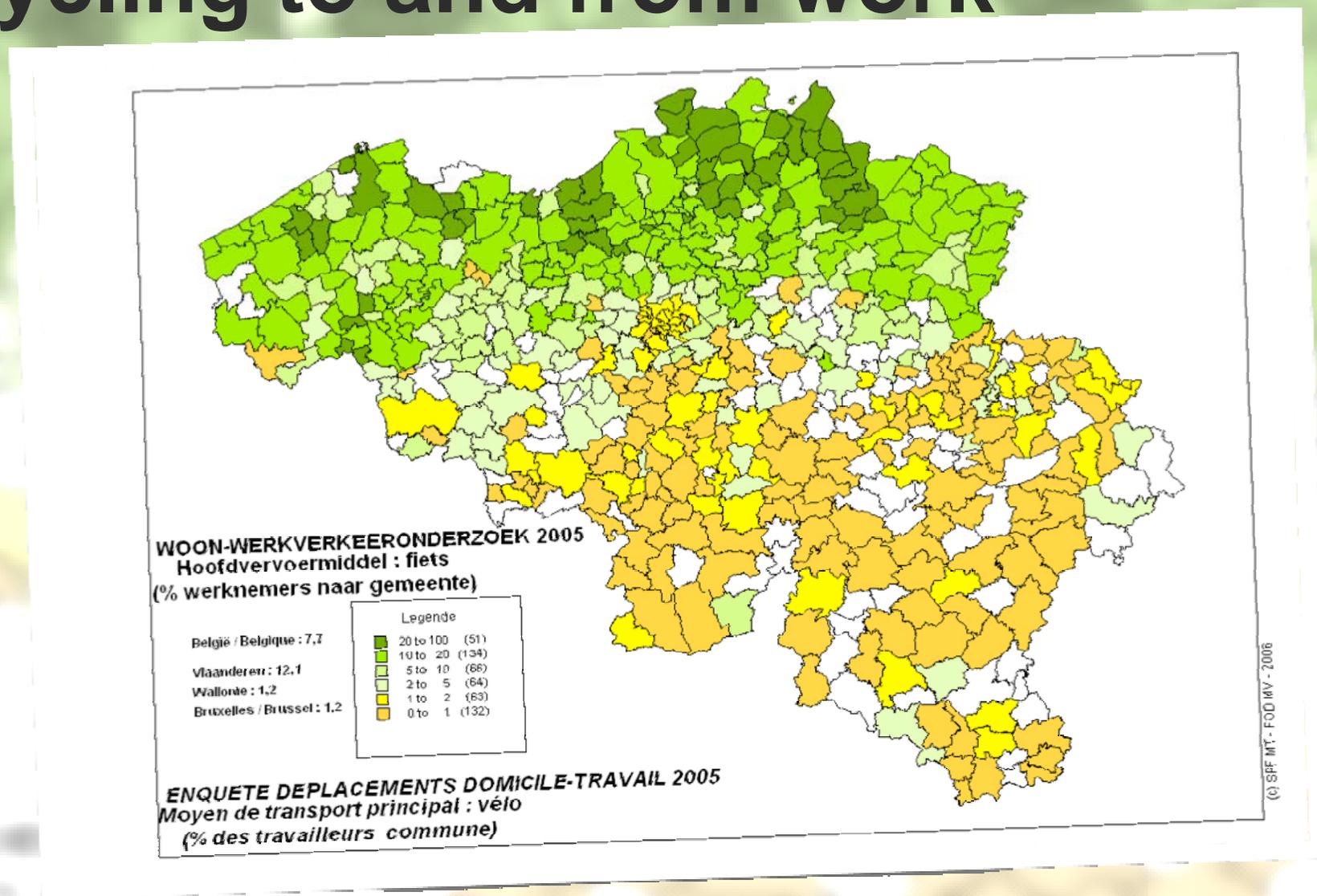
- Car speed; ex. 131km/h where 50km/h is the maximum
- Lethal fatalities
monitoring shows status quo
- Controlling speedlimit with camera's
does help

Critical situation for the cyclist

Schaarbeeklei in Vilvoorde/Brussel



Cycling to and from work



The mobility week mobilises

Mobility week: 16 th till 21st September

European car free day: 22nd of September:

22 companies (in 2008) = 20.000 pp

>30 companies in 2009

less cars on the road: from -3% to -39%

Aiming at 350.000 + 300.000 commuters to and from Brussels

The hypermobil card

chipcard system



1 card for all active transportation

incentives through taxation policy

‘Ring the bell when shopping’ ‘met belgerinkel naar de winkel’



- **Villo**
- bicycles to rent ‘on the road’
- 80 stations / 2009
- 180 stations / 2010

The company mobility plan

A policy of obligations and support

Obligatory when working with >200 employees
(100 in the future)

Restrains depending on geographical locations with 3 zones
defined depending on public transport availability

A plan in 2 phases: diagnose and action plan

European commissions' support



Bike to work

- Better image of the company: healthy & dynamic
- Less expenses:
less parking places and cars offered by the company, deducting investments for 120% (bicycles, parkings, showers)
- Obligations: enterprise mobility plan

Friday Bikeday

- Employees cycle once a week to work, supported by the company
- Employer subscribes (pays a fee) and saves money (parking places, health employees)
- Competition between companies once a year
50% by bike and 50 cardrivers participate

www.lifecycle.cc

The mission statement is signed ...



... the CEO (Dexia) is watching

Political choices make a difference

- **Regulation:**
laws and permits and urban development
- **Financing:**
own expenses, subsidies policies, taxation policy
- **Equalising:**
different modes of transport and creating opportunities to the most vulnerable citizens

Benefits for all

- Healthy for the individual and for the environment
- Security in the neighbourhood and social life
- Image of all stakeholders and economical benefits



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THANK YOU FOR YOUR ATTENTION

Aknowledgements:

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