

## Program

# Building a Cycling Region - Workshops & Seminar

Tuesday April 23, 2013

Embassy of the Kingdom of the Netherlands, Götgatan 16a, Stockholm

**08:30 ARRIVAL AT VENUE & REGISTRATION**

Dutch bicycle music & short movies

**09:30 OPENING BY DUTCH AMBASSADOR, PHILIP DE HEER**

**09:35 INTRODUCTION OF THE DUTCH CYCLING EMBASSY**

*Wim Bot, Richard ter Avest & Herbert Tiemens*

**09:45 CYCLING IN SWEDEN**

*Martin Emanuel & Christian Juul*

Past, present and future of cycling in Sweden - from a cyclists' point of view.

**10:15 STRATEGIC DECISION MAKING IN NETWORK INVESTMENTS**

*Richard ter Avest*

Benefits of network investments, MOVE meter as a powerful analysis tool.

**10:30 COFFEE/TEA BREAK**

**10:45 INTRODUCTIONS OF THE TECHNICAL ISSUES WORKSHOPS**

*10:45-11:00 Herbert Tiemens & Zacharias Elinder*

ITS in cycling: an overview of available techniques. What do planners & cyclists need?  
Presentation of "CykelrAPPorten" (app for reporting cycling obstacles, developed together with Verbeterdebuurt/CreativeCrowds).

*11:00-11:15 Richard ter Avest*

Standard cycle basics versus bicycle highways, insight in basic ergonomics and design for cyclists: Curves widths, visibility, pavement, etc.

*11:15-11:30 Wim Bot & Fabian Küster & Christian Juul*

Municipalities and NGO's: Benefits from cooperation.

**12:30 LUNCH BREAK**

**14:00 INTRODUCTIONS OF THE TECHNICAL ISSUES WORKSHOPS**

*14:00-14:15 Herbert Tiemens*

Marketing cycling as an attractive mode of transport

*14:15-14:30 Richard ter Avest & Michael Koucky*

Cost-benefits of cycle highways: What are the costs, who benefits?

*14:30-14:45 Wim Bot & Fabian Küster & Ebba Larsson*

Organization, coordination and finance of super cycle routes



14:45 **START OF THE SUB PLENARY WORKSHOPS - PROJECT ISSUES**

15:45 **COFFEE/TEA BREAK**

16:15 **PRESENTATION OF THE RESULTS AND DISCUSSION**

*Moderated by Christian Juul*

Workshop groups present their findings, followed by discussion on what participants have learnt, what they can do with it and which political support is needed for implementation.

17:15 **EXHIBITION, MUSIC & VIDEO'S**

Dutch cycle sheds from Falco, Velopa & Jan Kuipers are presented in the courtyard.

18:00 **CLOSING**

## **ABOUT THE TEAM OF THE DUTCH CYCLING EMBASSY:**

**Herbert Tiemens** works for the Council of Governments Utrecht to implement cycle traffic policies into the operational planning of local governments. Main topics are interlocal cycling by Super Cycle Routes and marketing of everyday cycling. Before his current position Tiemens worked in the award winning city of Houten.

**Wim Bot** is national and international policy advisor for the Dutch Cyclist Union (Fietzersbond). He is project manager for the first Dutch national project super cycle routes "cycling without congestion" in the Netherlands. He has a background in local politics and is a keen lobbyist for better cycling infrastructure.

**Richard ter Avest** is senior traffic consultant at Goudappel Coffeng, specialized in bicycles and super cycle routes. He works at projects in the Netherlands and is involved in trainings abroad such as ThinkBike in USA and a seminar in Malmö.

## **ABOUT THE OTHER SPEAKERS AND WORKSHOP LEADERS:**

**Christian Juul**, project manager at the national organization of Cykelfrämjandet.

**Martin Emanuel**, PhD at KTH and author of dissertation *Trafikslag på undantag: Cykeltrafiken i Stockholm 1930-1980*. Martin represents CyCity, a Swedish research program with the general purpose of improving knowledge about cycle planning processes and to increase our understanding of cycle users' preferences.

**Michael Koucky**, steering group member of CyCity and senior consultant at Koucky & Partners, a consultancy specialized in sustainable transport. Michael has recently finalized a study on cycle highways, including an overview on international experience and suggestions for Sweden.

**Ebba Larsson** is a long-term planner at Trafikverket Region Stockholm (Swedish Transport Administration) and works mainly with cycling issues. Ebba has also been the project manager for SATSA II Regional strategy for cycling.

**Fabian Küster**, Policy Officer & Project Coordinator at European Cyclists' Federation.

**Zacharias Elinder**, board member at Cykelfrämjandet Stockholm, responsible for opinion and improvements for cyclists.



TRAFIKVERKET

**CyCity:**

