

UNIVERSITY OF CAPE TOWN
Faculty of Engineering & the Built Environment
Transport Studies Programme



Velo Mondial 2006

The Way Forward: Planning for 2006 - 2012, Session P9

Review of Marketplace session outcomes

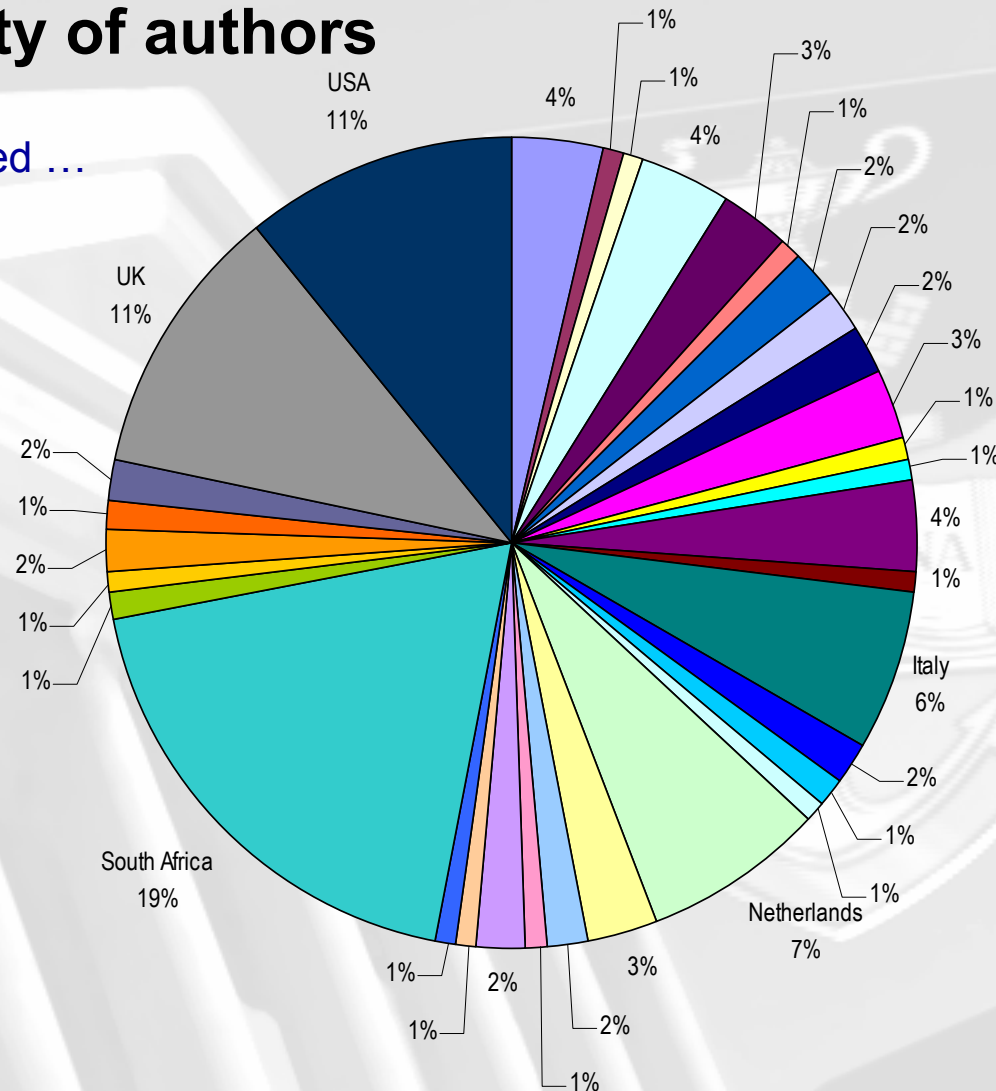
Roger Behrens

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1. Diversity of authors

± 33 countries represented ...

... while some parts of the world are underrepresented (particularly east Asia and South America) the range of paper topics perhaps provides a useful/reasonable indication of what practitioners regard as important at this point in time ... ?



- | | | | | | | | | | | |
|-------------|-------------|--------------|----------------|----------|-------------|---------------|---------------|----------|-----------|---------------|
| ■ Australia | ■ Austria | ■ Bangladesh | ■ Belgium | ■ Brazil | ■ Canada | ■ Colombia | ■ Denmark | ■ France | ■ Germany | ■ Ghana |
| ■ Greece | ■ India | ■ Israel | ■ Italy | ■ Kenya | ■ Mexico | ■ Nepal | ■ Netherlands | ■ Norway | ■ Peru | ■ Philippines |
| ■ Poland | ■ Singapore | ■ Slovenia | ■ South Africa | ■ Spain | ■ Sri Lanka | ■ Switzerland | ■ Tanzania | ■ Uganda | ■ UK | ■ USA |

2. Diversity of topics (1)

Marketplace session 1

Topics covered:

1. guide signs on bicycle networks (Jackson, USA)
2. cycling proficiency education (Strang *et al*, Australia)
3. safe routes to school in Texas (Davis, USA)
4. impact of London's congestion charging on bicycle use (Camara, UK)
5. EU cycling benchmarking (Bresciani, Italy)
6. mass low cost bicycle distribution in South Africa (Thompson, RSA)
7. case study of cycling in Italy (Nigrelli & Castagna, Italy)
8. international bicycle support programme (Wittink, Netherlands)
9. emergency services by bicycle in Brazil and the UK (Camara, UK)
10. cyclist survey findings in Brussels (Flikschuh, Belgium)
11. bicycle training in Eberg (Jolsgard, Norway)
12. bicycle-bus mode transfers (Advani, India)
13. case study of bicycle improvements in Florianopolis (da Silva *et al*, Brazil)
14. Warsaw's bicycle master plan (Zalewski, Poland)
15. bicycle ambulances in rural SS-Africa (Heyen-Perschon, Germany)
16. network planning in Dar es Salaam (Hango & Tutert, Tanzania, Netherlands)

2. Diversity of topics (2)

Marketplace session 2

Topics covered:

1. child bicycle promotion in Cornwall (Smith, UK)
2. child cycle training in Austria (Uranitsch, Austria)
3. bicycle auditing in the EU (Asperges, Belgium)
4. case study cycling in Amsterdam (Solleveld, Netherlands)
5. bicycle policy analysis in the UK (Lord, UK)
6. bicycle distribution in Africa (Schroeder, RSA)
7. bicycle marketing in Belgium (de Baerdemaker, Belgium)
8. bicycle promotion in post-tsunami Sri Lanka (Musafer & Pallawala, Sri Lanka)
9. network planning and bicycle tourism in Norway (Duus, Norway)
10. bicycle rental in Lyon (Larcher, France)
11. electric bicycles in South Africa (de Vries & Jenman, RSA)
12. bicycle masterplanning in Parma (Badiani *et al*, Italy)
13. cycling within public transport corridors in Cape Town (Frieslaar, RSA)
14. bicycle inclusiveness assessment (Pettinga, Netherlands)
15. bicycle promotion in Cape Town (Wheeldon, RSA)
16. bicycle-inclusive road design in Africa (de Langen & Opiyo, Netherlands, Kenya)

2. Diversity of topics (3)

Marketplace session 3

Topics covered:

1. bicycle assessment in Yorkshire and Humber (Pheby, UK)
2. bicycle safety measures in Odense (Andersen, Denmark)
3. cyclist survey in Fushun (Chen & Mehndiratta, USA)
4. NMT survey in Delhi (Anand & Tiwari, India)
5. bicycle ways in design professional education (Zalewski, Poland)
6. bicycle policy analysis in Kenya (Mundara, Kenya)
7. Catalunya strategic bicycle plan (Dombriz, Spain)
8. bicycle tourism facilities in Plettenberg Bay (Stegmann, RSA)
9. Brussels bicycle master plan (Rzewnicki, Belgium)
10. comparative walkability assessment (Shah & Krambeck, USA)
11. bicycle promotion in poor countries (McKay,)
12. cycle-rickshaws in Dhaka (Hasan & Chowdhury, Bangladesh)
13. employer bicycle promotion in The Netherlands (Koeman, Netherlands)
14. NMT masterplanning in Uganda (Kayemba, Uganda)

2. Diversity of topics (4)

Marketplace session 4

Topics covered:

1. safe routes to schools in the Cape Winelands (Pretorius & Tofie, RSA)
2. web-based bicycle promotion in Germany (Bracher & Reichel, Germany)
3. school travel planning in Dresden (Bohmer, Germany)
4. bicycle policy analysis in South Africa (Burger, RSA)
5. bicycle promotion in South Africa (Groenewald, RSA)
6. bicycle promotion in Odense (Lumholdt, Denmark)
7. bicycle survey in Delhi (Ravi, India)
8. bicycle marketing in Peru (Thissen & Puelles, Peru)
9. promoting bicycles through town planning (Nederpelt, Netherlands)
10. analysis of bicycle design innovation (Cox, UK)
11. case study of cycling in Lima (Samanez, Peru)
12. bicycle use analysis in South Africa (Dimitrov, RSA)
13. bicycle promotion in Uganda (Kisamaddu, Uganda)
14. bicycles in science and technology education (Bruton, RSA)
15. bicycle promotion in Latin and Central America (Xavier *et al*, Brazil)

2. Diversity of topics (5)

Marketplace session 5

Topics covered:

1. network planning and bicycle tourism in Norway (Duus, Norway)
2. bicycle advocacy in the US (Train, USA)
3. capacity development in bicycle masterplanning in France (Thome, France)
4. case studies of bicycle promotion in Africa (Khayesi & Mlambo, Switzerland, Tanzania)
5. bicycle distribution and repair in rural KZN (Moore & Gumbi, RSA)
6. bicycle distribution in Africa (Dwyer, USA)
7. bicycle promotion in Atteridgeville (Vorster *et al*, RSA)
8. bicycle advocacy in Accra (Quarshie, Ghana)
9. case study of a pilot NMT network in KZN (Moore *et al*, RSA)
10. network management using web-based GIS in London (Dinunzio & Marais, UK)
11. network planning and cycle tourism in Italy (Busi & Pezzagno, Italy)
12. Cape Town's bicycle masterplan (Garrod, RSA)
13. bicycle distribution and repair in Cape Town (Nchupetsang, RSA)
14. case study on bicycle and public transport improvement in Bogota (Macias, Colombia)

2. Diversity of topics (6)

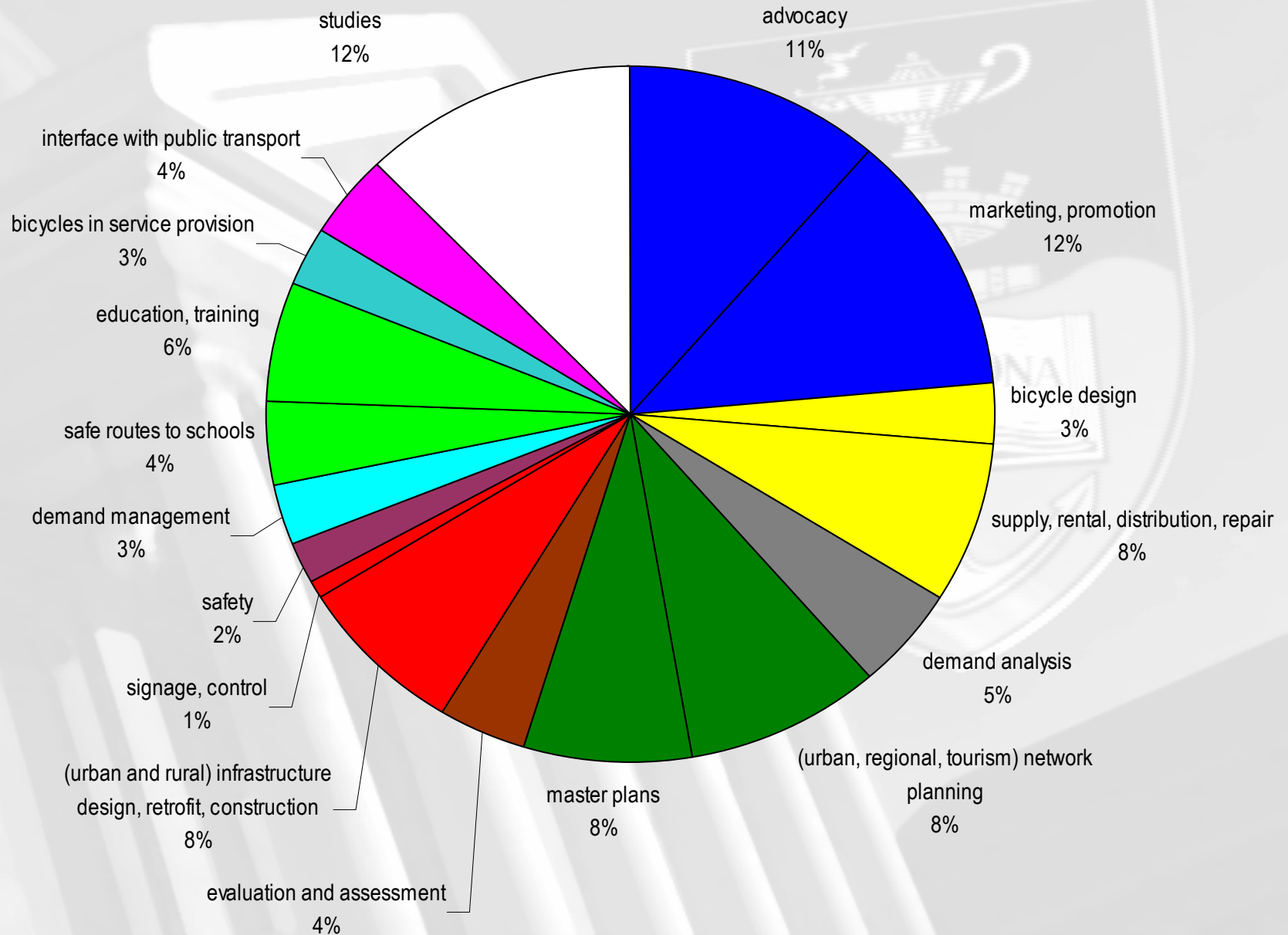
Marketplace session 6

Topics covered:

1. recreational network planning in Mexico (Villegas *et al*, Mexico)
2. bicycle way design in Qatar (Rahman, Qatar)
3. cycling behaviour simulation (Heuberger, Switzerland)
4. national network planning in Slovenia (Andrejic Music, Slovenia)
5. bicycle advocacy in Israel (Friedmann, Israel)
6. pedal powered machines in rural development in Guatemala (Watkiss, USA)
7. bicycle marketing in Bolzano/Bozen (Leverano & Glauber, Italy)
8. case study bicycle infrastructure improvements in Delhi (Gandhi & Tiwari, India)
9. cycle tourism in Dumfries and Galloway (Nelson, UK)
10. strategies to reverse car dependency in Reno (Menchetti, USA)
11. bicycle improvement projects in Cape Town (Garrod, RSA)
12. rural network planning in South Africa (Ribbens, RSA)
13. low cost bicycle distribution in South Africa (Maphakela & Nchabeleng, RSA)

2. Diversity of topics (7)

(rural, urban and national) case



3. Synthesis of session outcomes (1)

Some caveats:

- scheduling made it impossible to listen to all presentations ... therefore relying on scribes who may have differing interpretations on what might be regarded as noteworthy points and key outcomes
- ± 80 presentations * 5 key points recorded for each presentation = ± 400 key points to summarise in around 15 minutes ... a job not suited to academics with tendencies towards verbosity
- this interpretation of key outcomes is therefore highly selective and highly subjective ...

3. Synthesis of session outcomes (2)

1. more of an observation: the amount of presentations dealing with bicycle advocacy and promotion (totalling 23%), perhaps reflects the state of the field in most countries ... this lobbying for priority space on government agendas is perhaps at the expense of presentations on 'harder' demand analysis (5%) and infrastructure design (8%) topics
2. low-cost bicycle distribution and use promotion in South Africa (and perhaps elsewhere, e.g. Uganda) is not as simple as dumping discarded 1W bicycles on poor 3W people at low cost – branding and quality have proven important in gaining acceptance of bicycles as an alternative travel mode
3. bicycle promotion in contexts where bicycles account for a small share of modal split (i.e. <3%), requires more than just low cost distribution programmes – a 'chicken-and-egg' situation exists: do people cycle because they own bicycles, or because there is available bicycle infrastructure? – emerging consensus appears to be that bicycle distribution efforts need to be complimented by infrastructure provision efforts (perhaps reflected in RSA in NHTS-03 findings – possible implications for RSA NMT policies and strategies?)

3. Synthesis of session outcomes (3)

4. effective bicycle masterplanning should not be seen as an 'add-on' to existing city transport plans, but requires a total restructuring of transport strategies and priorities [e.g. Bogota]
5. it is clear a growing body of experience in bicycle masterplanning is emerging (accounting for 8% of presentations, including Warsaw, Parma, Santa Barbara, Catalunya, Brussels, Jinga/Iganga, London, Cape Town, Tshwane, Delhi) ... would a future Velo Mondial conference or session theme be useful in facilitating a comparative assessment of such plans and the exchange of experiences?
6. need for stakeholder involvement in effective bicycle planning processes (from network planning, to SR2S) ... numerous innovations in stakeholder engagement are being made [as illustrated, for instance, in Fushan, Dresden, and the use of a Disney theme in some UK SR2S projects]

3. Synthesis of session outcomes (4)

7. bicycle supply initiatives, cycle training and awareness campaigns [e.g. Australia, Denmark, Belgium, Tanzania] need to be appropriately targeted and formulated (e.g. targetting injured cyclists in helmet campaigns in Odense)
8. a (if not the) major obstacle to increased cycling in some contexts is traffic safety [noted by many South African authors], in this respect:
 - 'real traffic environment' child training has proved highly successful (measured in reduced road crashes) in some contexts [e.g. Graz]
 - appropriate bicycle-inclusive road design standards are required in African countries [as argued by de Langen and Opiyo] and Asian countries [as argued by Gandhi], and design standards in 1W countries need reconsideration as well to avoid expensive retrofitting [as argued by Lord]

3. Synthesis of session outcomes (5)

9. effective interventions to improve cycling conditions need not be overly expensive or elaborate
 - innovative solutions can be found in the use of road paint for instance (perhaps limited though to contexts with high levels of driver compliance?) [e.g. Yorkshire]
 - even in inspirational Odense (as close to cycling nirvana as you are likely to get) relatively simple measures have proven to have significant impacts (e.g. permanent 24 hour magnet lights)
10. a common theme across various parts of the world is the emerging use of bicycles and bicycle networks in scenic or historically significant areas in marketing these areas as tourist destinations [e.g. Slovenia, Italy, Norway, Mexico, Plettenberg Bay]

3. Synthesis of session outcomes (6)

11. emergence of innovative use of bicycles in various forms of service provision (e.g. policing, delivery services and health care), in both 'developing' and 'developed' worlds [as illustrated in the UK, Brazil and Uganda]; as well as the use of pedal-power for a variety of rural development functions (e.g. milling, pumping water, washing clothes) [Guatemala]
12. NMT modes, and rickshaws/bicycle taxis in particular, are discriminated against by (national and international agency) policy-makers in some contexts – many authors argued they have an important role to play [Delhi, Dhaka] – mindset shifts amongst some policy decision-makers are still required (including with respect tax relief on imported bicycles in many African countries)
13. bicycles need to be accommodated equitably in road space design and management – mindset shifts amongst some design professionals are still required [ironically, given relatively higher mode shares, argued most forcefully by Indian delegates]