



Webinar on Non-Motorized Transportation

How to foster a new bike culture in India?

November 06th 2020

Content

□ Part 1: Case studies

- Strasbourg, France
- Lima, Peru
- A global trend
- Indian cities are part of the global movement

□ Part 2: How to foster a new bike culture in India?

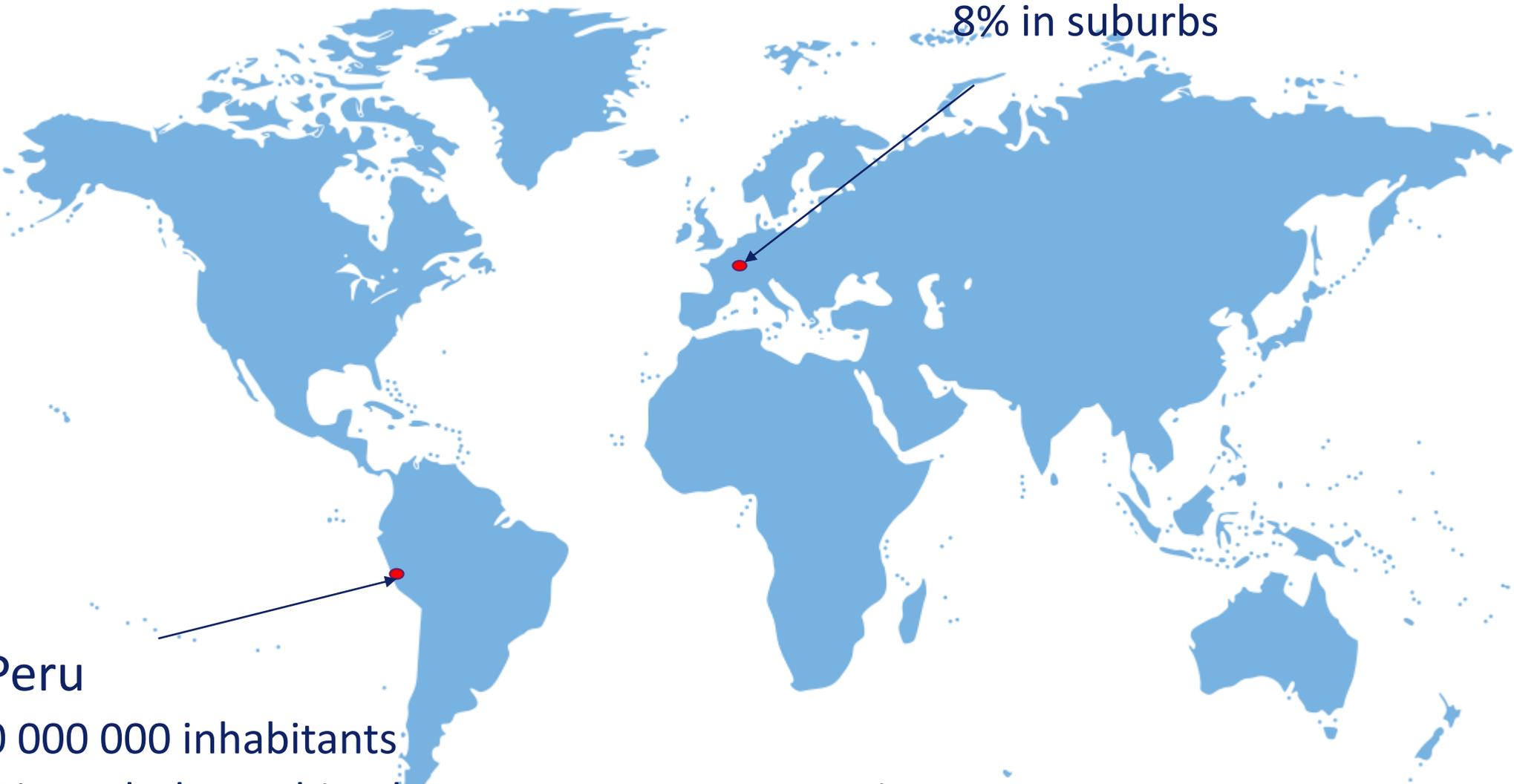
- Message 1: Providing safe infrastructures
- Message 2: Changing the perception on bicycles
- Message 3: Developing a dynamic bicycle ecosystem

Part 1

Case Studies

Strasbourg, France

- 500 000 inhabitants
- Bicycle share of 13% in the centre and 8% in suburbs



Lima, Peru

- 10 000 000 inhabitants
- 3% regularly use bicycles as a mean transportation

A photograph of a busy street in Strasbourg, France. In the foreground, a woman with blonde hair, wearing a dark jacket and a patterned scarf, is riding a bicycle towards the camera. To her right, a long row of bicycles is parked along the sidewalk. In the background, a modern tram is stopped at a station. Several other people are visible, including a man in a blue hoodie and a woman in a beige coat. The scene is set on a cobblestone street with buildings and streetlights in the background. The text "Strasbourg, France" is overlaid in the center of the image.

Strasbourg, France

1900





Strasbourg, France

1st cyclable city of France

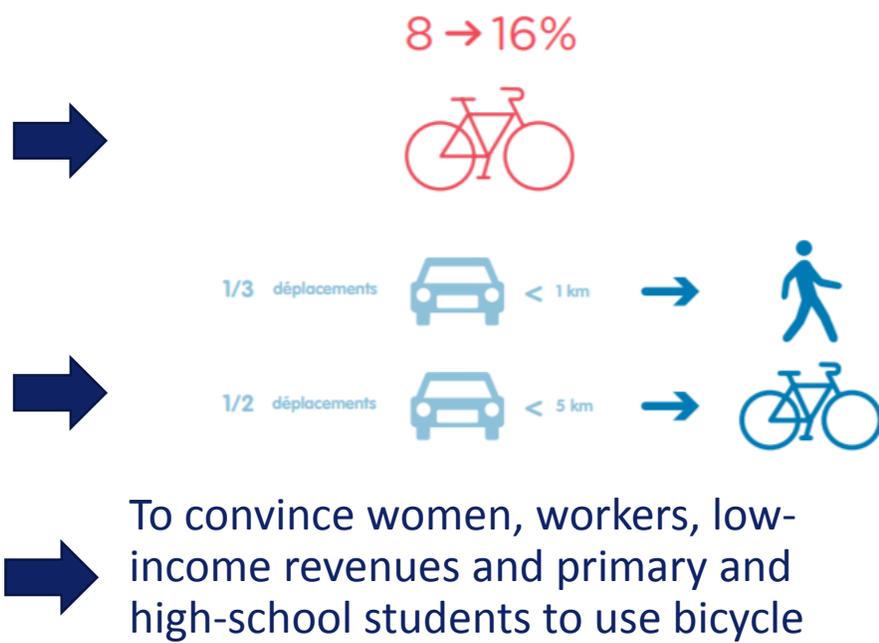
- 500 000 inhabitants
- 600 km of cycle tracks
- 6 000 municipal bicycles for hire
- 19 000 bicycles parking spaces
- 310 000 bicycles in private houses
- Bicycle modal share:
 - 13% in city centre
 - 8% in suburbs
- 50% of inhabitants use regularly their bicycle to make a trip

Strasbourg's Non-Motorized Mobility Action Plan

□ Situation

- A significant difference between the city-centre (13% of bicycle modal share) and the suburbs (8%), even for short distance trips
- 500 000 trips/days < 5 km by car
- Riders are mainly students and executives

□ Objectives



Strasbourg

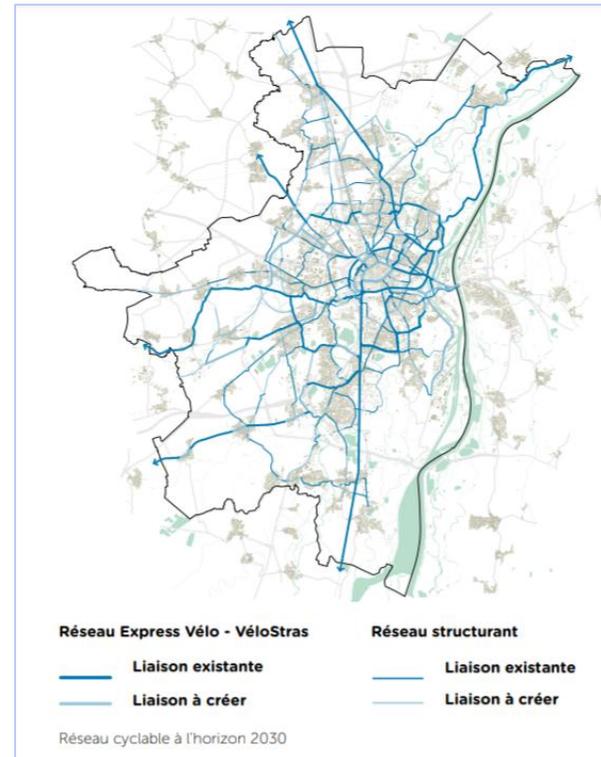
1st cyclable city of France

- 500 000 inhabitants
- 600 km of cycle tracks
- 6 000 municipal bicycles for hire
- 19 000 bicycles parking spaces
- 310 000 bicycles in private houses
- Bicycle modal share:
 - 13% in city centre
 - 8% in suburbs
- 50% of inhabitants use regularly their bicycle to make a trip

Strasbourg's Non-Motorized Mobility Action Plan

□ How to make it happen?

1. Qualitative infrastructures
2. Bicycles for all types of demands and for all budgets
3. Bicycle as a recognized and trendy mode of transportation





Lima, Peru





Lima, Peru

An unexpected raise of cycling

- 10 million inhabitants
- 3% of inhabitants regularly use bicycle as a mean of transportation
- 32% of households own at least one bicycle
- 97% have a positive opinion on bicycle
- 40% declare they would use bicycles to avoid traffic jam, even after the Covid crisis, if bicycle tracks and parking spaces were to be increased.



The COVID crisis has significantly amplified the trend in favour of bicycles

- People are looking for an alternative:
 - to overcrowded public transport and,
 - to increased traffic jams.











A photograph of a city street with a mix of transportation modes. On the left, two people are riding motorcycles; the one in front is on a red scooter and wearing a green helmet. In the center, a line of orange and white traffic cones separates the lanes. On the right, several people are riding bicycles. The background features modern high-rise buildings and green trees under a clear sky. The text "A global trend" is overlaid in the center in a bold, dark blue font.

A global trend

Sao Paulo, Brasil

- Paulista Avenue closed to motorized vehicles every Sunday on 2,5 km.
- 78% of inhabitants declare to frequently participate to the event
- 80% of shop tenders see a positive impact on their business



Bogota, Colombia

- Every Sunday 126 km of avenues and streets are closed to motorized vehicles



Mapa rutas Ciclovía por corredores



Tunis, Tunisia Car-Free Day



Douala, Cameroun Car-Free Day





Indian cities are part of this global movement

India's big bicycle boom



Sunalini Mathew

SEPTEMBER 21, 2020 18:17 IST

UPDATED: SEPTEMBER 22, 2020 16:33 IST

SHARE ARTICLE



PRINT



Delhi by Cycle's heritage tours | Photo Credit: **Special arrangement**

<https://www.thehindu.com/sci-tech/health/india-sees-a-bicycle-boom-post-pandemic/article32661457.ece>

WHY INDIA IS FALLING IN LOVE WITH CYCLES AGAIN



<https://timesofindia.indiatimes.com/india/why-india-is-turning-to-cycles-again/articleshow/76380819.cms>

Cycling is taking a greater form as a sport and lifestyle in India. India is a country where cricket is the only sport that is taken seriously. Cycling India wants to change this fact and had recently organized a nation-wide rally on the 6th of September, to bring together all the cycling enthusiasts from 100 cities in the country, to promote cycling in India.



Pune, India Wins 2020 Sustainable Transport ITDP Award



Part 2

How to foster a new bike culture in India?

3 key messages

1. Providing safe infrastructures



2. Changing the perception on bicycles



3. Developing a dynamic bicycle ecosystem





Message 1

Providing safe infrastructures

Best-of of mistakes in bicycle tracks design

1. The creation of a relevant bicycle track removes space from general traffic.
 - It cannot be a mere road painting between car lanes and sidewalks.
2. A bicycle infrastructure must be at grade.
 - A flyover bicycle tracks will never be used.
3. Bicycle tracks should protect users from 2 and 4 wheelers but also allow an easy access and exit to users
 - Fences or motorways on both sides of bicycle tracks are very dissuasive for cyclists



Infrastructure that are not recommended

1. Bicycle lane on sidewalks
 - Bicycles has a speed of 10 to 20 km/h while pedestrians walk at 4 km/h. They cannot share the same space.
2. Bicycle tracks on bus lanes.
 - A bus weights about 10 tons. It is very dangerous to merge bicycle lane with bus lane.
3. Bicycle path is not only a lane along car lane, but should be physically separated from general circulation.



A few recommendations for good infrastructures

- Sufficient width (1,8m minimum)
- Protected from cars
- Clearly different from pedestrian sidewalks
- Easy access and exit for bicycles
- Not necessarily painted with a special color but clearly marked, especially at junctions.



A group of people, including men and women, are riding bicycles on a city street. The scene is bright and slightly hazy, suggesting a sunny day. The riders are dressed in casual attire, and the background shows urban buildings and trees. The overall atmosphere is one of active transportation and community.

Message 2

**Changing the perception on
bicycles**

Bicycle, a matter of local cultures?

- Favour an image of bicycle as:
 - Virtuous, Athletic,
 - Healthy, Elegant,
 - Worried about climate change and air quality issues,
 - Elegant, Cool...
- Leverage effect with:
 - Advertising campaign
 - Politics show up on TV riding a bicycle
 - TV shows or video clip
 - Danish TV show “Bergen”, where the prime minister commutes riding a bike;
 - Shakira, famous Colombian singer, made a video clip around bicycle romanticism.





Message 3

Developing a dynamic bicycle ecosystem

Ecosystem and environment of the cyclist



Ecosystem and environment of the cyclist

- Implement bicycle parking at:
 - Main traffic generators (university, shopping centres...)
 - Public transport station to facilitate inter-modality
 - Primary and secondary school
- Organize events like « the critical mass »
- Instal bike set up station
- Establish some biking public services
 - Mailing service
 - Neighbourhood policemen



It also applies for all light vehicles electrically assisted

- Electric bicycle (different of electric motorbike!)
- Gyropode
- Skateboard
- Electric scooter
- Electric unicycle





Bibliography:

<https://publications.wri.org/citiessafer/>

<https://www.thehindu.com/sci-tech/health/india-sees-a-bicycle-boom-post-pandemic/article32661457.ece>

<https://timesofindia.indiatimes.com/india/why-india-is-turning-to-cycles-again/articleshow/76380819.cms>

<http://www.gaadi.com/cycles/news/india-is-seeing-progress-in-peoples-attitude-towards-cycling>

<https://www.itdp.org/2019/06/27/pune-india-wins-2020-sustainable-transport-award/>

<https://www.strasbourg.eu/documents/976405/1084289/0/b3fb3dac-3170-6921-a7c6-240844dd5b20>

<https://www.strasbourg.eu/premiere-agglomeration-cyclable-de-france>



Webinar on Non-Motorized Transportation

-

How to foster a new bike culture in India?

Thank you

Amélie Schell
amelie.schell@dvdh.fr

DVDH
DES VILLES ET DES HOMMES