



Action plan to promote local mobility in North Rhine-Westphalia (Germany)

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supported by

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Local Mobility



Local Mobility is non-motorized transport:

Walking, bicycle riding as well as all other vehicles on wheels driven by muscle power

Local Mobility is basic mobility !

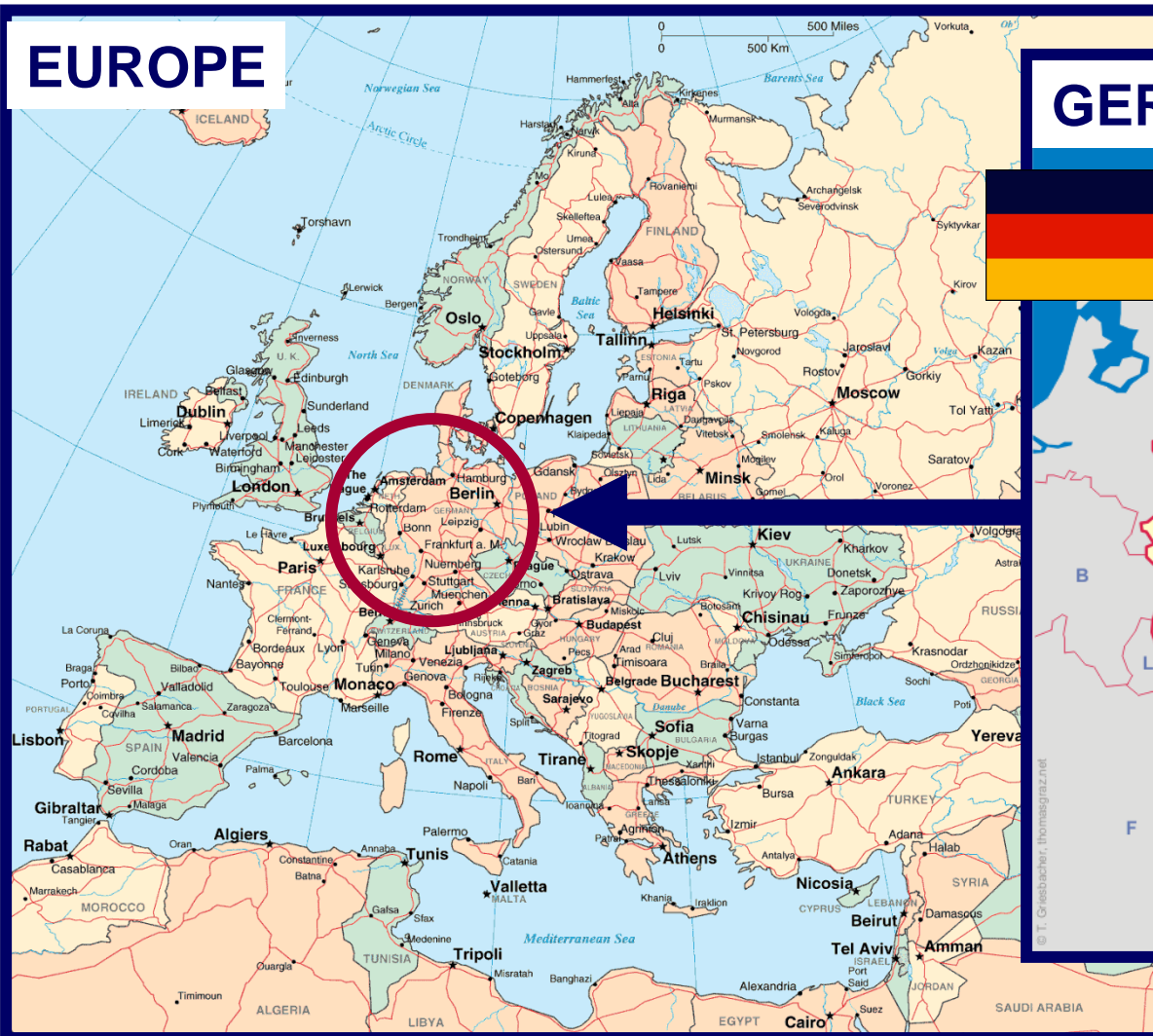


Location

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EUROPE

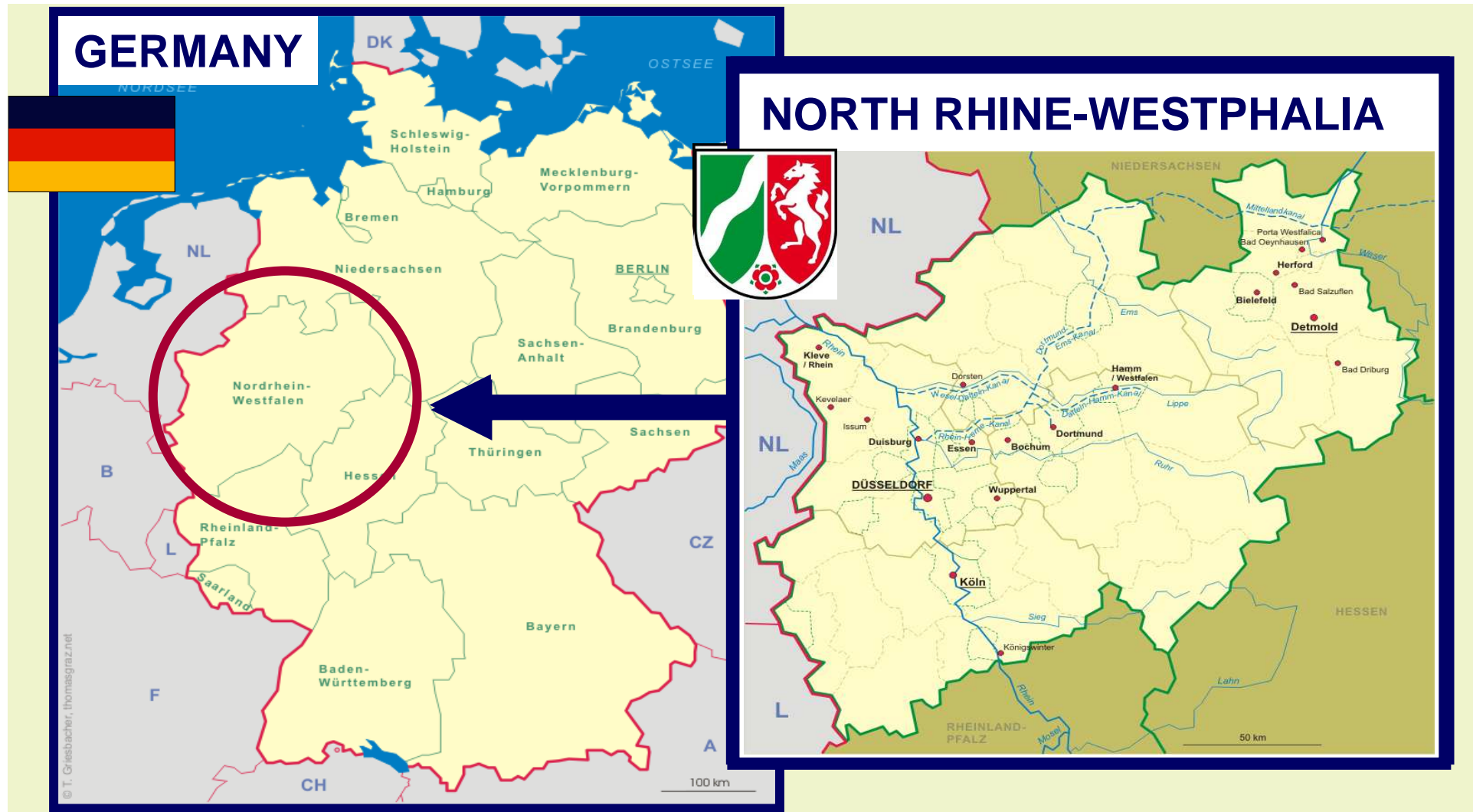


GERMANY



North Rhine-Westphalia (NRW)

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Sign-posts of the state-wide bicycle network

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Length: 14.000 km

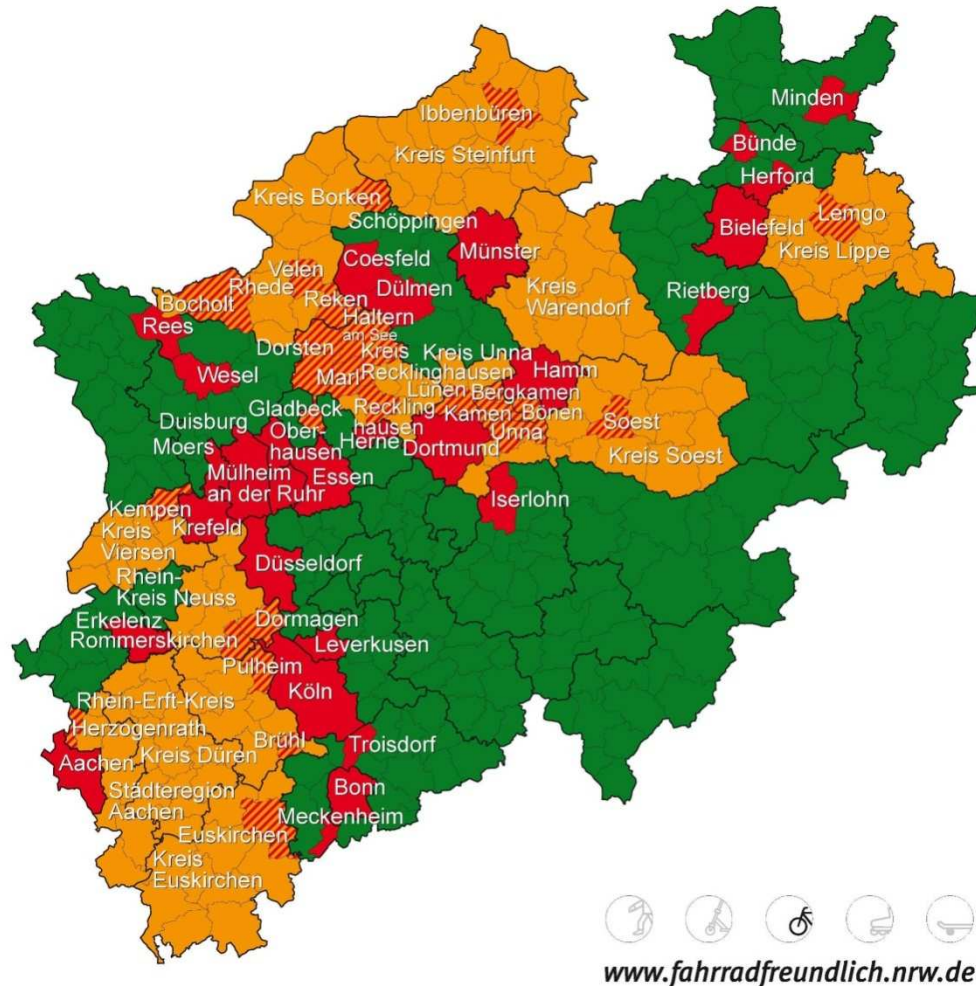
73.000 sign-posts

Costs: 6 Mio. €



Association of Bike-friendly towns, cities and counties (AGFS)

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AGFS

48 Cities
5 Towns
13 Counties

4 applicants

**promoting
local mobility**



Benefits for AGFS members

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- Joint public relations work by state and local authorities
- Preparation and implementation of campaigns is supported professionally
- Only "AGFS" members get subsidies for public relations work
- Continuous exchange of information between members
- Political pressure on members to promote local mobility
- Improving the outside image (citizenship) and the internal image (management and policy)
- The "AGFS" represents the interests of local authorities against the State, the Federal Government and the European Union





**State budget for bicycle traffic in NRW per year:
50-70 million € (3 €/person)**

The AGFS gets:

- 400.000 € for the central public relations of the "AGFS"
- 600.000 € for the no central public relations of the "AGFS"
- 40.000 € from the traffic safety sector
- 100.000 € from the national Government
- 40.000 € donations



Bicycle Stations

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- 105 bicycle stations in Germany
- 72 bicycle stations in NRW
 - 14 privately operated
 - 58 publicly operated
- 21.398 stalls
- 621 work places
- Public funds:
 - 1,500 € per stall
 - 75 % of costs sponsored

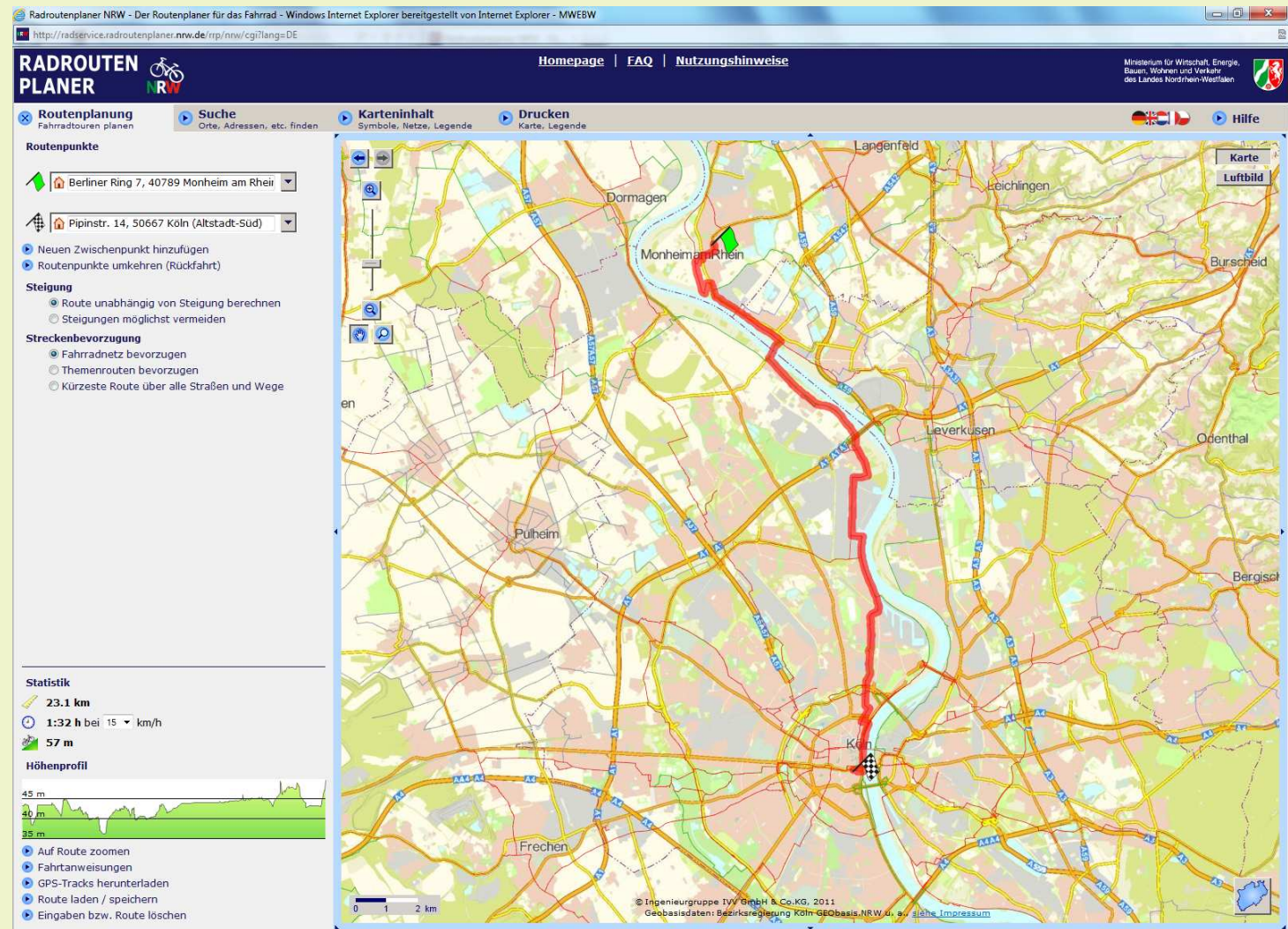


Bicycle route planner: www.radroutenplaner.nrw.de

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750 million
page
impressions
since 2003



Bicycle route planner apps for android and iPhone

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Construction of bicycle paths

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Since 1978:

- 9.000 km bicycle paths
- for 1.6 billion €



There is much to do...



- Cars parking on walkways and bicycle paths
- Insufficient infrastructure in hilly areas
- Construction of "Cycle Super Highways"
- Entrainment of bikes in trains
- New planning approach: From the edge of the road
- Equality of Local Mobility, Public Transport and Car Traffic
- Public Health
- Environment and Climate Protection
- Bicycle parking
- Improvements in urban planning



The new action plan: Local Mobility

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- Governmental decision: 7.2.2012
- For the first time: Comprehensive approach for walking and bicycle riding
- Inter-agency approach of different ministries
- Building of a new department for Local Mobility in the ministry



Goals of the Action Plan

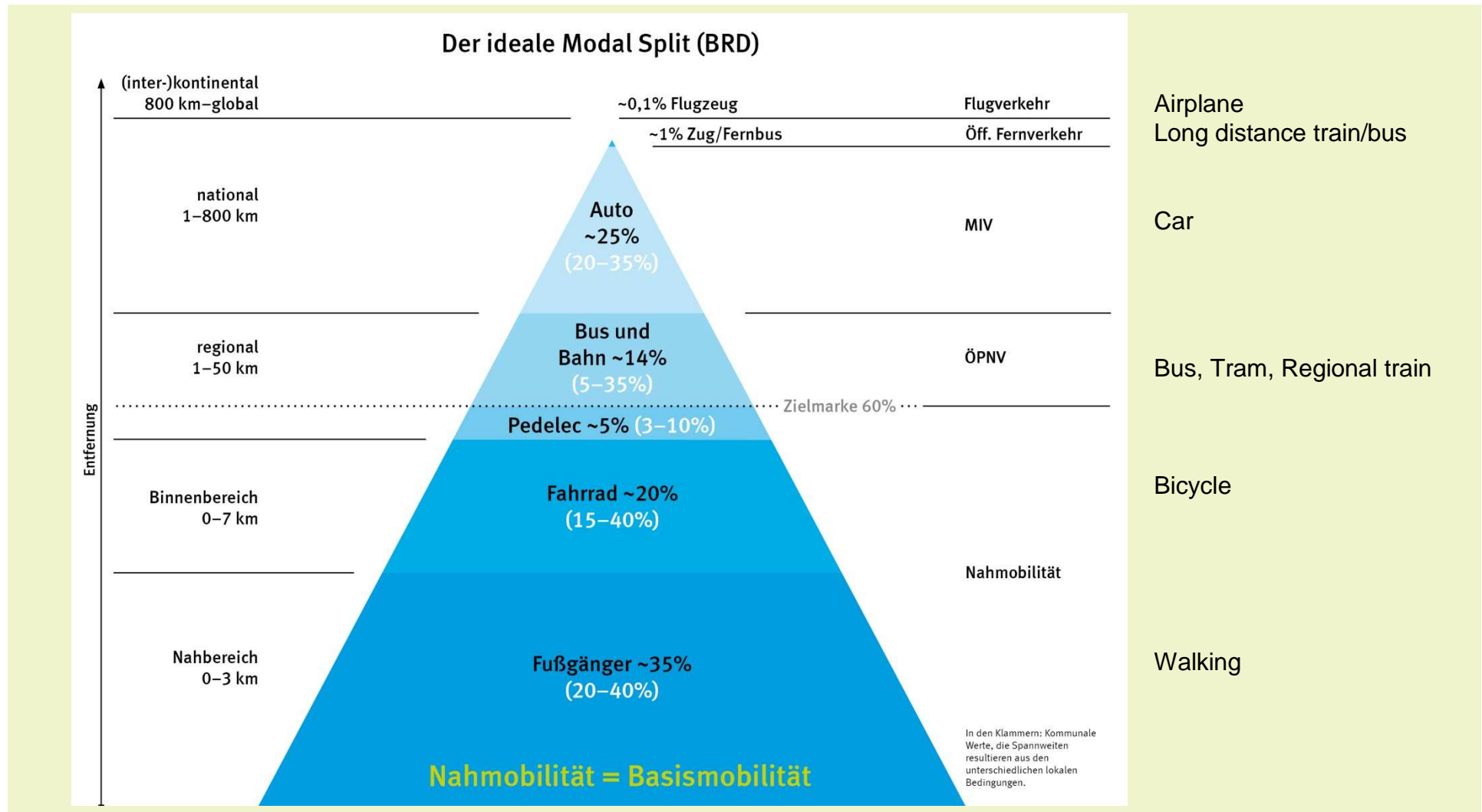
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- Equal treatment with respect to motorized transport
- Independent mobility for all demographic groups
- Change cities into attractive living areas
- Improve the modal-split in favour of local mobility
- Improve Public Health
- Improve Environment and Climate Protection
- Promote explicitly pedestrian traffic



The perfect Modal-Split



Independent Mobility

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Local Mobility as an interagency approach: Ministry of Labour, Integration and Social Affairs





Local Mobility as an interagency approach: School

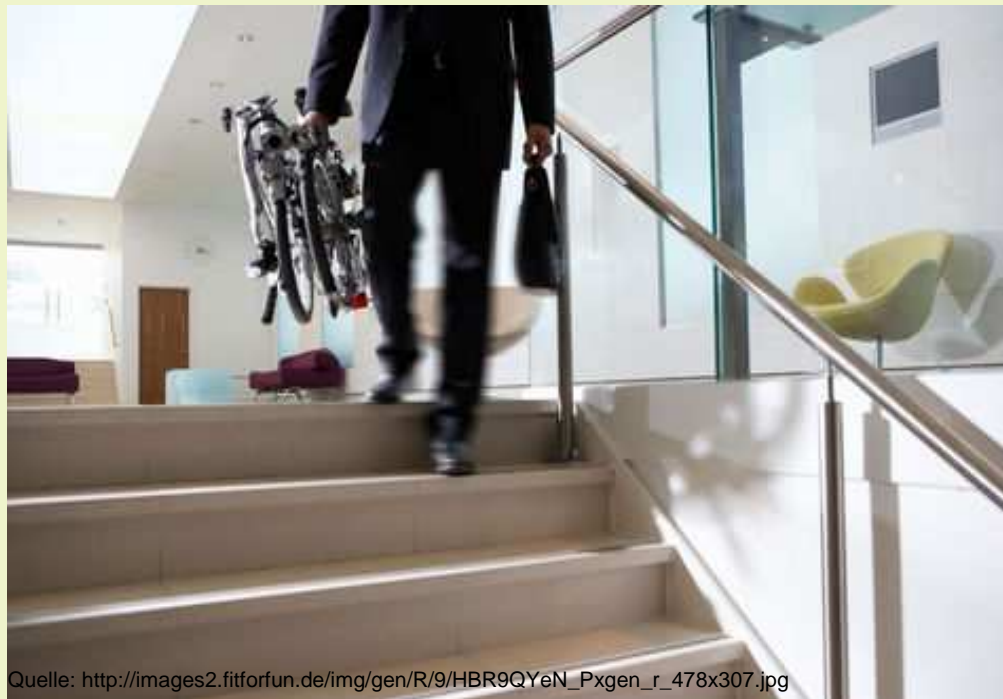


Independent Mobility

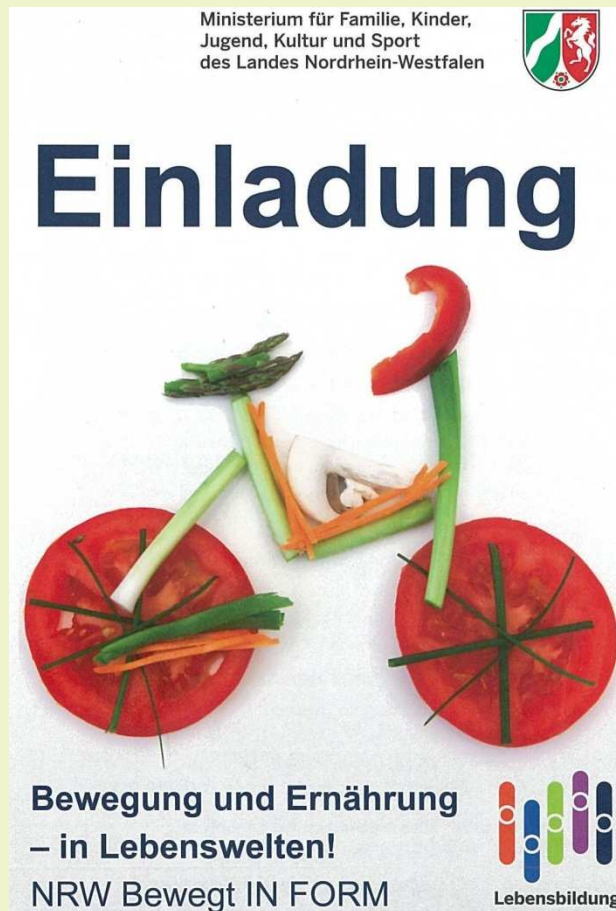
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Local Mobility as an interagency approach: Health



Quelle: http://images2.fitforfun.de/img/gen/R/9/HBR9QYeN_Pxgen_r_478x307.jpg



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Local Mobility as an interagency approach: Family, Youth, Culture and Sport





Local Mobility as an interagency approach



Quelle: P3 Agentur



Local Mobility as an interagency approach



Components of the action plan (examples)

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- Support of the AGFS
- Intensified development of the local mobility infrastructure
- Conversion of former railway tracks into cycle paths
- Promotion of bike stations and bicycle parking facilities
- Construction of “Cycle Super Highways”



Example: Cycle Super Highways

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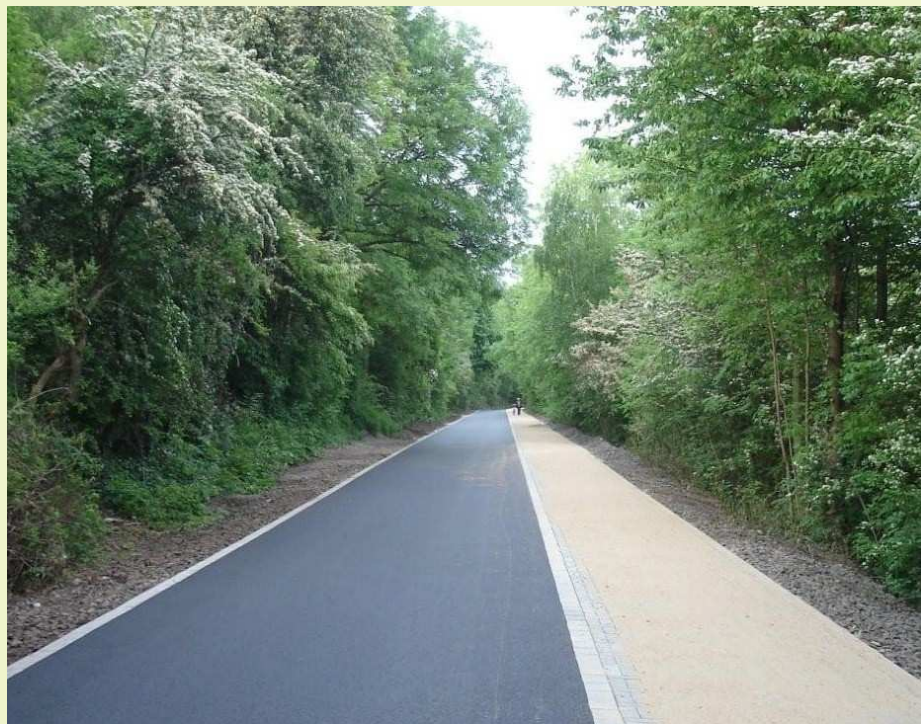
Infrastructure for fast and safe bicycle traffic



Planning competition in order to initiate pilot projects

Cycle Super Highways

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Example in the city of Wuppertal (length about 16 km):
4 m width for bicycles, 2 m width for pedestrians,



Components of the action plan (examples)

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- Promotion of the infrastructure for e-bikes
- Strengthening of bicycle tourism
- Greater commitment in promoting health and sport
- Preservation of independent mobility among children and the elderly
- Improvement of traffic safety for the target groups of local mobility



Examples for Key Projects

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- Handbook: Accessibility of Streets
- State-wide Hiking Route Planner on the internet (www.wanderrouutenplaner.nrw.de)
- Planning guideline: 'Local Mobility in residential areas'
- Conference: 'Health and Exercise'
- State agencies as role models for a 'Local Mobility friendly employer'



Additional documents

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Action plan is supported by "technical" documents



Conclusions



- Local authorities need support to improve local mobility
- State government implements a new action plan (top-down-strategy)
- Action plan needs corresponding funding possibilities
- Action plan defines political objectives, key aspects and core contents of the state transport policy on local mobility
- Action plan is a framework. It is supported by (technical) documents and additional initiatives and campaigns



Thanks for your attention

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