Policy measures to stimulate bicycle use in Germany

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Modal split related to all trips

![Bar chart showing the modal split for all trips in different cities in Germany. The chart compares the percentage of trips made by car (Pkw), public transport (ÖV), bicycle (Rad), and foot (Fuß) for cities such as Zurich, Amsterdam, Delft, Münster, Freiburg, Frankfurt, Munich, Dresden, Hamburg, Copenhagen, and Germany as a whole. The data is presented in a stacked bar format with each city having distinct bars for each mode of transport.]
Funding cycling infrastructure and measures

• Local Authority Transport Infrastructure Financing Act: ~1.7 billion € / year for investments in the improvement of transport infrastructure in municipalities

• European Regional Development Fund within the framework of the EU’s Interreg III Community Initiative for transnational or cross-border cooperation of municipalities and regions from various countries

• Federal budget
  → Doubling of the annual budget (2002) for building and maintaining cycle paths on federal roads:
    • 90 million € for cycle infrastructure along federal roads
    • 4 million € for cycle infrastructure along waterways
    • 3 million € to implement „soft“, low-investment measures of the NCP (National Cycling Plan)
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What the Federal Government is trying to achieve – general objectives of the NCP:

→ Increase the bicycle traffic share in Germany by 2012
→ Promote cycling as part of a sustainable, integrated transport policy
→ Promote modern, socially acceptable and environmentally friendly local mobility in line with the mission statement "city of short distances"
→ Improve road safety
Concrete measures of the NCP (I):

→ Efficient coordination of cycle planning and promotion by
  – promoting the example of „cycle-friendly cities“ working group
  – establishing a joint working group on cycling between the Federal Government and the federal states
  – monitoring the implementation of the NCP and regularly reporting on the progress of cycle promotion policy

→ Optimising the legal framework: simplifying and setting new priorities
Concrete measures of the NCP (II):

→ Launching a campaign to increase safety
→ Financing and combining research and project activities
→ Offering a public dialogue regarding the NCP
→ Better linking of transport systems
→ Financial support for intelligent solutions for the integration of rental bike systems into the local public transport system
Apart from the NCP:
The campaign “Kopf an: Motor aus”

→ Launched by the environmental ministry in 2009
→ The aim: promoting walking and cycling
→ The motto:
  There’s no need for new cycle lanes or footpaths, there’s need for a change of attitude and behaviour.
→ Main massages:
  Leave your car in the garage for short trips!
  It makes you more attractive, happy and healthy!
  … and you will reduce your CO₂ emissions!
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More details on the campaign

→ The first campaign in 2009 was set in 4 cities
→ The campaign in 2010 will take place in 5 cities
→ Tailored advertising on posters and newspapers, commercials on radio and television
→ The impact of the first campaign was evaluated:
  - 75% of the people remembered the campaign
  - 75% of the people said that the campaign was “good“ or “very good“
  - 65% of the people are planning to use their bicycle more often
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Conclusions

→ 2002: 85 Mio. km / year
   2008: 90 Mio. km / year
→ Cycling policy requires persistence and continuity
→ Besides building infrastructure, we need to create a bicycle culture!
Thank you for your attention!

For more information have a look at [www.nrvp.de](http://www.nrvp.de) and [www.kopf-an.de](http://www.kopf-an.de) or ask me!

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