PAN-EUROPEAN MASTER PLAN FOR CYCLING PROMOTION

THE PEP Partnership on Cycling

33rd Meeting of THE PEP Extended Bureau, 10-11 July 2018, Vienna
STATUS OF THE PEP PARTNERSHIP CYCLING

• 25 countries of 56 member countries involved
• provided a 2nd Draft of the Pan-European Masterplan for Cycling Promotion for THE PEP Steering Committee Meeting 6-8 November 2017
  – 6 Chapters
    1. Framework Conditions
    2. Cycling – A Success Story
    3. Objectives of the Masterplan
    4. Benefits of Cycling
    5. Recommendations
    6. Implementation
  – 30 Recommendations in 10 Topics
  – Good practice examples for each recommendation
  – 110 pages

THE PEP
STATUS OF THE PEP PARTNERSHIP CYCLING

• Feedback of the THE PEP Steering Committee
  – take into consideration specific comments from the Russian Federation
  – finalize the masterplan by the end of 2018
  – prepare a short document on the main political messages of the draft masterplan
STATUS OF THE PEP PARTNERSHIP CYCLING

• THE PEP Partnership Cycling Meeting at the 6th Winter Cycling Congress, 7-11 February 2018, Moscow
STATUS OF THE PEP PARTNERSHIP CYCLING

• Topic Leader Meeting, 11-12 June 2018, Vienna
• 3rd Draft of the Pan-European Masterplan for Cycling Promotion
  – 5 Chapters
  – 30 Recommendations in 10 Topics
  – Annex: Good practice examples
  – 28 pages
MASTER PLAN FOR CYCLING PROMOTION
3rd DRAFT

1. Vision and Objectives
2. Cycling in the pan-European region
3. Benefits of cycling
4. Recommendations
5. Paving the way to the future
VISION AND OBJECTIVES

Our vision is promoting and making cycling to contribute to sustainable livelihoods, better environment, health, safety, social inclusion and economic prosperity and overall to improve the quality of life of our citizens. To this end we are acknowledging cycling as an equal mode of transport and having developed the pan-European Master Plan for Cycling Promotion.

Specific objectives for the year 2030
In order to achieve this vision, the following specific objectives have been defined for the year 2030:

- Increasing cycling in every country and double cycling across the pan-European region
- Developing and implementing national cycling policies in the member States of UNECE and WHO supported by National Cycling Plans
- Increasing safety of cyclists´ the member States of UNECE and WHO by halving the number of fatalities (and serious injuries) of cyclists per 1000 kilometre cycled in a year
- Integrating cycling in health policies
- Integrating cycling into land use, urban and regional planning incl. infrastructure
RECOMMENDATIONS

2. IMPROVING REGULATORY FRAMEWORK FOR CYCLING PROMOTION

Cycling should be considered as an efficient mode of transport. In order to promote cycling, several countries adopted standards and regulations adapted to the needs of cyclists while other countries could benefit from their experience for enhancing the regulatory framework.

Even with different regulatory frameworks, several national authorities could implement in their own country good practices from different countries: examples to ensure safety for drivers and passengers (traffic regulation, directional signage, lights, etc.) should be compiled on a systematic basis and evaluated for adoption in other countries. At the same time, common standards for heavy good vehicle (HGV) allowing to reduce, or even resolve, the blind spot issue could improve the pedestrian and cyclist safety.

The improvement of the regulatory framework facilitates the peaceful coexistence of all modes of transport. It raises safety, gives clear guidance to all participants and enables the acknowledgement of cycling as an attractive mode of transport.

New vehicles open up a wide range of new possibilities reaching new groups of users, compete for the existing infrastructure and are often not subjected to any regulations or standardization. They should be used so effectively as to tap their potential and to increase the share of cycling, walking and public transport. However this must not compromise safety or convenience of other vulnerable users.

Recommendation 2.1: Evaluating possibilities to integrate regulations to promote cycling and to increase cycling safety into national highway codes

Many national highway codes still lack regulations to promote cycling and to increase safety of cyclists. Some rules or principles proved to be efficient and therefore should be evaluated for a possible adoption in the member States of UNEDA and WHO. New rules that fit best to the national priorities and context should be tested and evaluated regarding the effects on safety, traffic and comfort.

Recommendation 2.2: Providing cycling-friendly traffic conditions

On roads with high speed or high-density, separated infrastructure increases safety perception amongst cyclists and may thus attract more people to cycling. However, since separation is not always physically or financially feasible, the traffic calming measures with speed limits up to 30km/h for motorised cars mixed traffic and ensure safety of cyclists and pedestrians are highly advised.

Recommendation 2.3: Improving and harmonising service (equipment) specifications

For new vehicles such as cargo bikes, delivery trikes, hand-carts or e-cycles, regulations should specify harmonised authorisation and classification to ensure safety and behaviour rules and set up transnational standardisation to develop a new UN/ECE/WCO Europe-based norm.

In order to reduce the number of cyclist accidents in cities with a heavy good vehicle (HGV) traffic, local, national and international specifications for HGV congestion should contribute to solving the blind spot problem and introduce protection. The European Professionals Drivers Qualification has been reviewed and now includes cycling and urban driving. Guidelines on HGV/tonny access restrictions and public procurement of HGVs in urban areas should be established.

4. PROVIDING SUSTAINABLE INVESTMENTS AND EFFICIENT FUNDING MECHANISMS

To achieve modal shift towards cycling, investments are needed for infrastructure and promotion (see 5.6), however cycling is often not valued as an equal mode of transport in national investment plans resulting in a lack of budget. Providing sufficient resources is an integral part of a National Cycling Plan, previous experiences show that there is a sustained minimum level of investment needed to attain significant improvements in cycling conditions. However, financing should be provided at all administrative levels to foster the implementation of cycling measures and guarantee maintenance of infrastructure. Since competences for cycling vary from country to country, a set share of the country’s transport budget should be allocated to cycling over all levels of governance. In order to justify the allocated budget, new indicators should be used in cost-benefit analysis that include positive externalities of cycling. That would raise the awareness of the benefits of cycling and change its perception to public authorities, investors. International funding schemes could be used as front-end financing but are often not used to the full potential.

Recommendation 4.1: Setting up cost-benefit analysis on national level

An option for authorities on the national level is to set up funding schemes, among others, to support the authorities in their efforts to promote cycling. The United Nations Environment Programme recommends a share of 20% of the transport budget to be allocated to walking and cycling. Currently the Netherlands invests about 7% of its transport budget into cycling, corresponding to about 30 euro per person in annual investments. It is crucial to sustain adequate investment levels in the long term in order to make changes in modal shift permanent. Besides the financial engagement of the public sector, possibilities for private sector financing (e.g. for public bike systems) and other transport financial regulators (e.g. congestion charges, parking fees, gasoline tax) should be explored. Financing from prevention funds of health insurance could be an option especially for promotion measures (see recommendation 6.1) due to the substantial health benefits of cycling.

Recommendation 4.2: Establishing close cooperation with International Financial Institutions (IFI) to ensure funding of cycling infrastructure investment plans

IFIs and other donors have established special conditions and rules to finance infrastructure projects. These conditions and rules exist to facilitate the funding procedure by standardising the key performance indicators and data that should be analysed and illustrated. Specific projects can be discussed in the course of bilateral meetings organised between countries/cities’ representatives and IFIs.

Recommendation 4.3: Considering impact of cycling in investment decisions

Considering the impact of cycling should be standard procedure in cost-benefit analysis (CBA) of transport projects and should integrate transport, environment and health effects. It should be addressed on the transnational level by developing an internationally agreed methodology for transport/urban development in cooperation with the international financial institutions, Overseas Development Agencies, UNICEF and WHO. This procedure should include a review of existing CBAs in the UN 2030 member States and WHO and of which benefits/costs and values used, guidance for health impact assessment of transport/urban interventions (e.g. with the WHO Health Economic Assessment Tool, HEAT) that also consider effects of the proposed interventions on cycling should be developed (see also Recommendation 5.3).
THE NEXT STEPS (PLANNED)

1. Collection of comments to the 3rd draft of the pan-European Masterplan until 1st of September 2018
   - technical consultation at the WHO Europe
   - Members of the Partnership Cycling
   - THE PEP Extended Bureau

2. Provide a 4th Draft in autumn 2018

3. THE PEP Partnership Meeting, December 11th-12th 2018, Geneva
   THE PEP Steering Committee Meeting, December 12th-14th 2018

4. Finalize the pan-European Masterplan Cycling until end of 2018
THE PEP EXTENDED BUREAU IS INVITED

1. to confirm the overall restructuring
2. to agree on the vision, objectives and recommendations
3. to mandate the elaboration of a 4th draft for THE PEP Steering Committee Meeting, December 12th-14th 2018
Promotion of active mobility like cycling creates win-win-win-win-win for citizens, health, environment, economy and mobility!

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Thank you for your attention!

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