

Selling your cycle highway to local decision makers



Selling innovation

- Entrepreneur has formidable task of bringing together two very different universes: *invention* and *market*



Selling policy innovation

- You have to become a ‘policy entrepreneur’
- Your task is no less formidable: bringing together *solution*, *problem(s)* and *political support*

The multiple streams model

proposals

problems

politics



Successful strategies

Studies of successful policy advocacy suggest the following strategies:

- **Timing**: anticipating and exploiting ‘policy windows’
- Developing and testing **ideas**
- Building teams and **coalitions**
- **Framing** solutions and problems
- Recognizing and exploiting different **venues**

Successful strategies

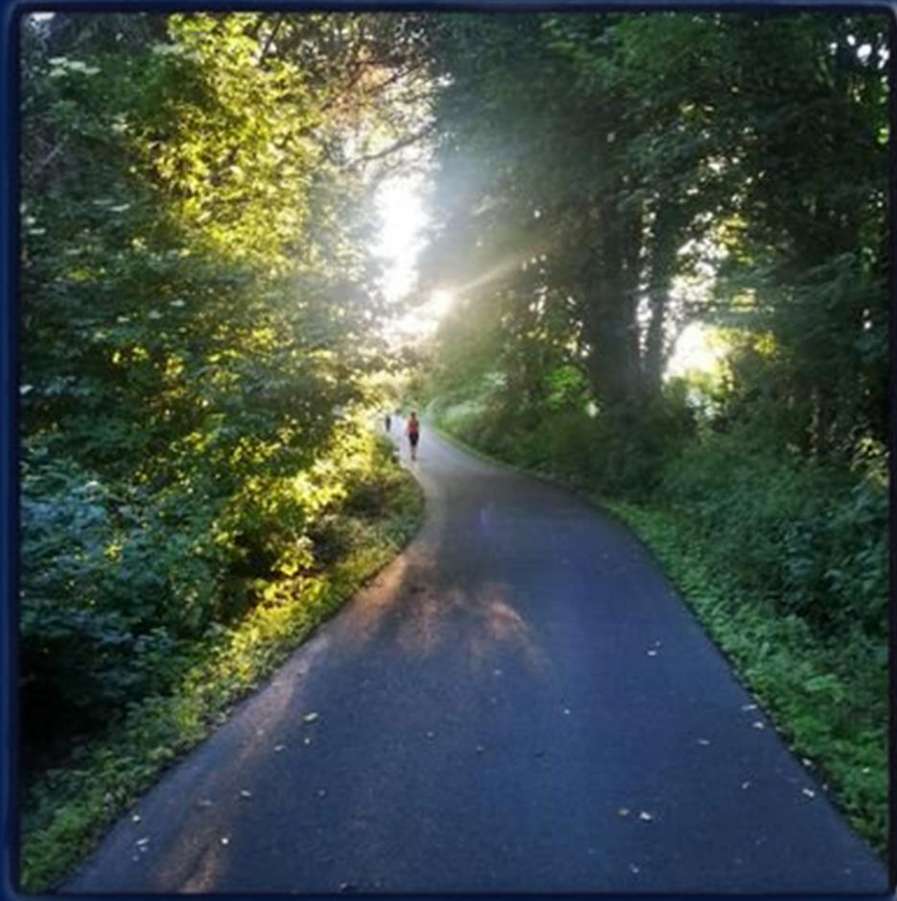
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Role-playing game: setting



The setting



**A less direct, quiet and attractive
cycle highway of 14 km**



**A direct cycle highway of 12 km
going through a quiet village**

The alderman

- Has been recently elected.
- Not against cycling but a big fan of motorvehicles.
- His main priority is the maintenance of the City's car network.
- He prefers constructing a cycle highway in an area where there will be no negative impact on the car infrastructure network.
- Fears that construction of the cycle highway around the forest will increase congestion on the motorway because of crossings that will have to be installed.



The local community group



- They find it very important to live in a quiet neighbourhood.
- They will not be able to benefit from the cycle highway through the forest because it does not connect with their small village.
- The cycle highway around the forest will connect their village with the two neighbouring small towns.

The local environmental group



- Is against a cycle highway through the forest so they can preserve the trees.
- The natural landscape through which the cycle highway will have to be constructed is a green landmark in the region. The forest is known for its precious ecosystem of oak trees and nesting birds. It also houses a rare and protected owl species.
- In the case of the cycle highway around the forest the constructors will encounter a rare grass snake that will have to be moved.

Cyclists Federation



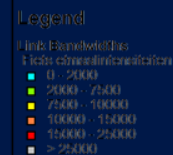
- They want to see better cycling infrastructure between both cities as soon as possible.
- They like the idea of a cycle highway through the forest.
- The construction of a direct and fast cycle highway in a very quiet and attractive landscape appeals very much to the cyclists union.
- Some members of the cyclists union that live in the small village near the forest are currently working in one of the two middle sized cities. At the moment they do not have a safe cycle route that connects the small village with the two middle sized cities.

City Cycling Engineer



- Likes the cycle highway concept.
- Is keen to follow the cycle highway assessment criteria to create a Level 4 Cycle Highway.
- Is aware of the biased feeling towards cycling from his Alderman.
- Considers infrastructure to be more important than its users' demands

The Feasibility Study



Verkeers- en vervoerplan, 2004 - onder verkeerplan (eindplan)

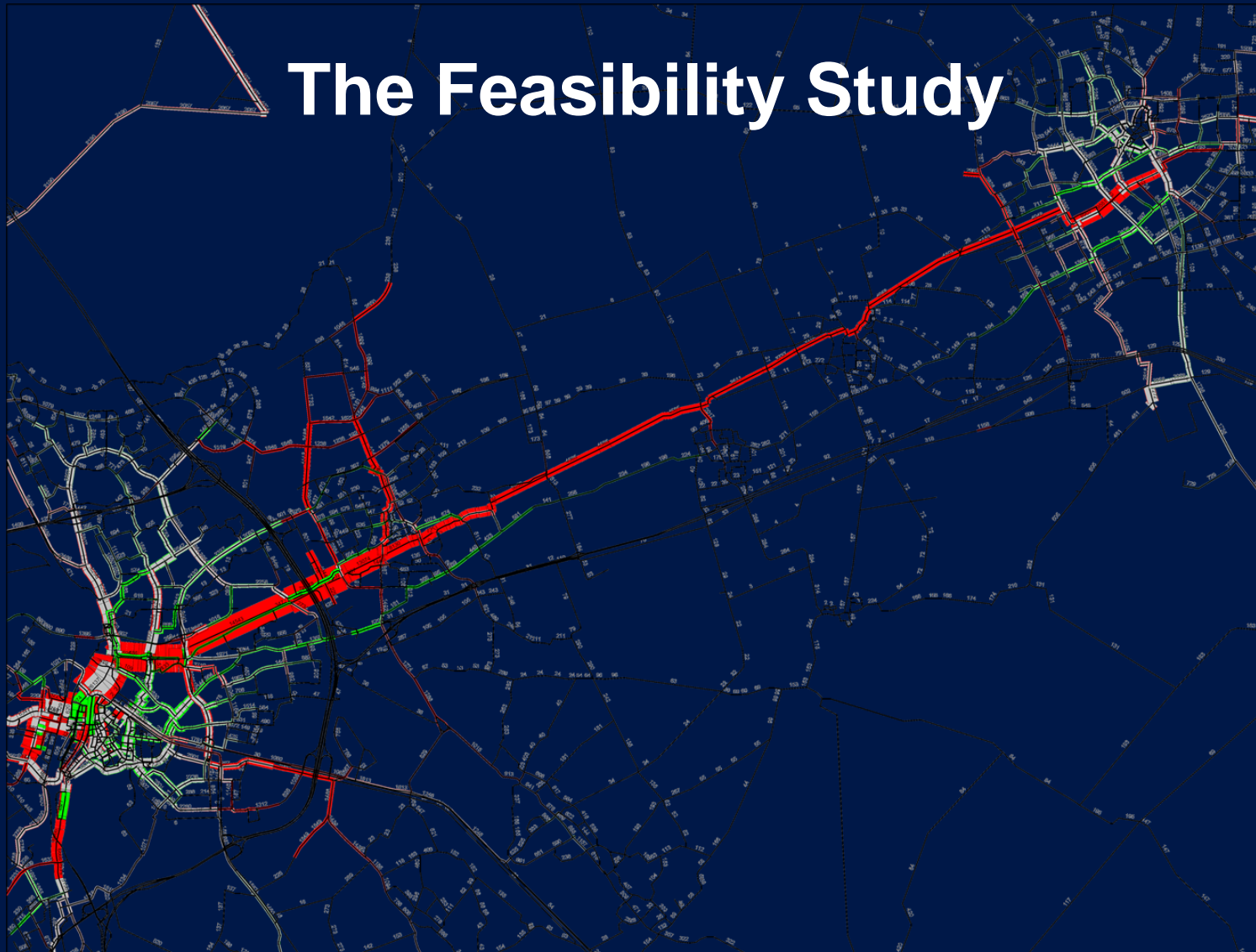
OMV, verkeersmodel regio 's Hartoghsland

Document: 001106/001/008
Info: Plan: 2004, 2004
Company: Geomatics Group

The Feasibility Study

Legend

- Data Base/Modeling
- Data Base/Modeling
- Data Base/Modeling
- Data Base/Modeling



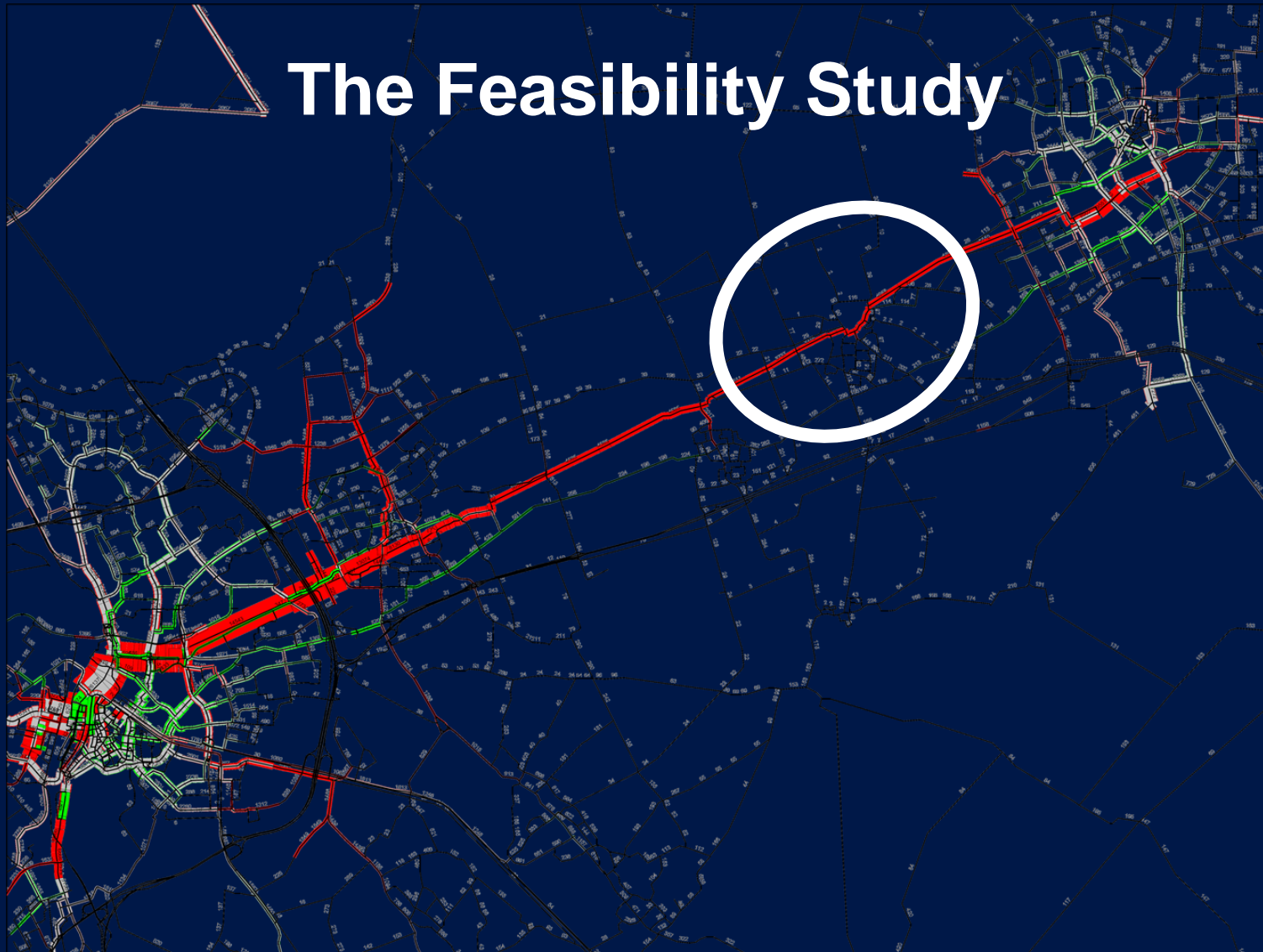
Vordrilling, Section 2020 and Section 2021 (absolute position 2020)
OCA workroom model map in the topographic

Description
Date
Company: Goudappel Coffey

The Feasibility Study

- A feasibility study has been carried out as a collaboration between both municipalities.
- The results show that a lot of commuters will chose to use the route, reducing car traffic on the main roads by 5%.
- However, there is a real risk of bicycle traffic jams in the near future that will have to be dealt with.

The Feasibility Study



Legend

Units: Hectobolles

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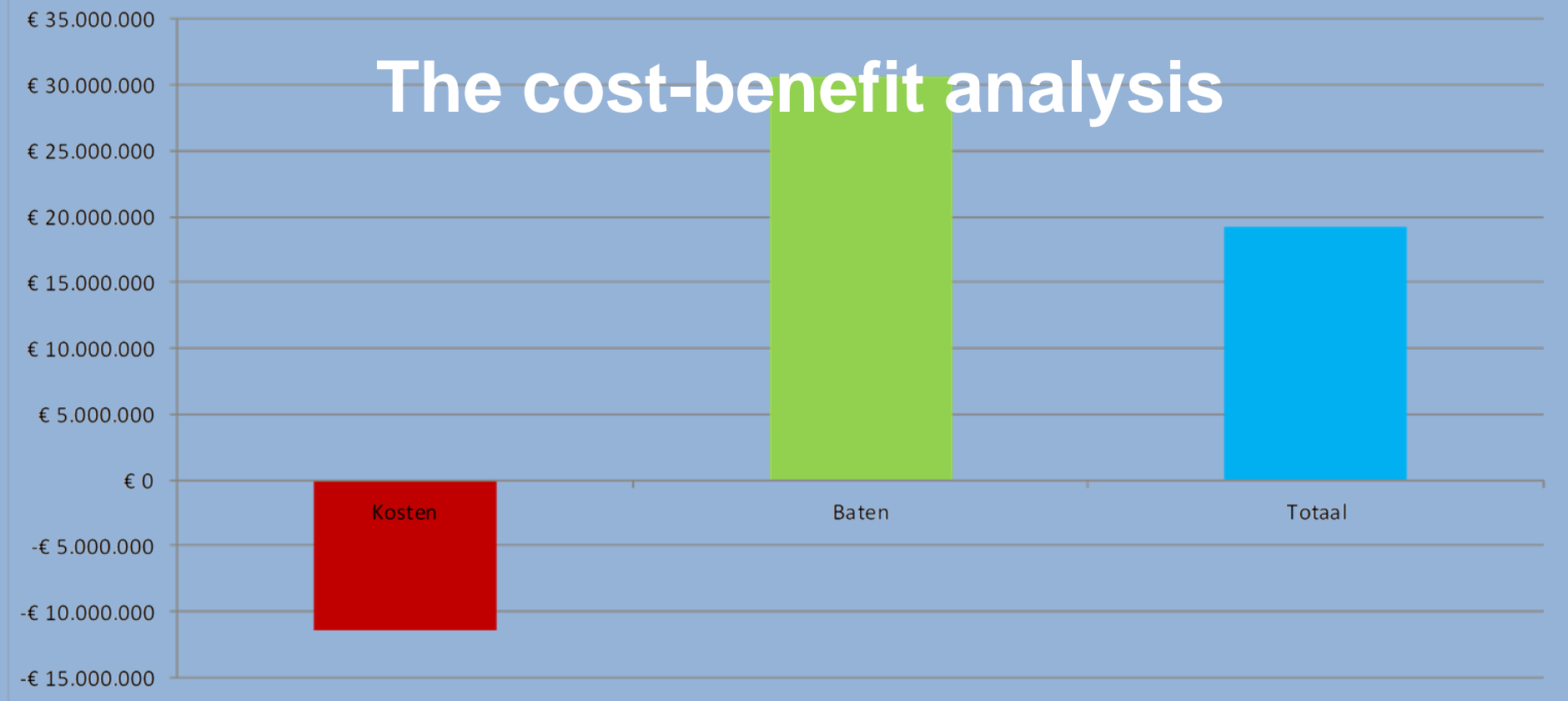


Vordrilling, Section 2020 and Section 2021, 20 km/h (absolute maximum 2020)

CCA workroom model in the Hectobolles

Description
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Company: Coudray Claffay

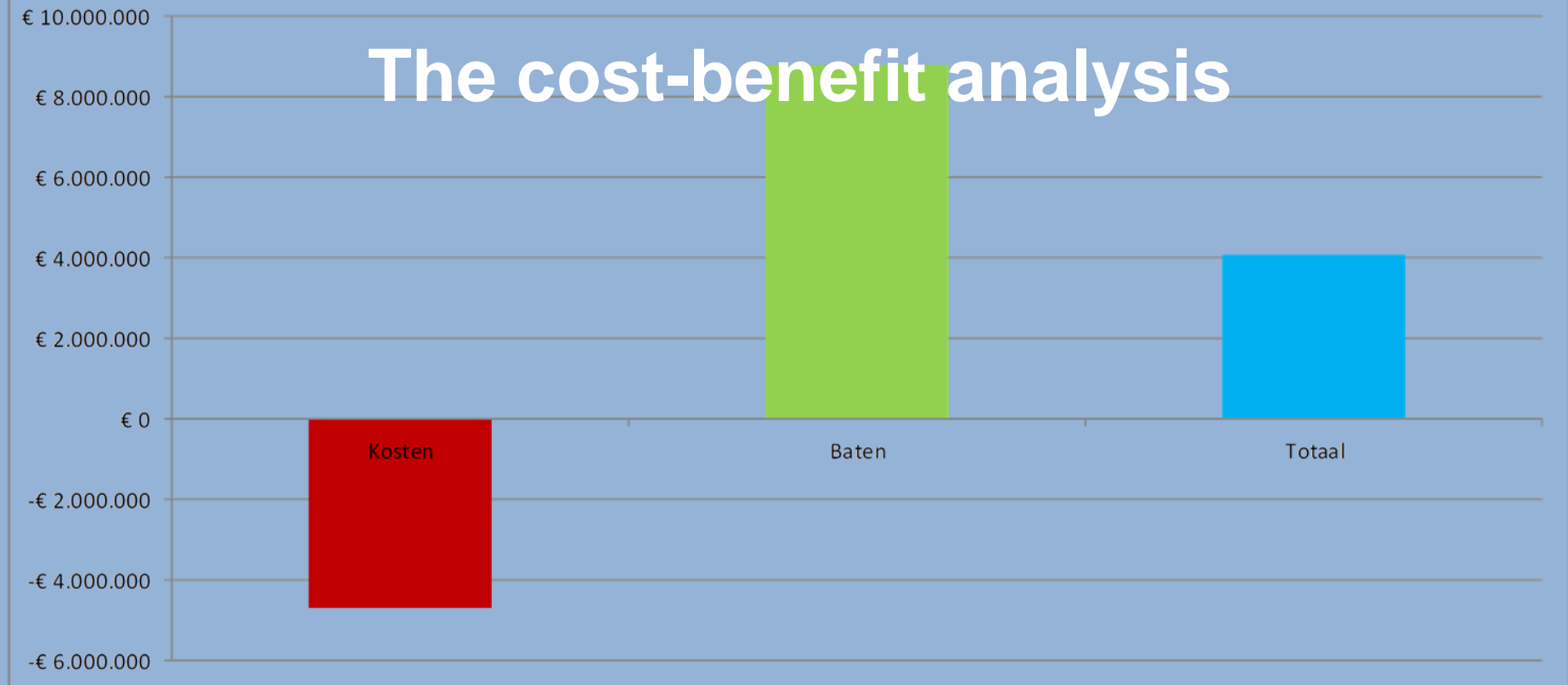
The cost-benefit analysis



Overzicht kosten en baten (afgerond op duizendtallen)

	Kosten	Baten	Totaal
Investeringsen	-€ 8.360.000		
B&O kosten	-€ 3.020.000		
Reistijdwinsten fietsers		€ 33.980.000	
Reistijd- en betrouwbaarheidswinsten auto's		€ 1.460.000	
Reiskostenreductie fietsers			
Arbeidsproductiviteit		€ 7.960.000	
Gezondheidseffecten		€ 4.400.000	
Accijnzen autoverkeer		-€ 1.980.000	
Subsidies OV			
Externe effecten		-€ 15.170.000	
Totaal	-€ 11.380.000	€ 30.650.000	€ 19.250.000

The cost-benefit analysis

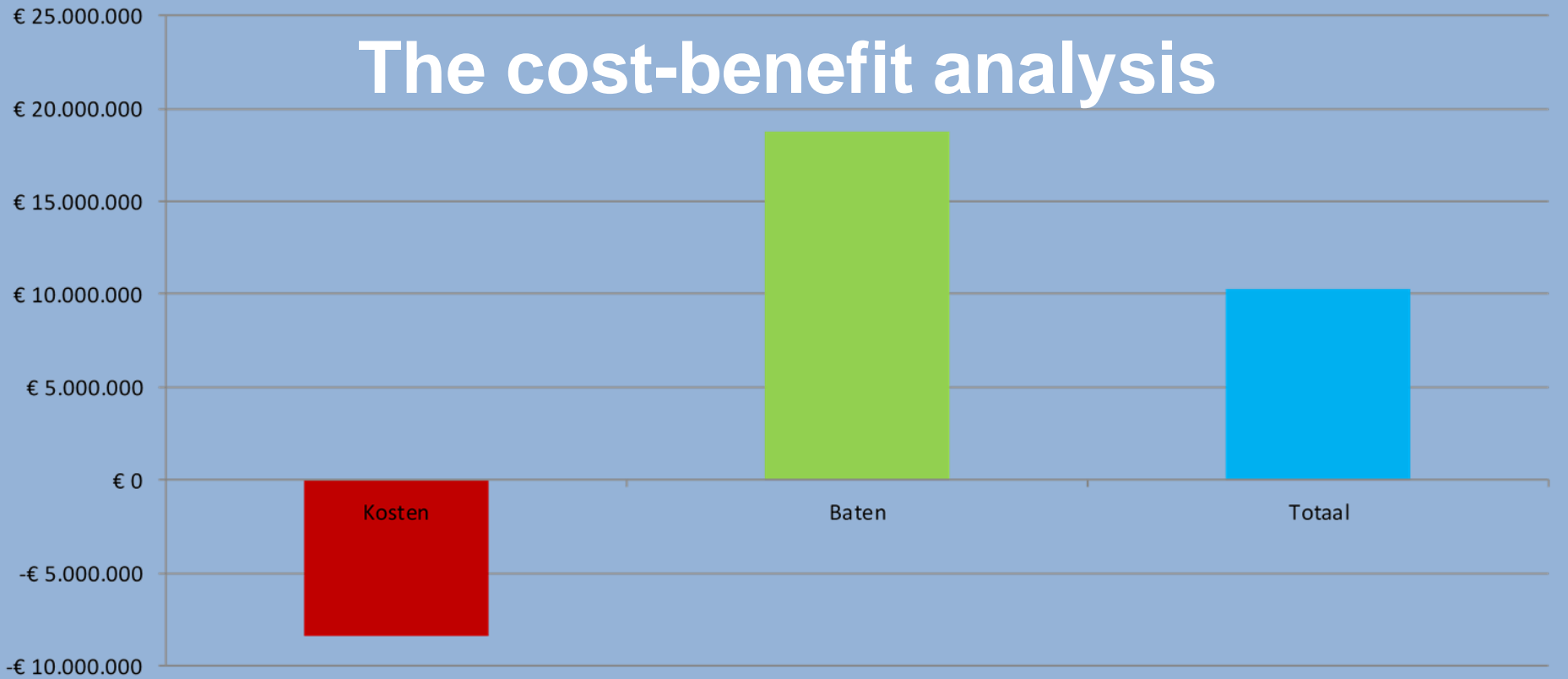


Overzicht kosten en baten (afgerond op duizendtallen)			
	Kosten	Baten	Totaal
Investeringsen	-€ 3.460.000		
B&O kosten	-€ 1.250.000		
Reistijdwinsten fietsers		€ 12.130.000	
Reistijd- en betrouwbaarheidswinsten auto's		€ 1.460.000	
Reiskostenreductie fietsers			
Arbeidsproductiviteit		€ 7.960.000	
Gezondheidseffecten		€ 4.400.000	
Accijnzen autoverkeer		-€ 1.980.000	
Subsidies OV			
Externe effecten		-€ 15.170.000	
Totaal	-€ 4.710.000	€ 8.800.000	€ 4.080.000

The cost-benefit analysis

- A cost-benefit analysis of the route indicates that the cost of the more direct route will be three times as much compared to the less direct route.
- This results in strong pressure to choose the cheapest alternative: the route through the forest area.
- An alternative is to lower the standards (below a level 4 cycle highway) on a significant part of the route. In this case the estimated costs will only be double the amount.

The cost-benefit analysis



Overzicht kosten en baten (afgerond op duizendtallen)

	Kosten	Baten	Totaal
Investeringsen	-€ 6.190.000		
B&O kosten	-€ 2.240.000		
Reistijdwinsten fietsers		€ 22.060.000	
Reistijd- en betrouwbaarheidswinsten auto's		€ 1.460.000	
Reiskostenreductie fietsers			
Arbeidsproductiviteit		€ 7.960.000	
Gezondheidseffecten		€ 4.400.000	
Accijnzen autoverkeer		-€ 1.980.000	
Subsidies OV			
Externe effecten		-€ 15.170.000	
Totaal	-€ 8.430.000	€ 18.730.000	€ 10.290.000



Misschien dekt 'n de lading dan 'fie Brieven

12-03-17, 06.00u - Eva Van Eenoo



Archiefbeeld. © BELGA

Eva Van Eenoo is voorzitter van

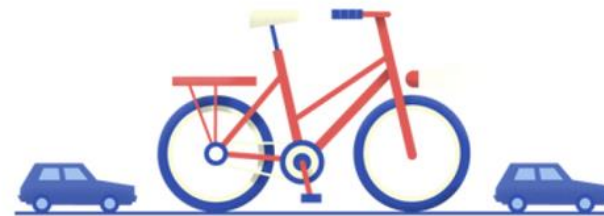
Met de aanleg van fietssnelwege
fiets krijgen. Maar, de strategie l
bedienen een zeer beperkte groe
langeafstandspendelaar. Waar b
ook voor korte afstanden op de t



Illustraties door Roel van Eekelen

‘Als je het hebt over fietssnelwegen, dan stel je je de fiets voor als een kleine, langzame auto. Maar het zijn compleet verschillende dingen. De auto is bijna alleen maar technologie en een beetje mens, de fiets is bijna alleen maar mens en een beetje technologie. Dat betekent dat je fietsen heel anders moet benaderen.’

Aangenaam, hier spreekt Marco te Brömmelstroet, directeur van het Urban Cycling Institute van de Universiteit van Amsterdam, bijgenaamd de Fietsprofessor. Ik interview hem in het kader van het project Fiets vs. File, waarin ik zoek hoe de fiets ons uit de file kan halen.



FIETS vs FILE

Media coverage

- Several critical articles appear in national newspapers about cycle highways.
- One article claims that the majority of users are middle aged men in lycra on race bikes that are speeding on the cycle highway. There is also a fear that mopeds and scooters will start using the cycle highway.
- Another purports that by building cycle highways you transform cyclists into car users, while for cycling policy to be scaled up you need to take measures that hurt car users..

Building teams and coalitions

- Engage in *strategic alliances* with (powerful) stakeholders that share an interest in realizing cycle highways. Show how it meets their demands by providing fact-based evidence.
- Solutions can never be collectively exhaustive and you will not be able to meet the demands of all relevant stakeholders. Cycle highways should not be fixed and definite in shape.

Developing and testing ideas

- The solution should be developed in such a way that it allows *advocacy*. It should be fully worked through and its intrinsic qualities defined in advance.
- The solution should be developed in such a way that it allows *brokerage*. Numerous stakeholders should adhere to the idea and it should leave room for negotiation and cooperation with those that have different ideas and interests.

Framing solutions and problems

- Think what you write on the package. Frame the problem and develop the narrative strategy in such a way that it fits the political and societal context.
- But also think of what is not written on the package. Be aware of the matters that are pushed from view – both at the moment and in the future.