



## Webinar on Non-Motorized Transportation

# How to foster a new bike culture in India?

November 06<sup>th</sup> 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?

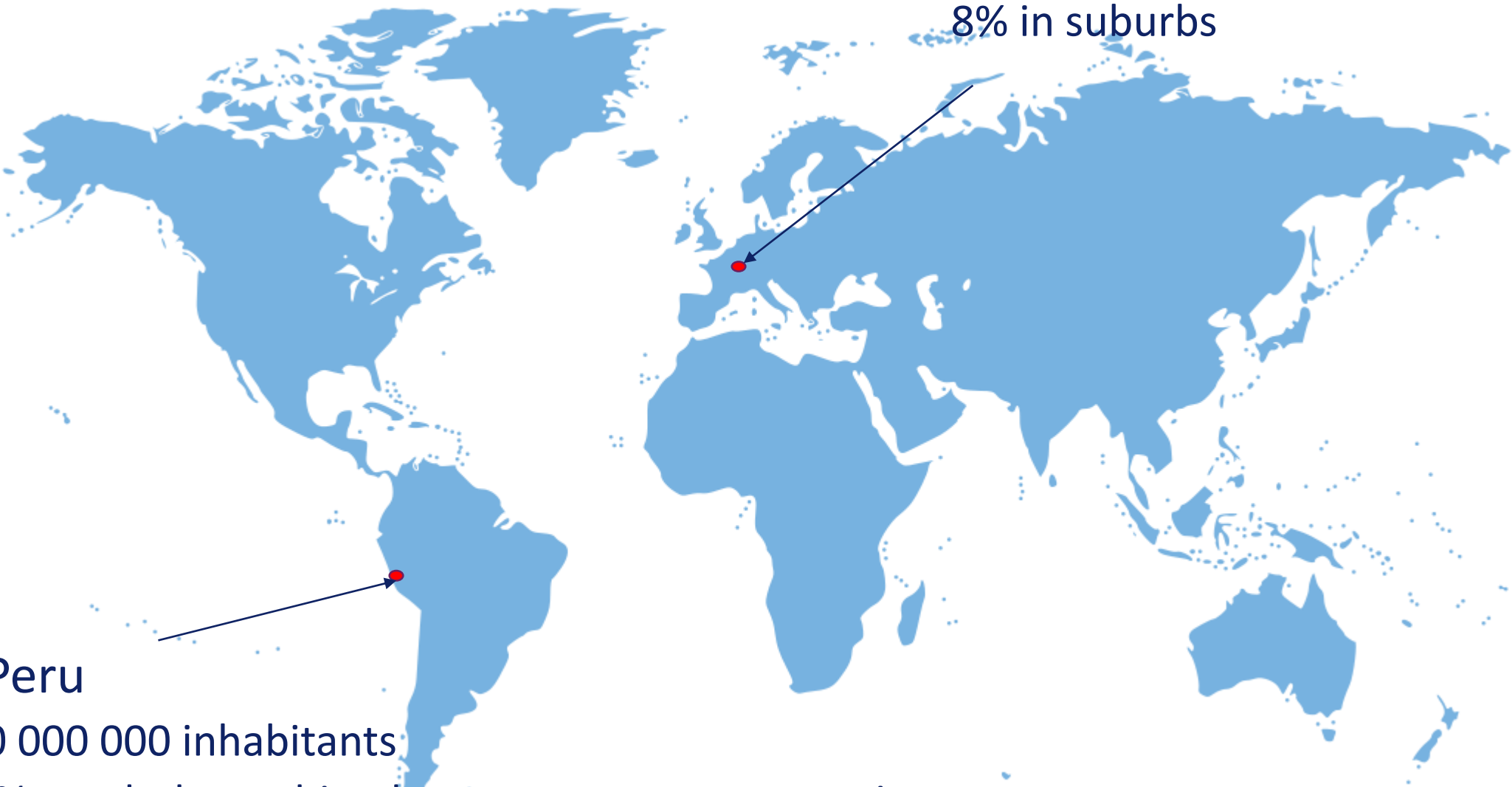
- Message 1: Providing safe infrastructures
- Message 2: Changing the perception on bicycles
- Message 3: Developing a dynamic bicycle ecosystem

# 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 platform. Several other people are visible, including a man in a blue hoodie and a woman in a beige coat. The street is paved with cobblestones, and there are various signs and buildings in the background. The overall scene depicts a vibrant, multi-modal urban environment.

# Strasbourg, France

1900





# Strasbourg, France

## 1<sup>st</sup> cyclable city of France

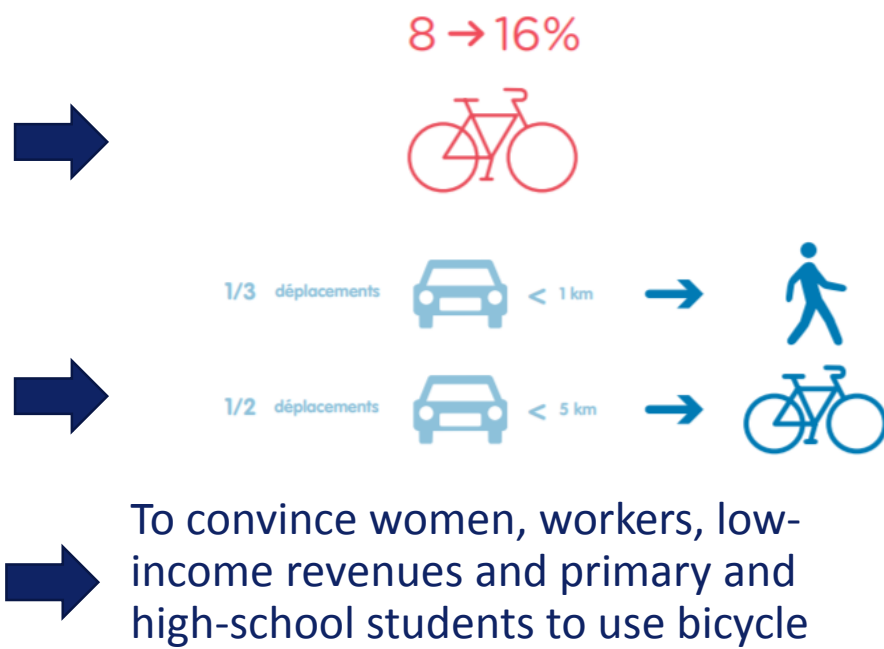
- 500 000 inhabitants
- 600 km of cycle tracks
- 6 000 municipal bicycles for hire
- 19 000 bicycles parking spaces
- 310 000 bicycles in private houses
- Bicycle modal share:
  - 13% in city centre
  - 8% in suburbs
- 50% of inhabitants use regularly their bicycle to make a trip

# 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

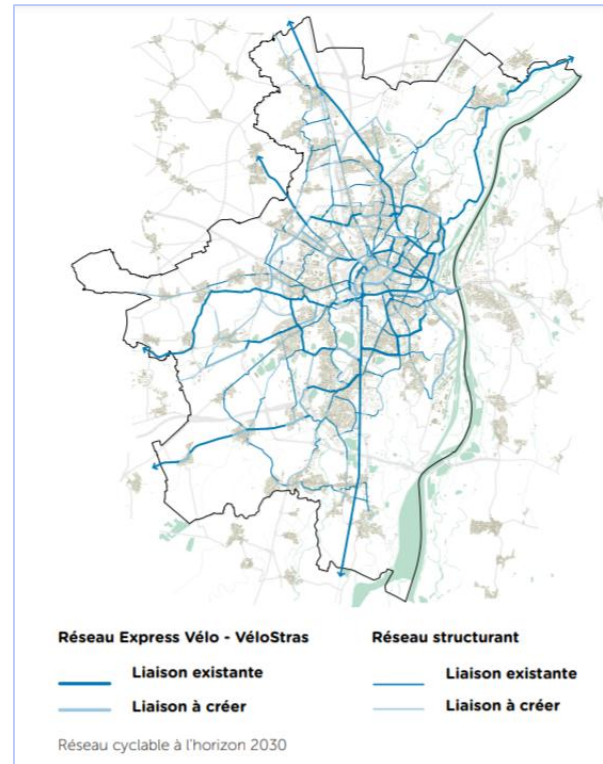
## 1<sup>st</sup> cyclable city of France

- 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 city street scene with people riding motorcycles and bicycles. The image is semi-transparent, showing a road with a white dashed line and orange traffic cones. In the background, there are tall buildings and trees. The text "A global trend" is overlaid in the center.

**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



A group of five cyclists is shown on a paved path outdoors. They are wearing various cycling gear, including helmets, sunglasses, and backpacks. The cyclist on the far left is wearing a yellow and blue jersey with 'CYCLE' visible. The cyclist in the center is wearing a red shirt. The cyclist on the far right is wearing a white long-sleeved shirt and a blue face mask. The background consists of green foliage and a white wall on the left. The text 'Indian cities are part of this global movement' is overlaid in the center in a bold, dark blue font.

**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 6<sup>th</sup> 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 sunny, with buildings and trees in the background. The people are dressed in casual attire, and the overall atmosphere is one of active transportation.

## 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

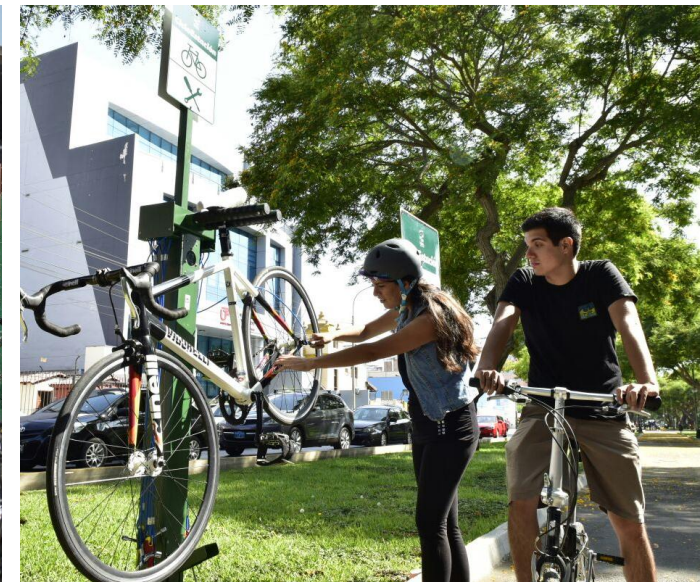
# Developing a dynamic bicycle ecosystem

# 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](mailto:amelie.schell@dvdh.fr)

**DVDH**  
DES VILLES ET DES HOMMES