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Foreword

Few things in this world go together so well as Amsterdam and bicycles. Through wind and weather, come rain or shine, in good times or bad, Amsterdam residents, visitors and an increasing number of tourists are hopping on all sorts of two-wheelers. Books have been written about it, film scenes dedicated to it and songs sung about it: the bicycle is more popular than ever in Amsterdam, and that's great because cycling is healthy and contributes to an accessible and attractive city.

In our compact metropolis, the bicycle is one of the most important modes of transport – and a good thing too – otherwise most of the city would come to a standstill. Additionally, bicycles also create work opportunities: from bicycle repairers and hirers to designers and factories.

Together, the residents of Amsterdam own almost one million bicycles. If you add rental and loan bicycles, it is clear that this enormous number also poses many problems and challenges. Do cyclists waiting at the traffic lights have enough space? How do we ensure that everyone can park his or her bicycle without it getting in the way? And how can we help cyclists safely interact with the rest of the traffic: cars, public transport and pedestrians?

Have a seat at a café terrace somewhere and see what passes you by: fast-food deliverers, bicycle couriers, school students with heavy backpacks, seniors on e-bikes, office workers on electric share-bikes, and hipsters on their fixies. A bicycle is not just two wheels and a frame, but comes in many forms. This requires a flexible government that can respond to innovation in smart way.

To help keep Amsterdam an international cycling city for all cyclists, we propose three objectives: smooth cycling, easy parking and better biking. The first two objectives will be achieved with the concrete measures set out in this Long-term Bicycle Plan.

The third objective, better biking, mainly focuses on how we interact with each other while cycling. The changing and increasingly busier city demands different behaviour from every cyclist – residents, companies, and visitors. With the measures outlined in this plan, I am convinced that, together, we can ensure that Amsterdam stays a world-renown bicycle city.

Pieter Litjens, Traffic and Transport Municipal Executive Councilor City of Amsterdam





About this plan

The Long-term Bicycle Plan 2017-2022 follows the course set in the 'Mobility Strategy: **Amsterdam** 2013' (Mobiliteits Aanpak Amsterdam 2013), the 'Mobility Implementation Program' (Het Uitvoeringsprogramma Mobiliteit 2015), and the 'Bicycle Parking Framework' (Kader Fietsparkeren 2015). This plan is in line with guidelines set out in the 'Agenda for Sustainability' (Agenda Duurzaamheid 2015), 'City in Balance' (Stad in Balans 2015), 'Course: 2025' (Koers 2025) and the 'Vision for Public Space 2017' (Visie Openbare Ruimte 2017).

This plan was realised on the basis of insights derived from diverse surveys (such as national bicycle count week, several bicycle parking counts and the Amsterdam Accessibility Thermometre) as well as input from a range of groups, including the Dutch Cyclists' Union (Fietsersbond) and engaged residents of Amsterdam via CycleSpace. The plan focuses on issues for the next six years with a view towards 2030, where we plan to invest in infrastructure (new connections) and innovations. In this way, we can also keep the city healthy, attractive and accessible for the future. At the same time, we intend to tackle both the greatest bottlenecks in the bicycle network and bicycle parking.

This plan is built upon the Long-term Bicycle Plan 2012-2016. Increasingly, more results from this plan are visible in the city, such as 16,000 new bicycle parking spaces – 11,000 of these are located at stations. We'll continue to implement the successful measures and add those that offer potential: by using pilots, we can also use technological innovations that are current in the market.

In the coming years, we'll respond to developments with an adaptive approach. Three main objectives are important in this regard. Chapters 2, 3 and 4 contain an analysis for each objective, the main principle behind the campaigns and their associated measures. Here, both innovation in measure and approach will be used. This is marked in the text with a 'light bulb'. We'll also evaluate pilots and conduct experiments. In the case of a positive evaluation, we then consider the possibilities for broader applications.

The total costs for the Long-term Bicycle Plan 2017-2022 programme have been estimated at €54 million. It is expected that a part of these cost can be covered by external partners.

After thorough preparation and elaboration, measures with major financial consequences that are not yet covered in this plan will be submitted separately to the city council and the City Executive Board. In particular, this concerns the development of expensive bicycle connections and bicycle parking garages.



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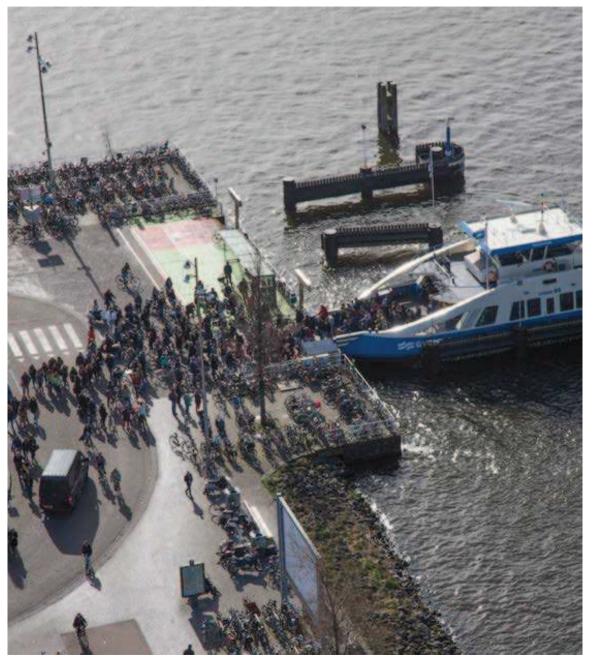






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If there is reason for additional coverage, this will be addressed in the Spring Memorandum of the applicable year.

Aside from the measures that fall under the umbrella of the Long-term Bicycle Plan, we're investing in a number of large projects over the coming years, such as bicycle parking facilities at stations, the bridge across the river IJ (De Sprong) and connections with new urban locations. With these plans, we hope to expand Amsterdam's intricate bicycle network.

The total expenditure from the City of Amsterdam and external partners (VRA, Prorail and NS) for cycling for the period 2017-2021, including the Long-term Bicycle Plan, amounts to approximately €351 million. This does not include investments for the bridge across the IJ, ongoing projects such as bicycle parking facilities for Leidseplein and Beursplein and investments into cycling infrastructure in new urban areas.





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LONG-TERM BICYCLE PLAN 2017 – 2022 INTRODUCTION

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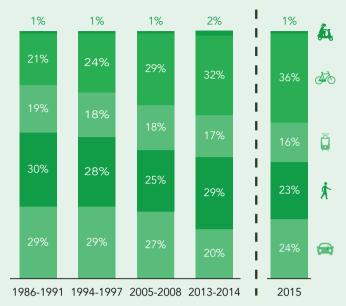


FIGURE 1

Mode of transport Moped/motorised bicycle Bicycle Public transport

17	18	23	46
447	566	573	609
403	420	352	319
640	649	478	547
622	669	521	385

1986-1991 1994-1997 2005-2008 2013-2014

!	2015			
1	24			
	666			
i.	301			
	433			
i	440			

FIGURE 2

Walking Car







Amsterdam grows

Pressure in the city







Cyclists make the city healthier

To every destination



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the city more attractive

MONETISED SOCIAL VALUE OF CYCLING FOR THE PERIOD 2010-2015

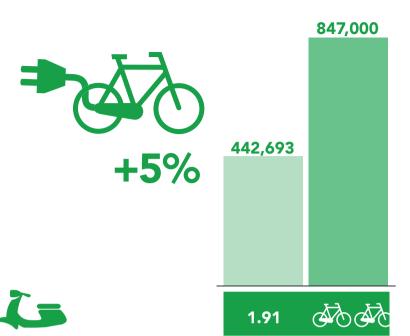
the economy stronger

TOTAL

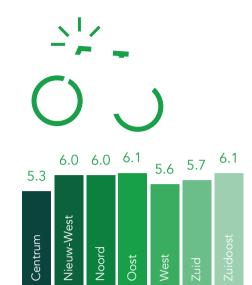
DECISIO (2017), BIKENOMICS AMSTERDAM

122.9





AVERAGE NUMBER OF BICYCLES PER HOUSEHOLD, 2015



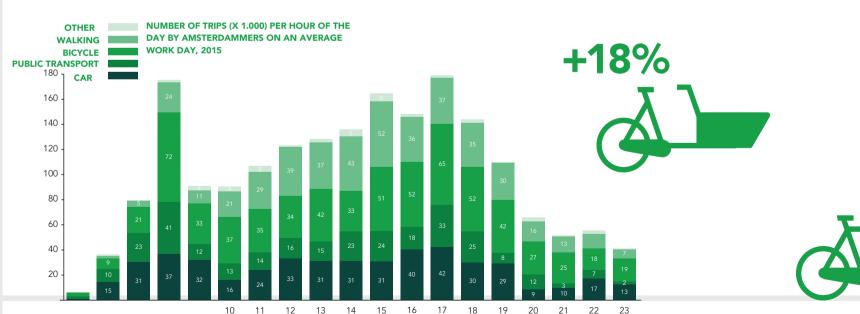
RESIDENT SATISFACTION FOR BICYCLE PARKING **PROVISIONS PER CITY DISTRICT, 2015**

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INTRODUCTION





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Smooth cycling





Easy parking





Better biking







Smooth cycling

Cyclists in Amsterdam reach their destination via wide, direct, fast, smooth and recognisable routes. This means that cyclists can utilise a compact network of car-free bicycle streets or separate bicycle paths with a width of at least 2.5 metres and finished with red asphalt. The objective is to have at least half of the bicycle routes on the Plus Network for bicycles (Plusnet Fiets inside the A10 ring and south of the river IJ,² with a minimal width of 2.5 metres by 2025 (at the beginning of 2017, this was 34%).3 Moreover, we want cyclists to be satisfied with the

quality of Amsterdam's bicycle network. At the next bicycle satisfaction survey, we'll perform a baseline measurement for this.

For cyclists, examples of this include:

- new bicycle connections that overcome obstacles,
- attractive new bicycle routes: the 'Green Network' (*Groennet*),
- more space on the busiest bicycle routes.
- > More about Smooth cycling in Chapter 1

- IN THE SHORT TERM, WE'RE FOCUSING ON THE BIGGEST BOTTLENECKS IN THE CITY CENTRE. HOWEVER, THE SAME GUIDELINES WILL BE APPLIED ACROSS ALL OF AMSTERDAM TO ENSURE THAT THE NETWORK OUTSIDE THIS AREA CAN ALSO IMPROVE FROM REPROFILING.
- ON THE BASIS OF AVAILABLE DATA FROM THE NATIONAL ROAD TRAFFIC DATABASE (NDW). THE EXACT PERCENTAGE MAY VARY SLIGHTLY DUE TO MISSING INFORMATION CONCERNING CERTAIN ROAD SECTIONS. FROM AN ON-SITE INVENTORY (IN PREPARATION FOR THE IMPROVEMENTS), IT REMAINS TO BE SEEN WHAT THE ACTUAL WIDTH PER DIRECTION IS.
- 4 OCCUPANCY REPRESENTS THE RATIO BETWEEN THE NUMBER OF PARKED BICYCLES IN BICYCLE RACKS/ SPACES AND THE BICYCLE PARKING FACILITIES IN AN AREA.
- 5 BICYCLE PARKING PRESSURE REPRESENTS THE RATIO BETWEEN THE NUMBER OF PARKED BICYCLES IN PUBLIC SPACES AND THE BICYCLE PARKING FACILITIES IN AN AREA.



Easy parking

Cyclists in Amsterdam find an available parking space close to their destination. And to get more bikes in racks, we're firmly committed to enforcement. We're tackling the main bicycle parking hotspots where bicycle parking is heavily congested - and we're working on good accessibility of public space. Goals for these hotspots: bicycle parking facilities with a maximum occupancy⁴ of 85% (currently the average is 90% in these hotspots) and a maximum bicycle parking pressure⁵ of 125% in 2025 (the average is currently 195% in these hotspots). We're also striving towards a more positive appreciation by Amsterdam residents of bicycle parking facilities. For bicycle parking, our goal is a cyclist satisfaction rating of 7.0 (out of 10) by 2025 (compared to 5.8 in 2015: ATB 2016).



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For cyclists, examples of this include:

- more available parking spaces in bicycle parking facilities and on the street,
- easier location of parking spaces thanks to better signs and information,
- expanding the number of pleasant, attractive public spaces in combination with bicycle parking facilities at the beginning of walking routes (Bike & Walk: park your bike and then walk to your destination).
- > More about Easy parking in Chapter 2

Better biking

Cyclists in Amsterdam will choose a new way of cycling through responsible, good behaviour. This is needed in order to reduce inconvenience from other cyclists. We're encouraging Amsterdammers to cycle more and we're also promoting behavioural change for more safety and appropriate behaviour in traffic.

We're aiming to increase interest in cycling in city districts (such as Nieuw-West, Noord and Zuidoost) where, on average, the residents of these areas choose to cycle for only 27% of their traffic movements (ATB 2016). The goal is to increase this percentage to at least 35% by 2025. In addition, we want cyclists to feel at ease. The goal is to increase the cycling satisfaction rating to 7.5 by 2025 (compared to 7.1 in 2015: ATB 2016).

For cyclists, examples of this include:

- measures that make cycling more pleasant,
- actions to encourage cycling and promote appropriate behaviour,
- financial contributions to promoting promising cyclingrelated initiatives by Amsterdam residents.
- > More about Better biking in Chapter 3



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Smoother traffic flow for the most-used mode of transport



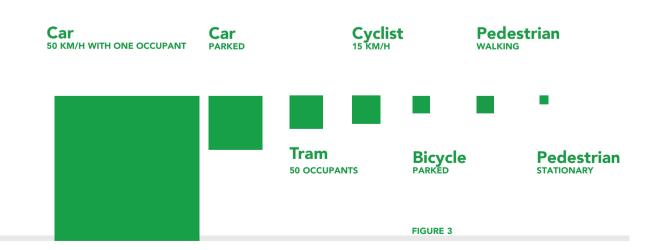
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Expanding cycle paths with new bicycle connections

From 'Green Carpet' routes to car-free Green Network (*Groennet*)



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Easier bicycle parking: better use of more spaces

'New ways of bicycle parking' for an attractive residential area



Room for innovation



Promoting good cycling









Smooth cycling

Smooth cycling means that cyclists can reach their destination via wide, direct, fast, smooth and recognisable routes.



SMOOTH CYCLING

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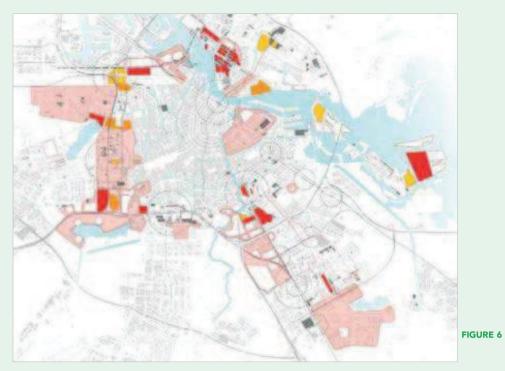
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Analysis







FAST ROUTES FOR CYCLISTS



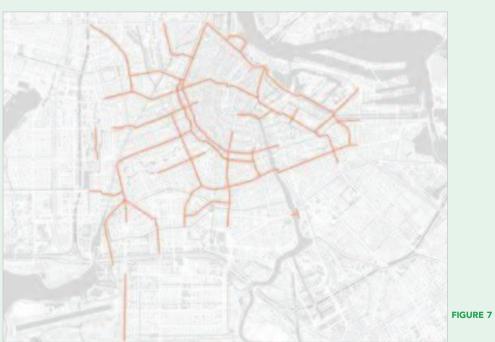
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DIRECT ROUTES FOR CYCLISTS

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RECOGNISABLE ROUTES FOR CYCLISTS



SMOOTH CYCLING FOR CYCLISTS

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Campaigns Smooth cycling

WIDE ROUTES



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We will carry out the following measures:



































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WIDE ROUTES





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FAST ROUTES

We will carry out the following measures:





FAST ROUTES

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DIRECT ROUTES

Prioritising tool for new bicycle connections

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We will carry out the following measures:



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FIGURE 9 THIS MAP IS REGULARLY UPDATED. THE LATEST VERSION WILL BE AVAILABLE SHORTLY ON AMSTERDAM.NL/FIETS

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SMOOTH ROUTES

We will carry out the following measures:



31



37 SMOOTH ROUTES





RECOGNISABLE ROUTES

We will carry out the following measures:





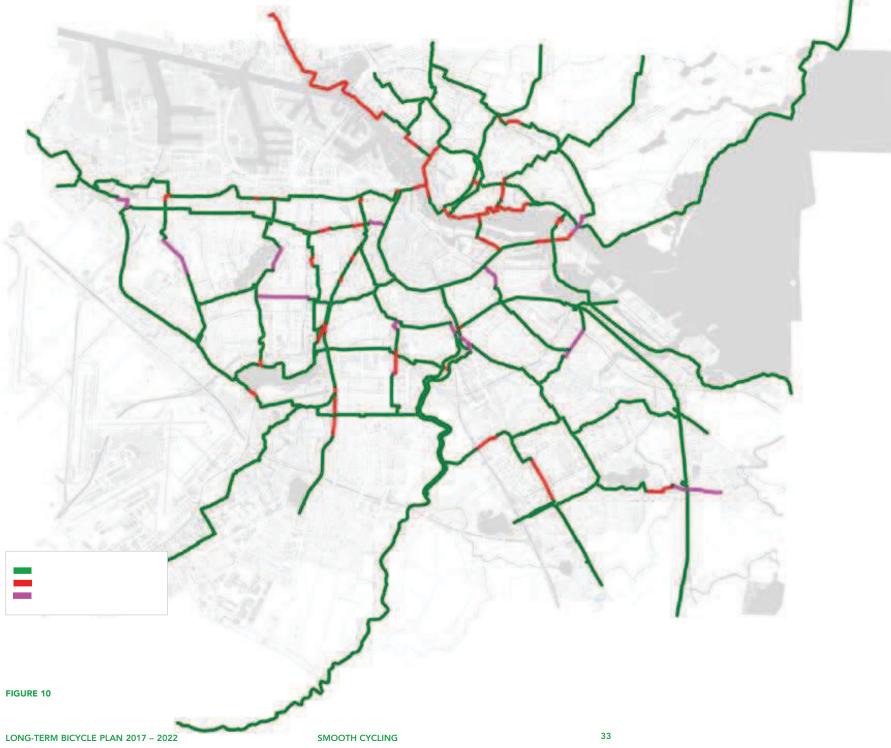
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Monitoring Smooth cycling



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OBJECTIVES	INDICATORS	TARGET (2025)	BASELINE MEASUREMENT (2016)

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Easy parking

Easy parking means that the Amsterdam cyclist can find a parking spot quickly and close to his or her destination – all without compromising on space for pedestrians. Our approach towards bicycle parking also considers parked mopeds and motorised bicycles.



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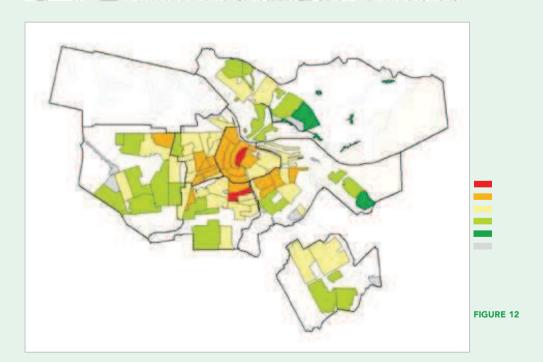
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FIGURE 11



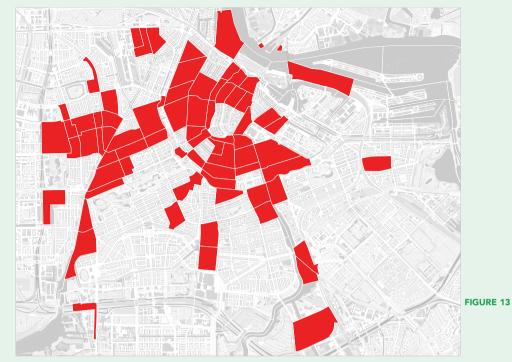
Analysis



ACCESSIBLE

PAVEMENT FOR CYCLISTS AND PEDESTRIANS





UTILISING CAPACITY

FOR CYCLISTS

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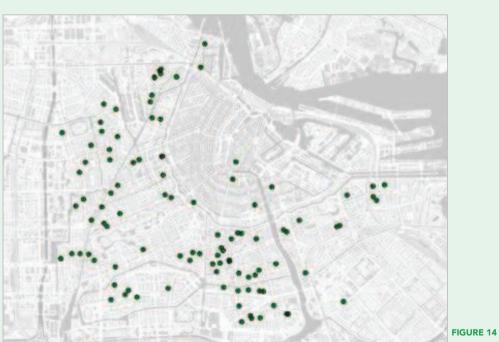


Figure 13 indicates where the bicycle parking pressure is over 125







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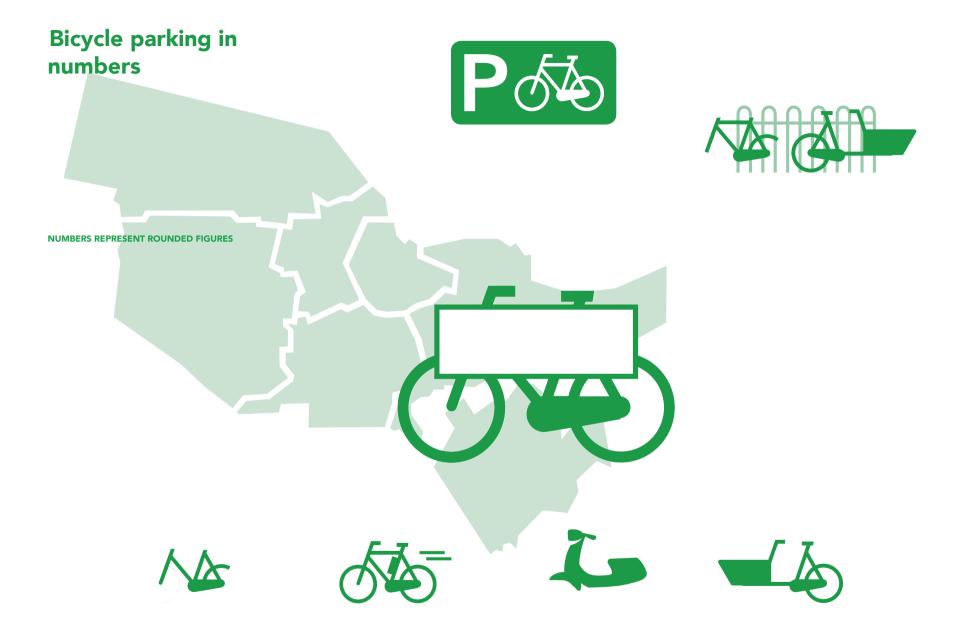
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CYCLISTS

FOR

THAT'S WHY, TOGETHER WITH AMSTERDAMMERS, WE'RE WORKING ON **NEW WAYS OF BICYCLE PARKING FOR CYCLISTS**



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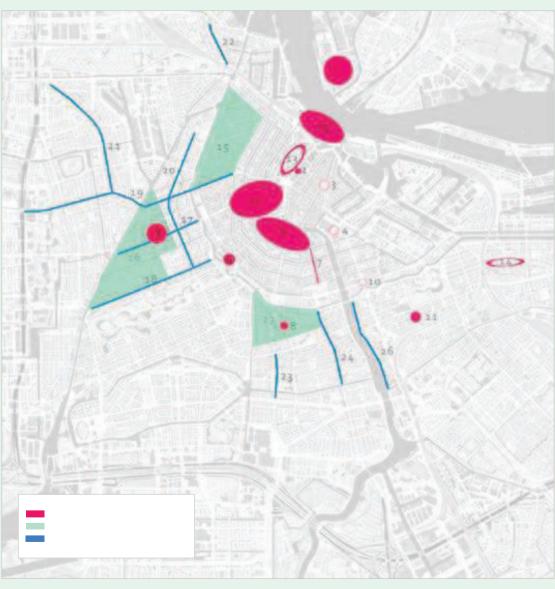


FIGURE 15

Campaigns Easy parking

We will carry out the following measures:





ACCESSIBLE PAVEMENT





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We will carry out the following measures:

BIKE & WALK











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UTILISING BICYCLE PARKING CAPACITY



We will carry out the following measures:













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Metrostation Noord (1,300) Noorderpark (325) Station Sloterdijk (1,060 + 200) Centraal Station (1,300/22,600 + 2,301) Beursstraat / Oude Brugsteeg (77) Beursplein(1,700) Rokin (260 +825) Fietsboulevard Rokin / Munt(1,000) Rietlandpark (100) Kattenburgerstraat (100) Appeltjesmarkt (450) Munt (300 + 250) Pathé de Munt (140) / Vijzelstraat 20 (120) Leidseplein (2,000 + 682/1,802) elylaan (2,400 + 500/1,000) Vijzelgracht (300) Marie Heinekenplein (300) Weteringcircuit (700) Station Muiderpoort (2,000 + 700) F. Bolstraat e.o. (320) GerardDouplein e.o. (1,368) 1e Jan vd. Heijdenstraat 105/107 (470) P P P De Pijp (220) Wibautstraat (300) Ceintuurbaan (ABN ANRO) (307) Station Sciencepark (376) Haarlemmermeerstation (100) Station Amsterdam Amstel (1,400/4,900 + 200/400) Europaplein (142/650) P Station AmsterdamRAI (1,275 + 366/1,066) Station Amsterdam Zuid (3,500/11,000 + 1,236/2,736) realised Specifications for number of bicycle parking spaces to realise by 2020 partly realised (realised /total) indoor bicycle parking facilities in preparation/under construction Station Bijlmer ArenA (1,900) bicycle parking spaces at ground level (number of indoor + number at ground level)

FIGURE 16

MORE PUBLIC BICYCLE PARKING SPACES



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MORE PRIVATE BICYCLE PARKING





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We will carry out the following measures:











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THE NEW WAYS OF BICYCLE PARKING

Bicycles in use contribute to the city's accessibility. Idle (unused) bicycles cost money. Consequently, we're aiming for more bicycle journeys to be made on fewer bicycles. Increased bicycle sharing reduces the need for a personal or extra bicycle (which requires extra bicycle parking spaces). With that in mind, we're conducting market research into bicycle sharing programmes.

We will carry out the following measures:







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Monitoring Easy parking

OBJECTIVE	INDICATORS	TARGET (2025)	BASELINE MEASUREMENT (20
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Better biking

As an international cycling city, Amsterdam has a very high reputation to maintain. We've made our name worldwide as a city that comprises 'red' and 'green' carpet cycle routes for cyclists. If we are to keep our good name, we should ensure that cyclists feel at ease. The goal is to increase the cycling satisfaction rating to 7.5 by 2025 (compared to 7.1 in 2015).





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BETTER BIKING



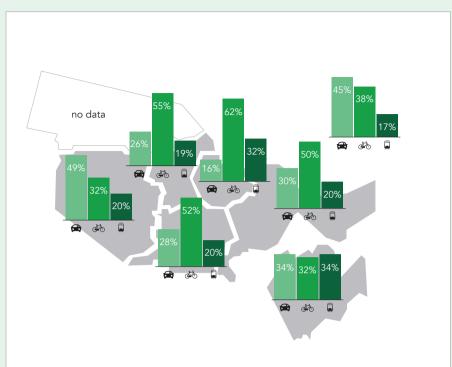
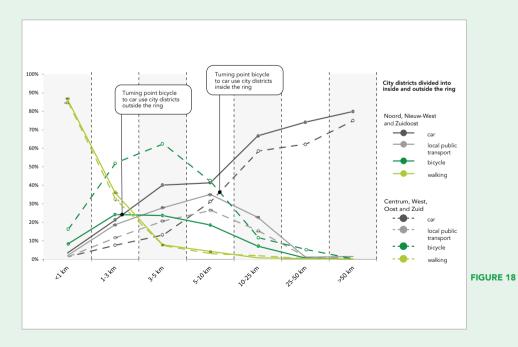


FIGURE 17



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Analysis

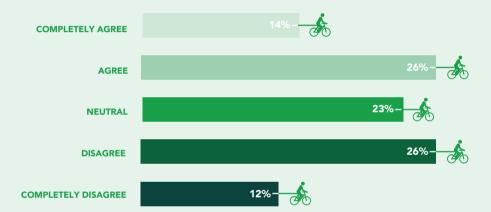
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FIGURE 19



AMONG CYCLISTS	AMONG NON-CYCLISTS	

FIGURE 20

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CHOOSING TO CYCLE





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APPROPRIATE

BEHAVIOUR





BICYCLE SHARING IN EUROPE



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Campaigns Better biking CHOOSING TO CYCLE

We will carry out the following measures:





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BETTER BIKING



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APPROPRIATE BEHAVIOUR



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We will carry out the following measures:









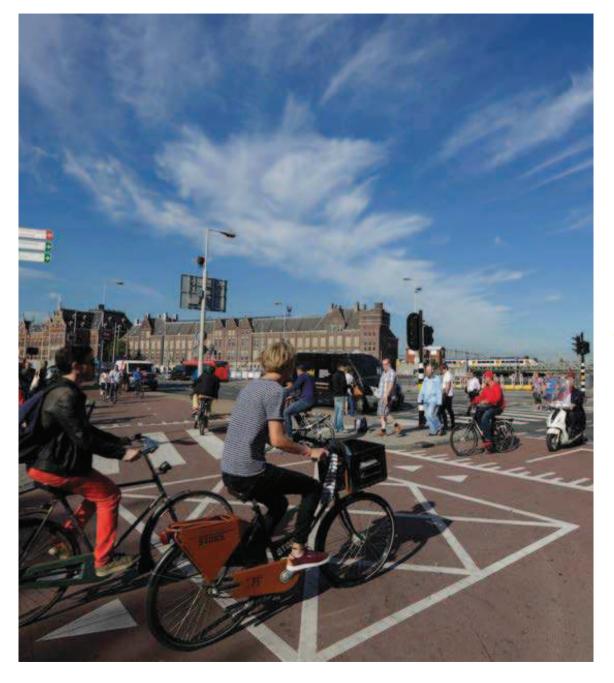


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53 APPROPRIATE BEHAVIOUR

32 APPROPRIATE BEHAVIOUR



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Monitoring Better biking

OBJECTIVE INDICATORS TARGET (2025) BASELINE MEASUREMENT (2015)

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BETTER BIKING





Getting started







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Organisation





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Communication: the big story



Financial matters



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SECTION	TOTAL COSTS IN MILLIONS	CONTRIBUTION CENTRAL CITY MUNICIPALITY (SMF)	CONTRIBUTION AMSTERDAM REGIONAL TRANSPORT AND PRORAIL
TOTAL	54.4	34.2	20.2
FIGURE 21			

72



Investing in cycling remains important



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Bicycle monitor





CATEGORY	NO.	MEASURE	PLANNED FOR/PHASED IMPLEMENTATION	IMPLEMENTED BY

LONG-TERM BICYCLE PLAN 2017 – 2022



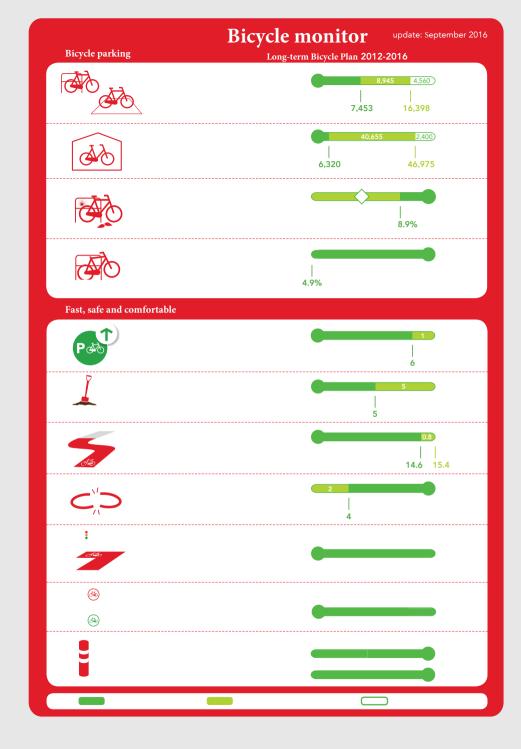
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CATEGORY	NO.	MEASURE	PLANNED FOR/PHASED IMPLEMENTATION	IMPLEMENTED BY

LONG-TERM BICYCLE PLAN 2017 – 2022

APPENDIX





	RESEARCH INTO NEW BICYCLE CONNECTIONS (UNDER € 500,000)		
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LONG-TERM BICYCLE PLAN 2017 – 2022

APPENDIX



нотѕротѕ	NEIGHBOURHOODS
	(CITY) STREETS

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ALL MONETISED EFFECTS FOR THE PERIOD 2010-2015 (EXTERNAL EFFECTS)

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TOTAL 122.9







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5 AS FAR AS THE MUNICIPALITY IS AWARE

6 THE ANNUAL INVESTMENT AND OPERATING SUBSIDIES DIVIDED BY THE ESTIMATED TOTAL NUMBER OF PARKING SPACES IN NEIGHBOURHOOD BICYCLE PARKING GARAGES

APPENDIX





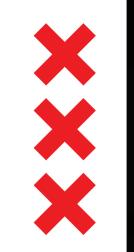
INVESTERING PER PLAATS

KOSTEN PER JAAR PER PLAATS

7 THIS SUM IS CALCULATED BY DIVIDING THE TOTAL INVESTMENT SUBISDY OF €1.3 MILLION BY THE 2914 NEIGHBOURHOOD BICYCLE PARKING SPACES THAT HAVE INVESTMENT SUBSIDIES.

8 SIXTY PER CENT OF BICYCLES ARE PARKED ON THE STREET AFTER CLOSURE OF A GARAGE. TAKING INTO ACCOUNT THE AVERAGE OCCUPANCY OF 72%, 3817 BICYCLES END UP ON THE STREET.





COLOPHON

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