

“How the village of Berkel kept
Active Transportation a priority”

Hans Moor - Sr. Engagement Officer

Mobycon North America



Introduction Hans, Mobycon, services

Berkel: 100 years of main street

Something started to change

Berkel: “Vinex” planned expansion

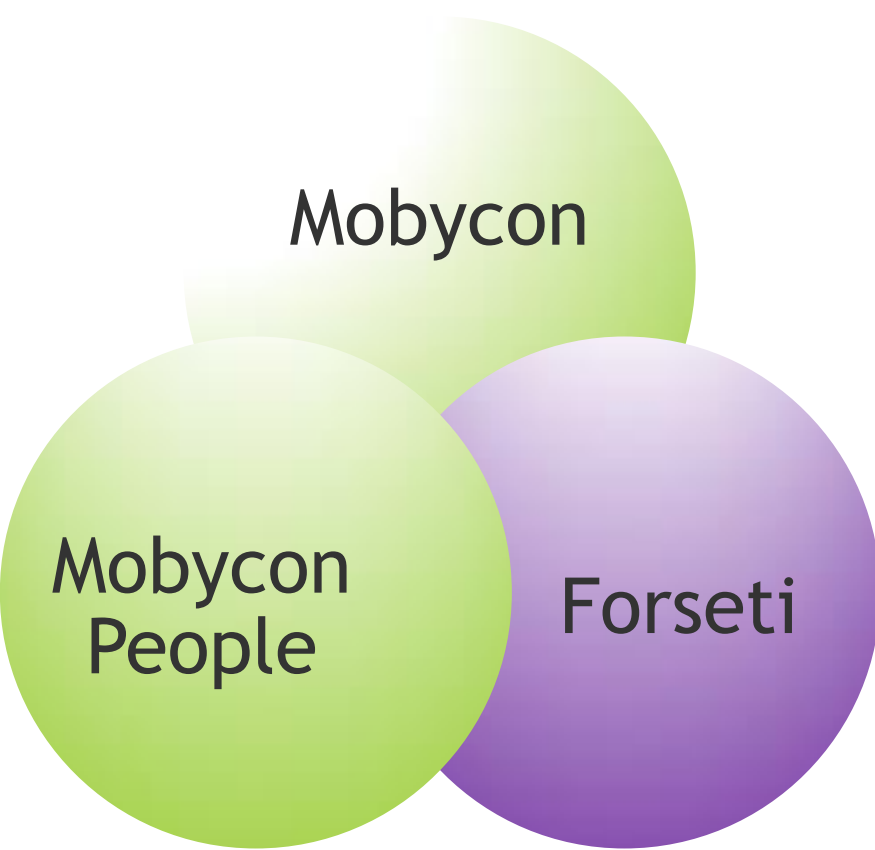
Changes on a small budget

Berkel today



- Born in the Netherlands
- Living in Ottawa
- Worked for the Dutch embassy
- Past president of @BikeOttawa
- Multiple award winner

Concordis Group



Mobycon

Mobycon
People

Forseti

Mobycon - independent research and consulting company

Mobycon People - recruitment and secondment of traffic planners and engineers

Forseti - specialized consulting firm in the field of school transport services, collective transportation and managing tenders.



65 staff



Infrastructure/Accessibility design

- Walking
- Cycling
- Shared Space
- Parking



Education and Studies

- Education
- Study tours
- Traffic Safety Studies



Traffic Management

- Traffic Management
- TDM Mobility Management
- Public Transport/Freight Transport

MOBYCON: our clients



- All levels of government
- NGO's
- Companies
- Educational institutions



Mobycon strongly believes in developing safe, local, active transportation, shared spaces, shared mobility options

Founder Johan Diepens worked with shared space guru Hans
Monderman

Build safe connected cycleable and walkable grids to get around

Once people are comfortable, they will go further

Let's zoom in

Our home: the Netherlands



The country:

Size of Nova Scotia

270 km /170 miles North- South

175 km / 110 miles East – West

17 million people

-  Nederlandse Spoorwegen
-  HST (Hogesnelheidstrein gaat rijden in de loop van 2009)
-  Arriva
-  Arriva (voor reizen over dit Arriva-traject altijd het onderstreepte via-station ingeven dat op dit traject ligt)
-  Syntus
-  Syntus (voor reizen over dit Syntus-traject altijd het onderstreepte via-station ingeven dat op dit traject ligt)
-  Connexxion
-  DB Regionalbahn Westfalen / Prignitzer Eisenbahngesellschaft
-  Veolia
-  DB Euregiobahn / AVV

Montreal Island and Laval Overlay over West Holland

“Hofplein line”
Nearly ripped up,
Now light rail



Berkel: early 1960's





Berkel in 1906



Berkeley in 1920





Berkel in 1925



Berkel in 1937



Berkel in 1940's



First traffic sign appears
“One way traffic”

Berkel in 1940

Bakfiets (cargobike)



Berkel in 1948



Berkel in 1963



Berkel in 1963



Berkel mid 1960's



Berkel in 1968



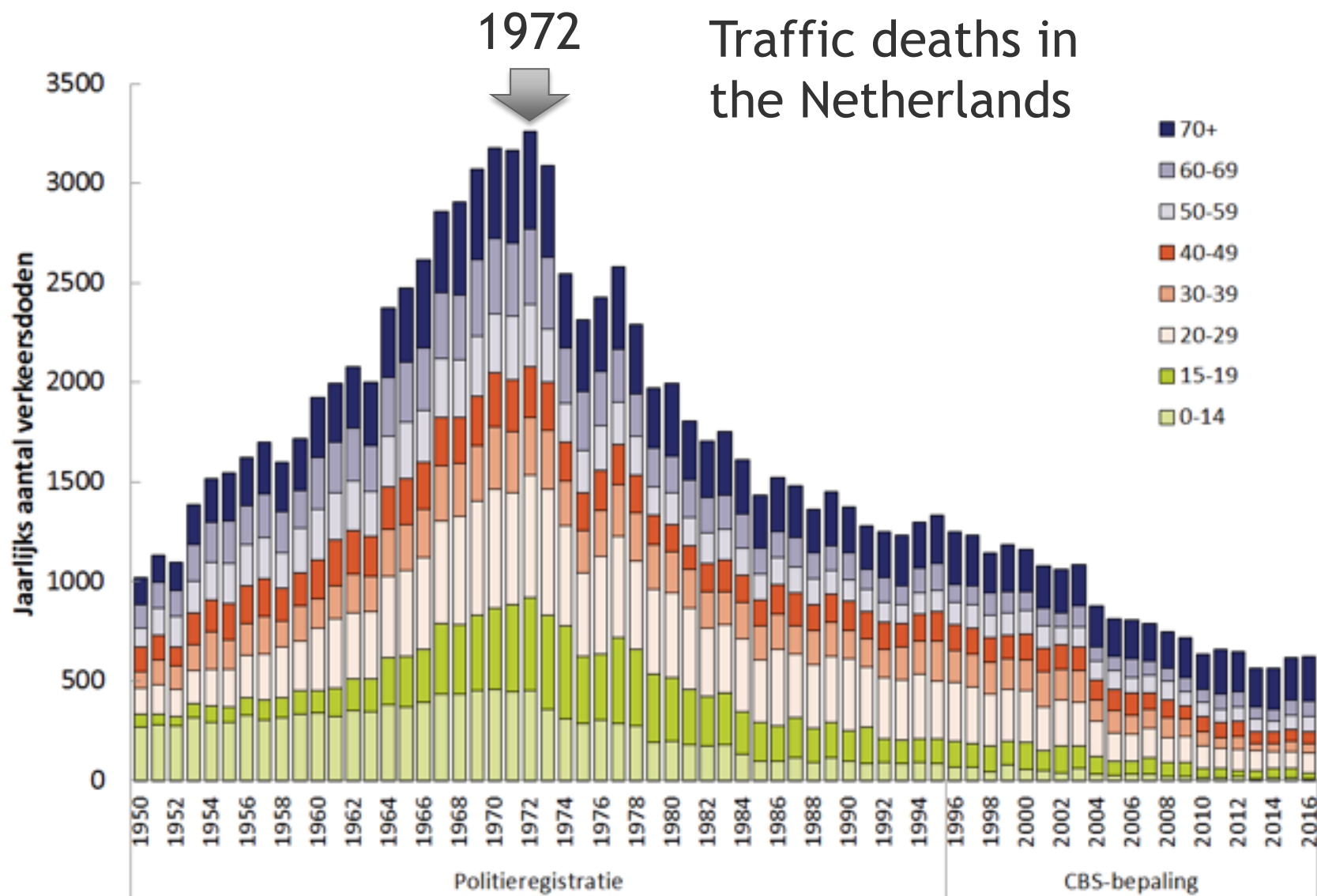
Berkel in 1972



But was it an improvement?

Something started to change

People started to resist the hegemony of the car



First attempts

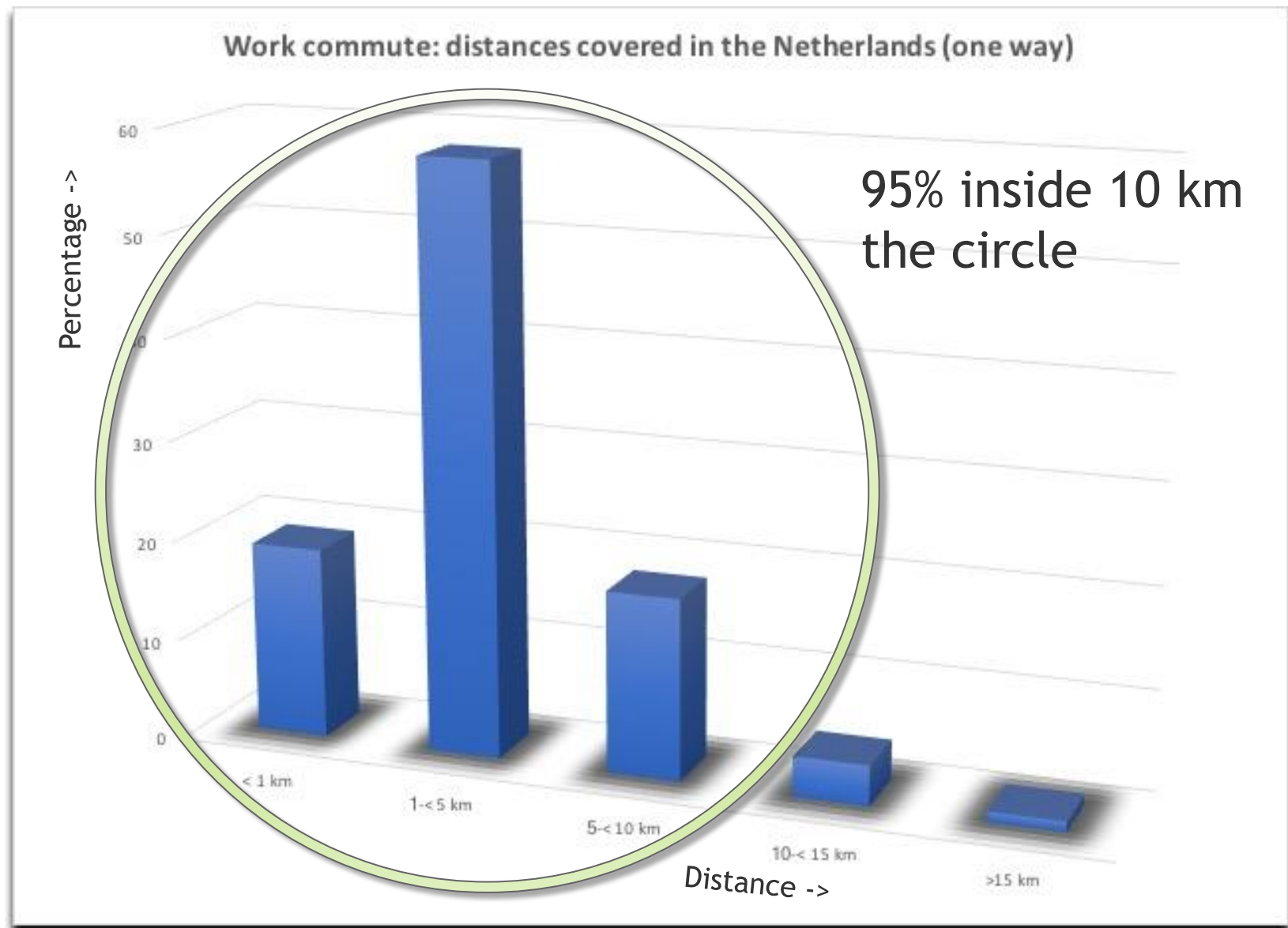




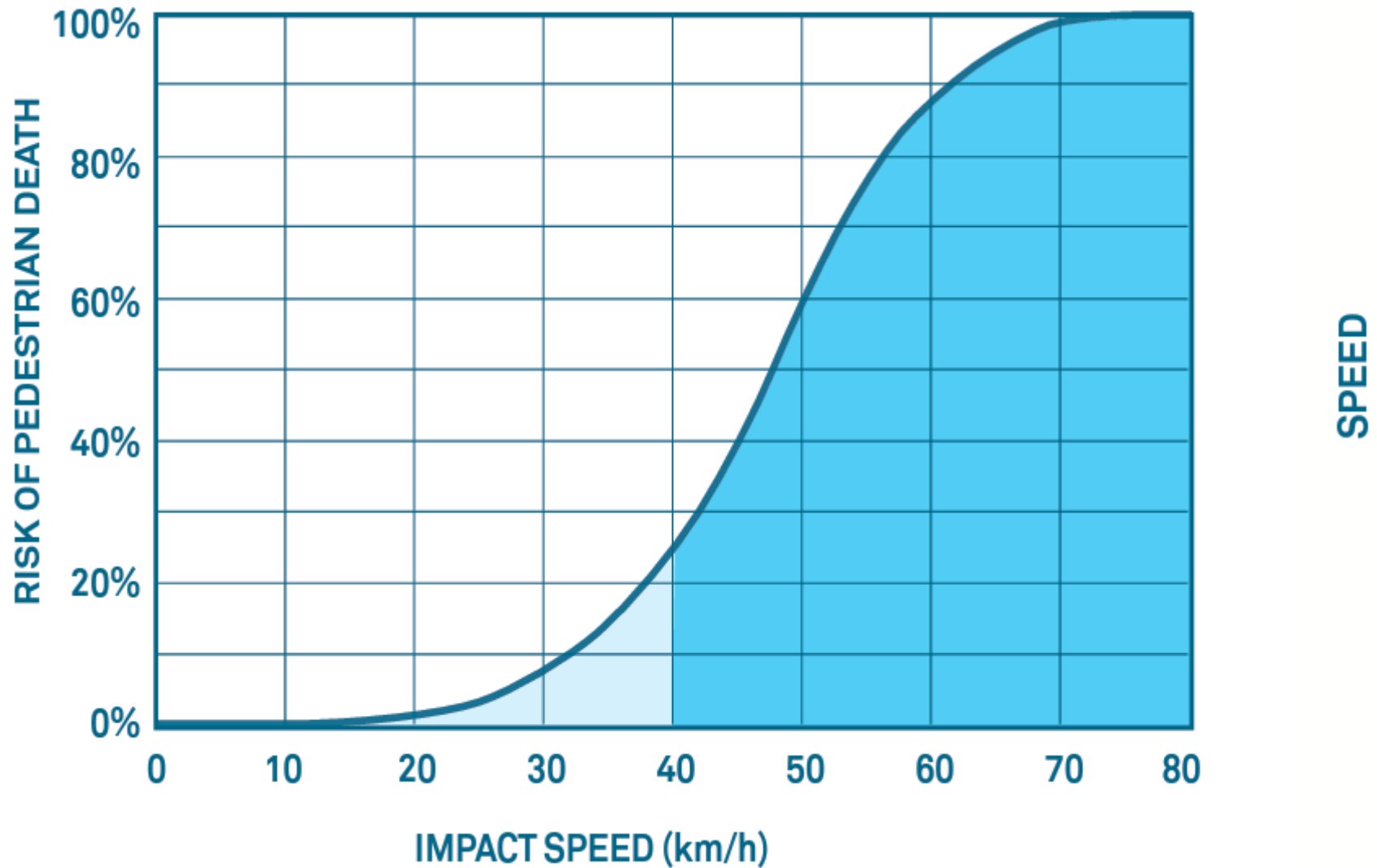
VINEX

- >600,000 houses
- Attach to existing cores
- Focus on intensification
- Focus away from car
- 30% social housing

‘Berkel’ in the 60’s and now



Impact of speed in collisions





When cycling is in the news:

- Collisions, death
- Breaking laws
- Sweaty, tiring exercise



- Concern about traffic speeds/Lack of safe infrastructure



Message needs to change:

People generally don't start to bike to lose weight, to save the world, or to break a record. It is an enjoyable experience.

Behaviourial change: positive messaging supported by action

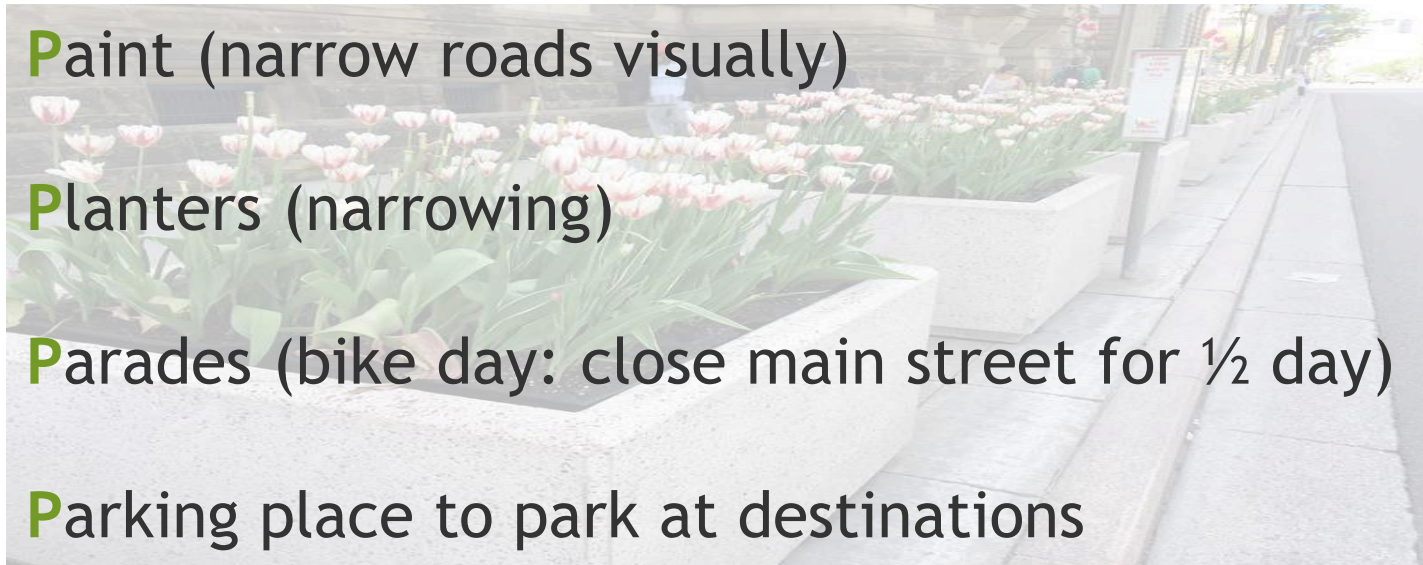
Many people fear traffic speed. Some low cost solutions:

Paint (narrow roads visually)

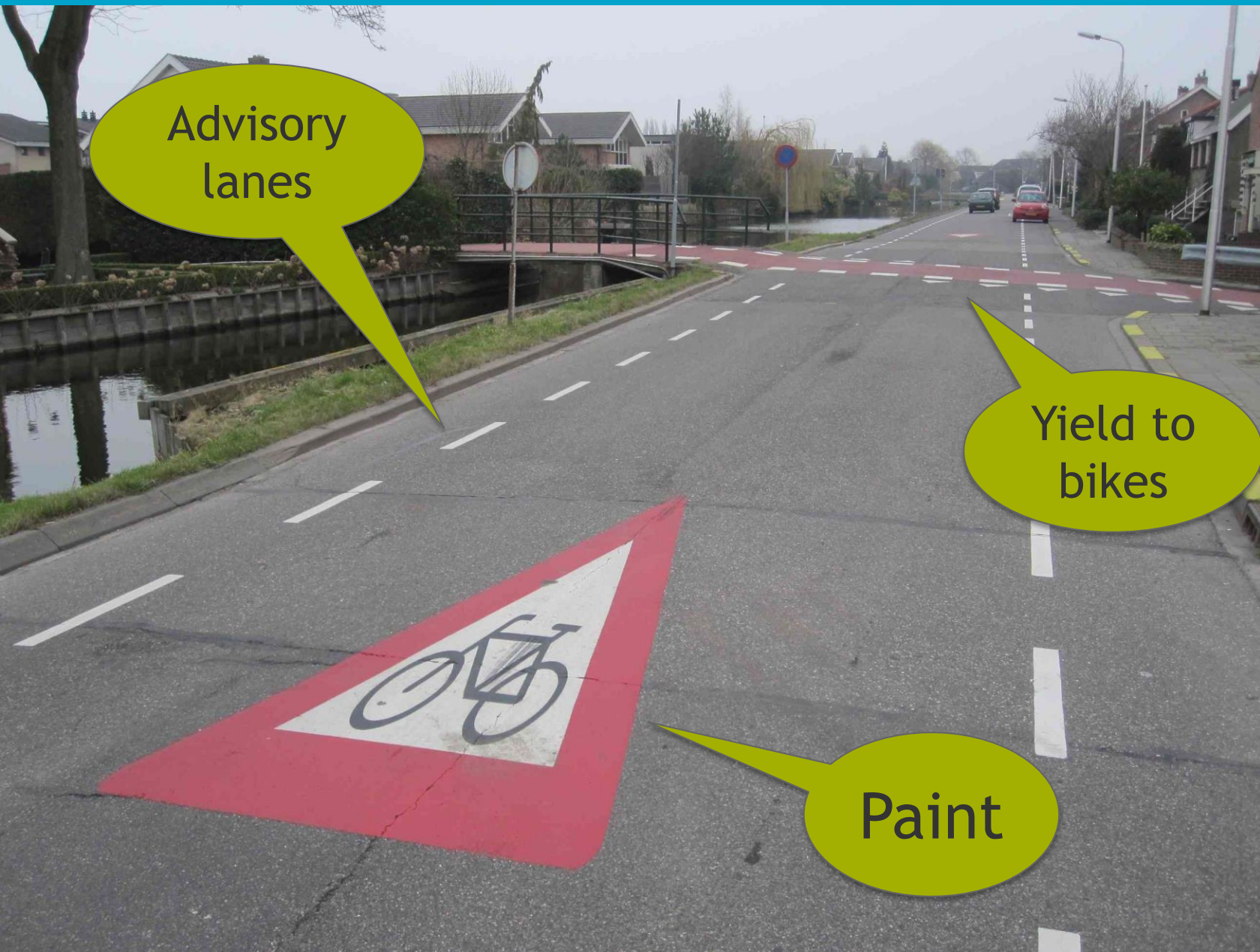
Planters (narrowing)

Parades (bike day: close main street for ½ day)

Parking place to park at destinations



Let's look at some examples



Paint



Planters

Planters



Cam Douglas @Cam... · 16h
Come celebrate the opening of [#ptbo](#)'s first protected bike lane. Thursday June 1st 5PM. George St b/w London & McDonnell. Bring kids too!



George street,
Peterborough





Promotion



Parking

So glad I
stopped
here!

Parking

Portland, Oregon



Lana Stewart 🚲 🌻 retweeted



Infra and Urban NL @projectsfromNL

31 Mar

Examples how we make [#school](#) [#zones](#) in the Netherlands.



5



173

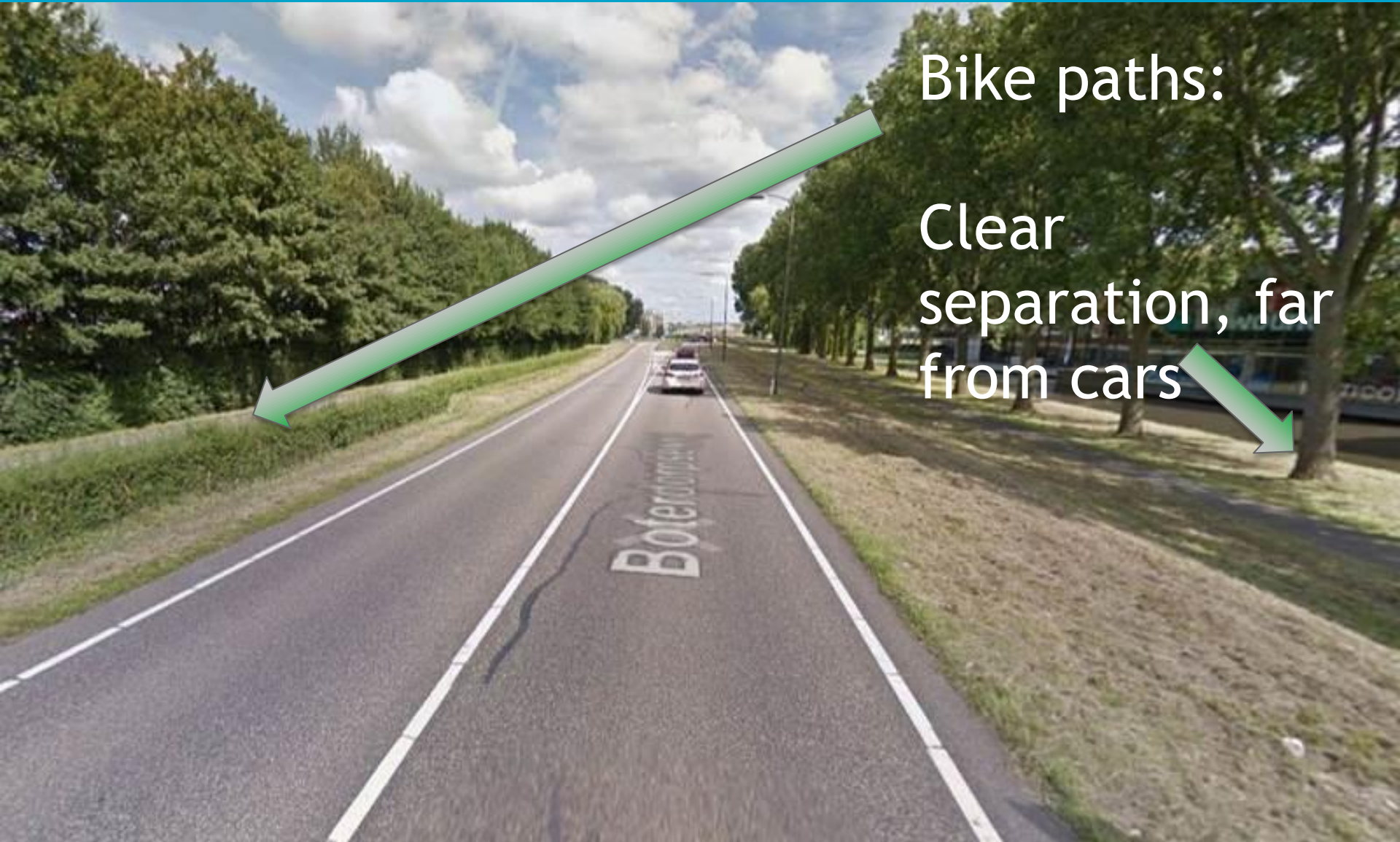


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Results: “they come indeed when you build it”





Bike paths:

Clear
separation, far
from cars



Bike path left to right

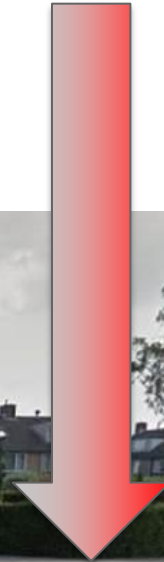
Past: car
right of way

Now: Bike has a
right of way

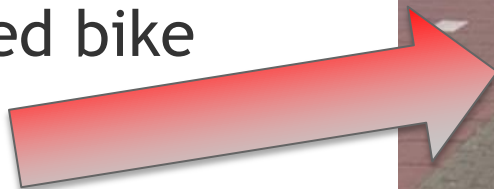




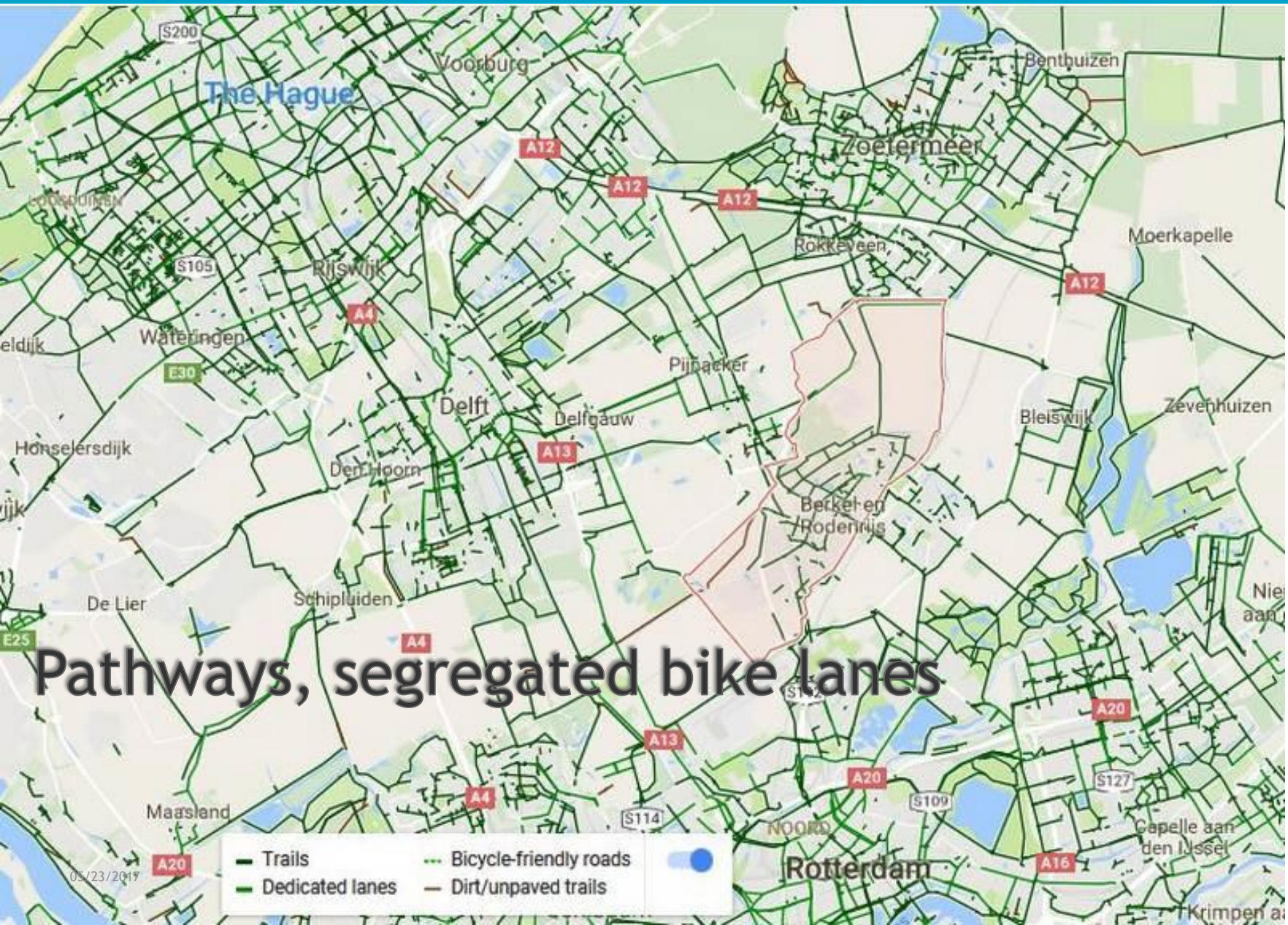
Wide
raised
sidewalk

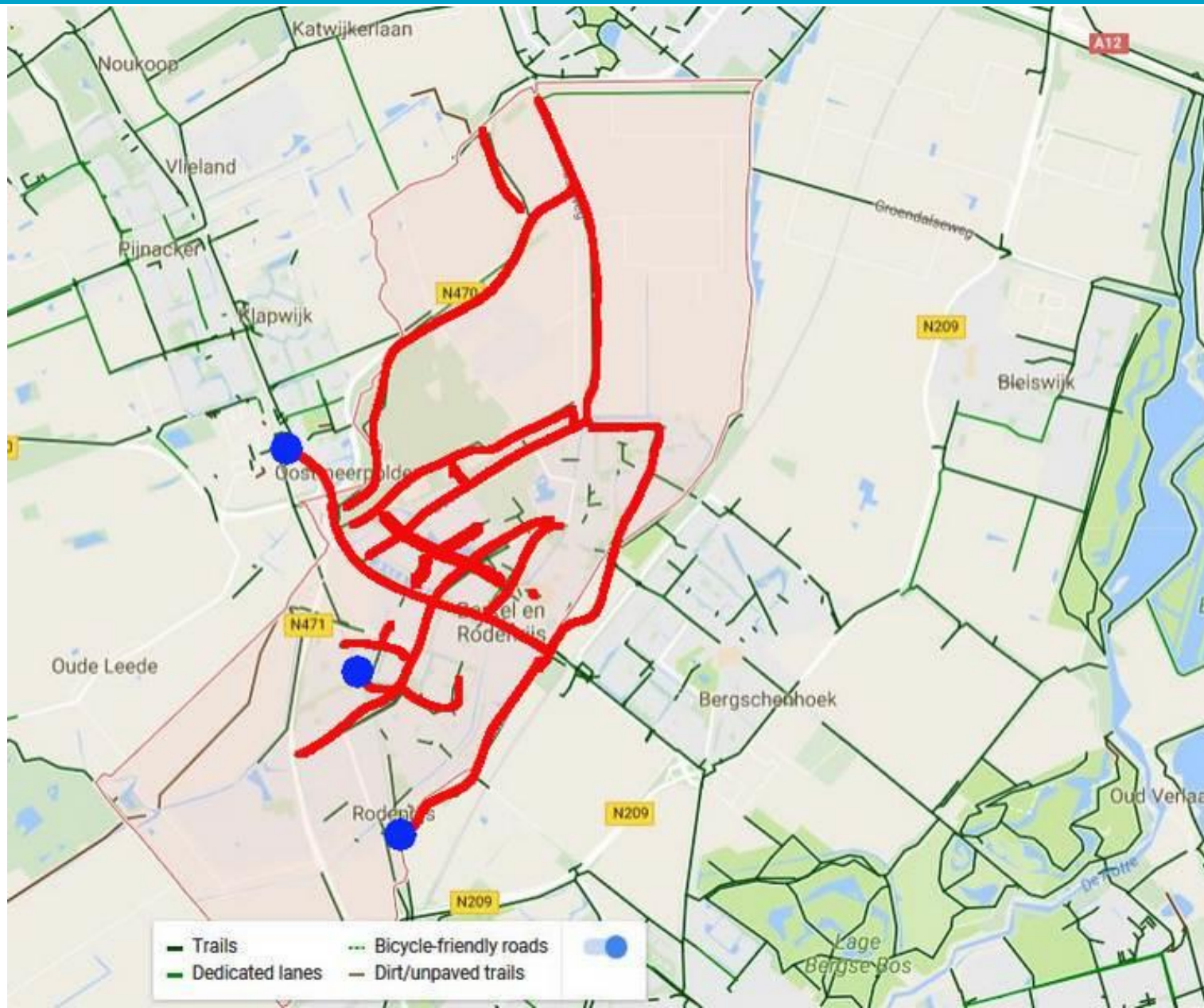


Bidirectional
separated bike
lanes











Spring 2017: Berkel now a destination





Mobycon's Modest Takeaways:

- Fast traffic is a big factor for people to stay off bikes
- Create a **safe** AT environment
- **4 P's**: small changes can already have a big impact
- Focus on the **positive**, defuse the **negative**
- Our Netherlands' village had to start somewhere too
- Don't get frustrated: think long term



Contact info:

Hans Moor - Ottawa

H.Moor@Mobycon.com

Logical hierarchical network



Monderman Staircase: Trip duration determines the mesh of the network

