

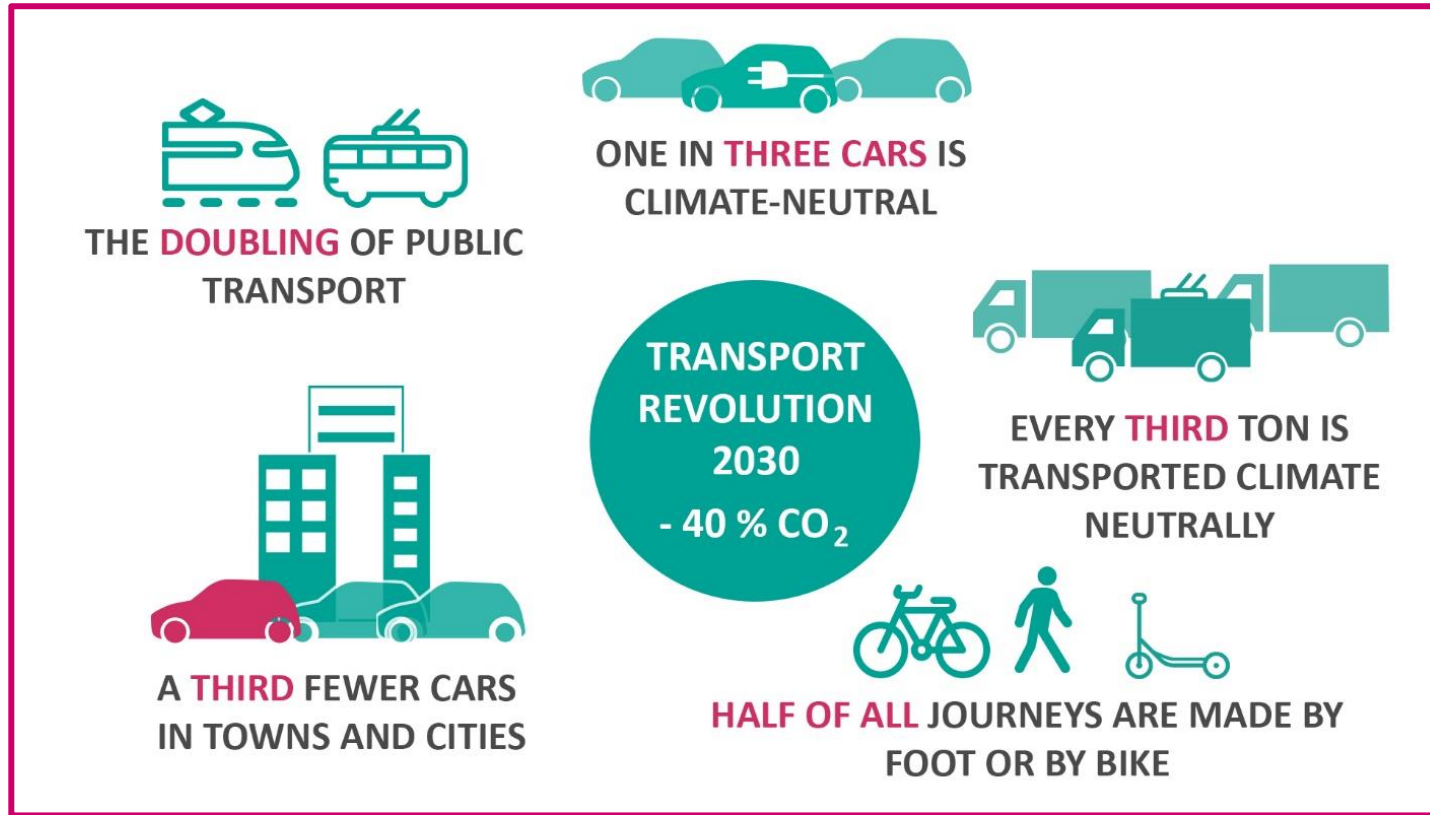
STRATEGIC PROMOTION OF CYCLING AT THE REGIONAL LEVEL

THE CASE OF BADEN-WUERTTEMBERG

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MINISTRY OF TRANSPORT BADEN-WUERTTEMBERG, GERMANY
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EMBEDDED IN OVERARCHING GOALS



THE DOUBLING OF PUBLIC TRANSPORT

ONE IN THREE CARS IS CLIMATE-NEUTRAL

TRANSPORT REVOLUTION 2030 - 40 % CO₂

EVERY THIRD TON IS TRANSPORTED CLIMATE NEUTRALLY

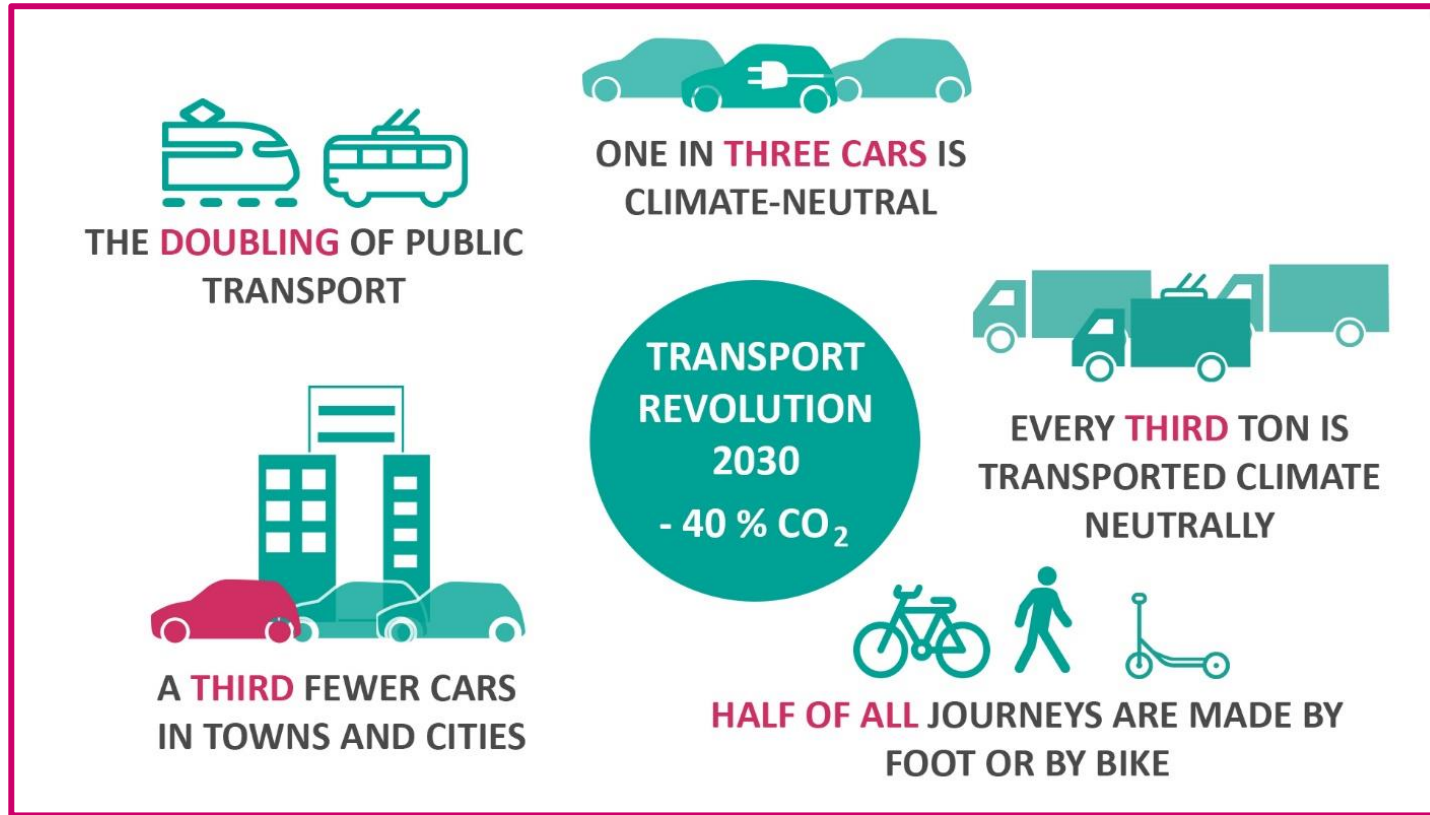
A THIRD FEWER CARS IN TOWNS AND CITIES

HALF OF ALL JOURNEYS ARE MADE BY FOOT OR BY BIKE



- Third largest German State (by area and population)
- 11 million inhabitants
- 44 districts
- 1101 municipalities

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CYCLING PROMOTION STRATEGY ADOPTED IN 2016



Action Areas

- Infrastructure
- Combination with other transport modes
- Traffic safety
- Social dimension
- Communication and behaviour
- Tourism and sports
- Electromobility, Research and Innovation, Cycling Industry
- Structures and framework conditions

HIGH LEVEL OF AMBITION AND QUANTIFICATION

by
2030

- Double cycling traffic - achieve share of 20%
- 100% target standard (safe and comfortable) on state-wide cycling network RadNETZ
- 100% implementation of Wayfinding Signage for RadNETZ
- Minimum of 20 fast cycle routes
- 100.000 additional Bike & Ride Facilities



Ministerium für Verkehr und Infrastruktur Baden-Württemberg



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DEFINITION OF KEY ACTORS AND THEIR CONTRIBUTIONS

- Ministry of transport and subordinate agencies
- Other ministries (e.g. ministry of the interior, ministry of education)
- Federal Government
- Municipalities



MAIN ACHIEVEMENTS

- Out of the 7.000 km bikeways that build the RadNETZ, almost 50% adhere to the target standard
- Wayfinding Signage of RadNETZ is fully implemented
- 15 fast cycle routes are in concrete planning, a few parts ready or already under construction
- A communication and action campaign running already in the tenth year - breaking records in the CITY CYCLING competition
- Institutional structures for cycling promotion strengthened - about 90 full-time positions financed by the state government at different levels - especially proud of cycling coordinators at district level
- Funding support program for municipal cycling infrastructure - up to 90% funding share
- Funding for municipalities for concept development
- Funding for municipalities for staff
- Structures/support for networking and capacity building established



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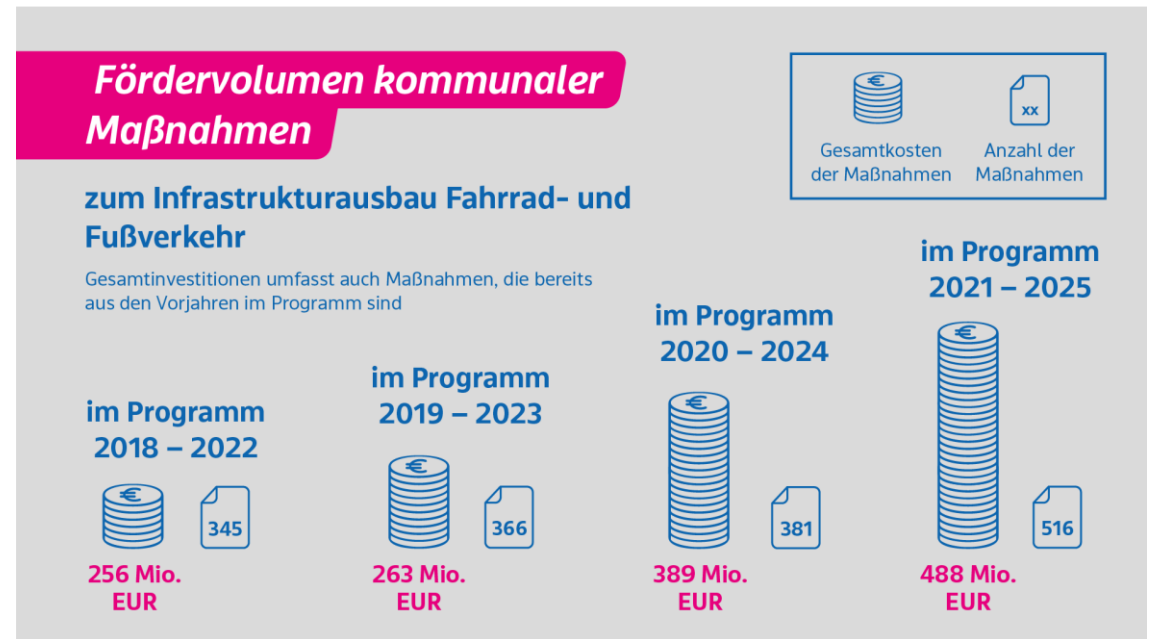


MUNICIPAL PROJECTS IN CURRENT SUPPORT PROGRAM

Program for 2021-2025 :

- Total investments: approx. 490 million Euros
- Volume of support : approx. 196 million Euros
- Number of projects: 516

=> growing demand

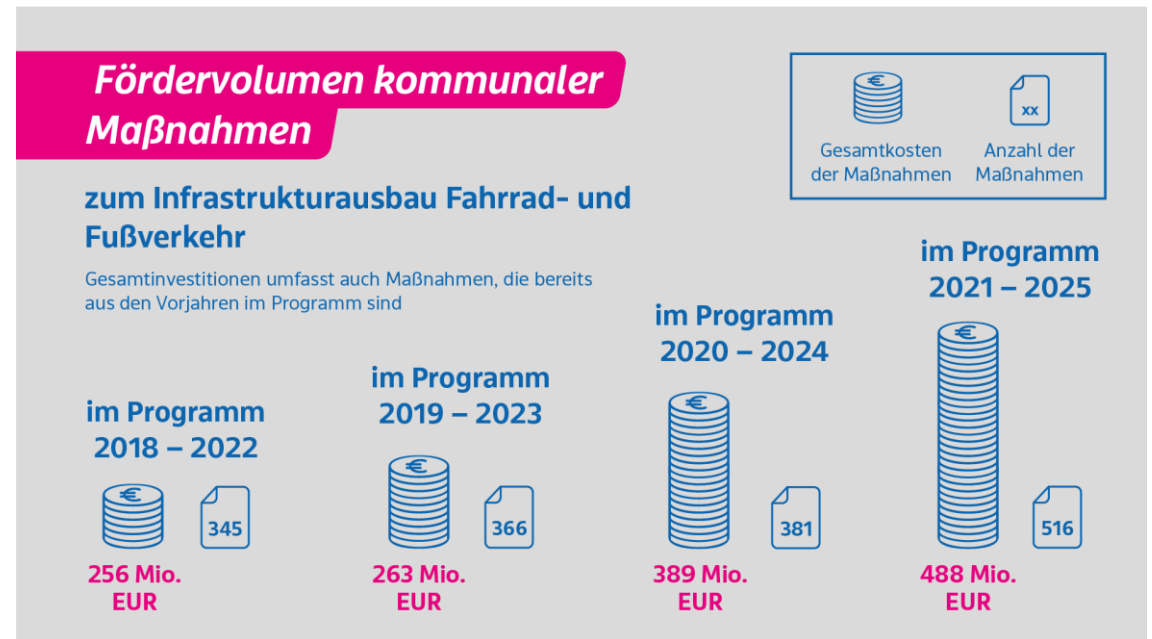


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CHALLENGES AND OUTLOOK

- Stagnation of modal split share of cycling
- Cycling traffic safety not improving
- Only little improvement of satisfaction of cyclists with conditions for cycling
- long planning approval procedures
- partly conflicts with nature and landscape protection
- partly reduced public acceptance for bigger projects, like fast cycle routes, when plans get concrete
- shortage in planning capacities
- uncertain funding perspectives (federal level)
- Cycling promotion still not a priority in many municipalities, change of mind-set takes time, also in the state government structures (long standing car-centric mindset)

=> necessity to further speed-up action, but also to review priorities and to identify the most important measures for rapid advancement and change - **a strategic approach helps to adjust and not to lose time!**



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Thank you for your attention!

Ministry of Transport Baden-
Württemberg

Desk for Cycling, Walking and
Local Centers, Sustainable
Mobility Department

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