

# POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION

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CONFERENCE

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Brussels, Belgium



#POLIS2022

# Prioritizing walking, cycling and public transport is a cultural shift

## 2A. SHIFTING PRIORITIES: REALLOCATING URBAN SPACE FOR ACTIVE TRAVEL

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Municipality of The Hague*

# Beautiful city at sea in the Netherlands



28 April 2022  
European Commission, Directorate-General for Research and Innovation, *EU missions : 100 climate-neutral and smart cities*, Publications Office of the European Union, 2022



Source: city The Hague, Den Haag fietst



Source: openstreetmap.org

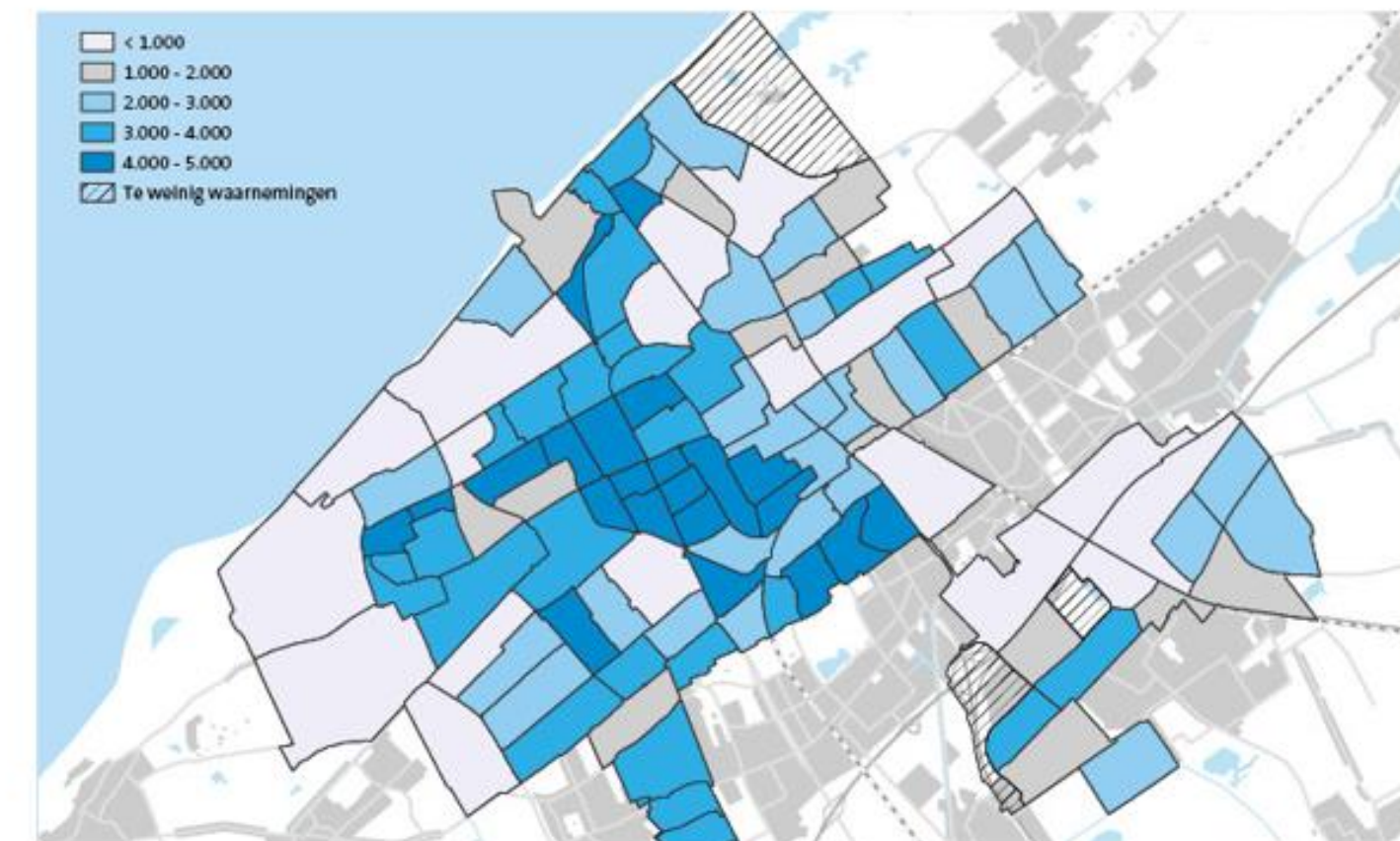


# Cars are dominant

- Mainly pre-war neighbourhoods
- High pressure on public space by parked and driving cars
- Most cars per km<sup>2</sup> in The Netherlands
- 66% car ownership (households)
- 43% of car trips are under 5km
- All traffic models predict more car trips and more congestion the next years



Gemiddeld aantal particuliere auto's per km<sup>2</sup>



Bron: Rijksdienst Wegverkeer - bewerking Gemeente Den Haag



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Versie

# Also, active travel is dominant

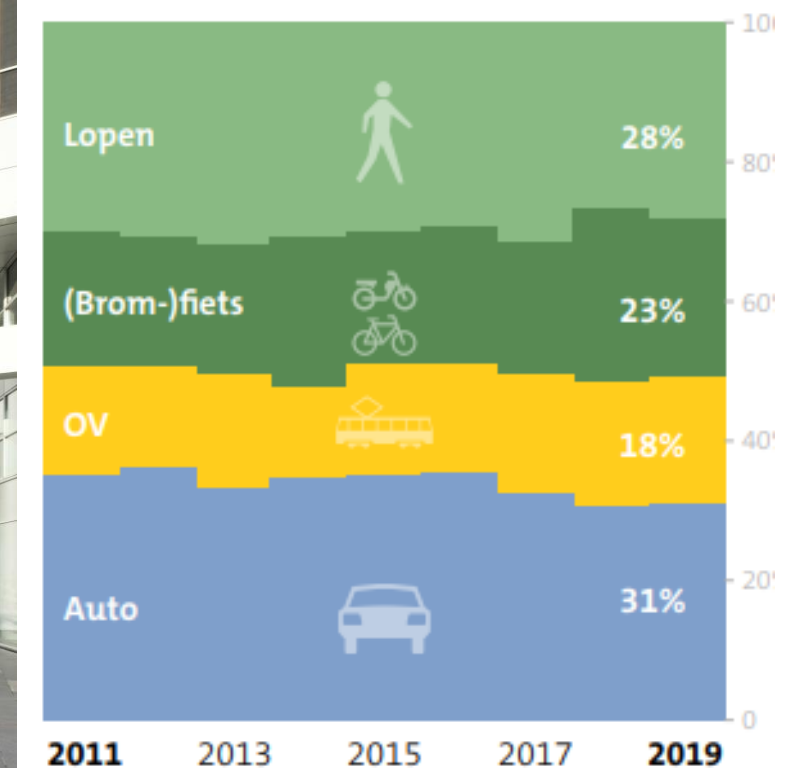
- More than half the trips are 'active'
- Almost 70% of the trips aren't by car; and sustainable
- 94% of households own bikes
- Nearly half of the households don't own a private car
- Low car traffic city centre since 2009 (and growing)



Source: Dienst Stedelijke Ontwikkeling, Bert Mellink, collectie Haags Gemeentearchief.

## Vervoerwijzekeuze in Den Haag

2011-2019 naar ritten



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# Participation – The Future of mobility

- 1 year citizen & stakeholder engagement project
- 1.000 people 'offline'
- 1.600 people 'online'
- Joint fact finding and prioritizing
- Future proof according tot citizens: cycling and road safety



Source: fotograaf Valerie Kuypers, gemeente Den Haag



# So, in our new policy

- Plan for **proximity**, not prawl (15 minute city)
- **Road safety** and **active travel** first
- No growth of car trips in a growing city
- Reduce the amount of car trips under **5KM**
- Prioritize pedestrians, **cyclists** and public transport
- **Multimodal** network planning for modal shift
- More **shared** services
- **Inclusive** mobility system



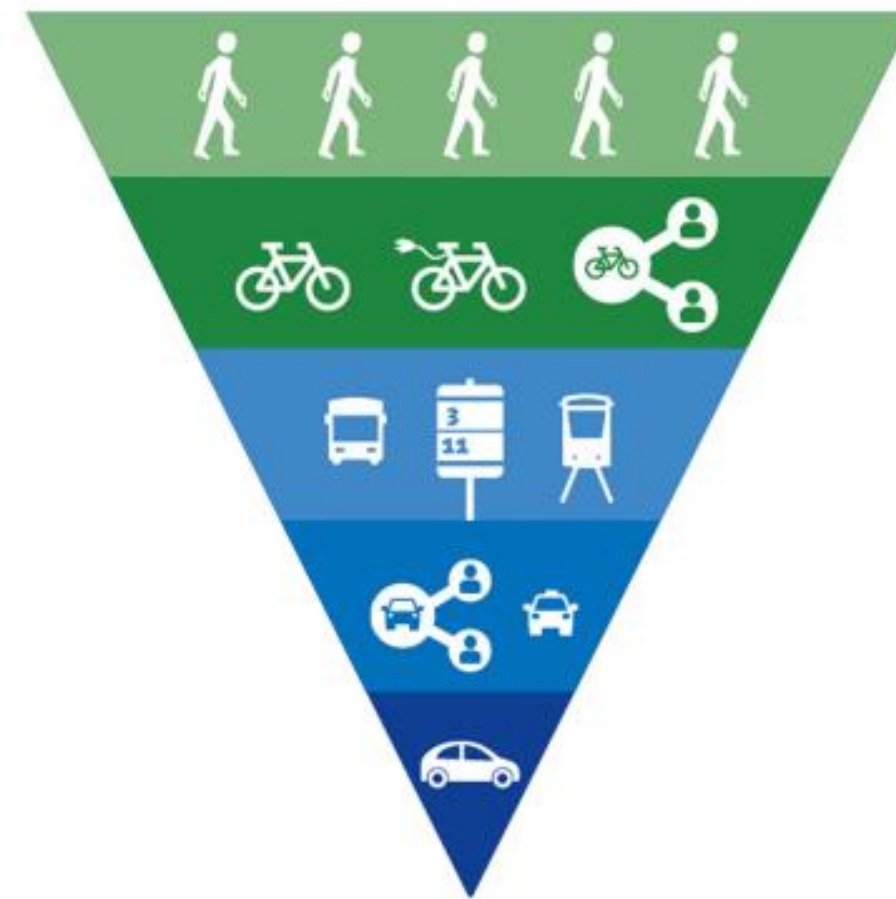
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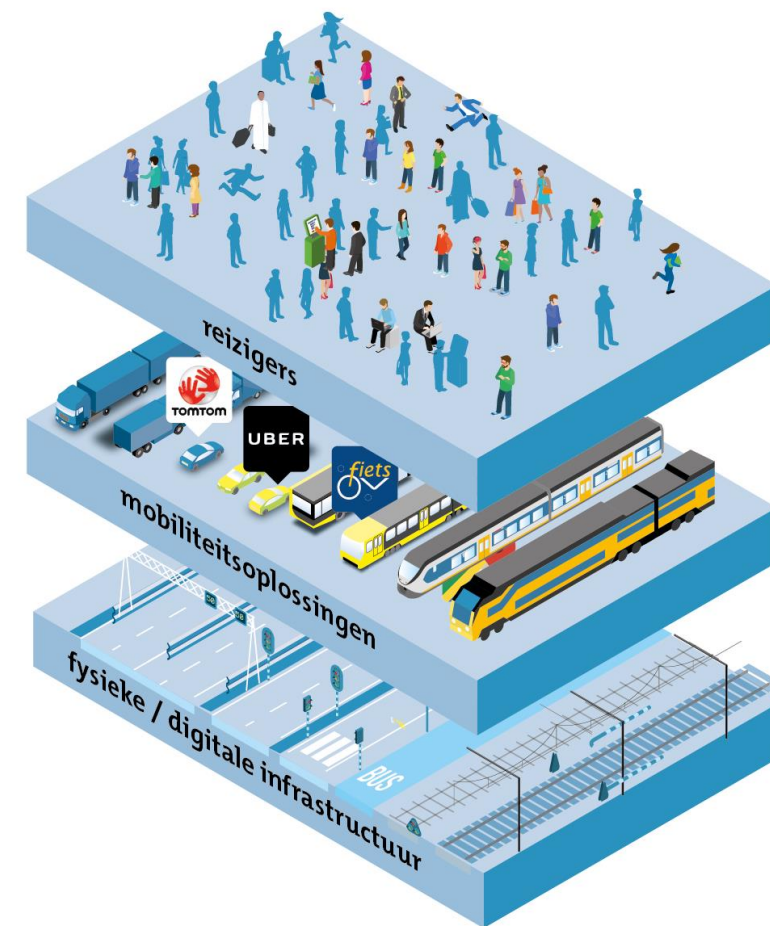
# Reversed pyramid approach

- Walking
- Cycling
- Public Transport
- Mobility as a service
- Private cars

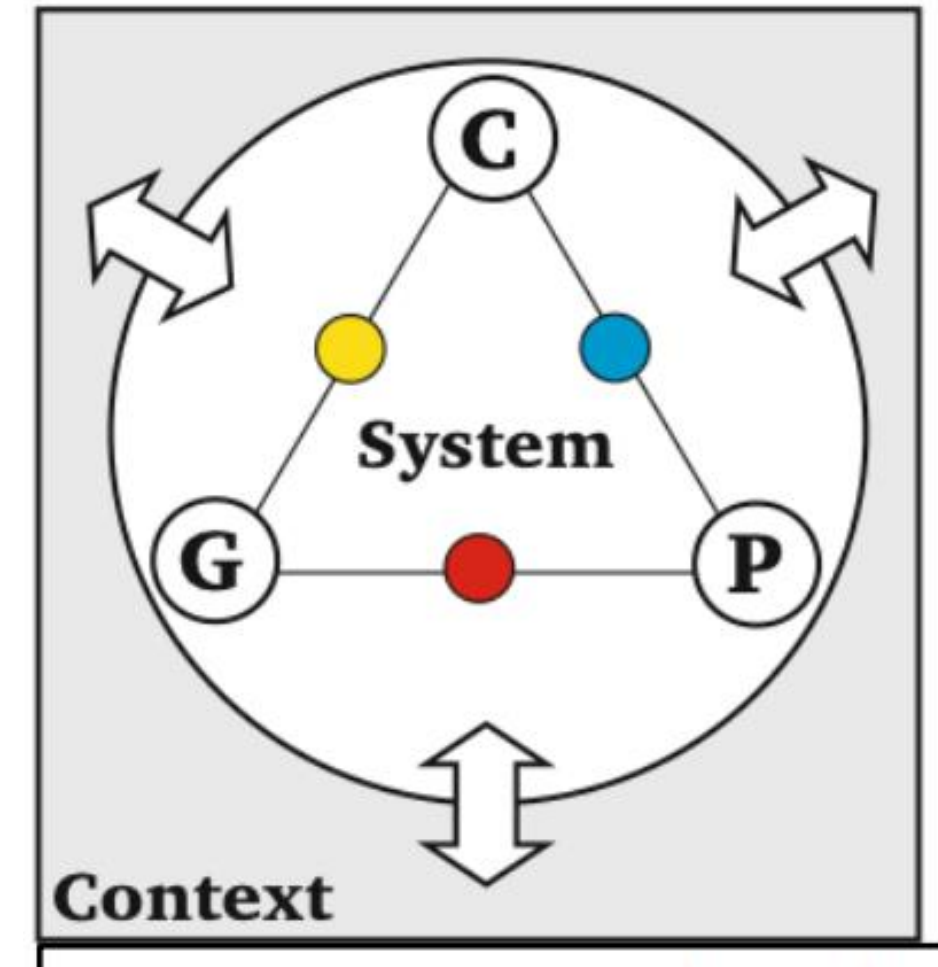


# Changing the mobility system

- (C)itizens
- (P)rivat sector
- (G)overnment



Source: Strategy Mobility Transition 2040, City of The Hague 2022



Source: On the move project - mobility transitions, TU Delft & RU Nijmegen





# Systematic challenges

I.e.

- Norms for **parking** exclude other possibilities
- Not enough **space**
- Guidelines and policy are **conflicting**
- **Traffic lights and models** don't include cyclists and pedestrians
- Emergency services and **emergency** routes
- Traditional **public transport contracts** don't include shared services
- **One size doesn't fit all:** opinions of people and politics are diverse



# Lessons learned

- Prioritizing walking and cycling **reduces car traffic**, mainly for short trips.
- Reducing car lanes, doesn't mean more road congestion.
- **New policy ≠ change**, change the way we think and work
- Integrated planning needs equal **financing**
- **Prioritizing active travel** in a project can be **scary**. But on a network scale, it's very important to do so consequently **for a long period**.
- Make **multimodal network plan** and clear rules of prioritizing with stakeholders.
- **Team up** with departments: economics, health, urban planning and sustainability.
- The best mobility plan is a spatial plan based on **proximity of services**, healthcare and shops (15-minute city).



# Changing the mobility system is a cultural shift

- We can't **'engineer'** our way out
- Speak for non-car owners
- Pedestrians and cyclists are traffic too.
- How do we **talk** to each other? Words, perspective and framework
- Build relations with stakeholders; like public transport and emergency services, people
- We need **influencers** and **leaders**
- Change **the symbols** when we talk about 'traffic' and 'mobility'



# Innercity circulation plan

1995



Source: DSO- Peter van Oosterhout – Haags gemeentearchief

2014



Source: Vermeij, Willem, collectie Haags gemeentearchief



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# Canals

2008



Vermeij, Willem, collectie Haags Gemeentearchief

2015



collectie Haags Gemeentearchief



# Cycling Streets and 'star biking routes'

2017



2018



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# Train station area

2018



Source: Google maps Streetview 2018

2021



Source: Den Haag Fietst - Municipality of The Hague

# Thank you for your attention!

For questions:

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