



ITS for cycling: What works, what doesn't, and what it takes to succeed

📌 Wednesday, 26 November 2025

🕒 9:00 - 9:15

SESSION 1A

RIDING THE FUTURE: CYCLING INNOVATION
TRANSFORMING URBAN MOBILITY

SPEAKERS

Robin Kleine, Mobycon/province of Overijssel

POLIS25
ANNUAL CONFERENCE

26-27 November 2025

Royal Jaarbeurs | Utrecht, Netherlands



MegaBITS

Mobilizing Europe's Green Ambition through
Bicycles and Intelligent Transport Systems



Interreg
North Sea

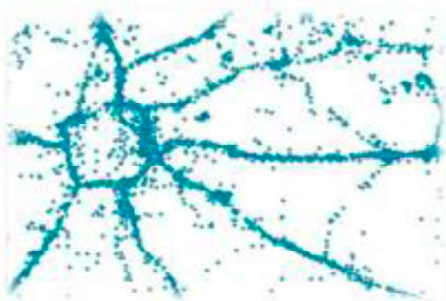


Co-funded by
the European Union

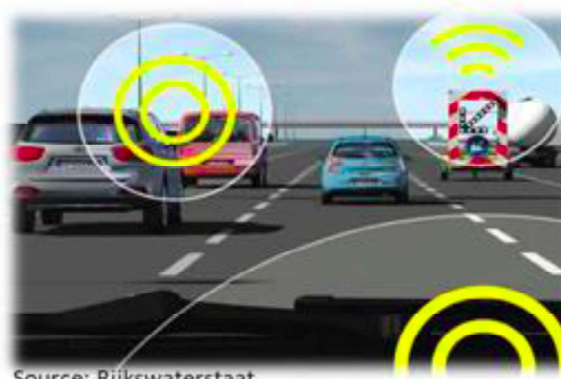
MegaBITS

If most people think about ITS.. It's probably about cars

Floating Car Data



Source: Storey & Holtom



Source: Rijkswaterstaat

Connected Vehicles

Compact Truck Parking

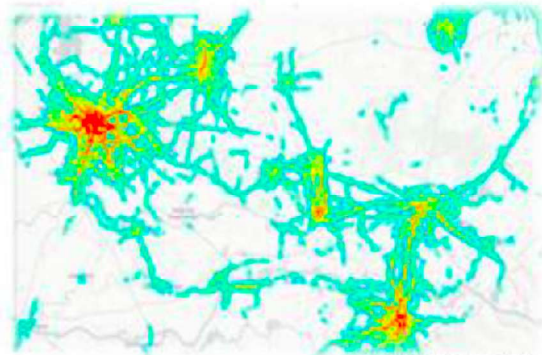


Source: wegenforum.nl

VMS for Car Traffic

If we think about ITS.. It's about bikes!

Floating Bike Data



Fietstelweek 2016



Source: Siemens

Connected Bicycles

Intelligent Bike Parking



Bicycle parking Utrecht Central Station



Source: Anders Adamsen

VMS for Bicycles

BITS and MegaBITS

Partners BITS & MegaBITS:

- Province of Overijssel
- City of Zwolle
- City of Enschede
- Deelfiets Nederland
- Cycle Data
- Province of Antwerp
- City of Bruges
- VIVES
- CIE
- imec
- Baron Mobility
- City of Hamburg
- University of Oldenburg
- City of Aarhus
- City of Copenhagen
- Le Havre
- Chalmers university
- East Riding



Over 50 **cycling ITS (intelligent transport systems)** and **data** projects implemented since 2019



Over 60 by April 2026

Co-funded by:

Interreg
North Sea



Co-funded by
the European Union

Lead by:

provincie **Overijssel**

Created the **BITS**
directory

Created the **Cycle Data**
Hub and now connecting
to **Mobility Data Space**

Today: share a couple
examples from the project



Near collisions - Zwolle

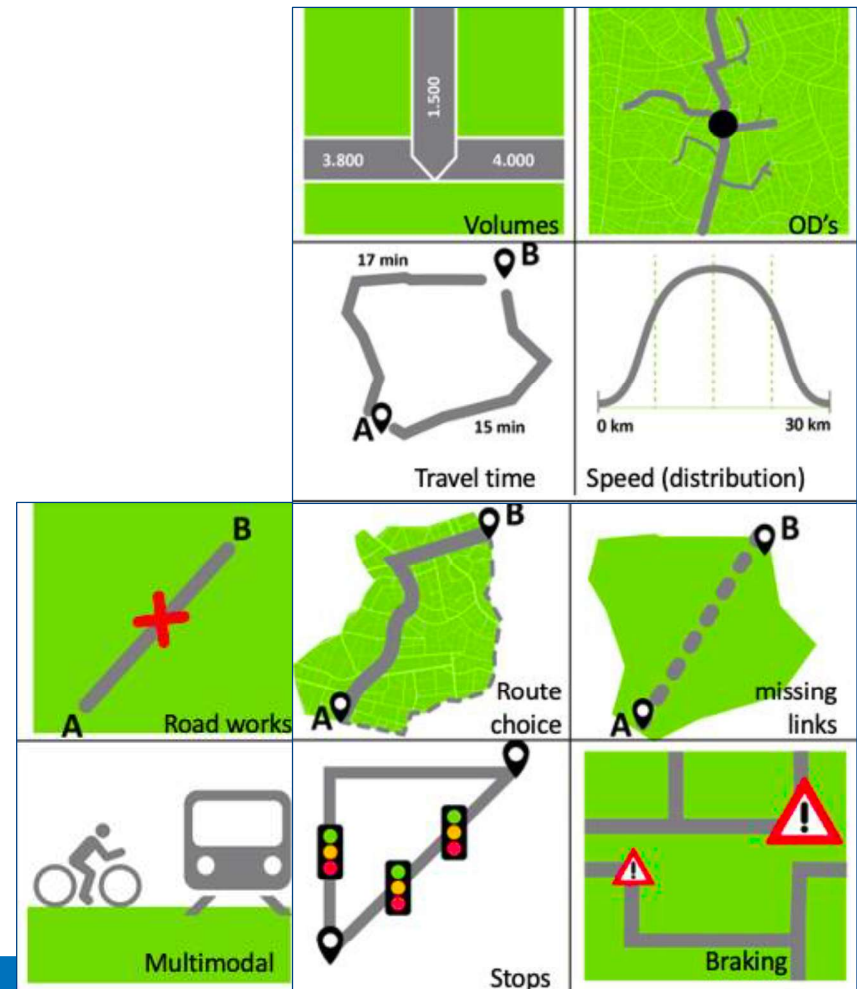
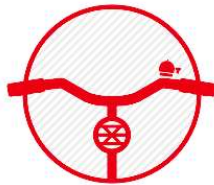


- Result: decreased risk of severe crashes
- Similar studies within BITS in Bruges, Antwerp, analysis of methodology with University of Oldenburg



Floating bike data

- Tracking data of cyclists (GPS) collected with smartphones, smartwatches and/or on-bike devices
- Successful app in Enschede:
 - Over 2.000 users track their trips (rewards, statistics)
 - Priority at traffic lights
 - Solved a lot of technical issues (battery, accuracy, map matching..)
 - Similar app now launched in Overijssel and other provinces
- Also working on this in MegaBITS: Hamburg, Copenhagen, Antwerp, Le Havre, imec and (previously) Baron mobility



Bike library and support (Withernsea)

- Borrow a bike + receive coaching
- Data collection using See.sense
- Data used for:
 - Coaching
 - Prioritizing cycling infrastructure, dangerous situations, parking spaces
 - Social value assessment
- Further rollout Essex (3,000), London (500) and Cycling UK (150+)



And many more..



Traffic management and information



Participation on a new cycle route



Smart lighting



Priority at traffic lights

Key insights

1. Success depends on matching **user needs** (added value, intuitive, inclusive)
2. **Capacity and skills** are essential
3. There is still **work to be done**



Smart Cycling Roadmap!



POLIS25
ANNUAL CONFERENCE

26-27 November 2025
Royal Jaarbeurs | Utrecht, Netherlands

Use our hashtag:
#POLIS25

Hosted by:



Wim Dijkstra

provincie  **Overijssel**



Veronique Rietman


MOBYCON



Robin Kleine


MOBYCON



MegaBITS

Mobilizing Europe's Green Ambition through
Bicycles and Intelligent Transport Systems



**Thank you for
your attention!**

For more information:

Robin Kleine, Mobycon/provincie Overijssel
r.Kleine@Mobycon.nl



MegaBITS

Mobilizing Europe's Green Ambition through
Bicycles and Intelligent Transport Systems



POLIS
CITIES AND REGIONS FOR TRANSPORT INNOVATION



POLIS25
ANNUAL CONFERENCE

26-27 November 2025
Royal Jaarbeurs | Utrecht, Netherlands

Use our hashtag:
#POLIS25

