



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



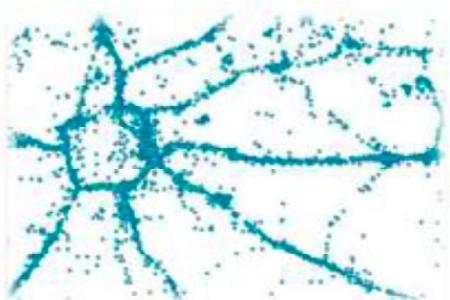
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MegaBITS

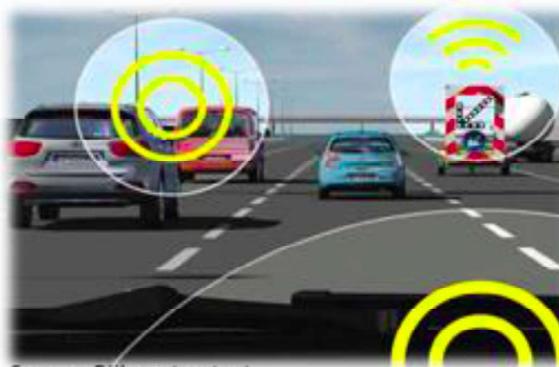
If most people think about ITS.. It's probably about cars

Floating Car Data



Source: Storey & Holtom

Connected Vehicles



Source: Rijkswaterstaat

Compact Truck Parking



VMS for Car Traffic

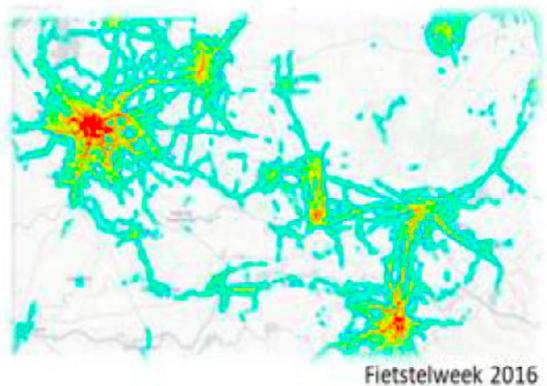


Source: wegenforum.nl



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

Floating Bike Data



Fietstelweek 2016

Green wave for cyclists



Connected Bicycles

Source: Siemens

Intelligent Bike Parking



Bicycle parking Utrecht Central Station

VMS for Bicycles



Source: Anders Adamsen



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

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

Co-funded by:

Interreg
North Sea



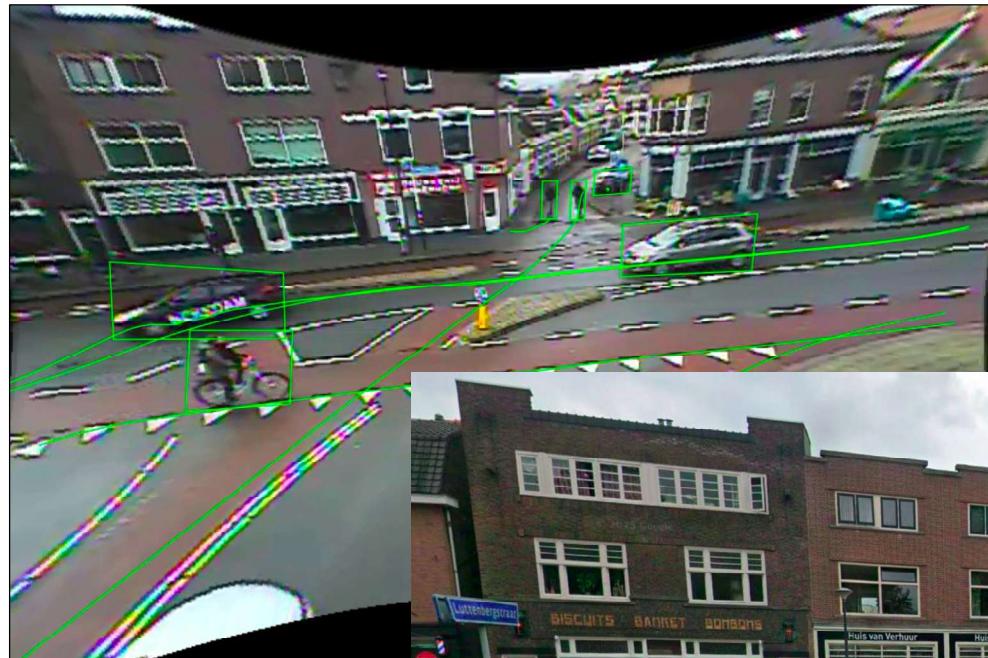
Co-funded by
the European Union

Lead by:
provincie
Overijssel

Today: share a couple examples from the project



Near collisions - Zwolle

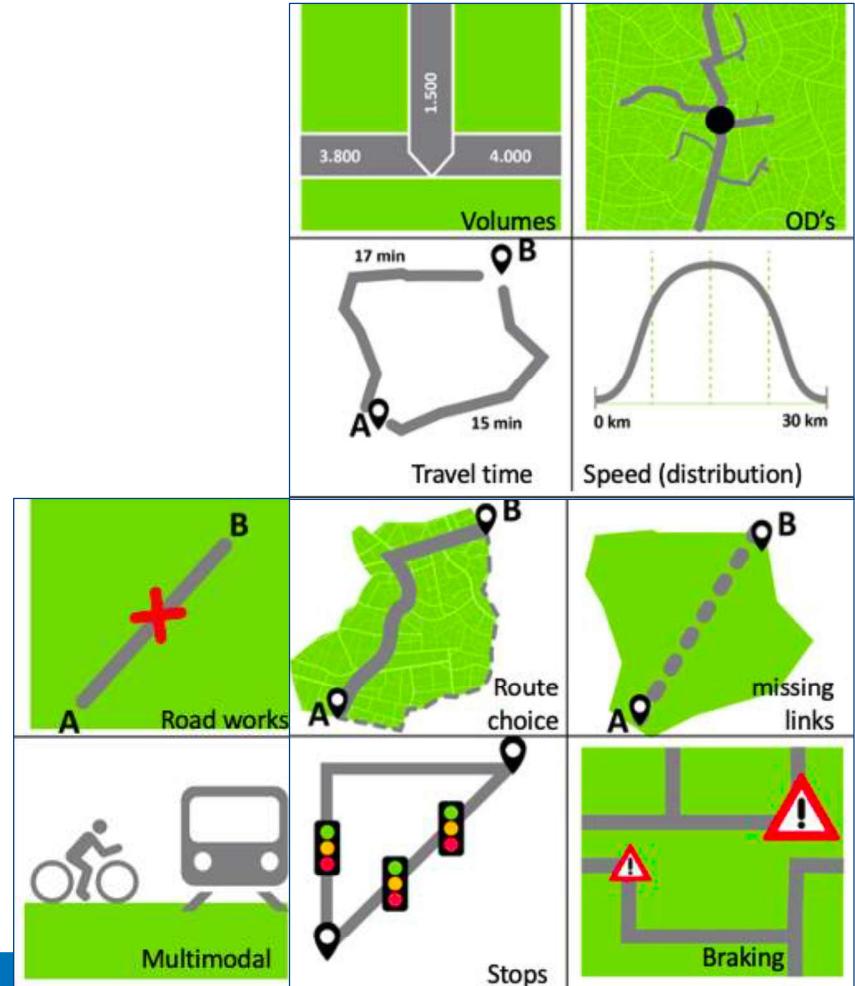
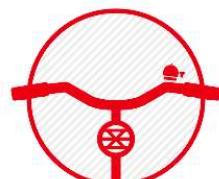


- Result: decreased risk of severe crashes
- Similar studies within BITS in Bruges, Antwerp, analysis of methodology with University of Oldenburg



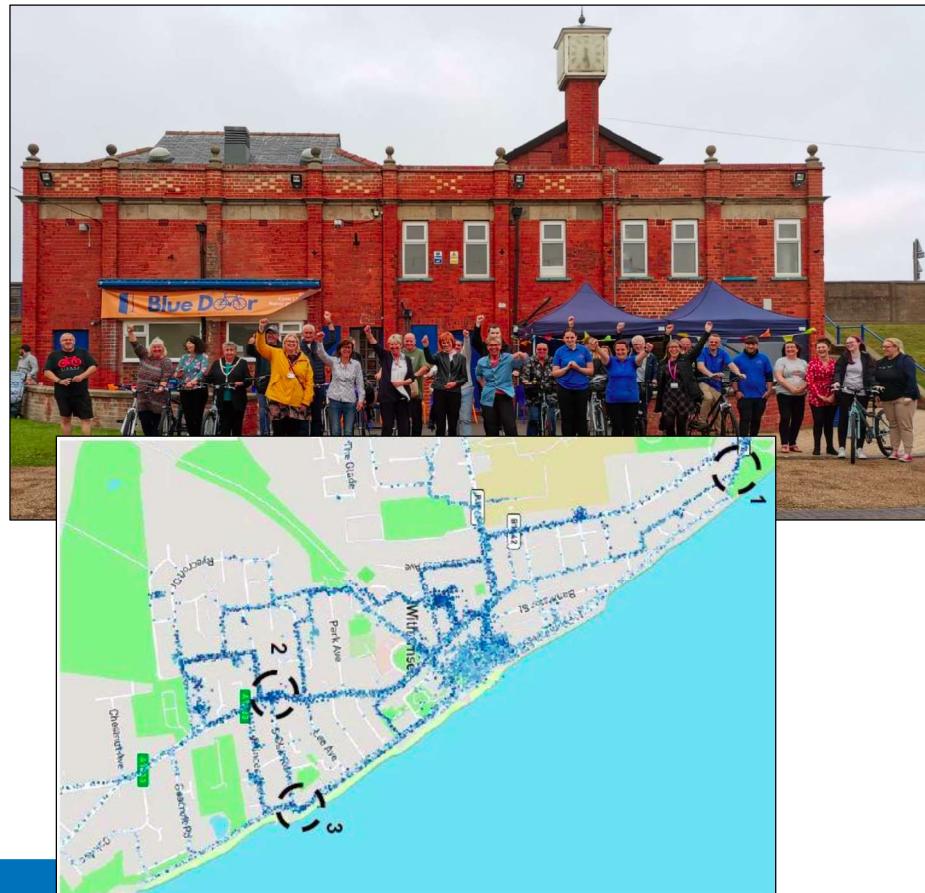
Floating bike data

- 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+)



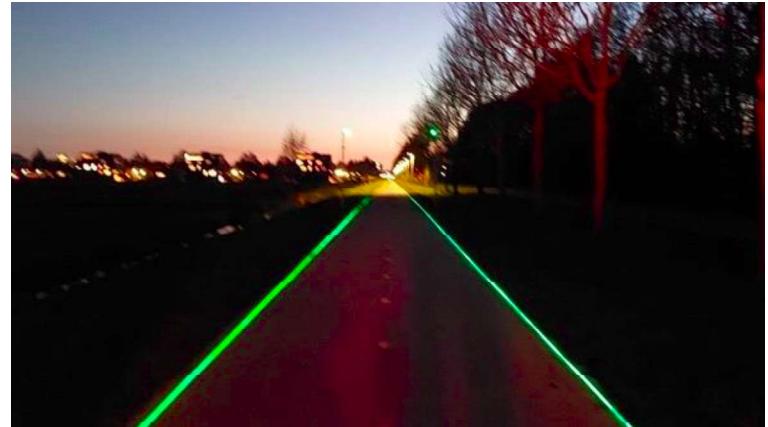
And many more..



Traffic management and information



Participation on a new cycle route



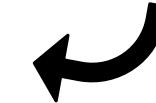
Smart lighting



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!



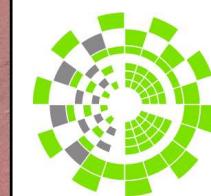
Wim Dijkstra



Veronique Rietman



Robin Kleine



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



**Thank you for
your attention!**

For more information:

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