



# WHAT GETS PEOPLE CYCLING ?

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« Cycle once, cycle everywhere! »

Application of the theories of behavioural changes to promotion of cycling in Belgium

Isabelle Bulthez – Director



## Modal shift ???

From car user

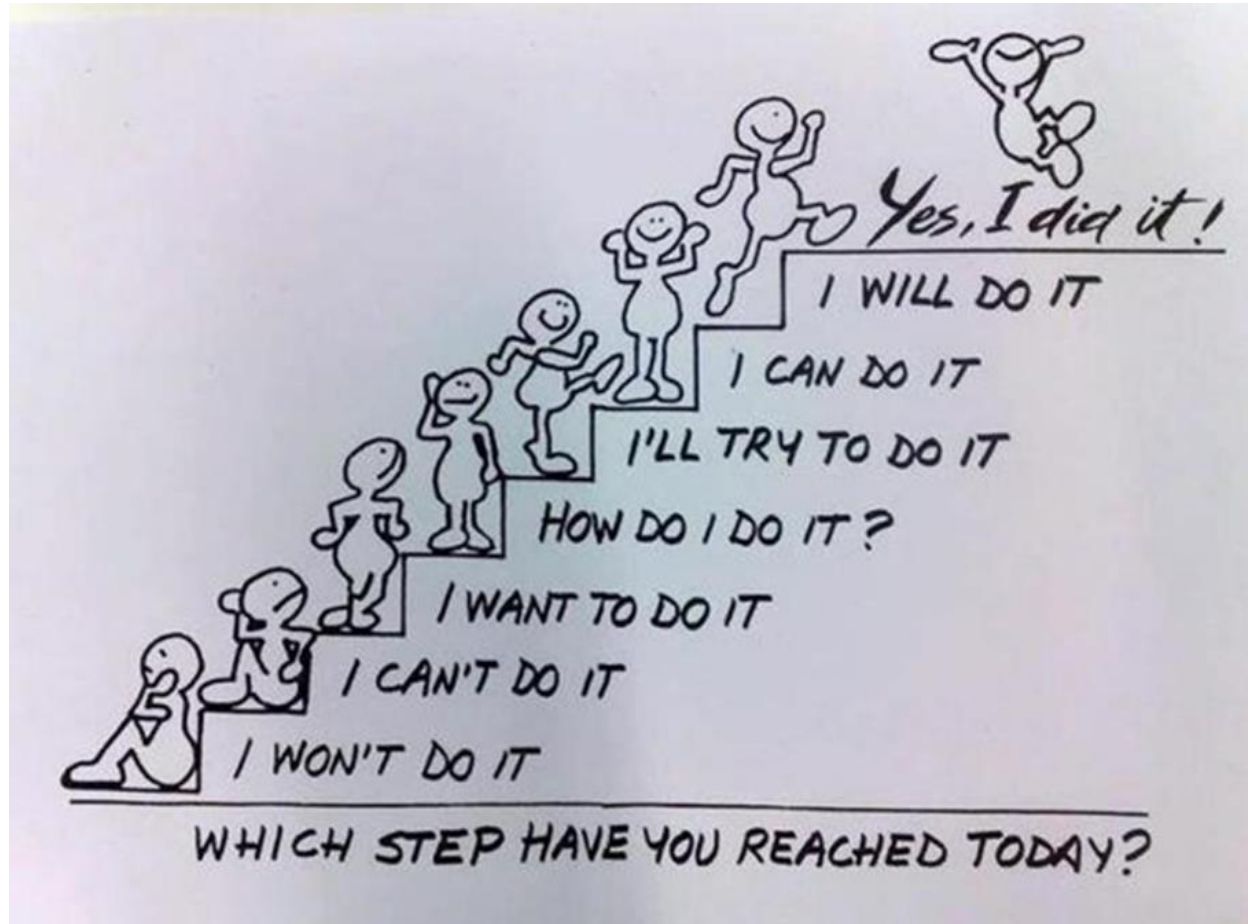


To Daily cyclist





## Prochaska & Carlo C. Di Clemente's transtheoretical model of change



### What will get you to change ?

- Transition periods (moving, new job, change in the family)
- Daily life constraints (cost, traffic, time, ...)
- Sudden constraints (accident, breakdown) ;
- New opportunity (possibility to test, ...).
- Environmental preoccupation / values (less important because of routine inertia) ;



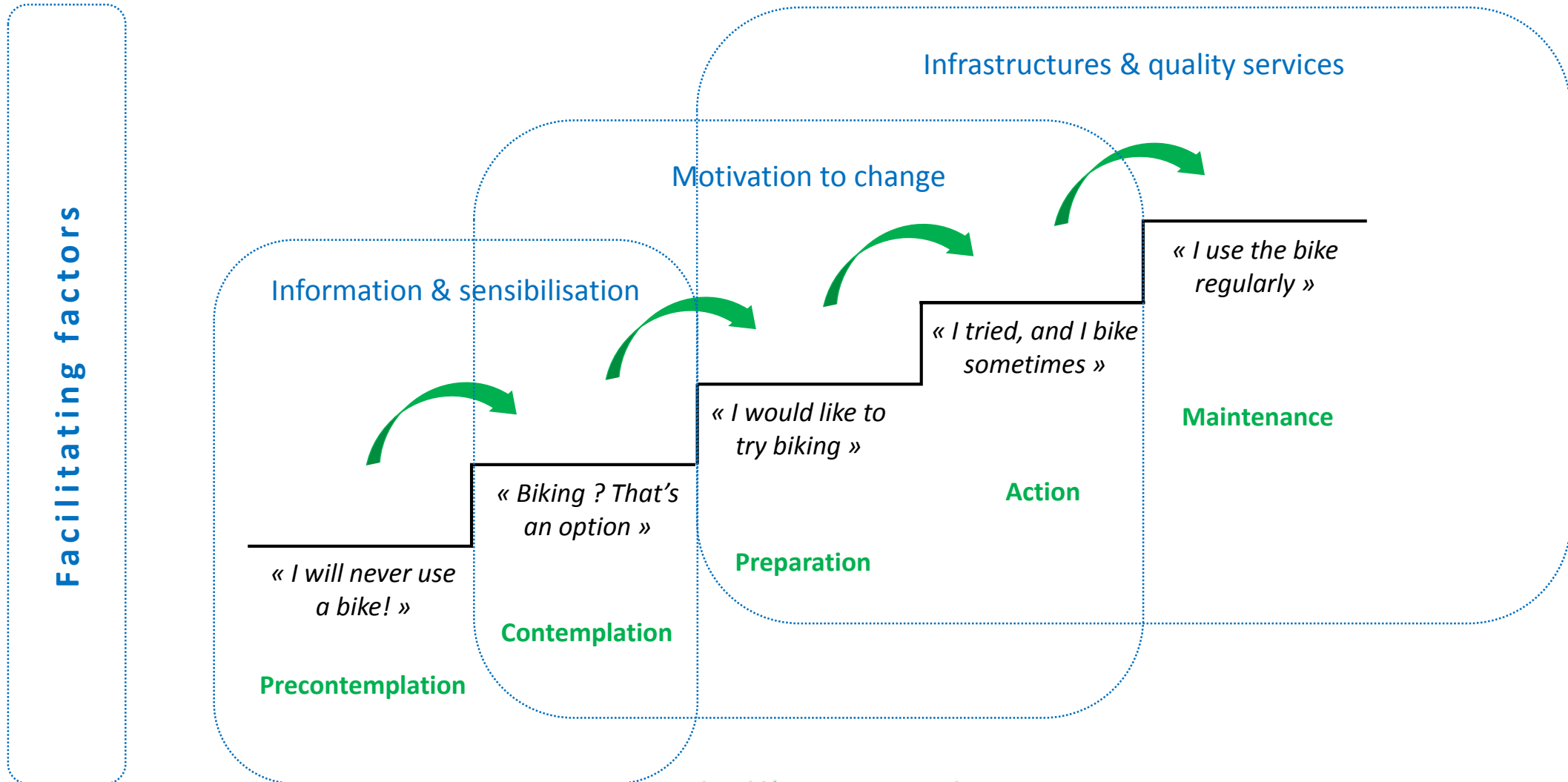
## Pro Velo asbl/vzw : our mission

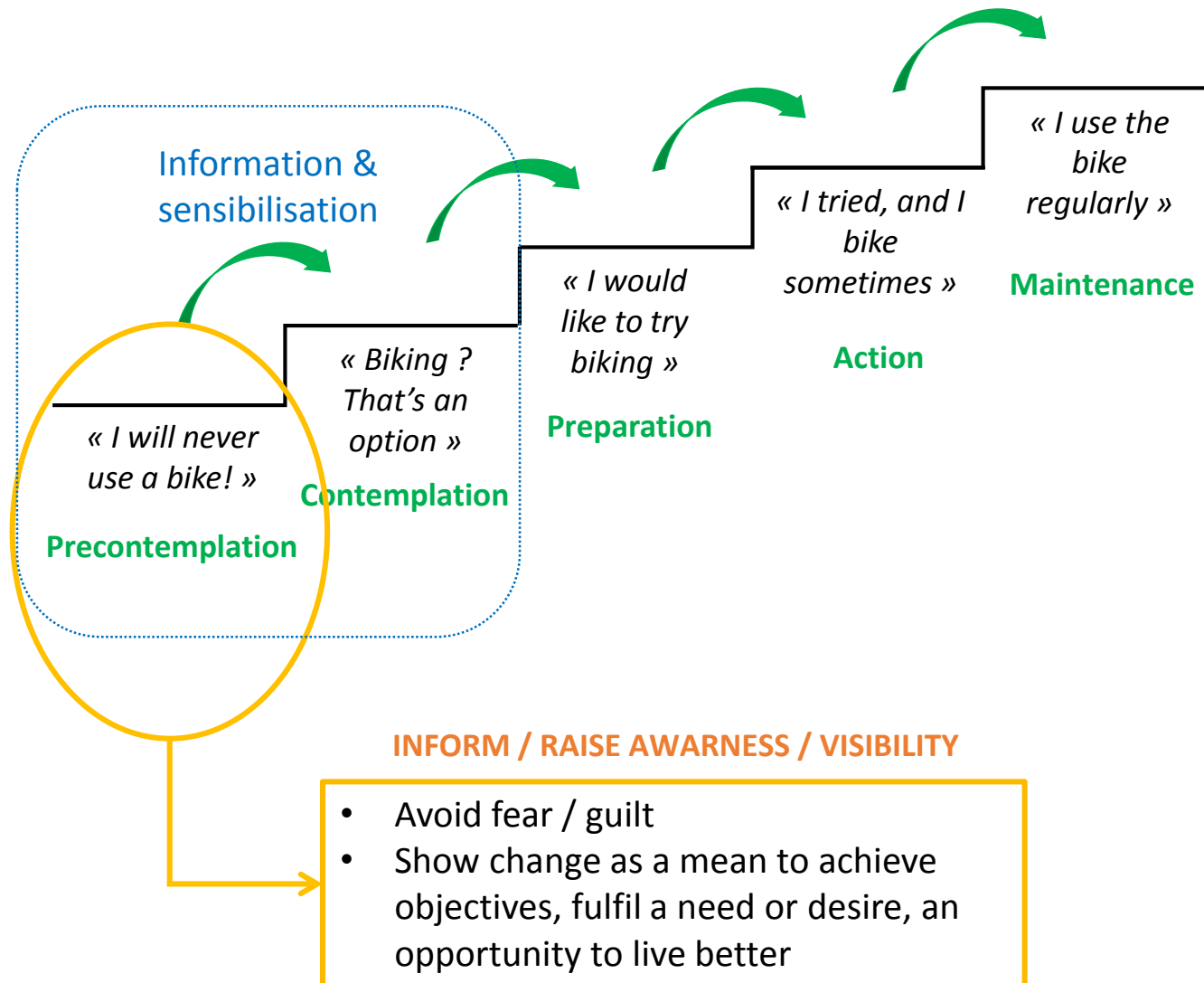
Pro Velo (Belgium) develops tailor-made solutions to facilitate and reinforce the transition towards bicycle, and therefore contributes to a better quality of life

- ⇒ Profit from these transition periods or facilitating elements
- ⇒ Create opportunities for potential new cyclists
- ⇒ Help new cyclists to consolidate

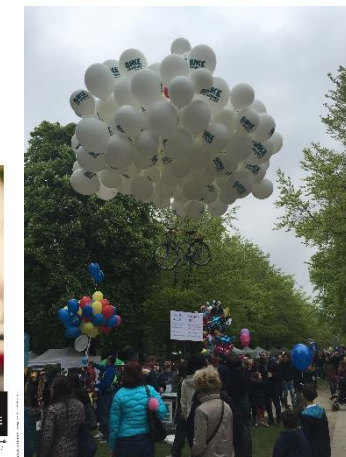


## Transtheoretical model of change – applied to modal shift

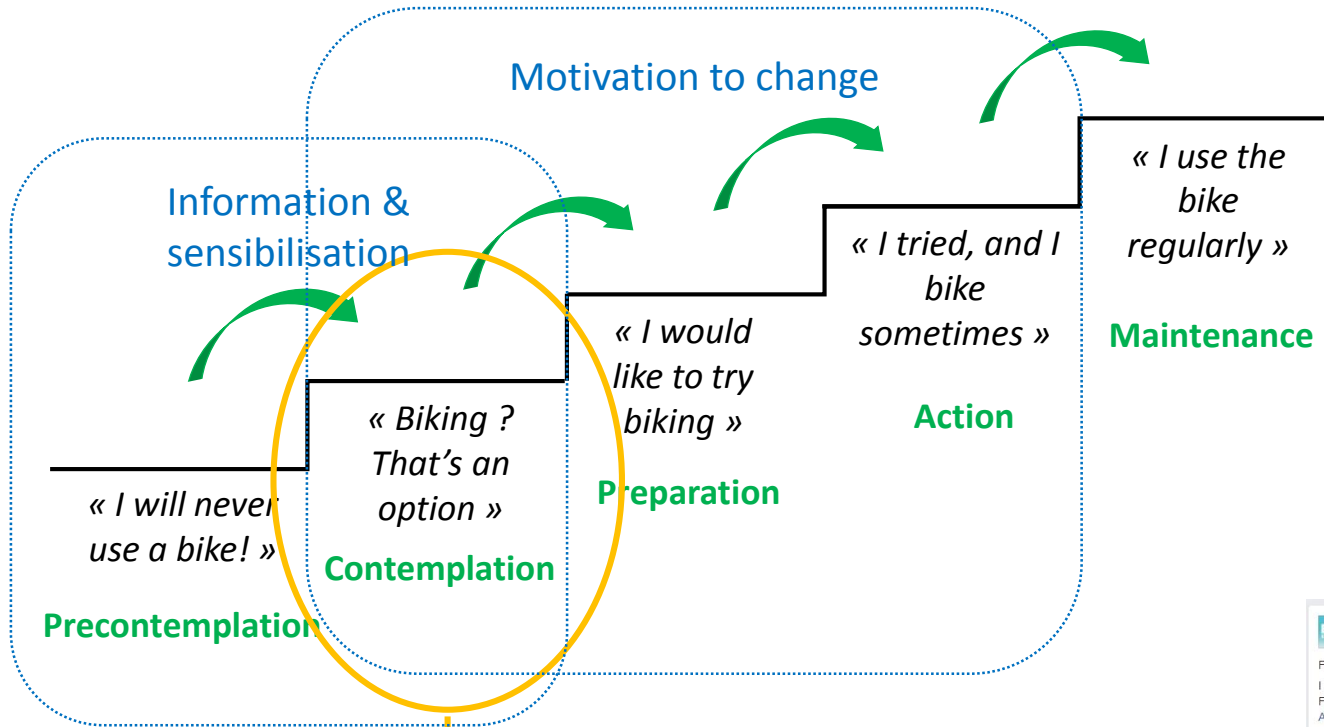




### Pro Velo's action







## Pro Velo's action



### 10 choses indispensables pour se mettre au vélo au quotidien

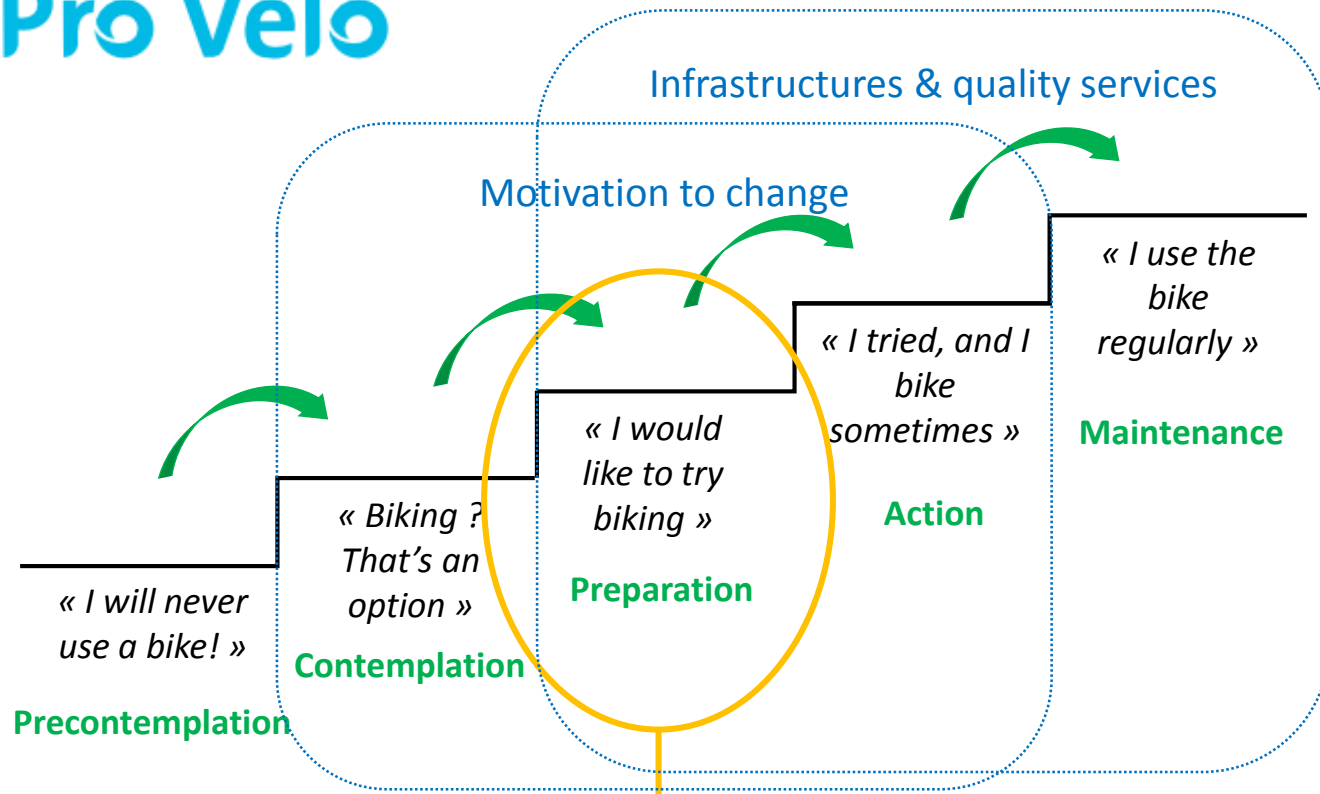
Les événements récents et le printemps qui arrive vous invitent à changer vos habitudes pour vous rendre au travail ou à vos activités à vélo. C'est une bonne chose, car loin d'être une contrainte, c'est un véritable plaisir aux nombreuses vertus, pourvu que l'on soit bien préparé. Et pour cela, les vélotafeurs et autres adeptes de la discipline ne sont pas avares de conseils. Voici les nôtres, étayés par l'expertise de l'asbl ProVelo.

173 FB PARTAGE



- CONVINCE / SEDUCE**
- Show examples of success modal shifts
  - Facilitate identification, personal appropriation of the shift
  - Show benefits
  - Show change as positive and desirable





### Pro Velo's action



- FOSTER COMMITMENT**
- Propose practical info
  - Create community / network
  - Testing / own experience
  - Associate change with emotions / personal memories
  - Insist on freedom feeling

**NEW** Testez un vélo à assistance électrique  
Louez-en un pendant 4 mois : convaincu-e ?  
**Achetez-le !**

**pack4bike**

**VÉLO À ASSISTANCE ÉLECTRIQUE**  
+ cadenas  
+ formation  
+ réduction boutique  
+ entretien  
+ assistance dépannage

Choix entre deux modèles  
80 €/mois ou 105€/mois  
Mensualités déduites en cas d'achat

**Pro Velo**  
Infos et réservations sur [www.provelo.org/pack4bike](http://www.provelo.org/pack4bike)

**THE BIKE PROJECT**  
Cycle your change

Testez le vélo pour vous rendre au travail !  
Probeer eens te fietsen naar het werk!

Obtenez le vélo qui correspond à votre besoin  
Choisissez le vélo qui correspond à votre besoin

**Pro Velo**

**BIKE EXPERIENCE**  
BRUSSELS

PLUS DE 300 COACHES  
MEER DAN 300 COACHES  
N'ATTENDENT QUE VOUS !  
STAAN KLAAR VOOR JOU!  
INSCRIVEZ-VOUS SUR [www.bikeexperience.brussels](http://www.bikeexperience.brussels)

**Pro Velo**





## BIKE EXPERIENCE .BRUSSELS

### Concept :

- Testing during a period of 2 weeks
- Bikers >< Volunteer coaches
- Training by professional trainers
- Bicycle loaned during a period of 2 weeks
- Electric / Classic / Folded / Cargo bikes
- Events / Community / Image

### Modal shift results :

- 83 % modal shift after 6 months
- 39% have convinced others
- 87% believe coaching was crucial
- Main discoveries : *it is possible ! Important to receive tips / Riding a bike is pleasant and keep me in shape !*





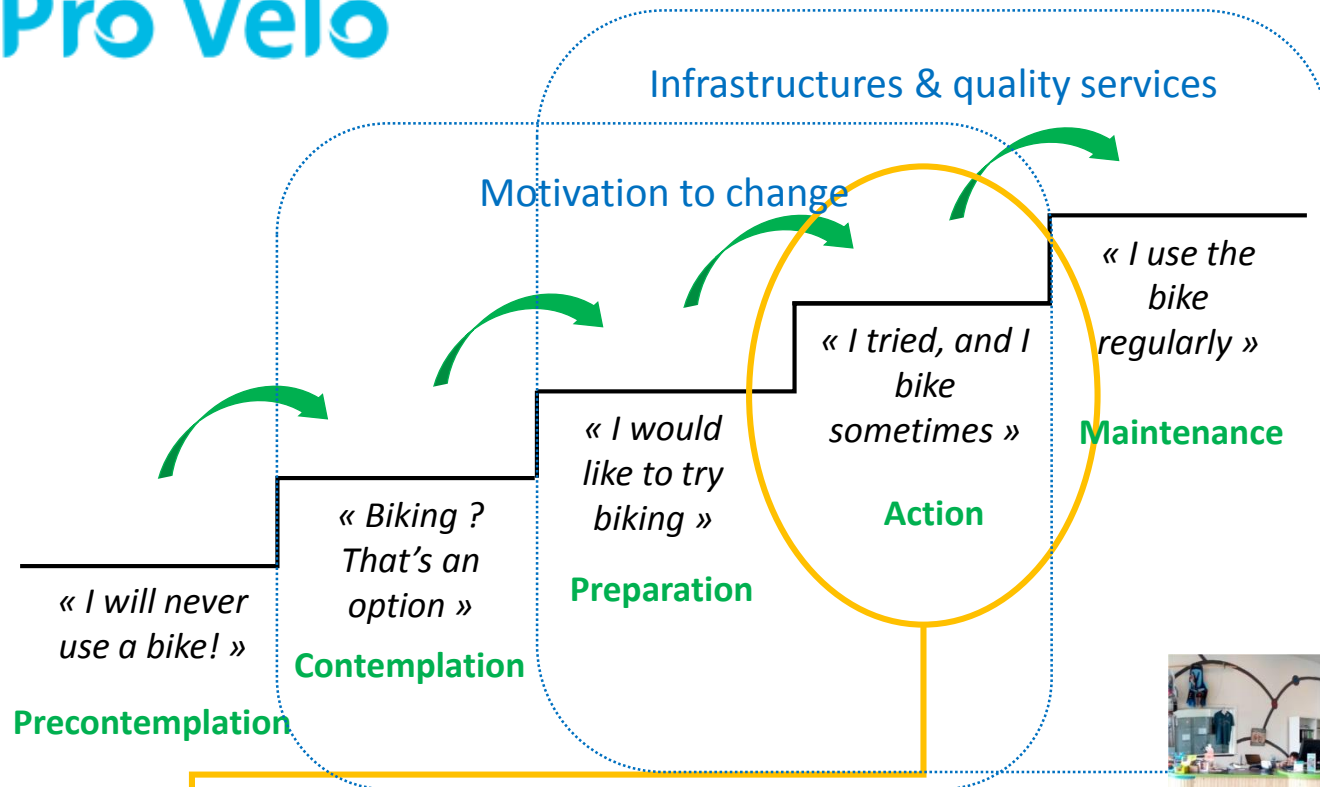
## 2 mois 2 roues

### Concept « 2Months2Wheels » :

- Testing during a period of 2 months
- Electric bike loaned during a period of 2 months
- Training by professional trainers
- Oriented « modal shift » → selection of candidates
- Survey before / during / after testing
- Liège / Namur / Ottignies (Wallonia)

### Modal shift results :

- Cyclist before the test : *Not at all / a bit = 80%*
- Testing of electric bike did replace other transport modes : *Yes = 77% (70% of which = Car)*
- Convinced ? *Yes = 92 %*
- Modal shift after 6 months : *Yes = 65%*
- Those who do not use the bike anymore : *Reason = not possible to buy a bike / electric bike = 44 %*
- Main discoveries : *it is possible ! Important to receive tips / Riding a bike is pleasant and keep me in shape !*

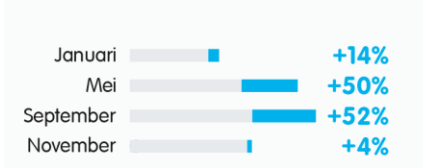


### Pro Velo's action



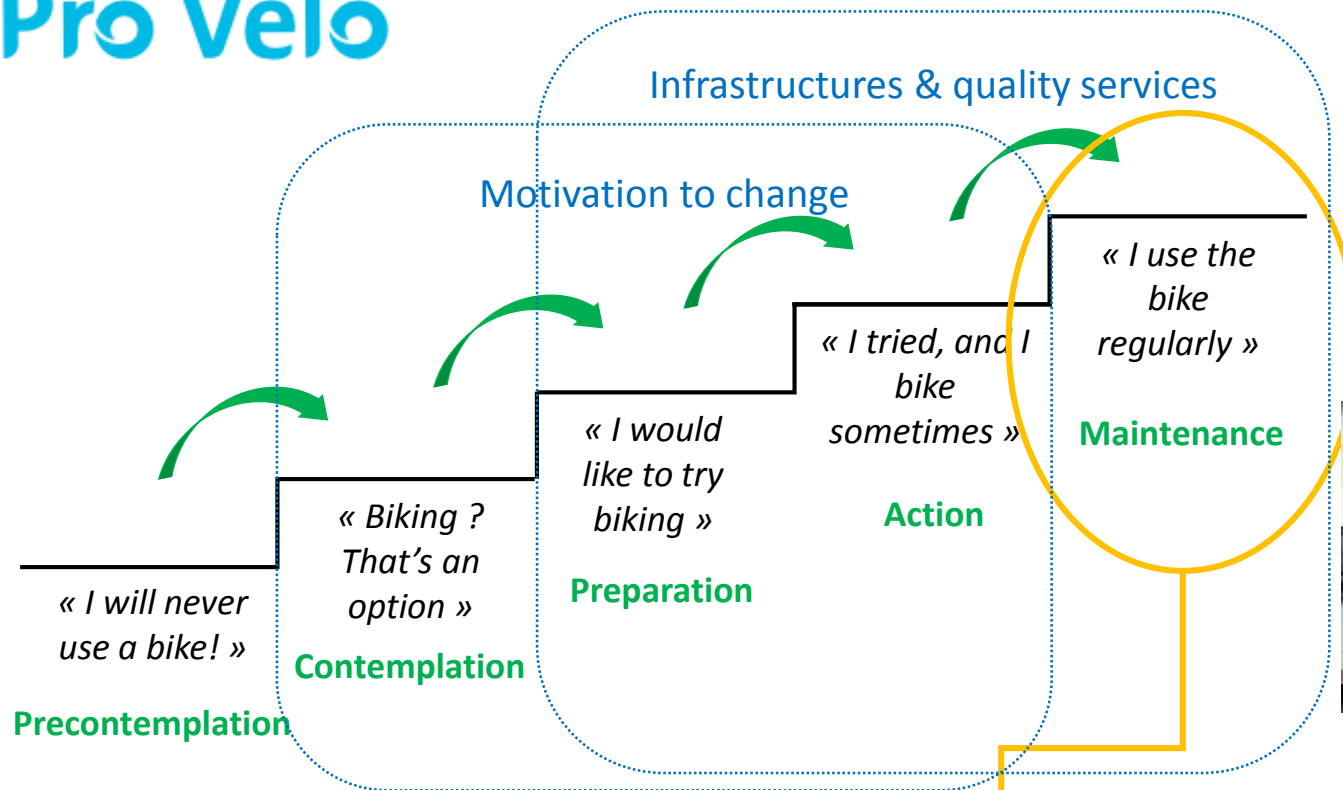
- VALORIZE**
- Valorize attempts to behavior change
  - Promote testing of new solutions
  - Promote sharing of experience and feelings (ambassadors for others)

#### BRUSSELS FIETSOBSERVATORIUM 2016 STEIGING IN VERGELIJKING MET 2015

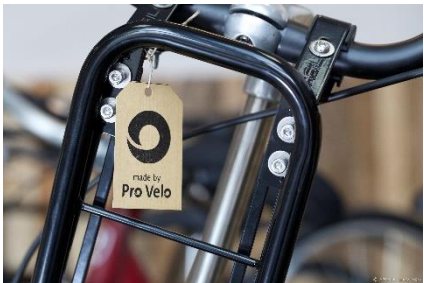
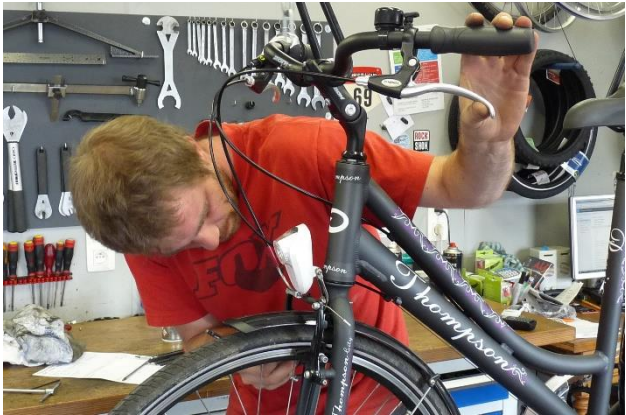


BRUSSEL MOBILITEIT  
GEWESTELIJKE OVERHEIDSDIENST BRUSSEL  
**Pro Velo**





### Pro Velo's action



- Structuring of the alternative channels
- Avoid situations that lead to relapse
- Propose new solutions and innovation





**Cycle once, cycle everywhere !**



# Pro Velo

**Thank you for your attention !**

**Isabelle Bulthez - Director**

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[\*\*www.provelo.org\*\*](http://www.provelo.org)

