



Changing Stakeholder Constellations in Cycling Policy

The Example of the Berlin Bicycle Referendum

German Environment Agency

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Section I 3.1

Environment and Transport

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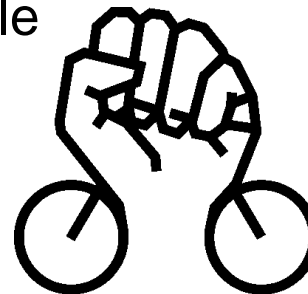
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Historical Development of Cycling Advocacy in Germany

- from 1970's/80's: first cycling activists, establishment of Cycling Associations, continuous campaigning
- from 2000's: development of Round Tables with representatives from administration and civil society
- last 10 years: „Cycling Culture“ – active cycling scene but little political impact



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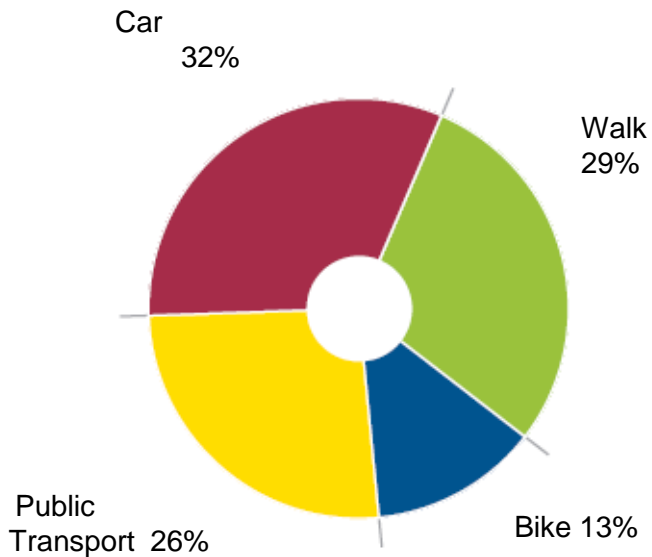


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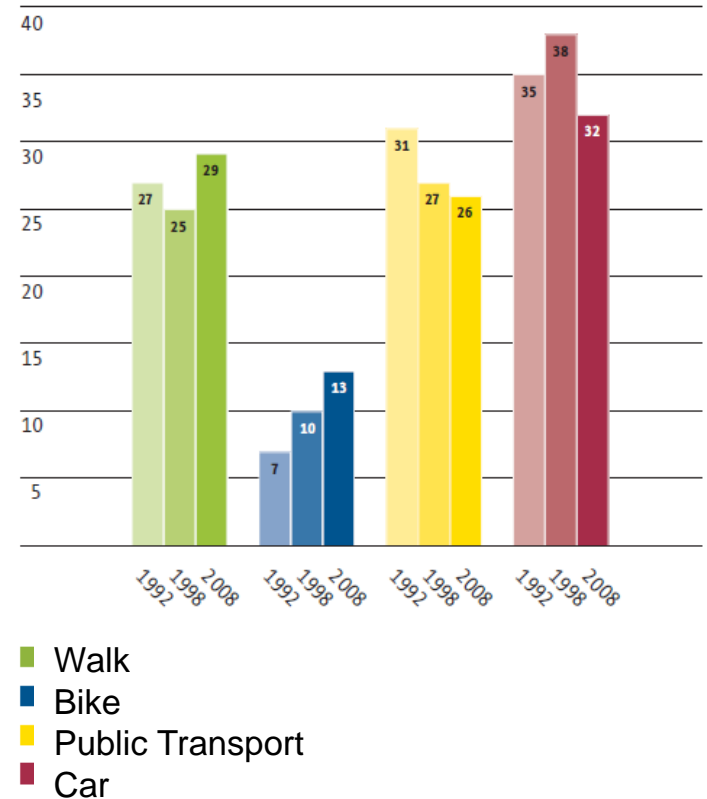
Cycling in Berlin – Dates and Figures

- more than 1.000 km cycling infrastructure
- Cycling Strategy: goal of 18 – 20% modal split for cycle traffic
- funding: ca. 3,5 Euro / person / year

Modal Split in Berlin (2008)



Source: Senatsverwaltung für Stadtentwicklung und Umwelt, 2014



Berlin Bicycle Referendum

- started in summer of 2015
- uses political instrument of referendum to make Berlin more bicycle friendly
- November 2015: identification of 10 Goals
- „Law hackathon“: draft of bicycle traffic law for Berlin



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Berlin Bicycle Referendum – 10 Goals

- 350 km safe cycling streets
- 2 m wide bike lanes on all main roads
- 200,000 parking spaces for bikes
- 100 km cycle highways for commuters
- green lights for cyclists
- more staff for implementation of measures
- making 75 dangerous crossroads safe every year
- marketing measures for cycling promotion
- ...



**550 Mio Euro investment programme into bicycle infrastructure
(13 Euro / person / year)**

Berlin Bicycle Referendum

- June 2016: First step of referendum, collection of more than 100.000 signatures
- September 2016: Regional Elections with change of government
- currently: negotiations for the first „Cycle Law“ in Germany with legally binding infrastructure measures and investments of 50 Mio Euro / year

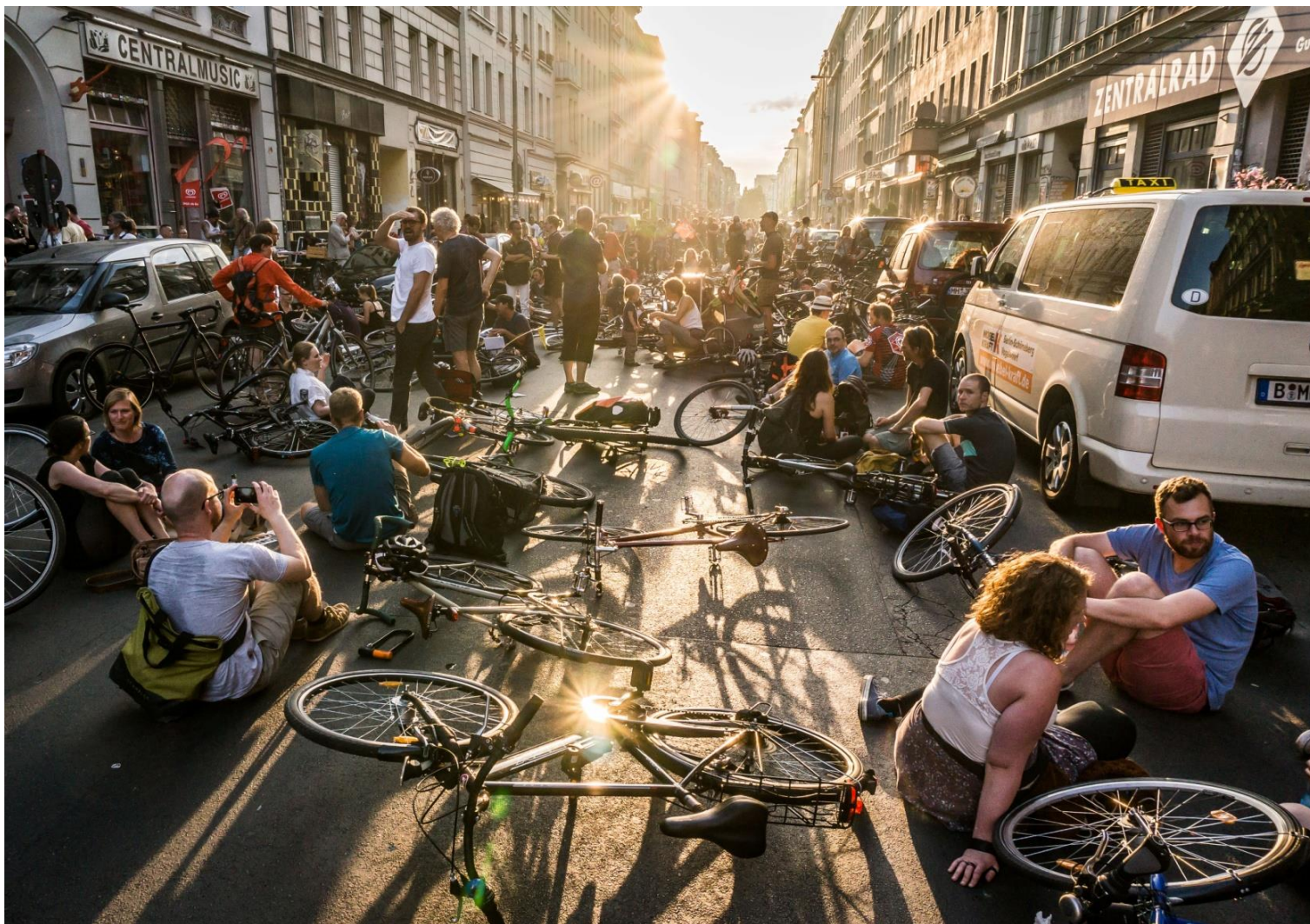


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Berlin Bicycle Referendum – Factors for success

- creative campaigning, creating powerful images and messages;
attractive for gaining fellow campaigners

Berlin Bicycle Referendum – Successful campaigning



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Berlin Bicycle Referendum – Successful campaigning



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Berlin Bicycle Referendum – Successful campaigning



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Berlin Bicycle Referendum – Successful campaigning



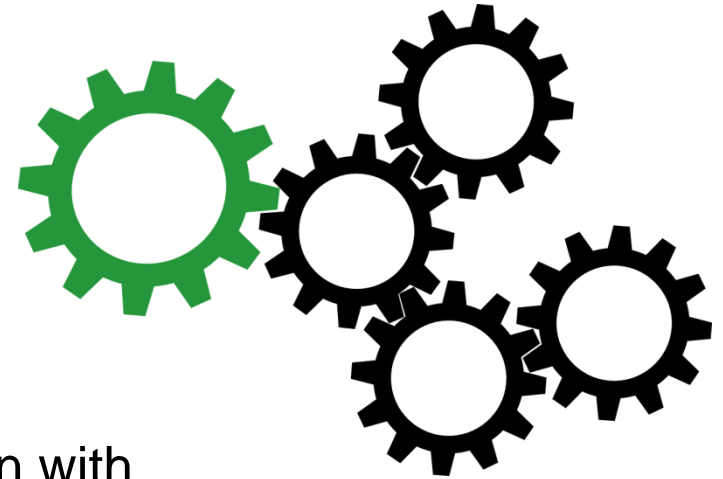
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Berlin Bicycle Referendum – Factors for success

- creative campaigning, creating powerful images and messages; attractive for gaining fellow campaigners
- professional team and well organized management
- highly flexible and fast
- decisions taken by small core group
- aggressive wording, provocative actions demanding political responsibility for casualties
- Berlin Senate as political opponent
- convincing arguments, use of data and facts
- networking and personal contacts to the media and other players

Changing Stakeholder Constellations in Cycling Policy – The Cycling Advocacy Perspective

- Berlin Bicycle Referendum as new player in cycling advocacy
- Referendum is a powerful strategic instrument
- especially in the beginning: serious friction with established local cycling associations,
 - different political strategies and attitudes
 - differences in terms of content
 - personal feelings
- lately: cooperation and common mandate in negotiations with Senate
- in future: joint achievements of goals, distribution of tasks or competitors?



Changing Stakeholder Constellations in Cycling Policy – The local Polity Perspective

- new challenge for local governments and administrations
- initially scepticism and refusal prevailing, only later willingness for a dialogue
- now negotiations of first Bicycle Traffic Law with all parties
- opportunity to use cycling campaigns' influence on opinion-forming processes
 - can cycling initiatives prepare the ground for cycling friendly policies?
- threat for local governments and administrations: loss of security; constant confrontation with organized interest groups
 - how to prepare and respond to this development?



Changing Stakeholder Constellations in Cycling Policy – Open Questions



- How do grassroots cycling initiatives change bicycle politics in your town?
- Can the Berlin Bicycle Referendum serve as a model for other cities?
- democratic legitimation
- limits to direct democracy
- Does the end justify the means?
- ...

Thank you for your attention

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