



Goudappel

MOBILITY MOVES US

# Presentation social equity

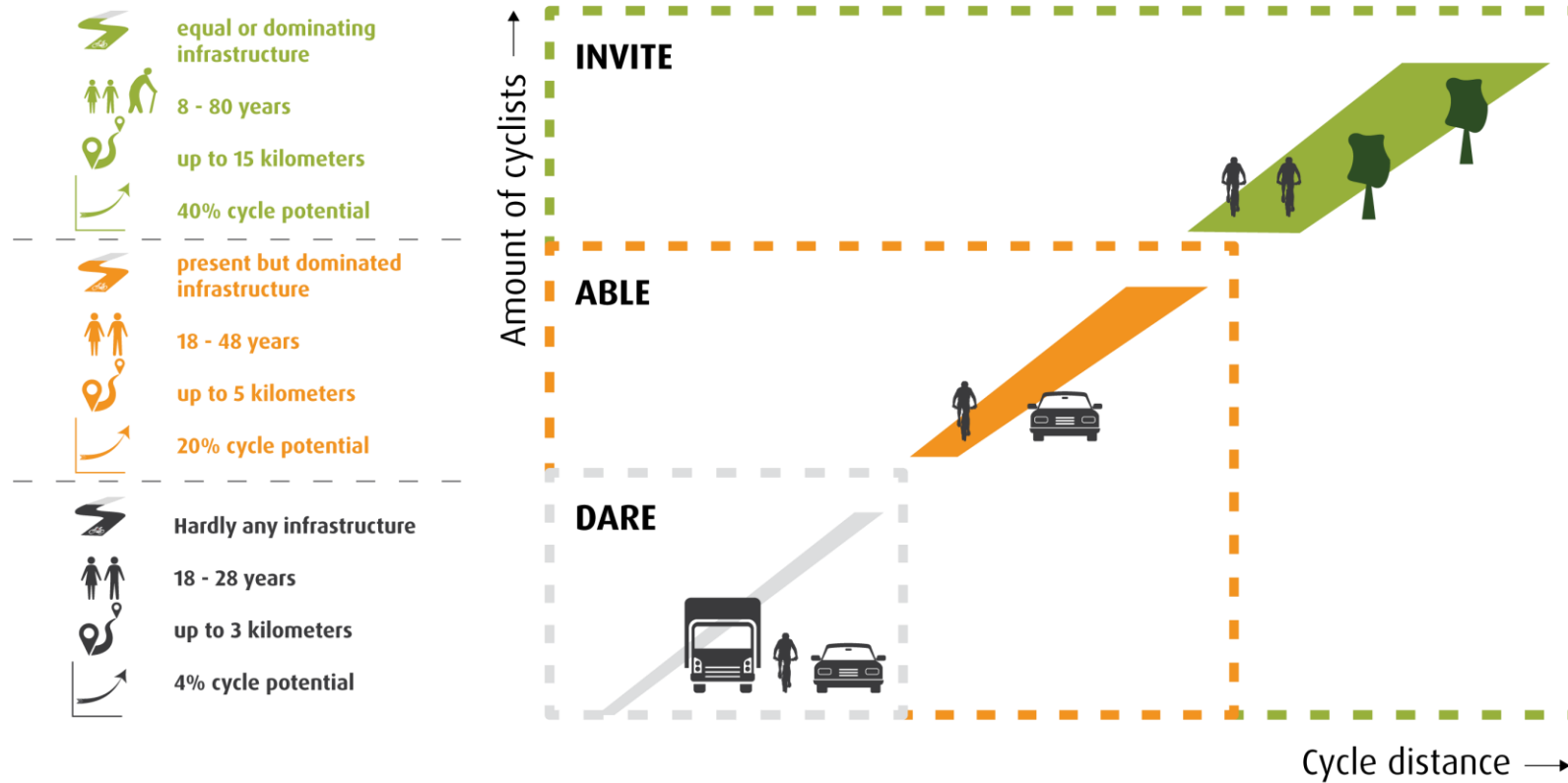
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- More cycling in the city – for everybody
- What is social (un)equity in mobility
- 6 Opportunities to make mobility more equal for people (young, old)
- Examples in Enschede

# Benefits of cycling (DCE-publication 32 pages)



# What kind of city do you want?





# Road safety is the basic

Killed cyclists  
per 100 million km

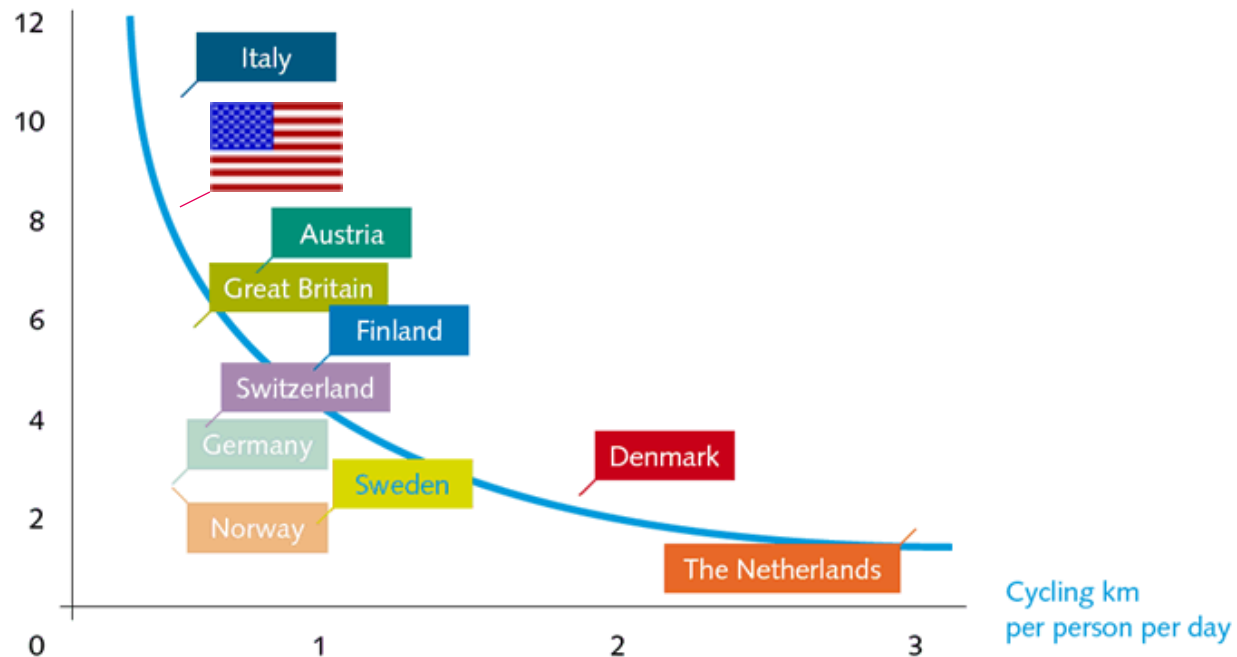


Figure 8: Relation between accidents and bicycle usage



# What is 'poverty in mobility'

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- Not able to go to your work (car and bus are too expensive)
  - Not able to go to facilities for care, sports
  - Less contacts with friends and family
  - Vicious circle: less work/contact – less healthy
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- Enschede: 1 out of 10 families lives below the poverty line
  - In some neighbourhoods: 1 of 5 families!

# Vulnerable neighborhoods (score)

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- Age – rate of 65 plus-inhabitants.
- Education level (high – low)
- Unemployed
- WMO-rate: rate of health of inhabitants

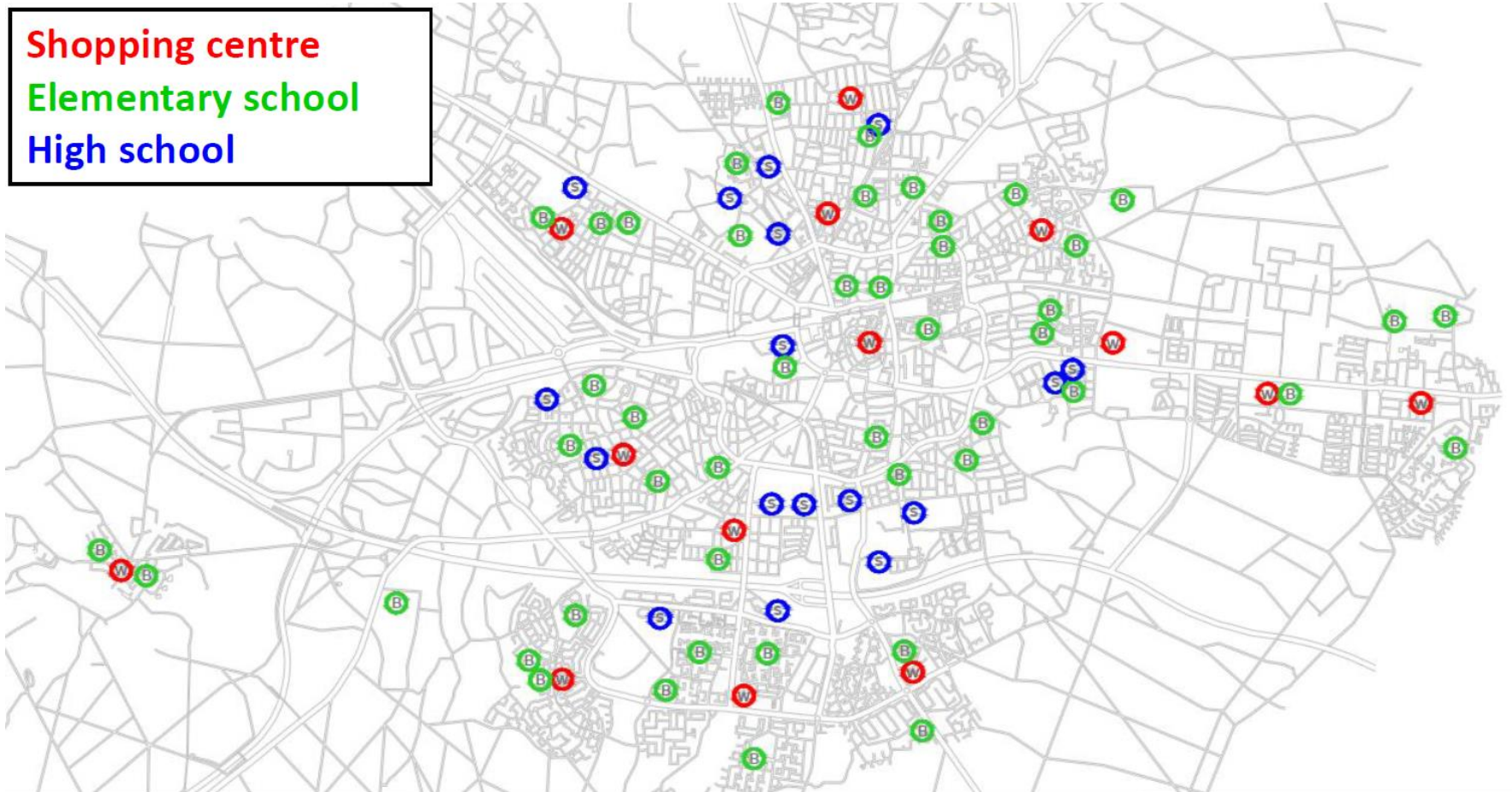
# 6 ways to give opportunities to everybody

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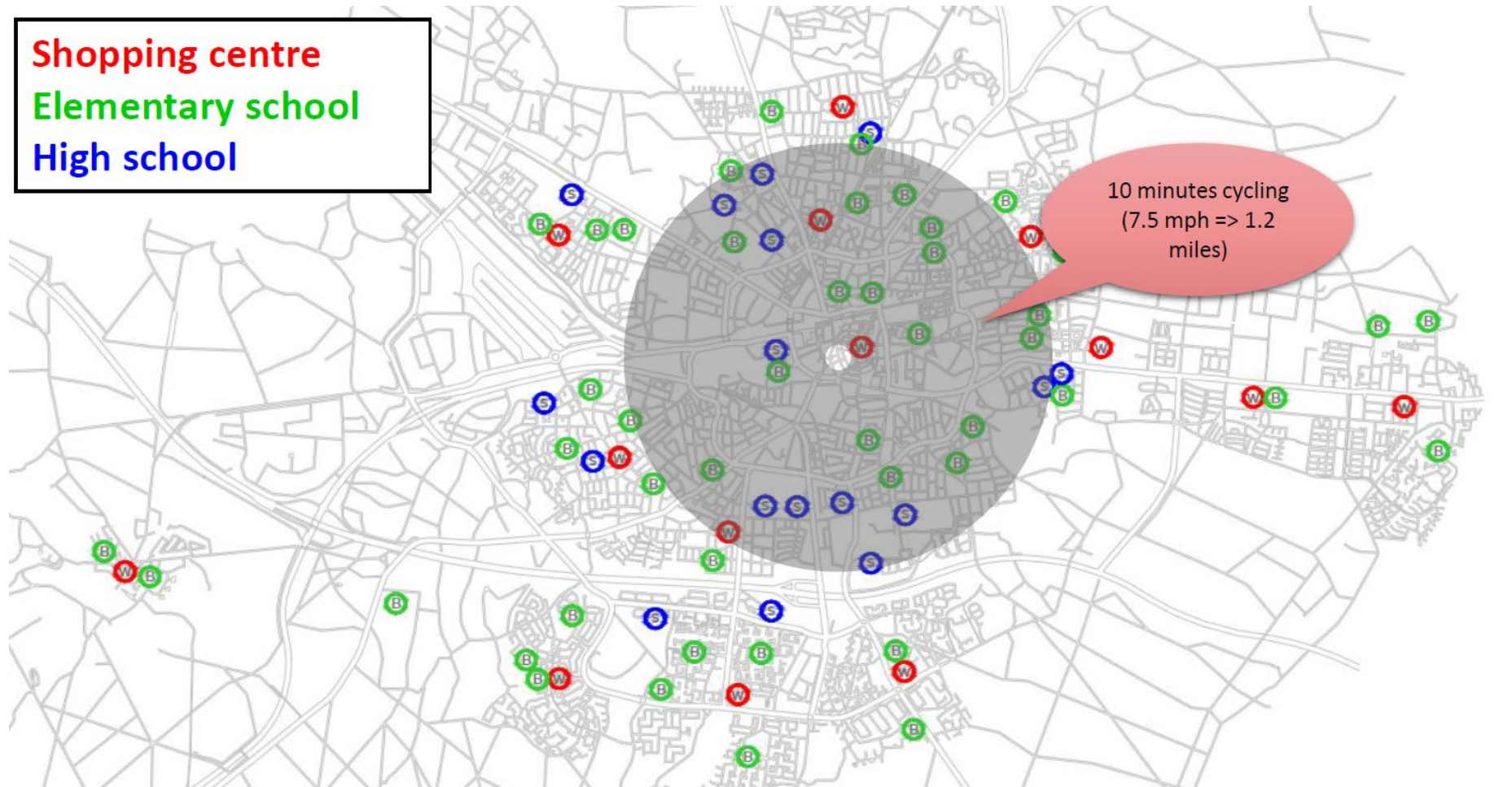
- 15 minutes society. Neighborhoods with mixed functions and short distances.
- Noaberschap / 'Neighbourship'. People help each other – Village effect.
- Give access via Transit-network and via Bike-network
- Share bike or bikes for free (ANWB, st Leergeld, Wijkteams)
- Education: learn how to cycle – and be happy and healthy
- Semi public transport for specific groups: taxi-services



# Enschede facilities on short distances (schools, shopping centres)



# Enschede 15 minutes





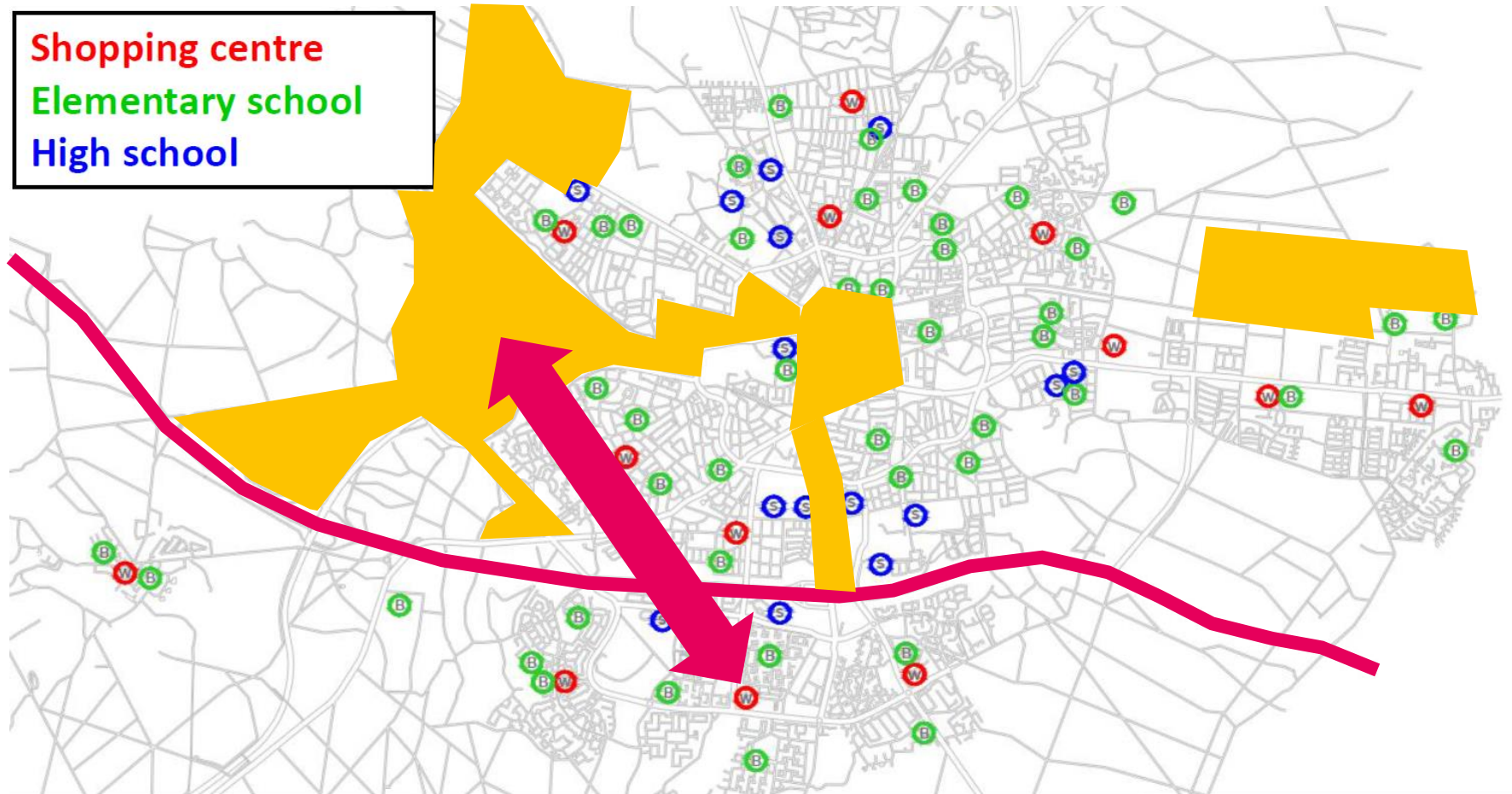
# Highway as a barrier



# Workplaces



# Workplaces: better connection by bike





# Collect and repair bikes for kids (Twekkelerveld)

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# Education: learn how to cycle (and be happy)

## Fietsstimulering niet-westerse allochtone vrouwen: Ik Fiets

In het kader van het programma 'Ik Fiets' worden in Amsterdam fietslessen gegeven aan (migranten) vrouwen, om o.a. zelfredzaamheid, maatschappelijke participatie, ontmoeting en leefstijl te bevorderen.

Uit de evaluatie van dit programma bleek dat de doelgroep niet-westerse allochtone vrouwen vooral gebaat was bij het functioneel gebruik van de fiets, niet het recreatieve gebruik. Naar schatting blijft zeker 75% van de deelnemende vrouwen blijvend gebruik maken van de fiets. Een deel van de vrouwen wordt ambassadeur en geeft zelf weer fietsles.





# Alifa Bike works

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# Other initiatives

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# Some considerations

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- What is the right balance between inclusivity and cost effectiveness? How inclusive is the bus?
- Should users of a disabled parking permit pay for parking? Should they be able to drive in the car free zone?
- What if the monetary value of a given bike is higher than the mobility value?





# Thank you!

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