Implementing BITS

Survey analysis Bruges

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Project coordinated by: Province of Overijssel

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Introduction

This report analyses the BITS survey data for the city of Bruges, Belgium. This analysis is meant to inform further development and rollout of ITS for cycling in Bruges and is part of the BITS project (deliverable 3.1).
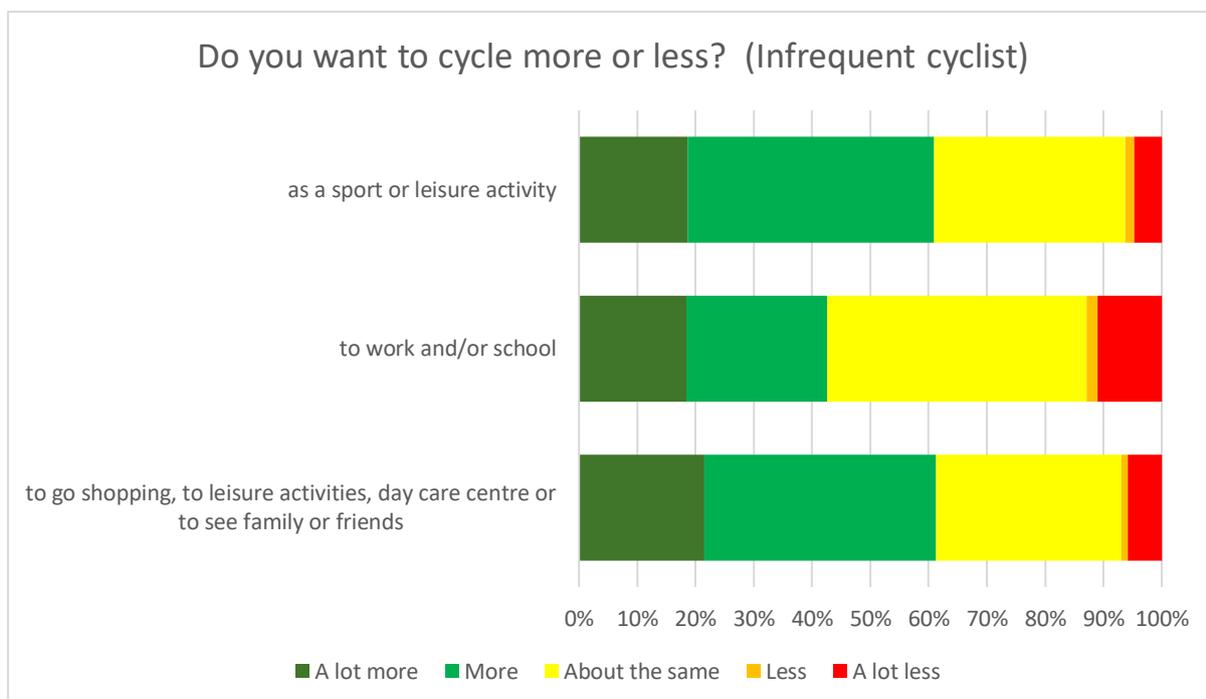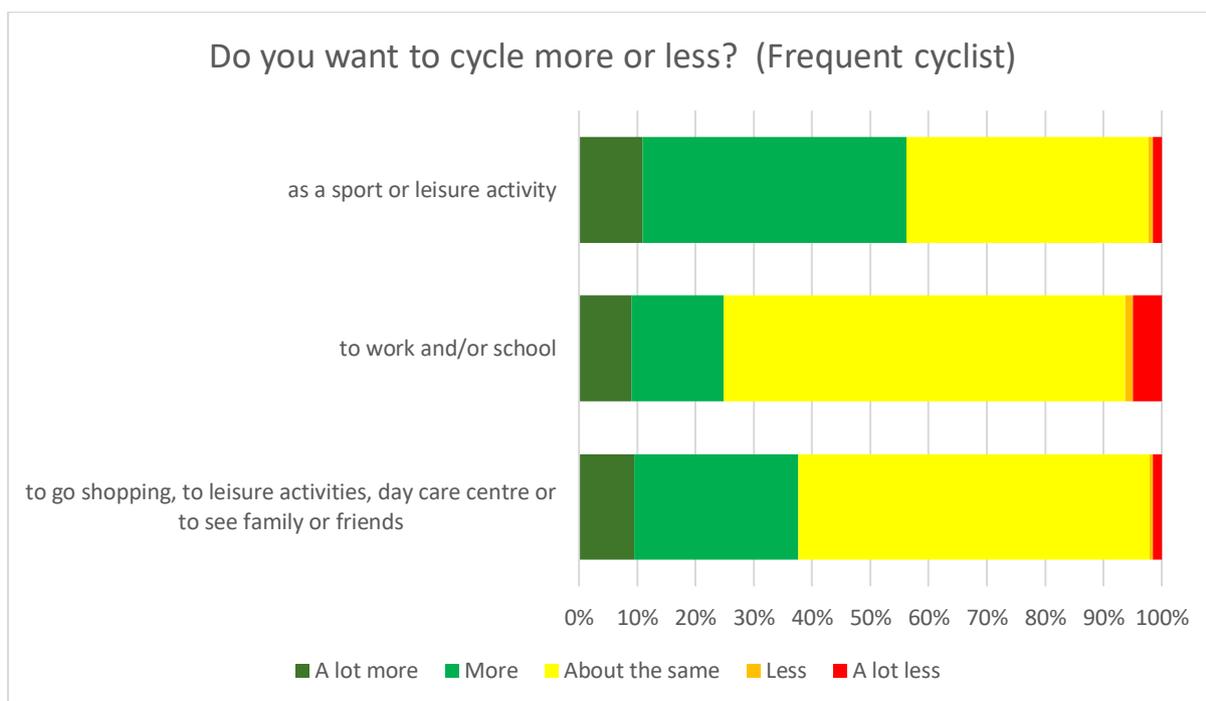
In the survey 946 people were asked about their cycling behaviour, aspirations, barriers and their view on cycling technologies. A distinction is made between frequent and infrequent cyclists. Frequent cyclists are cyclists that indicated in the survey that they cycle (almost) every day or multiple times per week. Infrequent cyclists are the cyclists that cycle less than the frequent cyclists.

First the cycling aspirations are analysed for the frequent and infrequent cyclists. The respondents could indicate if they want to cycle more or less for each purpose. Second the barriers are analysed for the frequent and infrequent cyclists. Respondents scored each barrier ranging from 0 (not at all a barrier) till 4 (to a large extent a barrier). Third technologies that will encourage frequent and infrequent cyclists are scored from 0 (will definitely not encourage to cycle more) till 4 (will definitely encourage to cycle more).

Brugge

Cycling aspirations

Both frequent and infrequent cyclists in Bruges want to cycle more. In general there is a higher percentage of infrequent cyclists that indicate they want to cycle a lot more or more than frequent cyclists. The highest percentage to cycle a lot more or more is to cycle as a sport or leisure activity for the frequent and infrequent cyclists.

Do you want to cycle more or less? (Frequent cyclist)

as a sport or leisure activity

to work and/or school

to go shopping, to leisure activities, day care centre or to see family or friends

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ A lot more ■ More ■ About the same ■ Less ■ A lot less

Do you want to cycle more or less? (Infrequent cyclist)

as a sport or leisure activity

to work and/or school

to go shopping, to leisure activities, day care centre or to see family or friends

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

■ A lot more ■ More ■ About the same ■ Less ■ A lot less

Cycling barriers

For both the infrequent and frequent cyclists the main barriers are distance, weather conditions, practical arrangements or no safe route. The ranking of the barriers for frequent and infrequent cyclists is different, however. Whereas some barriers are hard to deal with from a cycling policy perspective (e.g. weather), there are barriers can be reduced with the right measures and investments. An example is that over 50% of cyclists indicate safety is a barrier for them to cycle more.

Barriers to cycle (more) (frequent cyclists)

Legend: ■ To a large extent ■ A bit
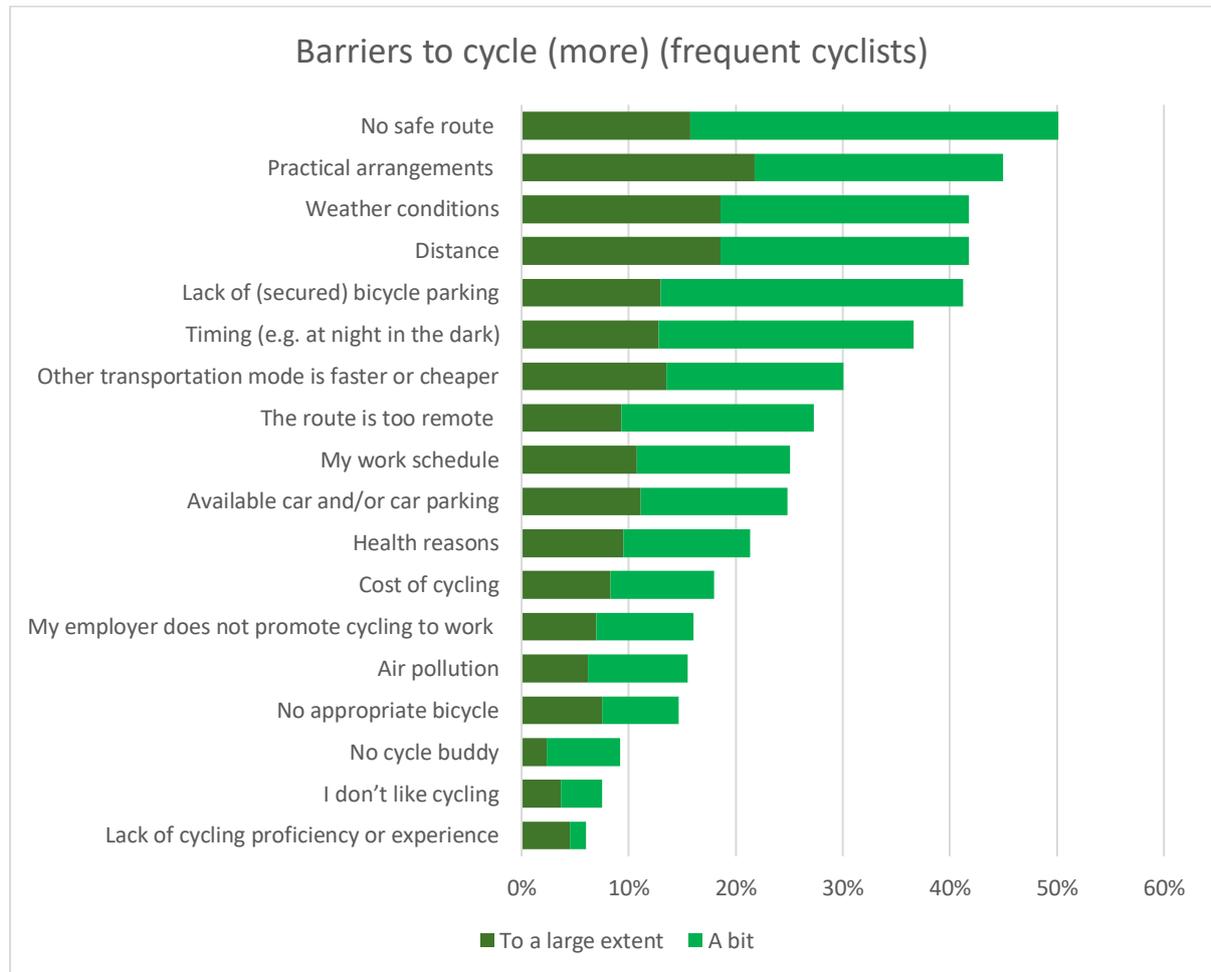
Barriers to cycle (more) (infrequent cyclists)
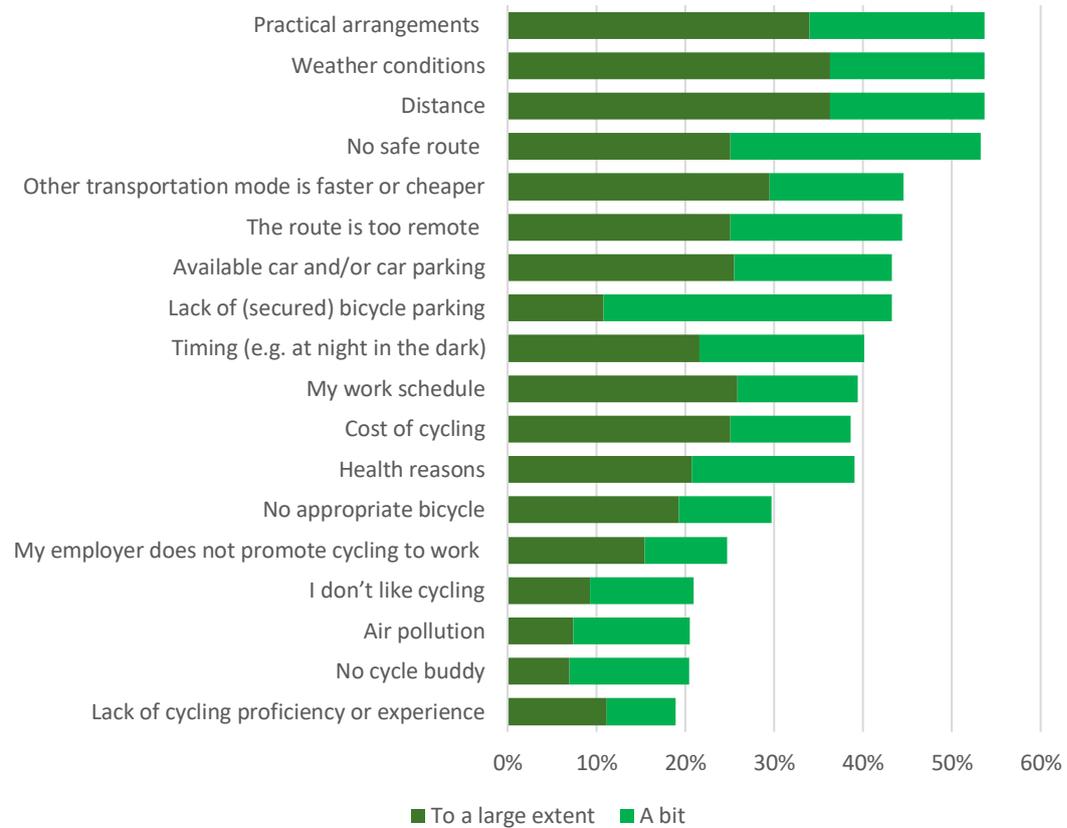
Cycling technologies

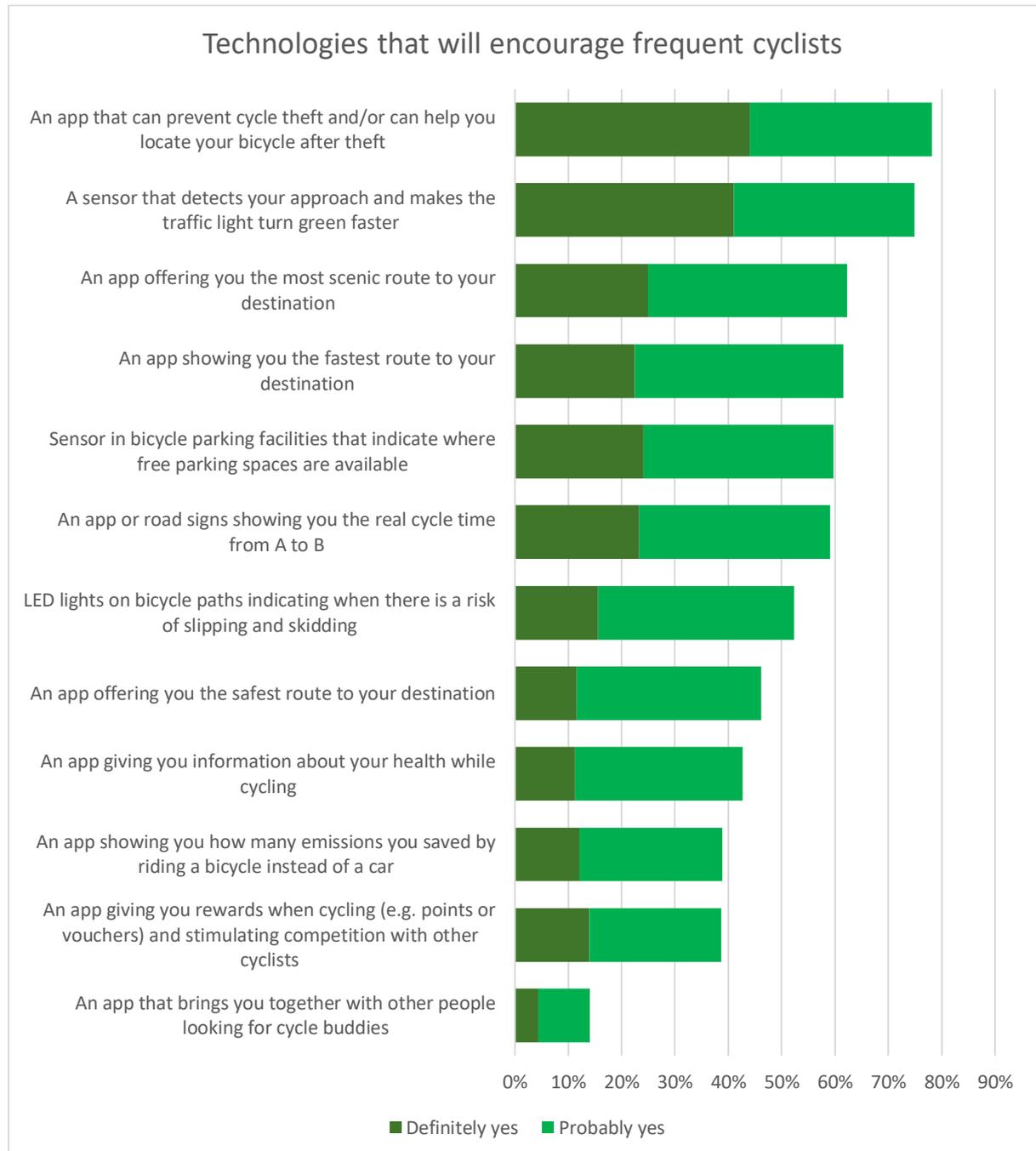In general, both frequent and infrequent cyclists are positive towards cycling technologies. The technologies they prefer differ, however. For frequent cyclists technologies to prevent cycle theft, a sensor that detects approach and an app offering most scenic routes are the most popular. For the infrequent cyclists an app giving rewards is the most popular followed by a app offering the safest route and an app giving information about health while cycling.

Technologies that will encourage frequent cyclists

Technology	
An app that can prevent cycle theft and/or can help you locate your bicycle after theft	
A sensor that detects your approach and makes the traffic light turn green faster	
An app offering you the most scenic route to your destination	
An app showing you the fastest route to your destination	
Sensor in bicycle parking facilities that indicate where free parking spaces are available	
An app or road signs showing you the real cycle time from A to B	
LED lights on bicycle paths indicating when there is a risk of slipping and skidding	
An app offering you the safest route to your destination	
An app giving you information about your health while cycling	
An app showing you how many emissions you saved by riding a bicycle instead of a car	
An app giving you rewards when cycling (e.g. points or vouchers) and stimulating competition with other cyclists	
An app that brings you together with other people looking for cycle buddies	

■ Definitely yes ■ Probably yes

Technologies that will encourage infrequent cyclists

Legend: ■ Definitely yes ■ Probably yes