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# Mobility Change in Waiblingen

## Promoting cycling and community participation in the city of Waiblingen

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# Agenda

- Introduction
- Methodology
- Identifying Research Question
- Primary Data Collection: Interview
- Literature review
- Case studies
- Recommendation

# Introduction

**What?**

**Identification of the Research Question**

through observations, literature and interviews

**How to boost cycling in Waiblingen**

**Why?**

**Some first lines of reflection**

starting from the the ALI's presentation on to observation to the identification of the problem.

**How?**

**Steps to answer the R Q.**

- Cycling infrastructure
- Cycling marketing and communication campaign
- Community participation

**Relevance of the the research .**  
making cycling easy, safe, convenient and attractive in Waiblingen, in order to transform it into a more sustainable and liveable city.

# Methodology

Define Research Question

Observation in the Field and Editorial Review

Data collection

Primary data

Secondary data

Expert Opinion

Systematic literature review

Case study

Semi-structured Interview

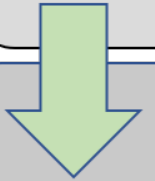
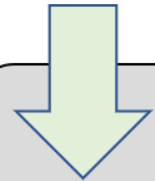
Bike-Sharing system in small city: Biel

Donostia-san Sebastian

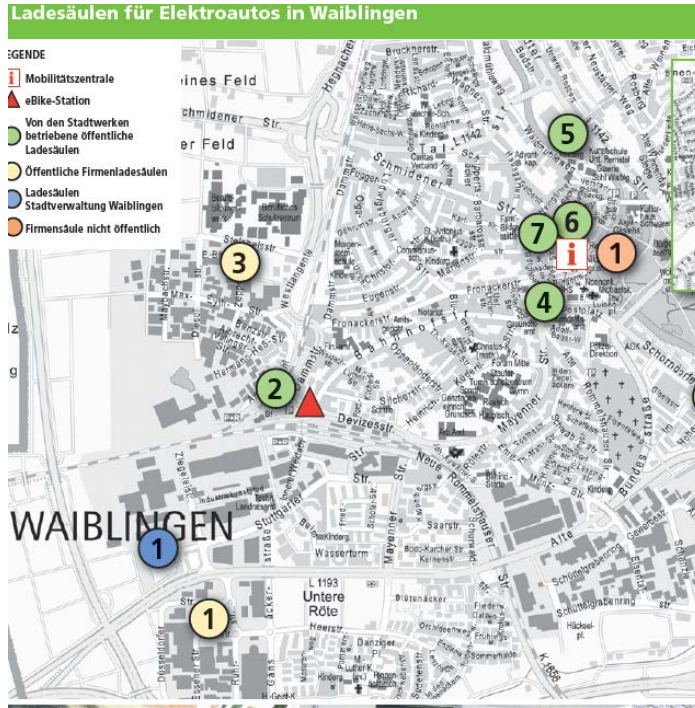
Vodafone e-bikes fleet in Prague

Data analysis

Outcome

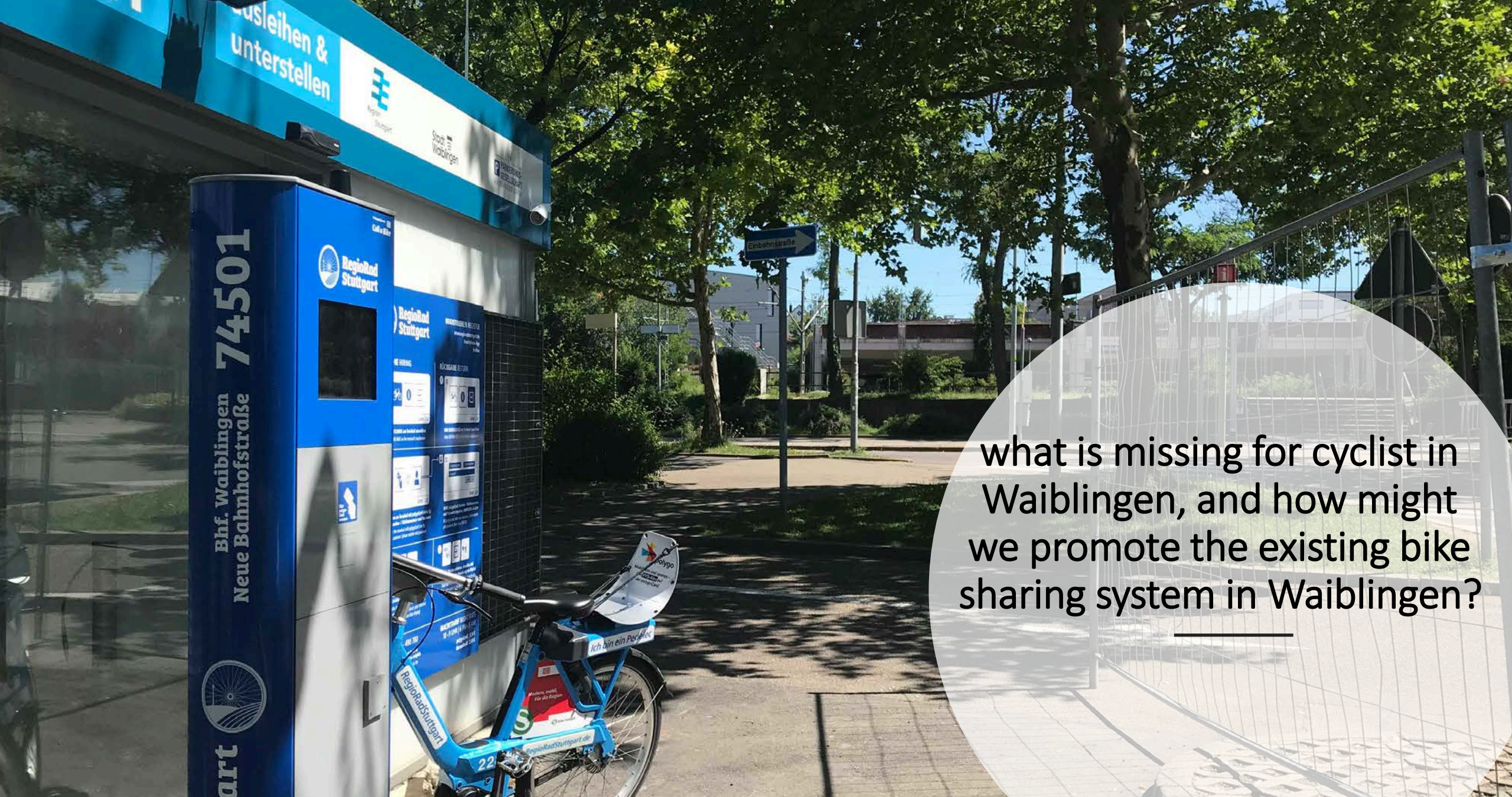






# Identifying Research Question





what is missing for cyclist in Waiblingen, and how might we promote the existing bike sharing system in Waiblingen?

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# Primary Data Collection: Interview

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- Citizen in waiblingen bikes for leisure purposes
- Part of local people are willing to change and participate
- The government has been promoting the car-related infrastructure and policy
- The mayor of Waiblingen can strongly influence the policy direction







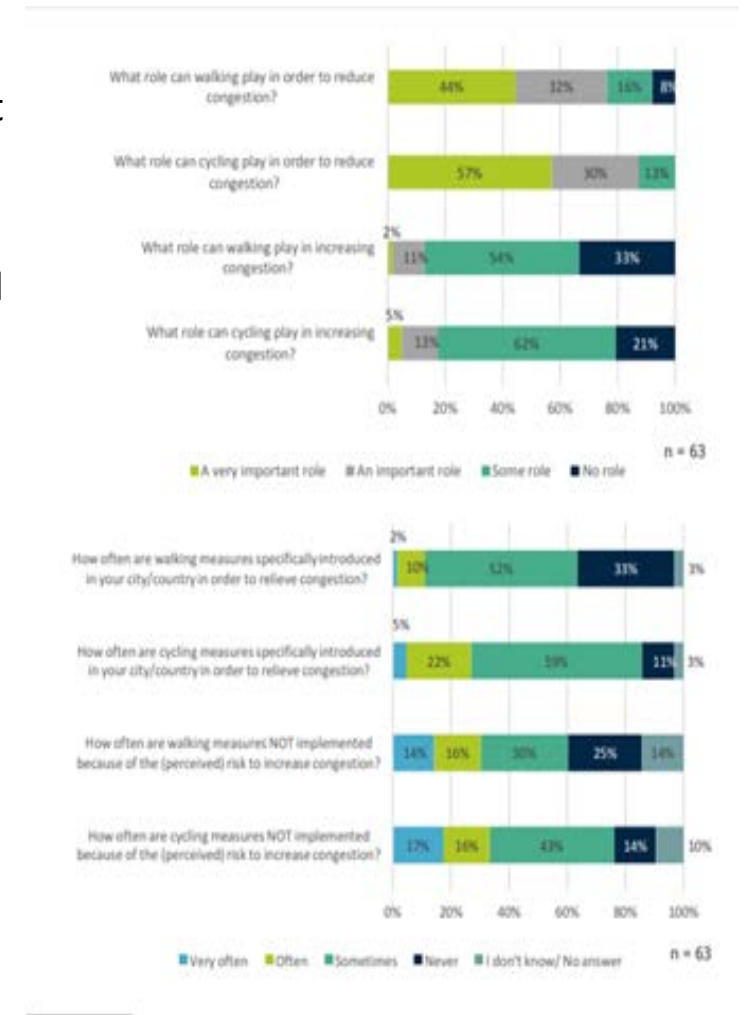
## Findings from Waiblingen city

- In the sustainable research conducted by Klaus Lapple, Werner Frey (2016) stated on Waiblingen cycling;
- 19% of households in Waiblingen do not have bicycle.
- Bicycle equipment ratio 941 bicycles per 1,000 inhabitants.
- 35% purchased bicycles after 2010, 24% of which were e-bikes.
- Inhabitants of Waiblingen use their bicycles majorly for leisure time than professional use.
- 55% of the interviewed persons would expect to buy it with financial support or incentives



# Literature review

- **General findings about the role of measures supportive of cycling in relieving congestion**
- Litman (2014) examines which types of measures are most promising in reducing congestion at reasonable costs.
- The study identifies the improvement of multimodal transport options that include walking and cycling as the most promising measure group due to their relatively lower cost for implementation and potential to influence a mode share shift (Thorsten Koska, July 2016).
- **Flow expert survey on cycling and walking**
- From this expert survey we could have an overview of the usefulness of active mobility such as biking and cycling in the reduction of traffic congestion or environmental pollution.
- This graph unveils an implementation gap between the potential and the actual application of walking
- and cycling measures to reduce congestion.

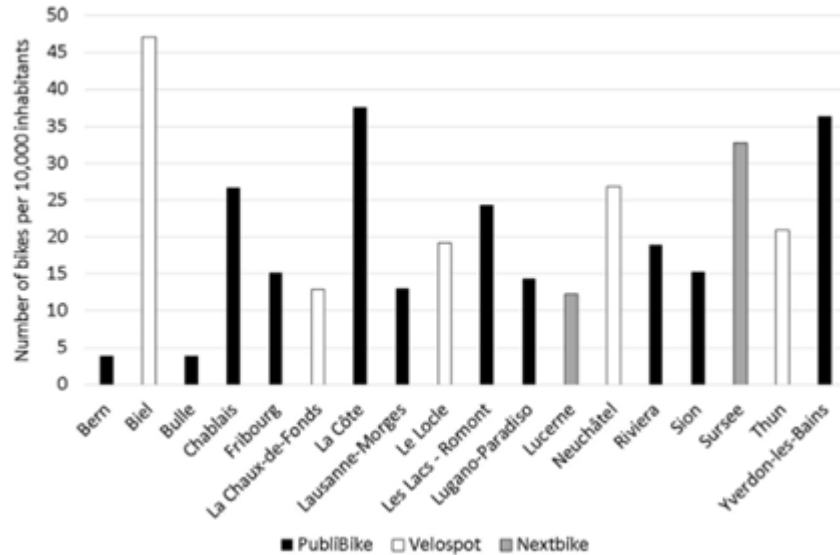


# Review on international experience about cycling usage

- Considering the international experience on cycling gives us the practical understanding on the rationale
- Behind a successful practice in promoting cycling in a city.
- This part of the literature review will expatiate thoroughly the factors influencing the choice of cyclists or potential cyclists.
- (1) safety; (2) a well-connected network of cycleways; (3) convenience; (4) policies to discourage car use. (Wang, 2014).



# Case study: Biel



- Similar population and density as Waiblingen
- Second highest number of station and highest number of bikes per inhabitant in Switzerland



Clear Target Group

Stable and Multiple  
Revenue Source



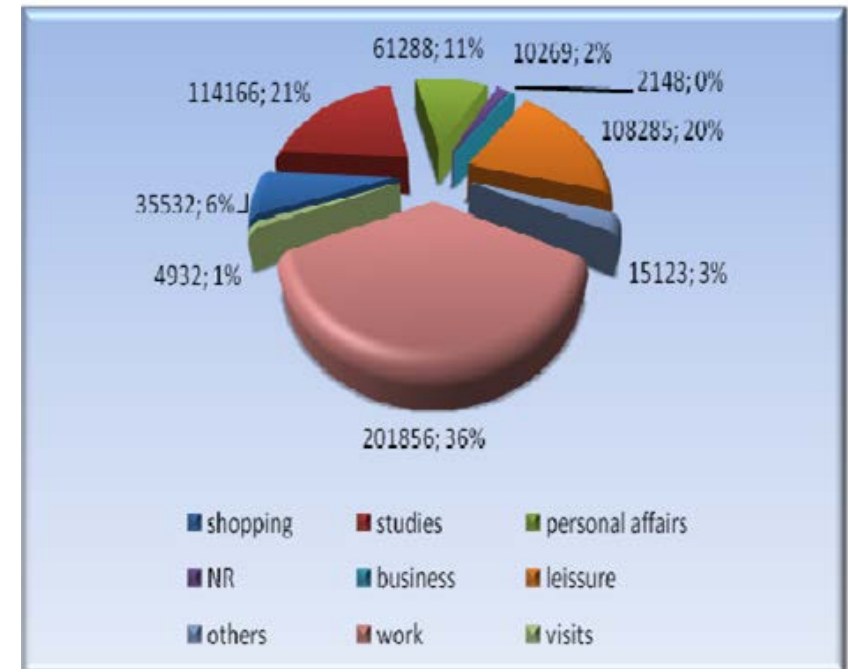
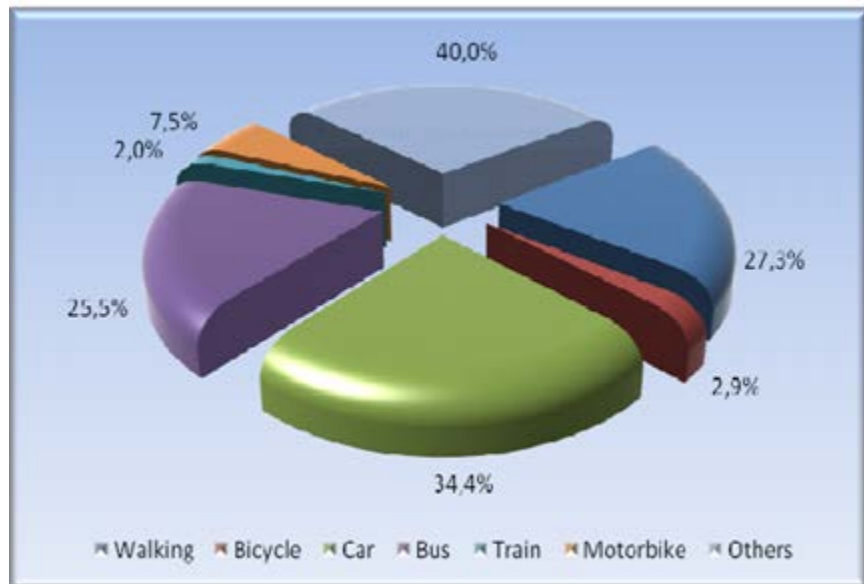
Communication

Flexibility and Convenience



# Case study: Donostia- san sebastian, Spain

- Donostia-San Sebastian, situated in the Basque Country in northern Spain, is home to over **180,000** inhabitants. Donostia is known to have a developed industrial area where several trading and distribution activities actively take place (SMR, 2019). Donostia is a service-oriented city with active tourism and trade activities.
- **mobility problem identified in Donostia**

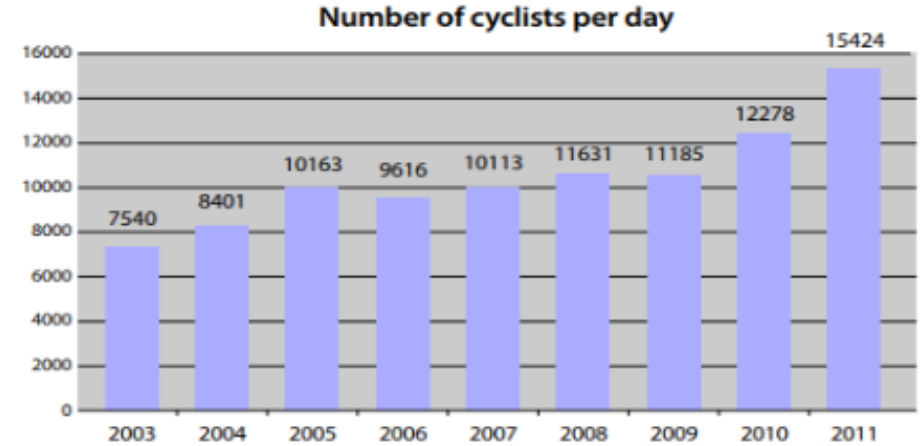


### Political landscape (cycling context)

The Municipality emphasised the promotion of car free lifestyles through the development of alternative mobility options to reduce car dependency (CIVITAS, 2019)

### Results from cycling promotion

Due to the active involvement of city planner and the citizens, the walking and cycling have resulted in a steady increase in the city.



### Municipal project for cycling in donostia-san sebastian

The Municipality planners of Donostia-San Sebastian is determined to scale up the improvement of walking and cycling conditions to the whole city. The project involved the community and CIVITAS to focus on the corridor that is corresponding to the city centre through distribution of flyers to the inhabitants.

### LESSONS FROM DONOSTIA-SAN SEBASTIAN.

- The actions of the city planners in the implementation of cycle infrastructure is the starting point for more sustainable strategies for any cities which waiblingen city could also take as a measure to improve cycling in the city centre.
- increasing number of bicycles for users is not what extremely matters but providing adequate and attractive cycling infrastructures to support and motivate car users to use them more.



# Vodafone e-bikes fleet (Prague – Czech Republic)

Since July 19, 2011 each of the 1,100 employees of Vodafone (one of three Czech mobile operator) with the company headquarter in Prague has an opportunity to travel around the city faster than a car, more comfortably and without sweat..

1

## **Vodafone Company**

The company offers its employees free e-bikes for their disposal to use them for their transportation to home or business meetings. The company is realizing its green-life style,

2

## **company “ekolo.cz”.**

As Vodafone's partner and its bike provider, it also covers fully the technical maintenance of all e-bikes.

3

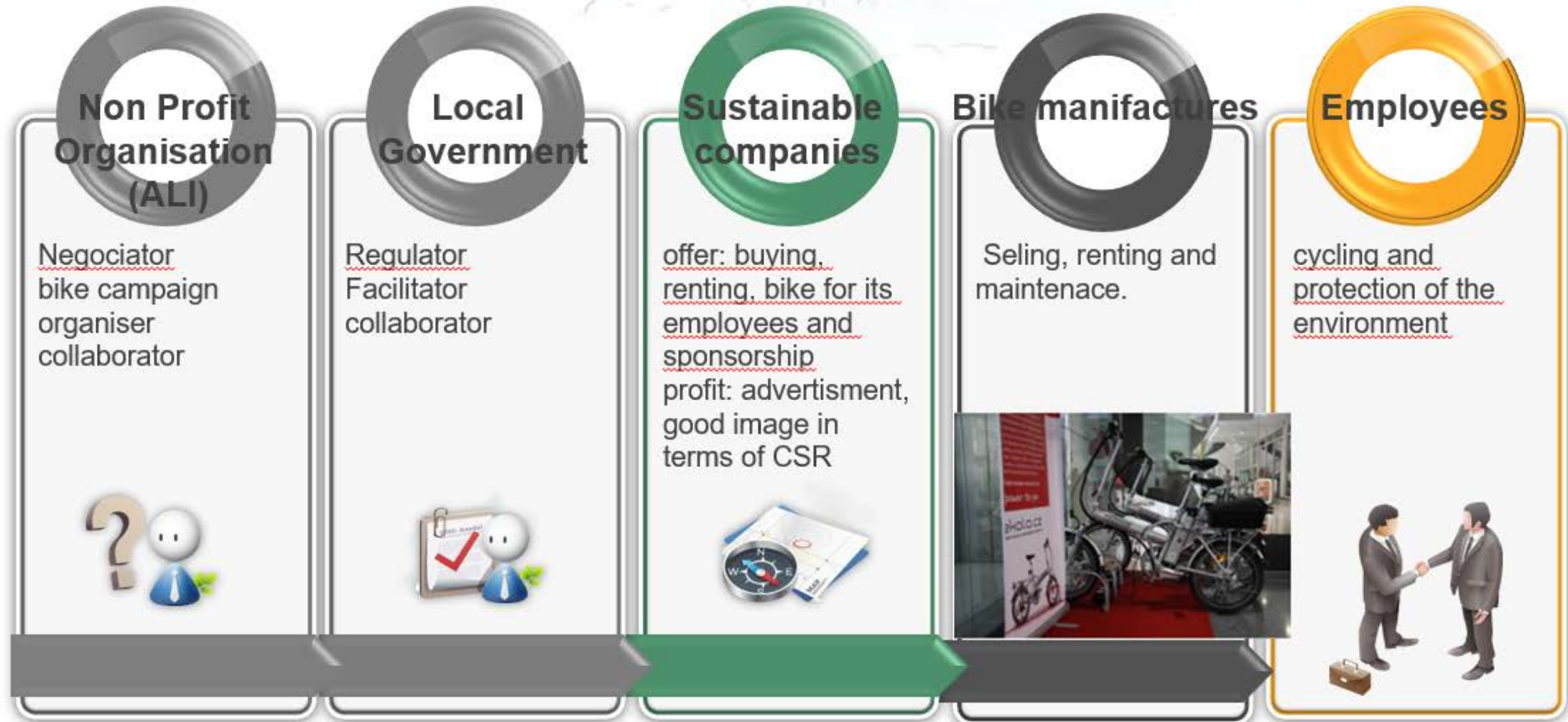
## **Vodafone's employees.**

Mostly the bikes take place in daily working routine - the employees use them for the transport within job. They come to work refreshed and rested and less reliant on cars.



# Designing the solution for Waiblingen

To implement this solution in the specific case of Waiblingen, some strategies should be undertaken:





# Conclusion

Organization involvement

Political Support

Supporting infrastructure