

Connecting Active with Transport

*Lessons for Western Sydney from a
World Leading Aerotropolis; Schiphol*

Alex van Gent
21 June 2018
Open





VAN MARWIJK: WE MAY NOT HA

SPORT SOCCER FIFA WORLD CUP

**Be bold and brave, but be yourselves:
Bert's message to Socceroos**



FIFA WORLD CUP
RUSSIA 2018



HUGH

LUNCH, DINNER & DRINKS



World's largest bicycle parking garage, Utrecht, the Netherlands



Amsterdam Airport Schiphol



68.5

million passengers at Schiphol



42.9%

public transport passengers at Schiphol

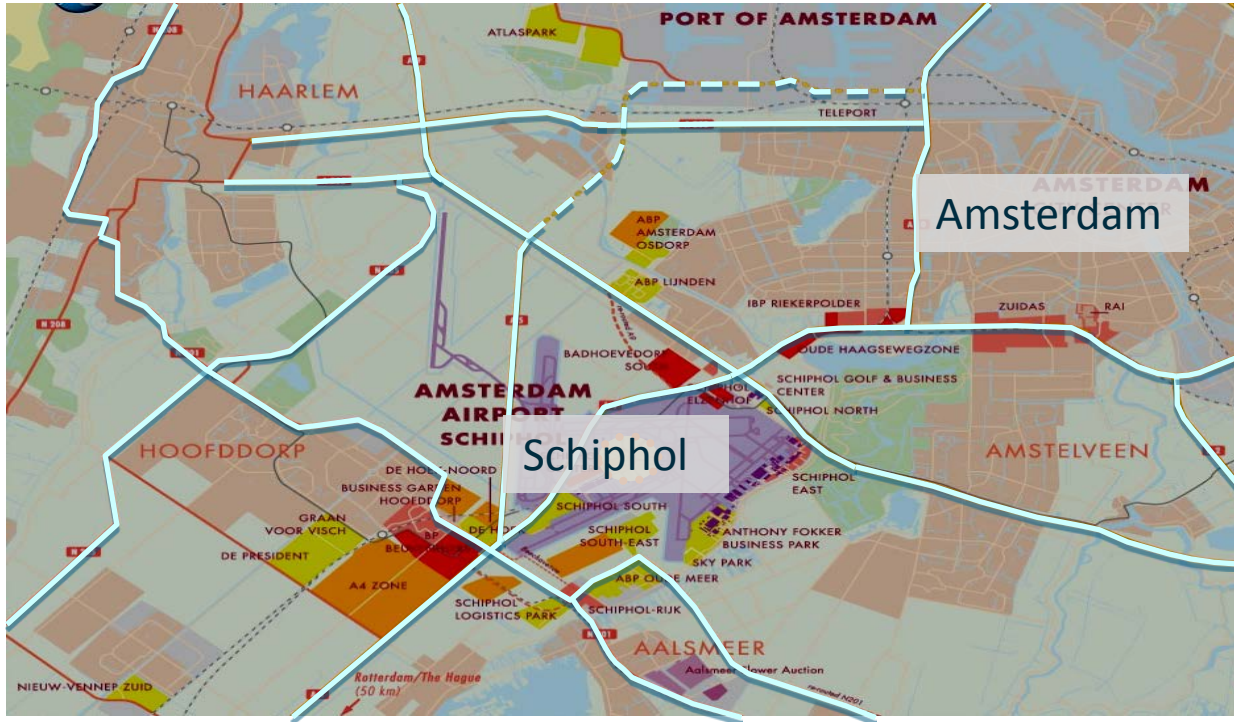


Main role of cycling is not for passengers, but for employees commuting to work:

- 60,000 workers at Schiphol
- Over 170,000 workers at Aerotropolis
- Reduce congestion on the road by letting more people cycle to work

Amsterdam Airport Schiphol – Success factor Aerotropolis:

- Triggered by excellent multi modal access
- Planned in the early stages of development



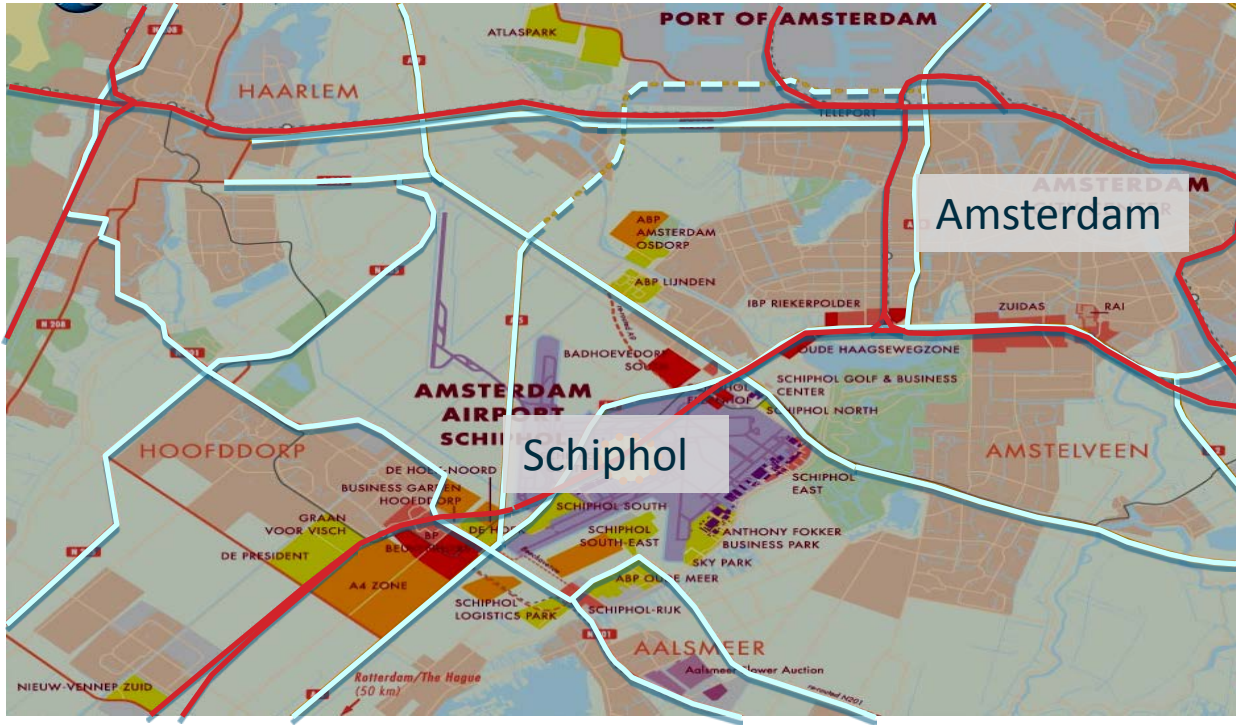
Roads



Royal HaskoningDHV

Amsterdam Airport Schiphol – Success factor Aerotropolis:

- Triggered by excellent multi modal access
- Planned in the early stages of development



21 June 2018



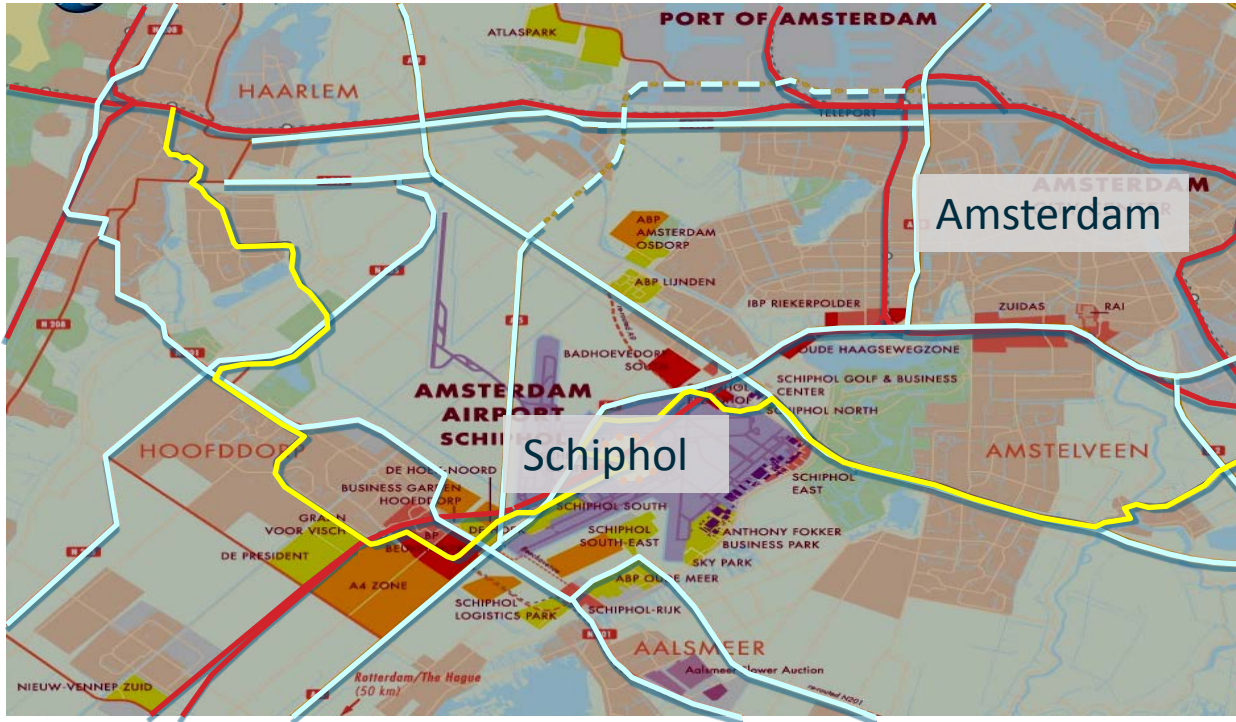
Rail



Royal HaskoningDHV

Amsterdam Airport Schiphol – Success factor Aerotropolis:

- Triggered by excellent multi modal access
- Planned in the early stages of development

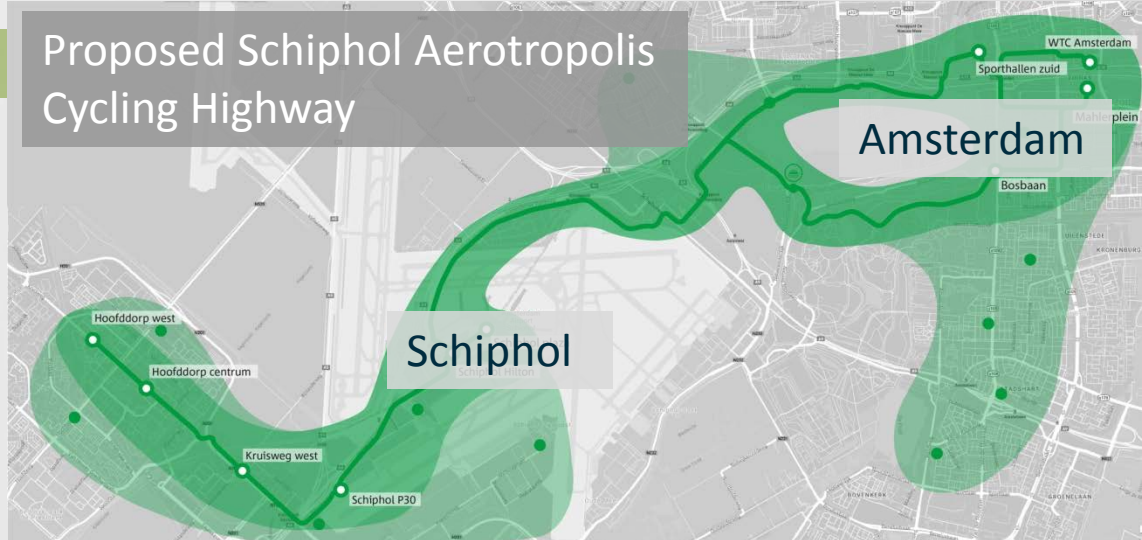


Bus



Amsterdam Airport Schiphol

Proposed Schiphol Aerotropolis Cycling Highway

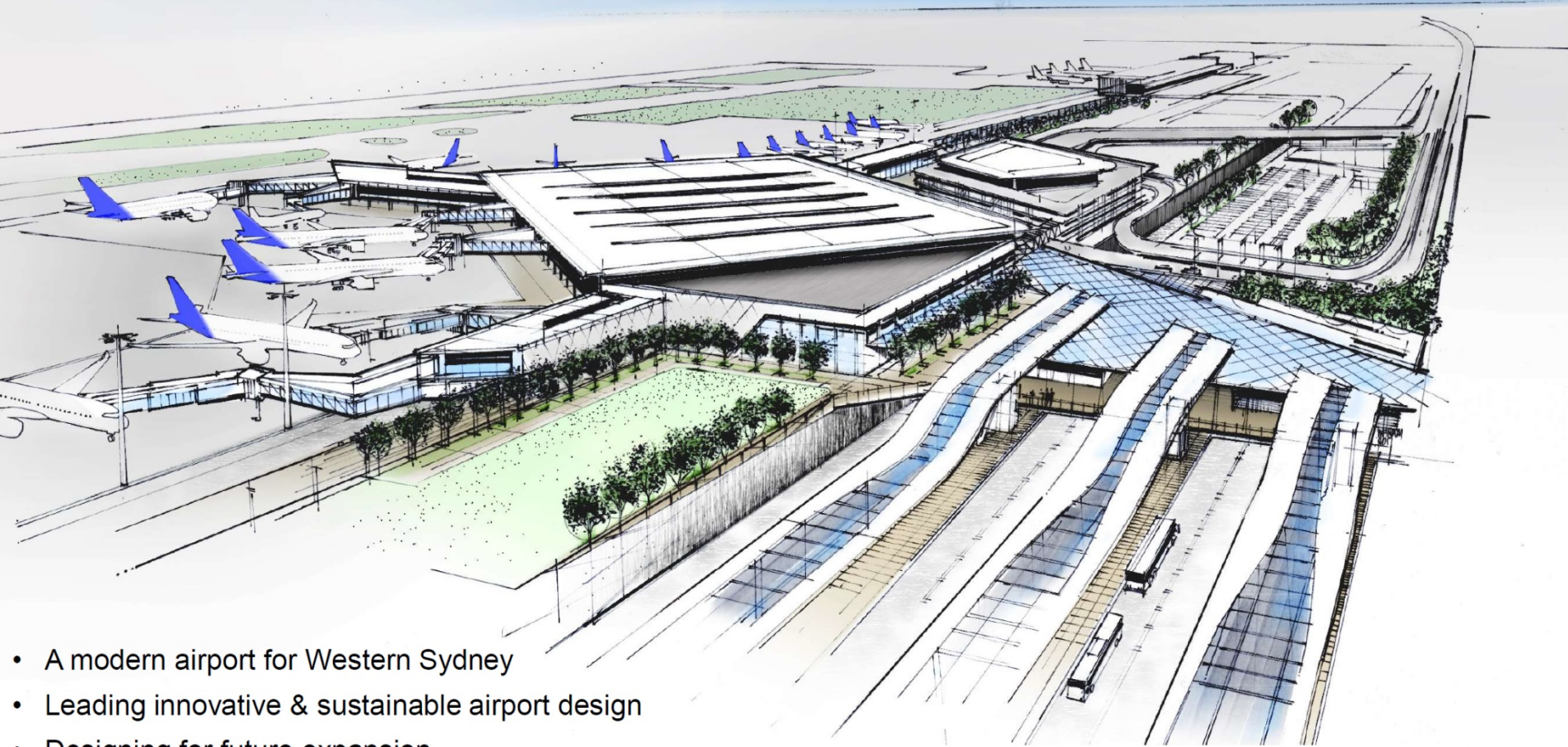


Rijn Waalpad (cycling highway), the Netherlands

Dutch King



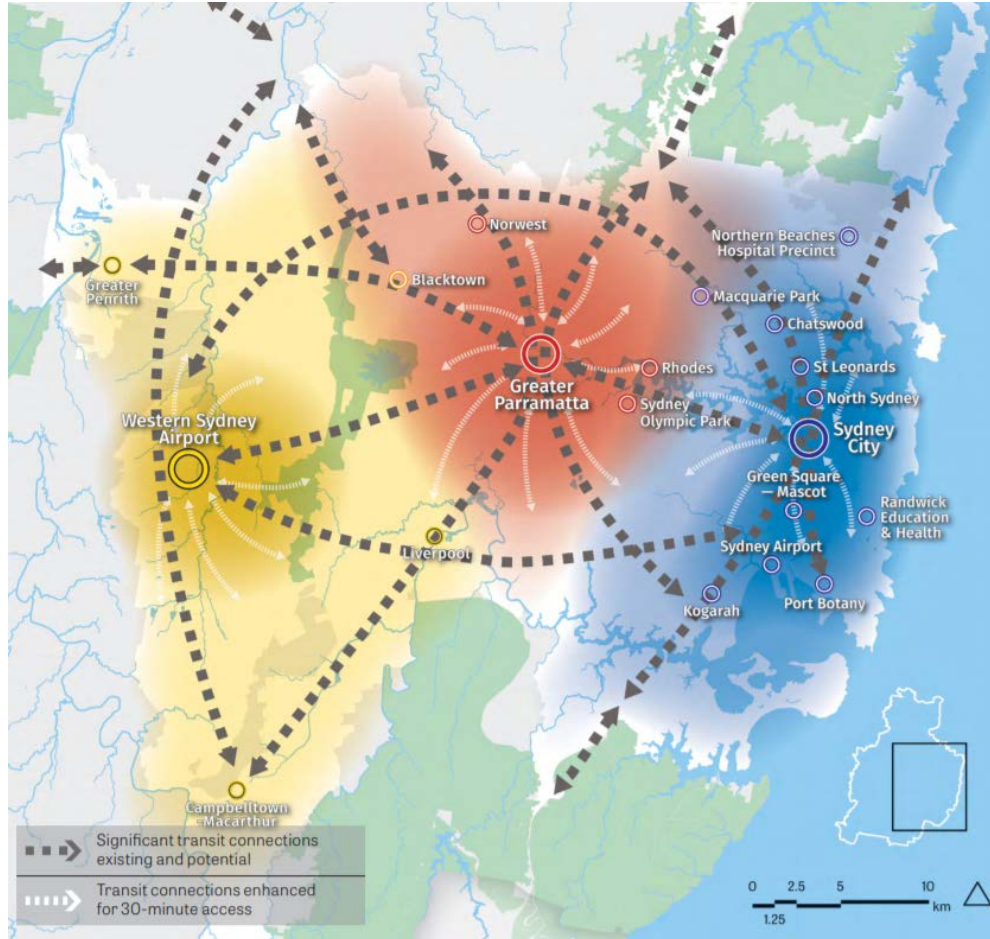
WSA Co's vision



- A modern airport for Western Sydney
- Leading innovative & sustainable airport design
- Designing for future expansion

Artist's impression only

Western Sydney Aerotropolis – Western Parklands City



ACTIVE TRANSPORT FOR BETTER URBAN MOBILITY



THE BENEFITS OF ACTIVE TRANSPORT



PEOPLE

GET OUT AND EXPLORE >

GET FIT AND GET ACTIVE >

TOURISM >



PLANET

IMPROVING ACCESSIBILITY >

CREATING CLEANER AIR >

CREATING EXTRA SPACE >



PROFIT

SAVING COSTS >

DEVELOPING OUR ECONOMIES >

BETTER BUSINESS CLIMATE >

HOW DO WE DO THIS?

< THE RIGHT INFRASTRUCTURE

< END-OF-TRIP-FACILITIES

< BEING BETTER CONNECTED



HARDWARE

< HUMAN BEHAVIOUR

< IMPROVING SOCIAL INTEGRATION

< TRAFFIC SAFETY



SOFTWARE

< CONNECTING YOUR STRATEGY

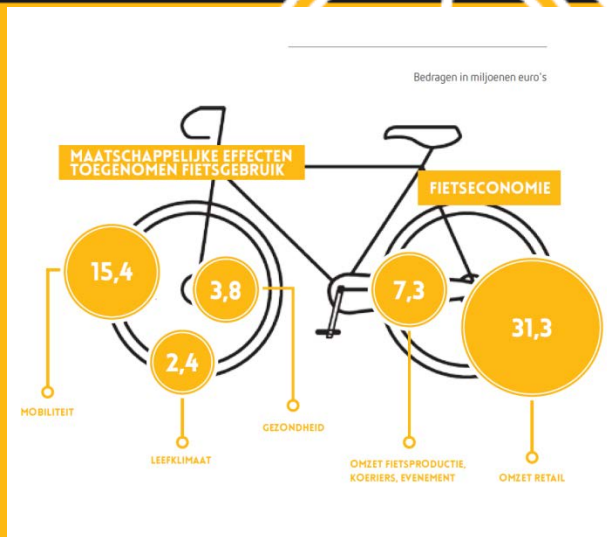
< FINANCING

< PROJECT AND PROCESS
MANAGEMENT



ORGWARE

Social Benefits of Cycling (in \$ €)

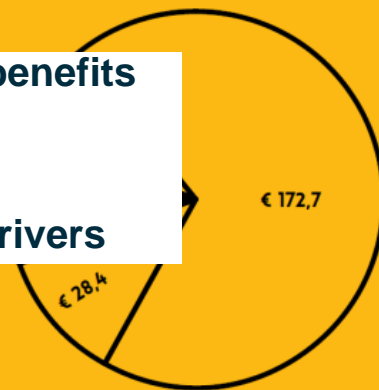


TOTALE MAATSCHAPPELIJKE BATEN
IN MILJOENEN EURO'S € 250,1*

Car drivers benefit of 72% of social benefits cycling investments

- Reduction travel time car drivers
- Increase reliable travel time car drivers

Ongevallen -€ 0,0

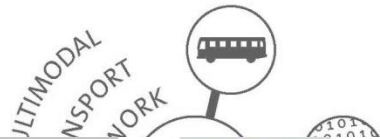


Van de berekende maatschappelijke effecten komt het gros van de waarde aan automobilisten ten goede.

(72%)

*indicatief beeld van de waarde van alle Utrechtse fietskilometers opgeteld

ACTIVE TRANSPORT FOR A BETTER URBAN MOBILITY



HOW DO WE DO THIS?

THE BENEFITS OF ACTIVE TRANSPORT



PEOPLE

GET OUT AND EXPLORE >

GET FIT AND GET ACTIVE >

TOURISM >



PLANET

IMPROVING ACCESSIBILITY >

CREATING CLEANER AIR >

CREATING EXTRA SPACE >



PROFIT

SAVING COSTS >

DEVELOPING OUR ECONOMIES >

BETTER BUSINESS CLIMATE >



- < THE RIGHT INFRASTRUCTURE
- < END-OF-TRIP-FACILITIES
- < BEING BETTER CONNECTED



HARDWARE

- < HUMAN BEHAVIOUR
- < IMPROVING SOCIAL INTEGRATION
- < TRAFFIC SAFETY



SOFTWARE

- < CONNECTING YOUR STRATEGY
- < FINANCING
- < PROJECT AND PROCESS MANAGEMENT



ORGWARE

ACTIVE TRANSPORT

Three lessons for WSA:

1. **Hardware: Infrastructure:** Still in time to plan a multi-model transport network. Treat cycling as integrated part of transport system, safe and connected cycleways and treat pedestrians and cyclists (AT) as equal road users compared to other modes. When well-planned, AT is a form of mass-transport.
2. **Software: Communication and marketing:** adjust message to the target audience. Commuters: connect to their benefits of Active Transport, in terms that are personally impactful. WSA → connect to ambitions WSA. AT is no-brainer, with ambitions (Sustainable, Future Proof, Innovative, World leading)
3. **Orgware: Organisation:** Treat walking and cycling as serious transport modes in your organisation. Funding, responsibilities in State + Councils, all the way from strategy and vision development to delivery of projects. Adjust decision-making tools (e.g. BC) to give AT an equal position to car-traffic.

HOW DO WE DO THIS?

< THE RIGHT INFRASTRUCTURE

< END-OF-TRIP-FACILITIES

< BEING BETTER CONNECTED **HARDWARE**



< HUMAN BEHAVIOUR

< IMPROVING SOCIAL INTEGRATION

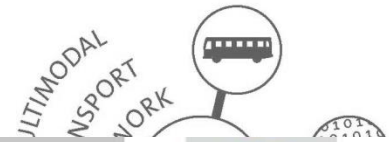
< TRAFFIC SAFETY **SOFTWARE**



< CONNECTING YOUR STRATEGY

< FINANCING

< PROJECT AND PROCESS MANAGEMENT **ORGWARE**



News Transport **Bicycle Summit**

**Be yourselves, but be bold and brave
Alex' message to Australian Bicycle Summit**