




Referendum Bici

**„Made in Germany“: Berlin turned in six months by our cycling referendum:
www.volksentscheid-fahrrad.de**

Initiative Volksentscheid Fahrrad, Heinrich Strößenreuther

Berlin/Mexico City, 20th April 2017



Protect the climate, have
fun doing it, and earn
your living...

Worked as

German Parliament scientist

Greenpeace Campaigner

German Railway manager

Startup-CEO

Mobility Consultant

Cycling Activist

Started the first steps of the referendum

“This is something important for Berlin, it is important for German cities, but it is important for everybody in the world. Every city – everywhere”

Mikael Colville-Andersen
„the Pope of Urban Cycling“
About the *Volksentscheid
Fahrrad*

**That's
why I'm here**



KIRIBATI or
SOMEWHERE ELSE
on a COAST in 30 YEARS

1,5 ° C

⇒

3 x

cycling & space

Berlin at a Point of Change

Politicians do nothing

Cycling growth of up to 25% p.a.

20,000 more cars every year

Cyclists killed every three weeks

**So I became
Cycling activist**

Dare to go into conflicts



Nov. 2014: Doing something against bike lane parking



Please, with cream!



Jan. 2015: Draw the line



Want to start the 2nd? Please contact me.



Feb. 2015: The 1st International Illegal Parking Day: double parking ourselves to have a coffee

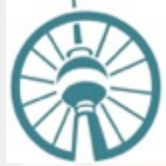


Ride of Silence:
1,000+ participants





May. 2015: Media began to support the change



**Media ready
for a new campaign?**

**Why not start
a bicycle
referendum?**



August. 2015: The idea on a mountain in Bavaria



**Never doubt
that a small group
of thoughtful
committed citizens
can change the world.**



Nov. 2015: Workshop with 30 activists identifying our 10 goals



The Berlin Bicycle Referendum aims for a bill forcing a 550 Mio. Euro investment program in safe cycling infrastructure




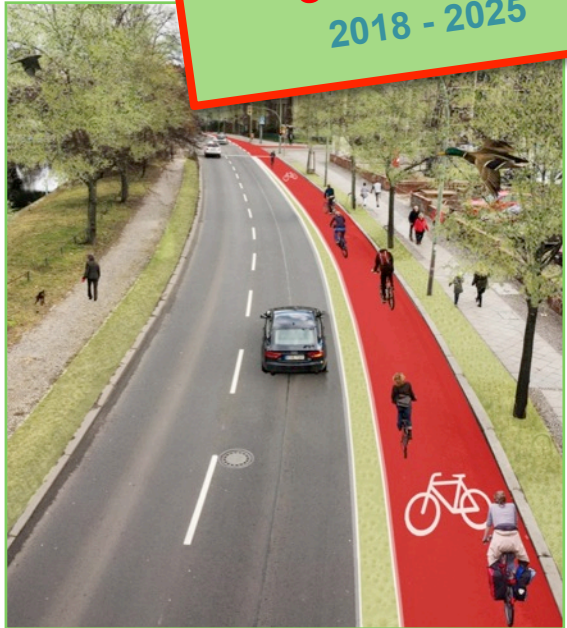
Goal: Modal share 20% cycling in Berlin	Costs: 13 Euros per Citizen per Year	Implementation: within 8 Years
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Investment:
550 Mio. €
2018 - 2025

The Ten Goals of the Berlin Bicycle Bill (RadG)*

-  Safe Cycle streets for everyone, including children and seniors
-  Safe cycling infrastructure for every main road
-  Safer junctions and crossroads
-  Safer and more comfortable cycling – as chosen by the people
-  More and safer cycle parking

-  Giving cycling the green light
-  Fast cycleways for cycle commuters
-  Enforcing safer and more conscientious transportation
-  More representatives in council positions
-  Prepare Berlin for an increase in cycling



* <http://www.volksentscheid-fahrrad.de> and <https://volksentscheid-fahrrad.de/english/>

§
Berliner Fahrrad - Gesetz
(BerRG)

Version vom 17. Januar 2016

Jan. – March 2016: Germany's first Law-Hackathon, in less than three months- Germany's first bicycle traffic law created



Allgemeine Vorschriften

Various workshops and informational events



18. Mai –
We finally
begin





Over 1,400 volunteers from all over Berlin help out.



Mobile.
Everywhere in Berlin.



One Day's mail!



15.000 Signatures at the ADFC-Sternfahrt with > 140,000 cyclists





Anyone not yet signed?

Many thanks
to the
hundreds of
volunteers!

You all were
great!!!



VOLKS-
ENTSCHEID
FAHRRAD

**Berlin's
Fastest
Referendum**
proudly presents ...

in 3 ½
Weeks



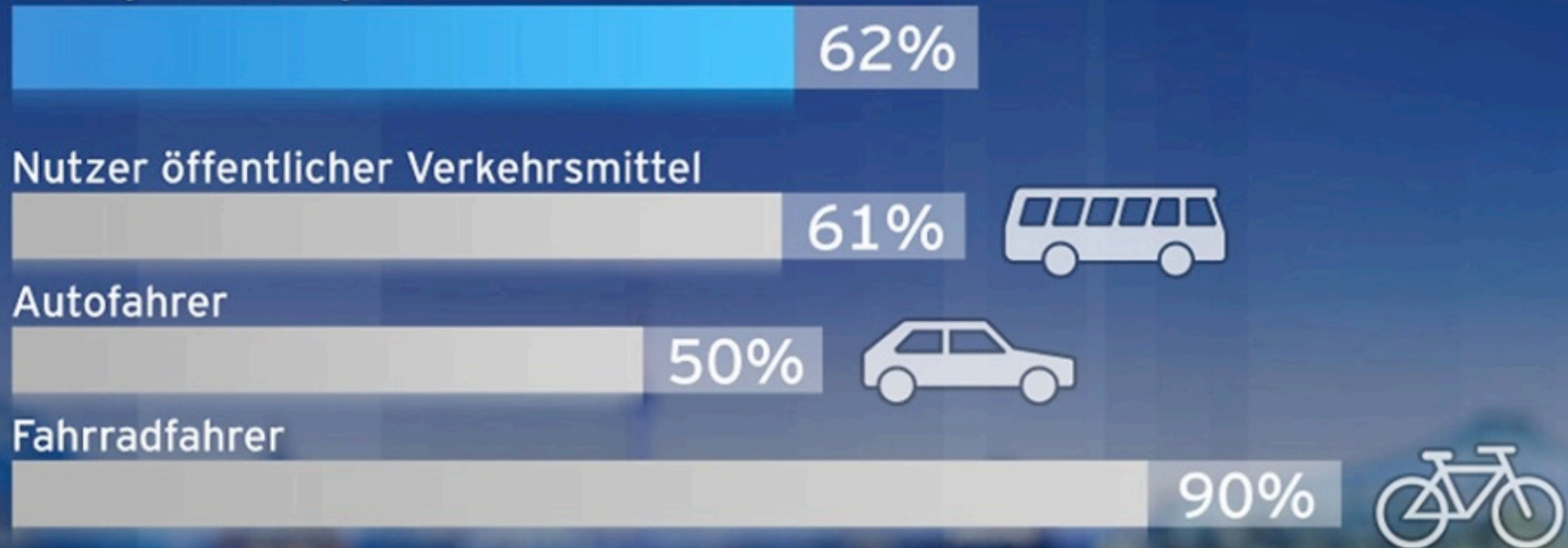
105.425

Signatures

BerlinTREND

Volksentscheid Fahrrad
geht in die

richtige Richtung



July 2016: Majority for the Bicycle Bill acquired, very positive media coverage, also majority support from automobile drivers



A new Political Must!



Koalitionsverhandlungen Rot-Rot-Grün will Forderungen des Radentscheids übernehmen

Jetzt geht es ans Eingemachte
Rot-Rot-Grün

Rot-Rot-Grün will Forderungen des Radentscheids übernehmen

KEIN STAU, KEIN UNFALL, KEIN PRIVATES AUTO

So fährt Berlin in 50 Jahren

Rot-Rot-Grün übernimmt Forderungen des Radentscheids

Kommentar zu Rot-Rot-Grün in Berlin
Da geht was!

Senat
Rot-Rot-Grün will Forderungen des Radentscheids übernehmen

Nächste Runde im Koalitionspoker
Rot-Rot-Grün krepelt die Berliner Verkehrspolitik um

Koalitionsverhandlungen in Berlin
Rot-Rot-Grün plant Straßenbahnausbau und Radgesetz



105.425
to begin the
application
(7% of Voters)

Bicycle Bill becomes a law
after negotiations with Red-
Red-Green Coalition:
October 2017

- Or we continue with the rest of the path

Tour de Volksentscheid Bergetappen

14.06.2016:
105.425 Unterschriften



ETAPPE 1:
**ANTRAG AUF
VOLKSBEGEHREN**
20.000 Unterschriften
(6 Monate)



ETAPPE 2:
VOLKSBEGEHREN
170.000 Unterschriften
(4 Monate)



ETAPPE 3:
VOLKSENTSCHEID
Zustimmung von
1/4 der Wahlberechtigten
und mehrheitlich (Wahltag)



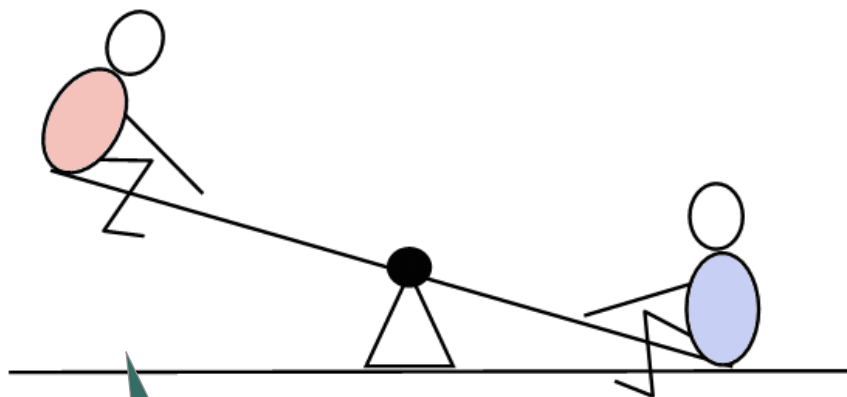
Ziel:
GESETZ



Berlin is turning

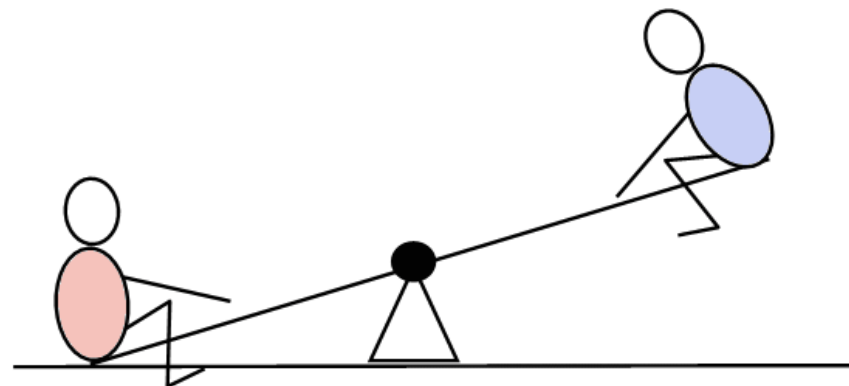
The see-saw of change

August 2015



Me

April 2017



73% of all people in Berlin

The Spirit from Berlin ... Our Success Factors



10 tips for handmade cities


Success factors of the Berlin Cycling Referendum Campaign

- ① Ambitious Timeline, Clear Goal, Project Management
- ② Focus, Omission, Bring it to the Point
- ③ Citizens-Legislation
- ④ Professional Management & Preparation for Gathering Signatures
- ⑤ Mercilessly Attack Politics, Stick to the Point
- ⑥ Vigils for Cycling Deaths, Demand Political Accountability
- ⑦ Professional Teamwork: Digital & Analog, from the Swarm
- ⑧ Excel, Excel, Excel: use the facts and play the numbers
- ⑨ Make it attractive for people to devote themselves completely
- ⑩ Funny and Fun Campaigning



Why does the Berlin Bicycle Referendum exist?

**... to legally secure (in legislation) that
appropriate bicycle infrastructure will become
reality by 2025.**



We found our
right to a
good city

**We just want to be
safe and relaxed
while riding bikes.**



VOLKS-
ENTSCHEID
FAHRRAD

In Record Time - with amateurs and experts - innovative approaches - bottom-up - citizen-led.



Germany's first Law Hackathon.

Web-2.0-Tool

Public online readings

Dossiers for each goal

Facebook-Joker

Hearing on BerRG with speakers of the Parties

Open, transparent, participative, bottom-up

ZAG-Gruppen

Legal Expert Opinions

The screenshot shows the website 'Volksentscheid Fahrrad' with the title 'RadG - Berliner Radverkehrs-Gesetz'. The main content area displays two sections:

- §4 Fahrradstraßen**: GEÄNDERT: (1) Die Verwaltung wird aufgefordert, jedes Jahr 500km Straße daraufhin zu prüfen, ob hier StVO konforme Fahrradstraßen eingerichtet werden können. GELÖSCHT: (2) Fahrradstraßen sollen beidseitig am Fahrbahnrand mit Fahrbahnbegrenzungslinien sowie neben Parkstreifen und Parkflächenmarkierungen mit Leitlinien im Breitstrich gekennzeichnet werden. Dabei soll eine befahrbare Breite von 5 m gewährleistet werden. (3) An Knotenpunkten sind Fahrradstraßen [...]
- §5 Öffnung von Einbahnstraßen für den Radverkehr**: GEÄNDERT: Es soll innerhalb von einem Jahr nach Inkrafttreten des Gesetzes für alle Einbahnstraßen geprüft werden welche Einbahnstraßen gemäß den Kriterien der VwV StVO für den Radverkehr in Gegenrichtung freigegeben werden können.

On the right side, there is a sidebar with a 'CONTENTS' menu listing various proposals with their respective comment counts:

- Korrektur des Radverkehrsgesetz (RadG) (0)
- §4 Fahrradstraßen (2)
- §5 Öffnung von Einbahnstraßen für den Radverkehr (4)
- §6 Radschnellwege (0)
- §7 Sicherer Radverkehrsanlagen an Hauptstraßen (0)
- §8 Umgestaltung von Knotenpunkten (0)

The preparation for Gartherring signatures:

16 Weeks preparation time,
1000 volunteer **Hours**



More than 250 Signature Depositories throughout the entire city

We were very aggressive in our wording –
Facebook sympathy likes were not „always“ useful



Fahrrad-Volksbegehren „Der Senat lügt“



Von Peter Neumann

🕒 08.06.16, 09:17 Uhr

EMAIL

FACEBOOK

TWITTER



Who will accept political responsibility for traffic deaths?



taz.de
POLITIK ÖKO GESELLSCHAFT KULTUR SPORT BERLIN | NORD WAHRHEIT

Gastkommentar zur Radpolitik in Berlin
Wer haftet für die Toten?
Politiker sollten genausoviel Verantwortung für Unfälle im Straßenverkehr übernehmen wie die Chefs von Verkehrsunternehmen.

Berlin
KOMMENTAR VON
HEINRICH STROSSENREUTHER

THEMEN
#Volksentscheid Fahrrad
#Gastkommentar
#Straßenverkehr
#Verkehrsunfälle / Verkehrskat
#Fahrrad / Fußgänger

6336 Zeichen ~ ca. 212 Zeilen
Ausgabe 11288

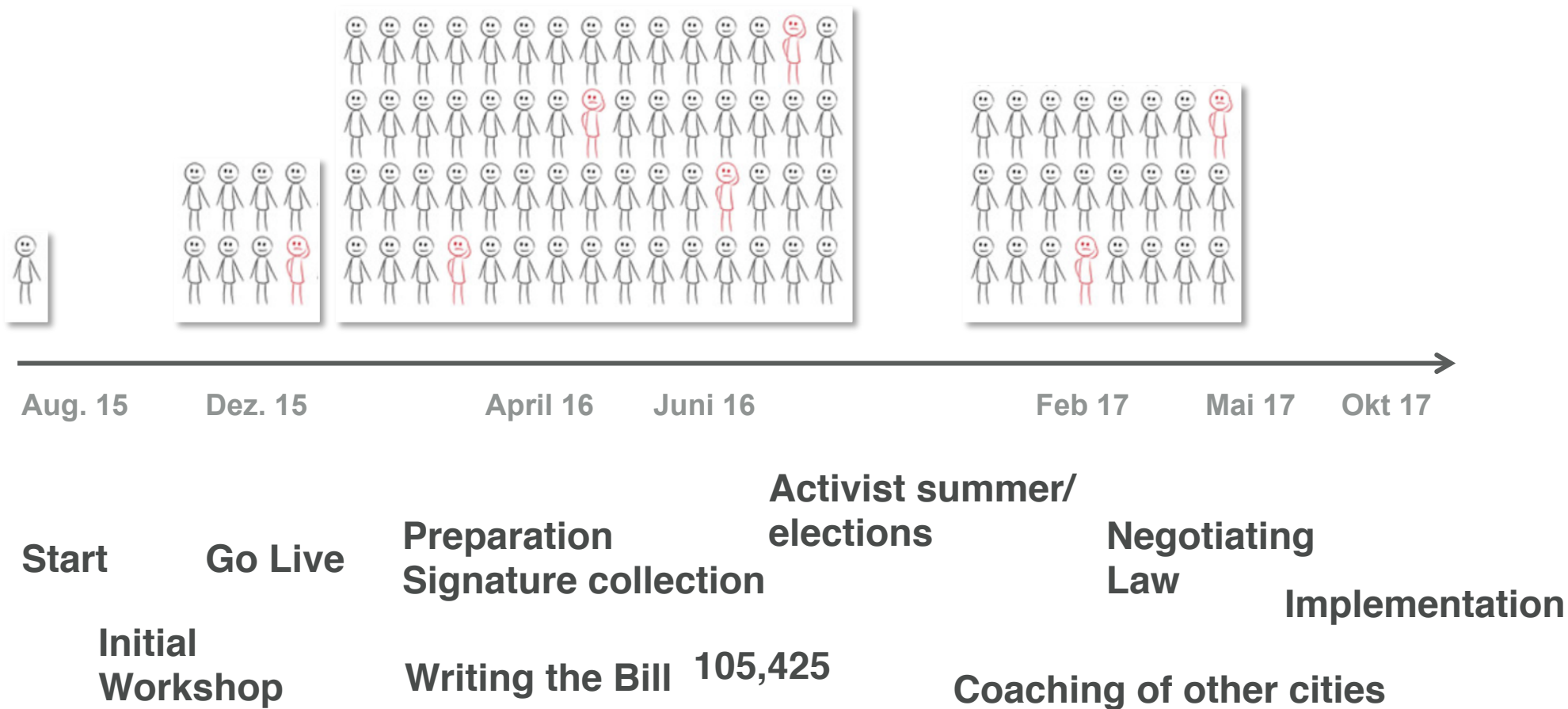
IM TAZ-ARCHIV SUCHEN

...essen Geisterrädern aufstellen - für jeden Radtoten in
Foto: dpa



Never doubt that a few committed citizens will change the world

Time line / organizational strength / supporters and volunteers



**Most important:
Have fun**



Juni 2016: Provocation is: catching the Minister at the Climate Festival



Cycling with current
and last Mayor





Okt. 2016: Dive into the Spree – because the Senat sabotaged our process while our Mayor was on the UN-Habitat-Conference



El ciclismo es bueno para Berlin & México. Gracias

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@wegeheid on Twitter

