(Bike) Guerilla: be challenged, just DO it!

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1. Introduction
   a) What is a Bike Guerilla?
   b) Guerillism: bit of theory
   c) Content handbook BG
   d) Examples
   e) Tips & Tricks

2. Your turn….
   a) Discussion
   b) Case campus Breda

3. Pitches and Take-aways…..

Together goes faster/Duwtje in de Rug:
www.youtube.com/watch?v=xzNsS8vsVss
1. What is a Bike guerilla?

- It’s surprising you
- It’s disruptive
- It’s cheap
- It’s a possible begin of new policy
- It can be once, but also structural
- It’s easy to execute
- It’s part of cycle planning
- It’s eye-catching
- It’s smile-catching
- It’s education AND IT ITS FUN!

...this is education!
Partners Bike Guerilla Breda and WHY?

City of Breda and NHTV students executed 20 Bike Guerilla’s in 4 years

Win-Win-Win….
- win: for students
- win: for NHTV
- win: for city of Breda
- win: for province
And more why’s

‘H-O-S’—model
NHTV

Hardware
Orgware
Software

Hardware
- Local cycling Network
- Missing links
- Cycle parking
- Bike-Sharing System
  - Signage
  - Cycle streets

Orgware
- Co-operation with local partners, businesses, insurance companies, universities etc.
- Develop visions en set goals

Software
- Information
- Cycling events & campaigning
- Education
- Branding
Content of the Handbook Bike Guerilla

1. Definition
2. What to do?
3. Inspiration and examples
4. ActSheets
5. Step by step
6. Tips and tricks
Guerillism/tactical urbanism: bit of theory

1. Which focus
2. Which approach?
3. Which accent?
4. Involvement?

Observe     Experience    Participate
Guerilla’s

- Drastic
- Humorous
- Unexpected
- Unique
- Customer Benefit
- Cost Effective

Iterative Project Delivery

Bepaal of de Bike Guerilla onderdeel vormt van Breder Beleid
Examples Bike Guerilla’s of Breda

Main themes in Breda:
• Put cycling on top
• Rewarding cyclists
• Addressing a problem
• Showing spatial usage
• Make cyclists feel home
• Be the Hero
• Breaking bad habits
• Cycling is Fun

Observe    Experience    Participate
Best Guerilla’s of Breda

Bike Car: www.youtube.com/watch?v=sBaTBWFUSWg
Be The Hero: www.youtube.com/watch?v=RuDAPmhAluM
CyclePitStop: www.youtube.com/watch?v=R1_LrEeajXg&feature=youtu.be
Gray to Green: http://vimeo.com/245153678
GEAR: www.youtube.com/watch?v=2F4Z5BALN2I
https://vimeo.com/245186830
Bike Train: https://vimeo.com/245201009
Cyclists on Top: www.youtube.com/watch?v=54eMFZRBl7A
Together goes faster/Duwfitje in de Rug: www.youtube.com/watch?v=xzNsS8svs
Fun- & Fastlane: www.youtube.com/watch?v=pelBukhEbOM
Go Cycling: www.youtube.com/watch?v=hsFEFSfVEpU

Link to one of the Guerilla’s
Tips & Tricks

- Budget
- Goals: short or long term? Structural or pop-up?
- Problems solved?
- Right location? Attract people?
- Permission?
- Informed people? Press? Owners?
- Plan B?
- Risc plan? Rain, wind, owners
- Gadgets? Rewards
- Message clear? Flyer needed?
- Check location day before?
- Team is ready and informed?
- Evaluation half way?
- People-friendly? No horror or attack feelings? Police…
- Unawareness of shocking people: the threat of a X-mas tree….
- Do not forget the cleaning….
Tips and tricks

Handboek Bike Guerilla (in Dutch, but google helps)
2. Your turn → Guerilla Challenge

Now it’s up2u!
- Any idea for a Bike Guerilla or Urban Guerilla?
  → we can help you...
- Already executed some Guerilla interventions?
  → please send us your Guerilla link
- Question: case NHTV campus

DISCUSS AND / OR MAIL US.....
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NHTV → Guerilla Challenge Campus
2019
Campus Zone

So......
1. How to stick to 5 KM/h?
   • Car drivers on campus?
   • Cyclists?
2. What kind of Guerilla?

30 min. brainstorm
15 min. pitch
conclusions

IDEAS?
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