Rotterdam Walks 2025
The pedestrian on a pedestal
Ambition and call to action

City of Rotterdam
Contents

Foreword by Judith Bokhove, Vice Mayor for Urban Mobility, Youth and Language Skills

1. Lessons from Walk21 5
   Knowledge gained during Walk21 Rotterdam, the 20th international conference on walking and liveable cities

2. Will you walk with me? 8
   Facts, figures and research on walking in Rotterdam

3. A stroll through Rotterdam in 2025 14
   The future of the pedestrian in Rotterdam

4. Rotterdam Walks! 17
   How will Rotterdam become an attractively walkable city? Guiding principles and objectives

5. Healthy & Active 23

6. Accessible & Nearby 26

7. From ambition to action 30
   Building blocks for the Rotterdam Walks Action Plan
   Link & Place
   Awareness & Promotion
   Knowledge & Research

8. Walking forward together 47
   Implementation strategy: action plan and partnerships

Quotes – The quotes provided throughout this document offer lessons learned and statements made by the speakers who inspired us during the Walk21 conference. Other quotes are from people who responded to a local survey on walking: Rotterdam residents expressing their opinions on what is going well and where improvement is needed.
**Foreword**

Most of the time, you won’t even notice that you’re doing it. When you head outside to hop on your bicycle, catch a tram or metro, or step into your car, you always start by walking. Sometimes it’s just a few steps, and sometimes you have to walk farther. Walking happens so instinctively that we hardly give it any thought.

Rotterdam has already been focusing attention on walking – but now we’re taking a systematic approach, with this very first action plan for walking in the city. This document is filled with interesting facts about our urban pedestrians, as well as ambitions for possible improvements and vital solutions.

In 2019, Rotterdam hosted the 20th International Conference on Walking and Liveable Communities in partnership with Walk21. Nearly 600 people from 60 countries came to Rotterdam for a week of contemplating the walking agenda. We showed them many aspects of the city – while walking, of course – and received a great deal of new knowledge and inspiration in return.

“*A city where pedestrians have all the space they need*”

Our city is well on its way, and we have invested significantly in recent years in making Rotterdam a more attractive environment for walking. Now we’re taking the next step: a city where pedestrians have all the space they need, because walking and cycling are the default modes of transport. We will be working towards that goal in the next few years.

*Judith Bokhove,*

*Vice Mayor for Urban Mobility, Youth and Language Skills*
Who is the pedestrian?
What does the word ‘pedestrian’ actually mean? And what do we mean by walking? The Merriam-Webster Dictionary defines these words as follows:

**pedestrian**
(noun, plural: pedestrians)
A person going on foot: WALKER.

**walking**
(verb; walk, walked, walks)
to move along on foot: advance by steps

In our approach, we take a broad view of pedestrians and walking. After all, almost everyone walks. Whether it’s walking out your front door to go shopping, taking a long walk, or walking the dog around the block. Even people who travel by car, train or bicycle probably walk those first and last few steps on the way to their destination.

We define pedestrians as people who use their feet to move from one place to another, as well as all other users of pavements and footpaths throughout the city. That includes people who use wheelchairs and mobility scooters, and people who walk with mobility aids such as a walking frame or a white cane for the visually impaired. Inclusiveness is always our guiding principle.
1. Lessons from Walk21
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"The Rotterdam City team have been making streets more walkable for many years to support an active and healthy community. But have they done enough? What else needs to be done? And how will any future actions be sure to help? These are the questions that Walk21, the international charity dedicated to supporting everyone’s right to walk in a safe, inclusive and welcoming environment, has been helping the team to answer and we are delighted with this new vision as a result. At its heart is a commitment to make Rotterdam even safer, easier to get around and a more welcoming place to walk. Once delivered, all citizens can be assured of easier access to basic services; enhanced road safety and public health; improvements to gender equality; and a more integrated accessible, equitable, sustainable transport system. The people overseeing the changes are one of the most dedicated and enthusiastic teams we have ever worked with, so we have every confidence that Rotterdam will soon become one of the most walkable cities in the world."

Jim Walker, founder of Walk21

The City of Rotterdam hosted the 20th International Conference on Walking and Liveable Communities in partnership with Walk21 from 7–10 October 2019. For four days, six hundred participants from sixty countries came together to turn Rotterdam into the walking capital of the world. We gained a great deal of knowledge and inspiration from the conference, and learned a lot from other cities. For example, the Healthy Streets programme in London showed us how to structure a city in such a way that everyone in it is healthier. We learned about Vienna, where a strong walking culture begins at an early age, with educational walking projects in childcare centres and schools. Manchester demonstrated how the city is investing in sophisticated walking infrastructure. We have taken all these insights as inspiration for our own ambitions. At Walk21, we talked the talk; now it’s time to walk the walk!

Jim Walker, founder of Walk21
1. Lessons from Walk21

Signing the International Charter for Walking during Walk21, Vice Mayor Judith Bokhove expressed the ambition to put the pedestrian on a pedestal in Rotterdam.
2. Will you walk with me?
2. Will you walk with me?

In 2019 we conducted a number of studies to learn more about walking in Rotterdam. This chapter shares the key lessons we learned from the city panel and the campaign promoting walking in Rotterdam.

Lessons learned from the city panel
About 1,900 citizens of Rotterdam, the members of the city panel, took a survey in 2019 about walking in Rotterdam. Although the city panel was not entirely representative of the population of Rotterdam, it does present an interesting picture. **Key results:**

- The survey respondents indicated that they walk primarily to reach public transport, shops and parks.
- For over half of the respondents, a walk of 15-30 minutes is considered acceptable.
- The most frequently expressed reasons for walking were: getting outside, relaxing/clearing head, and staying healthy.
- The most important factors indicated by the respondents were that the walking environment should be green, have a comfortable infrastructure for pedestrians and have little other traffic.

The top two reasons they gave for not walking, by a considerable margin, were the weather and time constraints. Less frequently mentioned reasons included a lack of destinations within walking distance, a preference for another mode of transport, and that walking is too time-consuming or unsafe.
Lessons from Walk21
"Citizens know best where it’s nice to walk, and where something extra is needed, so it is important to involve them in devising and rolling out measures.” Sonia Lavadinho of Bfluid pointed this out to us. We derived a lot of inspiration from her insights in designing the survey for “Will you walk with me?”. 

“Smart data should help us to ask new questions: ‘the why’."
Sonia Lavadinho, founder of Bfluid

Campaign: “Will you walk with me?”
“Will you walk with me?” Just a few decades ago, that question might have been how someone in Rotterdam asked their sweetheart out on a date. In this more modern context, the city was asking locals and visitors about where they enjoy walking, and where they prefer not to walk. We mapped out their answers using 3500 hearts on the map of the city.

Reasons to enjoy walking in specific areas:
• space to walk (74%),
• the green surroundings (65%),
• minimal nuisance from cars and/or other motor traffic (62%).

Broken hearts mark areas that are less popular to walk in:
• unpleasant proximity to cars and/or other motor traffic (48%),
• not a pleasant location to be in (45%),
• lack of greenery (34%),
• poor air quality (33%).

The most frequently stated improvements were:
• provide more or better green,
• block car access or give cars a lower priority,
• give more space or priority to pedestrians,
• give more thought to cohesion at route level and signage,
• arrange better maintenance of pedestrian facilities and better paving,
• improve crossings.

The hearts are places to be nurtured and protected. The broken hearts show where there is work to be done. These findings will be included in the Rotterdam Walks Action Plan.

These research results point to the opportunities to improve walking in Rotterdam and show us the way forward.
What are pleasant and less pleasant places to walk in Rotterdam?

North Bank

2. Will you walk with me?
What are pleasant and less pleasant places to walk in Rotterdam?

South Bank

2. Will you walk with me?
Facts and figures about walking in Rotterdam

Rotterdam has:

| 3,250 km of pavement. | 9,880 benches. | 1,208 public spaces and playgrounds. | 650,000 inhabitants, soon to reach 700,000. This growth will put extra pressure on the public space. |

Transport

| 57% of all people living in Rotterdam have a car. | The Rotterdam metro carries 96 million passengers annually. | 18,000 vehicles and 55,000 pedestrians travel along Coolsingel each day. | Every day, 150,000 people disembark at one of the city’s train stations. |

Health and physical activity

| One in five people in Rotterdam manage to get 30 minutes of moderate exercise per day | Half of adults and one-fourth of children in Rotterdam are overweight |

Some additional details

| Visitors to the city give Rotterdam’s parks a score of 7.8 out of 10. | Lijnbaan was the first car-free shopping district in the world. | In 2018, the average duration of a trip to the city centre increased by 10%. | Consumers who come to shop in Rotterdam on foot spend €630 million on food and other necessities and €180 million on clothing and other non-essentials every year. | Every year the city of Rotterdam participates in the annual Walk to Work Day. |

These figures demonstrate the urgency of the focus on walking. They are the foundation on which we can continue shaping Rotterdam’s development into an attractively walkable city.

2. Will you walk with me?
3. A stroll through Rotterdam in 2025
3. A stroll through Rotterdam in 2025

It’s a beautiful morning in Rotterdam. Parents are already leaving home to get their children to school on time. Kids in tow, babies in prams, they head out into their neighbourhood on foot. It’s a very relaxed morning walk, because fortunately for them the street in front of the school is closed to car traffic between 8:00 and 8:45 AM. The parents have a few minutes to chat in the schoolyard before making their way to work. Perhaps it’s the newly landscaped green oasis that encourages them to linger. The fact that the greenery in the city square captures rainwater to help keep the pavement dry is an added bonus.

On the next block, a woman is walking out her front door, on her way to the supermarket. Not that long ago, she would have taken the car, but since her doctor told her that walking was good for her health, she’s been trying to do her shopping on foot when she can. And it’s working: she feels fit, and she’s lost some weight as well. Not by getting serious exercise, because she never managed to get into sports. But walking is doable. She’s been doing it for a while now, so she no longer needs to sit down and rest on one of the benches along her way, and some days she even hits the 10,000-step mark on her step counter.

A woman with a briefcase walks past, striding confidently. She’s on her way to the metro station, a brisk ten-minute walk from here. Since she’s lived in this new neighbourhood, she hardly ever needs her car. It’s been sitting in the parking lot at the edge of the neighbourhood for a few weeks, almost forgotten. Her route to the metro station is so straightforward and nicely interspersed with green that she’s been more and more inclined to take public transport to work. It’s faster than driving anyway, and saves her a lot of rush-hour headaches. And starting her day with the brisk walk to the metro station is a great way to get some exercise.

She greets her neighbour, who’s just leaving his house, holding his white cane to help him find his way. He’s going swimming, he tells her. That’s how he stays fit. Luckily the route between his house and the pool is obstacle-free, and the city has clearly marked all the intersections he needs to know, by installing guidelines for the visually impaired in the pavement. That means he can walk to the pool without assistance. It really gives him a sense of freedom.
When school lets out that afternoon, two friends are talking about what they’re going to do next. Play at the playground near school? Or walk on to the one in the park? It’s farther away but much more fun. They don’t need a parent to take them; they can get there on their own just fine. They used to have to cross a busy street to get there, but cars aren’t allowed to drive so fast there any more – and the traffic light is set to give them enough time to cross the whole road without having to wait in the middle.

The park it is! They pass a group of women who look like they’re having fun, chatting cheerfully as they walk their loop along the inviting, green footpaths. The day has warmed up, but the trees provide some nice afternoon shade. Walking is an important part of their social life. Since the community centre started these walking groups, these women all made new friends. Getting more exercise is just a nice bonus.

A man in a wheelchair passes by, rolling his way down Schiekade on the way to Theater Rotterdam to meet a friend for a matinee. She had asked if she should come pick him up, but there’s no need. The route from his house to the theater on Schouwburgplein is accessible to all. He just wheels out onto the pavement and enjoys the urban environment. No worries about obstacles or dangerous crossings! Half an hour later, he arrives at the theater; he sees his friend waving to him up ahead.

Meanwhile, a German tourist is just arriving at Rotterdam Central Station. Great that you can walk straight out of the station and into the heart of the city! He saw online that there’s a nice exhibition showing in the Kunsthall. It doesn’t take him long to figure out which way to walk; the clearly visible signs show him the way. It’s a nice route along the canal, with a cool breeze off the water. The beautiful sculptures along the way catch his eye. He feels like the city is welcoming him.

As evening comes on, a young woman is lacing up her running shoes. It’s too bad her running buddy couldn’t make it tonight, but that doesn’t stop her from going by herself. The park is very safe. Lots of runners come here, because the pedestrian routes are well-lit and clearly marked.

This is Rotterdam in 2025. A city where walking is accessible, safe and inviting.
4. Rotterdam Walks!
4. Rotterdam Walks!

What do we want to achieve with Rotterdam Walks? We want to see Rotterdam become even more attractive as a walkable city. We want to make room for walking, and put the pedestrian on a pedestal.

Rotterdam as an attractively walkable city
This is the first comprehensive action plan for pedestrians in the city, but the people of Rotterdam have always been big on walking. There are so many attractive places where walking is simply a pleasure: the woods of the Kralingse Bos, the Zuiderpark, the Rozenburg peninsula or the beach boulevard at Hook of Holland.

In recent decades, the city has invested a great deal in creating more room for people on the street. Examples include the redesign and improved accessibility of the banks of the Nieuwe Maas distributary and the 28-km bicycle route of the Nieuwe Maasparcours. Or bringing more green into the city centre and adding outdoor places for people to spend time downtown as part of the City Lounge project. Or beautifying city squares and streets in other neighbourhoods. The impetus for better public space expressed in the ‘Heart of South’ initiative. The investments in city parks like the roof park in Delfshaven, and the connections between the city and the green spaces in the surrounding area. But also, the “water squares” and campaigns like Park(ing) Day and Happy Streets.
More than just investments of public funds, these are all examples of engaged members of the Rotterdam community and city planners coming together to make the city a better place to walk through, whether it’s along the Green Connection or in the Hoogkwartier with the Mobility Challenge.

**Space for walking**

The people of Rotterdam walk a lot, comparatively speaking: approximately 27% of all movements in the city are on foot. That’s more than in the other three major cities in the Netherlands, and something we can build on. However, that does not necessarily mean that walking all those kilometres is pleasant and safe. Despite the good examples, there is still a great deal to be done in other parts of the city. In March 2020, when the coronavirus pandemic changed things, it was clear that creating room for people to spend time outdoors is more urgent than ever. The ‘quick walk around the block’ has never been so popular. Research by the Institute for Transport Policy Analysis (part of the Ministry of Infrastructure and Water Management) has shown that “walking as a mode of transport” has doubled in frequency during the period of coronavirus measures, and 20% of Dutch people have expressed the intention to continue to walk and cycle more after the measures end.

In the city, we see a great deal of work in front of us in improving ‘walkability’. The city is growing, and pressure on the public space is increasing as a result. Simply put, space is limited and we have to make choices in how we divide it up. When we add in factors such as climate change, traffic safety, air quality, noise pollution, or obesity, it becomes clear that we are facing urgent challenges to keep the city pleasant, liveable and healthy. If everyone keeps getting around town the way we used to, the city will grind to a halt. This is why we need a ‘mobility transition’: a shift towards more movement on foot, by bike and by public transport. That is how we will keep the city liveable and accessible.

*A friend and I like to walk together for an hour every day. Sadly, we have to skip it in the winter or if it’s raining. When we go out walking, we talk about everything that happened to us. We come home with a clear head and a positive outlook. And we’ve hit our 10,000 steps for the day.*

*Quote from a survey respondent*
The pedestrian on a pedestal

The mobility transition means more space for pedestrians, cyclists and public transport. Rotterdam is putting the pedestrian on a pedestal:

This approach aims to achieve the following:

- A prevailing culture of walking in Rotterdam: walking is the default mode of transport, a natural part of daily life.
- Both residents and visitors to Rotterdam can reach major destinations on foot in an accessible and comfortable manner, via an attractive network of walking routes mapped out across the city and within neighbourhoods.
- A shift in transport preferences: a higher percentage of journeys for which walking is the chosen mode of transport.

We have formulated the following objectives to get us there:

- People see that walking is an easy, accessible way of getting exercise.
- People who are already walking start walking more often and/or farther.
- People who now make short trips (1 km or less) by car start walking (or cycling) more often.
Active mobility
Rotterdam is focusing on walking and cycling. These are active forms of mobility that are playing an increasingly important role in the total mobility of the city. Just as the Fietskoers 2025 (“Cycling Vision”) did for cycling, we are setting our sights on radical choices for active mobility in Rotterdam Walks. These choices will pay off in health benefits for the people of Rotterdam and provide leverage in the mobility transition. Because of their inherent synergies, the implementation of the Cycling Vision and Rotterdam Walks will be closely connected. One major priority for both is traffic safety. When streets are safe, they are more inviting for walking and cycling. The programme Rotterdam Veilig Vooruit (“Rotterdam Forward Safely”) 2019-2023 is tied in closely with activities relating to active and healthy mobility.

4. Rotterdam Walks!
There are many programmes and visions that connect to our theme. The Rotterdam Mobility Approach puts the pedestrian and the cyclist at the centre of mobility policy. “Free rein for the cyclist and pedestrian” is one of the goals of the Vision on Public Space. There are also many connections with the Rotterdam prevention agreement, Gezond 010 (Healthy 010). The perspectives of the Rotterdam Strategy on Spatial Planning and Environment also shape efforts to work towards a healthy and inclusive city. Besides these, there are many other programmes and visions that interface with our theme, and with which we want to engage as closely as possible.

At its core, the Rotterdam Walks Action Plan is built around two fundamental pillars: ‘Healthy & Active’, and ‘Accessible & Nearby’. For each, we explain the content and relevant aspects below:

Links to the documents referred to above are provided in the annex on page 43
5. Healthy & Active
5. Healthy & Active

A healthy Rotterdam in which walking is part of an active lifestyle and where the living environment invites people to be active. This is the core concept of Healthy & Active: active Rotterdam residents in a healthy living environment.

Healthy in Rotterdam

The overall health of the people of Rotterdam is a point for attention. Within our city, there are major differences in how healthy our residents are. We see a number of factors behind this, including an unhealthy lifestyle (lack of physical activity, smoking), but external factors such as air pollution and lack of green space also play an important role.

Being healthy and feeling healthy is vitally important for everyone in Rotterdam and for the city as a whole. That is our ambition. All these people are living, working and studying in Rotterdam, and are a part of a growing city designed to make healthy choices easy and obvious.

We are committed to achieving a healthy and active Rotterdam. Getting enough exercise is an important part of a healthy lifestyle. More physical activity reduces the risk of a variety of health problems, improves mental health, and reduces loneliness and isolation, as evidenced by recent research by the Board of Government Advisors (‘Healthy City on Foot’). Walking is an easy way to get more exercise. The effects of daily physical activity outweigh the impact of the poor air quality, which is obviously also inherent to life in a big city. On balance, keeping active will offer a health benefit to most of us. Besides: everyone who chooses to walk and not take the car contributes directly to improving the air quality in the city.

“When I stopped bicycling home and started walking instead, I really lost some weight!”

Quote from a survey respondent

The value of active mobility in Rotterdam – Decisio study (2019)

In an analysis of the effects of active mobility (walking and cycling) on diabetes, the Decisio research bureau highlighted the impact of movement on health. Working on the assumption that active mobility made a 20% contribution to a 2% reduction in the number of diabetes patients, more walking can mean an annual savings of €13 million on healthcare costs.

Healthy living environment

Rotterdam stands to gain from urban planning decisions that can lead to a more active and healthier Rotterdam. The physical environment has a tremendous influence on human behaviour. The planning choices made in a neighbourhood or city have an impact on the way that the residents choose to move around in it. There are many aspects to consider, from accessibility and convenience of facilities to exposure to noise from car traffic and other sources in the area. If we want to promote an active and healthy Rotterdam, we must look beyond walking in and of itself. A healthy living environment is also clearly connected to our climate goals, such as reduction of heat stress, air pollution and rising sea levels.
That’s why we try to establish smart connections between all these issues in our projects. To take one example: the goal is ‘a greener city’. Green routes and connections are critical to creating a walkable city. The recent survey on walking confirmed this. Simply taking a walk around the block in your own neighbourhood, along a green route that includes access to a nearby park, already makes your residential environment more liveable. We see opportunities for improvement at all levels, including this aspect. It is about investing in a basic level of quality, so people can start walking. Moving from there, it is about investing in attractive routes so that people want to walk.

Facilitating the options to walk must be the guiding principle in area development – think of initiatives like MerweVierhavens, Heart of the South and major urban development projects. In existing areas, we need to prioritise pedestrians more often when we are allocating the limited space on the street. This is how we will work towards a city designed to encourage the healthy and active choice: walking.

Lessons from Walk21
Getting a doctor’s prescription for walking? It’s already happening in Rotterdam. The Walking Prescription Foundation (Stichting Looprecept) is getting people walking and moving throughout the city:

“We often prescribe people pills, while walking can be just as good if not better for their ailment. But even among young GPs, only one in five achieves the standard of half an hour of moderate exercise every day. There is plenty of scientific evidence about the positive effects of walking for diabetes, burnout, anxiety disorders, depression and so on, so it’s time to get to work on it.”

Matthijs van der Poel, general practitioner in Rotterdam and co-founder of Stichting Looprecept
6. Accessible & Nearby
6. Accessible & Nearby

Walking in Rotterdam is accessible and nearby, so everyone can choose to walk (or roll) right where they live, regardless of age or physical, sensory or cognitive disability. Routes are safe and accessible to everyone, and facilities are within walking distance. This is the core concept of this pillar.

City for everyone
Almost everyone can walk from place to place, or get around in a wheelchair or mobility scooter. But by no means everyone can ride a bicycle, travel by public transport or drive a car. For some, those options are physically impossible; for others they are financially unattainable. That means that investing in walking benefits the more vulnerable groups in the city as well. It's also worth noting that we are getting older. In 2035, one out of five people in Rotterdam will be aged 65 or older – and yet, we increasingly want to live on their own for longer (and we will have to). For many elderly people, walking is the only way they can get around independently. Moreover, one in four elderly people has no one they can rely on, so loneliness is a real risk in the lives of people in this age group.

If we are to address these people's needs, the ‘superdiversity’ of the city demands an inclusive, accessible public space where everyone, with or without a disability, of any age, has a place where they can spend time and meet other people. A place where a person with limited mobility, visual impairment, or any other disability can move safely and as easily as possible. Where parents with prams and toddlers in tow can walk the streets safely. Where children can play and young people can meet.
Lessons from Walk21

Developments in new forms of mobility, like public bicycle-sharing schemes and scooters or self-driving vehicles, are having a major impact on walking. But so are other trends, such as the growth in online shopping. Nico Larco, Professor of Architecture at the University of Oregon and Director of the Urbanism Next Center, rubs our noses in the facts: 49% of people who chose to take a foot-powered or electric scooter would have otherwise made the journey walking or by bike. It is important to map out the impact of shared transport modalities in Rotterdam to make sure that these do not detract from the goal of promoting walking.

Traffic safety and social safety

A sense of safety is what determines whether someone can feel at ease when walking down the street. The most vulnerable groups in traffic are people with a disability, children and the elderly. In the Rotterdam Veilig Vooruit traffic safety policy, the city government devoted explicit attention to pedestrians for the first time. We and our partner organisations are working to create a safe environment for the pedestrian, in part by establishing safe crossings and walking routes for vulnerable groups. We are also focusing on improving social safety on major walking routes, for example with physical interventions like adding lighting and trimming hedges. Our goal is to make sure that everyone can feel safe walking at any time.

Quote from a survey respondent

“Pedestrians often feel that major intersections are dangerous to cross. Drivers are not always aware that pedestrians are crossing here. Especially where there are primary schools nearby, this is just an accident waiting to happen.”

Close proximity to facilities

Can you walk from your home to the supermarket, pharmacy or library within 15 minutes? And are all these destinations accessible to you? Our goal is to ensure that everyone in Rotterdam can have their daily needs within walking distance as much as possible, and accessible regardless of ability or disability. We want to encourage people to make these shorter journeys on foot wherever possible. When there are few or no obstacles on your route to the supermarket, you will be more inclined to walk or bike there, and this will expand your sphere of activity. In some cases, we have even seen that people who initially never went outside are now doing so, and are participating in society again.

Walking pays off

Walking also has an economic benefit for the city: it brings money into small businesses. The 2019 Decisio study on the financial value of active mobility in Rotterdam showed that consumers who make shopping trips in Rotterdam on foot spend approximately €630 million on day-to-day grocery shopping and €180 million on fashion and other non-essentials every year.
Walking and tourism
Tourists often do much of their exploring on foot. For this reason, the Tourism Vision also focuses on promoting walking. This addresses the need for attractive walking routes in the city, such as the very popular Rotterdam Routes. But how do you find your way around if you don’t know the city? You start by instinctively moving towards places that seem pleasant, and walking along routes that seem to lead to hidden treasures – wandering the city without getting lost.

Lessons from Walk21
Guiliano Mingardo of the Erasmus Centre for Urban, Port and Transport Economics showed that prioritising pedestrians in shopping streets is a smart choice. Although motorists spend more per shopping trip, pedestrians visit a shopping area much more often, which makes them economically more relevant.

“People spend money, cars don’t – and people do like pedestrian areas.”
Guiliano Mingardo, senior researcher, Erasmus Centre for Urban, Port and Transport Economics

The city at eye level
Putting the pedestrian first doesn’t just mean on the street; it’s also about the buildings. When it comes to improving our public spaces from the perspective of more vulnerable groups, we have our work cut out for us. The street level of a building is just as important as a broad pavement and smooth, even paving tiles. We advocate putting a priority on pedestrian traffic flows and the pedestrian experience in designing the ground floor of buildings, because a lively and vibrant street level makes for pleasant walking routes.

“...In terms of accessibility, there’s a lot of room for improvement. Certain places are inaccessible with a pram. I can only assume that you’re not going to manage with a wheelchair, either. Just try crossing the street at Wilhelminaplein sometime. It’s simply impossible with a pram.”
Quote from a survey respondent
7. From ambition to action
7. From ambition to action

We’re focusing on a behavioural change, one that makes walking the default mode of transport in Rotterdam and helps the people of Rotterdam be more aware of the benefits of walking. We want to encourage people to walk more often and/or walk longer distances — and for the people who already walk, we want to make walking more enjoyable.

Starting with the ambition as described, we are developing it into an action plan for Rotterdam Walks. The final product is based on the two pillars: Healthy & Active, and Accessible & Nearby. We get there via three tracks: Link & Place, Awareness & Promotion, and Knowledge & Research. For each track, we identify the building blocks that can be developed into projects in the action plan.

Rotterdam Walks Action Plan
In the Rotterdam Walks Action Plan, we show the tangible steps we will be taking to put the pedestrian on a pedestal in Rotterdam and to improve and encourage walking in the city. We are including a list of the projects we will be aligning our efforts with, and a list of the new projects, in both cases identifying the interfaces with other themes such as traffic safety, air quality and green space. The action plan is expected to be released in early 2021.
Track I: Link & Place
Do walking routes seem appealing to pedestrians? Is the pavement broad enough and accessible? Can you cross the road safely? How much time does it take to walk your route? Can you walk on at a good pace, or are there many obstacles? And is the route enjoyable? All these factors affect whether you choose to walk. Besides the route, your destination is also an important factor in choosing to walk. Supermarkets, schools and health centres are places in a community that people frequently choose to walk to. Similarly, many people who take public transport – from a bus or tram stop or a metro or train station – will choose to walk to those locations.

We have formulated building blocks for Link and for Place.

Building blocks: Link
Putting the pedestrian on a pedestal starts with taking preferences and needs to the drawing table; this stage is about meeting the basic prerequisites for infrastructure management and maintenance. In areas where we will be doing work and redesigning public spaces in the coming years, we envision major opportunities.

“A group of about eight of us walk every Monday for an hour and a half in the area around Pendrecht. It’s wonderful every time, and we hardly ever take the same route. It’s always beautiful, no matter the season, and we never really have bad weather!”

Quote from a survey respondent
Design principles
We are developing a toolkit with design principles for pedestrians: not only guidelines for designers, but also some inspiring ideas. This toolkit is linked to the Rotterdam Style Handbook for Public Space, and the guidelines for accessibility of outdoor space. The handbook makes a distinction between different street typologies: the main structure of the city, the sub-structure of the city, and the structure of a district, neighbourhood or community. We are making clear choices for places in the city that prioritise the pedestrian. We are also coordinating this approach with the design principles for the bicycle and the route network.

Route network
For all other modes of travel, such as the bicycle, we have clearly mapped out the route network. We will be developing a similar network for pedestrians: a map showing the major routes for pedestrians at the city level. This will also be linked to the recreational route network for cycling and running. The network and the positioning of street typology will determine the details of the design principles.

“Every Monday, our walking club takes a big group through the green spaces in Hoogvliet. It's great for staying in shape and for keeping up social contacts in this seniors' club.”

Quote from a survey respondent
Walk around the neighbourhood

More and more often, we are taking a quick stroll around our own neighbourhoods, for example going for a walk after a meal or walking the dog. But you don’t want your route to take you along a major street with lots of car traffic, monotonous paved roads, or obstacles that block your way on the pavement. A good route for a stroll links attractive locations, runs along green areas, and meets the guidelines for accessibility. We are mapping out the pleasant, comfortable and safe routes so you can walk out your door and go for a stroll that connects you to the network of recreational walking routes. At the same time, we will be promoting the routes and making people more aware of the positive health effects of taking a daily walk.

Every neighbourhood has its hidden gems and its nicer and not so nice streets. What I mainly miss is the connection between neighbourhoods, making it more attractive to reach your goal on foot.

Quote from a survey respondent
Navigable crossings and missing links
Arterial roads in the city are obstacles to pedestrians. We are mapping out the most significant problem areas, and improving the ability to cross at those points. We are establishing connections between unsafe traffic situations known as “black spots” and traffic safety in general. And we are taking into consideration the subjective experience of traffic safety: how different people perceive safety. In partnership with the Rotterdam Veilig Vooruit programme, we are proactively making traffic crossings safer. We want to attune traffic lights to the needs of pedestrians, allowing enough time for anyone to cross the street, including people with limited mobility. The ‘desire lines’, the unofficial links created over time by pedestrians, will be left intact. Where safety allows, we will be conducting a pilot study on the formalisation of these walking routes.

Signage and wayfinding
Good signage, also known as wayfinding, is important for people who do not know their way around the city. A good signage system ensures that people can reach their intended destination more easily and are distributed more evenly across the city, reducing public nuisance and busy crowds. In the city centre, we are sorting out the basic wayfinding structure, while upgrading signage in other key areas based on the Tourism Vision.

Plus routes
These are routes that are (or could be) used frequently and pass by community facilities and nice places to spend time. These routes are primarily intended for a functional journey on foot, for instance walking to the shops, but offer several pleasant places to rest along the way. In terms of accessibility, these routes will be upgraded to a level that makes them pleasant and accessible to anyone, whether on foot, by mobility scooter or wheelchair, or pushing a pram. The plus routes are designed in accordance with the plus guidelines and/or applicable accessibility guidelines drafted in Rotterdam. Obviously, we will ensure that the basic parameters are in place, for example by removing obstacles and providing good exits, but also by placing benches, configuring traffic lights to stay green for pedestrians longer, and ensuring that audible signals for the visually impaired are as loud and clear as they can be. Where possible, we will also install public toilets along the route, ensure that public buildings on the route are easily accessible, and provides facilities such as supermarkets.

“Right now, the vast majority of the city is set up for cars. As a pedestrian, you’re mainly a guest in their space.”
Quote from a survey respondent
Accessibility: routes without obstacles
In busy city streets, space is often at a premium, and when push comes to shove, the loser tends to be accessibility. Store displays, outdoor seating areas for cafés and restaurants, and bicycles and mopeds parked on the pavement often make it difficult or impossible for pedestrians, wheelchair users or mobility scooter users to pass. You either have to navigate around them or squeeze between them, or perhaps even turn around and find another route entirely. Posts, traffic signs and street lamps are also often placed inconveniently and can impede passage. Moreover, vital facilities like accessible public toilets are not available everywhere. Finally, it is crucial to ensure that guidelines and markings provided for people with disabilities are always unobstructed. That’s why we are conducting the ‘Keep the Line Free’ campaign around train stations and other locations in the city. To make the city more accessible to all and to secure space for all pedestrians, we will keep as many routes as possible free of obstacles. The details of this part of the ambition will be worked out in consultation with organisations that can provide expertise on accessibility, such as 010Toegankelijk and Visio.

Roadworks and accessibility
We are also putting the pedestrian on a pedestal with respect to accessibility in the city. During roadworks and temporary traffic measures, we will prioritise pedestrians and cyclists. We will ensure there are easily accessible routes and locations that minimise how far pedestrians and cyclists have to deviate from their intended direction.

Lessons from Walk21
Helge Hillnhütter of the Norwegian University of Science and Technology showed us that attractive walking routes to and from public transport stations can triple the number of passengers a station handles. This is because people are willing to walk farther when the route is attractive. An attractive route of one kilometre is perceived as much shorter than a boring route of the same distance.

“ When we create pleasant walking environments around public transport stops, they have the potential to at least double the amount of potential clients for public transport.”

Helge Hillnhütter, Associate Professor, Norwegian University of Science and Technology
Building blocks: Place

Research by Walk21 has produced the following broad categories of places where many people walk or that are important destinations for pedestrians:

- Mobility hubs: Public transport stops and stations (bus, tram, metro, train), as well as car parks and bicycle racks.
- Educational institutions: schools and universities.
- Health centres: GPs, hospitals.
- Sports and recreational facilities: parks, recreation areas, sport locations.
- Shopping boulevards and areas.
- Work locations.

From this list, we have selected four of these types of locations to be given priority in the initial period of our approach.

1. Public transport hubs

Walking is the most important way of getting to and from the chosen mode of transport, i.e. before or after taking the car, bus, tram, train, etc. We want to improve station areas in a way that encourages more people to take public transport. Together with the Rotterdam-The Hague Metropolitan Region, we are investigating how to improve several Rotterdam station areas to provide better connections for passengers arriving on foot and by bicycle.

2. Schools

Habits learned young will last a lifetime. In cooperation with the programmes on traffic safety and cycling, we are working to create safe school environments and encourage children and their parents to come to school on foot or by bicycle as much as possible. There are also opportunities to join forces with the Lekker Fit! programme, which is working to achieve a broad shift towards healthy lifestyles for children.

3. Green spaces and recreation areas

Research has shown that the amount of green space is a major factor in ensuring a walkable city. The parks and the river are attractive places that, when incorporated into a walking route, can become a vital part of a good route network. We want to align our efforts with the implementation of the Vision on Public Space and the Riverbanks programme.
Rotterdam South has more green to offer than I thought when I first moved here. In the parks, I see tremendous diversity in the people who come to enjoy the green spaces.

Quote from a survey respondent

4. Play areas
In setting up new play areas, we devote a great deal of attention to the accessibility of play areas, in every sense: easy to reach, and accessible regardless of ability or disability. Are the play areas easy to find, are they clearly visible, and are there any obstacles to getting there? We are opting for an approach that provides multiple play areas in a community, so children can learn to navigate their neighbourhood and discover them all. When upgrading street locations, we also adhere to the standards for outdoor play: a broad pavement of 3-5 metres on one single side of the street.

Investment in major city projects
The municipality intends to invest €233 million over the coming 10 years in various green city projects. These will be attractive public spaces where residents and visitors come to have fun, be active, and meet others. It is about improving the connections for pedestrians up until the completion of these entirely new green spaces in the city.

- Hofplein: from traffic circle to city square with small park.
- Westblaak: from ‘traffic gutter’ to Blaakpark.
- Prins Alexanderplein: from through-road to green destination.
- Hofbogenpark: park extending 2 kilometres on and around the rail viaduct.
- Park Maashaven: new city park along the riverbanks.
- Schouwburgplein: city theatre for the people of Rotterdam.
- Rijnhavenpark: place for peace and quiet, as well as action and events.
- Rivieroeverpark Feyenoord: location on the riverbanks where nature and culture come together.
Ambition map: Link & Place

The Link & Place ambition map identifies opportunities to make walking in the city more pleasant and attractive – it builds on the Rotterdam Mobility Approach and the Vision on Public Space, starting with the Links and Places that we have identified.

**Links**
In the urban pedestrian network, the city streets are given priority, in order to create more quality for pedestrians. The city panel survey on walking showed that people are inclined to walk near water and along the river, and that the parks and green areas are popular. That’s why we are working to create a network of routes that follow the structures of water and green space wherever possible, or follow other attractive routes such as the old dike lines. This is the foundation of the urban network for pedestrians that we will be building on. An important part of this is establishing good connections from the main structure to the network in neighbourhoods and districts and in the green outdoor areas. This will mean people can use the network to take walks for recreation, go running, or follow a pleasant route to get from point A to point B.

**Ambition:**
- Improve walking quality by linking routes to the structure of the rivers, green space, and ‘green-blue’ network of city canals and parks.
- Improve road crossings for pedestrians, remove barriers and missing links, and create good connections in the urban pedestrian network.

**Places**
Along with these routes, we are focusing on a number of important places for pedestrians. On the citywide scale, our first priority is public transport hubs, the gateways to the city through which many people walk. We will be focusing primarily on the hubs that handle the most passengers, where multiple modalities intersect. Stations near area development projects or important facilities such as hospitals will also be addressed. We also see opportunities for continuing to develop the City Lounge concept, where the most important factor is the quality of time spent there: this is the pedestrian’s core domain. The major urban projects are the locations where Rotterdam will be putting the pedestrian on a pedestal in the coming years.

**Ambition:**
- Improve quality of time spent in important places for pedestrians.
- Improve links to key locations.

This map shows the broad outlines of our ambition. Naturally, we will be starting at the community level; this will be further elaborated into area maps to address tangible improvements as well. In the action plan, we will continue to develop the route network for pedestrians. In implementing the ambitions, we will be seeking to partner with other programmes and projects in the city as much as possible.

Not all ambitions can be shown on this map. We would therefore like to identify three city-wide principles relevant to the development of the pedestrian network in the city. This establishes a clear connection with the design principles for pedestrians.
Walk around the neighbourhood

Quality in the pedestrian network starts at the front door. Our focus is creating attractive routes in communities to connect interesting places and facilities, and to give pedestrians access to the structure of green space and water.

Navigable crossings

Arterial roads are barriers to walking through the city. We are focusing on improving road crossings and developing safe walking connections for pedestrians.

Accessibility

Our basic premise is accessibility for all. Our focus is on creating easily navigable routes for pedestrians as well as for wheelchair users, users of mobility scooters and people with prams.

Legend

- **Places to be**
- **Core area for pedestrians**
- **Neighbourhood walks**
- **The big city projects**
  - Hofbogenpark
  - 'Green Lungs': Hofplein and Westblaak
  - Schouwburgplein
  - Rijnhavenpark
  - Park Maashaven
  - Rivieroeverpark Feyenoord
  - Prins Alexanderplein
- **Public transport hubs**
  - train and metro stations
  - public transport by water
- **Tasks for city pedestrian network**
- **Walking along the waterfront**
- **Walking in green areas**
  - parks and main green structure
  - green links between rivers
- **Outlying areas**
  - city routes
  - walking link to outlying areas
  - outlying areas
Track II: Awareness & Promotion
Walking is healthy, and just 30 minutes of walking per day can be a major boost to your health. Not everyone is aware of this, and raising awareness can make a big difference. That’s why we are focusing on getting people in Rotterdam moving. And not only the residents, but the municipal employees as well. We are working to make sure that every civil servant working for the city understands the importance of walking. This goes beyond design principles. Examples include holding meetings while walking, going for a walk when you need to clear your head at work, encouraging our Work & Income clients to walk to their appointments, and so on.

Campaign

In a campaign, we will be boosting awareness of the positive effects of walking among the people of Rotterdam. Walking is the easiest way to get more exercise. The option of getting from point A to point B ‘on foot’ can be included in route instructions more often. Sometimes, walking will even get you there faster than public transport or a moped. Good examples help, which is why we will be working with ‘walking ambassadors’: Rotterdam residents who already walk a lot will be sharing their stories about how they take their neighbourhood walk or how they integrate running in the city into their daily lives. We will also be increasing awareness relating to walking in the city for the visually impaired. Using simulation glasses, we will show people the obstacles that visually impaired pedestrians face. This is interesting for a number of people, especially street designers and business associations, to help them really understand what it means to keep pavements obstacle-free.

Walking and work

Walking is not a leisure activity; it can also be a part of travel to and from work, or as a break in your workday, and it will have the same positive effects. The city of Rotterdam encourages its employees to have walking meetings. We also encourage businesses to implement an active approach to walking in their business practices. For example, that means encouraging employees to walk at least part of the way to work, for example by getting off the metro one stop early and walking the rest of the way. And once you arrive at work, how movement-friendly is your office building? A healthy building layout can contribute to increased activity during the workday. And we hope that the number of businesses in Rotterdam participating in the annual ‘Walk to Work Day’ will continue to grow.

“For me, every Monday is a Walk to Work Day. It’s a great way to ease into the week; I get to see the urban nature changing with the seasons and the bright-eyed looks on the faces of the other walkers out in the early morning…”

Quote from a survey respondent
Walking activities
A lot of ground is covered in Rotterdam already. We have seen that shared mobility can represent a threat to walking. We want to make sure that the choice to walk remains the easy choice and gets even easier, because walking has so many benefits. The city of Rotterdam promotes various walking activities in communities, such as the walking clubs organised from community centres. To develop a walking culture in the city, we will continue to support these activities. Where possible, we will back up existing networks or initiatives, like the Safari Fit festivals that are to be held in every borough over the coming years, or the walking marathon held right before the Rotterdam Marathon.

Promotion of routes and walks
We are creating an online list of attractive walking routes in and around the city for Rotterdam residents and visitors to our city. There are potential connections with the Rotterdam pass, the Youth Vacation passport or the ‘Uitagenda Rotterdam’ of things to do and see in the city. We will also promote these routes through various channels, including the Rotterdam Route app. Information accessibility is our objective, with specific attention to routes for people with disabilities: Where are the next benches? Is the route wheelchair-accessible? And so on. We are also considering promoting walking and cycling in combination with the organisation of sports competitions and other events.

" Fifteen years ago, some other parents and I took the initiative to bring the traditional four-day evening walk back to Delfshaven. And we succeeded. We got thousands of people back into walking and discovering the beautiful spots around here!"

Quote from a survey respondent
Track III: Knowledge & Research
2019 was a year of research and experiments on the subject of walking. Much knowledge was gained from hosting the Walk21 international conference on walking and liveable cities. But we still know fairly little about walking as compared to other modalities such as cycling, car travel and public transport. That’s why we will be continuing research on this subject in the coming years.

**Dataset on walking**
We are developing a standard dataset of walking-related data. Running algorithms on this data will allow us to make smart connections in the new designs or area-related work, such as locations of benches in the city, the width of the pavement, playgrounds and play areas, and data on heat stress or air quality. We will also be interfacing the multi-year timeline for sewer maintenance to this database to track the works involved, and take that opportunity to expand pavements and make accommodations for pedestrians where roadworks will be required for this maintenance.

**Walking monitor**
We will be designing a ‘walking monitor’ to gain more insight into pedestrian traffic flows. Where do lots of people walk? Where are people not walking? The answers can serve as a guideline for reorganising streets or deciding where to invest in infrastructure for pedestrians. We will be investigating various methods of data collection for this system.

**Healthy’R**
Healthy’R is the expertise centre for behavioural research and development, jointly operated by the municipality of Rotterdam and Erasmus University. Healthy’R conducts research on promoting healthy behaviour, such as motivations for whether or not to exercise. We are exploring the possibilities for joint research into pedestrian behaviour in Rotterdam in collaboration with Healthy’R and BIGR (Biomedical Imaging Group Rotterdam).

**National Platform for Walking**
Rotterdam is not the only city to engage in knowledge activities on the theme of walking. We are all encountering the same issues and opportunities. At the same time, every city has its own emphasis, so we can learn much from each other. That’s why we are actively exchanging knowledge with other cities in the national network and the **National Platform for Walking**. Over 30 governmental bodies, research institutions and social organisations have joined this platform. As a pioneer in the Netherlands on this subject, Rotterdam had an active role in drafting the National Platform for Walking. Rotterdam will also be participating in the National City Deal on Walking, a partnership under the Dutch Urban Agenda.
8. Walking forward together
8. Walking forward together

What does our implementation strategy towards a concrete action plan look like, and who are we partnering with? In short, how do we ensure that we advance by steps together, within the municipality and the whole city?

Implementation strategy
We are starting with the building blocks, but we can’t start everywhere at the same time. In the action plan, we will be looking at locations where initiatives or challenges converge and where there is already good energy in a community to build on. We will then decide whether extra action from Rotterdam Walks is desirable or if we can supply input and knowledge to the parties involved in a project. The chosen action we want to take will be different for each area, and requires customised solutions. Depending on the location, we may choose actions involving programmes, launch a campaign, or opt for physical interventions on the street — or some combination thereof. In the upcoming period, we will be prioritising the tasks that have been identified in Rotterdam Walks and looking for funding sources. In the initial phase, we will draw on other projects as much as possible in order to combine these efforts with other work in smart ways. In parallel with this, we will seek funding for follow-up steps, including from other governmental bodies and funds.

Aligning with current projects and programmes
Walking is a broad theme. Virtually anything that happens in the city can be related to walking in some way. This means that we can find connections with many of the projects that are already running in the city. We want to make these connections more explicit by actively seeking out cooperation and devoting extra attention to ‘walking coaching’ in these projects. We will start by assessing the schedules for management and maintenance, sewer works and redevelopment plans in the city, which we will then correlate with citizen participation, social programmes and research.

Sometimes my bike is broken so I have to walk. I noticed that I see very different things when I walk, and it’s faster than I think it will be!
Quote from a survey respondent

Walking shoulder-to-shoulder, but also striding ahead
We can come a long way by aligning with current projects. But if we truly want to make Rotterdam an attractively walkable city, we need to do more. That’s why we are also launching a number of new projects with a direct focus on walking. Because of the broad-ranging nature of the theme, we will always look for connections with other themes in each new project — traffic safety, air quality, green space, and so on. In the Rotterdam Walks Action Plan, we will show the tangible steps we will be taking and also provide an overview of the projects we will be aligning our efforts with.

Carrying the strategy forward for areas and area developments
In new area developments, we have the opportunity to incorporate active mobility as a premise from the start. For example, homes could be planned in a way that ensures facilities are within walking distance, and the street level of new buildings could offer an attractive experience to people passing by. Project developers building in cities that are becoming more and more densely occupied are already experimenting with forms of shared mobility for new residents. This means that new developments present us with the opportunity to create a pleasant walking environment. But there are also abundant opportunities for Rotterdam Walks in the existing city. We will be carrying the underlying premises of this urban ambition through to the areas and area strategies.
Temporary measures and experiments
Particularly in the early years, we will experiment a lot and work with nudging. We will implement temporary measures and look at how the city responds to them and what their effect is. Where that is positive, we will make the measure permanent. Examples may include: temporary installation of greenery and benches in car parks, temporary markings for walking routes, or temporary closure of a driving direction or vehicle entrance/exit.

Living in the 1.5-metre society
‘Room for the pedestrian’ began to take on a new meaning in 2020 with the coming of the coronavirus pandemic. Temporary measures were implemented in many places in the city to provide more space on the street, to allow for sufficient distance for people to pass each other, and to wait outside of shops in observance of the rules of social distancing. Safety is and remains the highest priority. Other measures are also being used, such as the temporary closure of Witte de Withstraat to car traffic every afternoon and evening to give cafés and restaurants space for outdoor seating and for people to walk and cycle. Meanwhile, we saw that walking was one of the few activities that people were still able to do during the lockdown period. Walking is a higher-profile activity, and we want to continue to build on this awareness. We are taking the lessons learned from this period and the temporary measures and incorporating them into the development process of the action plan.

Cooperation
We work with others throughout the municipality and with the city, with partners in the city, and last but not least with the people of Rotterdam.

In the municipality
Walking touches on virtually every portfolio of the municipal executive and the clusters within the municipality. The subjects of mobility and outdoor space fall under Urban Development. City Management is responsible for managing pavements, green spaces and play areas. The social programmes fall under Social Development. And the Public Safety Department is responsible for safety on the streets. Putting and keeping the pedestrian on a pedestal requires these clusters to work together intensively. If we do not, some critical elements will fall through the cracks. The clusters come together in the municipality-wide programme team for Rotterdam Walks, headed by a programme manager. The names of the key team members are listed at the end of this document.

With the city
Citizen participation plays an important role in the selection of new projects. The “Will you walk with me?” campaign laid the foundation for engaging with topics that matter to the people of Rotterdam. What is their experience of walking through the city? And where would they like to see improvements? In the action plan, we will explicitly connect to the energy that is already buzzing in the city. Where there is support for change, we will draw on it, involving the key figures in the city and their initiatives in the process.

We are seeking partnerships with partners in the city, such as the Rotterdam-The Hague Metropolitan Region, Erasmus University Rotterdam and the RET transport company, as well as social institutions like care organisations. Examples include innovative resources to help people get out into the city independently. The market is already oriented towards the development of innovations to improve the walking environment, like the new lighted zebra crossing currently being tested in Hoogkwartier. Rotterdam wants to give room to pilot projects like this to learn from them and, ultimately, to move us towards the goal of a more appealing and safer city.
Annex

Visions and programmes

The visions and programmes that Rotterdam Walks interfaces with include the following*:

- Omgevingsvisie Rotterdam (Rotterdam Strategy on Spatial Planning and Environment)
- Rotterdamse Mobiliteits Aanpak (Rotterdam Mobility Approach)
- Visie Openbare Ruimte (Vision on Public Space)
- Gezond010 (Healthy010)
- Vitaal010 (Vital010)
- Healthy’r
- Policy Paper on Sports
- Koersnota Gezonde Lucht (Clean Air Policy Memorandum)
- Actieplan Gelijk Audio (Action Plan for Noise)
- Rotterdam Onbeperkt (Rotterdam Accessible)
- Rotterdam Veilig Vooruit (Rotterdam Moves Forward Safely)
- Fietskoers 2025 (Cycling Vision 2025)
- Ouder en Wijzer (Older and Wiser)
- Kom op naar Buiten (Come On, Go Outside)
- Programma Rivieroovers (Riverbanks Programme)
- Te Gast in Rotterdam – Toerismevisie (Visiting in Rotterdam – Tourism Vision)
- City Management Plus Routes
- City Centre as City Lounge
- National Programme for Rotterdam South

* This list is not comprehensive. Do you know of any links with other programmes? If so, please send an e-mail to rotterdamloopt@rotterdam.nl.

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Annex
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• **P.49** Stationsplein and Kruisplein, the city’s doorstep – Photographer: Peter Schmidt
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