Cycle Highways
10 years of experience
Rico Andriesse
19 September 2017
Everybody wants something different
Bringing a wider area within reach
10 steps:

What we learned by creating cycle routes
Agenda
Money from several sources
Creation

There is more than red asphalt
Communication

Consult stakeholders from the start
Calculation

Prognosis and monitoring

- Positive social cost benefit ratio (Nijmegen)
  - Health
  - Safety
  - Travel time
  - Energy and climate

- Mobility effects (F35)
  - Bike: + 25-30% after two years, rising 10% per year
  - Car: -5% on arterial roads

- Aim for attractiveness, it works
Are you going to your work by bike?
Use the smart and fast app and win money, discount and presents!

Campaign
Make sure everybody knows
10 steps:

What we learned by creating cycle routes

- Agenda
- Composition
- Creation
- Ambition
- Communication
- Campaign
- Calculate
- Acceptance
- Champagne
- Anticipation
Thank you!

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