



Cycle Highways

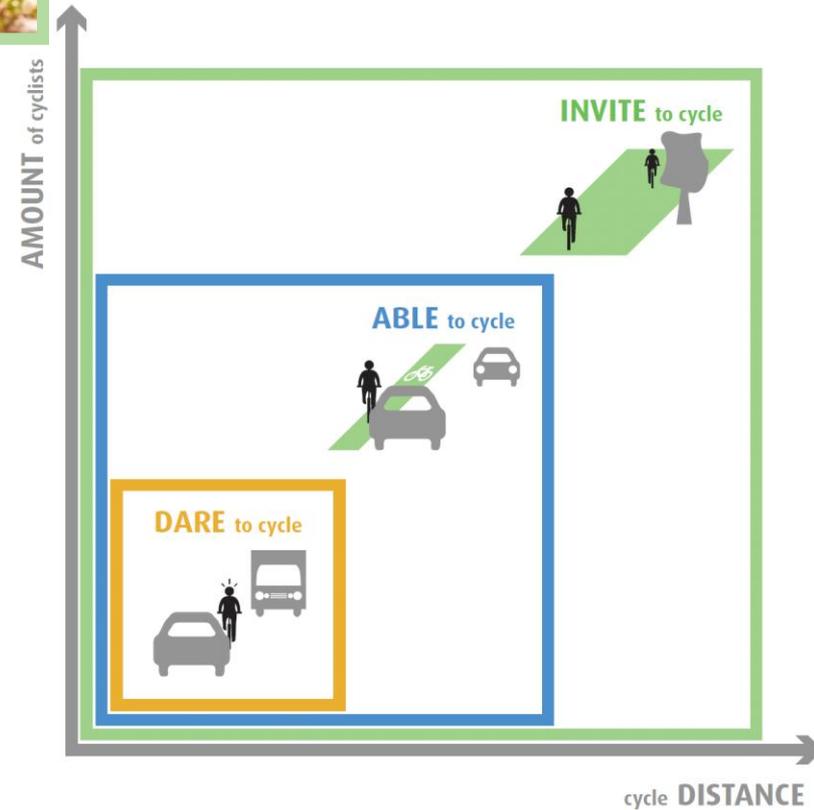
10 years of experience

Rico Andriesse

19 September 2017

adviseurs
mobiliteit
**Goudappel
Coffeng**

Everybody wants something different



10 steps:

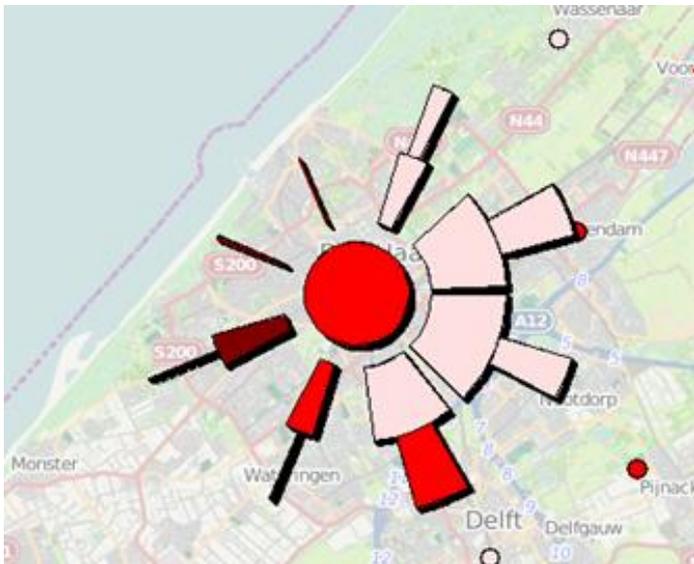
What we learned by creating cycle routes

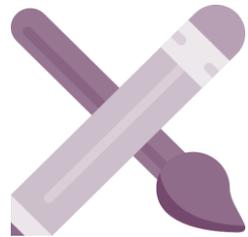




Agenda

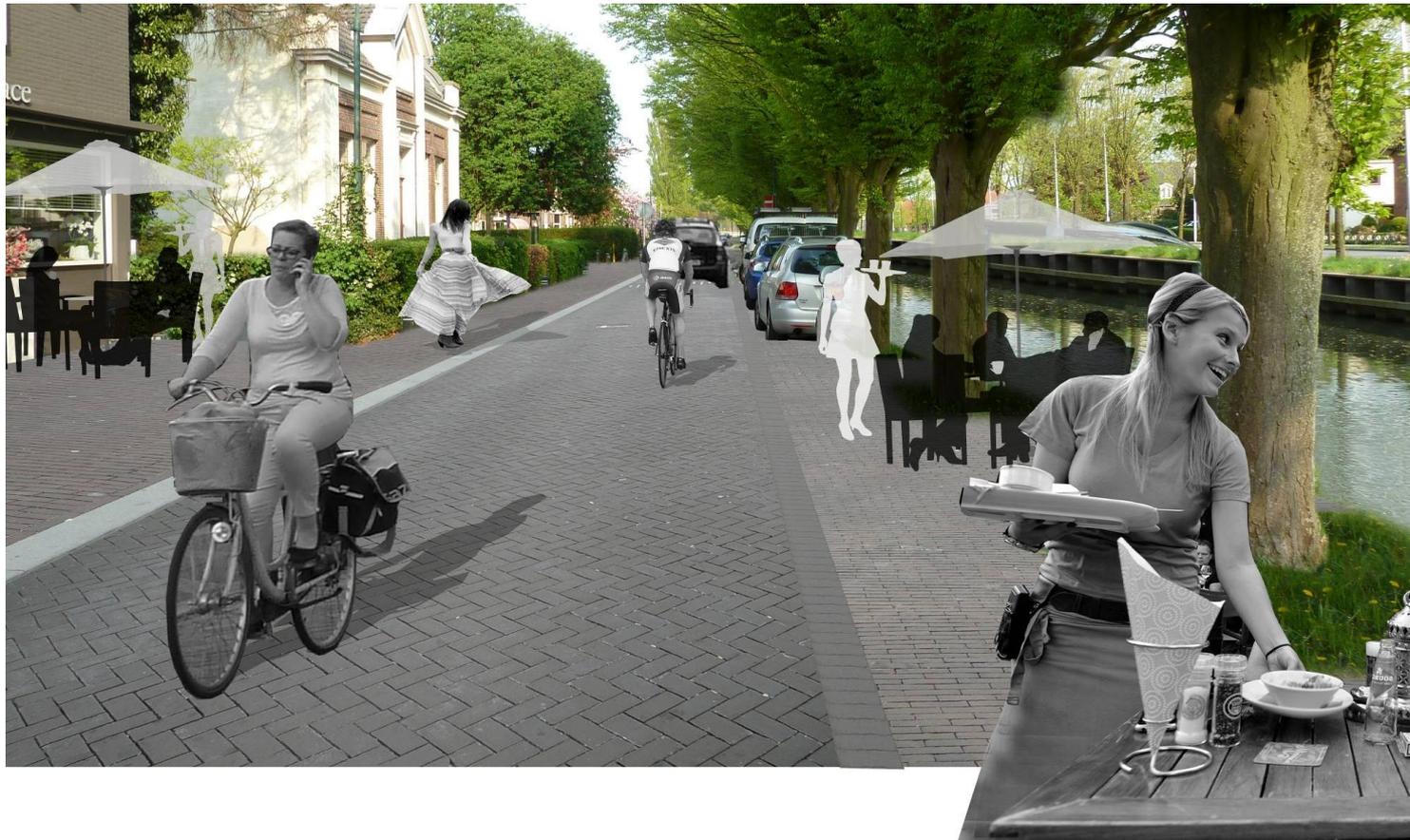
Money from several sources





Creation

There is more than red asphalt





Communication

Consult stakeholders from the start

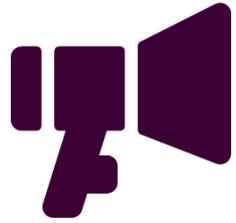




Calculation

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**



Campaign

Make sure everybody knows

**Are you going to your
work by bike?**

Use the smart and fast app and win
money, discount and presents!



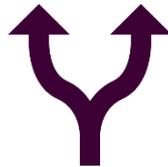


10 steps:

What we learned by creating cycle routes



Agenda



Composition



Creation



Ambition



Communication



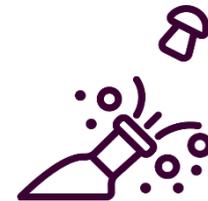
Campaign



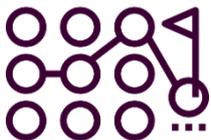
Calculate



Acceptance



Champagne



Anticipation

Thank you!

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In cooperation with

Hillie Talens

CROW



Richard ter Avest

Goudappel Coffeng

