



# Cycle Highways

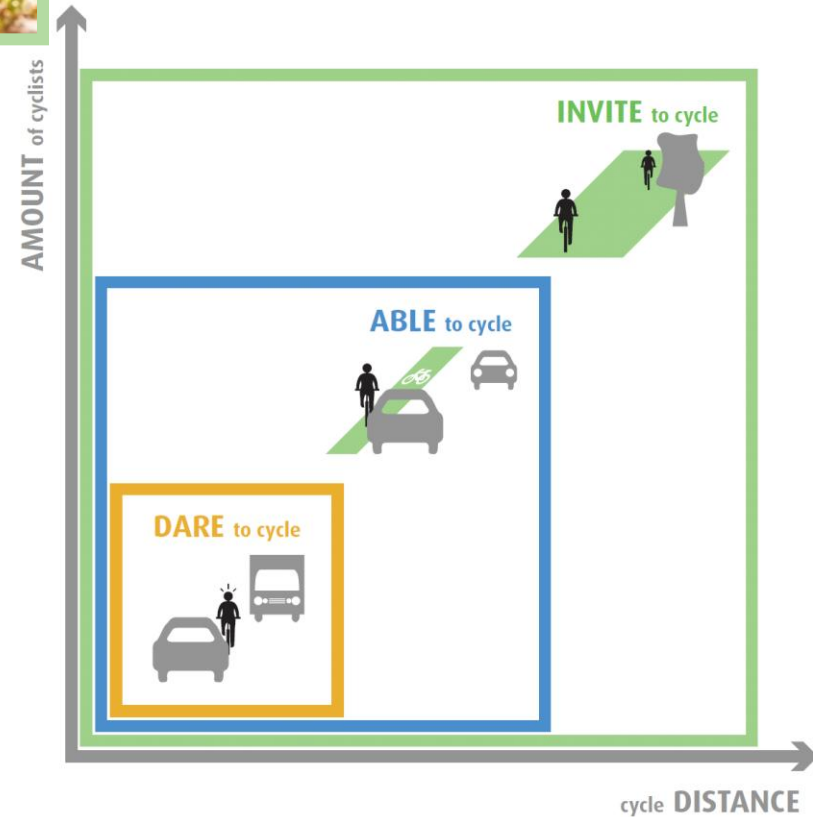
## 10 years of experience

**Rico Andriesse**

19 September 2017

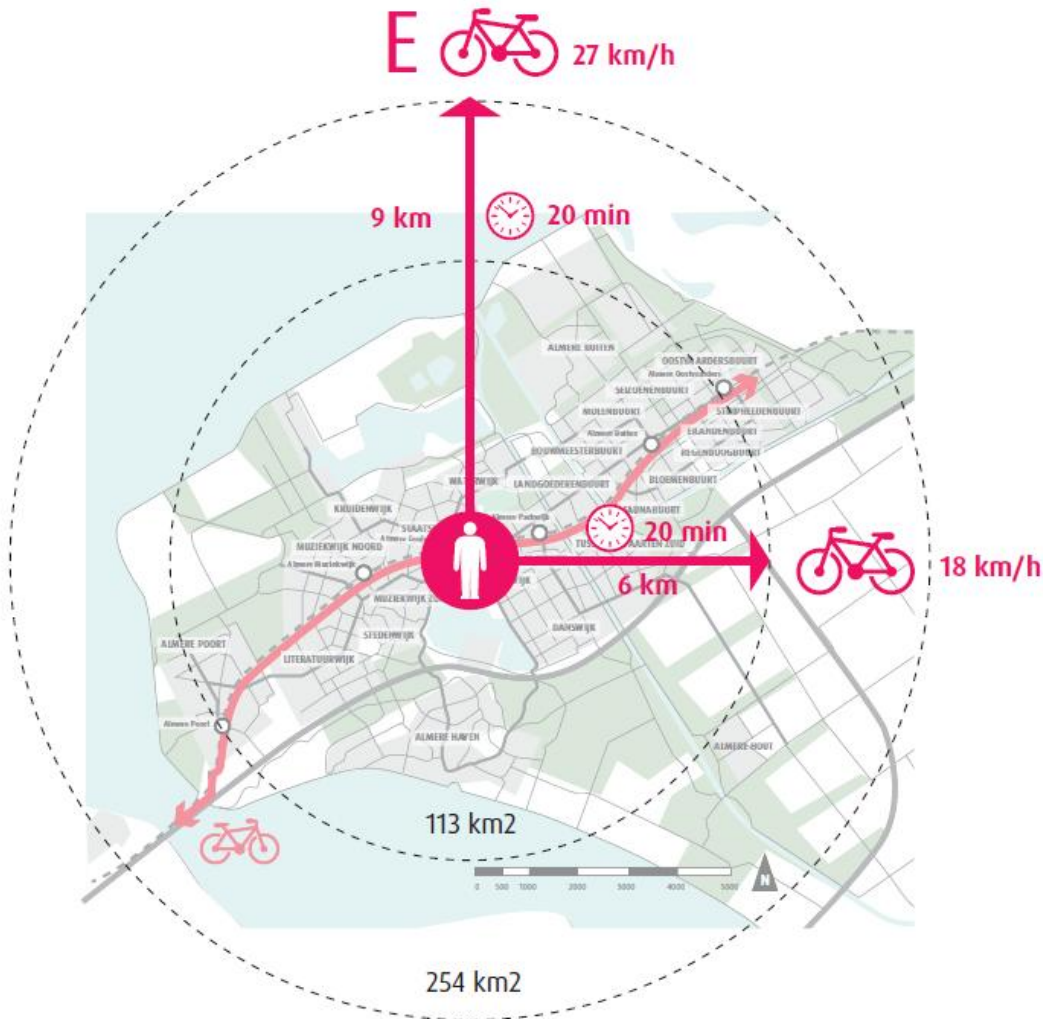
adviseurs  
mobiliteit  
**Goudappel  
Coffeng**

# Everybody wants something different





# Bringing a wider area within reach



# 10 steps:

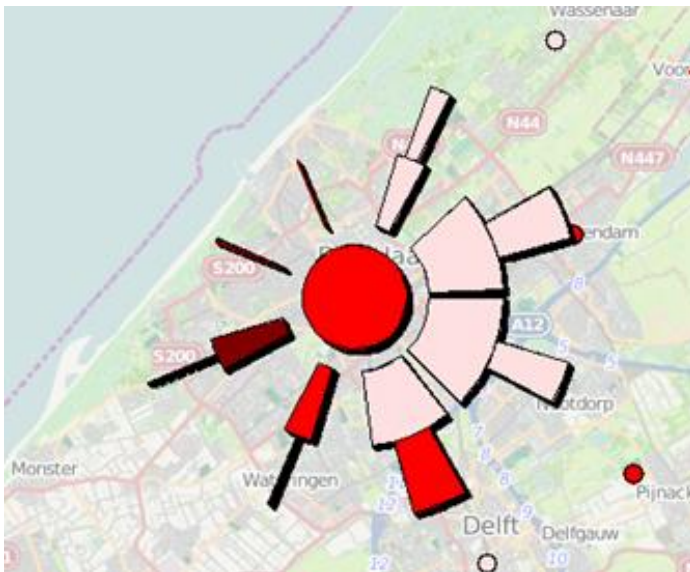
## What we learned by creating cycle routes





# Agenda

Money from several sources







# Creation

There is more than red asphalt





# Communication

Consult stakeholders from the start



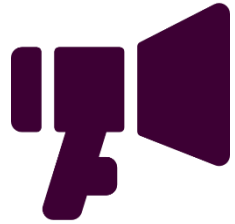


## Calculation

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**





# 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!



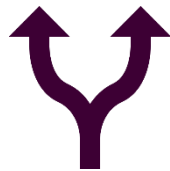


# 10 steps:

## What we learned by creating cycle routes



Agenda



Composition



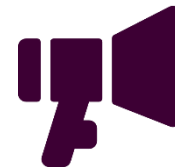
Creation



Ambition



Communication



Campaign



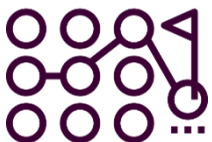
Calculate



Acceptance



Champagne



Anticipation



# Thank you!

**Rico Andriesse**

**Goudappel Coffeng**

**[randriesse@goudappel.nl](mailto:randriesse@goudappel.nl)**

**+31 6 206 11 645**



***In cooperation with***

**Hillie Talens**

**CROW**



**Richard ter Avest**

**Goudappel Coffeng**

