

KOLLEKTIVKONFERANSEN 2020

INTERNATIONAL CYCLING BOOM – HOW TO GO FROM TEMPORARY TO THE NEW NORMAL

November 2020

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Chair of the Cycling Embassy of Denmark

RAMBOLL

MARKET MANAGER, SMART MOBILITY RAMBØLL

*Chair of Cycling
Embassy of Denmark*

@mobimaw on twitter

... and yes, I bike in heels.
It's easier than walking in
them!

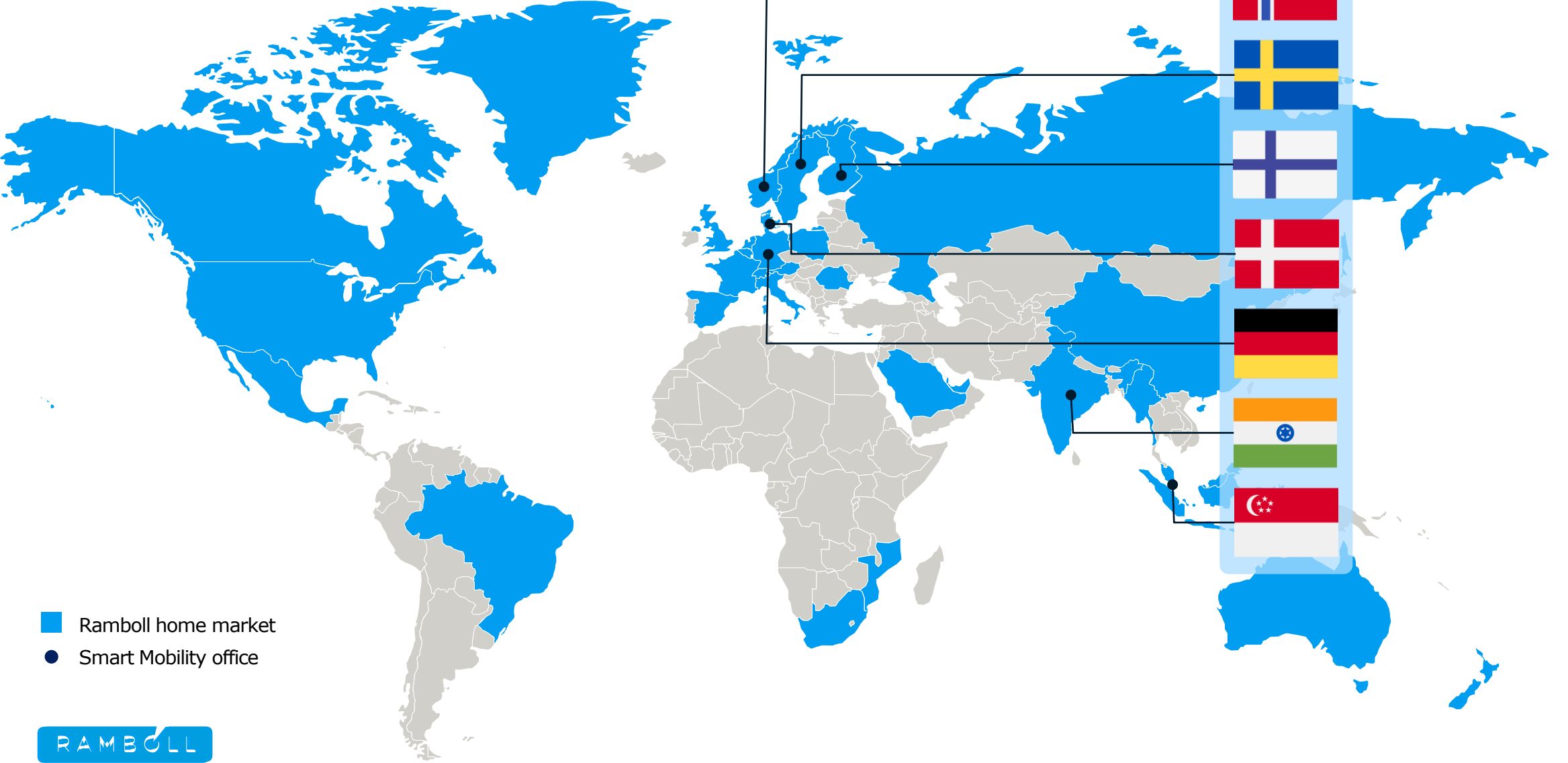
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RAMBOLL IN BRIEF

- Independent engineering and design consultancy and provider of management consultancy
- Founded 1945 in Denmark
- 16,000 experts
- Close to 300 offices in 35 countries
- Particularly strong presence in the Nordics, the UK, North America, Continental Europe, Middle East and Asia Pacific
- Owned by The Ramboll Foundation
- **Mission: Create sustainable societies where people and nature flourish**

RAMBOLL SMART MOBILITY





Berlin
8 routes, 24 km

Photo: Torsten Perner



Coronavirus
theguardian



Covid-19: Documenting the first chapter of a ...
cyclingindustrynews



On your bike: the best bo...
theguardian.com



Will the cycling boom be a lasting side...
corporateknights.com



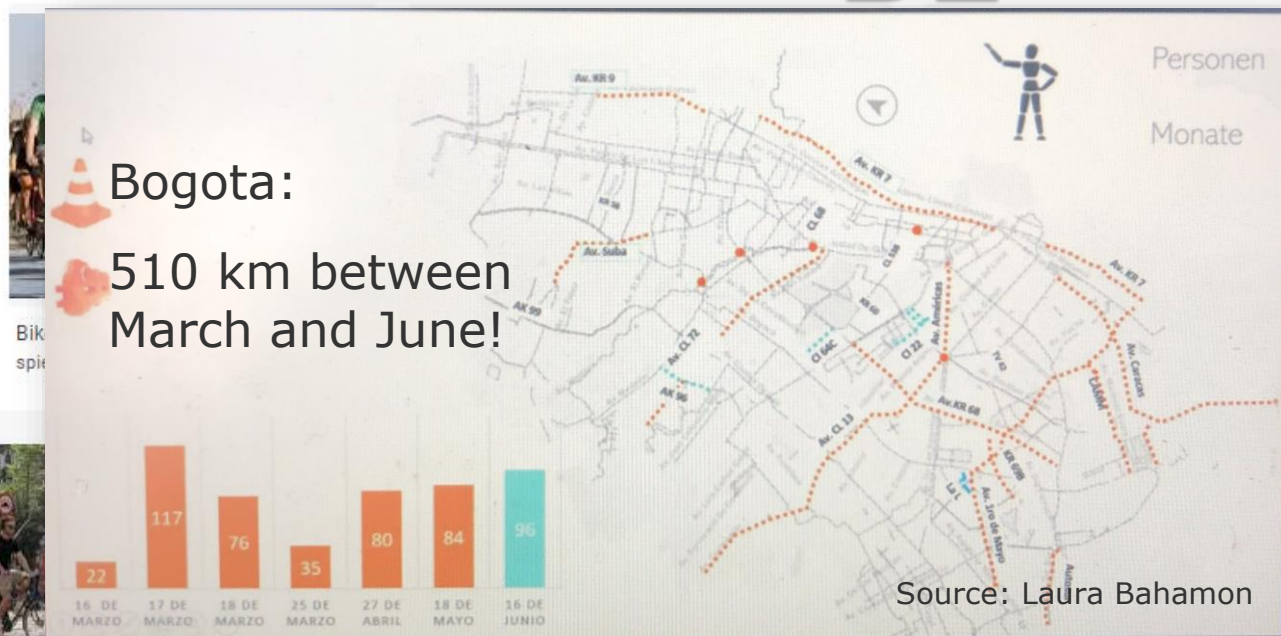
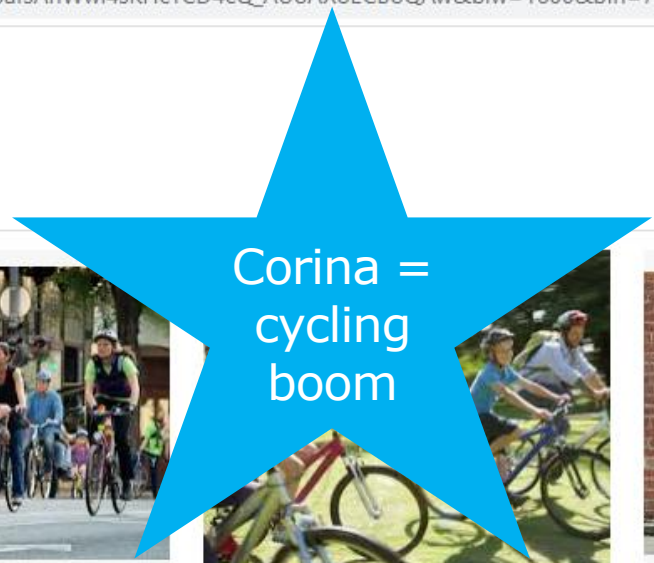
Huge cycle boom in Budapest | ECF
ecf.com



We sold eight bikes in 20 minutes
theguardian.com



Coronavirus: Boom time for bikes as viru...
bbc.com

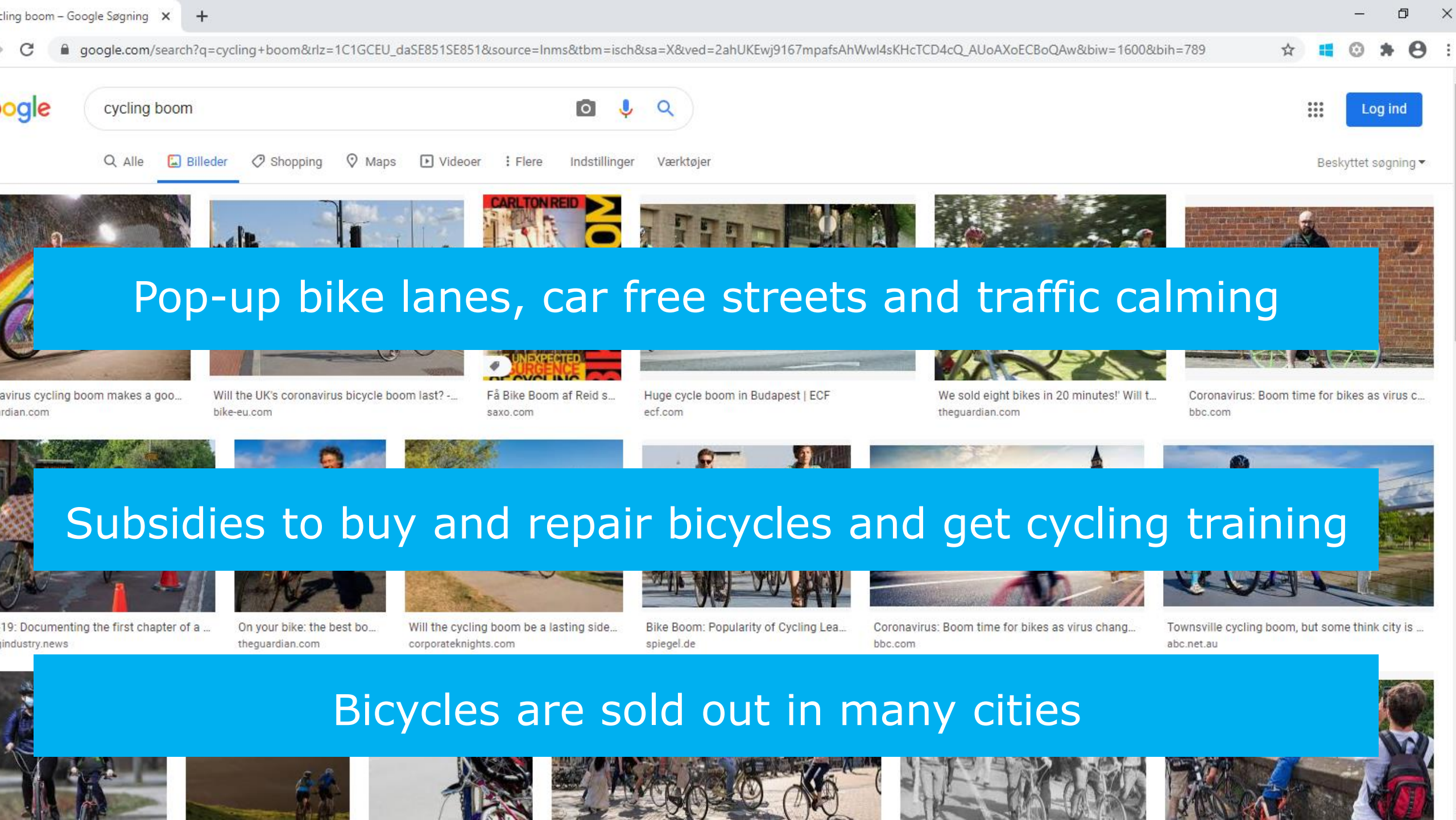


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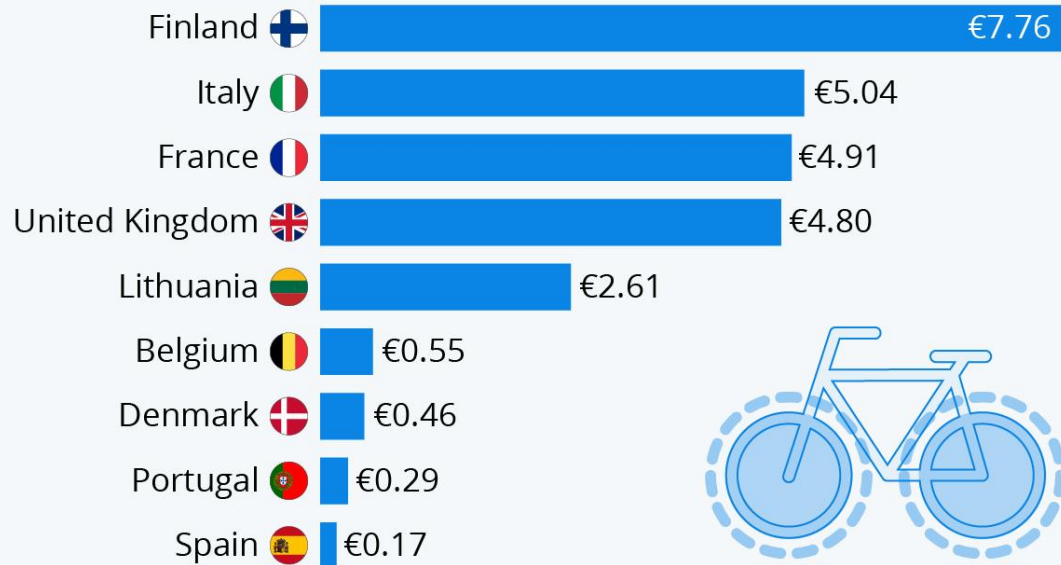
Pop-up bike lanes, car free streets and traffic calming

Subsidies to buy and repair bicycles and get cycling training

Bicycles are sold out in many cities

How Covid-19 Boosted Cycling Investment In Europe

Additional funding allocated for cycling during the pandemic (euro per person)*



* As of September 17, 2020.

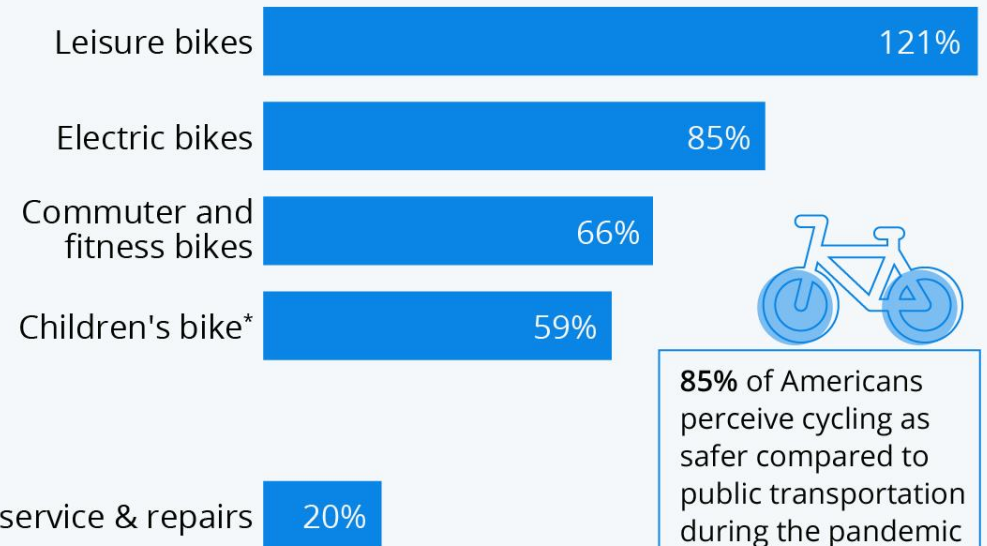
Source: European Cyclists' Federation



statista

COVID-19 Pandemic Fuels Bicycle Boom

Year-over-year change in bicycle and bicycle service sales in the U.S. in March 2020



* incl. BMX bikes

Sources: The NPD Group, Trek, Engine Insights



statista

€360m for walking, cycling projects under Budget 2021

Updated / Tuesday, 13 Oct 2020 21:11



Eamon Ryan said there will be around 200 walking and cycling projects funded

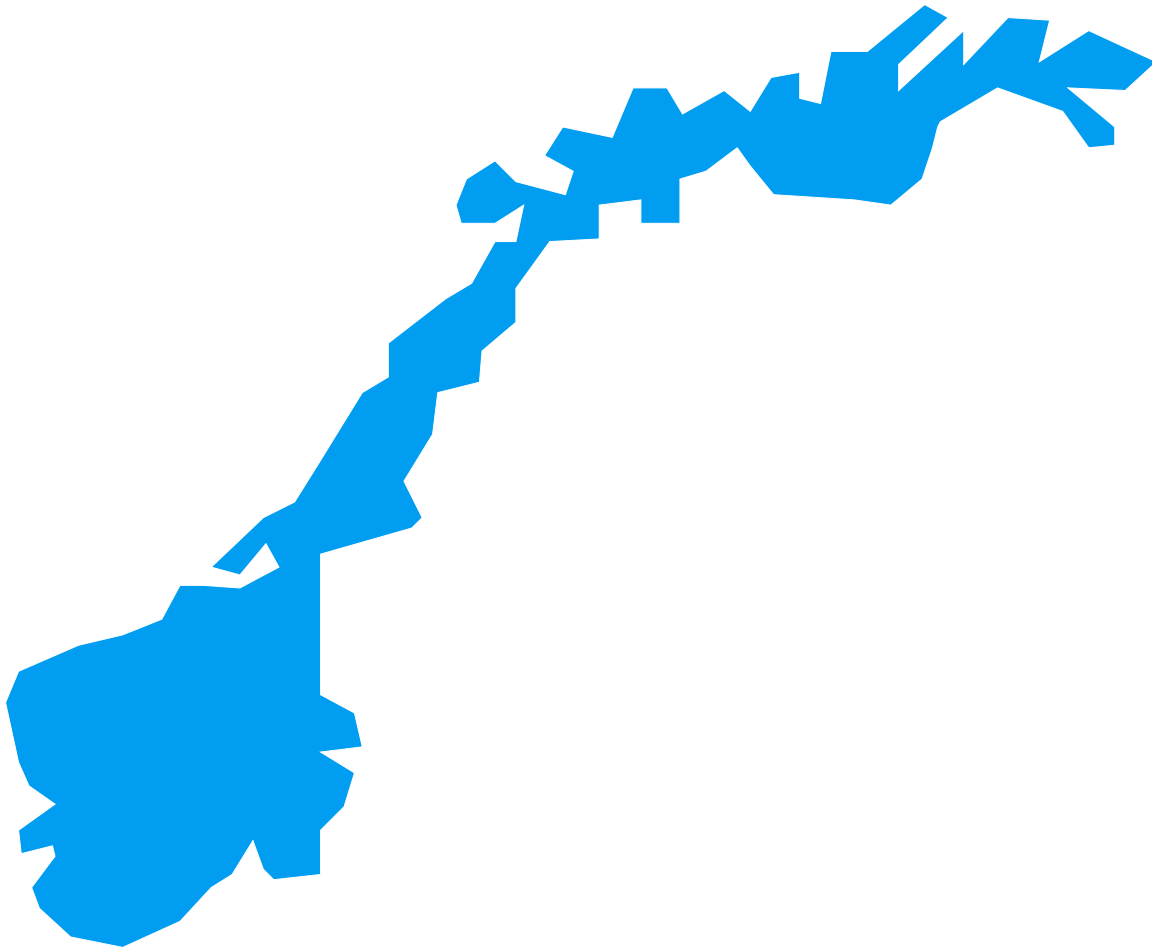


By Colman O'Sullivan

Most Read

- 1 ...han 'concerned' Covid infection Dublin
- 2 ...AVIIE / VOTCF ...shire
- 3 ...as ...na
- 4 100-year-old wrote letter from lockdown dies 2 Nov
- 5 Luas operators 'will assist gardai' over tram video 2 Nov

1 mil € pr. day
in 2021
70€ pr. capita.
Not related to corona

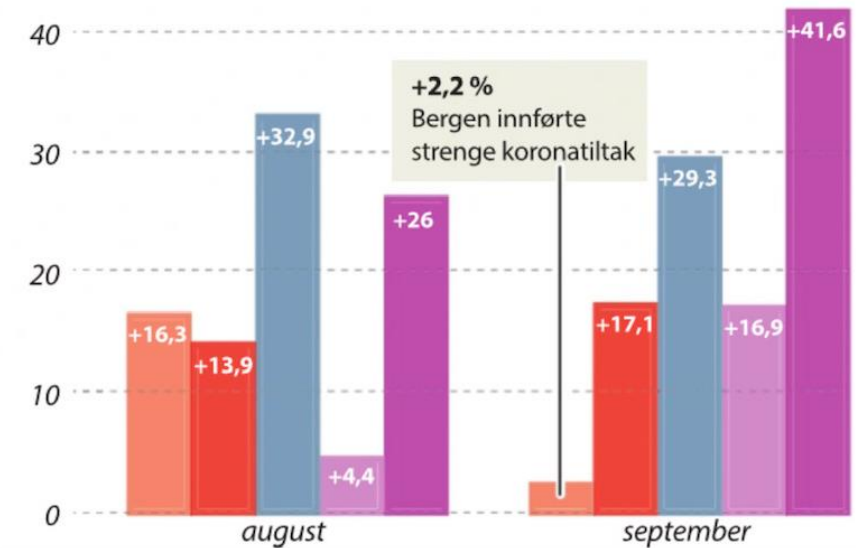


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Korona har fått flere til å sykle

Sykeltrafikken i august og september har økt betydelig sammenlignet med 2019. I Oslo økte sykkeltrafikken med 41 prosent i september.

PROSENTVIS ENDRING I SYKKELTRAFIKKEN I UTVALGTE BYOMRÅDER
TRAFIKKMENGDE I 2020 SAMMENLIGNET MED 2019



- Bergen
- Grenland (Skien, Porsgrunn, osv.)
- Nedre Glomma (Fredrikstad, Sarpsborg, osv.)
- Nord-Jæren (Stavanger, Sandnes, osv.)
- Oslo

Kilde: Statens vegvesen

NTB

CYCLING BEYOND THE CRISIS

COVID-19 measures tracker v1.1**KEY
NUMBERS**
(change in last 30 days)Total KM of measures
announced**2.323,47**

↑ 3

Total KM of measures
implemented**1.115,44**

↑ 4,8

Total budget allocated for
cycling promotion**1.021.402.723 €**

0 €

Explore the dashboard**Cities map**Find your city ratings and visualise
implementation around Europe.**Cities by population**Compare cycling measures by
city sizes across Europe.**Leaderboard 1**
(by measures)See which cities and countries are
leading the change beyond the crisis.**Summary**View latest data on cycling
measures, country ratings,
and more.**Leaderboard 2**
(by population)See which cities and countries are
leading the change beyond the crisis.

FACE
OF COPENHAGEN

**Make cycling safe and easy
– from start to finish**

33 916 916 www.facecph.dk

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Bikes and bikeability

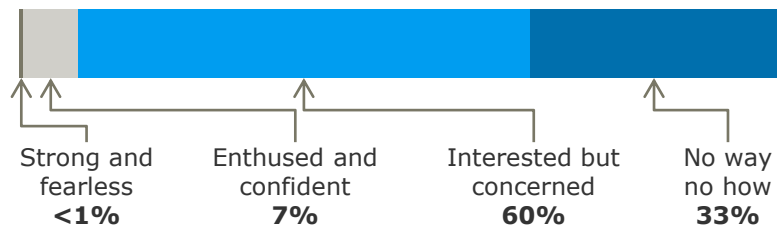


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Different types of cyclists

- Strong and fearless
- Enthusiastic and confident
- Interested but concerned
- No way no how

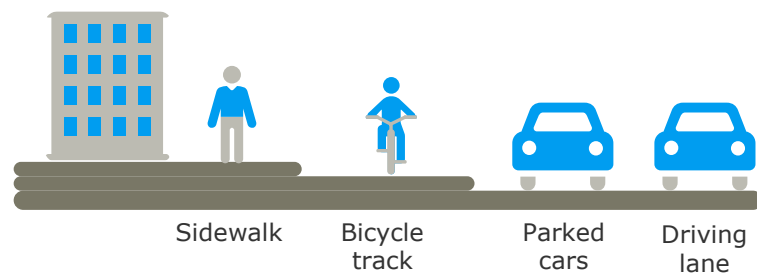
Four types of transportation cyclists in Portland by proportion of population



Plan & political will

Protected cycling network

- Safe
- Direct
- Convenient
- Coherent



Traffic calming





Bicycle parking

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Connection to public transport



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Cater to the cyclists



High quality solutions

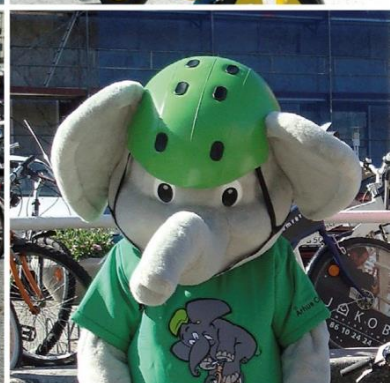


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Play and promotion





**Include companies,
shopping centres, stores,
schools, etc.**

TEST EN

Resultater Test en Elcykel

Læs meget mere om Test en Elcykels resultater i folderen her:



**SUND OG AKTIV
HVERDAG PÅ EN
ELCYKEL**

• RÅMBØLL • TEST EN EL-CYKEL • RÅMBØLL

RAMBØLL

Bilkøer og transport er for et andet

Vi ved, at mere end over fem millioner danskere har en almindelig cykel for samfundets trængslen og

**BIKE WITH
BUSINESS
PARK
SKEJBY**



Derfor har Gate 21 sammen med med otte danske kommuner og otte hospitaler i Region Hovedstaden over tre år udlånt elcykler til næsten 1.700 personer, som tidligere kørte i bil til arbejde.

Gennem Test en Elcykel har vi undersøgt, om gratis udlån af elcykler over en længere periode kan skabe nye, sunde og grønne transportvaner blandt medarbejdere og borgere. Deltagerne har vist, at det sagtens kan lade

“

Women are considered an “indicator species” for bike-friendly cities for several reasons. First, studies across disciplines as disparate as criminology and child rearing have shown that women are more averse to risk than men. In the cycling arena, that risk aversion translates into increased demand for safe bike infrastructure as a prerequisite for riding.

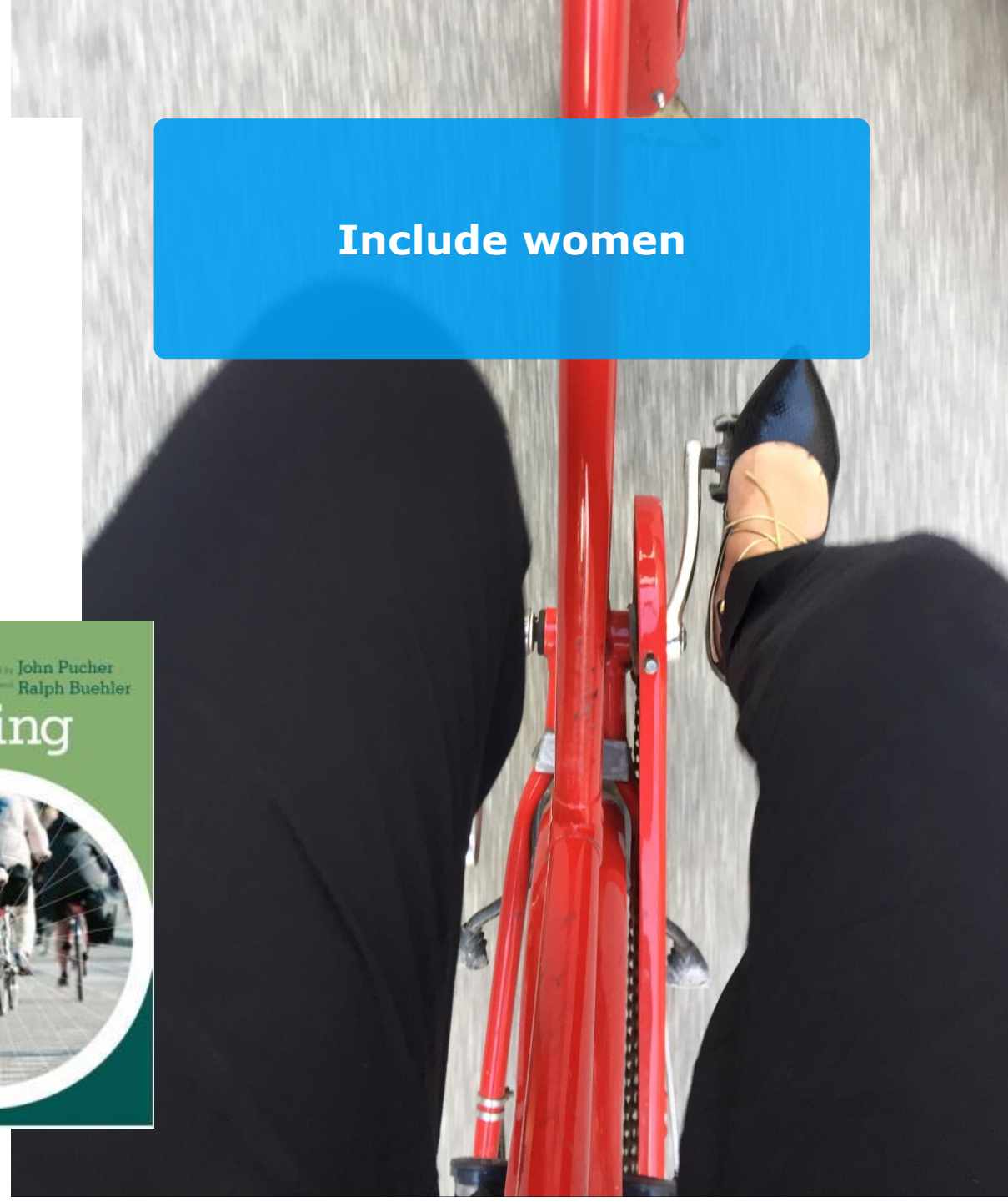
Dr Jan Garrard, Deakin University, Melbourne

“

Ask women what they want and give it to them!

Professor of Transport Policy at Rutgers university John Pucher

Include women

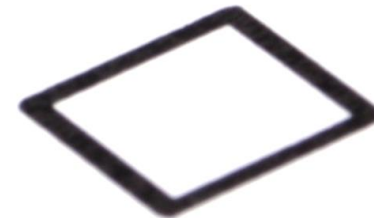
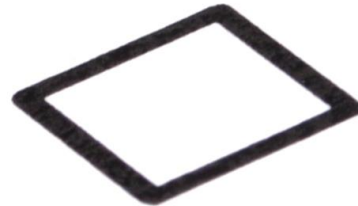




**Everybody has a
right to wind in their hair**



Monitor and evaluate



Excellent

Good

Average

Poor



Life cycling



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www.bededamerne.dk

Bright ideas. Sustainable change.

