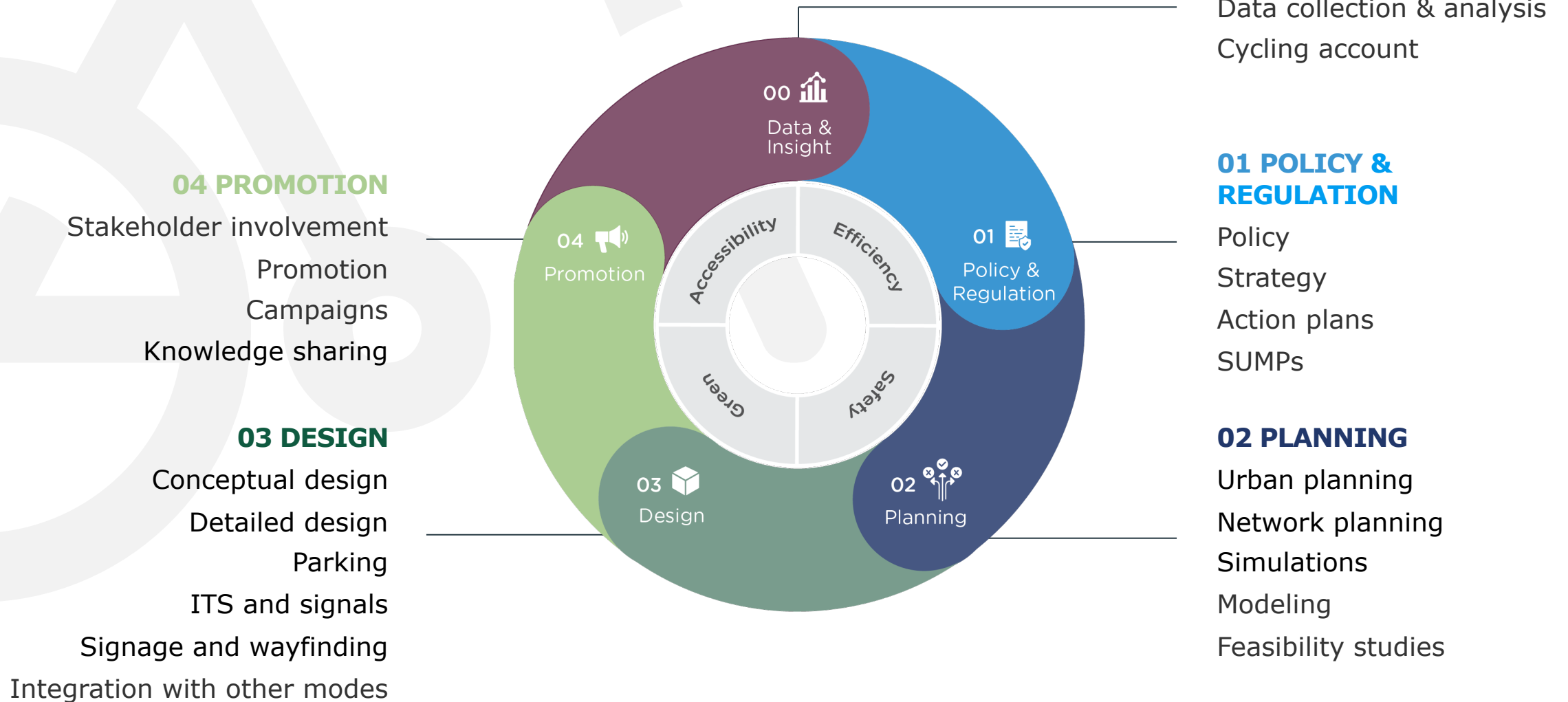


# Ramboll cycling services overview



# 00 Data and insights

References

# 00 Data and insights

Access to **good data** and insights are important in order to plan for the right measures. Questions that needs to be answered are for example 'Where do people bike?', 'How much do people bike?', 'What is the state of the existing infrastructure?' and 'What do the citizens think?'.

To be able to see and evaluate different aspects it is also important to **combine quantitative methods and data with qualitative methods** like interviews and focus groups.

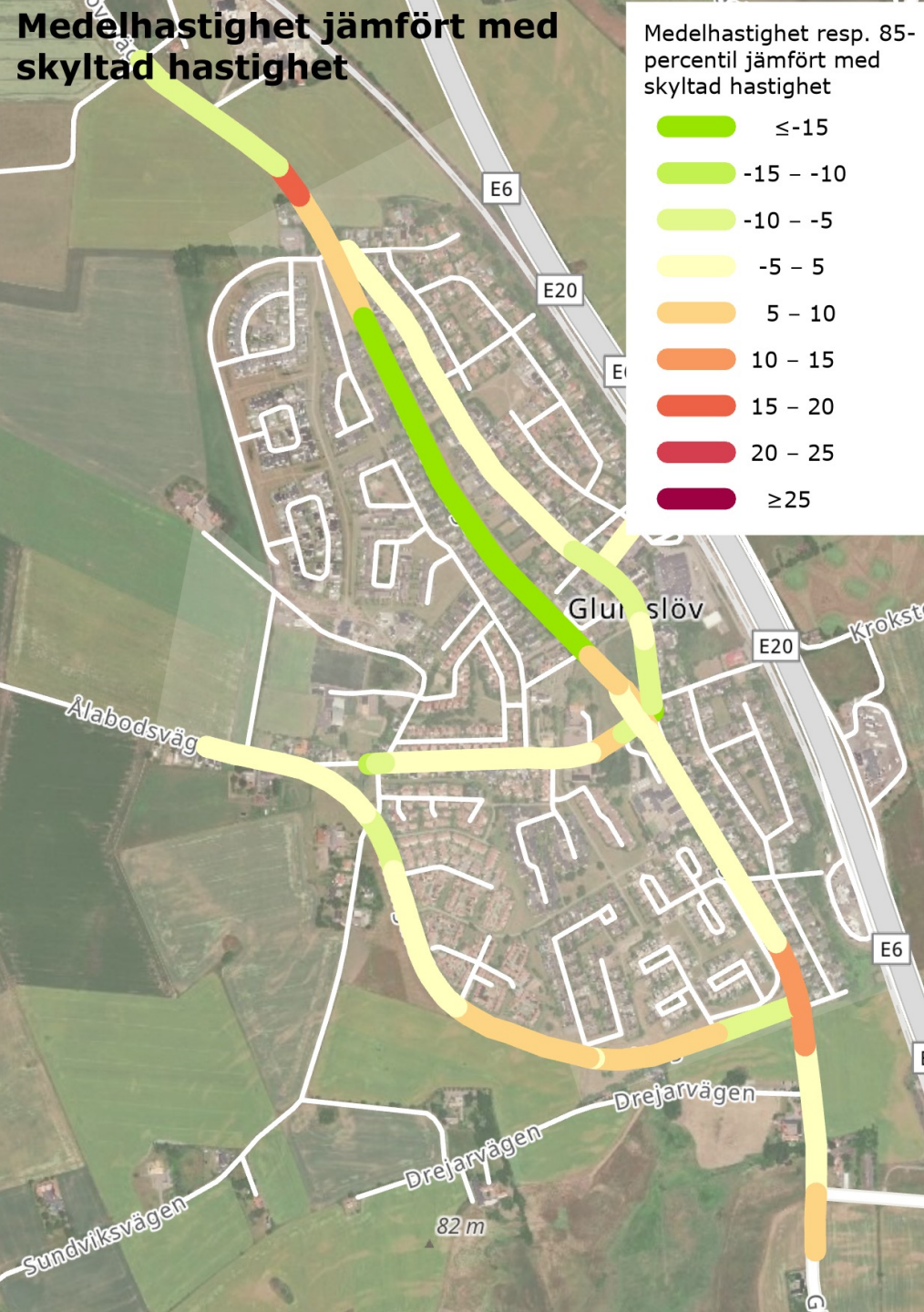
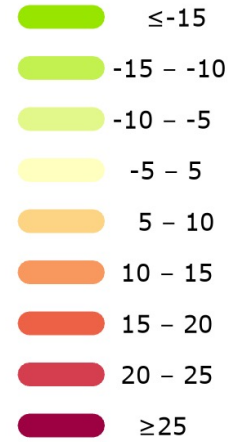
Some examples of services Ramboll offers for this phase are:

- Advanced bike flow analyses using cameras, drones or wifi
- Analysis of vehicle speeds from GPS-data
- Traffic accident analyses
- Surveys and interviews
- Road surveys and maintenance studies
- Bike accounts and BYPAD audits



# Medelhastighet jämfört med skyltad hastighet

Medelhastighet resp. 85-percentil jämfört med skyltad hastighet



# GPS Data

## Speed analysis using GPS data



### Challenge

Vehicle speed are the most important parameter when studying traffic safety for cyclists. But measuring actual speed on streets and roads are time consuming and expensive and usually it is only done on short periods on places with a known speeding problem.

### What we did

By using GPS data provided by Tomtom we can study speed profiles on all roads and streets and also see how it varies over time. We also have access to historical data and by using that we can study the effects of measures that already are implemented.

### Effect

Using GPS speed profiles has given the municipality better possibilities to prioritise measures to decrease speeding.



# Bicycle account

Bicycle account 2019-20 – City of Aarhus

## Challenge

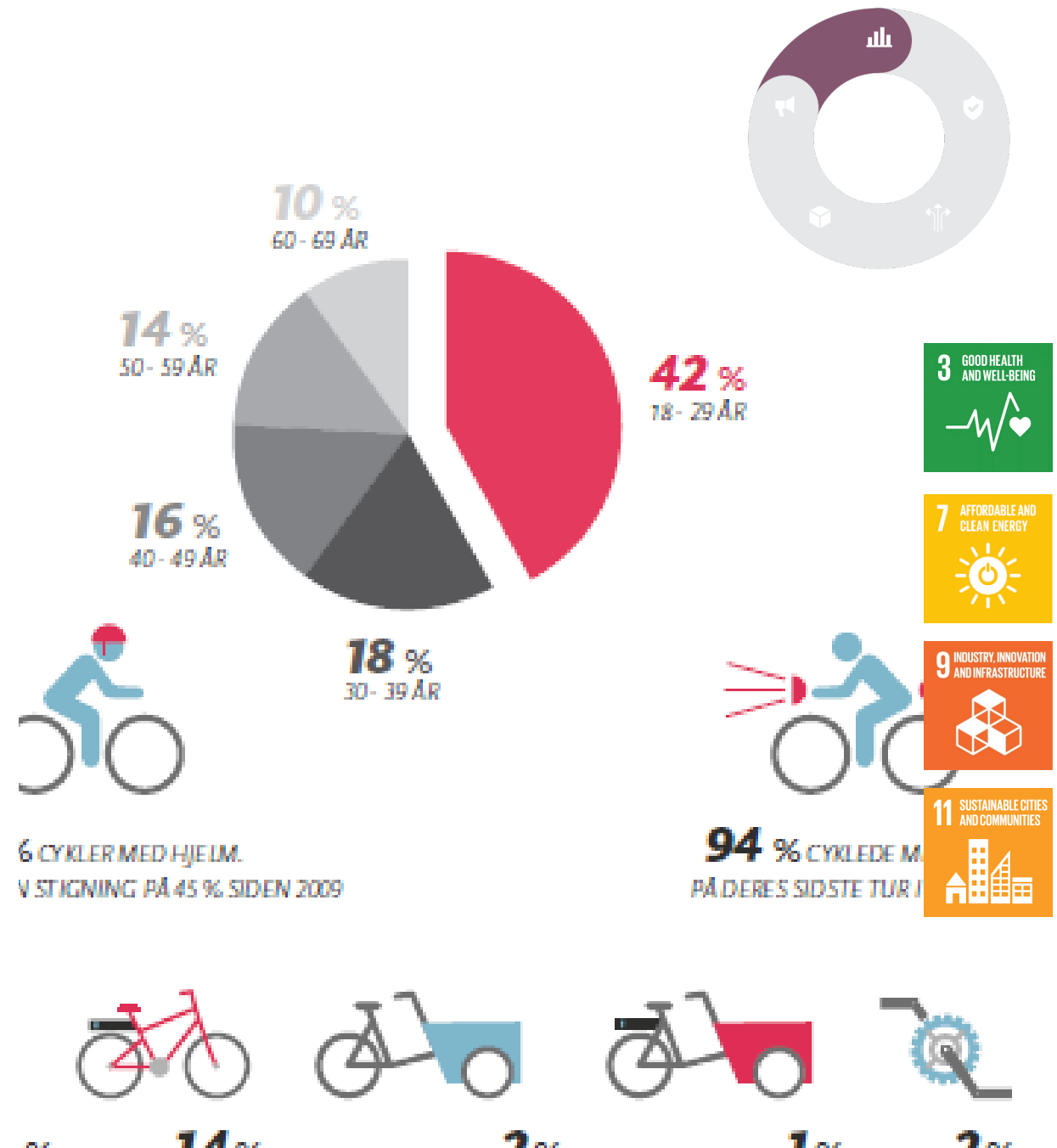
Since 2009 the City of Aarhus has biannually collected data on a broad range of cycling indicators to benchmark how they were doing – both in regards to their own goals and in relation to other cities. They are approaching the end of their strategy period.

## What we did

- We collected and analysed cycling data on infrastructure, parking, accidents etc. and carried out survey of children's transport to school and citizen's survey on behaviour and satisfaction. All data was then disseminated graphically and benchmarked with the city's goals in a report.

## Effect

- The bicycle account was presented and accepted by the local politicians and will serve as starting point when the city set targets and develops new goals for cycling and mobility in the city



# Bicycle account

Bicycle account 2018 – City of Frederiksberg

## Challenge

Since 2004 the City of Frederiksberg has biannually collected data on a broad range of cycling indicators to benchmark how they were doing – both in regards to their goals and other cities. In 2018 their current strategy ended.

## What we did

We collected and analysed cycling data on infrastructure, parking, accidents etc. and carried out survey of children's transport to school and a citizen's survey on behaviour and satisfaction. All data was then disseminated graphically and benchmarked with the city's goals in a report.

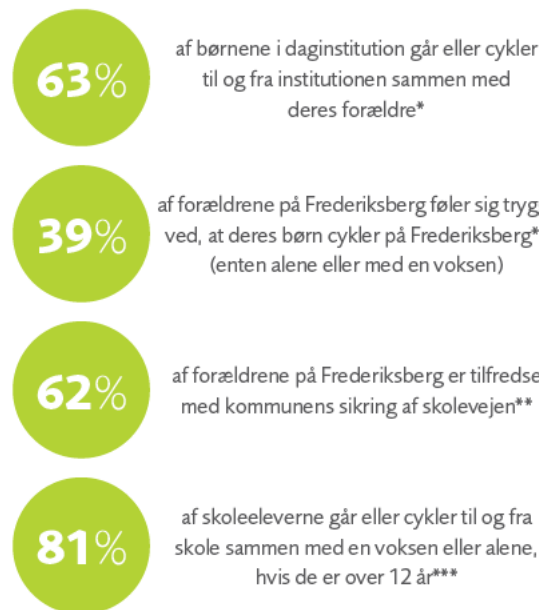
## Effect

The bicycle account was presented and accepted by the local politicians and will serve as starting point when the city of Frederiksberg set targets and develops new goals for cycling and mobility in the city.



## BØRN PÅ CYKEL

### Resultat 2018



### Målsætning 2018



### Mål 2018

Alle daginstitutioner på Frederiksberg gennemfører hvert år aktiviteter med fokus på cykelleg.

Alle skoler på Frederiksberg opdaterer en opdateret trafikpolitik, revideres hvert 2. år.

Frederiksberg Kommune sikrer med mindst 10 idræts-/fritidsaktiviteter om at få flere børn til at gå til og fra fritidsaktiviteter

### Resultat 2018

Fra 2016 - 2018 er der blevet uddannet 26 cykellegepædagoger fra i alt 17 institutioner.

Alle 10 folkeskoler har en trafik-

3 GOOD HEALTH AND WELL-BEING



7 AFFORDABLE AND CLEAN ENERGY



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



11 SUSTAINABLE CITIES AND COMMUNITIES



# Possible other examples DE

- Münster (already mentioned in 02), but here we could fill in the tracking and maptionnaire participation and how we used it for the planning, and/or:
- Wustermark cycling concept – maptionnaire participation

