

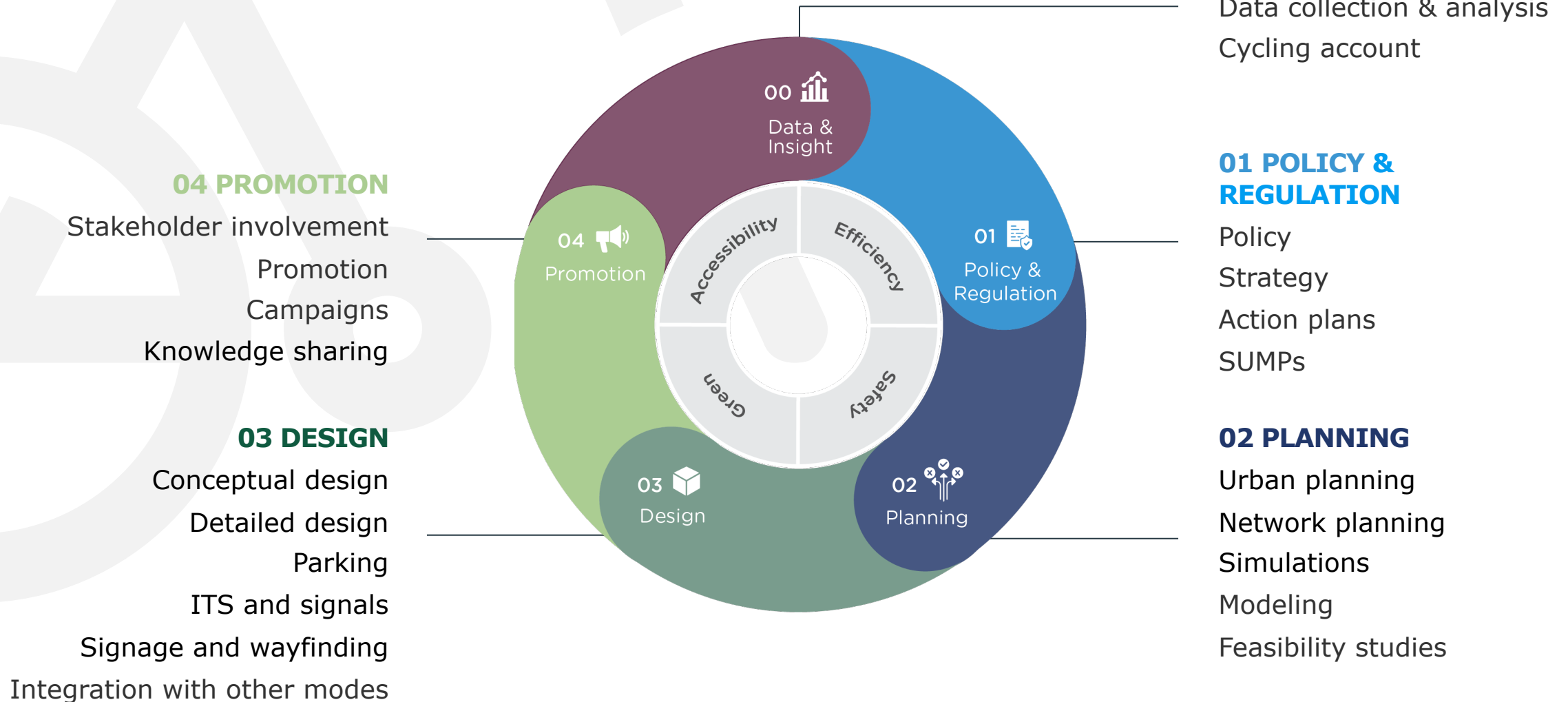
A group of cyclists is riding away from the camera on a wide city street. In the background, there are large, historic buildings with many windows and some with towers. A red circular speed limit sign with the number 40 is visible on the right side of the road. The scene is captured during the golden hour, with warm sunlight. A blue overlay covers the bottom left portion of the image, containing the Ramboll logo and title.

**RAMBOLL**

Bright ideas.  
Sustainable change.

# Planning and designing for cycling

# 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
- Surveys and interviews
- Analysis of vehicle speeds from GPS-data
- Road surveys and maintenance studies
- Traffic accident analyses
- Bike accounts and BYPAD audits





# Walking and cycling data

Practice, challenges, needs and gaps

RAMBOLL

Bright ideas.  
Sustainable change.



## Walking and cycling data - Practice, challenges, needs and gaps

### The challenge

Unlike cars, public transport, and new mobility solutions data on pedestrians and cyclists is not systematically collected, has limitations and can be difficult to compare and benchmark. But data on walking and cycling is important for cities in order to set goals and targets, create the policies needed to reach these goals, to track progress and make decisions about investments in infrastructure and planning measures that support walking and cycling. Lack of data also means that walking and cycling is often missing or overlooked in the transport and mobility ecosystem – because what is not measured does not count. Often pedestrians and cyclists only become visible in data when they get hurt or die in accidents. Lack of data also means lack of knowledge about why different people are not walking and cycling – at all or in specific streets or areas. Data is put simply a way of creating awareness and making the invisible visible.

### Our approach

Through surveys and interview se investigated how 18 public authorities practise, needs and challenges in relation to walking and cycling data and benchmarked the available data sources against the most common indicators.

RAMBOLL

# Bicycle account

## Bicycle account 2019-20 – City of Aarhus

### Challenge

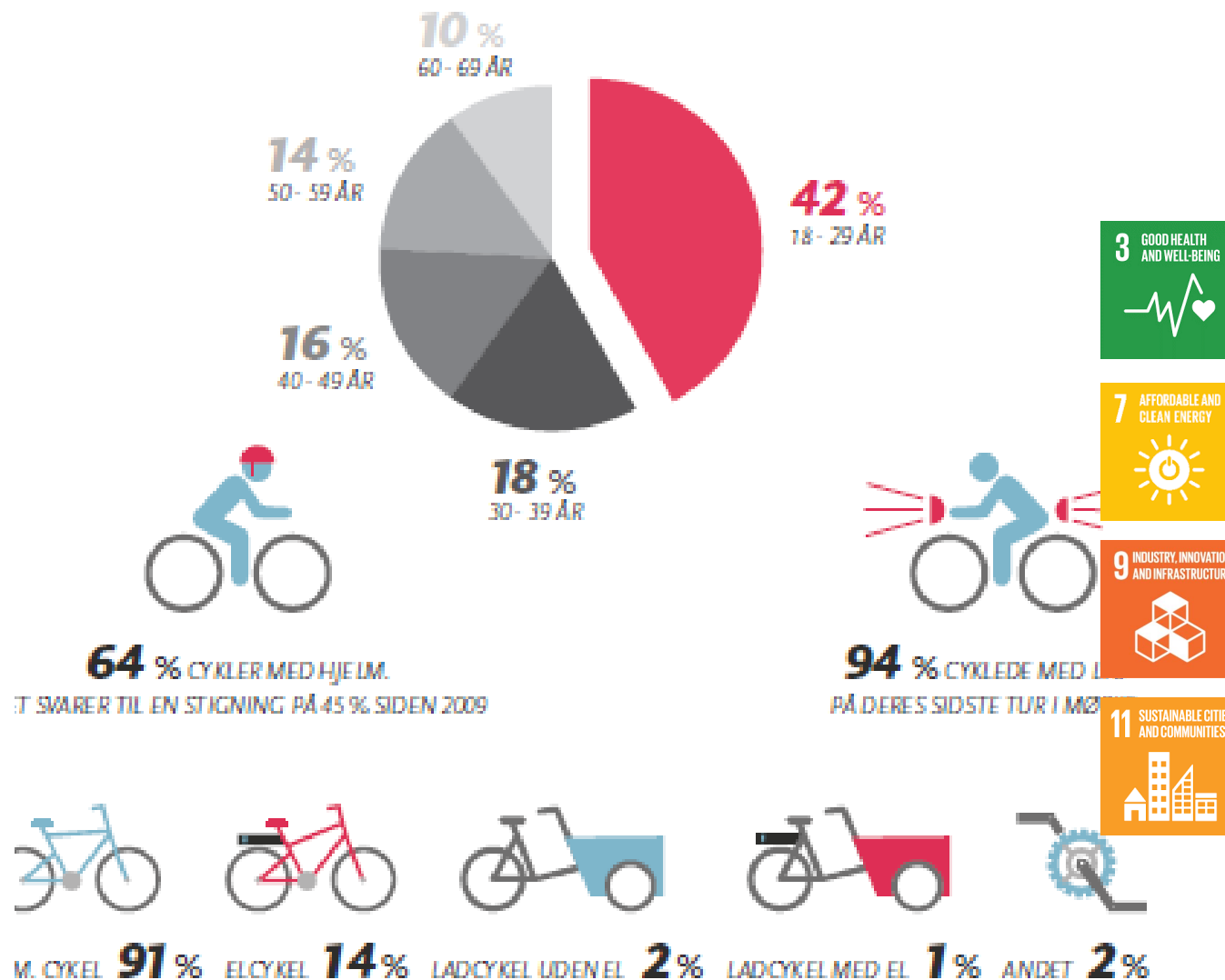
Since 2009 the City of Aarhus has biannually collected data on a broad range of cycling indicators to benchmark how they were doing – both in regards to their own goals and in relation to other cities. They are approaching the end of their strategy periode.

### 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

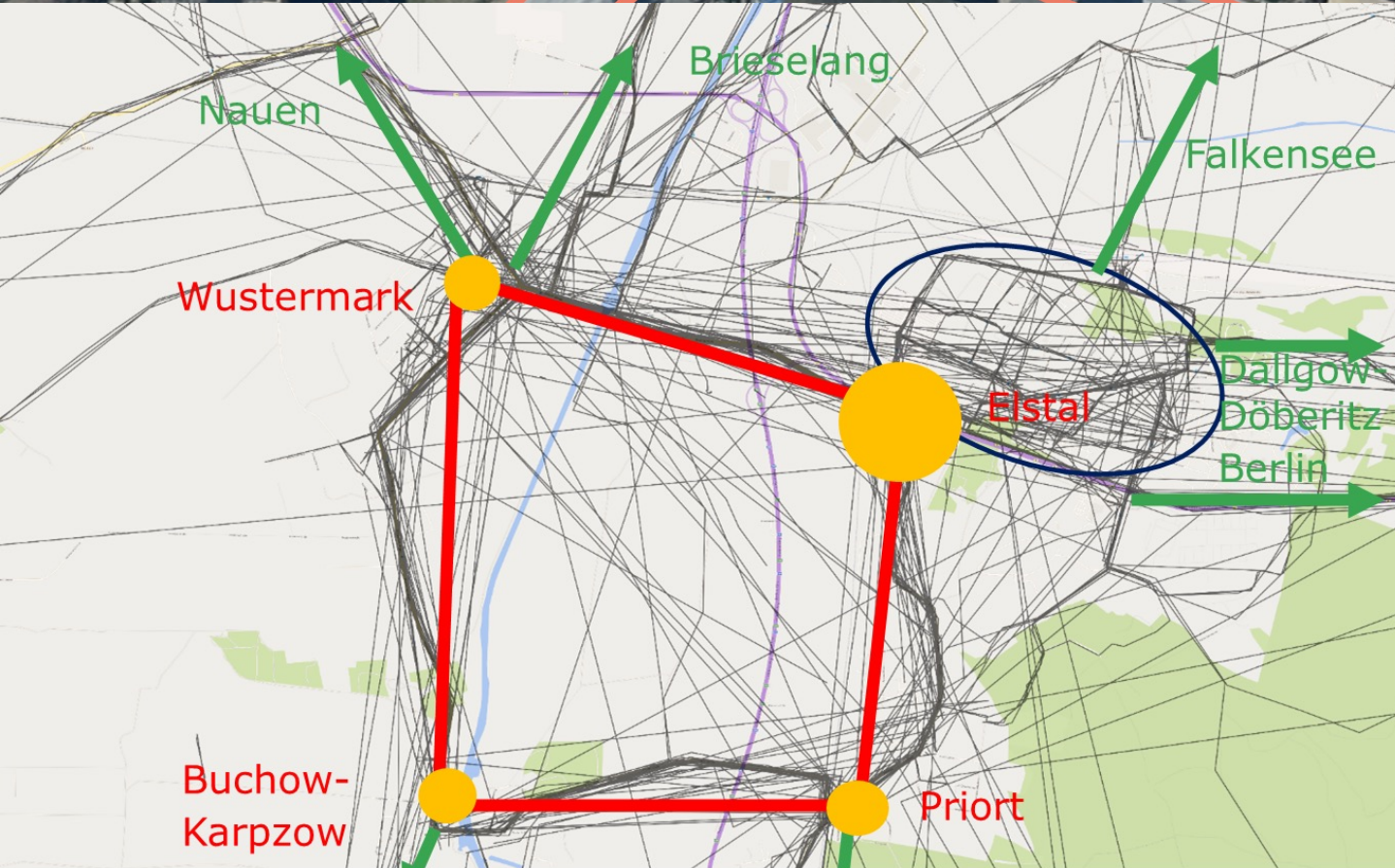
- The bicycle account was presented and accepted by the local politicians and will serve as starting point when the city set targets and develops new goals for cycling and mobility in the city.











# Cycling Concept Wustermark

- Description: The municipality of Wustermark, 15 km west of Berlin, is growing significantly not least by several commercial locations. By now passenger traffic has mainly relied on car. In order to create an attractive alternative, Ramboll has developed a comprehensive cycling concept.
- Project Manager: Torsten Perner (DE)
- Client: Wustermark municipality
- Scope:
  - Communication, participation and stakeholder management including online-campaign with maptionnaire
  - Network planning improving not only the connections in the municipality as well as to Berlin, Potsdam and Nauen
  - Redesign of selected streets and intersections
- Delivery period: 01/2020-07/2021
- Ramboll Business Units: Ramboll DE, SE, RMC



# TRAFFIC SAFETY STUDY ON TWO WAY CYCLING ON ONE WAY STREET

## CHALLENGE

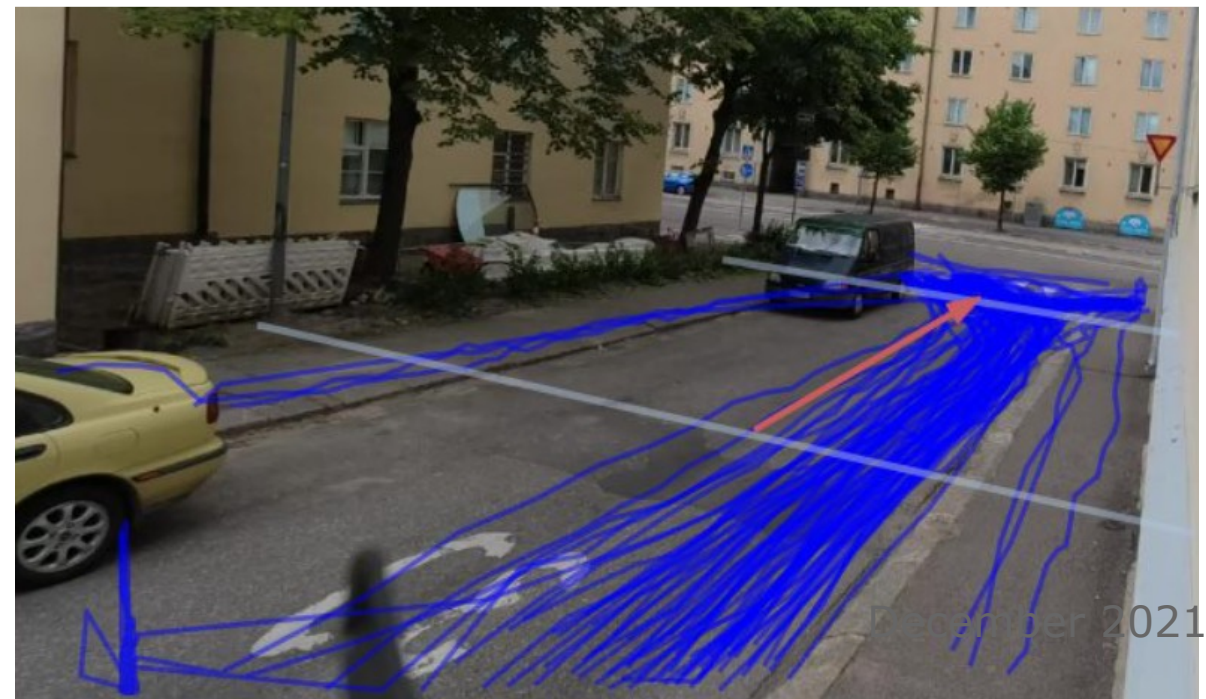
Allowing two way cycling on one way street has recently been added to Finnish legislation. There is very limited data and information available on this traffic solution. One of the key questions was; is the bicycle lane needed in the beginning and in the end of the segment?

## WHAT WE DID

Ramboll used the machine vision to survey and visualize the use of the recently added traffic solution before and after marking the bicycle lane. We could determine the car drivers and cyclists driving and riding position, moving directions and possible safety problems.

## EFFECT

The survey will help to understand people's behaviour on street and planning the safe solutions. The results will help to determine the right solutions in the street planning manuals.



December 2021





**Deutschland  
per Rad  
entdecken**

**Zeit nehmen und genießen**

Auf einer Radreise zählen nicht die Kilometer, sondern die Erfahrungen. Der Wegesrand lädt ein zum Rasten und Erleben. Nehmen Sie sich die Zeit. I... mehr!



**ALPEN-SPEZIAL**  
RADREISEN MIT  
GIPFELPANORAMA

**RADREGIONEN**  
VIELFALT FÜR DIE  
GANZE FAMILIE

**FLUSSRADWEGE**  
ZUM EINSTEIGEN  
UND GENIESSEN



Editorial

## Deutschland per Rad neu entdecken

**R**ad fahren ist ein Stück Freiheit: Landschaften ziehen vorbei, der Horizont verschiebt sich, der Wind weht das Haar, Sie atmen ein und auf. Eine Radreise kann direkt vor der Haustür beginnen, in benachbarte Bundesländer oder unbekannte Regionen führen. Deutschland ist ein vielfältiges Radreiseland, das zu Erkundungen einlädt. Und das machen immer mehr Menschen – ein positiver Effekt der Corona-Zeit. Rad fahren ist gesund und ermöglicht einen entspannten Urlaub im eigenen Land. Wenn Sie sich nach Einfachheit sehnen, fahren Sie Rad! Kaum eine Freizeitbeschäftigung ist so leicht und lässt sich so gut den persönlichen Bedürfnissen anpassen. Deshalb werden immer mehr Menschen auf die Pedale oder machen ihr Rad wieder fit für Ausflüge und Reisen. Die abwechslungsreichen Landschaften Deutschlands warten darauf, von Ihnen mit dem Rad entdeckt zu werden. Über 250 Radfernwege und eine Vielzahl regionaler Routen weisen Ihnen dazu den Weg. Unser Magazin hilft Ihnen bei Auswahl und Planung. Und zwar nicht nur für Touren auf bekannten Routen. In dieser Ausgabe lernen Sie auch andere Seiten von Deutschland kennen. Wir stellen Ihnen Routen und Regionen abseits der Klassiker oder der bekannten Pfade vor. Wie immer ergänzen praktische Hinweise jede Beschreibung. Plakativ zeigen fesselnde Charakteristika der Routen und Regionen zusammen und die ausklappbare Übersichtskarte hilft bei der Orientierung.

Erstmals haben wir diese Ausgabe nach Themen sortiert. So finden Sie das passende Angebot für jeden Geschmack. Neben Flussradwegen, Radregionen und Themenrouten präsentieren sich auch einzelne Bundesländer und Städte mit fahrradfreundlicher „Ankündigung aus Grüne“. Alle Informationen erhalten Sie auch in unserem E-Paper und auf unserer Internetseite.

Genug der Vorrede. Auf geht's ins Radreiseland Deutschland.  
Wir wünschen gute Fahrt!

Ausklappkarte für Übersichtskarte

82

## Ramboll Transport

# Bicycle tourism in Germany

- Description: Cycling tourism has been booming in Germany over the past 10 years. The Road Directorate in Denmark wanted to learn more about what is being done in Germany and look into what could potentially be implemented in Denmark and asked us to map cycling tourism in Germany – how is cycling tourism organized, which stakeholders are involved, who are the cycling tourists and what do they want.
- Project Manager: Marianne Weinreich (DK)
- Client: The Road Directorate
- Scope:
  - Desk research
  - Interviews
  - Report
- Delivery period: 10/2022-12/2022
- Ramboll Business Units: Ramboll DK & DE





# International benchmark of knowledge and innovation in cycling for City of Copenhagen

## The challenge

Cycling is decreasing in Denmark. City of Copenhagen wanted us to do an international benchmark of knowledge and innovation in cycling area. The benchmark cover 4 areas:

1. Cycle data
2. Academic research
3. Europeans knowledge centres for cycling
4. Innovative cycling solutions
  - Infrastructure solutions
  - Mobility services with a focus on cycling
  - Tools and methods for planning for cycling

## Our approach

Our international team interviewed planners, academic researchers and collected over 300 innovative solutions from our international network.

## The result

Benchmark report with results and a inspiration catalogue with 100 cycling innovations.





# Potentials and barriers for city logistics by bicycle

## **The Challenge**

Business cases and benchmarking for delivering parcels by cargo bikes.

## **Our approach**

Desktop research, stakeholder interviews and analysis of parcel delivery data from a parcel distributor company.

## **The result**

Increased knowledge and public awareness of potentials and barriers for parcel distribution by cargo bike.