

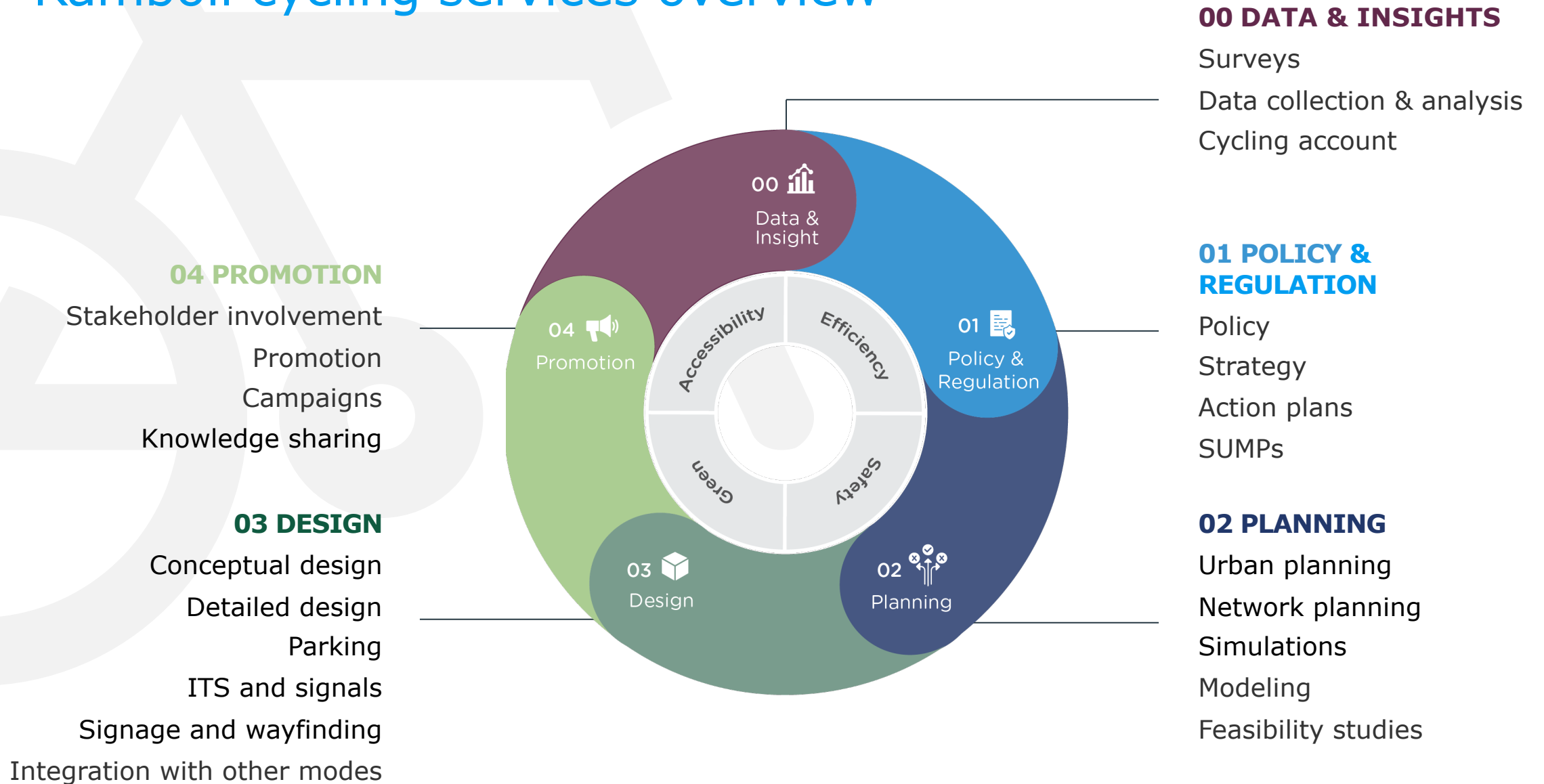


RAMBOLL

Bright ideas.
Sustainable change.

Planning and designing for cycling

Ramboll cycling services overview



04 Promote

References

04 Promote

Build it and they will come – but this is not enough.

Often the barrier for changing a habit is the 15 cm between our ears.

To **normalize cycling** we need to promote cycling as a normal **everyday activity that everybody can do** regardless of gender, style, age or income.

Often communication is not enough – having people **try it out** very important key to behavior change.

Examples of services Ramboll offer for this phase are:

- Citizen involvement
- Branding campaigns
- Behavior change measures and activities



Active travel to work

Oslo, Norway

Challenge

An increase in bicycle share during the pandemic and a new everyday life back in the office has led to more people being active to and from their workplaces. Cycling has become the new normal where more people cycle all year round. The pressure on each employer to facilitate and make it easy for their employees to continue being active has therefore increased.

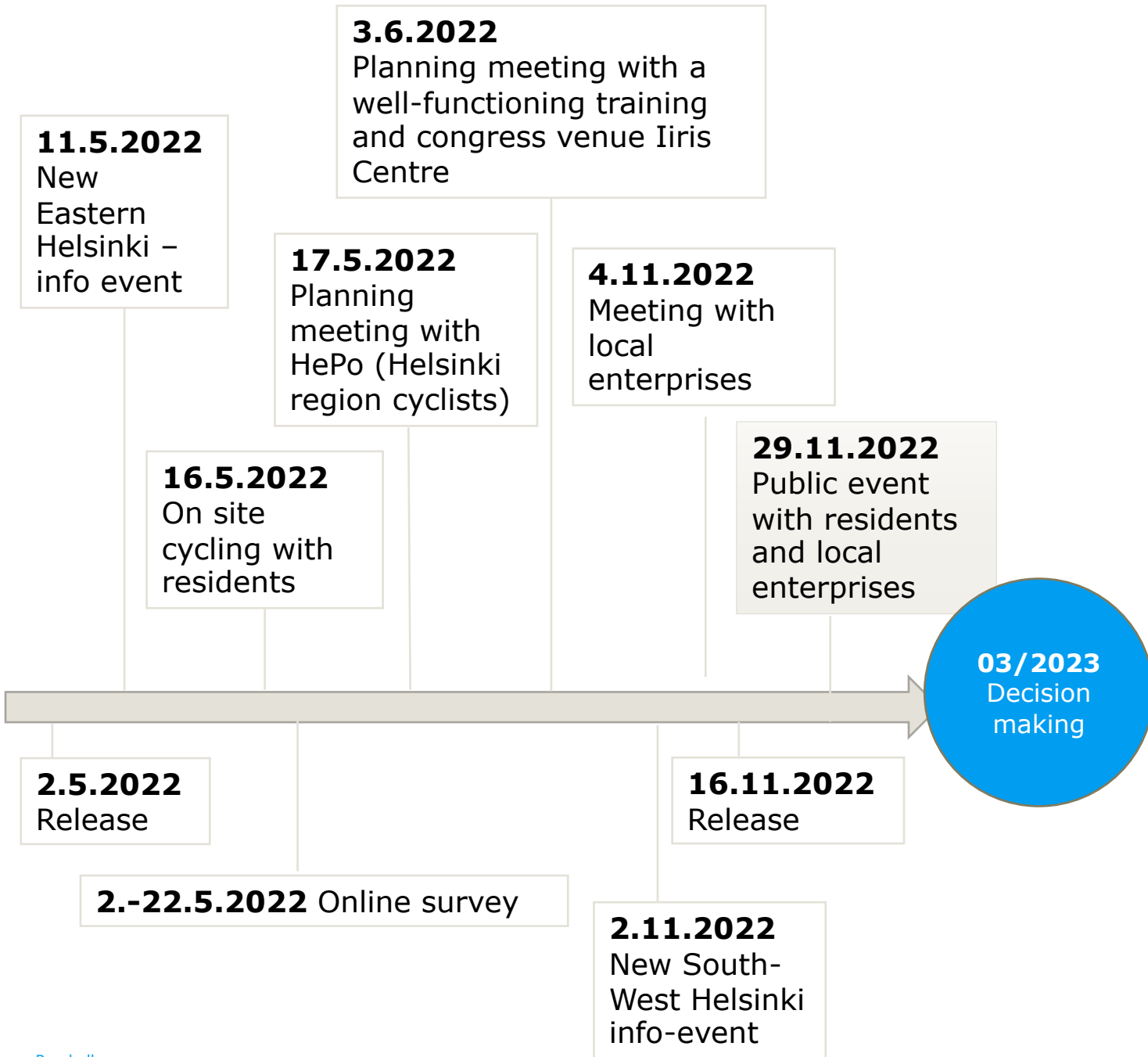
What we did

Rambøll carried out a large survey of how well many of the municipality's workplaces are adapted for active work travel. The survey includes a travel habits survey of the employees as well as a physical inspection of the workplaces. Based on the survey, Rambøll has subsequently recommended measures.

Effect

The insight from this survey and the measures proposed will help workplaces to prioritize and implement measures so that more people can choose to be active to and from work.





Communication plan of Eastern bicycle highway in Helsinki

The Challenge

Bicycle highway will require space re-allocation and the public acceptance can be a challenge

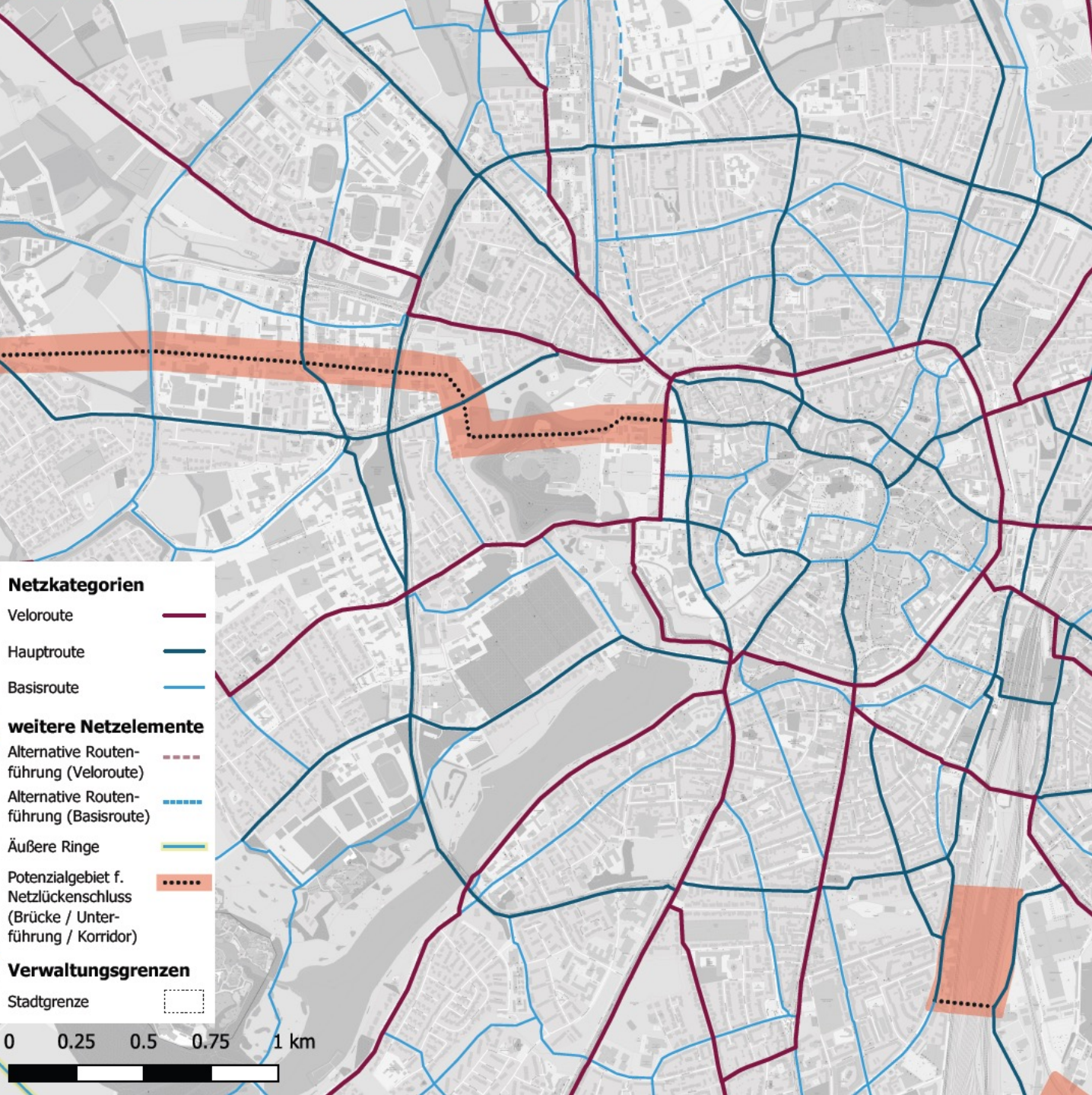
Our approach

Together with the city of Helsinki, we planned the communication throughout the planning process. Acceptance can be improved with careful communication with all the relevant stakeholders, residents, NGO's, shop owners etc.

The result

The city of Helsinki and Ramboll carried out a relatively large set of communication. The communication resulted in a way that the plan was improved. The whole route was changed from the initial corridor to a new one.

Bicycle Network 2.0 Münster



- Description: The City of Münster (315,000 inh) has one of the highest modal shares of cycling in Germany (40% of all trips). To further increase this share and to improve conditions for cycling a coherent and hierarchic network of cycling infrastructure has been developed.
- Project Manager: Torsten Perner (DE)
- Client: Münster municipality
- Scope:
 - Macroscopic simulation of bicycle traffic with Brutus
 - Network planning
 - Communication, participation and stakeholder management including a tracking campaign
 - Redesign of selected streets and intersections
- Delivery period: 08/2020-06/2023
- Ramboll Business Units: Ramboll DE, DK, SE, FI