

An aerial, blue-tinted photograph of a busy city square in Copenhagen. The square is filled with people walking and a large number of bicycles parked in a designated area. In the background, there are multi-story buildings and a street with a bus and a car. The overall scene is vibrant and urban.

It is not about the bike

- Cycling in Copenhagen with an international twist

Andreas Røhl

Associate, Gehl Architects,
Bern, June 2016

Andreas

City of Copenhagen

- Director of the bicycle programme 2007-2015
- Director of Mobility & Urban Space 2014-2015

Urban Systems, Vancouver 2012

(On leave from the City of Copenhagen)

Now with Gehl Architects



Bern and Copenhagen, this we have
in common :

- Political ambition on taking cycling to a new level
- Sudden influx of projects
- Sudden influx of attention
- Not everything is perfect...



Content

- Introduction
- The “why cycling”
- The “how cycling”
- Q & A



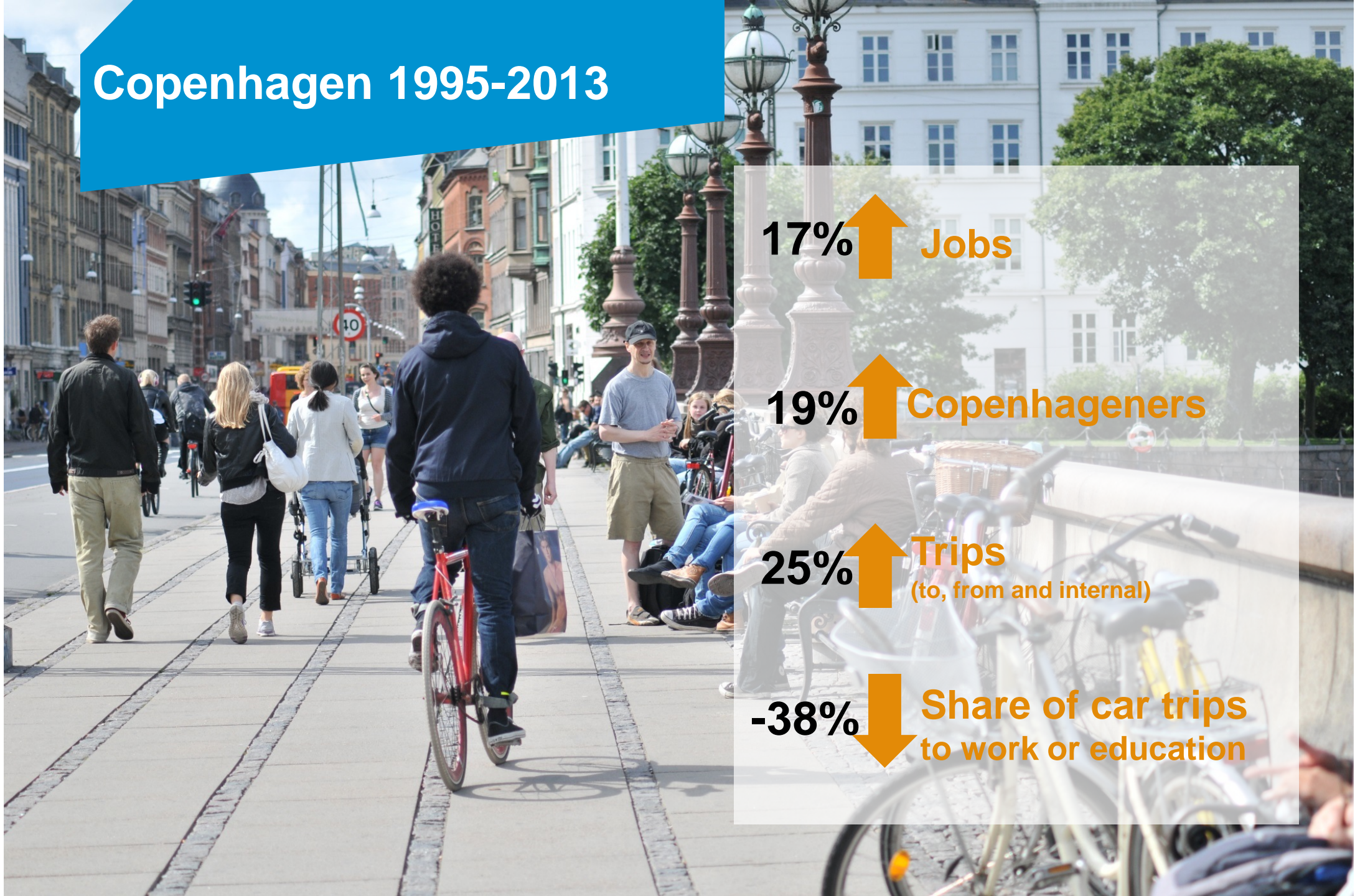
Copenhagen 1995-2013

17% ↑ Jobs

19% ↑ Copenhageners

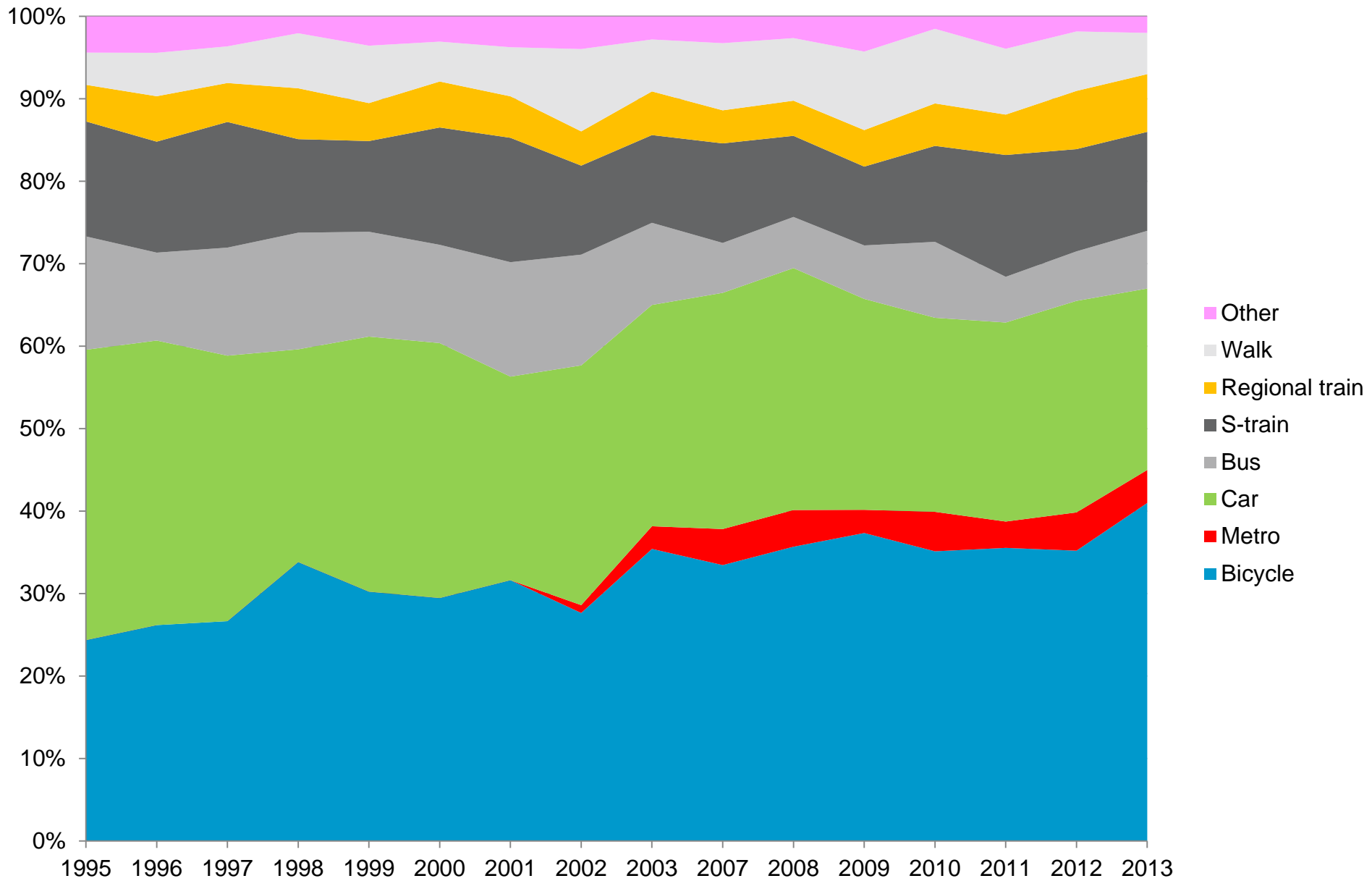
25% ↑ Trips
(to, from and internal)

-38% ↓ Share of car trips
to work or education

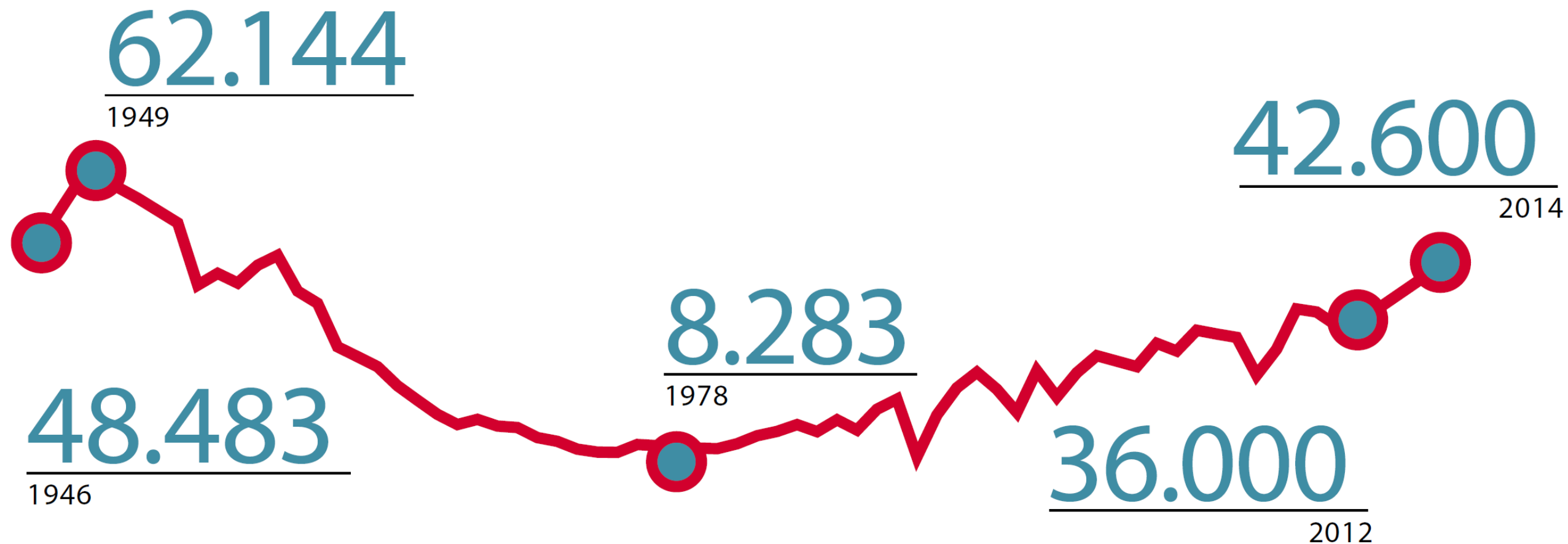




Primary mode of transport for trips to work or education in the City of Copenhagen (notice 2004-2006 is not included)



Nørrebrogade, Copenhagen by Queen Louise Bridge 1946-2014,
number of bicycles, weekday



Bicycle lanes were introduced in 1982,
Nørrebrogade has 6,000 vehicles per weekday as of 2013



1930-1950's



1970's



1980's



00's



Today

Seville – Fast flexible imperfection

Biketrips on a workday:

- From just over 6,000 to now more than 70,000.

Modal split:

- Approximately 1% a decade ago, before the cycling network was implemented.
- Now (2013) 6% of all trips made by bike (9% if walking trips not included).

Seville: City-wide cycling network implemented 2003-2005 (80 km), combined with bikeshare system



Photo: Peter Walker, The Guardian

Melbourne

- cycling as part of urban renewal

4% -> 17%

Bicycles as a percentage of vehicles coming into the central city in the morning peak has grown from 4 per cent in 2006, to 17 per cent in 2015.



Swanston St. , photo: www.bicyclenetwork.com.au

Melbourne, Australia 1994 - The “donut-city”



Swanston Street- before



Swanston Street- after

A photograph of a busy pedestrian street at night. The street is lined with cafes and shops, with signs for 'Leistra Shop', 'France', 'BOUTIQUE ET CAFE FRANÇAIS', 'TIVOLI ARCADE', and 'ATELIER'. People are walking along the sidewalk, and the scene is illuminated by streetlights and cafe lights. A blue circle in the top left corner contains the word 'Today'.

Today

- when it comes to street life and
ambience Melbourne has by now a distinct touch
of – say – PARIS!

Why?

Why cycling?

Too good to be true – or just boring...

Less congestion

Better local environment

Less CO2 emission

Improved health

Urban life

Equal access to mobility

Better learning ability

A mean to an end, not a goal in it self



The bottom line

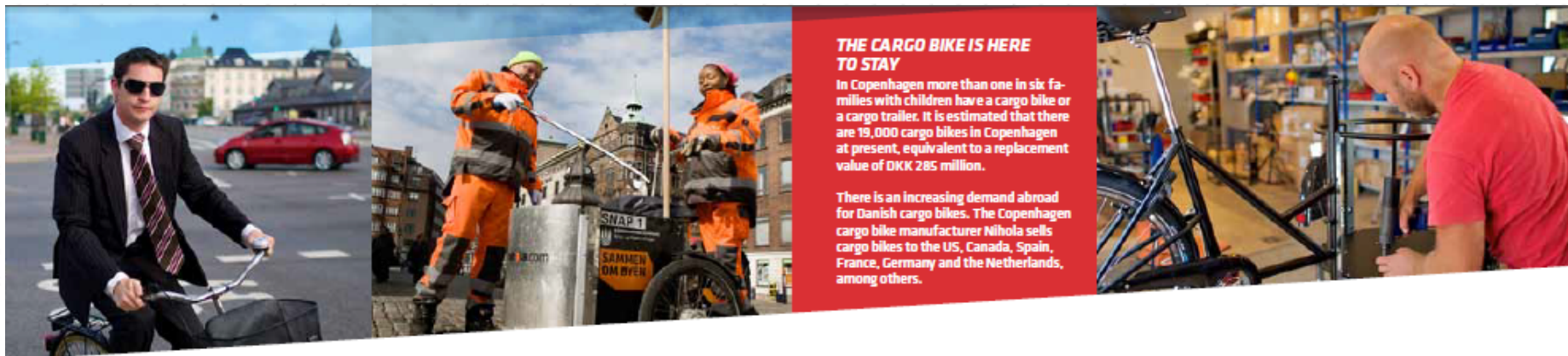
In Copenhagen:

CHF 0,40: Gain to society per cycled kilometre.

CHF 0,59: Gain to society per kilometre transferred from car to bicycle in rush hour traffic

– Cowi A/S / Incentive & City of Copenhagen, 2009/2015 (2014 prices)





THE CARGO BIKE IS HERE TO STAY

In Copenhagen more than one in six families with children have a cargo bike or a cargo trailer. It is estimated that there are 19,000 cargo bikes in Copenhagen at present, equivalent to a replacement value of DKK 285 million.

There is an increasing demand abroad for Danish cargo bikes. The Copenhagen cargo bike manufacturer Nihola sells cargo bikes to the US, Canada, Spain, France, Germany and the Netherlands, among others.

CONTRIBUTION TO GREEN GROWTH

The large proportion of bicycle traffic in Copenhagen does not merely constitute a direct socio-economic benefit; there are secondary benefits as well. Many businesses are engaged in selling and producing bicycles and many firms enjoy increased staff mobility due to cycling.

— BICYCLE SALES

There are 309 businesses selling and repairing bicycles registered in Greater Copenhagen, including 267 bicycle shops, 22 wholesale bicycle dealers and 20 firms

that design and sell bicycles. These firms generate 650 full time jobs and a total estimated annual turnover of DKK 1.3 billion.

Add to this other firms such as bicycle rental firms, pedicabs, bike messengers and firms whose employees cycle during working hours such as postmen, police and home carers. Finally, an increasing number of firms are purchasing staff bicycles for use on the job.

Cycling infrastructure investments are the basis of Copenhagen cycling and the reason that Copenhagen citizens and businesses can enjoy all the benefits of urban cycling. Commuters save time, bike messengers, mobile coffee bicycles, Post Danmark, and many others save on costs thereby making it possible to give their customers a better product, and employees can get to and from external meetings without having to worry about traffic.

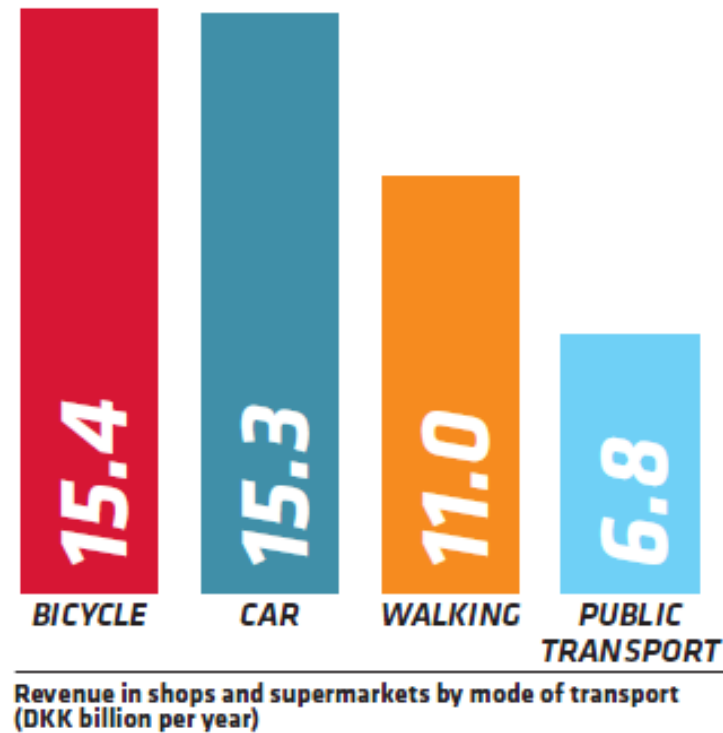
— COPENHAGEN, CITY OF CYCLISTS – A VALUABLE BRAND

Copenhagen is not the world's best cycling city yet, but we rank among the world's best. Our excellent cycling conditions have generated attention abroad and are an effective tool for marketing Copenha-

gen as a modern, healthy and attractive metropolis. Time Magazine, for example, rated Copenhagen as the world's fifth most attractive tourist attraction in 2010 partly due to excellent cycling conditions. Similarly, in both 2009 and 2010 the American lifestyle magazine Monocle elected Copenhagen as the world's second most livable city, citing the city's bicycle culture as one of the reasons.

It is difficult to assign a precise economic value to Copenhagen's leading position when it comes to cycling, but it is estimated that the city's strong branding as a bicycle-friendly city has a positive impact on attracting international conferences, highly educated new arrivals and hotel guests.

When only looking at shops at street level in Copenhagen, customers arriving by bicycle spend 2 billion €/year. More than any other mode of transport.



Total revenue per year, Billion DKK (malls excluded)

Figures / numbers done by Incentive on behalf of City of Copenhagen

Cycling and Shopping

Bremerholm Street

Before: One way traffic for cars and bikes.

After: Two way traffic for bikes, one way traffic for cars

Result: More than 3.500.000 potential extra customers through the street since July 2013

Yet no shop owner ever asked for it to be 2-way for bikes...



”We saw the numbers from the City on how much people on bikes do spend when shopping. That made us start improving our cycling facilities”

”Good cycling facilities also matches our green profile”

Arjang Farhadpour, project developer, Lidl, Copenhagen





Potential Bern angles

- Tourism (Hotels, cycle tourists)
- Chauffeuring/Kids and parents
- Encourage shopping locally
- Attracting talent
- Etc.

How?

Infrastructure

Other stuff

And a bit on "how not to" learned in Copenhagen



Copenhagen approach:

Nothing special

- Just a means of transport in its own right

Infrastructure

- Copenhagen approach

- Comfortable
- Complete
- Convenient
- Pragmatism
- Part of overall planning



*“We are making a new and better cycle track.
Sorry for the inconvenience”*



In the end it is all about...
Access to destinations





ROVERKOB

9A Glostrup St.

movia 1321
WV 92 332

PROFILVO





STOF
2000

P
30 min
9-16
(9-15)

MERCO

MERCO
HESP

FIROKANO

AG 38 459

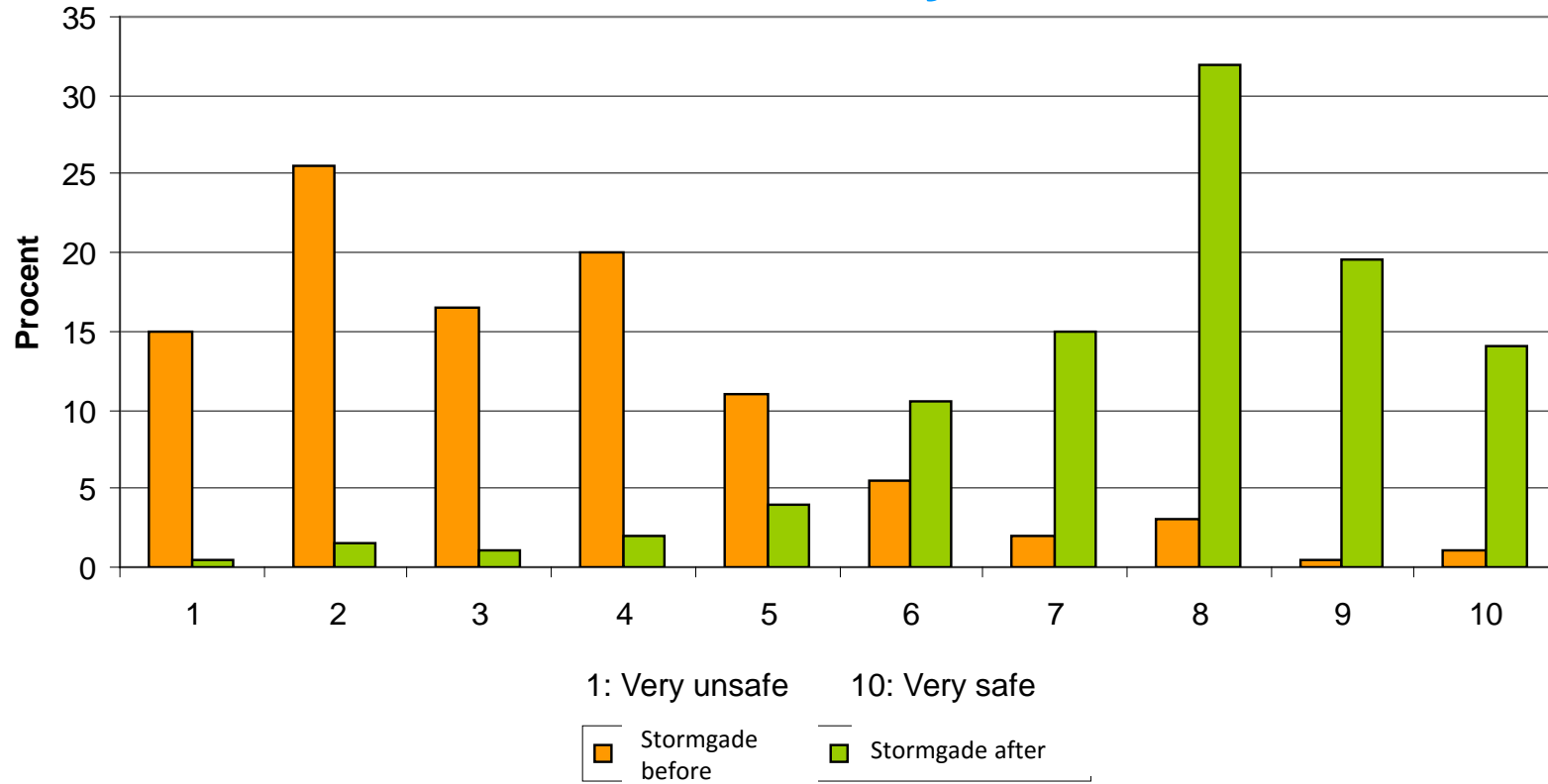
AR 58 171

AMISER & BLADE
NETTO
NETTO



Cycle track Stormgade

Stormgade: Perceived safety - before and after the cycle track



Quotes from the evaluation:

”Fantastic with the cycle track. Without it I could not cycle back and forth.”

”Very satisfied with the cycle track in Stormgade. Please more:0) ”

”Cycle tracks ARE necessary!”

Something has to give...

“Strædet”
before



“Strædet”
After



What's the story...

Maybe a deck chair in the sun. As opposed to technical details on 'what'. Not only 'kroner'.





But here we forgot!

And measure and design for 'synergy effects'

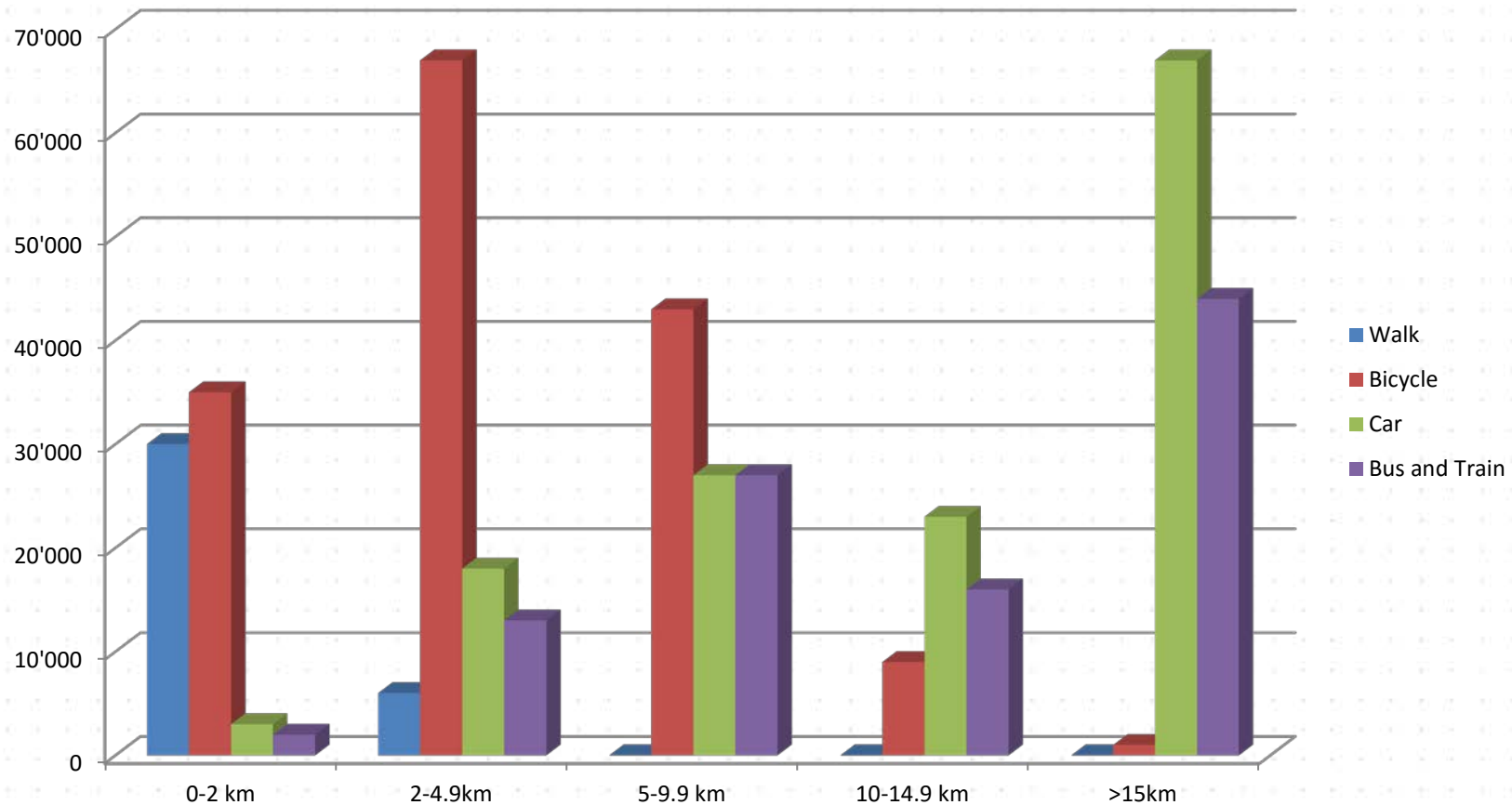
- Reduced cycling on pavements
- Fewer surprises for motorists
- Etc.



Part of overall planning
- developers...

...and density

Trips to work in Copenhagen – Mode of transport by distance



Other stuff...
- Copenhagen approach



Estimated change in cycle traffic volumes for different actions

(Trivector 2009)

Type of bicycle promotion	Increase in number of bike journeys on the facility	Overall increase in bicycle traffic in the corridor	Overall decrease in car journeys in the corridor
Extensive bicycle traffic Programme (bike lanes, parking, campaigns, etc)	Medium (10-35%)	Medium (10-35%)	Substantial (5-20%)
Individual separated facility (cycle track or cycle lane)	Significant/Huge (10-300%)	Small (1-5%)	Hardly any (0-2%)
Individual cycle lane, no buffer	Small (5%)	Hardly any (0-2%)	Hardly any (0-2%)
Information about bicycle routes	Large (100%)	Small (1-5%)	Hardly any (0-1%)
Road sign / road markings	Large (100%)	Small (0-2%)	Hardly any (0-2%)

Measure and design for creating strategic partnerships

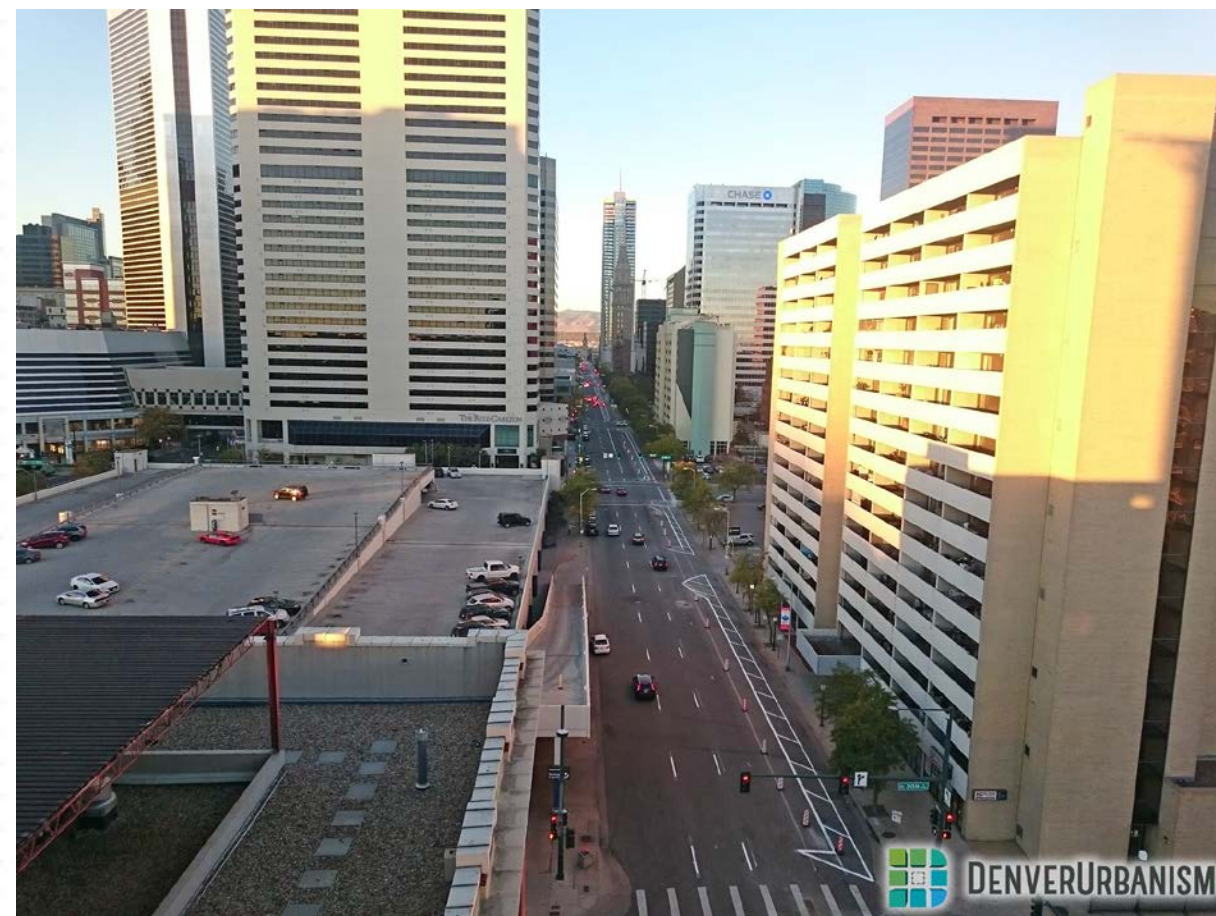
- Health sector
- Schools/education
- Retail sector
- Tourism
- etc.



Business-community

“The number one thing they [companies] want is bikelanes. 10 years ago we newer would have thought that walkability or bikelanes would be economic development tools”

Tami Door, President, Downtown Denver Partnership inc. in “Denver Business Journal”



And stay on
message...
Whether
evaluations,
pictures...





Infrastructure...



Maintenance & operations



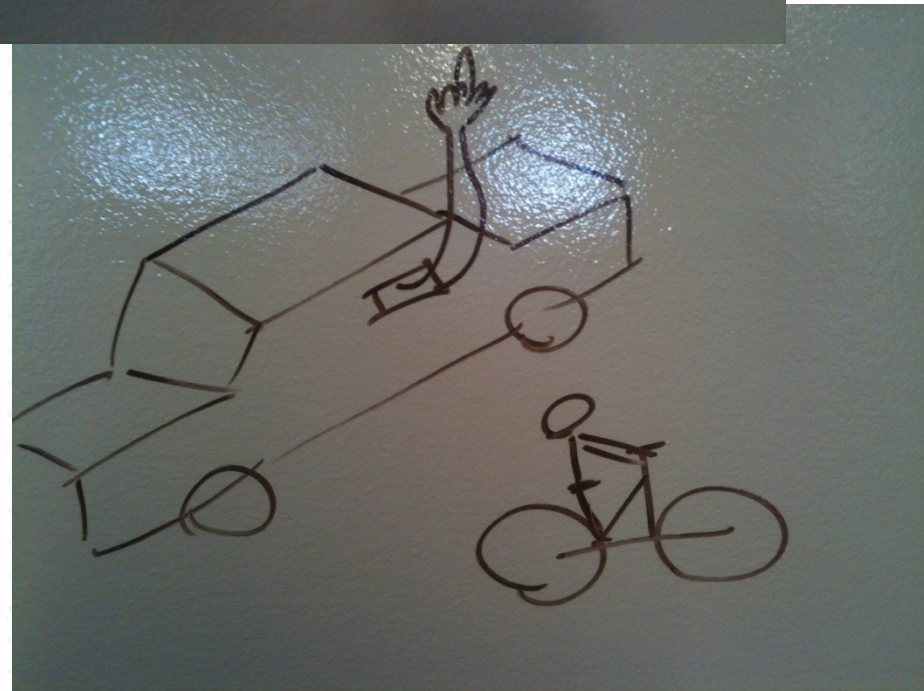
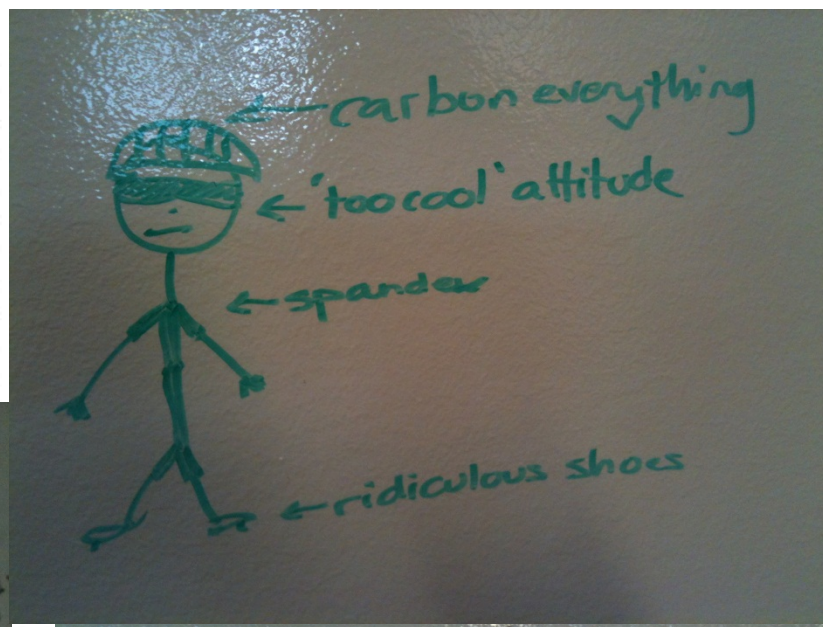
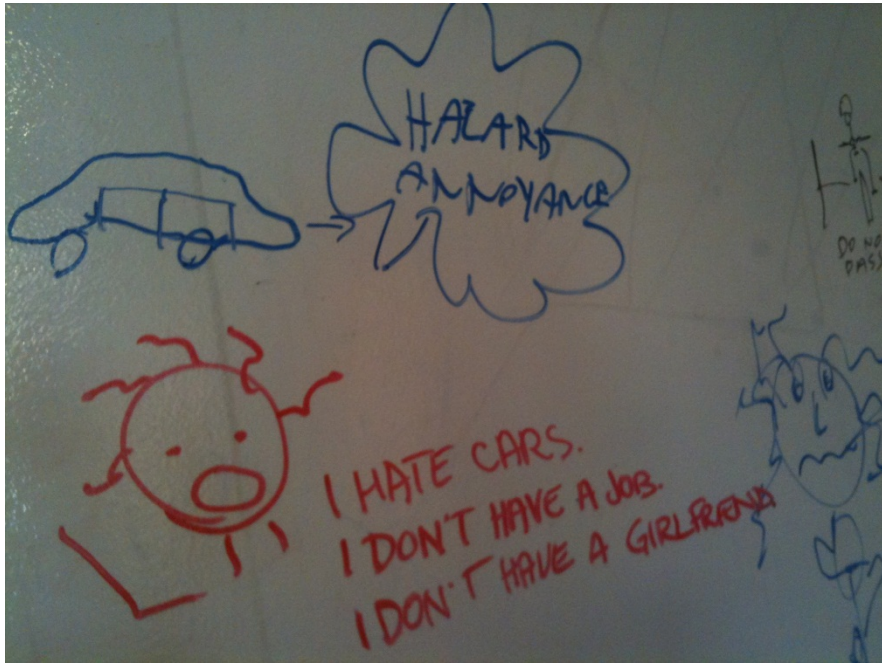
Or campaigns

'Good karma' raids

www.vimeo.com/ibikecph



And remember:
Plan the documentation early





No cyclists, just people





Denmark and Schweiz:

BUILDING BETTER LIVES WITH CYCLING WITHOUT AGE

THE RIGHT TO WIND IN YOUR HAIR

RECONNECTING WITH SOCIETY



Pilots

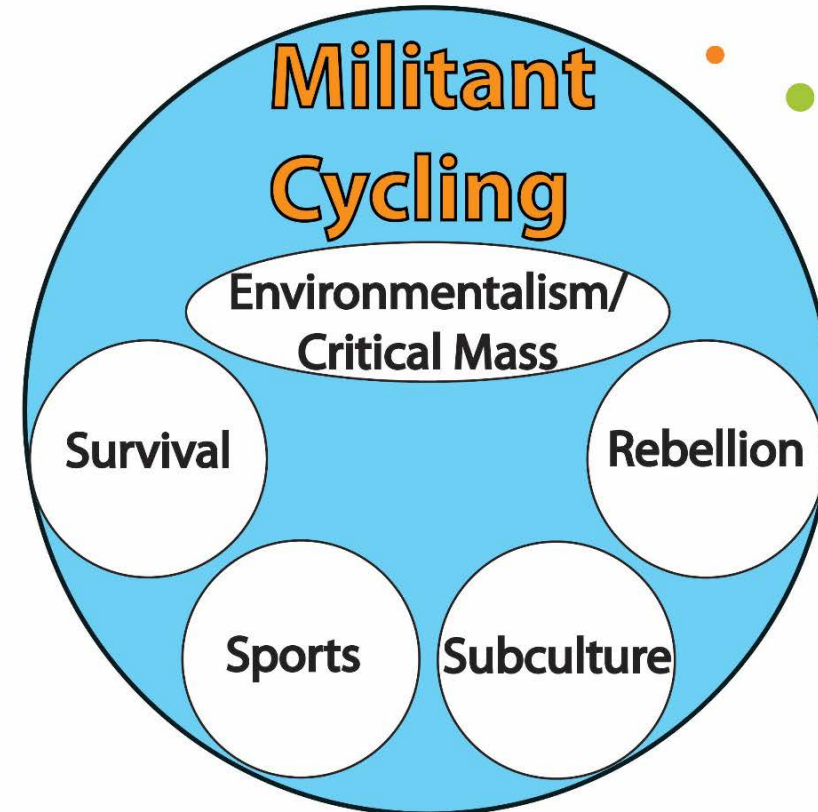
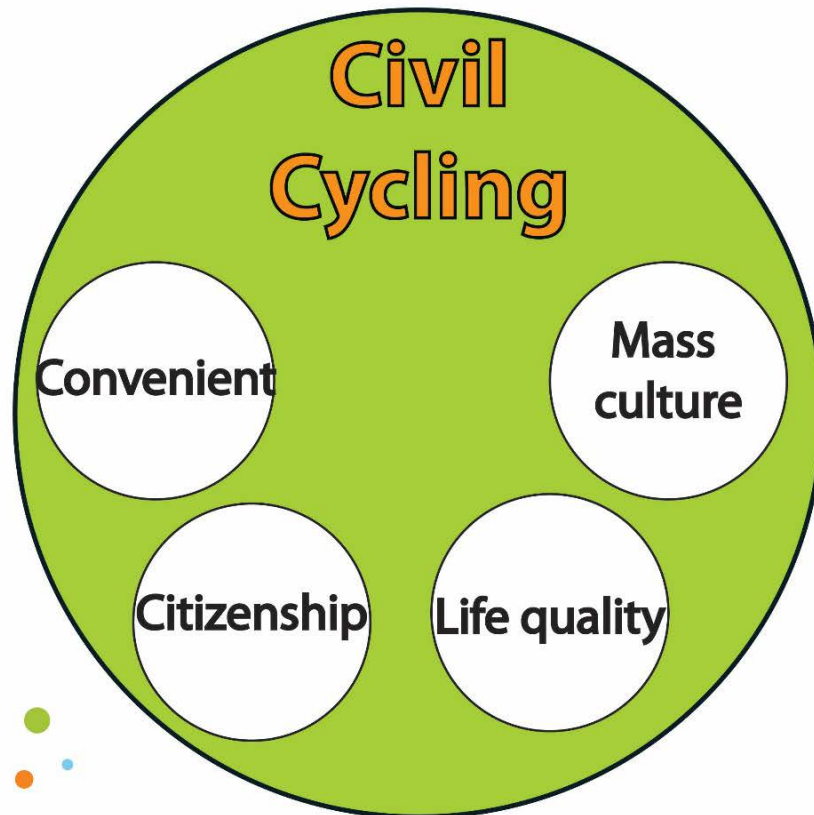
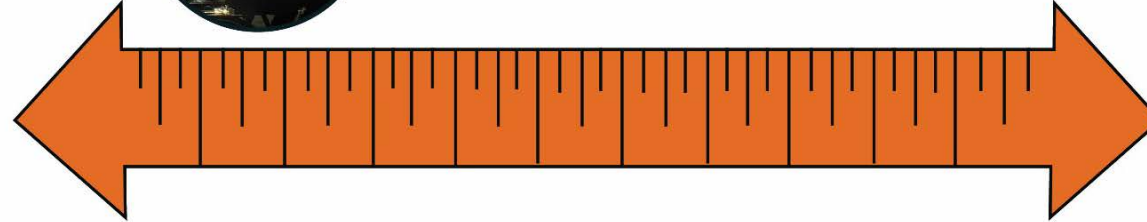


Personnel

Passengers



'You can tell me'





Thank you

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4 things to remember

If Copenhagen had to start all over again...

Remember the organization

Programme management:

The overall management of a series of related, ongoing projects within an organization. Taken together, those related projects make up a program.

If your company is launching a new product, for example, a series of projects are likely occurring in different areas of the company, including engineering, sales, marketing, and distribution, to name a few. Managing all of those projects effectively toward a common goal or business objective is program management. A team [...] may be set up to manage the overall program.

<http://www.pcubed.com/services/glossary.program#sthash.7jjiD4ZU.dpuf>

Target the effort

- Demographics
- Partners
- Corridors/streets/spaces



Focused campaign at schools

Odense, Denmark:

Kids kids kids – now 78 % of kids cycle or walk to





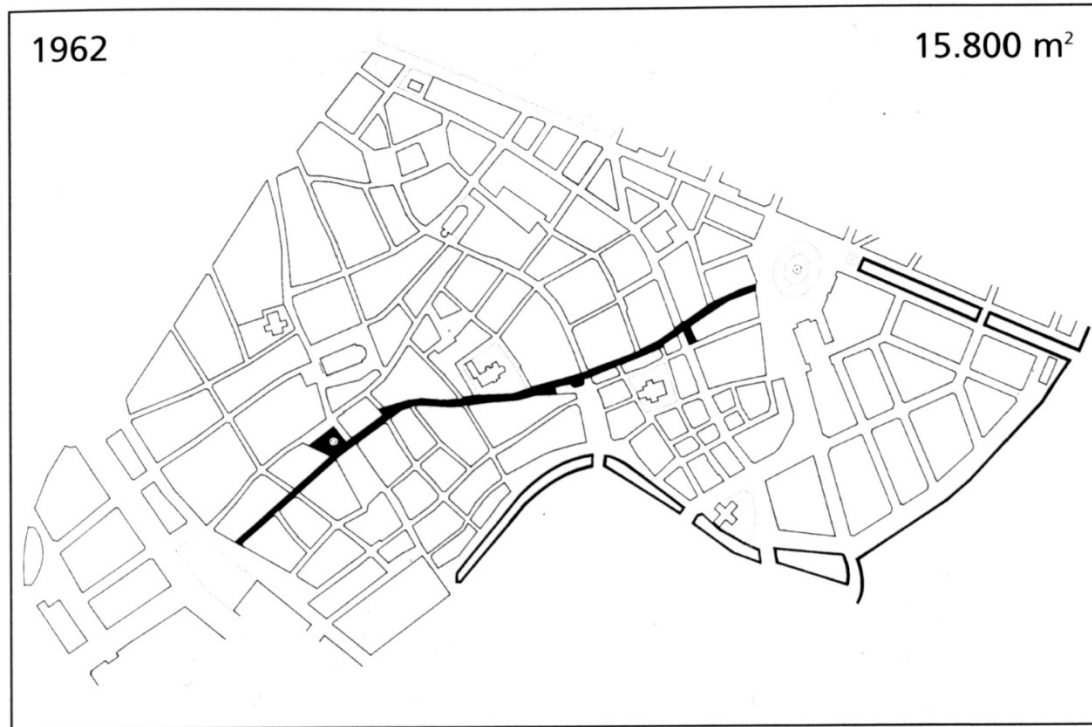
All the way from A to B
- even where it hurts

Cycle track Stormgade

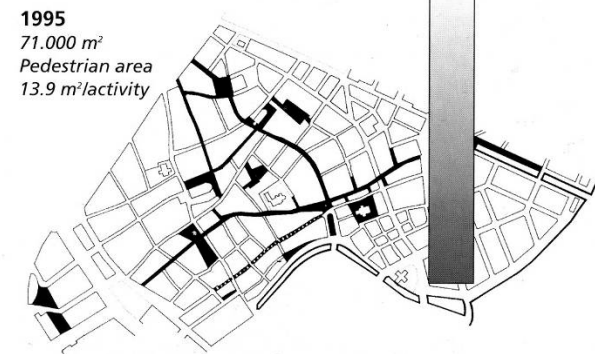
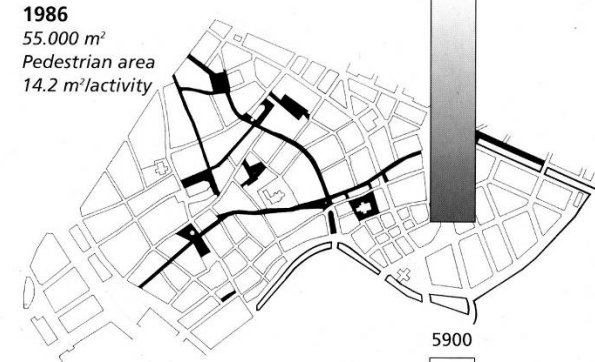
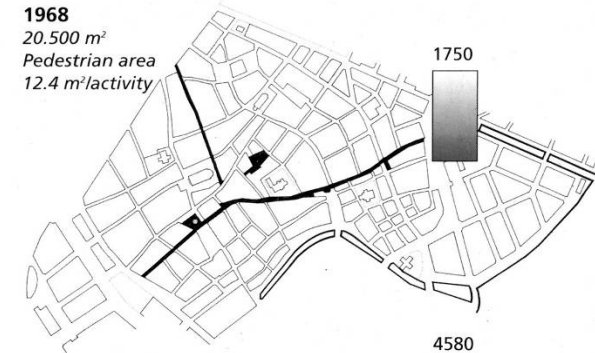


It can be done

Find the data, tell the story



”Strøget”, Copenhagen



Average number of people engaged in stationary activities throughout the city center at any time between 12⁰⁰ and 16⁰⁰ on summer days in 1968, 1986 and 1995.

They said it cannot be done

“Strøget” before 1962

The shops will die!
The climate is wrong!
It is not our culture!



“Strøget” today

The shops had a great time!
80.000 people per 24 hours in the summer





The climate is not such a great problem

To summarize:

- Remember the organization
- Target the effort
- All the way from A to B – even where it hurts
- It can be done – find the data, tell the story



Thank you

Andreas.rohl@gehlarchitects.dk