Communicating the potential of cycling

Region Stockholm’s Bicycle Office
sll.se/cykelkansliet
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Population projections:

- 2015: 2,231,000
- 2030: 2,850,000
- 2050: 3,388,000
VISION
The most attractive metropolitan region in Europe

GOALS
An accessible region with a good living environment

TARGETS
1. At least 22,000 homes need to be added annually.
2. Public transport travel times between regional cores and to Arlanda Airport shall be competitive with travel times by car.
3. The percentage of the county's residents who experience problems with traffic noise and poor air quality shall not increase.
4. At least 95% of new buildings shall be in the areas designated as regionally prioritised built-environment locations.

REGIONAL PRIORITIES
- Increasing the housing stock and creating attractive living environments.
- Steering development towards a transport-efficient society.

GOALS
An open, equal and inclusive region

TARGETS
1. The differences in average life expectancy between socio-economic groups and municipalities in the county shall decrease and average life expectancy shall increase for everyone.
2. The employment rate for the population aged between 20 and 64 needs to be well over 80% and the gap between those born in Sweden and those born abroad will decrease.
3. The percentage of pupils with an upper-secondary school qualification within three years shall exceed 80% and difference between pupils in the country's various municipalities shall decrease.
4. The percentage who trust their neighbours shall increase and the effect of insecurity on quality of life and the residents' exposure to violent crime shall decrease.

REGIONAL PRIORITIES
- Capitalising on skills and facilitating matching three to labour market requirements.
- Strengthening the conditions for all children and youths to progress into higher education and work.

GOALS
A leading growth and knowledge region

TARGETS
1. The percentage of employees with higher education, or employed in knowledge-intensive professions, shall be at least 55% per cent, for both men and women.
2. The number of start-ups shall increase to 19 per 1,000 inhabitants.
3. Private and public investment in research and development (R & D) shall amount to at least 4.5% of the gross regional product.
4. All resident and business and public sector operators shall have access to high-speed fixed and mobile internet connections.

REGIONAL PRIORITIES
- Strengthening strategic research corridors and innovation environments.
- Strengthening our international position via more start-ups, visas and increased international trade.

GOALS
A resource-efficient and resilient region with no climate-affecting emissions

TARGETS
1. Direct emissions of greenhouse gases shall be less than 1.5 tonnes per resident.
2. Total energy consumption in the Stockholm region shall be no more than 40 TWh.
3. The percentage of renewable energy shall be at least 25% per cent.
4. Greenhouse gas emissions from a consumer's perspective should be halved.
5. Public transport's percentage of motorised travel shall increase by 5 percentage points compared with today.
6. At least 70% per cent of all journeys within the county shall be made by foot, by bike or using a bicycle or public transport.
7. Bicycle travel's percentage of all travel in the county shall be 20% per cent according to the objective in the regional bicycle plan.
8. Food waste shall be halved by no more than 360 kilos per person and at least 60 per cent of this food waste included therein shall be recycled.

REGIONAL PRIORITIES
- Increasing electric powered passenger and freight transports.
- Developing attractive and climate and resource-efficient regional urban cores.
LAND USE MAP

The land use map for Stockholm County provides a collective view of the region’s future development up to 2050, with the urban structure, transport infrastructure, technical supply systems, the green structure, and so on.
A regional bike plan (to be revised 2019-2020)

- **Goal:**
  - From 7 to 20 percent by 2030
  - Regional bike network by 2030
- 26 municipalities
- National Road Administration
- Follow-up conference every year
- Studies of bike corridors
- Research studies
What is the potential for commuting by bike?
Potential for commuting by bike

- Interactive report online
- sll.se/cykelkansliet
- High potential for bike commuting

How long time does it take to bike to work?

Share of the working population in the Stockholm region that can bike to work within different timespans
Potential commuting by bike within different timespans

- <15min
- 15-30min
- 30-45min
Sollentuna municipality

How far can you bike?

- <= 5min
- <= 15min
- <= 30min
- <= 45min
- <= 1h
Ideas for a coherent aesthetic design of regional bicycle routes

Agnes Landefjord
Robert Olofsson
Ulf Eriksson

Consultants: Trivector Traffic
Road standard and road design should already be up to standards—What can be done to improve the communication with the cyclist?
Regional bicycle routes are found in many environments...
...important to still be perceived as continous
What do the municipal bicycle planners think?
(We need their support to achieve change)
We asked them
Supports safety and the feeling of being seen
What's your opinion on working with art along the regional bike network?
Better orientation and creates identity.
What's your opinion on working with increased visibility of the regional bike network?

- Good idea
- Doable
- Not doable
- Bad idea
Easier to find the way
What's your opinion on working with enhanced guidance?

Good idea
Doable
Not doable
Bad idea
What has been done?
Expansion of the regional bike network

- Built between 2014-2018
- Planned to be built until 2023
Cyclists to/from the inner city of Stockholm

Number of cyclists

Year

Årsvärden, manuella mätningar
Rullande medelvärde över 5 år
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