

Provincie Noord-Brabant

PROMOTING AND INTEGRATING CYCLING AT URBAN AND REGIONAL LEVEL

FEEDING FUTURE CYCLE NETWORK PLANNING



Nathan Hooghof



Joost de Kruijf

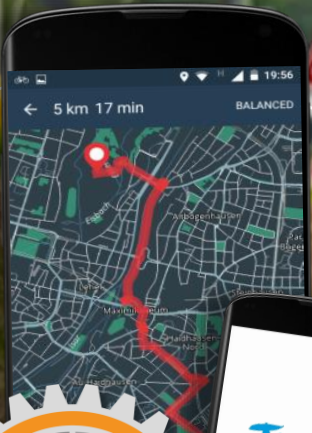
POLIS conference 2020
Regio Arnhem - Nijmegen

(Virtual) Environment

Cyclists

Bicycle

Cycle path



Cycle Highway F261 – Tilburg – Waalwijk , the Netherlands



Provincie Noord-Brabant

Facts and figures:

- 🚲 4 regions
- 🚲 62 municipalities
- 🚲 2.5 million inhabitants
- 🚲 213.000 businesses
- 🚲 1.2 million jobs
- 🚲 96.000 students
- 🚲 180+ km Fast cycling network in progress





Optimization bicycle network



Behavioural change & safety



Cycling in the mobility chain



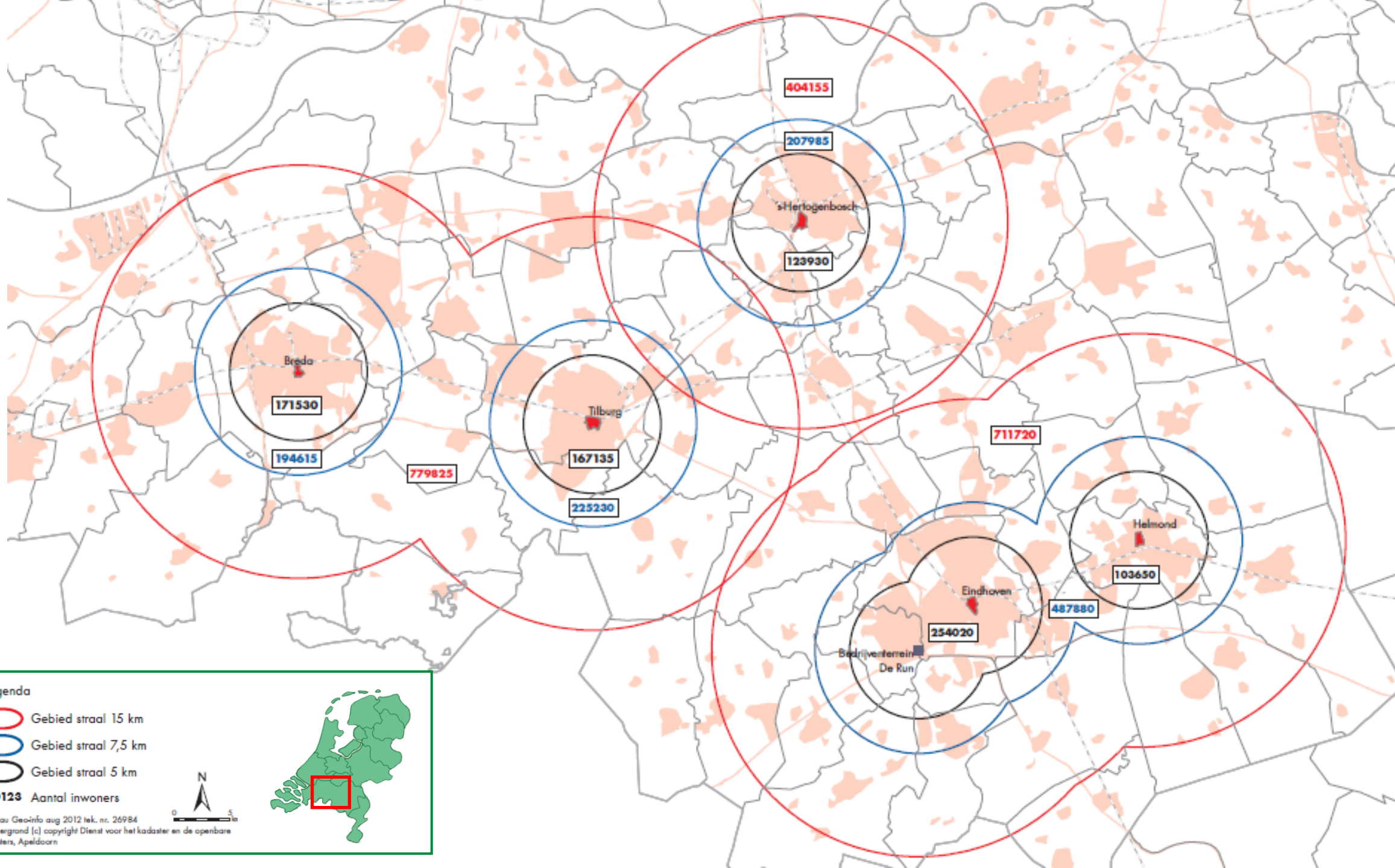
Knowledge & innovation




**Marketing, communication
and collaboration**



Data, monitoring & evaluation



Legenda

-  Gebied straal 15 km
-  Gebied straal 7,5 km
-  Gebied straal 5 km

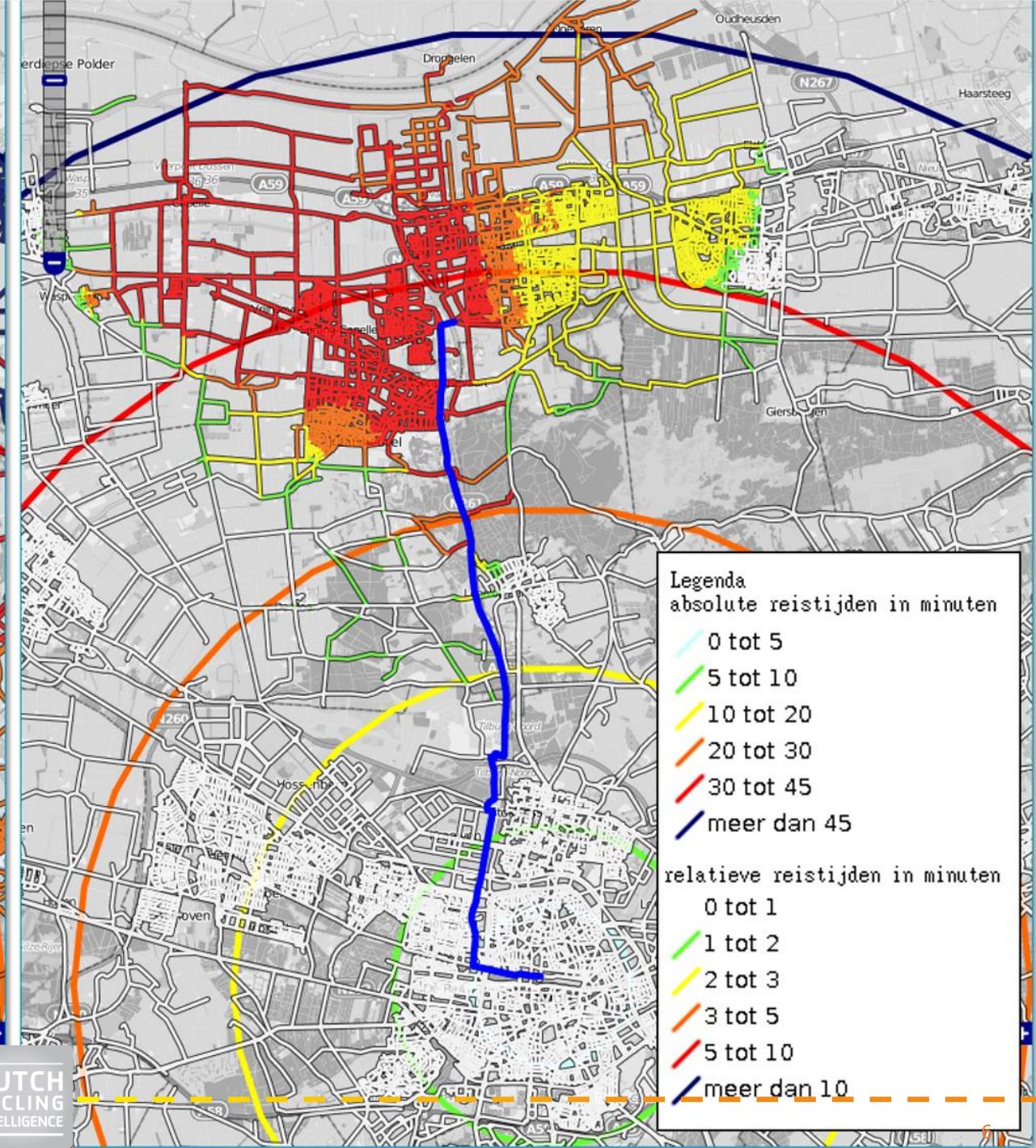
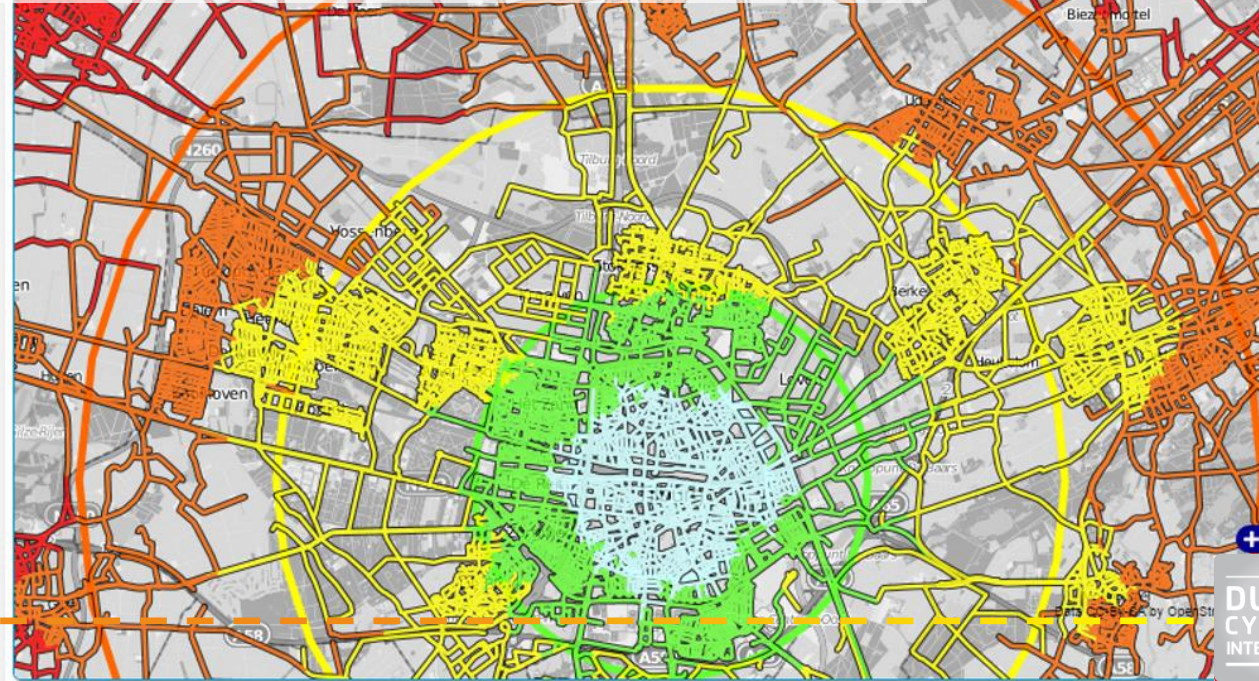
500123 Aantal inwoners

Bureau Geo-Info aug 2012 tek. nr. 26984
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


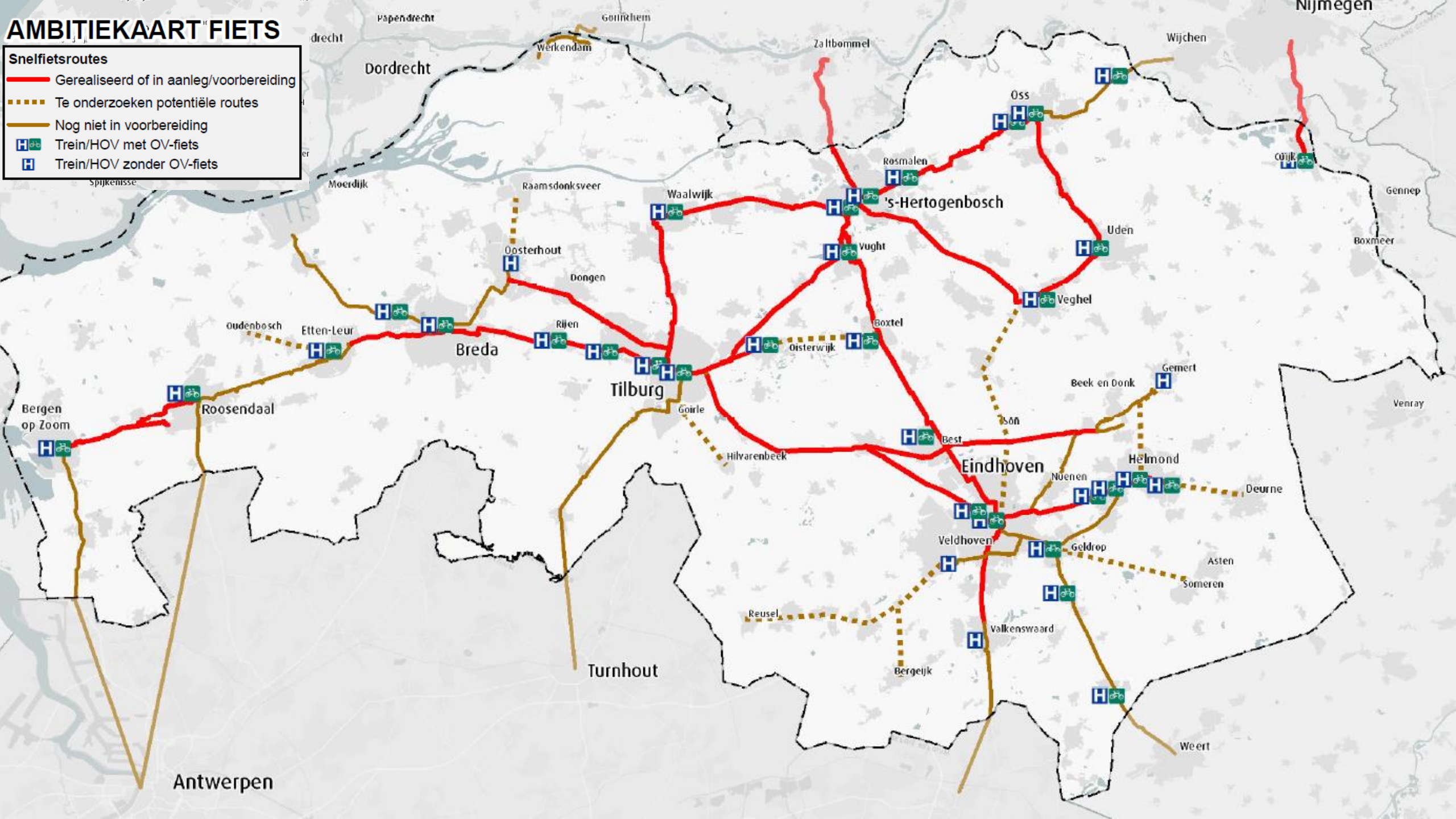
Cycle highway potential evaluation

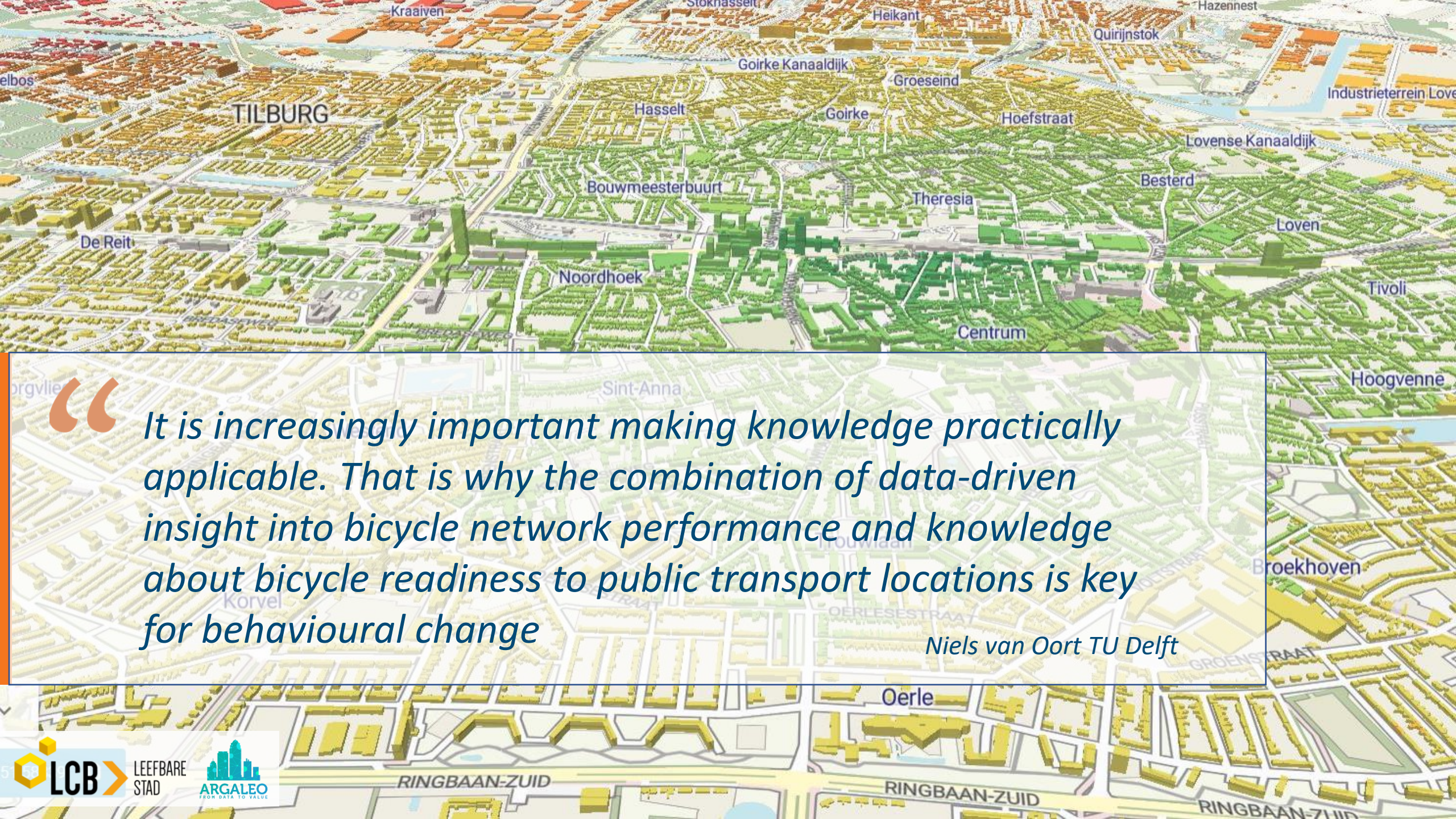


AMBITIEKAART FIETS

Snelfietsroutes

- Gerealiseerd of in aanleg/voorbereiding
- - - Te onderzoeken potentiële routes
- Nog niet in voorbereiding
-  Trein/HOV met OV-fiets
-  Trein/HOV zonder OV-fiets





“

It is increasingly important making knowledge practically applicable. That is why the combination of data-driven insight into bicycle network performance and knowledge about bicycle readiness to public transport locations is key for behavioural change

Niels van Oort TU Delft

“ *Looking at the actual behaviour of cyclists will not only learn us more about their preferences and barriers, it also enables us to make the switch to customer friendly cycle policy* ”

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