CUSTOMER ORIENTED CYCLING

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Webinar EIT: Pedalling for the future
'Bicycles are the new toilet paper': bike sales boom as coronavirus lockdown residents crave exercise

Australia’s peak representative body for cyclists has called on governments to transform roads into cycleways to ease traffic on bike paths.
Looking at the actual behaviour of cyclists will not only learn us more about their preferences and restrictions, it also enables us to make the switch to customer friendly cycle policy.
Cycling as a product!
EUROPEAN CYCLING CHALLENGE
Origin/Destination
All cyclists crossing the bridge
CYCLING PLANNING 1.0
CYCLING PLANNING 2.0
Bicycle oriented development
Opening opportunities and cities!
Customer friendly (data-driven) Cycling Policy

- Cycling as a produkt: plan – build – sell - evaluate
- Plan: network perspective!
- Different cyclists (target groups)
- Different bicycle types
- Cyclists behave differently than car drivers
- Clear origin and destination / start and finish
- Increase competitiveness: connection bike-train
- Reduce stops by (C-)ITS
Photo: Fresh Brains Bonn
BUAS students exploring German cycle challenge