

“Cycling as a city changer”

with a modal split of 60%

Paul de Rook
City of Groningen

**Vice-mayor for
Traffic,
Infrastructure,
Sports and
Cultural Affairs**

Location

City of Groningen



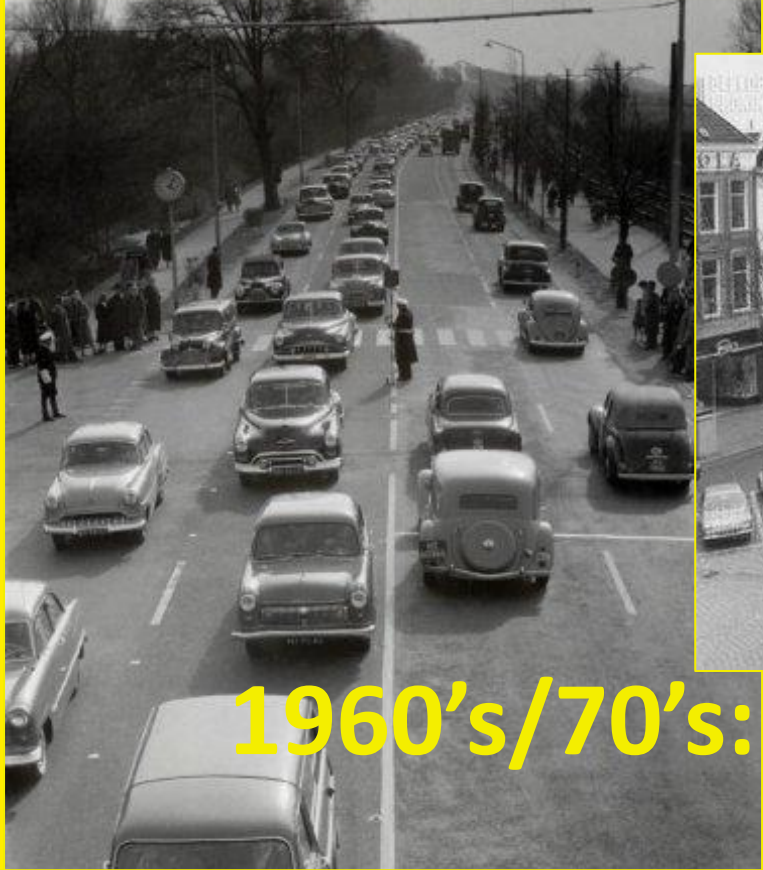
the
Netherlands

INTRODUCTION

- **Example 1: Traffic Circulation Plan (1977)**
- **Example 2: Noorderplantsoen**
- **Example 3: Parking Policy**
- **Example 4: City Centre Perspective**
- **Example 5: Smart Route**
- **Cycling Strategy Groningen**
- **Lessons learned**

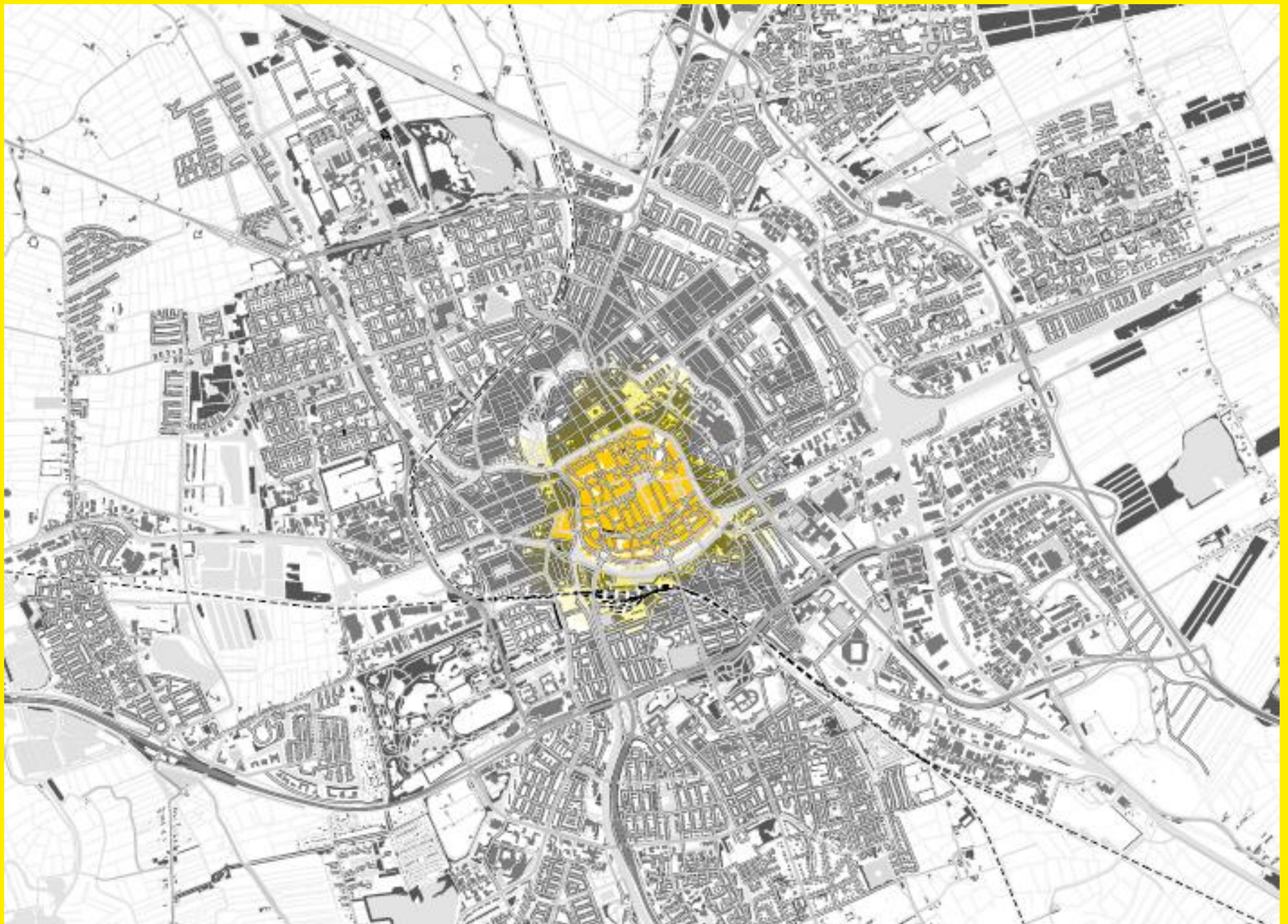
TRAFFIC CIRCULATION PLAN (1977)

the city's living room



1960's/70's: cars, cars, cars!







Vismarkt 2015



Vismarkt 2015



Grote Markt 2015



Grote Markt 2015

NOORDERPLANTSOEN

enhance recreational value of park

 major road



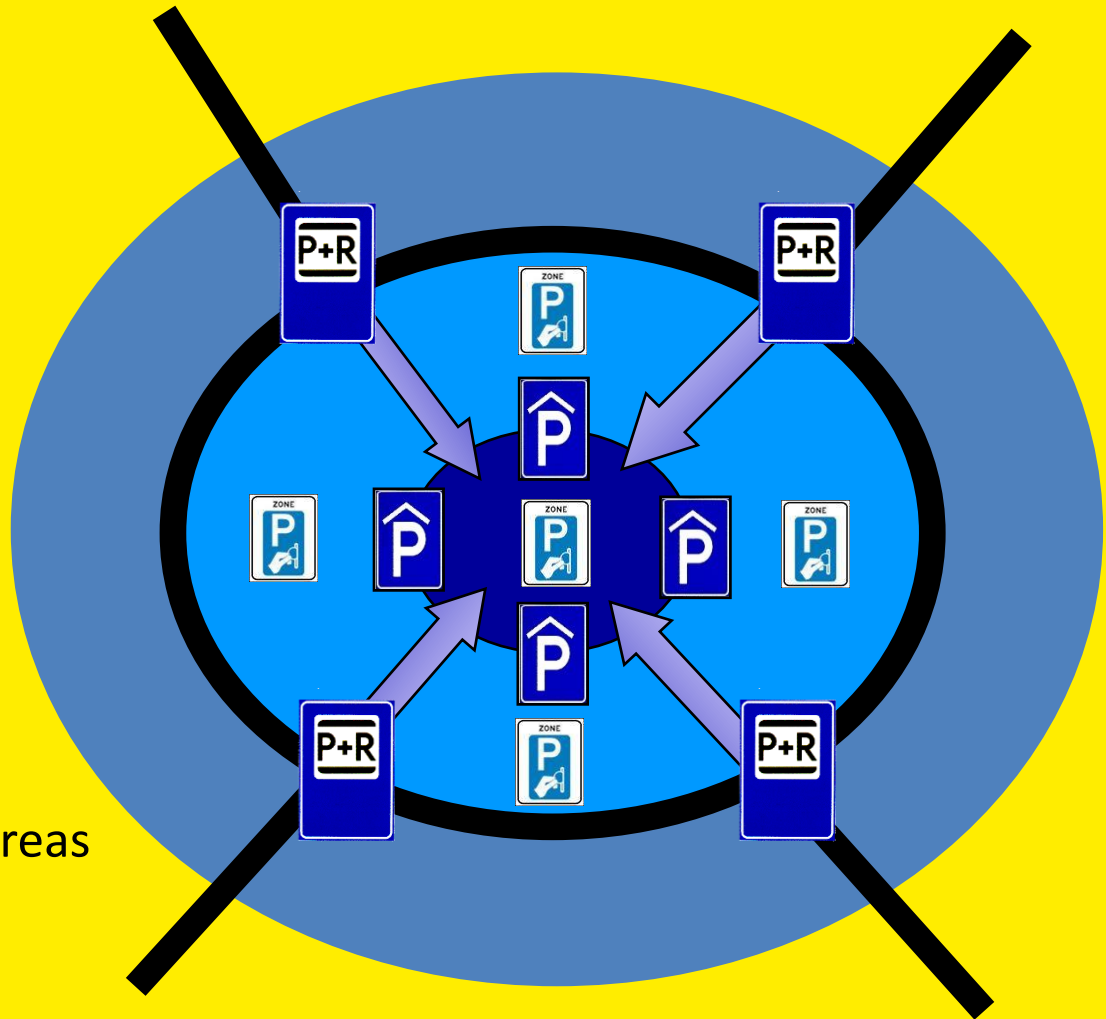


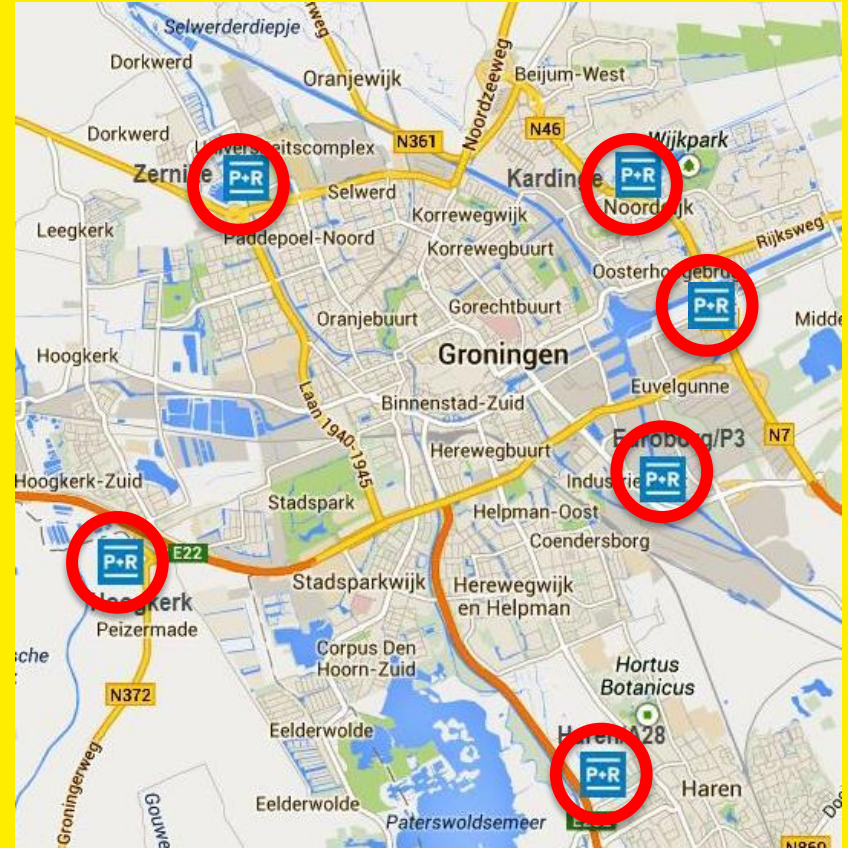
2015

PARKING POLICY

instrument for reducing car use

- City centre
- Old quarters
- New quarters
- Suburbs
- Business/industrial areas







short term parking



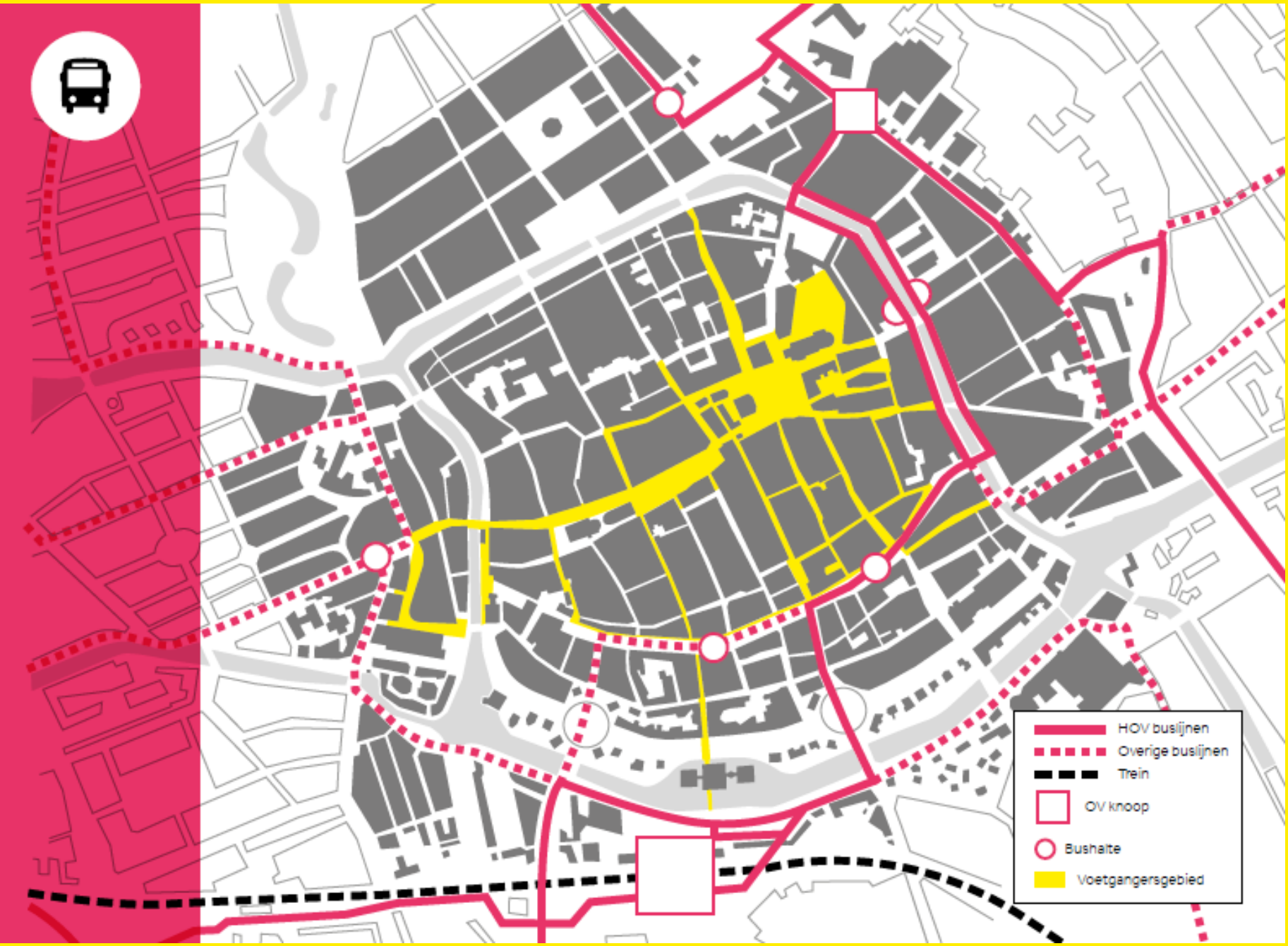
medium term parking



long term parking

CITY CENTRE PERSPECTIVE

improve liveability



- HOV buslijnen
- Overige buslijnen
- Trein
- OV knoop
- Bushalte
- Voetgangersgebied

Brugstraat

before and after



Grote Markt before and after



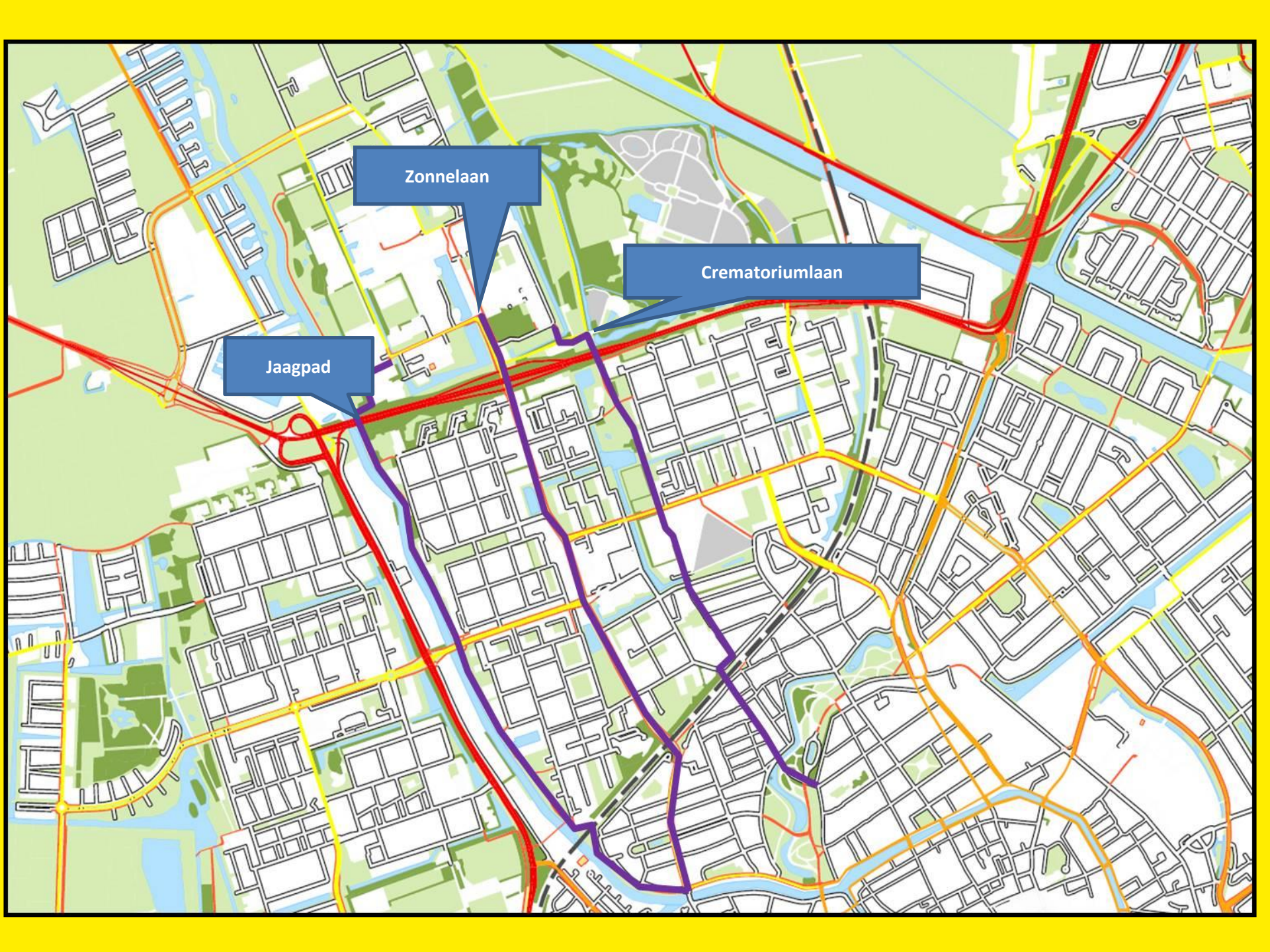
Munnekeholm

before and after



SMART ROUTE

unbundle car and bicycle traffic



Zonnelaan

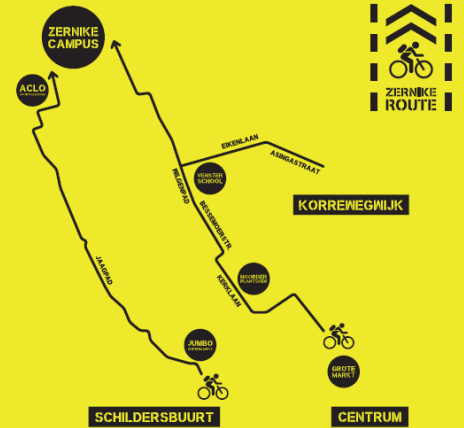
Crematoriumlaan

Jaagpad



START

JE BENT OP TIJD ALS JE DE SLIMME ROUTE RIJDT



WWW.SLIMMERROUTE.NL

De slimme route is een initiatief van

ZERNIKE
CAMPUS

Stadscollege
Groningen

stad.

CHAMP
College van Bestuur
en Management
van de Universiteit
Groningen

Supporter
van
INTELLENT ENERGY
EVADVE



GRONINGEN
FIETSSTAD

CYCLING STRATEGY GRONINGEN 2015-2025



CYCLING STRATEGY GRONINGEN

challenges

- **create good conditions for growth**
- **keep city accessible**
- **improve health of citizens**
- **ensure viable and economically vital city**
- **ensure safe city**

CYCLING STRATEGY GRONINGEN

solutions

- **Bicycle Effect Analysis for new spatial developments**
- **separating bicycles and cars**
- **more space for bicycles**
- **tailored bicycle parking**
- **awareness/behavior and promotion**

LESSONS LEARNED

- the addition of attractive public spaces can only be achieved by drastic or radical changes
- it is essential to implement reforms in the transport chain at a city level
- tell citizens what they get, instead of what they loose

THE END

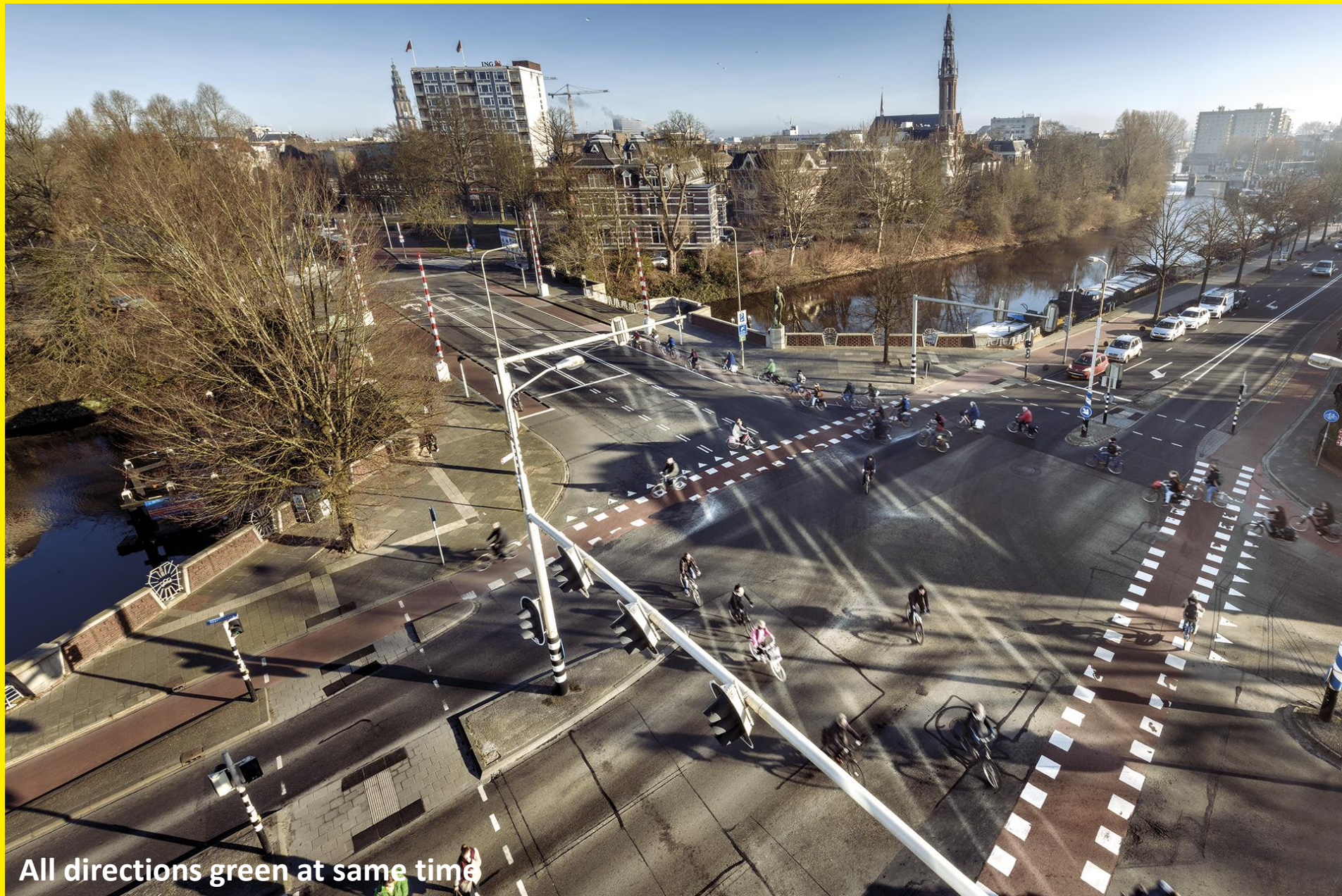




Bicycle tunnel railway station



Bicycle tunnel and parking garage Station Europapark

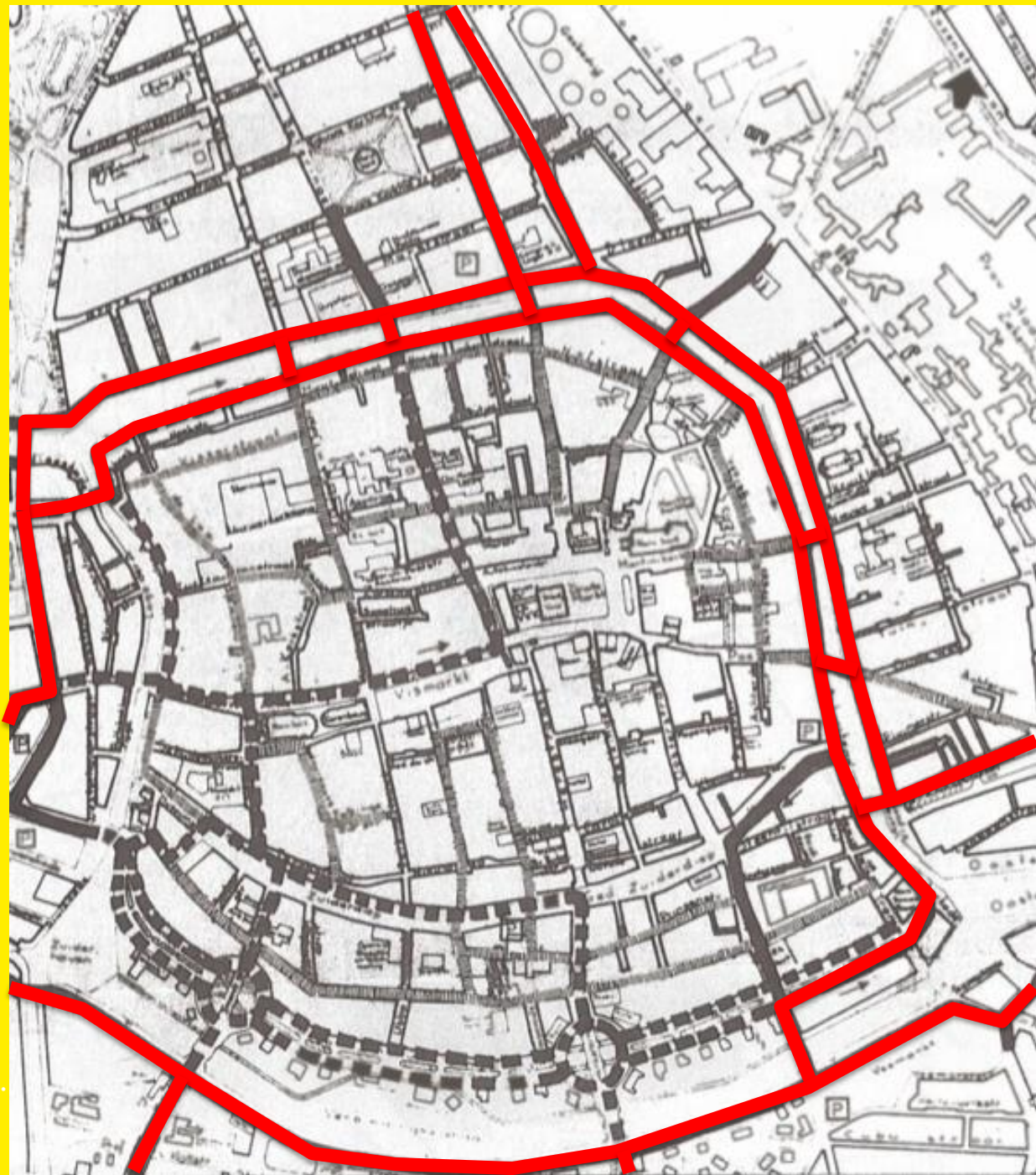


All directions green at same time



Bicycle crossing Eikenlaan (Smart Route)







GRONINGEN
FIETSSTAD



-  Hoofd fietsroute
-  Fietsroute
-  Fietsenstalling
-  Voetgangersgebied