

Cutting short car trips in Copenhagen

By Maria Helledi Streuli

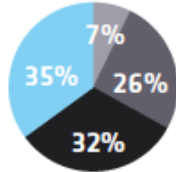


**COPENHAGEN
TOGETHER**

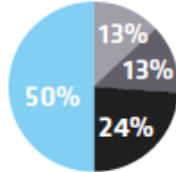
CITY OF COPENHAGEN
The Technical and
Environmental Administration

DISTRIBUTION OF TRIPS IN 2010

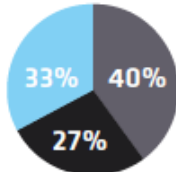
BICYCLE / BUS, TRAIN AND METRO / CAR / WALK



Percentage of trips to work or education in the City of Copenhagen, all residents

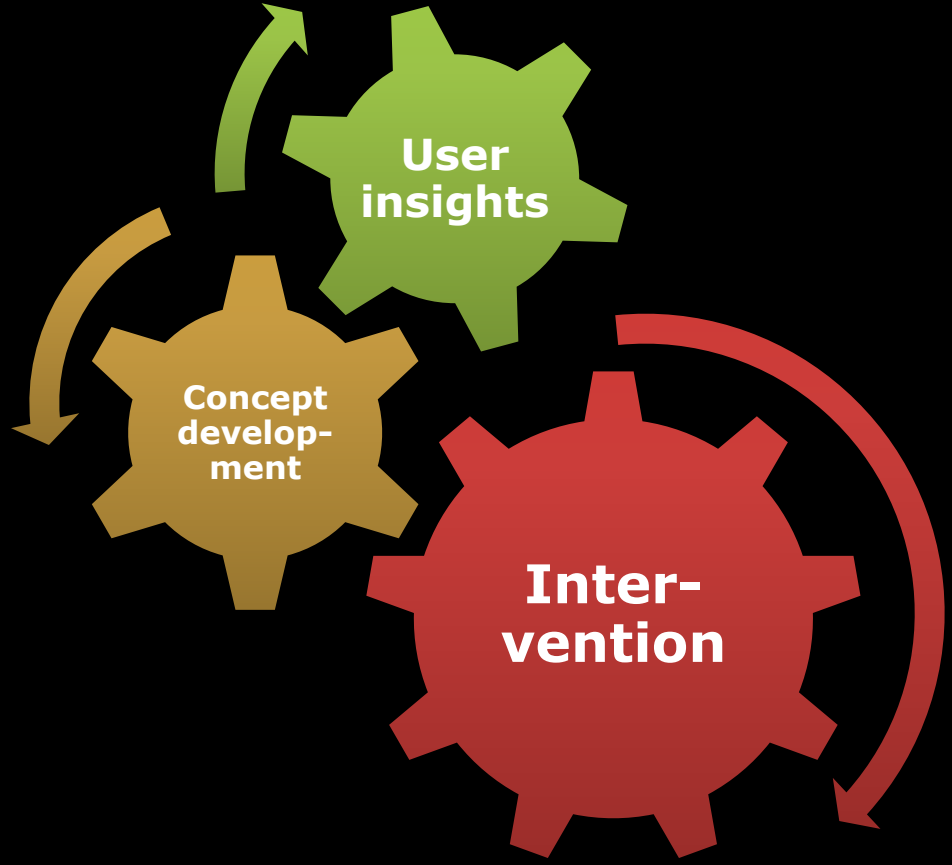
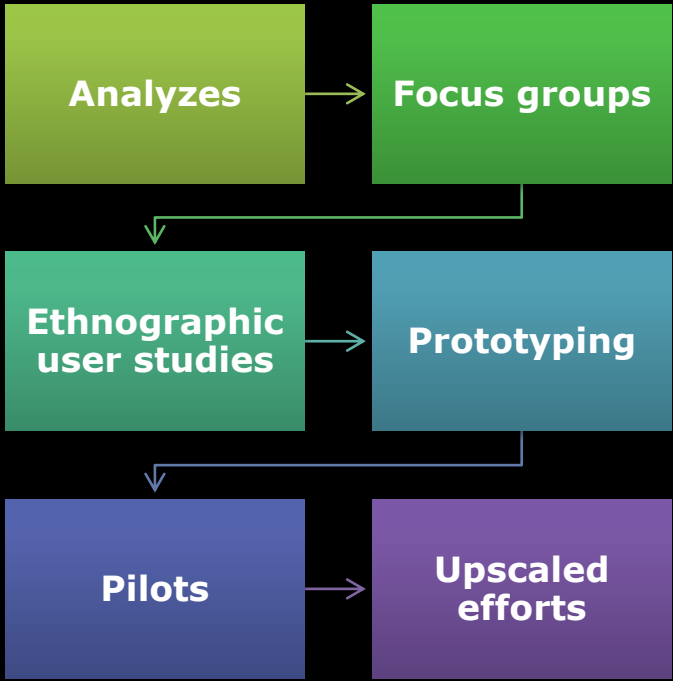


Percentage of trips to work or education in the City of Copenhagen, only Copenhagen residents



Percentage of trips starting or terminating in the City of Copenhagen, all trips

186.000/
25 %





IS IT A BIRD

Indsigtsoversigt



I lære som cyklist

Omgangskredsens
påvirkning



Businessbilen

Familiebilen
Pensionistbilen



Sammen privat i bilen vs.
Alene offentligt på cyklen

Trygheden i bilen vs.
Utrygheden på cyklen



Cykelkulturen

I flow og kontrol

A+B

What we learnt from the analyzes



Green route



Bike



Children

3 target groups - 3 campaigns

Mini-Copenhagener



Affecting adults through
their children



47 %

3 target groups - 3 campaigns

Every trip counts



Well functioning bike –
development areas

1/4



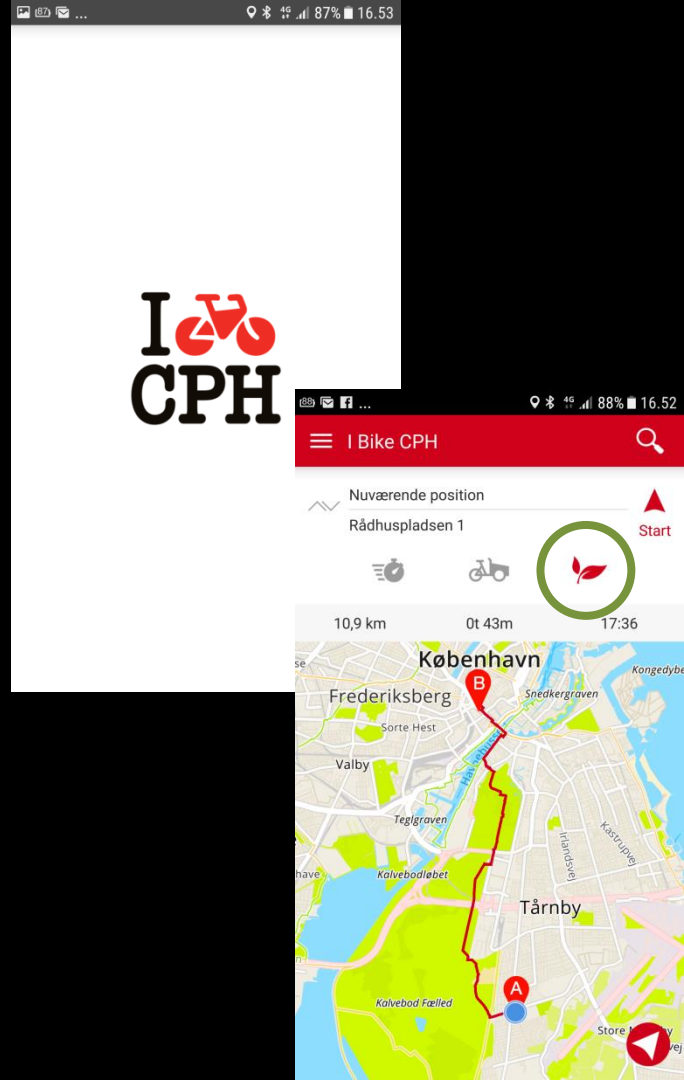
3 target groups - 3 campaigns

Greener from A to B



1 mio.

Well functioning bike –
development areas



Did we reach the goals?

32 % to 26 %

