

COPENHAGEN CITY OF CYCLISTS

BICYCLE ACCOUNT 2010



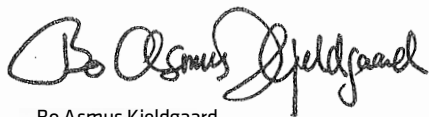
2010

— FOREWORD

Copenhagen's vision is to be one of the world's most livable cities; a key element of this vision is being the best cycling city in the world. We know that cycling is an excellent means of improving public health, creating a cleaner environment, increasing traffic safety and reducing congestion. We also believe that there is a close link between good cycling conditions and a vibrant urban environment in which a wide variety of people thrive, feel at home and enjoy their city.

Becoming the best in the world is an ambitious project demanding a great deal of effort and this year's Bicycle Account is a vital tool for monitoring our progress over the past two years. We have asked Copenhagen cyclists what they think we do well and what we can do better. We have examined the relationship between cyclists' sense of safety, their actual safety and their behavior, and we have assessed the impacts of a number of other initiatives implemented over the past two years. Finally, we have attempted to quantify the advantages of prioritizing an increase in bicycle traffic, including reduced health care costs, less air and noise pollution and a more pleasant urban environment.

Copenhagen is on the right track, showing the way forward to big cities all over the world. From New York to Australia cities are being 'copenhagenized' in an attempt to follow Copenhagen's example. This is well done, but we are not there yet. If we are to realize our own high ambition that Copenhagen should be the most bicycle-friendly city in the world, we must persist in our efforts to accommodate cyclists with new investments and initiatives. We are working on it!



Bo Asmus Kjeldgaard
Mayor, Technical and Environmental Administration
City of Copenhagen



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WHAT DO COPENHAGEN CYCLISTS THINK?



WHY COPENHAGENERS CYCLE

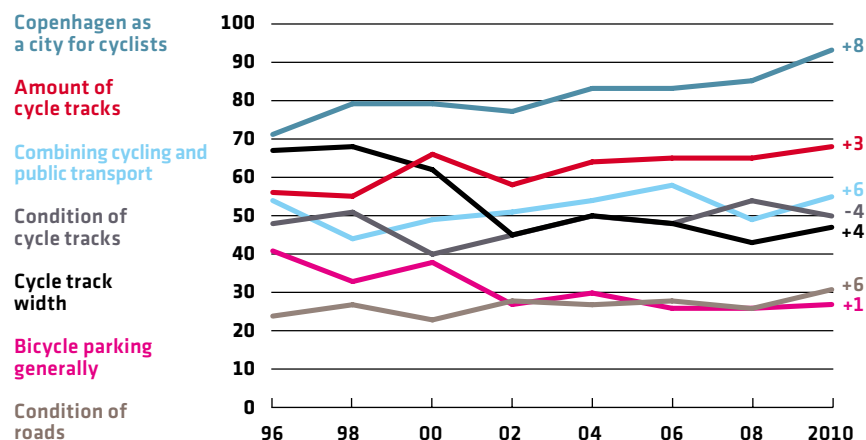
It's faster	55 %
It's more convenient	33 %
It's healthy	32 %
It's cheap	29 %
Good way to start the day	21 %
Shortest route to work after changing job or residence	10 %
Environmental/climate concerns	9 %

WHAT COPENHAGENERS LIKE ABOUT CYCLING

It makes me feel good	26 %
It de-stresses me, it's relaxing	20 %
I discover the city	19 %
Lots of cycle tracks	18 %
I experience the seasons	18 %

SATISFACTION IN PERCENT

TREND 08-10



↑ Copenhagen cyclists are asked how they rate various cycling conditions in Copenhagen. In the diagram above you can see what percentage responded that they were either satisfied or very satisfied.

A Copenhagen cyclist is defined in the survey as a person for whom the bicycle is either the preferred mode of transport or a person who uses a bicycle a minimum of once a week. 718 out of the 1025 interviewees are thus designated as cyclists in the survey.

— COPENHAGEN PERCEIVED AS A BICYCLE-FRIENDLY CITY

Copenhagen cyclist satisfaction has increased in nearly all areas since 2008. The category in which cyclist satisfaction has increased most dramatically, by 8 percentage points, is the perception of Copenhagen as a city for cyclists. In this category as many as 93 % think Copenhagen is either very good, good or satisfactory to cycle in.

— BIKES ON TRAINS - YES, PLEASE!

The survey also shows growing satisfaction with the options for combining cycling with public transport. In this category 55 % are satisfied or very satisfied compared to 49 % in 2008. The 6 percentage points increase is probably due to the fact that

in 2010 DSB (Danish Railways) started allowing bicycles on the S-trains for free.

— MORE CYCLISTS MEANS MORE CONGESTION

The only area in which the level of satisfaction has dropped since 2008 is the condition of the cycle tracks. This may be due to two unusually harsh winters which in many places took a heavy toll on cycle track surfaces. Although overall satisfaction has increased since 2008 there are two other areas in which satisfaction is generally low and in fact has dropped since we began measurements in 1996, namely bicycle parking and cycle track width. This is very likely due to the fact that there are now more cyclists in town filling up the bicycle racks and crowding the cycle tracks.

TARGET GOALS AND KEY FIGURES



THE THREE TARGET GOALS FOR 2015 FROM THE CITY OF COPENHAGEN'S POLICY, 'ECO-METROPOLIS - OUR VISION FOR COPENHAGEN 2015'

- At least 50 % will go to their place of work or education by bike.
- The number of killed and seriously injured Copenhagen cyclists will be reduced by more than 50 % compared to 2005.
- At least 80 % of Copenhagen cyclists will feel safe in traffic.

HARSH WINTERS TAKE THEIR TOLL

The proportion of bicycle trips to work and study in Copenhagen dropped from 37 % in 2008 to 35 % in 2010, primarily due to the harsh winter months at the beginning and end of 2010. This is borne out by the fact that the figure for the total number of cycled kilometres increased. The proportion of bicycle trips is calculated on the basis of total annual traffic while the total number of cycled kilometres is calculated on the basis of traffic censuses taken in the spring and the fall. In other words, leaving the winter months out of account, cycling increased in 2010 in relation to previous years. Apart from the 35 % who cycle the whole trip to work or study, 1 percentage point out of the 32 % of those who use public transport to work or study finish their trip by bicycle.

PEOPLE ARE SAFER AND FEEL SAFER IN TRAFFIC

There has been a marked increase in the perceived safety from 51 % in 2008 to 67 % in 2010, thereby reversing an otherwise clear downward trend in cyclists' sense of safety since 1996. Today only 5 % of city cyclists respond that they feel very unsafe. At the same time the level of cyclist safety is historically high: 92 seriously injured cyclists in 2010 as against 252 in 1996. This positive trend is due to an organized effort to improve safety and security in traffic. Advanced stop lines and more

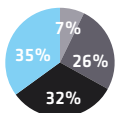
and wider cycle tracks have made cycling in traffic safer and more secure. However, a continued, intensified effort is necessary if we are to achieve our goal that 80 % of city cyclists shall feel safe in traffic by 2015.

ALMOST EVERYBODY CYCLES

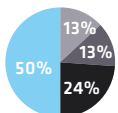
84 % of Copenhagen residents have access to a bicycle and 68 % cycle at least once a week. Even among those who cite the car or public transport as their primary transport mode, 15 % cycle at least once a week. As many as 50 % of Copenhagen residents who work or study in Copenhagen cycle to their workplace or educational institution.

DISTRIBUTION OF TRIPS IN 2010

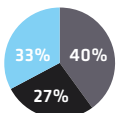
BICYCLE / BUS, TRAIN AND METRO / CAR / WALK



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

96 98 00 02 04 06 08 10 15

ECO-METROPOLIS - TARGET GOALS

	96	98	00	02	04	06	08	10	15
Percentage that cycle to work or education (%)	30	30	34	32	36	36	37	35	50
Seriously injured cyclists (number per year)	252	173	146	152	125	97	121	92	56
Percentage of cyclists that feel safe (%)	60	58	57	56	58	53	51	67	80

OTHER KEY FIGURES

Cycled kilometers (mil. km per weekday)	0.93	0.92	1.05	1.11	1.13	1.15	1.17	1.21	
Cycled km between serious casualties (mil. km)	1.2	1.8	2.4	2.4	3.0	4.0	3.2	4.4	
Cycling speed (km/h)					15.3	16.0	16.2	15.8	
Cycle tracks (km)	294	302	307	323	329	332	338	346	
Cycle lanes (km)		6	10	12	14	17	18	23	
Green cycle routes (km)	29	30	31	32	37	39	41	42	
Cycle parking spaces on roads and pavements (1000 pcs)*						42	47	48	

* New method of calculation, which is why the figures have been adjusted in relation to the Bicycle Accounts of 2006 and 2008.



SAFETY, SECURITY AND BEHAVIOR

SENSE OF SAFETY VS. ACTUAL SAFETY

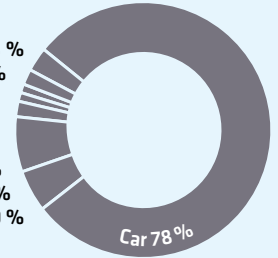
The City of Copenhagen makes a distinction between actual safety and cyclists' sense of safety in traffic. Actual safety refers to the number of serious casualties involving cyclists in Copenhagen. Sense of safety refers to the individual's subjective perception of how safe it feels to cycle. Both factors are crucial in our effort to become the world's best city for cycling.

CYCLING SAFETY HISTORICALLY HIGH

In 2010 the number of seriously injured cyclists dropped to 92 annually, including 3 fatal casualties. That figure is more than halved compared with 1996 when there were 252 seriously injured cyclists. Furthermore there are now more cyclists on the roads. The actual risk for the individual cyclist is thereby reduced by three quarters and is now down to a level of 4.4 million cycled km per serious casualty.

COUNTERPARTS IN CASUALTIES

Moped	3 %
Bicycle	2 %
Other	1 %
Bus	1 %
Lorry	2 %
Van	7 %
Taxi	5 %
MC	0 %



Counterpart in casualties involving cyclists in the City of Copenhagen in 2009 distributed in % (not counting pedestrians)

WHAT MAKES CYCLISTS FEEL SAFER?

22 % of all those that have access to a bicycle would cycle more if they felt more safe riding their bicycles. When we ask them what would make them feel safer the response is primarily wider cycle tracks, but road manners are also important. It is especially true of non-cyclists that they find cyclist road manners wanting.

ROOM FOR MORE

As increasing numbers of Copenhagen residents ride bicycles, the variety of people on the cycle tracks is also increasing; the city should be able to accommodate everyone. Children, the elderly and new cyclists can be particularly vulnerable in traffic and require an especially safe environment. Another consequence of the growth in bicycle traffic is cycle track congestion which places heavy demands on both the city's infrastructure and on fellow cyclists, particularly during rush hour. For example, more than one out of three cyclists think that to a certain or to a great extent it is important to be able to cycle side by side on the cycle track, talking, and 39 % state that urban cycling would be a better experience if it were possible to 'talk and cycle' at the same time.

WHAT WOULD MAKE COPENHAGENERS FEEL SAFER AND PERSUADE THEM TO CYCLE MORE?

	Non-cyclists	Cyclists
More space on cycle tracks	33 %	37 %
Better cyclist road manners	55 %	35 %
Better motorist road manners	29 %	34 %
More cycle tracks (rather than cycle lanes)	29 %	31 %
Better segregation between cyclists and motor traffic	21 %	29 %
More bicycle-friendly signal intersections	14 %	26 %
Fewer potholes on cycle tracks and roads	10 %	19 %

WHAT CAN OTHER CYCLISTS DO TO BE LESS ANNOYING?

Use hand signals	40 %
Keep to the right	32 %
Respect the red light	24 %
Don't use their cell phone	23 %
Keep on the cycle track	21 %
Use their bicycle bell	21 %
Stay on their side of the road	20 %

EXPANDING THE NETWORK

INVESTING IN THE INFRASTRUCTURE

Cycling-related activities were at a historically high level in 2009 and 2010. A wide range of projects have been executed and in 2010 alone over DKK 150 million has been allocated to new investments in cycling facilities. The cycle track network has been extended and is being adapted to accommodate the increasingly large numbers of cyclists crowding the cycle tracks, particularly during rush hour. The reconstruction of many intersections providing pre-green traffic signals for cyclists, cycle tracks continuing directly into the intersection and set-back stop lines for cars have made intersections more passable for cyclists and enhanced their sense of safety. The cycle tracks at the beginning of Nørrebrogade and Østerbrogade have been widened and new cycle lanes and cycle tracks have been introduced in streets such as Vennemindevej, Øresundsvej, Stormgade and Reventlowsgade.

TIP US OFF

Who knows better than city cyclists when a pothole needs to be repaired or where a curb ramp needs to be set up – minor measures that have a major impact on daily comfort? The City of Copenhagen has consequently made it easier for citizens to let us know where minor repairs are needed. Since its introduction in May 2010, the homepage Givetpraj (tip us off) has received 1016 cycle-related tips, 393 of which have been carried out, 52 of which are in progress and 82 of which are waiting to be processed. The remaining 489 fall outside the category of what can be addressed under the Givetpraj scheme, but provide valuable input when it comes to overall prioritization since they include proposals for major solutions such as new cycle tracks or intersection reconstruction.

Tip us off about a minor repair at

WWW.KK.DK/GIVETPRAJ

CROWDED SECTIONS OF COPENHAGEN OVER A 24 HOUR WEEKDAY PERIOD, SEPT. 2010

	Nørrebrogade	Langebro	Amagerbrogade	Østerbrogade	Bryggebroen
Total number of cyclists	36,000	30,000	20,000	18,000	9,000
Number of cargo bikes out of total	670	270	172	360	140
Number of cargo bikes at peak hours out of total	85	37	22	57	24

BICYCLE PARKING FACILITIES IN NEW CONSTRUCTION

The Municipal Plan 2009 defines the following norms for bicycle parking facilities in new construction.

COMMERCIAL: 0.5 bicycle parking spaces per employee.
RESIDENTIAL: 2.5 bicycle parking spaces per 100 m².

NEW OR WIDENED CYCLE TRACKS' IMPACT ON CYCLIST SENSE OF SAFETY

STORMGADE: New cycle track increases cyclist sense of security from 3.3 to 7 on a scale of 1-10.

ØSTERBROGADE: Widened cycle track increases cyclist sense of safety from 5.2 to 6.2 on the same scale.



↑ New cycle track on Stormgade.



↑ A curb ramp set up following a tip from the Givetpraj scheme.



↑ Widened cycle tracks on Østerbrogade and on Nørrebrogade.



SERVICE AND INNOVATION



Two experimental 'cargo bike cars' were set up, each providing a locked, covered parking facility with space for four cargo bikes.



The 'Copenhagen Wheel' is a bicycle wheel that can store energy used in braking. The original prototype was developed in conjunction with MIT, the Massachusetts Institute of Technology.



At five metro stations a team of 'bike butlers' lubricated chains, pumped tires and cleared away parked bicycles to provide easier access to important emergency exits.



At four intersections with a high risk of right-turn accidents LED sensors were set up warning lorry drivers of approaching cyclists.



In 2009 and 2010 the City of Copenhagen introduced a number of new initiatives intended to make life easier for city cyclists. In addition to their practical function the measures serve to communicate an important message, namely to let Copenhagen citizens know that we value the fact that they cycle.

In an unprecedented collaboration between 18 municipalities and the Capital Region of Denmark a concept plan was developed for a 300 km network of 'cycle super highways' in the capital area.

'Footrests' were set up at two intersections so cyclists don't have to dismount while waiting for the light to turn green.



Four 'bicycle rubbish bins' were set up around the city so passing cyclists can toss in their rubbish without dismounting.



Experimental 'rackless' bicycle parking facilities made it easier for cyclists to find space for their bicycles.

SMS FEEDBACK ON THE FOOTRESTS

'Fantastic concept for all of us that bike a lot. Please put them up all over the city!'

'If you're a cyclist in Copenhagen, something like this makes you feel supported and welcome. It really makes you feel good!'

'Awesome! I just love the footrest. I'm using it right now.'



CYCLISTS OF THE FUTURE - CHILDREN AND YOUNG PEOPLE

Children are the road users of the future so it is vital that they learn good cycling habits in a safe environment at an early age.

— MOST CHILDREN CYCLE TO SCHOOL

96 % of Copenhagen school children have a bicycle. Around 55 % of all school children cycle to school on a regular basis either alone or with a parent. When children's route to school is between one and two kilometers they tend to cycle, if the route is shorter they walk, and if it is longer they are either driven or use public transport.

Most children in preschool class and Year 1 are accompanied to school by a parent. The child's age is thus a decisive factor for whether the child cycles alone or is accompanied by a parent. In preschool class (age 6) 6 % cycle alone on a regular basis. A significant jump occurs, from 13 % to 30 %, between Years 3 and 4 (ages 9 - 10). 46 % of children in preschool class cycle to school on a regular basis with a parent. In Year 3 (age 9) the figure drops to 33 % while only 2 % do so in Year 9 (age 15).

Cargo bikes and cargo trailers are primarily used for the youngest school children. 30 % of children in preschool class are

transported by cargo bike and trailer on a regular basis while by Year 1 the figure has dropped to 14 %, 7 % in Year 2 and 1 % in Year 3.

— HOW IS THE ROUTE TO SCHOOL PERCEIVED?

Parents are a vital factor when it comes to choosing school children's means of transport. 25 % of parents of school children consider their child's school route safe and only 8 % state that their child feels unsafe in traffic.

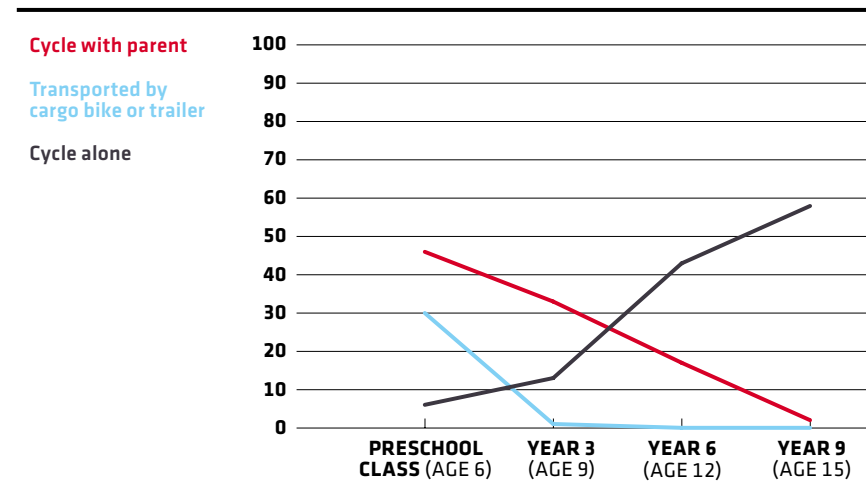
Parents tend to perceive their child's school route as safe if it is shorter than one km. The child's age is also a determining factor for the perception of safety. The older the child is, the more comfortable the parent feels about letting the child cycle alone.

— HIGH PRIORITY ON MAKING SCHOOL ROUTES SAFE

Copenhagen is focusing on making it even safer for children to cycle and walk to school and is therefore investing DKK 50 million until 2012 in the project 'Safe Routes to School'. The first 39 out of approx. 100 construction projects aimed at improving school routes will be ready when school starts in 2011.



COPENHAGEN SCHOOL CHILDREN'S CYCLING PATTERNS IN PERCENT



↑ Since the individual family's transport habits vary, several responses may be given.

A HEALTHIER, CLEANER CITY



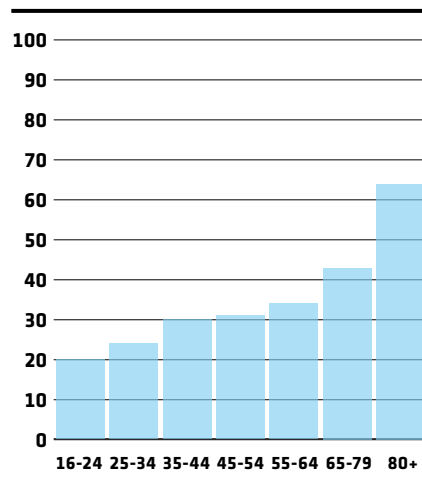
30 MINUTES A DAY IS ENOUGH

The Danish National Board of Health recommends 30 minutes of physical activity a day, which a great many Copenhagen residents do already simply by cycling to and from work. If you follow the Board of Health's recommendations you can expect to live five years longer and in addition enjoy more years of life free of disability. Even moderate physical activity has a great impact on health. One study shows that mortality is reduced by 30 % in adults who cycle to and from their workplace on a daily basis. Since cycling provides enormous health benefits, creating better cycling conditions is an element of the City of Copenhagen's new Health Policy 2011-2014 *Long Live Copenhagen*.

THE ELDERLY ARE THE MOST PHYSICALLY INACTIVE

As is evident from the fact box, the elderly are relatively less physically active and consequently there is great potential in persuading the elderly to cycle more. Not only does cycling improve general mobility when it comes to physical fitness, physical function level and mental health, but in addition cycling brings the senior citizen from point A to point B. In other words cycling can make it easier for the senior citizen to live an active life, physically, mentally and socially.

THE PROPORTION OF CITIZENS WHO ARE PHYSICALLY ACTIVE FOR LESS THAN 30 MINUTES A DAY
CAPITAL REGION - IN PERCENT



NOISE AND AIR POLLUTION

In addition to reducing CO₂ levels, bicycles also help reduce Copenhagen noise and pollution levels. Traffic noise increases the risk of sleep disturbances, stress, hypertension and cardio-vascular disease. At present there are 50,000 residences in Copenhagen that are heavily polluted by noise and the figure for premature death due to traffic noise is estimated to be between 120 and 500 per year on a national basis. Particle pollution from lorries and large vans is harmful to Copenhagen residents. Reducing air pollution caused by traffic would significantly reduce Copenhagen residents' risk of developing chronic respiratory diseases. For example, it is estimated that introducing environmental zones in Copenhagen making particle filters mandatory on heavy goods vehicles would annually lead to 150 fewer deaths as a result of reduced particle pollution.

CO₂ EMISSIONS, TRANSPORT MODE PER PASSENGER (2005)

	gram CO ₂ per km
Car	170
Bus	118
S-train	20
Metro	45
Bicycle/walk	0

AIR POLLUTION NO REASON TO STOP CYCLING

Contrary to what many people believe, you inhale less pollution on a bicycle than in a car and the health effect of cycling outweighs the dangers of both air pollution and traffic accidents.

'The exercise benefit of cycling more than outweighs the negative effects of air pollution, which is why one should definitely not refrain from cycling. Furthermore, motorists are also exposed to air pollution which may be caught inside the cabin, so the motorist runs the risk of inhaling much more air pollution than the cyclist', says air pollution expert Kåre Press-Kristensen, Master of Science in Engineering, Ph.D., HD(A) of Det Økologiske Råd.

CLIMATE NEUTRAL BY 2025

Copenhagen's ambition is to become the world's first climate neutral capital by 2025. At present, transport constitutes 21 % of Copenhagen's total CO₂ emission, a total of 551,000 tons. Every year Copenhagen cyclists save the city 90,000 tons of CO₂ since cycling, along with walking, is the only 100 % climate neutral transport mode. Persuading more people to cycle is thus an essential objective on the road to becoming climate neutral.

CYCLING FIGURES IN HARD CASH



BICYCLE CULTURE MAKES URBAN LIFE PLEASANT

67 % of all citizens think that Copenhagen's bicycle culture has either a positive or very positive impact on the city's urban life and atmosphere. Only 9% think bicycle culture has a negative or very negative impact on urban life.

OFFICIAL KEY FIGURES

In 2008 the City of Copenhagen took the initiative to develop a methodology for a cost-benefit analysis of cycling infrastructure construction projects.

The analysis is based on the principles set forth in the Ministry of Transport's manual for cost-benefit analysis and calculates the costs and benefits of a cycled kilometer, calculated for both the community as a whole as well as the individual user. The results can thus be used for many purposes other than assessing construction projects, for example to calculate the consequences of an increase or drop in bicycle traffic down to specific trips and individual transport habits.

INDIVIDUAL AND SOCIAL IMPACTS

A number of factors are included in the equation such as transport costs, security, comfort, branding/tourism, transport times and health. When all these factors are added together the net social gain is DKK 1.22 per cycled kilometer. For purposes of comparison there is a net social loss of DKK 0.69 per kilometer driven by car.

The most important socio-economic impact of cycling lies in the area of health care. When we cycle we save ourselves and society as a whole significant health care costs, including saved treatment expenses and increased tax revenues as a result of fewer illnesses. On the other hand, heightened activity levels increase the risk of injury, for which reason accident costs in the form of treatment expenses and loss of tax revenues are deducted from health benefits.

HEALTH IMPACTS OF CYCLING – DKK PER CYCLED KM

	Impact on society	Impact on individual cyclist	Total
Health benefits	1.74	3.77	5.51
Accident costs	0.54	0.25	0.79
Total health impact	1.20	3.52	4.72

MAJOR HEALTH BENEFIT

Since the total health benefit of Copenhagen residents' healthy cycling habits is DKK 5.51 per km, the annual benefit is worth the equivalent of approx. DKK 2.0 billion. When accident costs are deducted the total health impact of 4.72 DKK per km is worth the equivalent of a total of 1.7 billion. If we are successful in achieving our political goal, i.e. that 50 % of the population of Copenhagen shall cycle to work or study by 2015, the health benefit of these extra trips taken alone would be approx. DKK 500 million and the total health impact would be approx. DKK 440 million.

CYCLING INFRASTRUCTURE IS GOOD BUSINESS

Cost-benefit analyses of two cycle related construction projects, i.e. Bryggebroen, a pedestrian/cyclist bridge and a reconstruction project at the Gyldenløvesgade intersection aimed at improving road safety for cyclists, show that both investments have given a high socio-economic return.

BRYGGEBROEN BRIDGE

9,000 cyclists crossed Bryggebroen bridge on weekdays in 2010 thereby saving an average of 3.31 km. This is the equivalent of around 12 minutes of transport time compared to the period before the bridge's construction. The 12 minutes saved by each cyclist is the equivalent of 1/2 million hours on an annual basis.

The bridge has a negative impact on cyclists using it as a short cut as they now cycle a shorter distance than they otherwise would have done. On the other hand, cycling for a shorter distance segregated from motor traffic reduces the risk of accidents. In addition, the bridge has generated new cyclists whose health has been improved by the fact that they have started cycling.

The total socio-economic impact of the bridge – not counting the positive impact on pedestrians – is a benefit of DKK 93 million, the equivalent of a 12.6 % rate of return, which is well over the state's minimum requirement of 5 % return on infrastructure projects.



THE CARGO BIKE IS HERE TO STAY

In Copenhagen more than one in six families with children have a cargo bike or a cargo trailer. It is estimated that there are 19,000 cargo bikes in Copenhagen at present, equivalent to a replacement value of DKK 285 million.

There is an increasing demand abroad for Danish cargo bikes. The Copenhagen cargo bike manufacturer Nihola sells cargo bikes to the US, Canada, Spain, France, Germany and the Netherlands, among others.



CONTRIBUTION TO GREEN GROWTH

The large proportion of bicycle traffic in Copenhagen does not merely constitute a direct socio-economic benefit; there are secondary benefits as well. Many businesses are engaged in selling and producing bicycles and many firms enjoy increased staff mobility due to cycling.

— BICYCLE SALES

There are 309 businesses selling and repairing bicycles registered in Greater Copenhagen, including 267 bicycle shops, 22 wholesale bicycle dealers and 20 firms

that design and sell bicycles. These firms generate 650 full time jobs and a total estimated annual turnover of DKK 1.3 billion.

Add to this other firms such as bicycle rental firms, pedicabs, bike messengers and firms whose employees cycle during working hours such as postmen, police and home carers. Finally, an increasing number of firms are purchasing staff bicycles for use on the job.

Cycling infrastructure investments are the basis of Copenhagen cycling and the reason that Copenhagen citizens and businesses can enjoy all the benefits of urban cycling. Commuters save time, bike messengers, mobile coffee bicycles, Post Danmark, and many others save on costs thereby making it possible to give their customers a better product, and employees can get to and from external meetings without having to worry about traffic.

— COPENHAGEN, CITY OF CYCLISTS – A VALUABLE BRAND

Copenhagen is not the world's best cycling city yet, but we rank among the world's best. Our excellent cycling conditions have generated attention abroad and are an effective tool for marketing Copenha-

gen as a modern, healthy and attractive metropolis. Time Magazine, for example, rated Copenhagen as the world's fifth most attractive tourist attraction in 2010 partly due to excellent cycling conditions. Similarly, in both 2009 and 2010 the American lifestyle magazine Monocle elected Copenhagen as the world's second most livable city, citing the city's bicycle culture as one of the reasons.

It is difficult to assign a precise economic value to Copenhagen's leading position when it comes to cycling, but it is estimated that the city's strong branding as a bicycle-friendly city has a positive impact on attracting international conferences, highly educated new arrivals and hotel guests.

CYCLING CITY OF THE FUTURE



The bicycle market share has been fairly stable over the past five years. This is impressive in a period of increasing car ownership and the opening of the Metro. However, this does not change the fact that an intensified effort is necessary if the market share is to be significantly increased.

WHO CAN BE PERSUADED TO CYCLE?

To achieve the political goal of increasing the proportion of cyclists from 35 % to 50 % by 2015, a population the size of the entire city of Roskilde would have to start cycling, approx. 55,000.

Today there are 45,000 people who drive a car between 2 and 10 km to work in Copenhagen on a daily basis, most of whom reside outside the Municipality of Copenhagen. If half of those trips and one third of car trips of 10-15 km are transferred to bicycles, the bicycle market share would rise to approx. 45 %.

NEW CYCLISTS' REASONS FOR STARTING TO CYCLE

It's faster	51 %
It's more convenient	32 %
It's healthy	31 %
It's cheap	30 %
It feels good/ good way to start the day	20 %

19 % of existent cyclists started cycling more than two years ago and 9 % started cycling within the past two years. 70 % have always cycled.

NEW CYCLE STRATEGY

The City of Copenhagen's new cycle strategy for 2025 will be published in 2011. The strategy will be drawn up on the basis of input from Copenhagen cyclists, but the overall goal is already established: cycling in the city from point A to point B must be fast, safe and comfortable for everybody.

FORMER CYCLISTS' REASONS FOR NO LONGER CYCLING TO WORK OR EDUCATION

Only cycle in the summer season	29 %	50 % subsidy to buy a good bicycle, if possible an electric bicycle	17 %
Too far to work	23 %	Free bicycle maintenance at workplace	15 %
Bought a car	16 %	Good parking facilities (dry and locked)	9 %
Health reasons	10 %	Transport allowance for cycling from 0 km	9 %

FORMER CYCLISTS' SUGGESTIONS AS TO WHAT COULD PERSUADE THEM TO CYCLE AGAIN

12 % of Copenhagen residents who do not cycle to their workplace or educational institution today did so within the past six months and 19 % did so within the past year. 48 % of Copenhagen residents who no longer cycle to their workplace or educational institution have done so within the past year.

PERSONS GOING TO WORK OR EDUCATION IN COPENHAGEN DISTRIBUTED ACCORDING TO TRANSPORT DISTANCE AND TRANSPORT MODE ROUND NUMBERS

	< 2 km	2-4,9 km	5-9,9 km	10-14,9 km	>15,0 km	Total
Walk	30,000	6,000	0	0	0	36,000
Bicycle	35,000	67,000	43,000	9,000	1,000	155,000
Car	3,000	18,000	27,000	23,000	67,000	138,000
Bus	1,000	9,000	14,000	3,000	1,000	28,000
Train	1,000	4,000	13,000	13,000	43,000	74,000
Other	0	0	1,000	1,000	4,000	6,000
Total	70,000	104,000	98,000	49,000	116,000	437,000

—— WHAT IS THE BICYCLE ACCOUNT?

The Bicycle Account is an assessment of cycling development in the City of Copenhagen. The Account consequently deals with city cycling conditions, new initiatives as well as the way in which the Copenhageners themselves perceive cycling facilities. The Bicycle Account is published bi-annually.

This year's Bicycle Account is based on 2010 statistics and includes telephone interviews with 1,025 randomly selected Copenhagen residents as well as data from the DTU Transport Survey of Transport Behaviour. The Bicycle Account 2010 is the ninth of its kind. The Bicycle Account is aimed at Copenhagen residents, among others, who hopefully will be able to make use of it as a source of inspiration. For the City of Copenhagen the Bicycle Account is a vital planning tool in the work to make Copenhagen an even better city for cyclists.

You can find further analyses and figures relating to Copenhagen cycling at

WWW.KK.DK/CITYOFCYCLISTS

**COPENHAGEN
TOGETHER**

CITY OF COPENHAGEN
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