

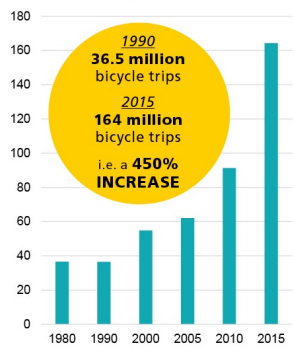
Stairway to Heaven – Understanding Demand



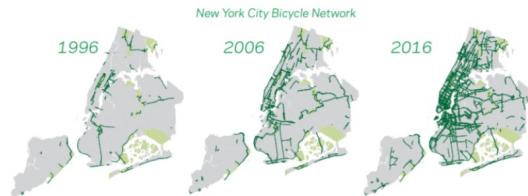
A TALE OF TWO CITIES

NEW YORK CITY

Total Annual Cycling Trips (in millions)



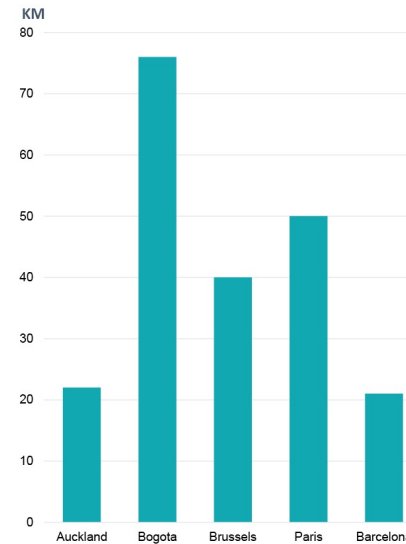
Source: New York City Department of Transportation



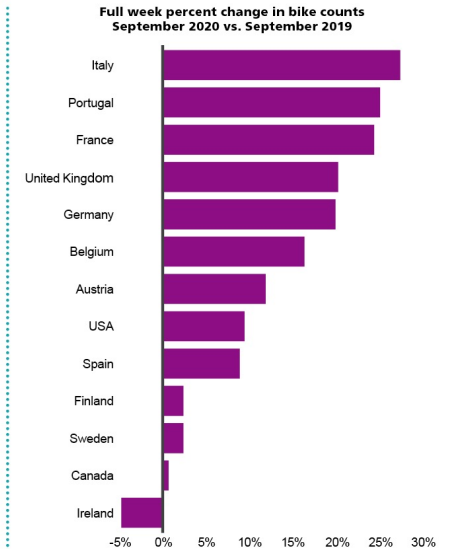
1,300 miles of bike lanes & 500 miles of protected bike lanes in 2019

COVID-19 RESPONSES

TEMPORARY/POP UP CYCLE LANES

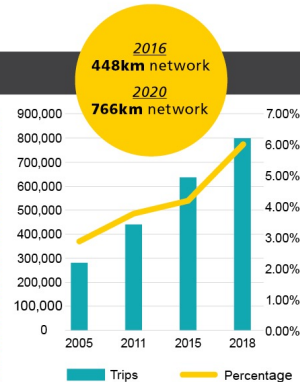
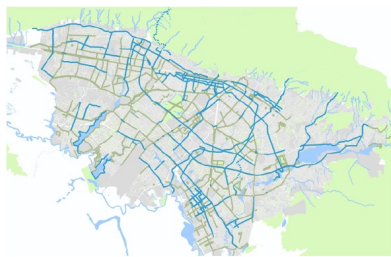
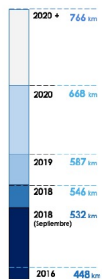


Sources: RFI, Union Cycliste Internationale, C40, European Cyclists' Federation



Sources: Eco-Counter and European Cyclists' Federation

BOGOTA



Source: C40 Cities

BUILD RIGHT CYCLING INFRASTRUCTURE TO GENERATE DEMAND



Action Plans



Tactical Urbanism



Cycling Infrastructure

Unpredictable Times

We live in increasingly unpredictable times. The call for good evidence to support the investment decisions we make for active modes does not seem to diminish.

The Covid-19 pandemic that hit us in early 2020 dramatically changed our lives and the provision of all forms of transport. It has altered every aspect of life significantly in many parts of the world.

Covid-19 has probably accelerated transport demand trends that were already underway. What we will have, when, and if we ever return to anything resembling pre Covid is still very hard to say.

Complexity and variability have become the new normal. But current systems for predicting passenger travel don't really allow for that.

A Time for Reflection and New Ideas

Cities round the world have been freeing space for people on foot and bikes, in response to the coronavirus lockdown. Transport planners, engineers and operators around the world have quickly implemented new street design and management tools to keep essential workers and goods moving, provide safe access to grocery stores and other essential businesses, and ensured that people have safe space for social/physical distancing.

The pandemic has **raised the fundamental question – is your travel necessary**. It demonstrated that in many cases the answer was clearly no.

One of the nicest things during lockdown was seeing huge numbers of people walking or cycling around their neighbourhoods – including on streets that would have otherwise been clogged with traffic and unsafe.

A New Approach

Assumptions regarding how people move and behave have grown increasingly inaccurate in the past decade, but it took Covid-19 for people to truly pay attention to these flaws.

The virus therefore has the potential to lead to a more forward-looking planning approach.

Transport planners and our city leaders are increasingly adopting a 'Vision and Validate' or **'Decide and Provide' approach** to planning for rapid growth, turning transport and land use planning on its head. **Fundamentally, it's about looking to the future, not the past.**

In many ways, we need to go back to basics.

Cities and decision makers can set a future 'Vision' for a liveable city or development, setting ambitious modal share targets, gathering public and stakeholder buy-in, then implementing the necessary measures to reach those objectives and 'Validating' the ongoing progress.

Covid-19 is a wake-up call for us all. Only by using new forecasting approaches will we be able to justify the transport system we want and need in these increasingly unpredictable times.



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