



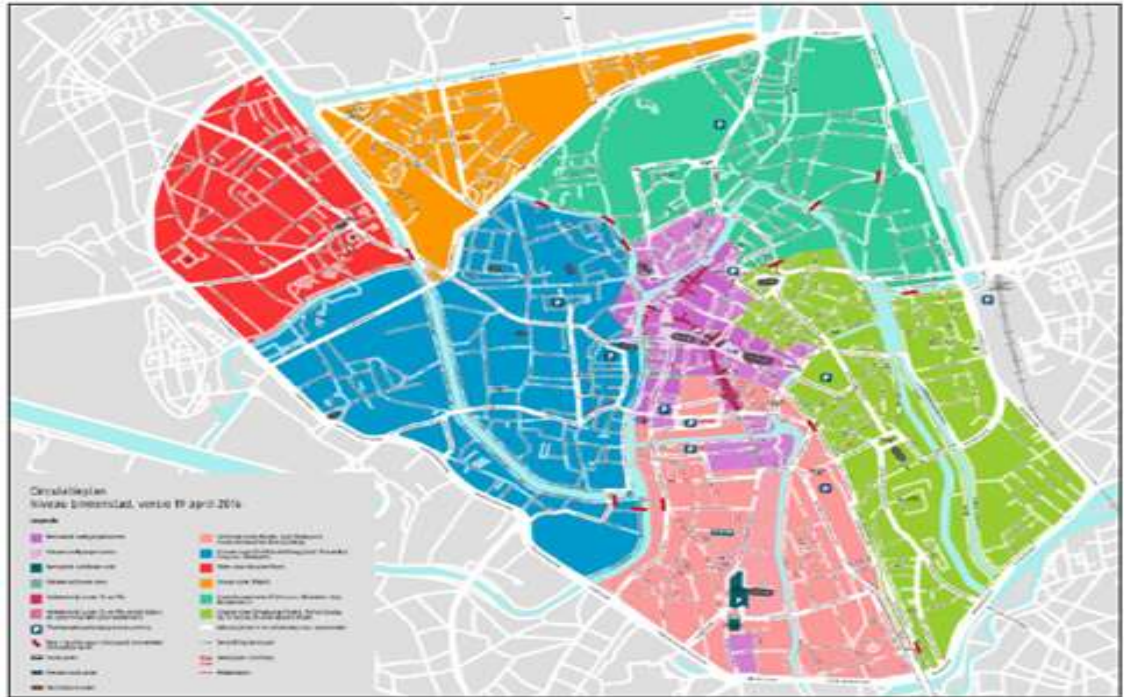
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slim op weg

Ghent: From 8 to 16 cycling streets: a comprehensive approach

2017: Circulation plan

- City is divided in 6 sections
- Moving from one section to the other by using the inner city ring road

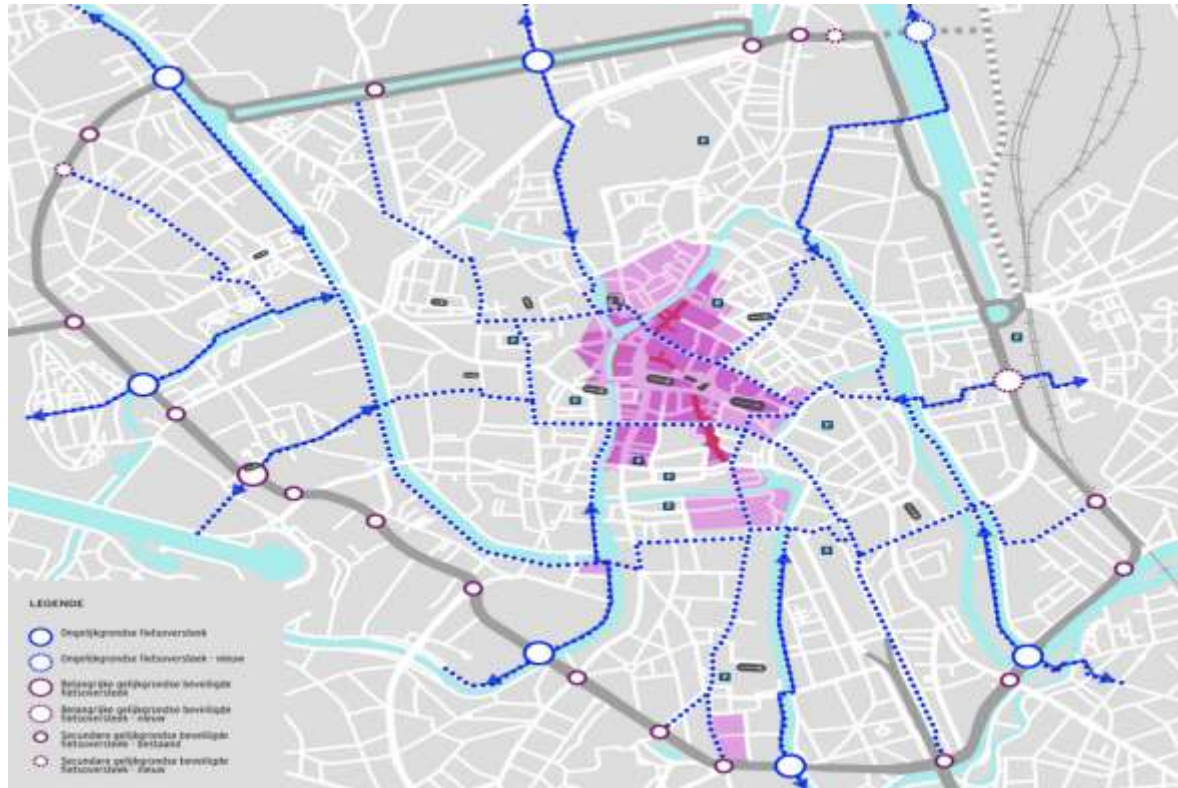


Space and fresh air for...

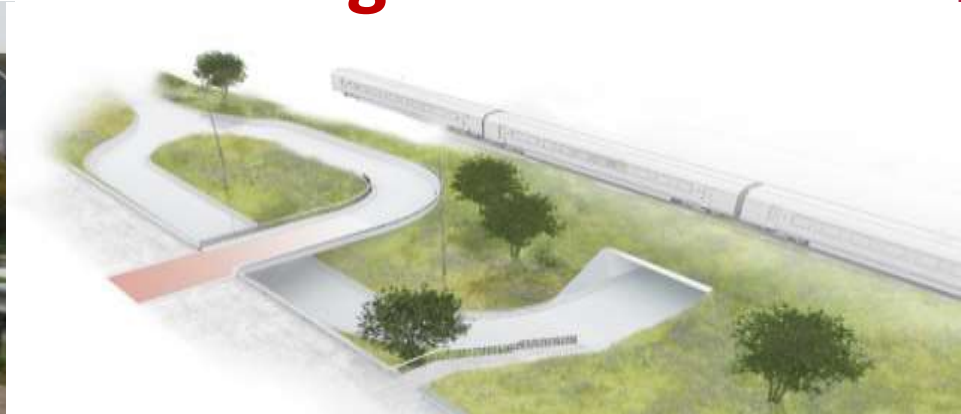
- **Pedestrians** in the restricted traffic area and pedestrian streets
- Comfortable and faster **public transport**
- Comfortable and safe infrastructure for **cyclists**



Safe cycle crossings



Safe cycle crossings



Safe cycling routes towards cycle crossings: cyclings streets

=> From 8 to 16 cycling streets in 2018



Coupure Ghent



Het nieuwsblad



Communication campaign

- **Goal: Make clear the rules of a new concept in the code of conduct:**
 - 30 km/u
 - Cars can not overtake cyclist
- **Content of the campaign:**
 - Collaboration with the police
 - Huge bilbords in cycling streets
 - Viral poster-at-the-window campaign
 - Big opening of new cycle streets
 - Campagne film about cycle streets in the cinema and on social media



Communication campaign



gent:



Discussion

- What do you think about cycle streets? Do you have experience?
- How do you communicate about it?