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
Discussion

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