Cutting short car trips in Copenhagen

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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: 35% (7% bicycle, 26% by bus, train, or metro, 32% car, 16% walk)
- Percentage of trips to work or education in the City of Copenhagen, only Copenhagen residents: 50% (13% bicycle, 13% by bus, train, or metro, 24% car, 20% walk)
- Percentage of trips starting or terminating in the City of Copenhagen, all trips: 33% (40% car, 27% walk)

186,000 per 25%
Intervention 

User insights 

Concept development 

Intervention

Analyzes 
Focus groups

Ethnographic user studies 
Prototyping

Pilots 
Upscaled efforts
Indsigtsoversigt

- Gør som de andre
  - I lære som cyklist
  - Omgangskredsens påvirkning

- Skift i livet
  - Businessbil
  - Familiebil
  - Pensionistbil

- Mit personlige rum
  - Sammen privat i bilen vs. Alene offentligt på cyklen
  - Trygheden i bilen vs. Utrygheden på cyklen

- På farten
  - Cykelkulturen
  - I flow og kontrol
  - A+B
What we learnt from the analyzes

- Bike
- Green route
- 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
3 target groups - 3 campaigns

Greener from A to B

Well functioning bike – development areas

1 mio.
Did we reach the goals?

32 % to 26 %

Cars' share of all short trips
- 2010/2011: 18%
- 2015: 15%

Bike's share of all short trips
- 2010/2011: 38%
- 2015: 42%