

Gopedelec best practice Utrecht NL

Regional 'electric' bike map

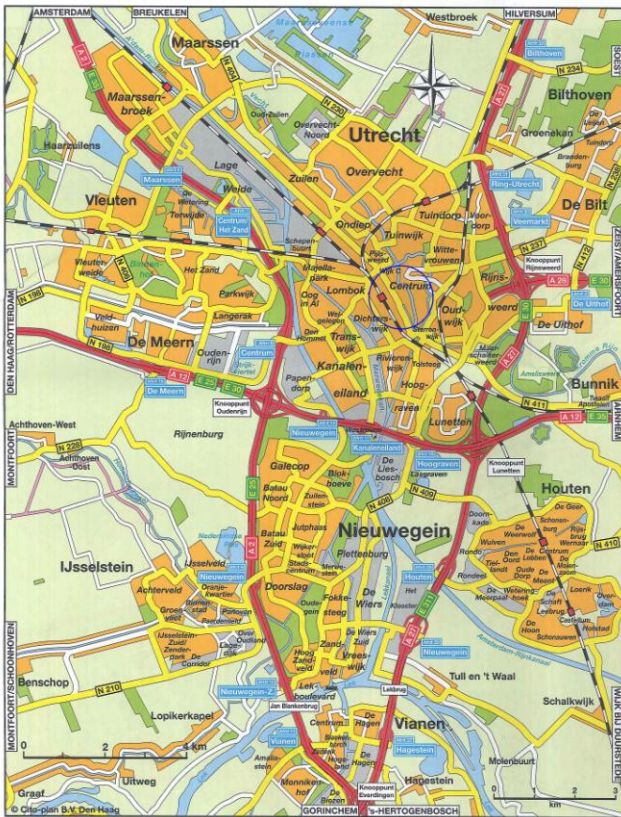
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Regional bike route in the Utrecht region

Introduction

The city of Utrecht itself has a population of 310,000. The build up area of the city is 6 km x 8 km. But Utrecht is part of a larger region.

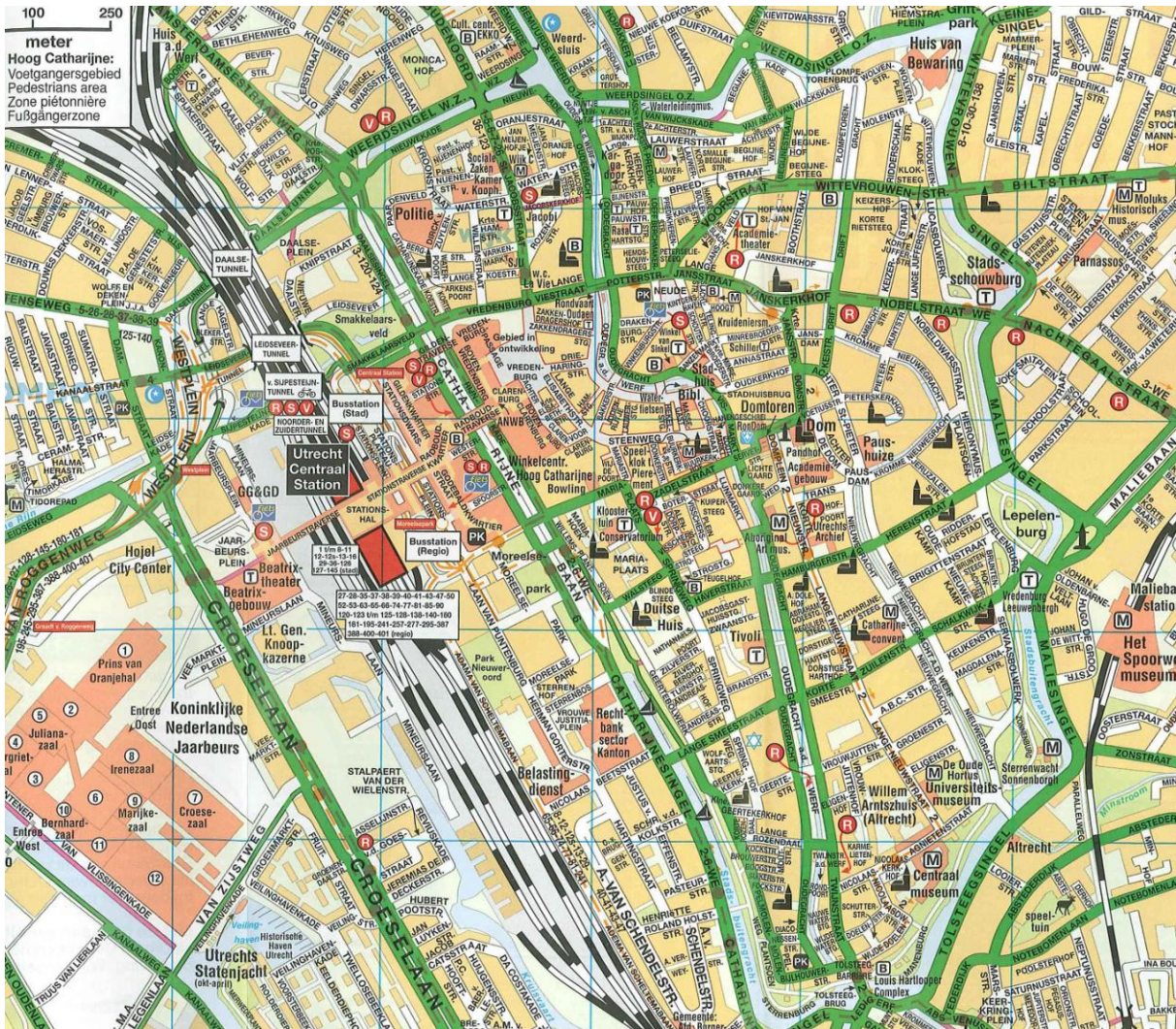


Around the city there are several suburbs, like Bilthoven, De Bilt, Zeist, Bunnik, Houten, Nieuwegein, IJsselstein, De Meern, Vleuten and Maarsse. The total population of this region is 650,000. The build up area is 15 km. x 20 km. (see map above). The number of bike trips in the region is less than within the city of Utrecht. One of the reasons are the longer distances of a trip.

Utrecht bicycle map

In 2007 Utrecht introduced a bicycle map of the city. It was a large scale high detailed map with a lot of additional information about the bike routes, bicycle parking, bicycle repair, etc. Later, also three maps of the suburbs has been made. The scale of all of these maps is 1 : 14,000. The area shown on these maps is around 15 km. x 15 km.





Fragment of the Utrecht city bicycle map

Bicycle highways

The Netherlands are building a network of high speed bicycle routes. These bicycle highways should seduce the commuters who now are travelling by private car on a distance of 15 km. or less.

The bicycle highways are planned to get to the city (centres) and should work as an attractive alternative for commuters who are travelling by car.

The national government has reserved 21 million Euros for 16 bicycle highways paid by the ministry of Infrastructure. Provinces and municipalities contribute for another 60 million Euros which makes a total of € 81 million for realising high quality bicycle infrastructure.

Two of these bicycle highways are planned in the Utrecht region. One connects the western suburbs and the other connects the eastern suburbs.

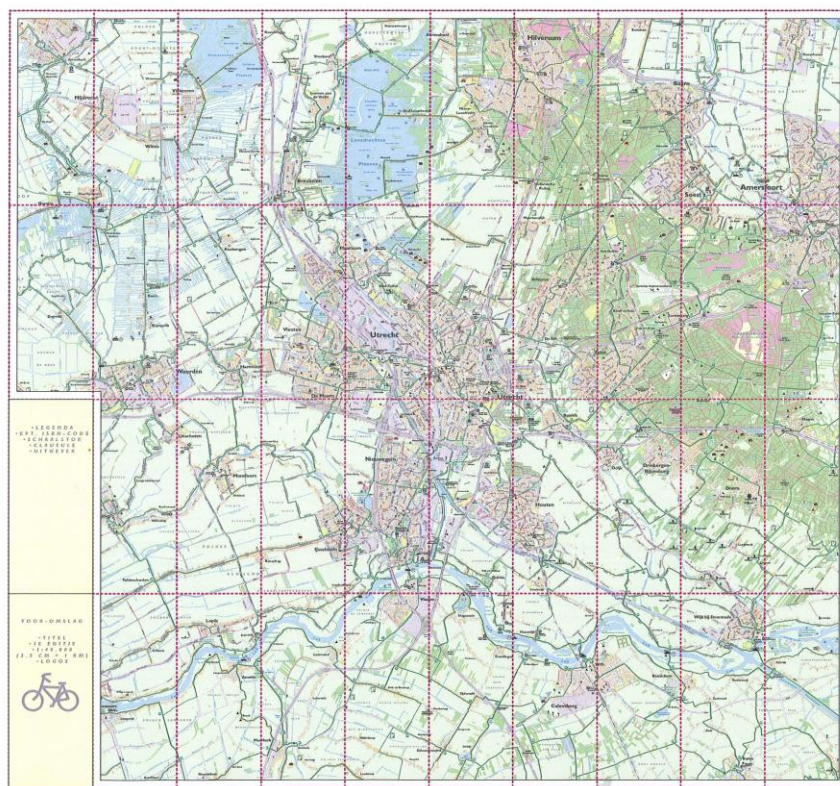
The realization starts in the second half of 2011. A communication plan is also part of this project. One of the communication products is a long distance bike map or a regional bike map.

Regional bike map and the relation with electric bikes

Promoting electric bikes is part of the policy of the new Utrecht city council. Because we are building bicycle highways for the longer trips in the region (5km. – 20 km.) we may expect that a part of the users of these routes use an electric bike. So a regional bike map can also be an excellent product for promoting the electric bike.

On the front side you find the map with information about the bicycle routes. On the back side there is a lot of space for additional information, for example information about the electric bike and the Gopedelec project. The scale of the map will be 1 : 40,000.

The introduction of the map is foreseen in june 2011. The map can also be used as a gift for visitors of the Gopedelec roadshows 2011.



Draft of the regional bike map



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