



CYCLE SUPERHIGHWAYS

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CHIPS - CHA PLAN, BUILD, DESIGN

11th of October 2018

LEUVEN, BELGIUM

Infrastructure should be self explaining, you shouldn't need signs

Herbert Tiemens

CYCLE SUPERHIGHWAYS BOARD MEETING

Tuesday the 9th of October

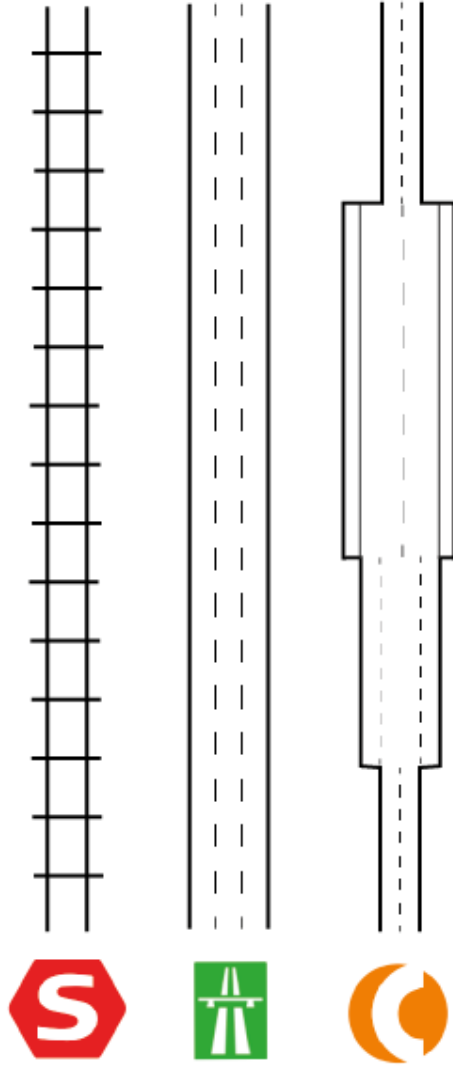
**SUPER
CYKELSTIER**





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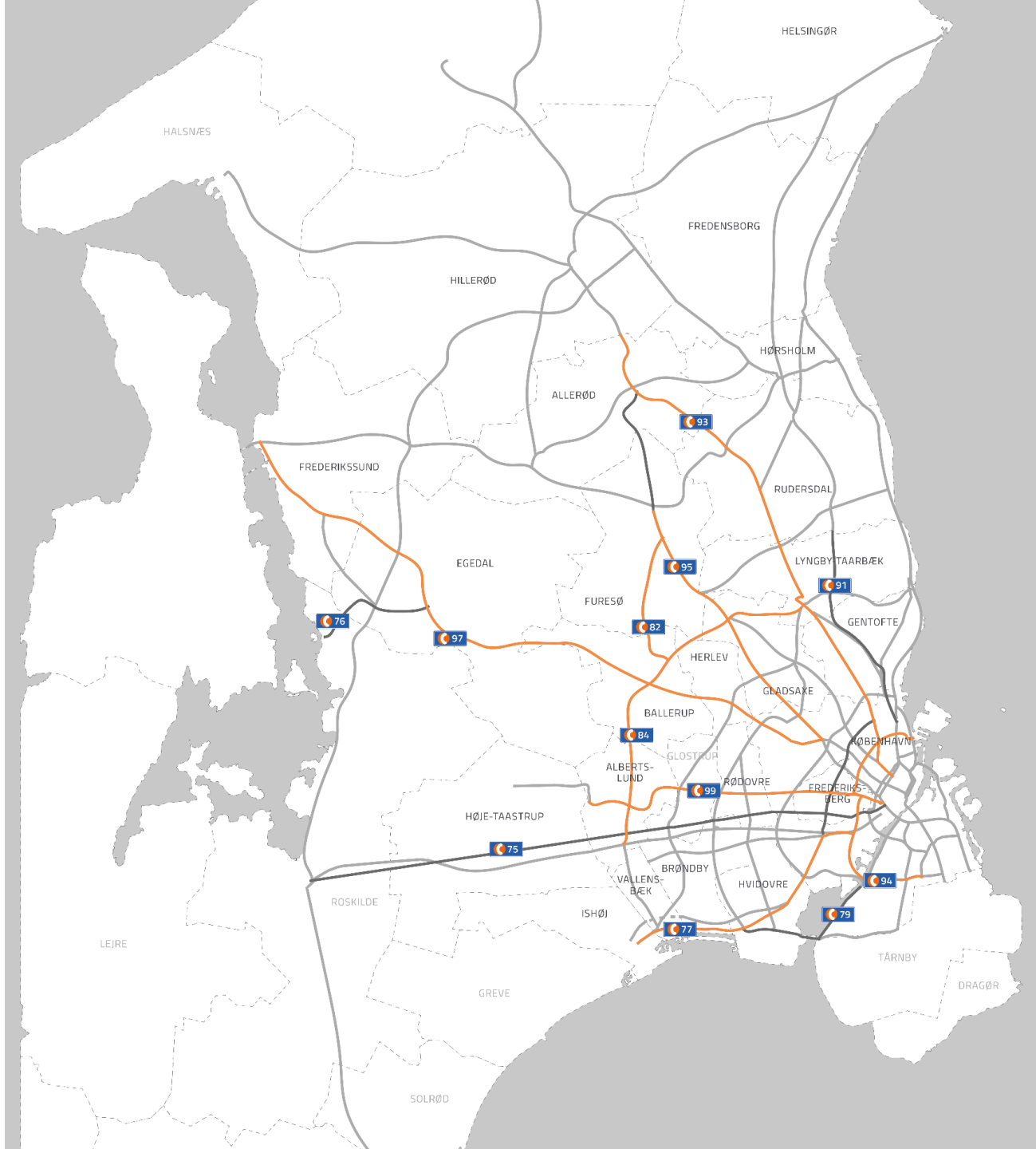
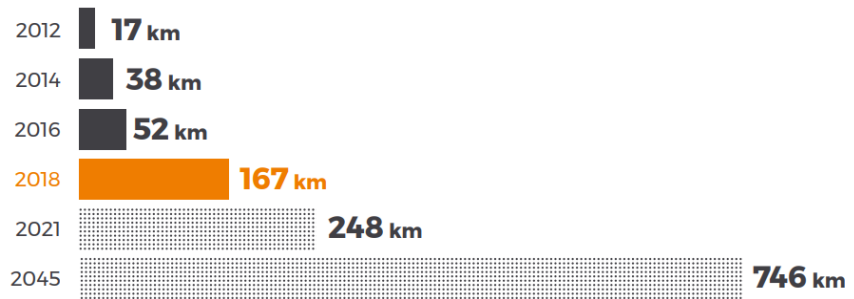
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70 %

Less than 10%

46%



SAMFUND

Havnetunnelen og supercykelstier vil gøre samfundet rigere – men Letbanen koster os penge

Danmark kan løse trafikale trængsel med en lang række projekter, der koster mindre, end samfundet tjener på dem. De er på tegnebrættet. Andre projekter som Hovedstadens Letbane er vedtaget, men er en udgift.





Visibility

- 63% of the respondents has noticed the C-symbol on the asphalt or/ and on the signage along the cycle routes. Among those,
 - the majority noticed the symbol on the asphalt (49%),
 - while 12% saw it on the signs and
 - 34% saw the symbol both on the asphalt and the signs.
- Concerning the arrow, 40% have noticed it.

Readability/ Understanding

- Among those who have noticed the C-symbol,
 - 70% know the right meaning (cycle superhighway).
 - A bit more than 20% says they don't know what it means
 - and the last 10% has a guess to what it means.
- Among those who have noticed the arrow, 40% knows the meaning of it.

Usability

- Up to 10% of the users use the symbols actively for orientation and wayfinding. Those cyclists, who use the cycle superhighways daily or a couple of times a week use the symbols more than those who cycle on the cycle superhighways weekly or a couple of times a month.
- 46% of the cyclists say that they can imagine using the symbols if they were to go on a cycle superhighway they were not familiar with beforehand.

Ustests

- The placement is good (in the middle, before and after intersections, and the distance between) and the symbols are visible
- The colour is good and the size is also good. 3 out of 19 wished it was bigger
- All test users followed the symbols
- Only the low hanging signs were used, the high placed ones were not noticed
- Found the arrow most useful, but many also just followed the orange symbols and didn't put much meaning into whether it was an arrow or a C.
- The destination table:
 - Difficult to read, disturbing
 - The information, however, is good. And the distance. They like to keep track of how far they are on the route, they are motivated by that.
- Test in 2016:
 - The first testusers are happy with the arrows, but fewer can explain what the C means.
 - Further develop the logo, so more people understand it.