



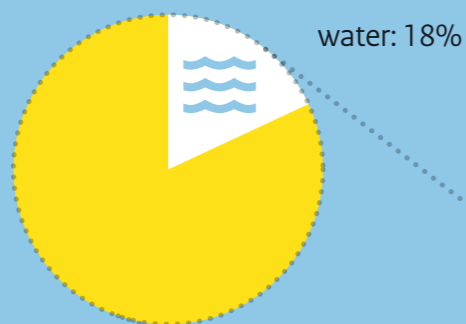
- **FLOW session**

Reaping Economic Benefits of Lower Congestion through more cycling

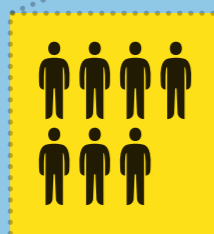
- Jan-Bert Dijkstra
Programme Director
13 June 2017



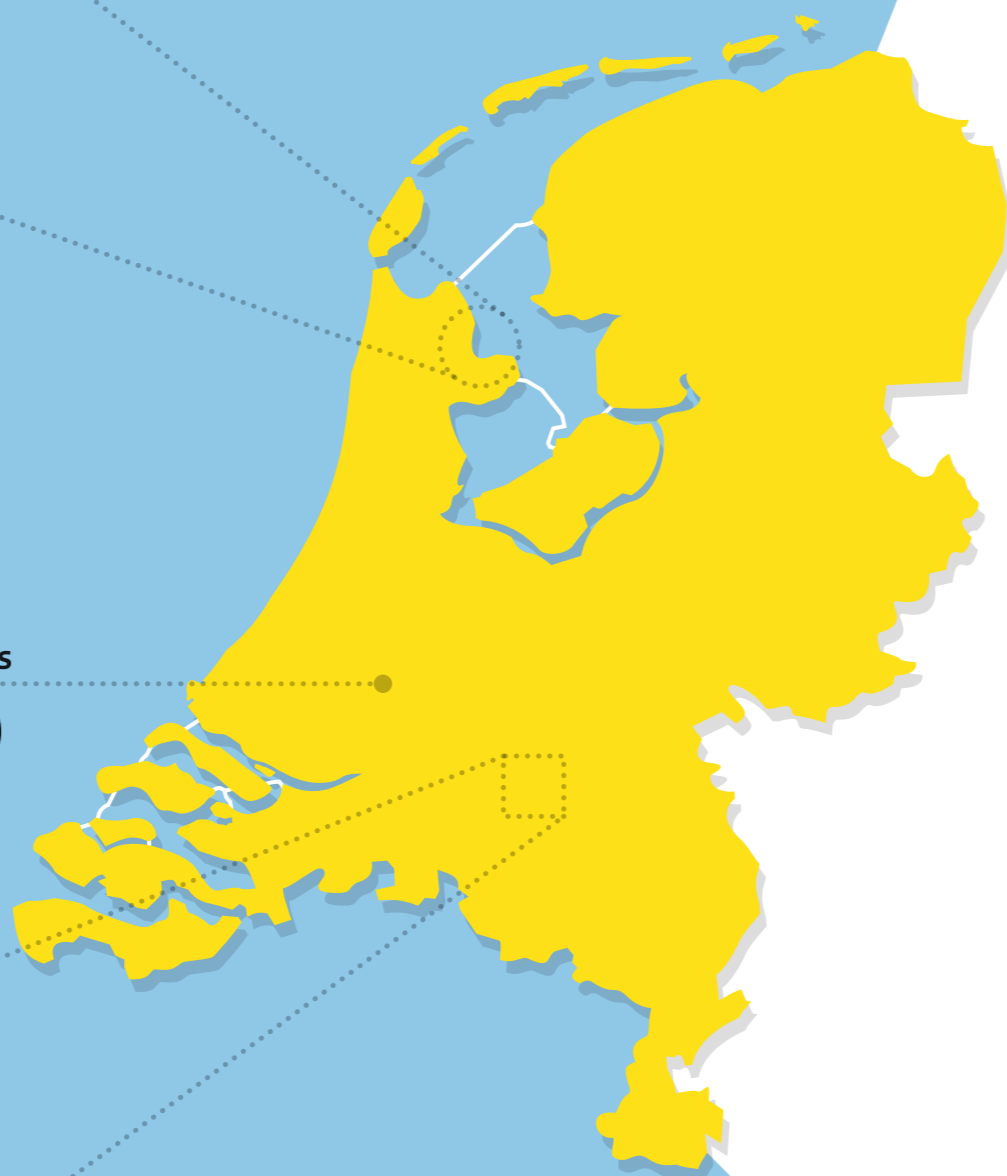
Land area
41.543 km²



Number of inhabitants
17.000.000



Population density
410 persons per km²

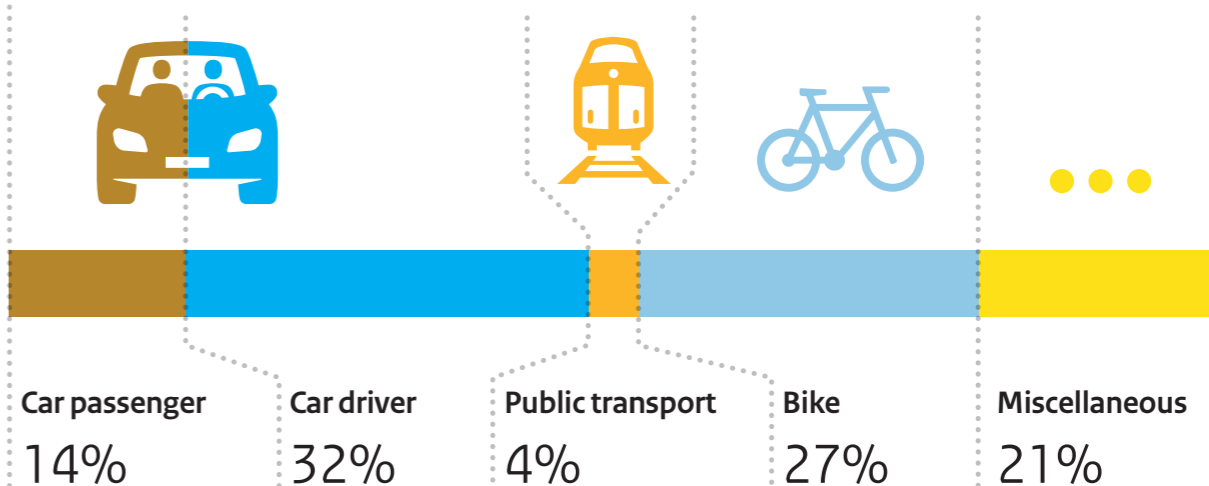


Total number of travel kilometers
184.000.000.000 km

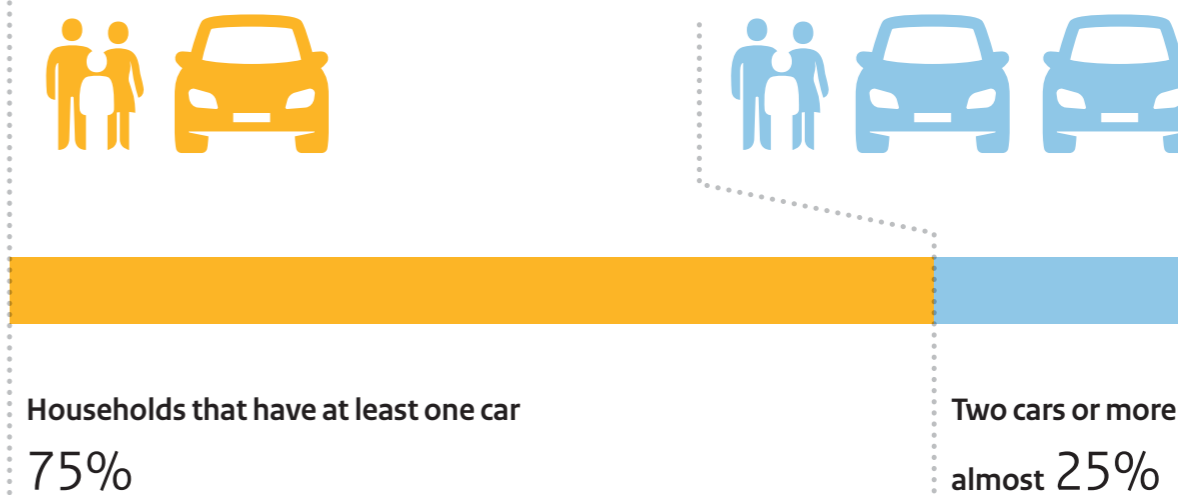


Trips per day per inhabitants
2,7 trips

Modal split as percentage of total number of rides



Cars per household

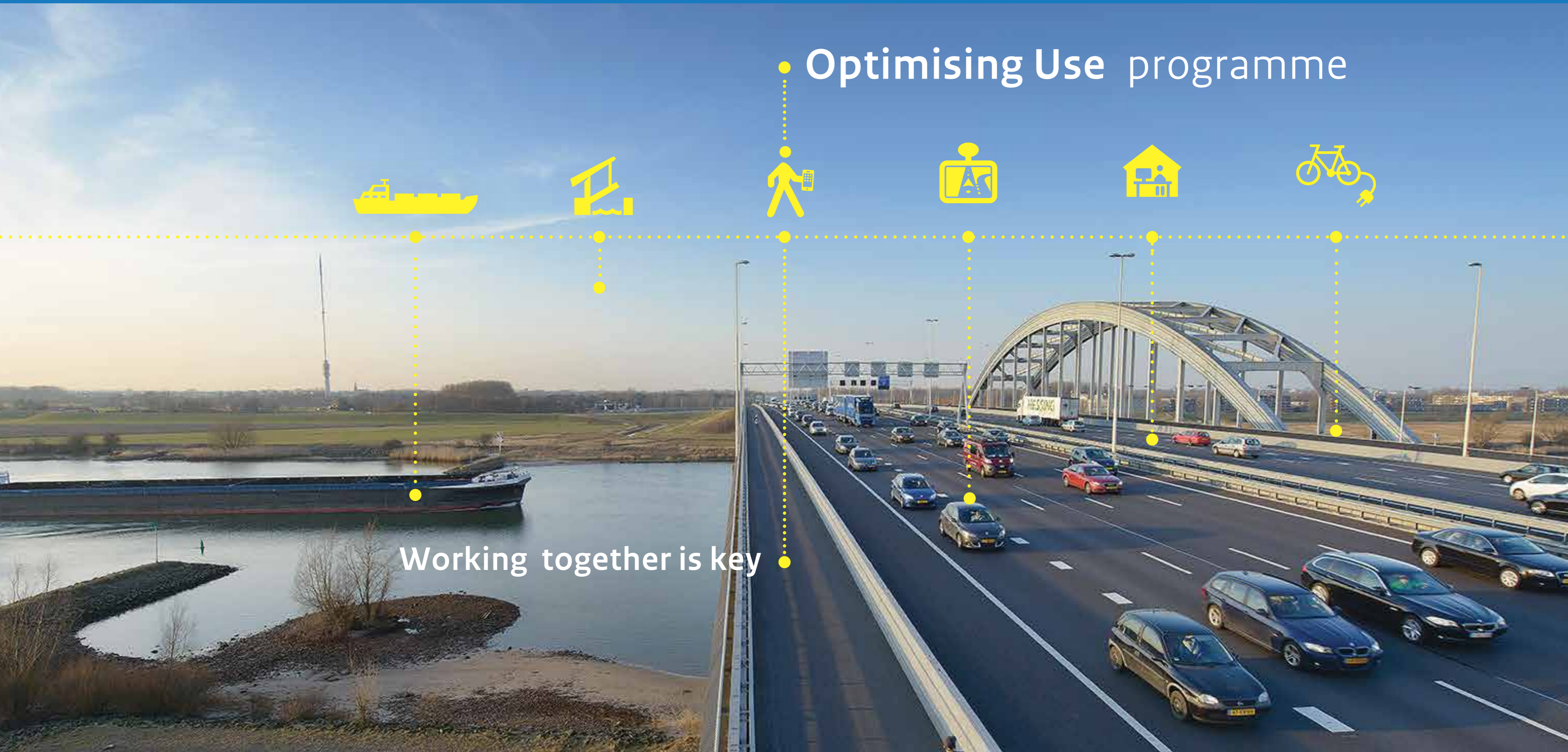




Optimising Use programme



Working together is key





61% VAN DE BEVOLKING WOONT BINNEN 15 KM VAN HET WERK



0 km



15 km



25% VAN ALLE WERKNEMERS GAAT OP DE FIETS NAAR HET WERK



TODAY



**THIS ONE
RUNS ON FAT
AND SAVES YOU MONEY**



- Switch from car / bus to bicycle gains up to € 0,50 per kilometer
- Bicycle uses 7-11 times less space
- Cyclists have 1,3 less sick days
- Better health through cycling saves € 18 billion in health-care cost a year

**THIS ONE
RUNS ON MONEY
AND MAKES YOU EAT**





