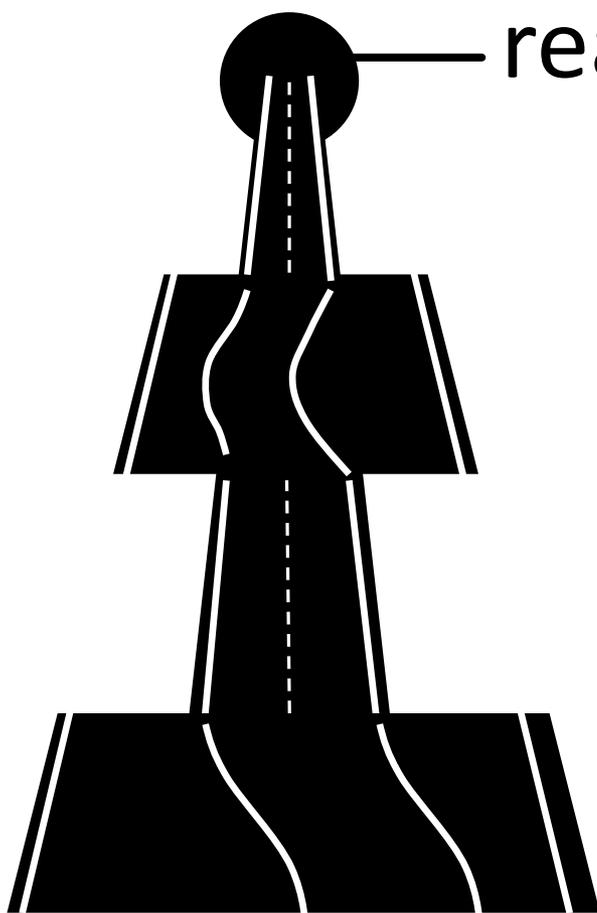


# How to make your cycle highway



— readable?



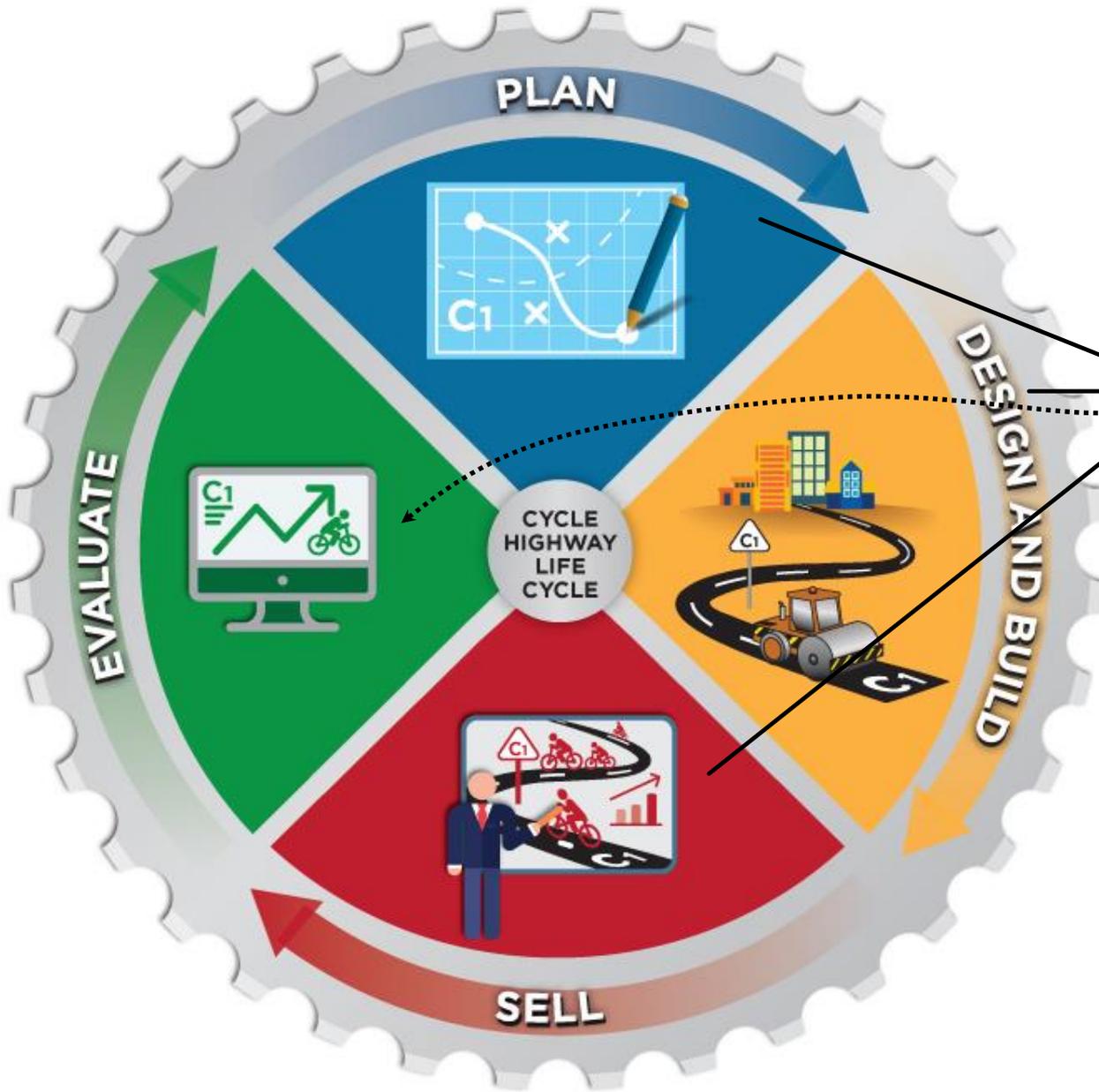
Readability Toolbox



Filter out CHIPS  
recommendations



Filtered by CHIPS & Joris Van Damme (province of Flemish-Brabant)

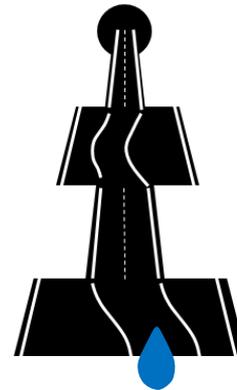


Readability Toolbox



# How to make your cycle highway \_\_\_\_\_ readable?

## 3 central questions

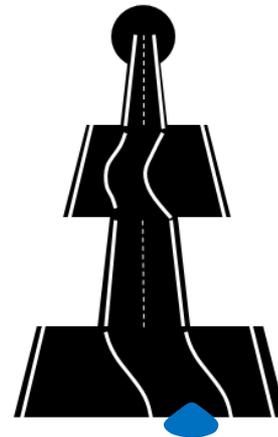


1. How /when to brand your cycle highway?

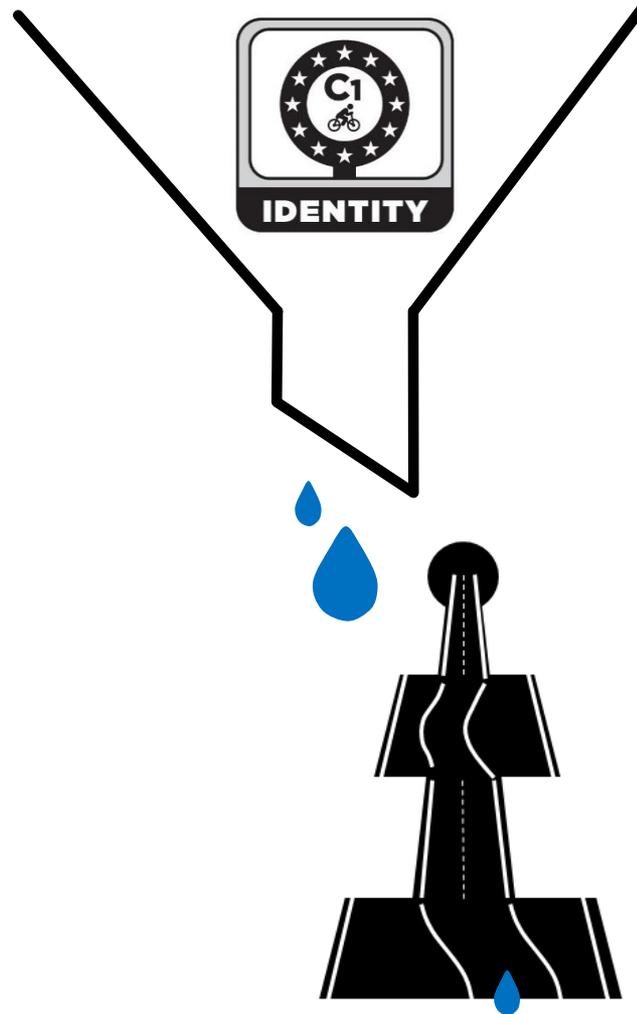
2. How to improve wayfinding?

3. How to enhance exposure?

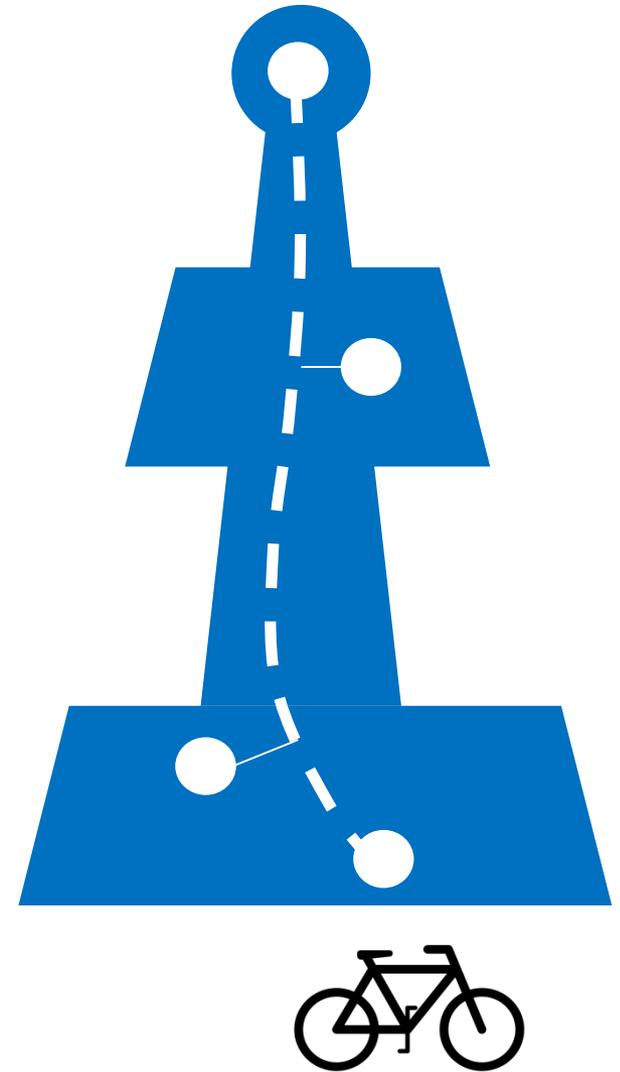
tools : examples, concepts, strategies



# 1. How /when to brand your cycle highway?



Branding ideally starts in the early **planning** phase



# What will be the title of your feasibility study?

**RS1 DER SCHNELLSTE WEG DURCHS REVIER**

**LEISTUNGSZIEL**  
Lage in der Standortkarte zeigt die Anknüpfung zum Fernverkehr.

**RS1 DER SCHNELLSTE WEG DURCHS REVIER**  
Lage in Region zeigt auf Basis geographischer und sozialer Faktoren.

**RS1 DER SCHNELLSTE WEG DURCHS REVIER**  
Lage in der Karte zeigt die Anknüpfung zum Fernverkehr.

**RS1 DER SCHNELLSTE WEG DURCHS REVIER**

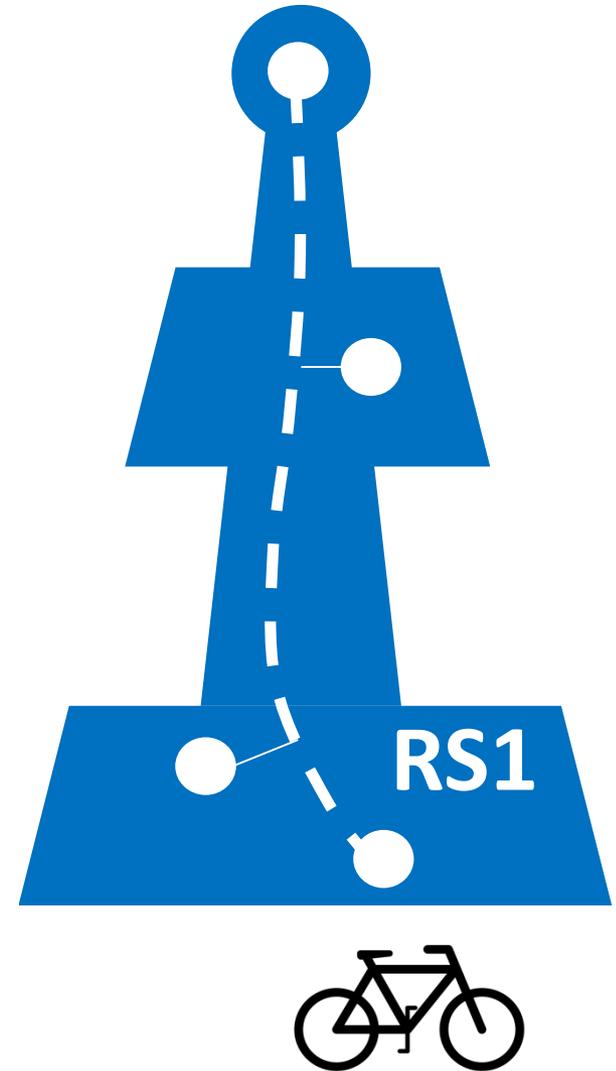
**RS1 DER SCHNELLSTE WEG DURCHS REVIER**  
Lage in der Karte zeigt die Anknüpfung zum Fernverkehr.

**RS1 DER SCHNELLSTE WEG DURCHS REVIER**  
Lage in der Karte zeigt die Anknüpfung zum Fernverkehr.

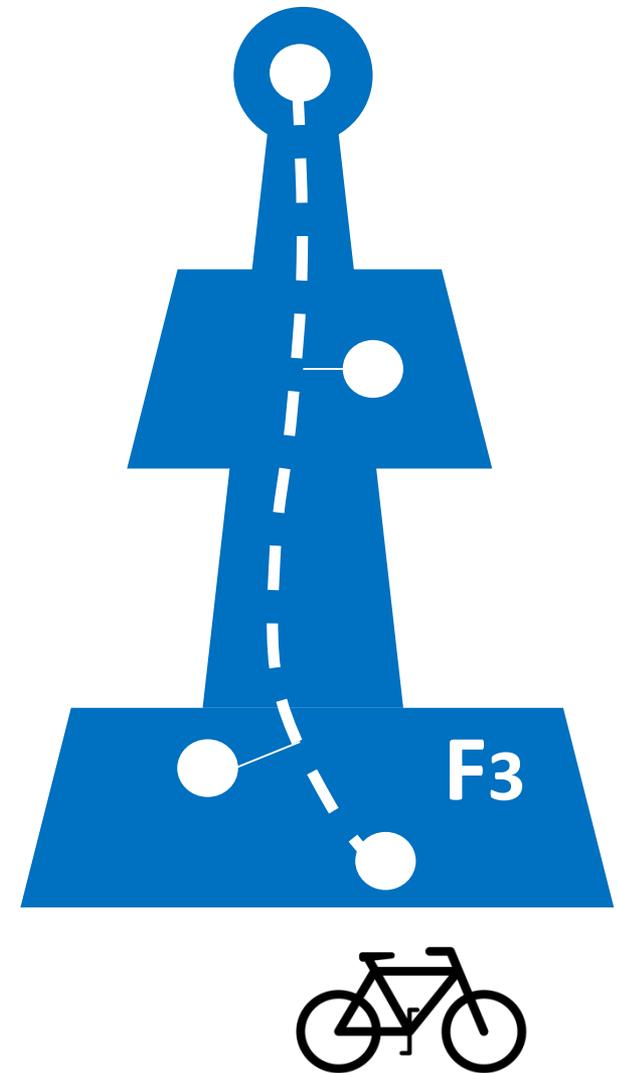
## MACHBARKEITSSTUDIE

Radschnellweg RS1

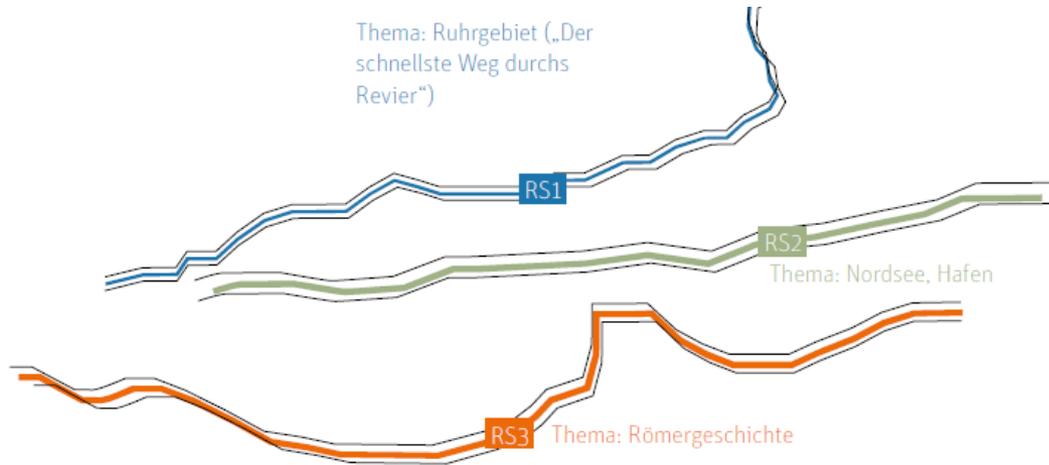
**RS1 DER SCHNELLSTE WEG DURCHS REVIER**



# How will you communicate the vision and desired future?

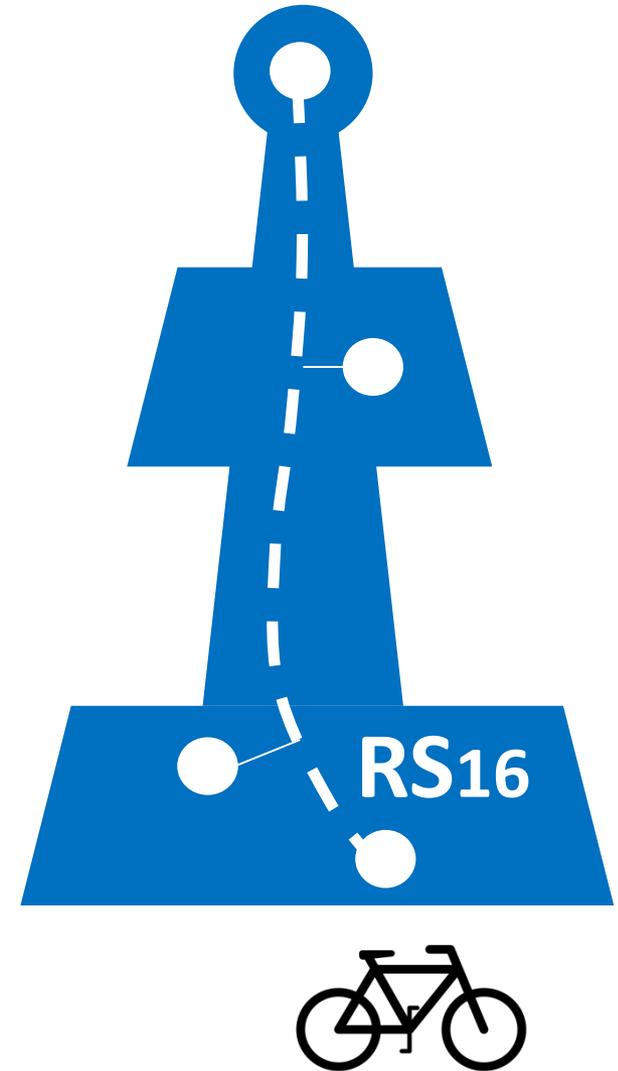


# Is your branding strategy future proof?



What if...

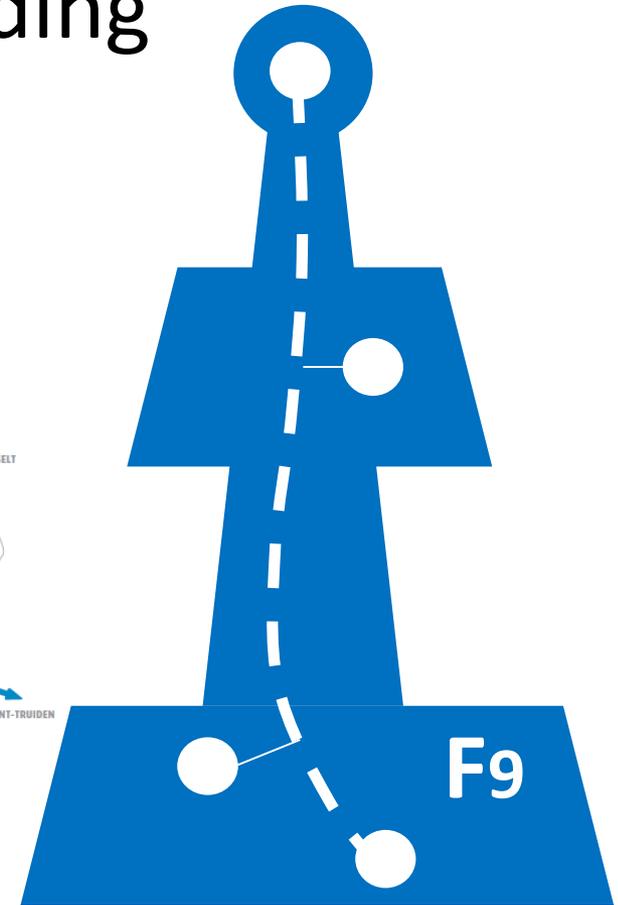
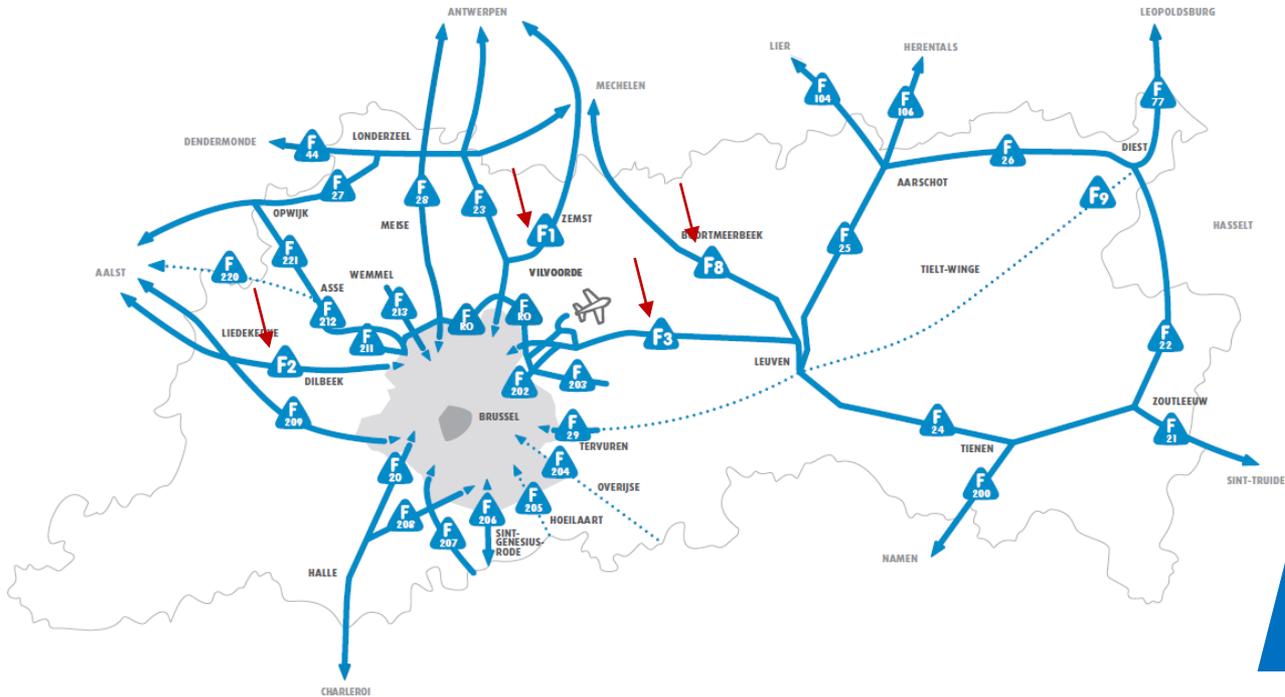
you plan more RS-numbers than the colours of the rainbow?





# Example of future proof branding

5 Flemish provinces

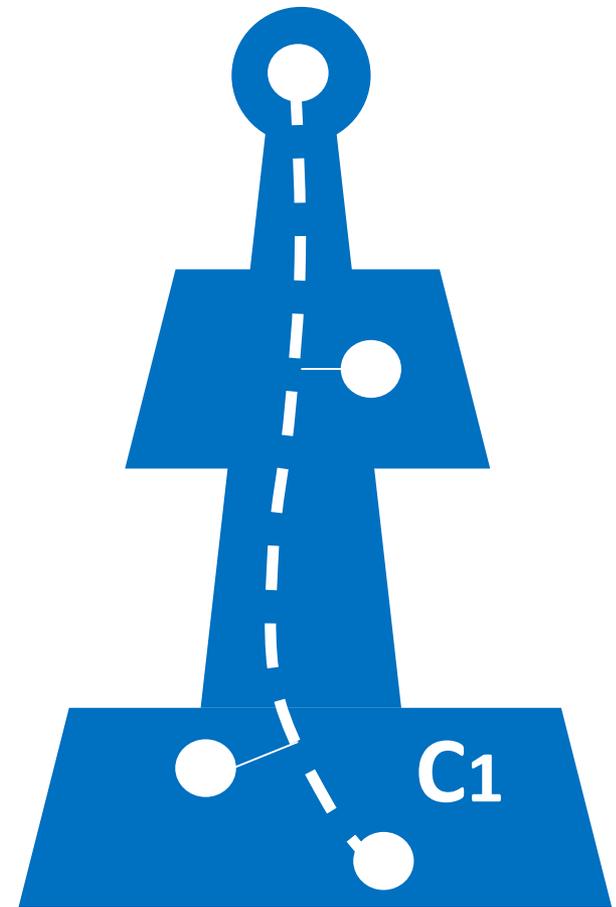
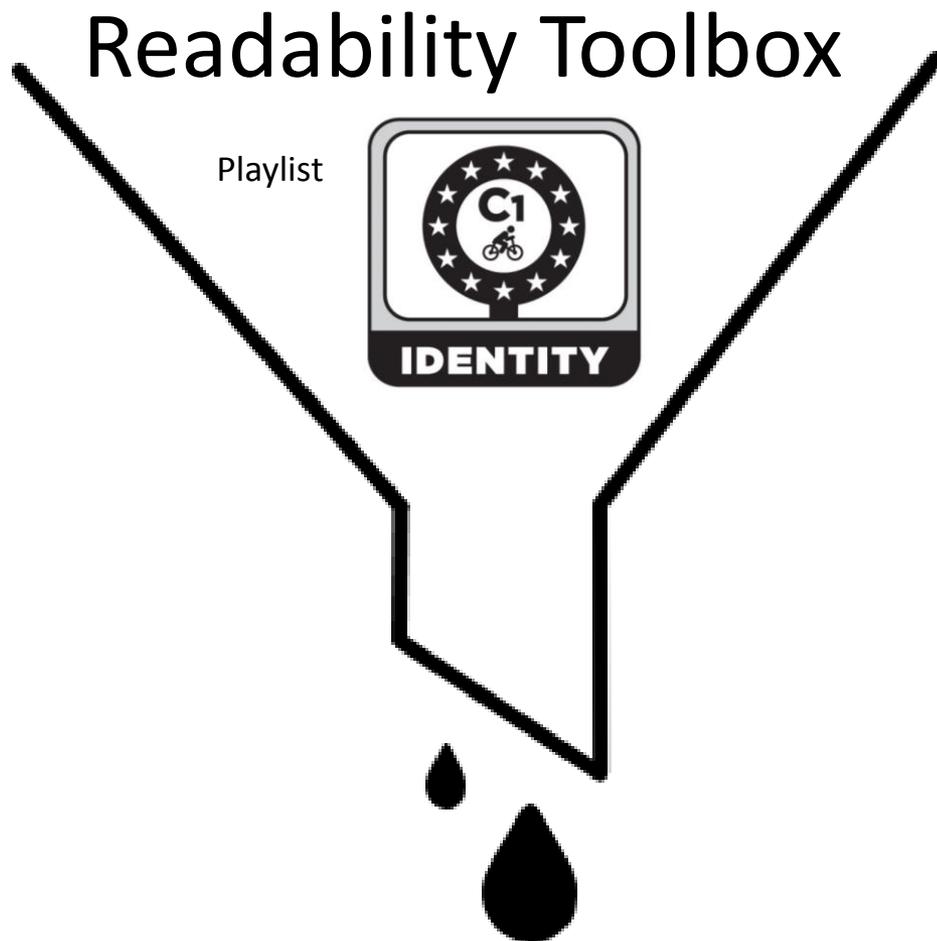


F20-... and F200-... >> cycle highways in the province of Flemish-Brabant

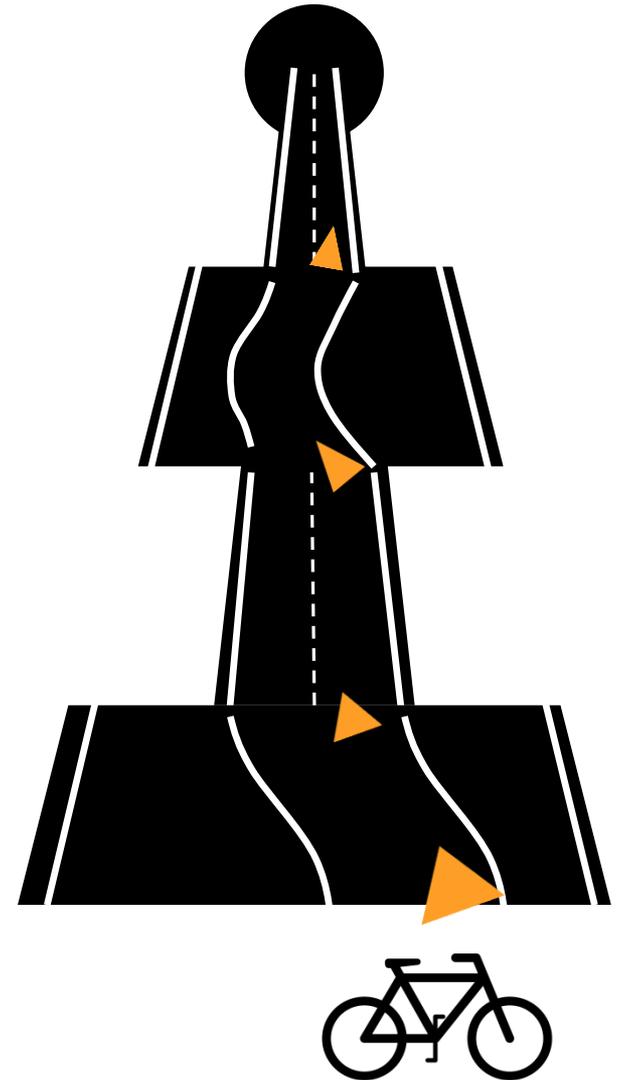
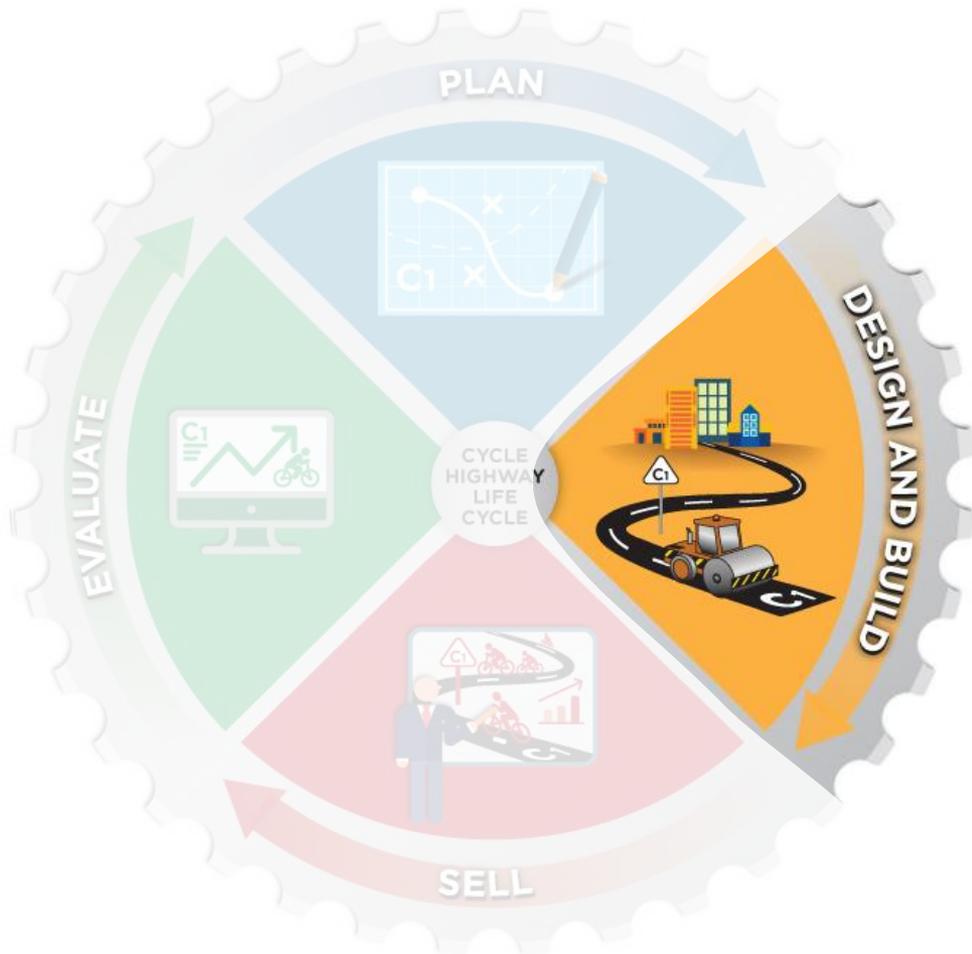
F1-F9  
[www.fietsnelwegen.be](http://www.fietsnelwegen.be)

>> important connections between major cities

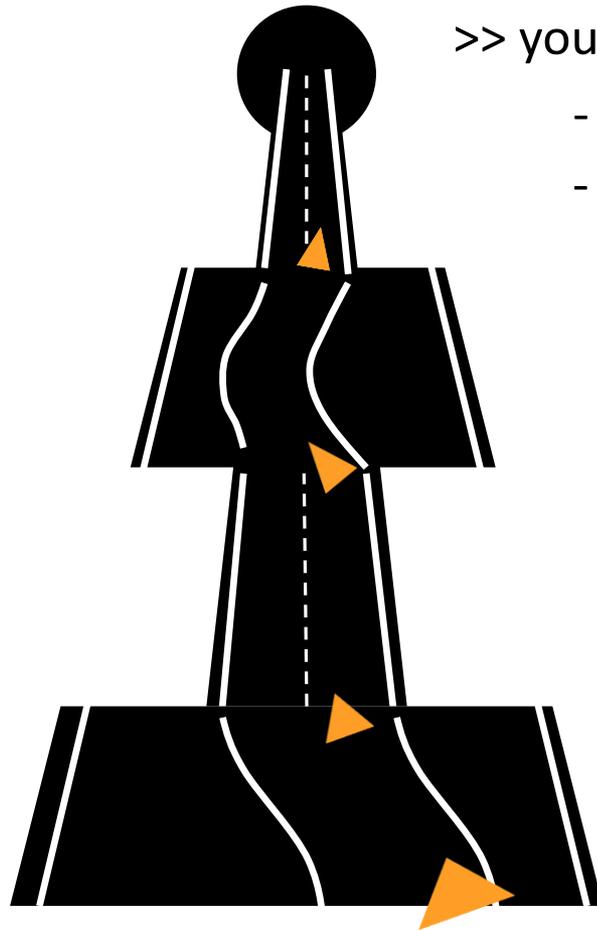
# More tools around name giving



Branding is essential when you  
want to improve **wayfinding**



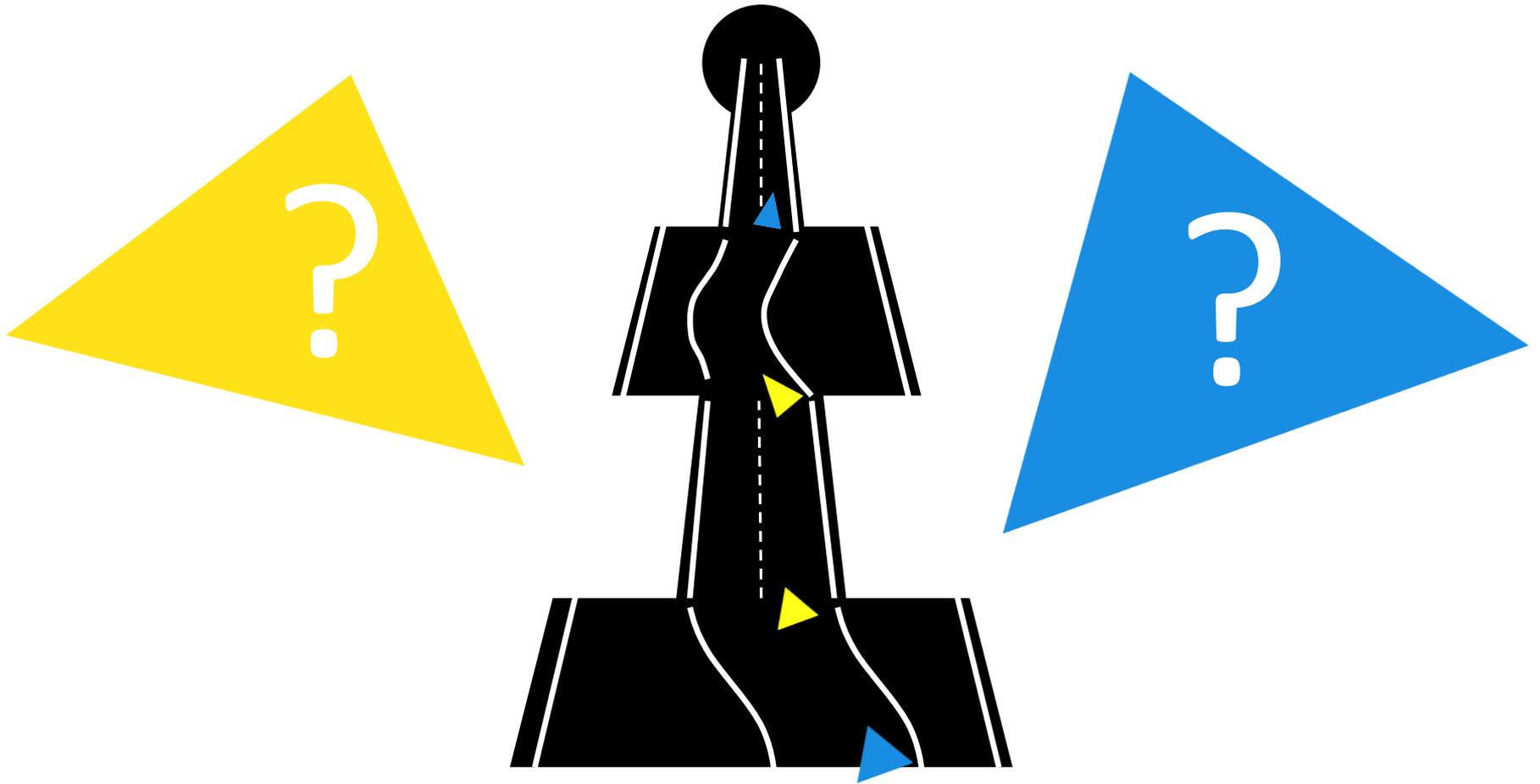
# How will you design the perceptual **clues** that will enable new users to understand the **mobility product** and use it?



>> you first need a product brand

- a name/identity
- a central brand colour?

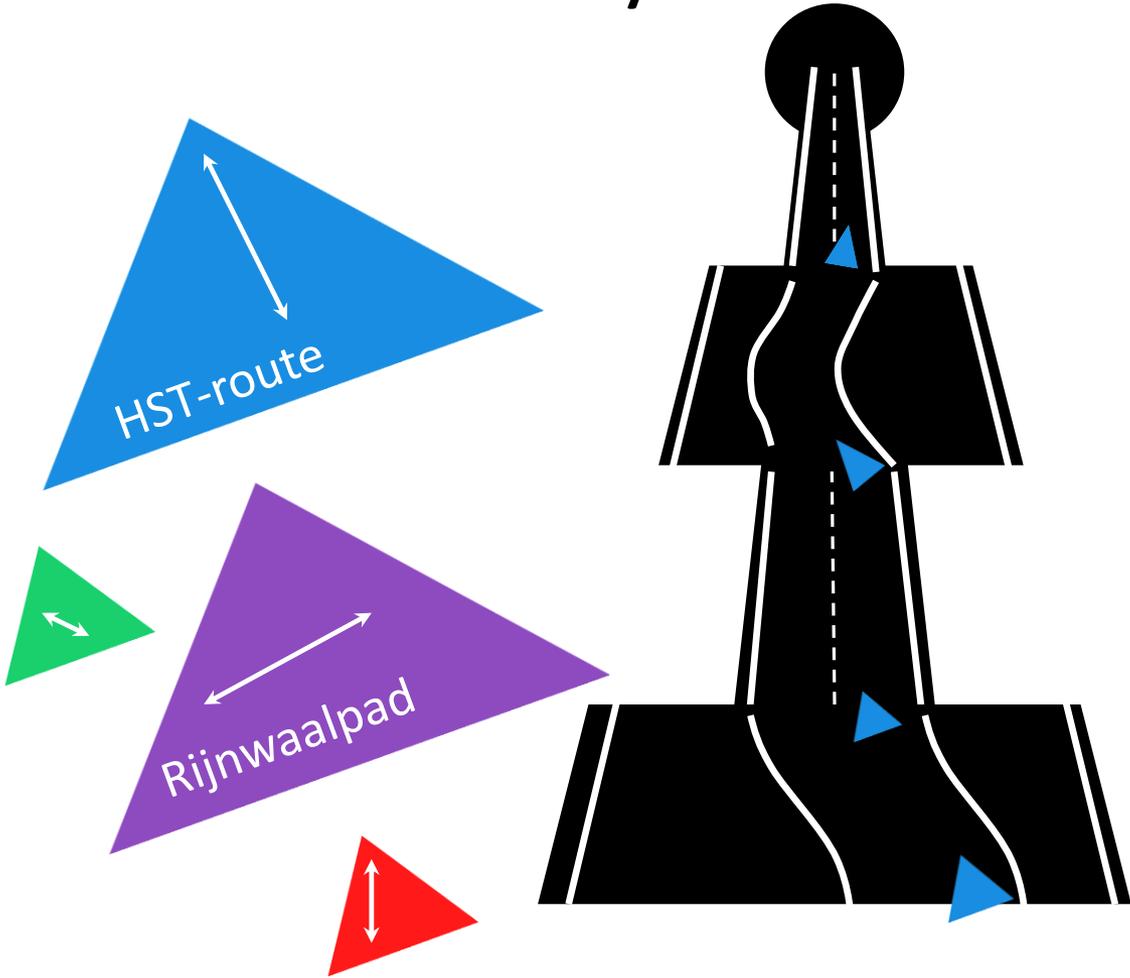
# What branding-strategy to choose?



There are two main strategies:

Route-identity

Network-identity

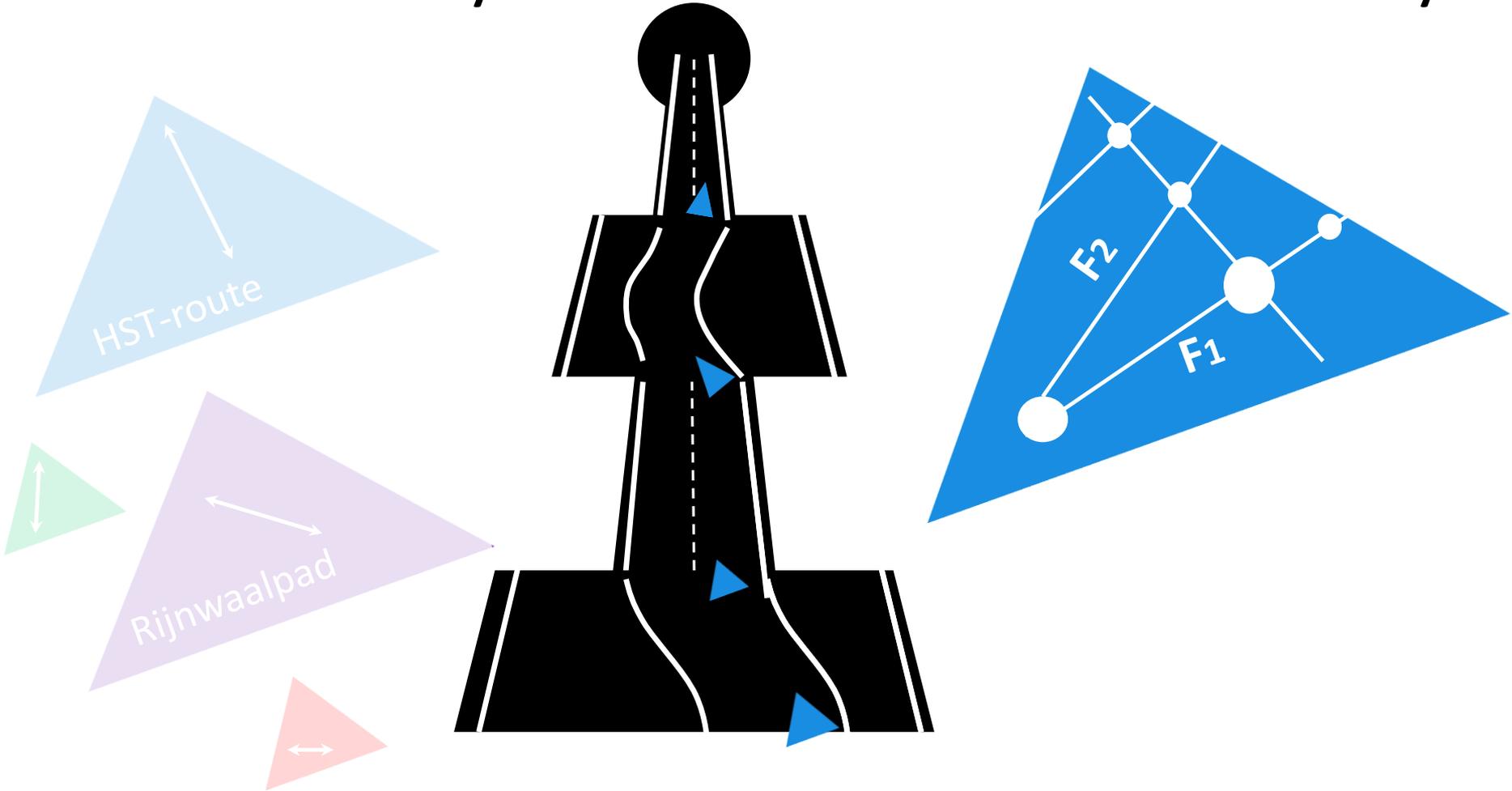


# Two ways to brand your cycle highway:



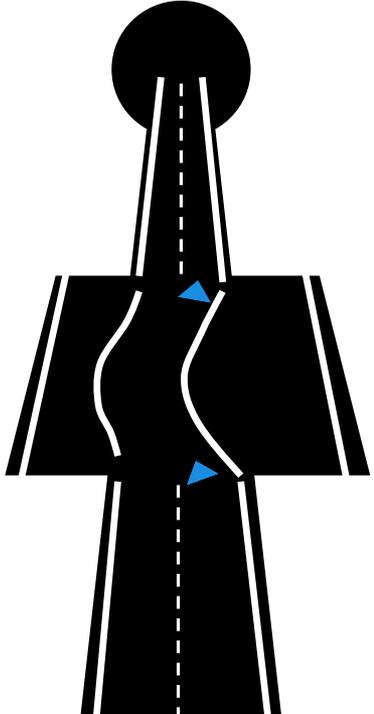
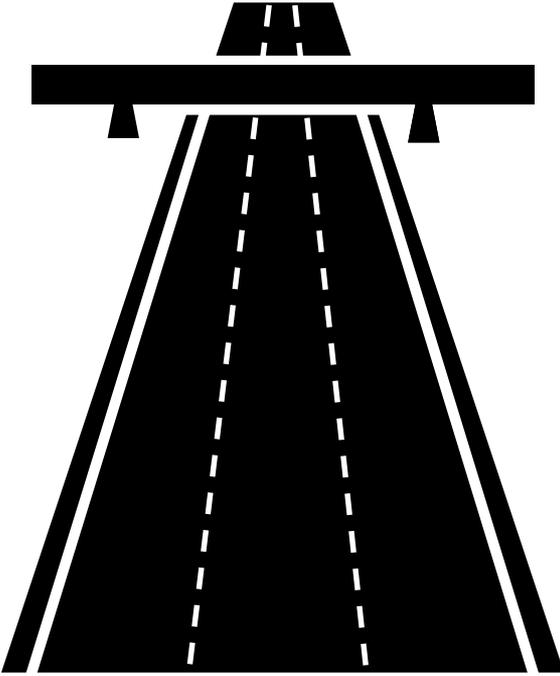
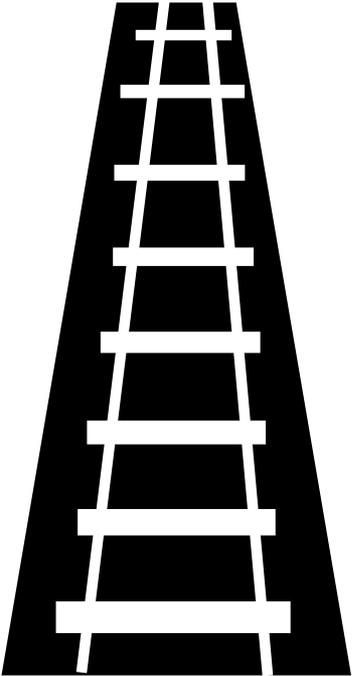
Route-identity

Network-identity

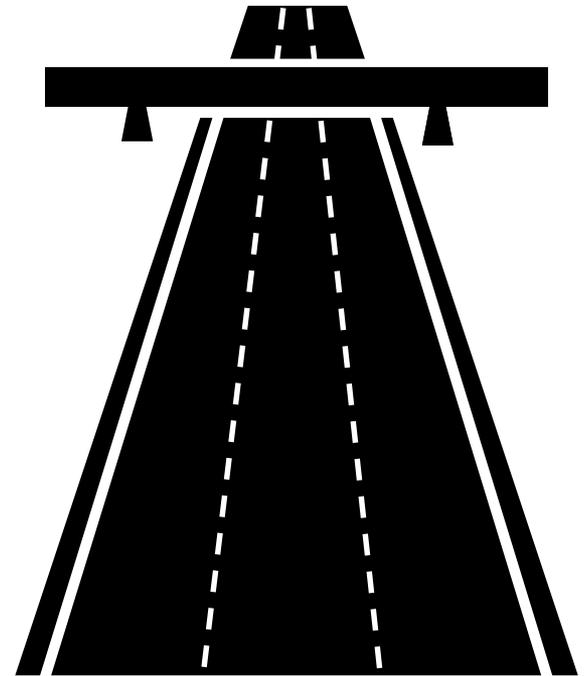
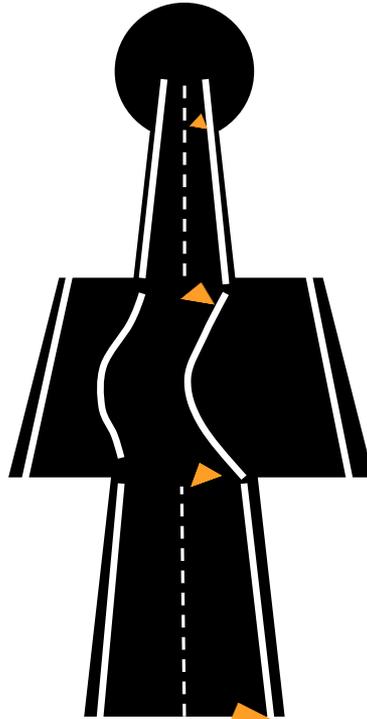
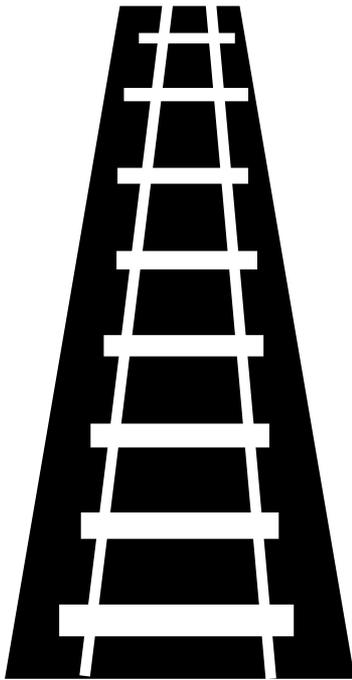




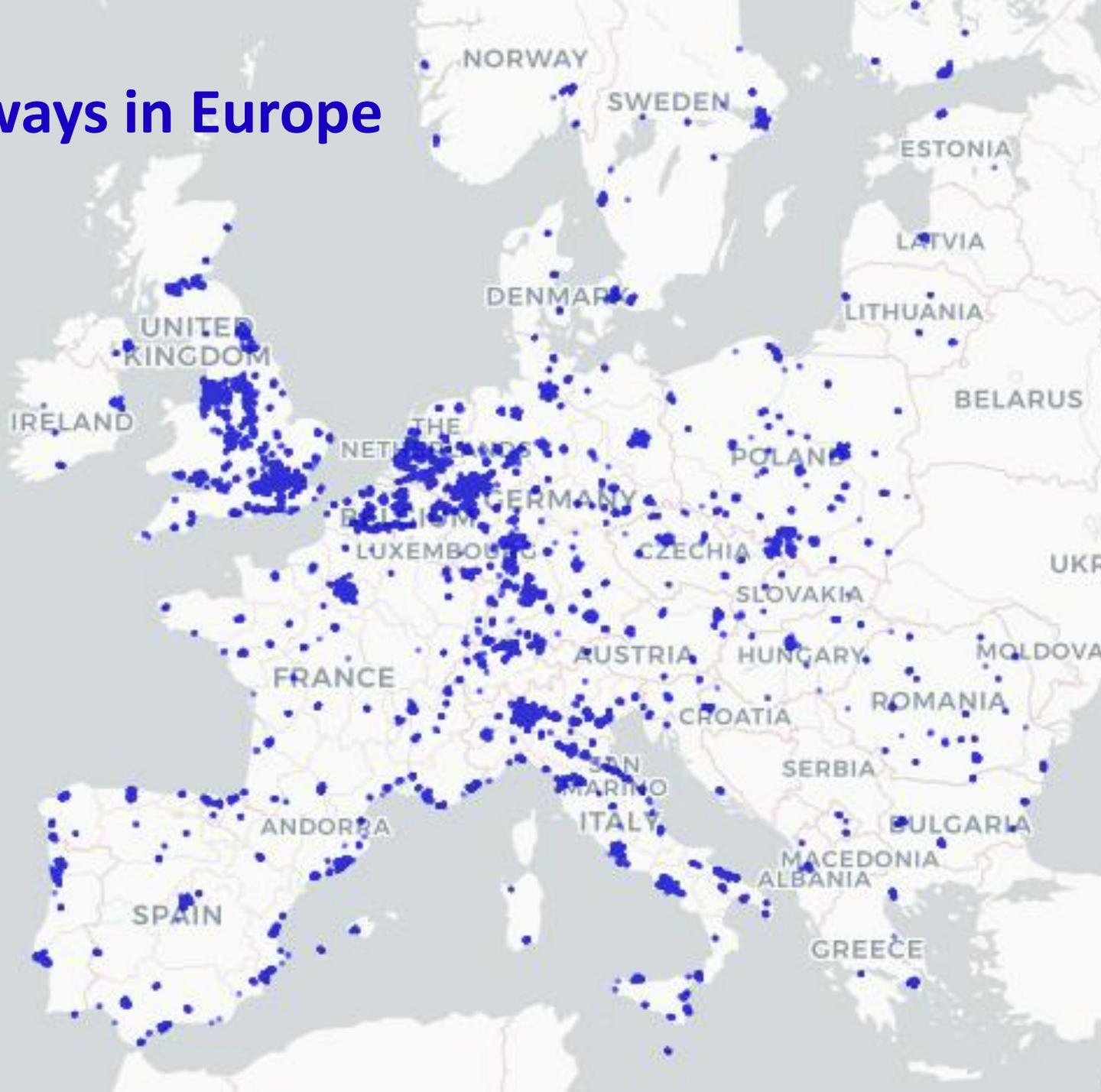
# CHIPS *not only* recommends network-identity

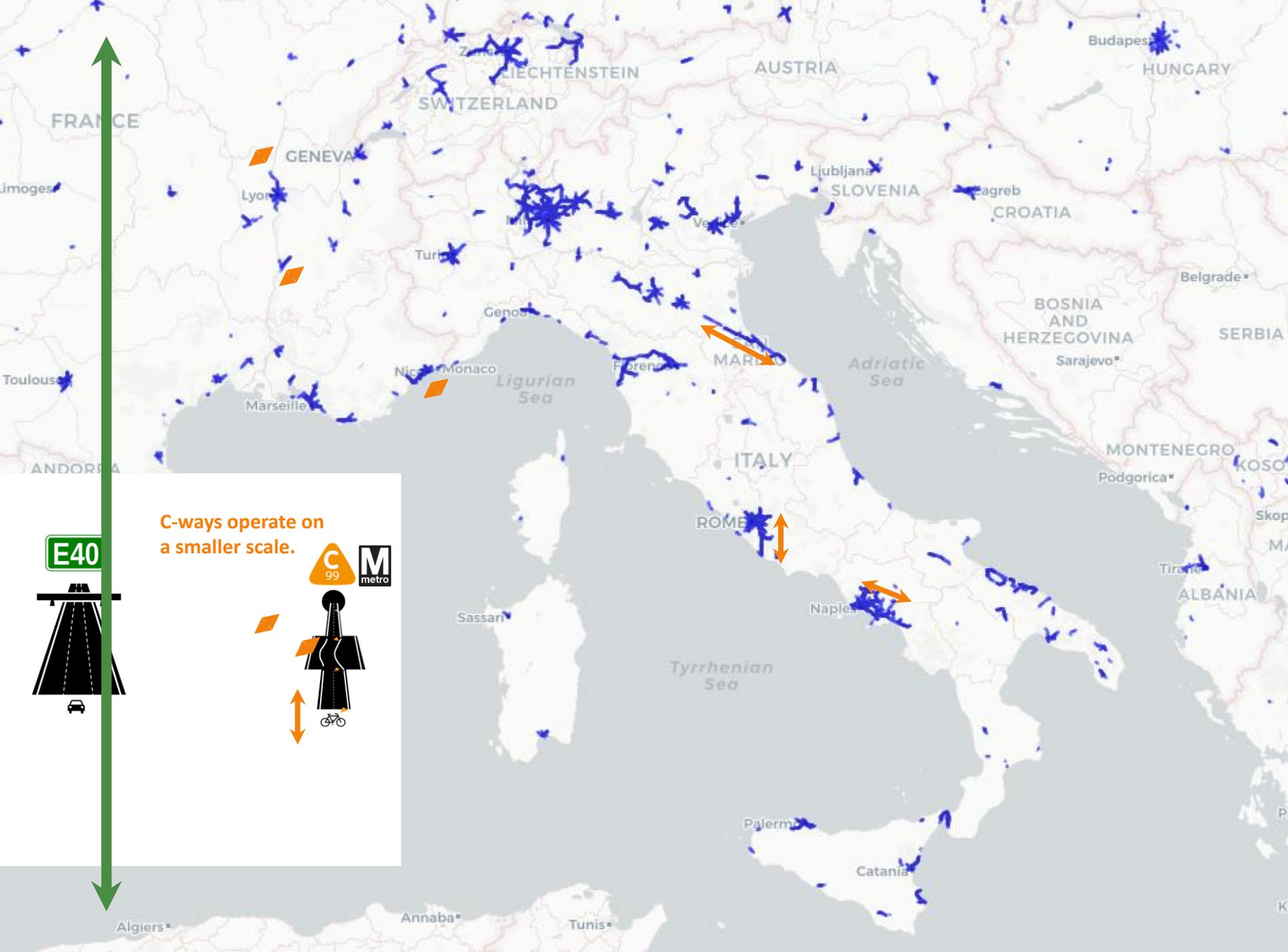


# We go for United C-ways of Europe

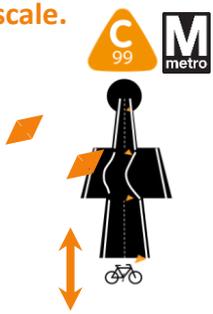


# Potential C-ways in Europe

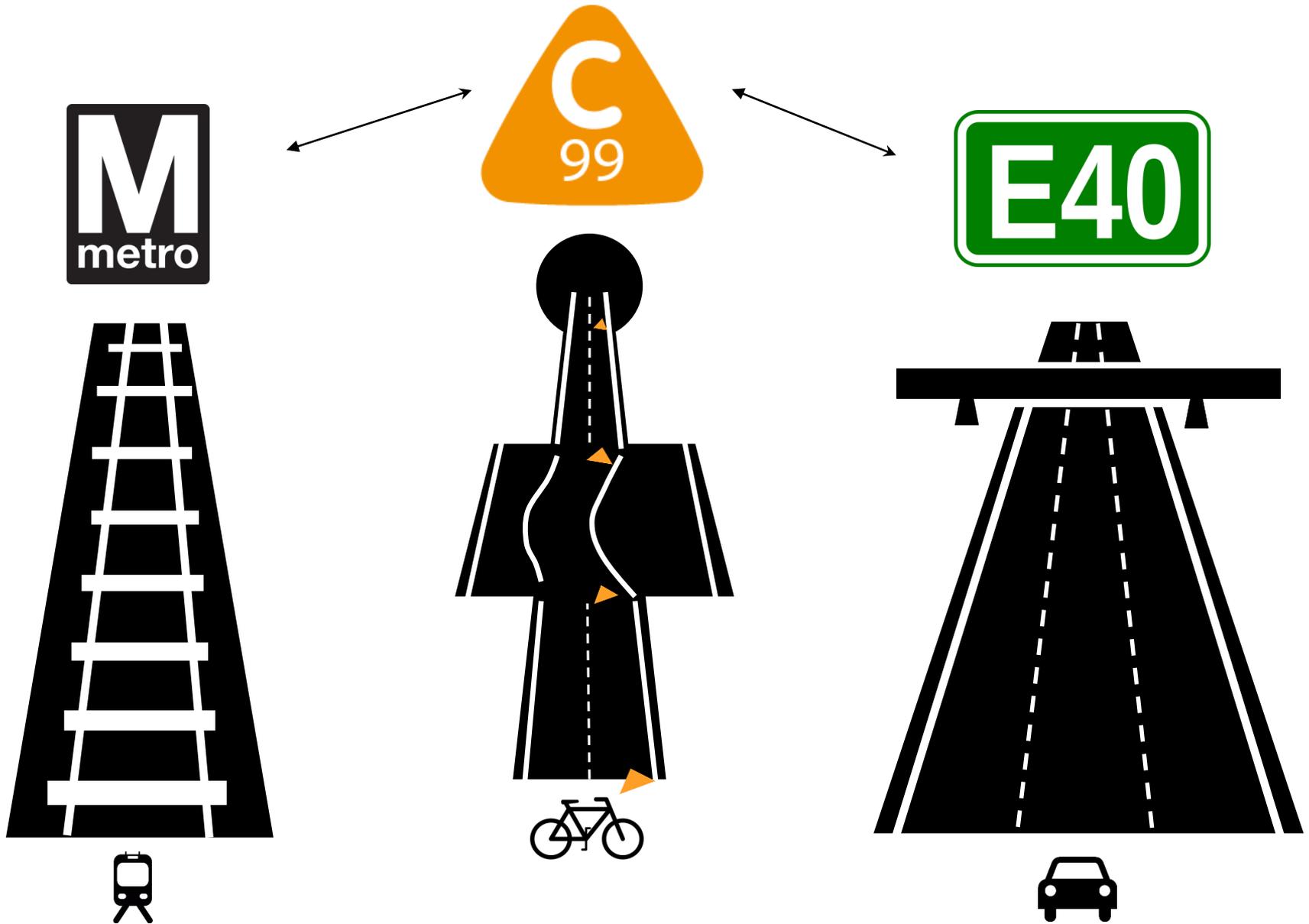




C-ways operate on a smaller scale.



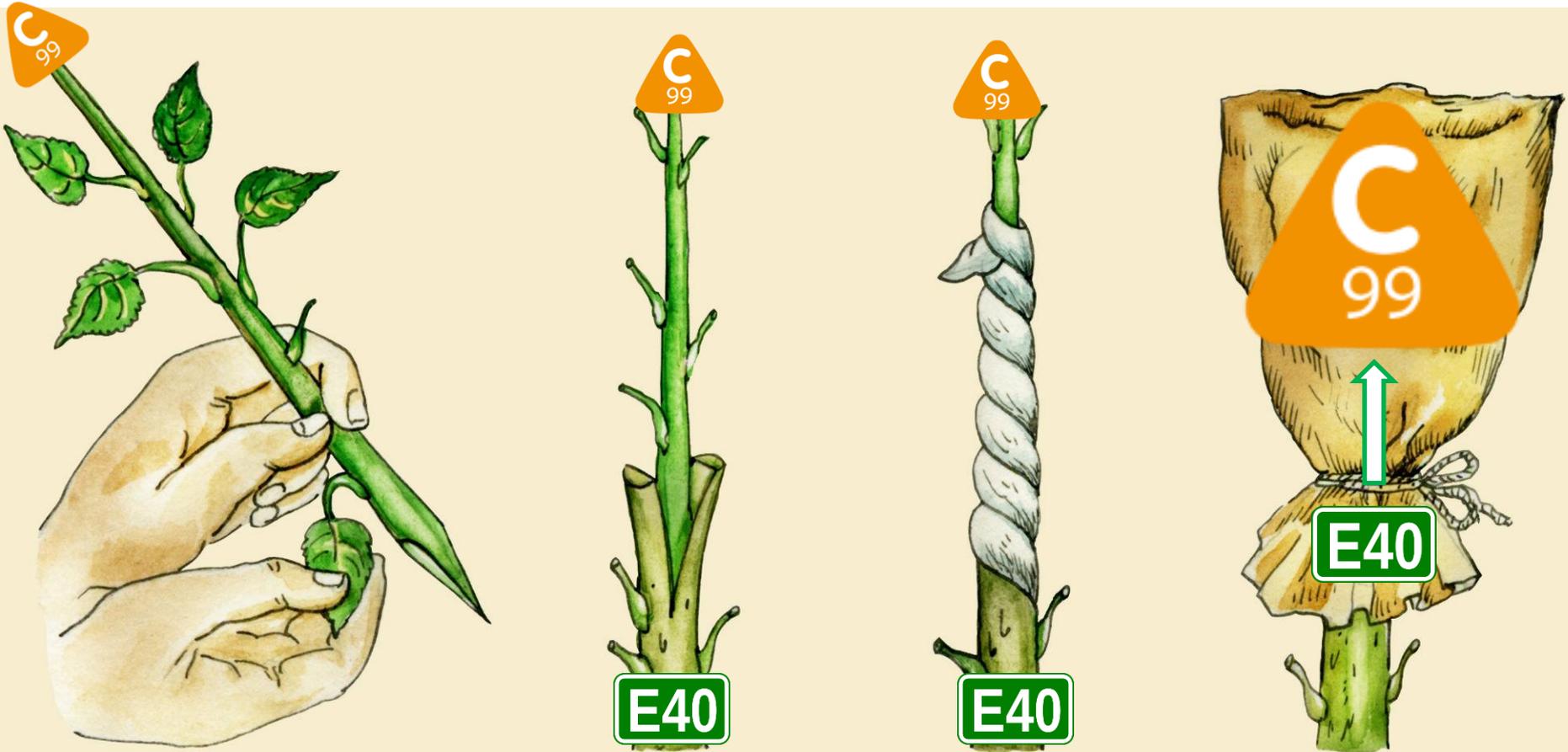
# Why do we go for United C-ways of Europe?



# What are the arguments for the C-strategy?

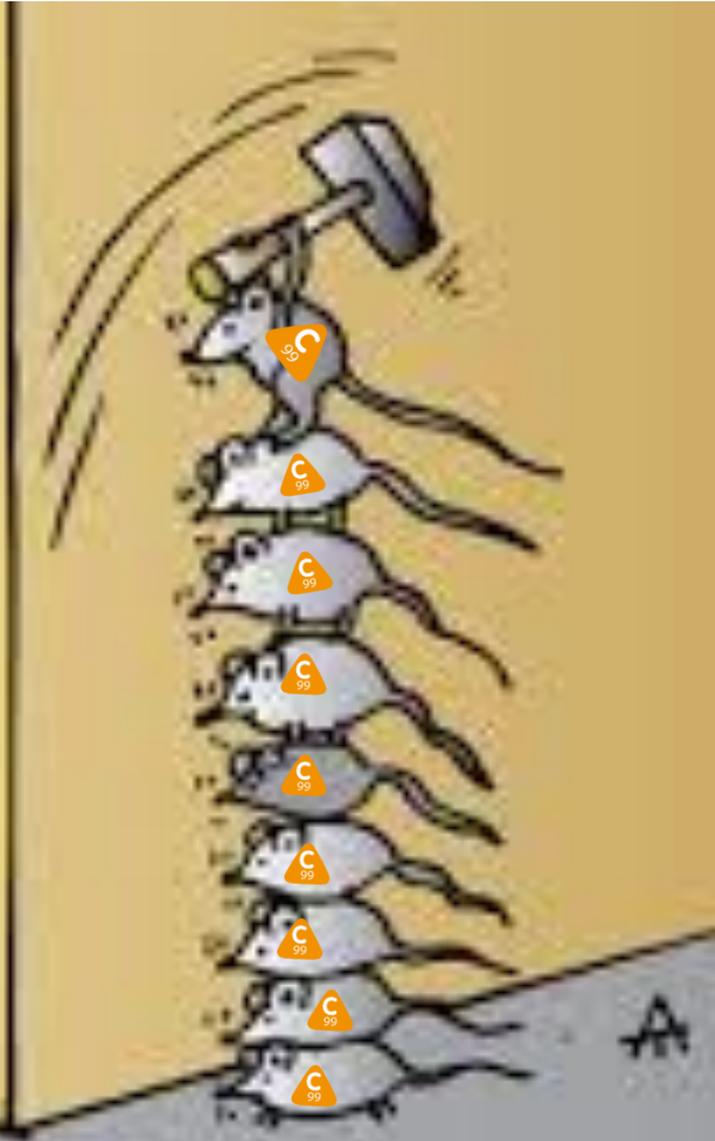
## 1. It's easy to surf on the familiar E-code system

We did the **E40** thing for the European motorways. And it works.  
So why not graft on it?



# This leads to strong C<sub>99</sub>-ynergies

- fast learning
- quick mental integration
- strong collaboration





Only a small Gaulish village will remain ignorant



vitamine

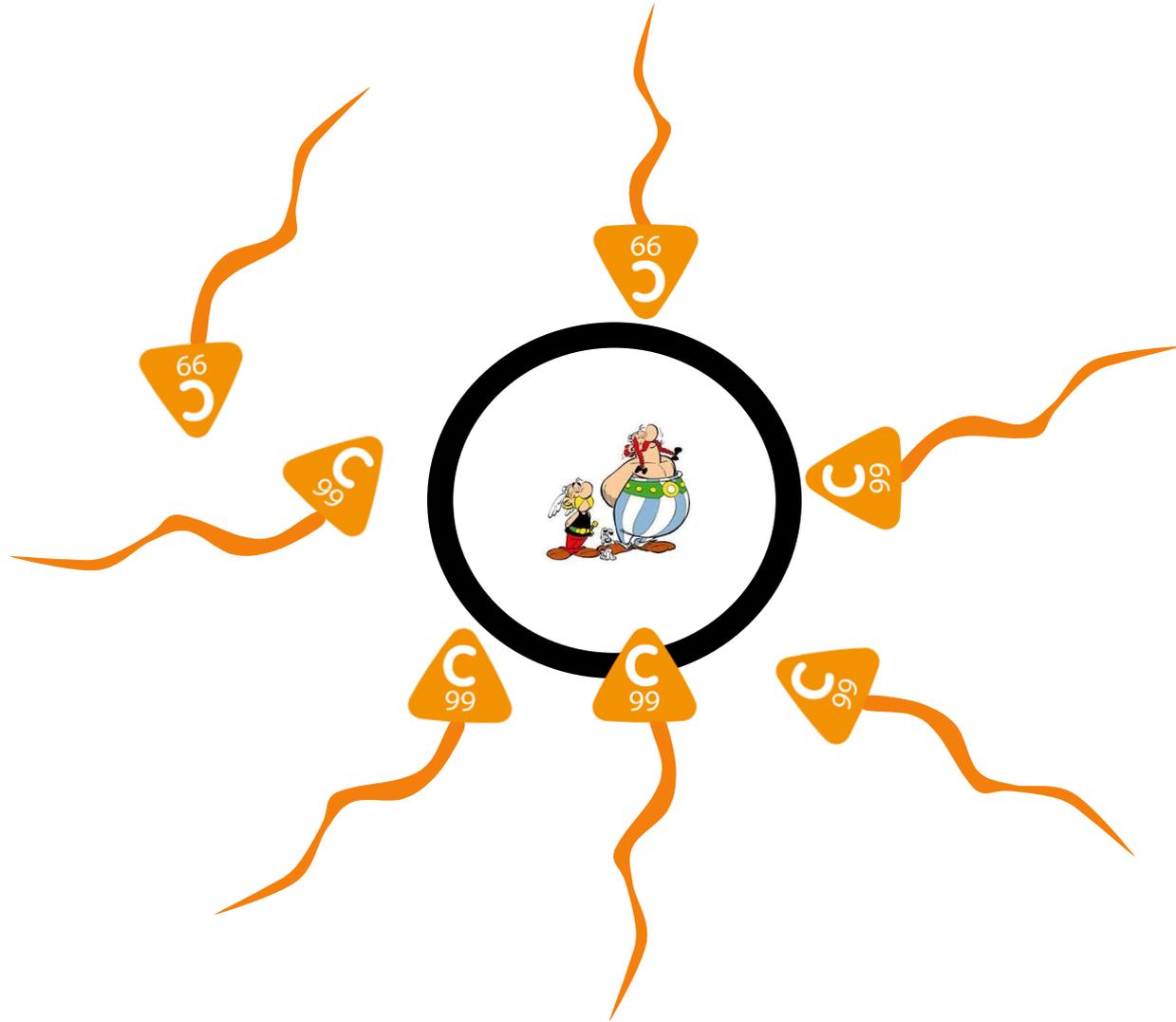


with ZERO



O2

... for those who don't know about Asterix & Obelix



# What are the arguments for the C-strategy?

## 2. It will improve digital wayfinding.

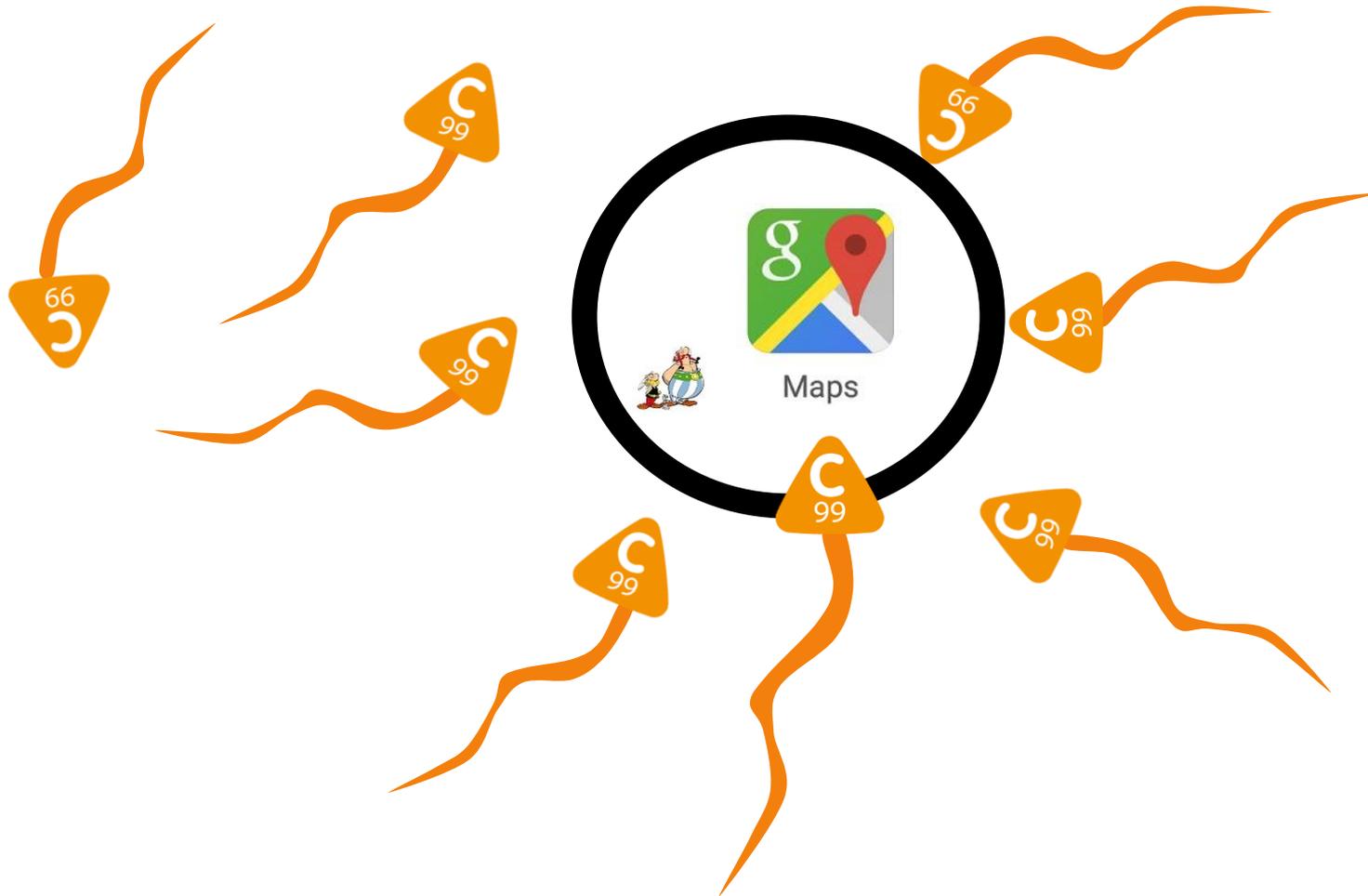
C-standardisation >> economies of scale

>> improved integration in diverse touchpoints



# Global digital wayfinding devices

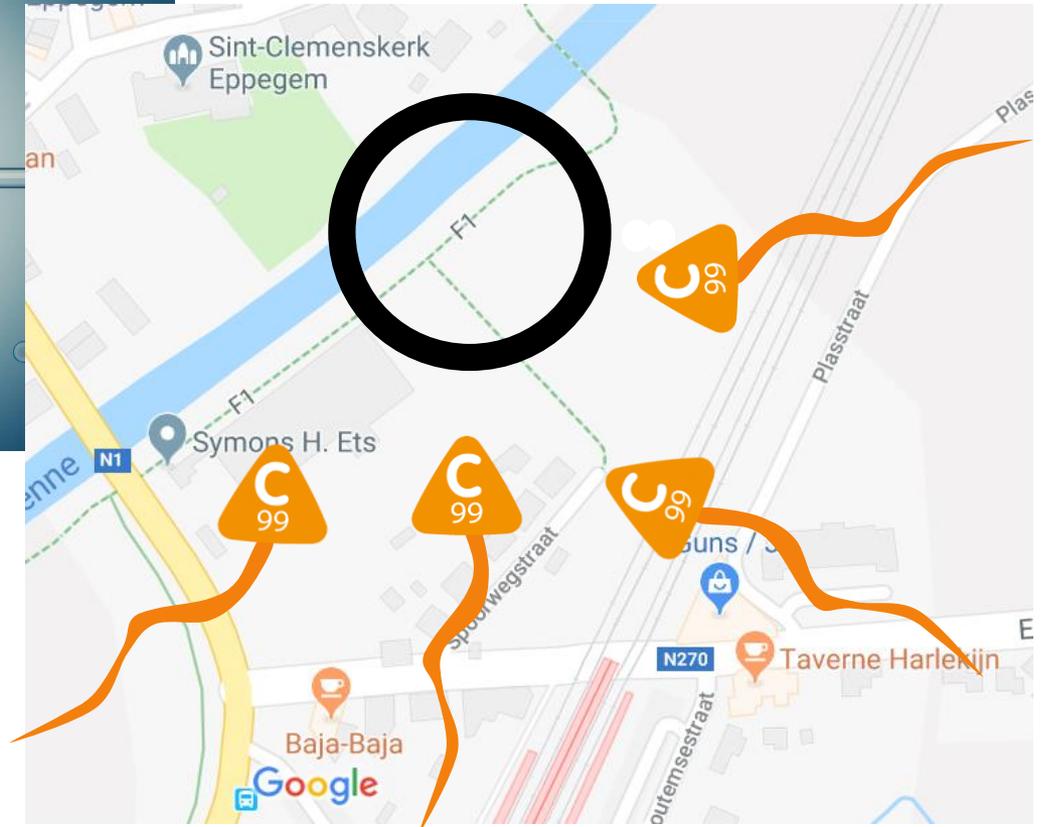
are an important way to get in touch with potential users



With a bunch of -eeds we can economise on slow and expensive...

...“ICSI” operations

More efficient with network-identity:



Problem with local route-identities

# Example:

The private market developed “digital wayfinding applications” for bikenode-system.

## Reason?

open data + interesting transnational scale (BE-NL)

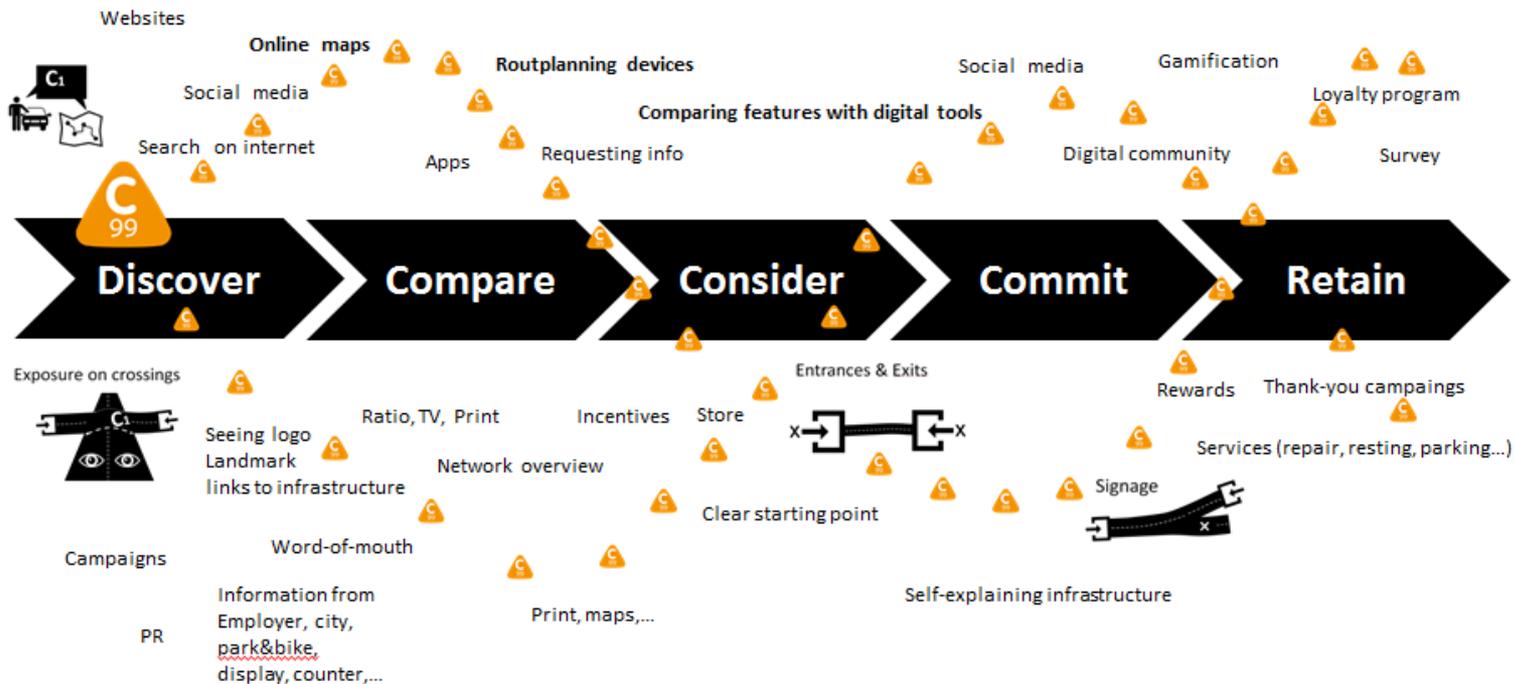


<https://www.vlaanderen-fietsland.be/routeplanner>

<https://www.fietsnet.be>

# C-standardisation **also improves** the integration in other touchpoints...

## Digital Touchpoints



## Physical Touchpoints



Get Your Tricks On Route 66

BIG TEXAN STEAK RANCH

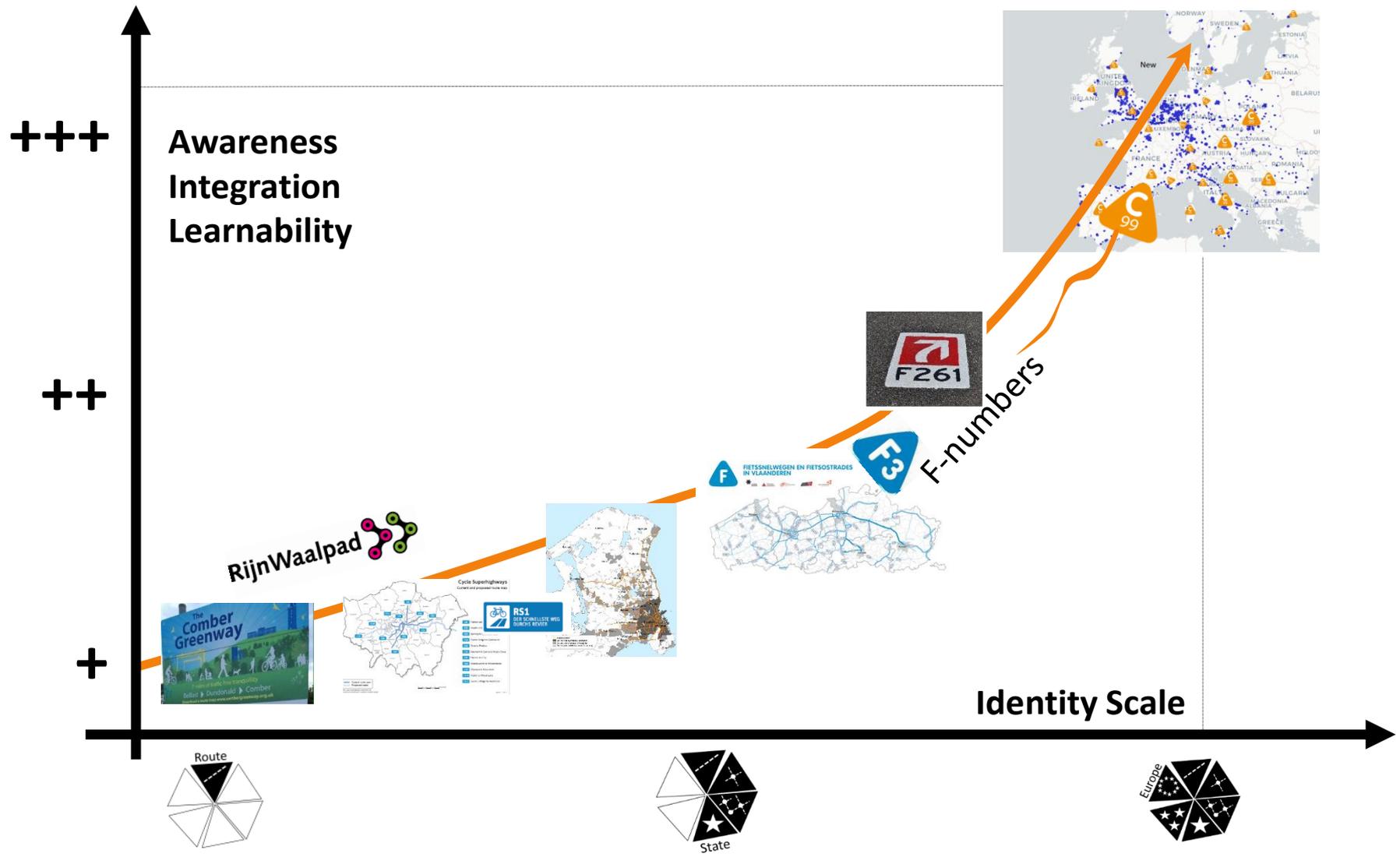
TEXAS US 66

VEGA MOTE

WELCOME  
ADRIAN TEXAS 66 CHICAGO



# Summary:



# What are the arguments for the C-strategy?

3. The C can work in more languages than the Dutch   or the German 

**C** = cycle and refers to the κύκλος Ancient Greek word

**C** can refer to the word **cyclostrada** in French, Italian, Spanish,... languages

**C** is already used in Denmark and the UK:

- **C**ykelstier
- **C**ycle Highway

A last argument 😊

4. There is already an “Essen-agreement” on the C 😊



And it was even  
signed by Chili

And by the Netherlands...



And of course also by “Danmark”



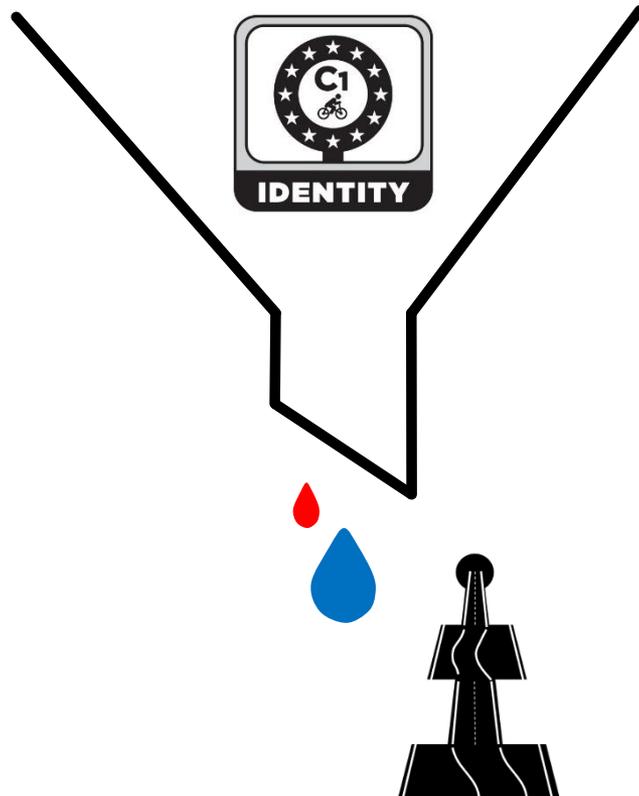
## CYCLE SUPERHIGHWAYS

SIDSEL BIRK HJULER  
HEAD OF OFFICE, CYCLE SUPERHIGHWAYS  
CITY OF COPENHAGEN AND THE CAPITAL REGION – DENMARK

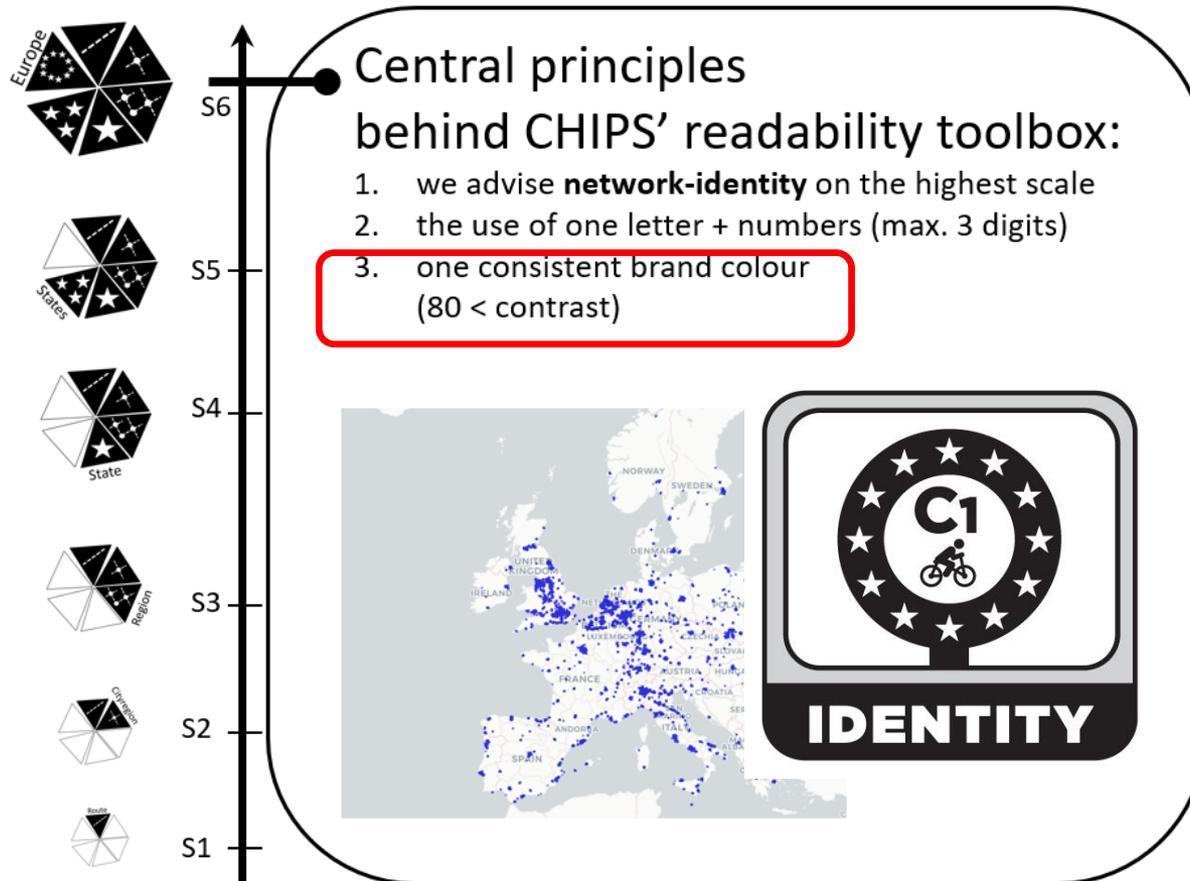


# Recommendation

How /when to brand your cycle highway?



# Three principles:



Recommendation: C + Number

# What about colour recommendations?



Switzerland

Italy



Unity in **diversity** may work...



Spain



Germany



Romania



United Kingdom



France



# A consequent use of “number logo” and red colour



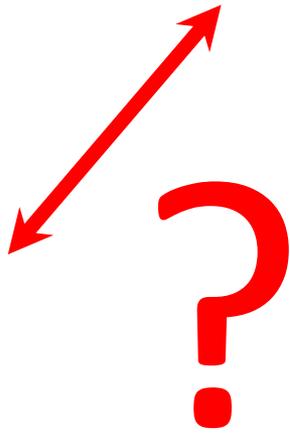
Here the **red colour strategy** is easy recognizable



# The red thread is well integrated in the different wayfinding tools



But what about the red thread on red asphalt?



The blue colour strategy in the province of Flemish-Brabant has a better contrast on red asphalt.



But this F261 number logo in black/white scores better in contrast



Black/white: 91

Blue/white: 82

	beige	white	grey	black	brown	pink	purple	green	orange	blue	yellow	red
red	78	84	32	38	7	57	28	24	62	13	82	
yellow	14	16	73	89	80	58	75	76	52	79		82
blue	75	82	21	47	7	50	17	12	56		79	13
orange	44	60	44	76	59	12	47	50		56	52	62
green	72	80	11	53	18	43	6		50	12	76	24
purple	70	79	5	56	22	40		6	47	17	75	28
pink	51	65	37	73	53		40	43	12	50	58	57
brown	77	84	26	43		53	22	18	59	7	80	7
black	89	91	58		43	73	56	53	76	47	89	38
grey	69	78		58	26	37	5	11	44	21	73	32
white	28		78	91	84	65	79	80	60	82	16	84
beige		28	69	89	77	51	70	72	44	75	14	78





✔ Good contrast on the quietways in London



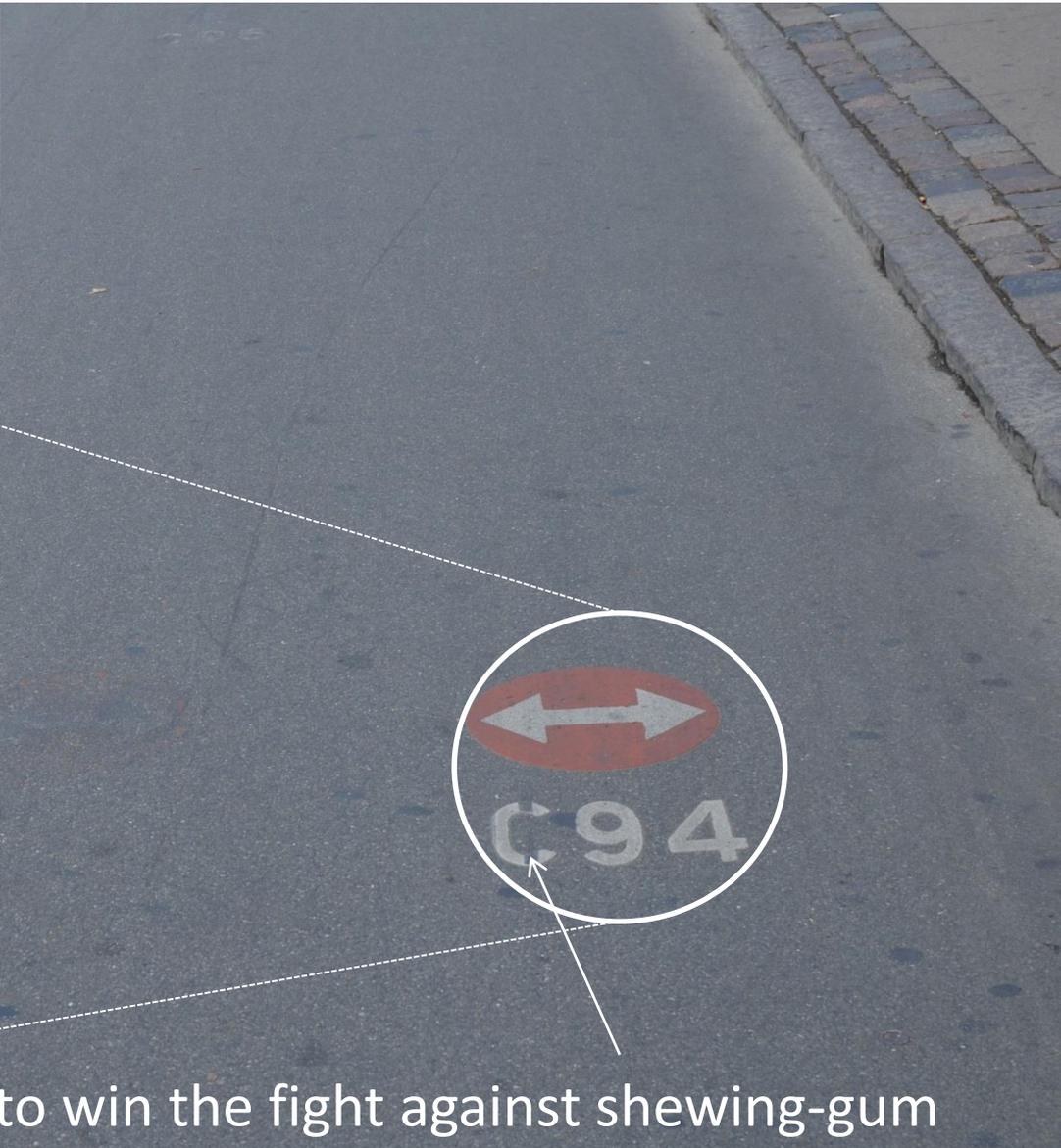
# Example of C-numbers and colour strategy in Copenhagen



# Recommendation to apply more C-numbers



And maybe they need to be big enough?



F.i. to win the fight against shewing-gum

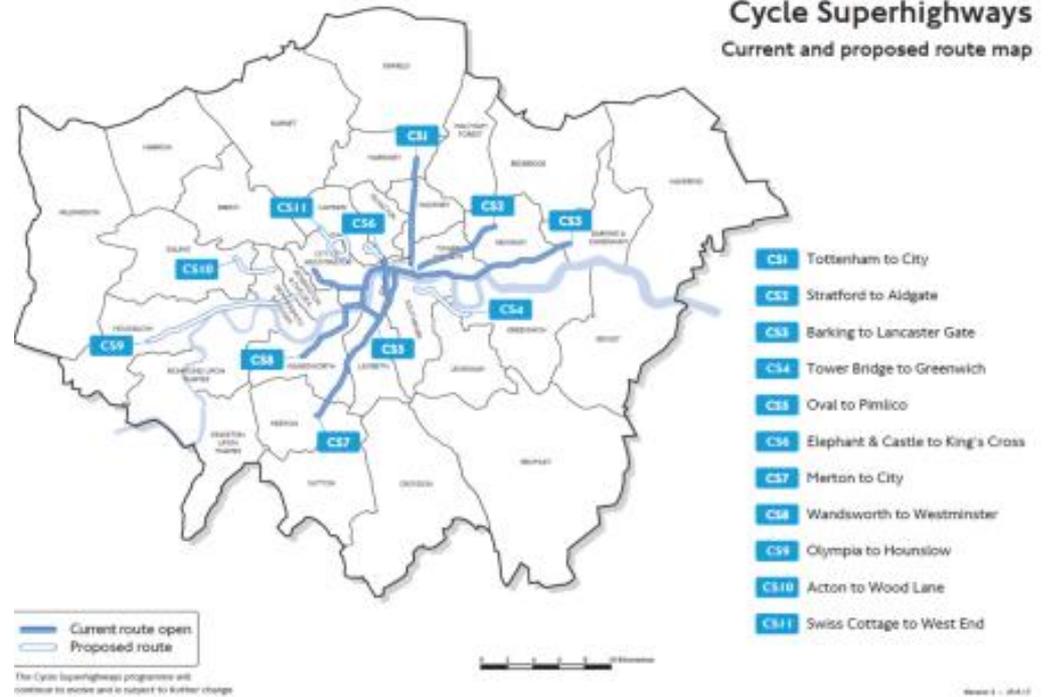
# Colour strategy in London



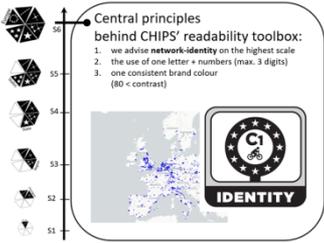
# Or is there a blue strategy?



# CS<sub>8</sub>



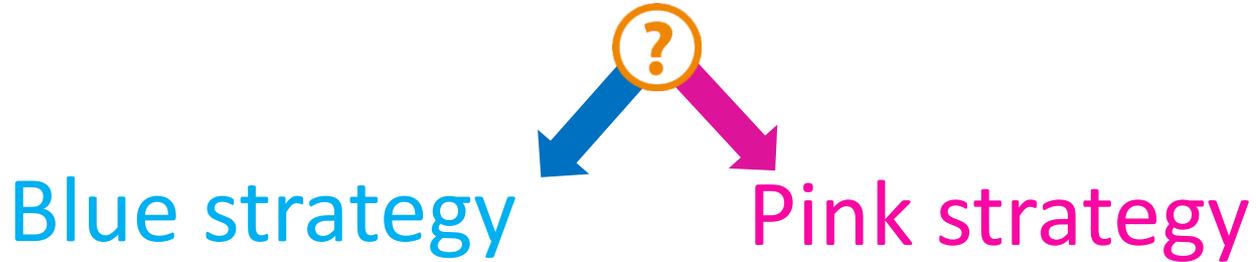
Three principles:



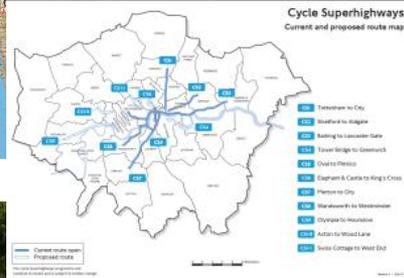
✔ Network-identity and C-numbers

? One consistent brand colour?

Recommendation: C + Number



C3 ✔



C3



**Vote: Are you also willing to sign the  
“Essen- agreement” on C-numbers?**

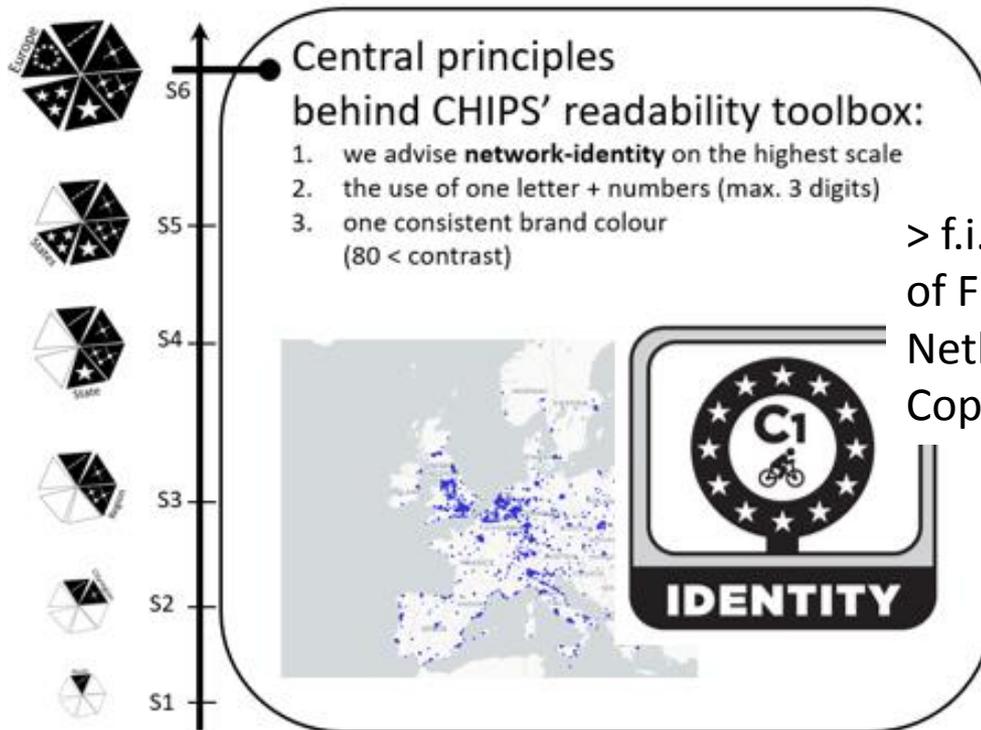
- A. Yes, we will change our ideas**
- B. Yes, but we are unfortunately stuck  
with another letter.**
- C. No! Think local. I want C-Brexit  
or I like Asterix and Obelix!**



# Discussion

10 minutes

## Three principles:



> f.i. consistent blue in the region of Flanders or red in the Netherlands or orange in region Copenhagen

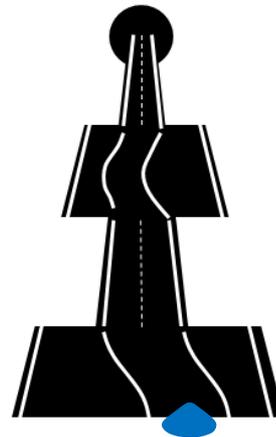
Recommendation: C + Number

1. How /when to brand your cycle highway?

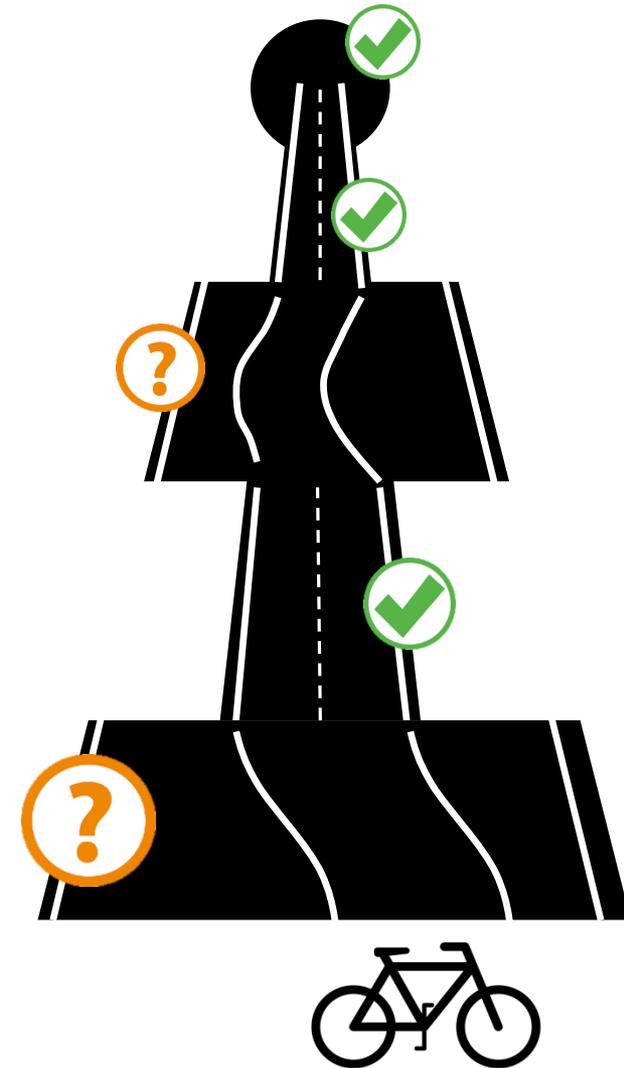
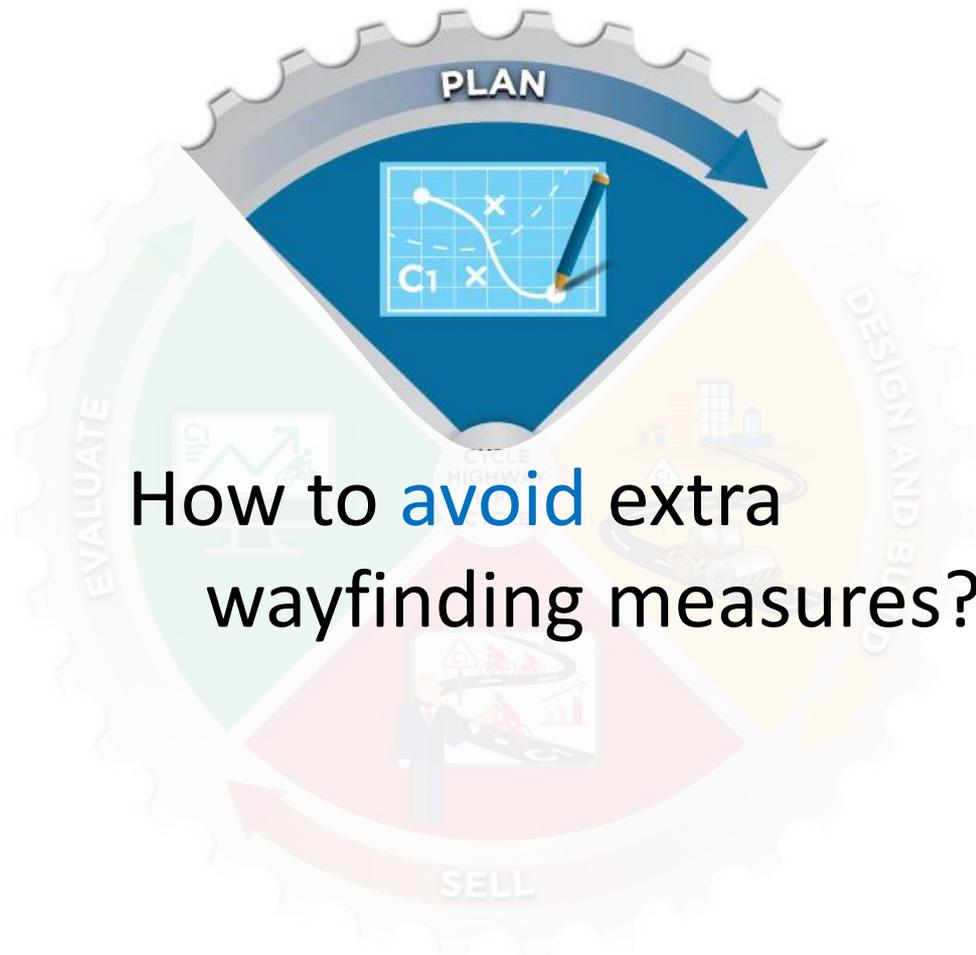
2. How to improve wayfinding?

3. How to enhance exposure?

tools : examples, concepts, strategies



# Wayfinding ideally starts in the early planning phase

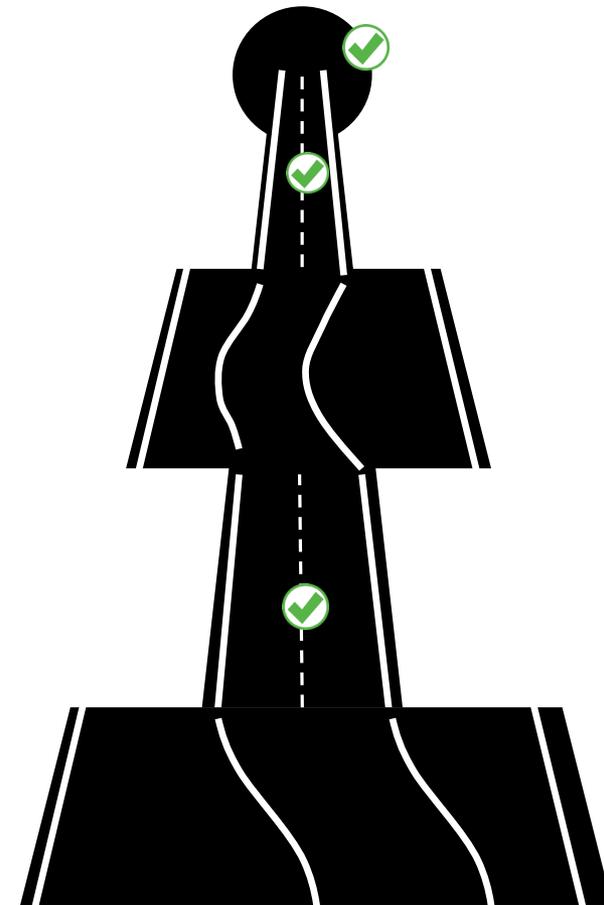


# Good practice of self-explaining infrastructure

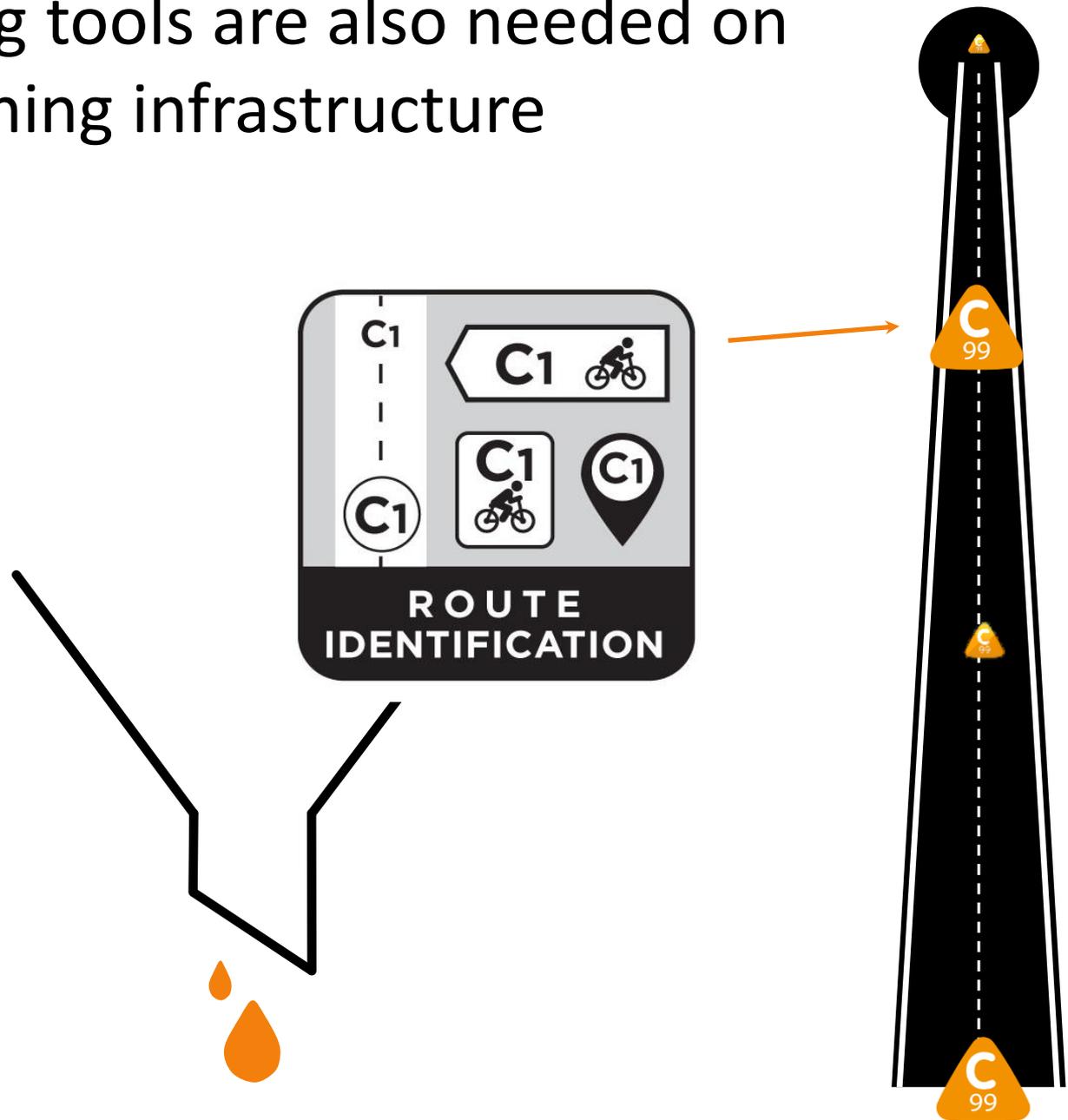
CHIPS F325 cycle highway in Gelderland



Download deze video Watch here: <https://www.snelfietsroutesgelderland.nl/RijnWaalpad>

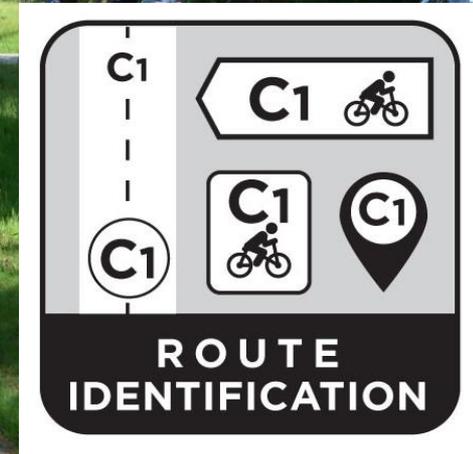


But wayfinding tools are also needed on self-explaining infrastructure

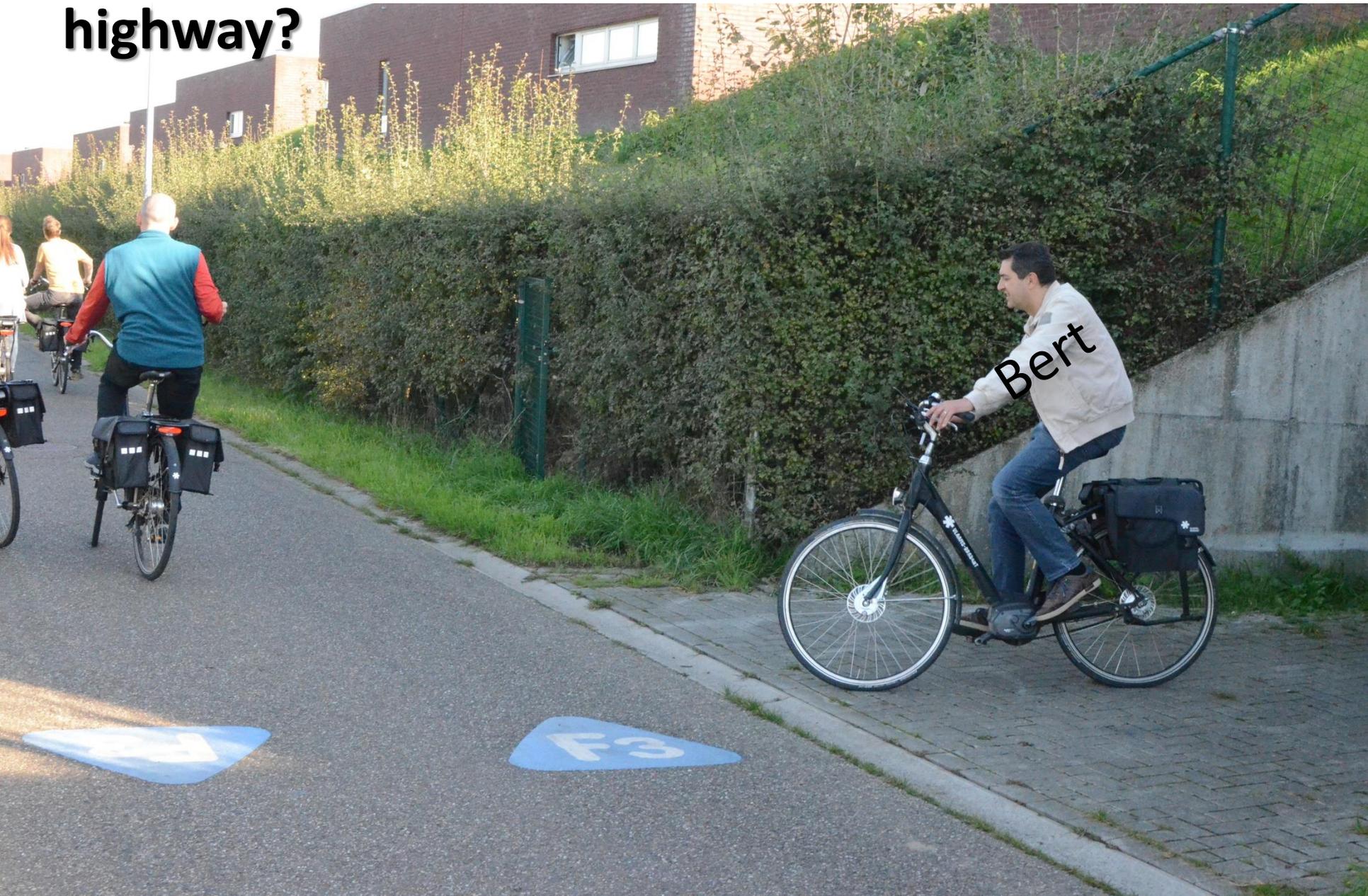


In Holland, there seems to be cycle highways “everywhere” 😊

**How do you know that  
this is (not) a cycle highway?**



**How can Bert know that this is (not) a cycle highway?**





C95 C97



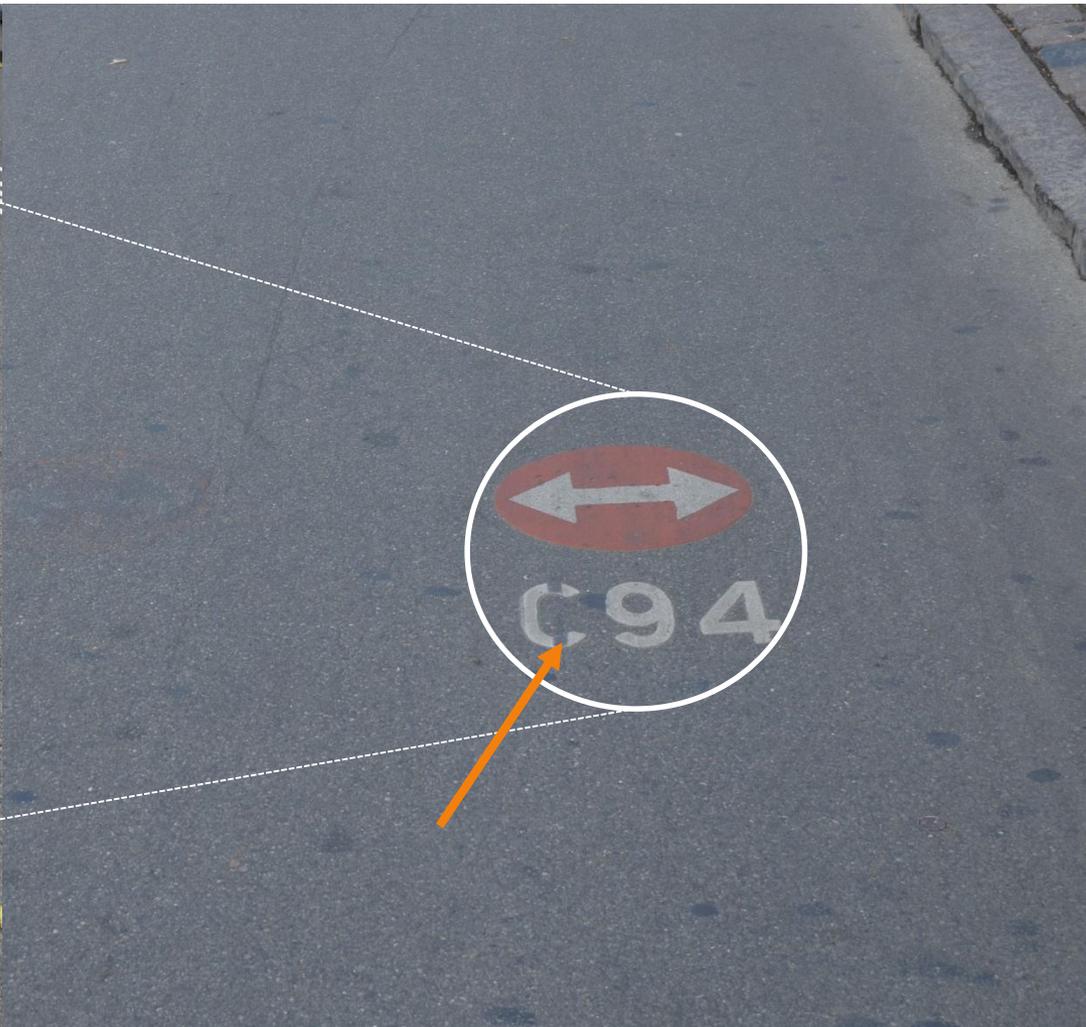
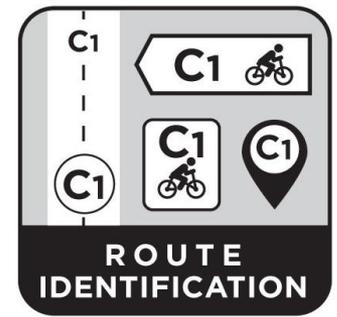
C94



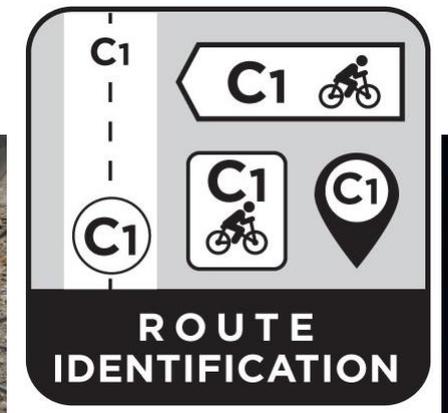
In different sizes:

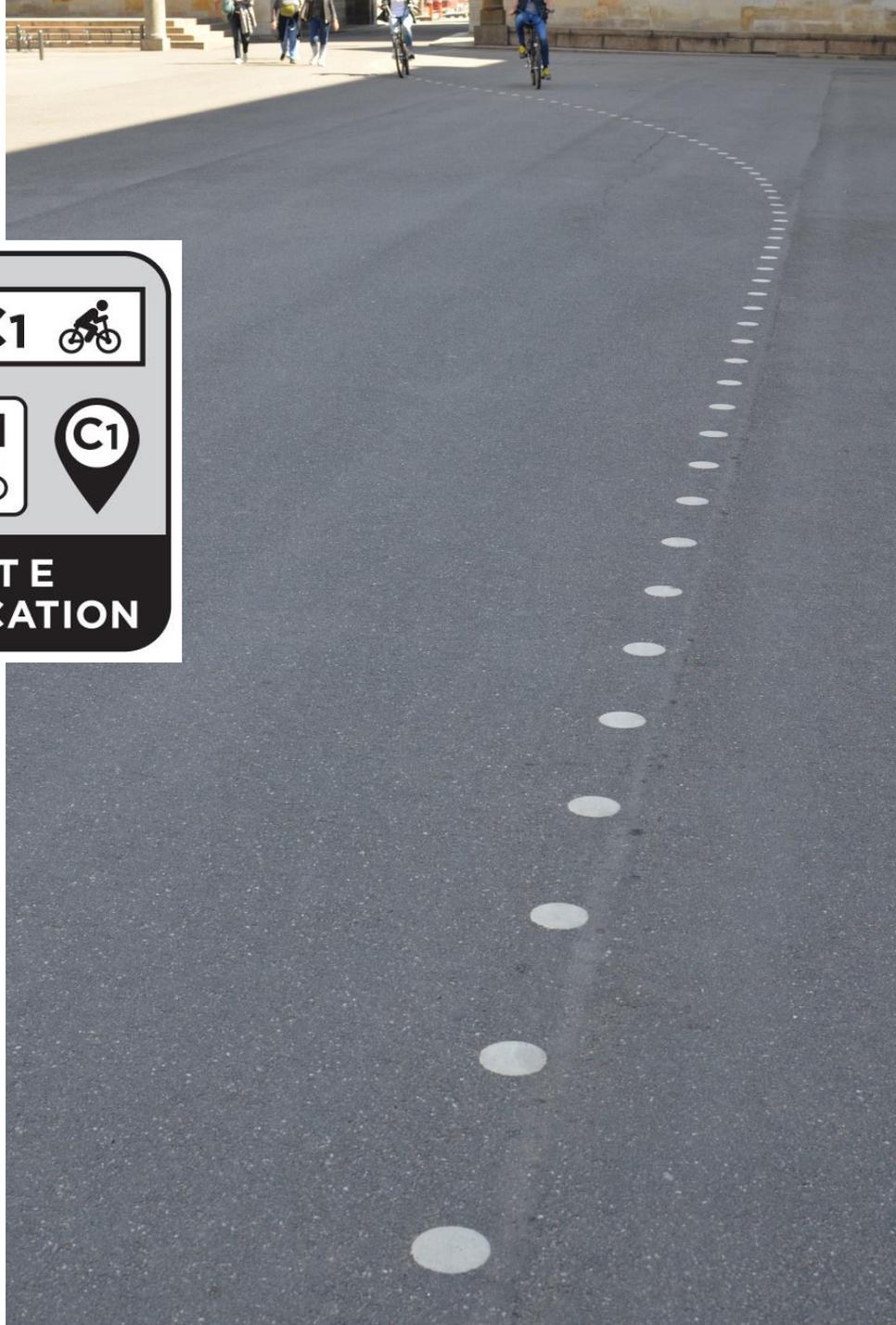
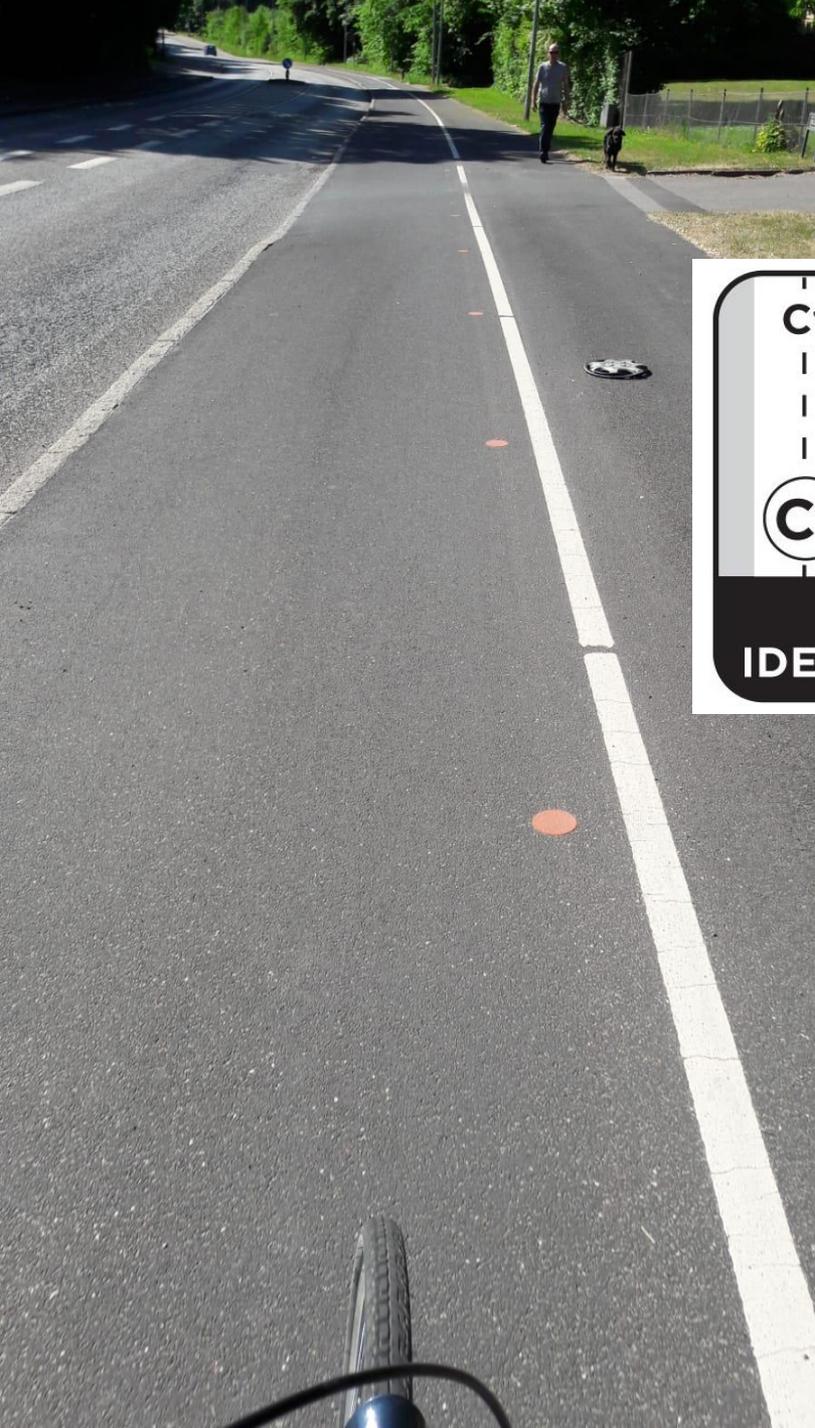


- XL >> useful in mixed traffic
- >> creates more exposure
- >> wins the battle against chewing gum 😊



# Route identification with brand colour





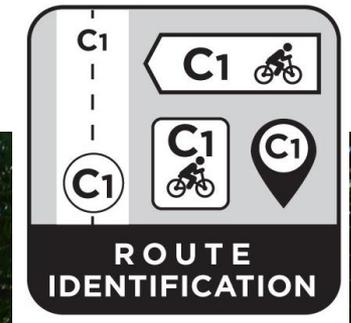
C1

C1

C1

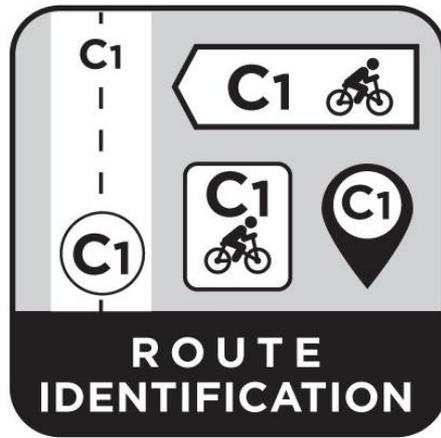
C1

**ROUTE IDENTIFICATION**



Vertical:  
more exposure  
towards car users

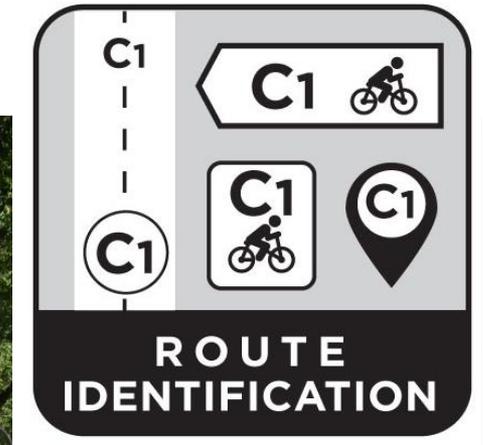




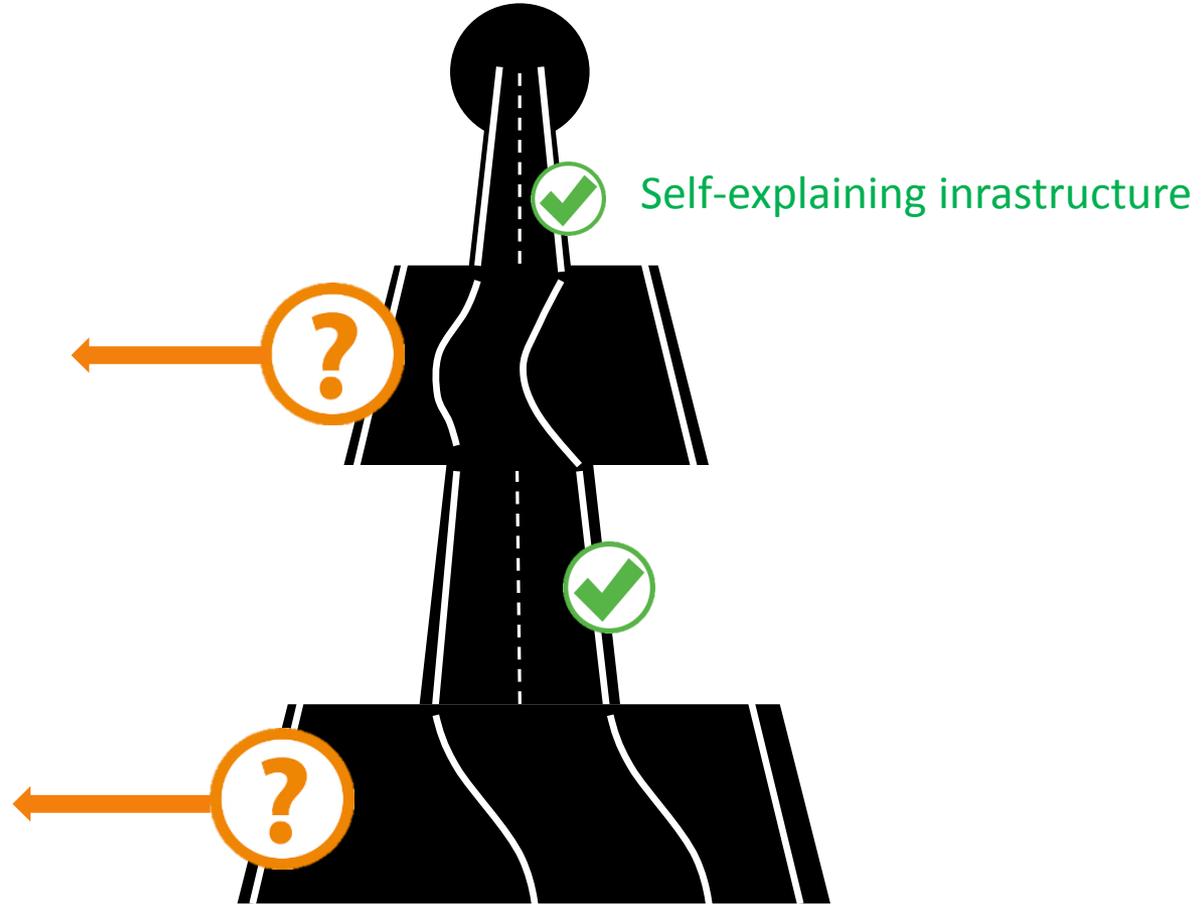
with stickers



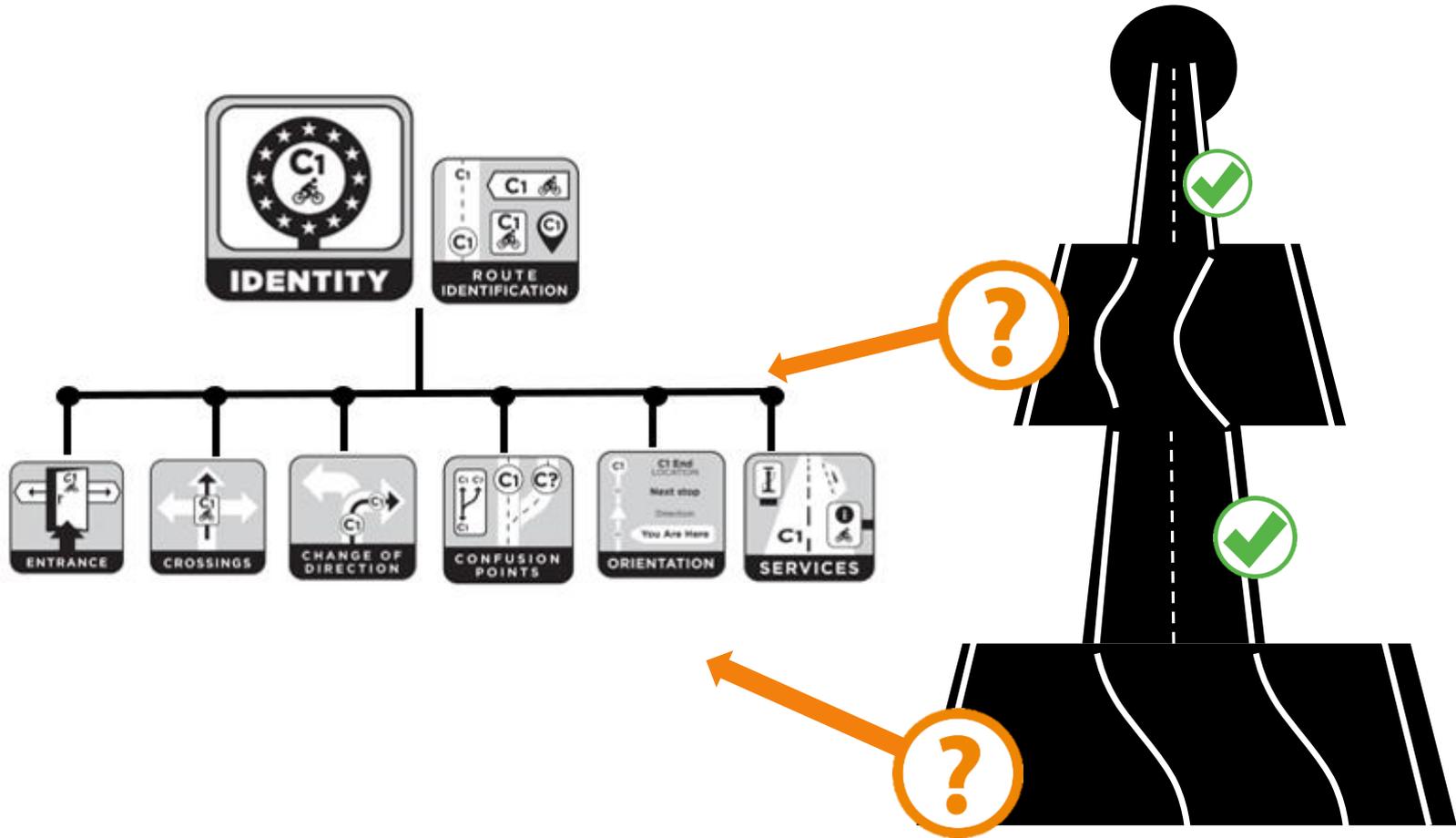
# Route identification with a coloured line



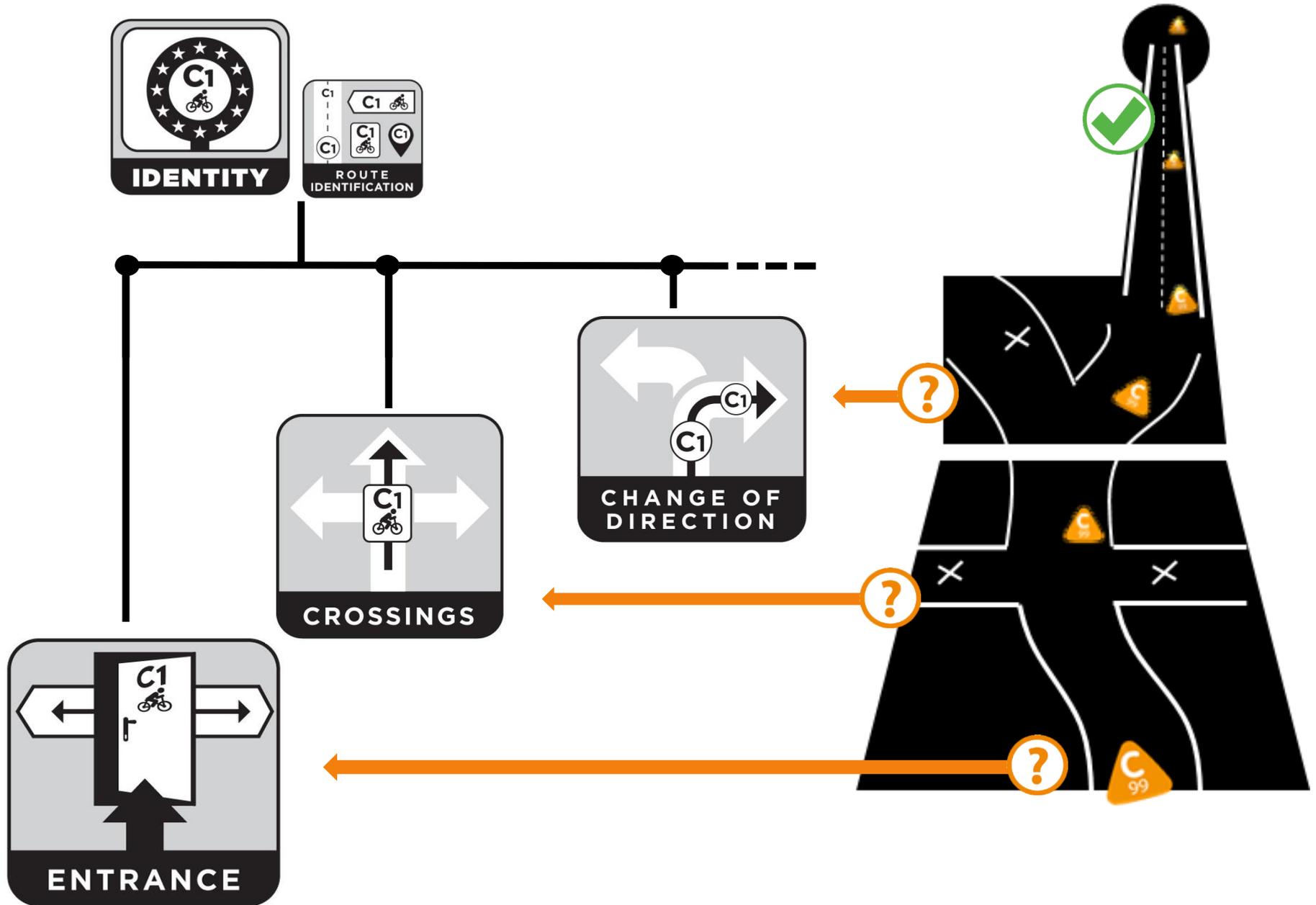
What about the more **confusing** part of the infrastructure?

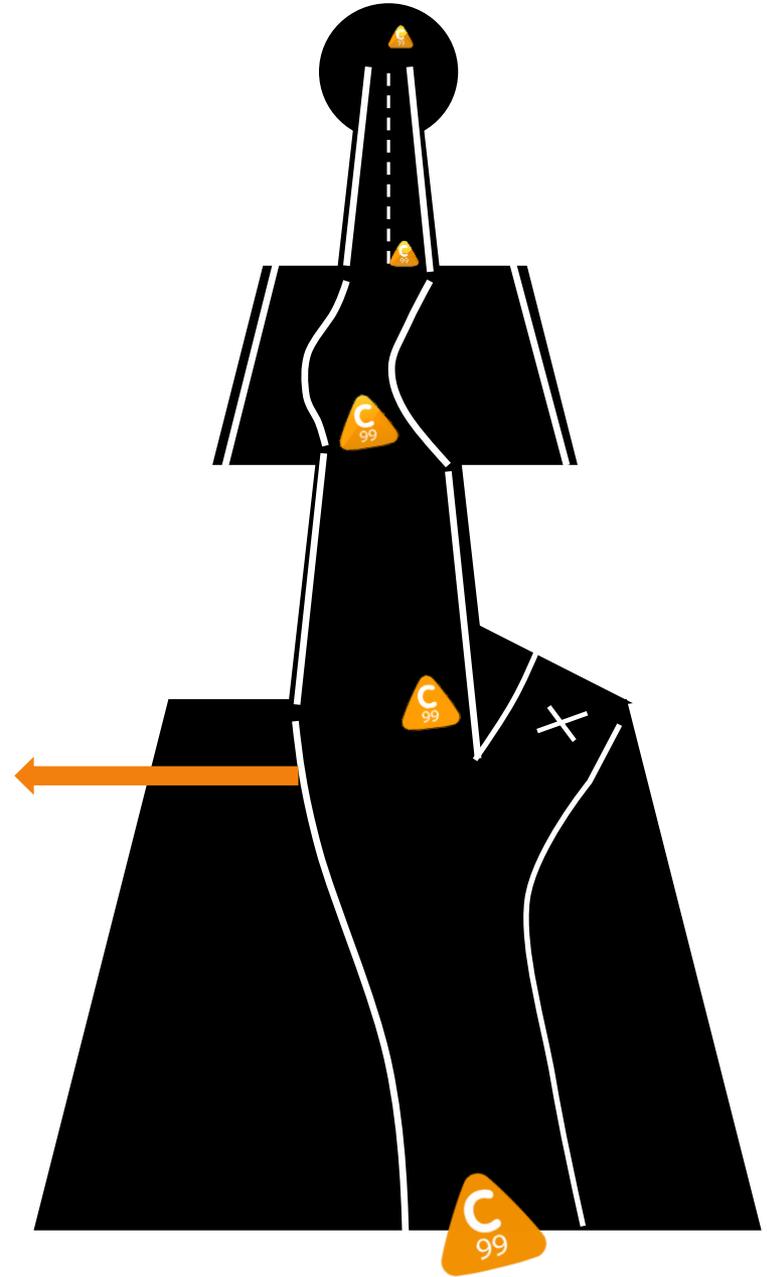
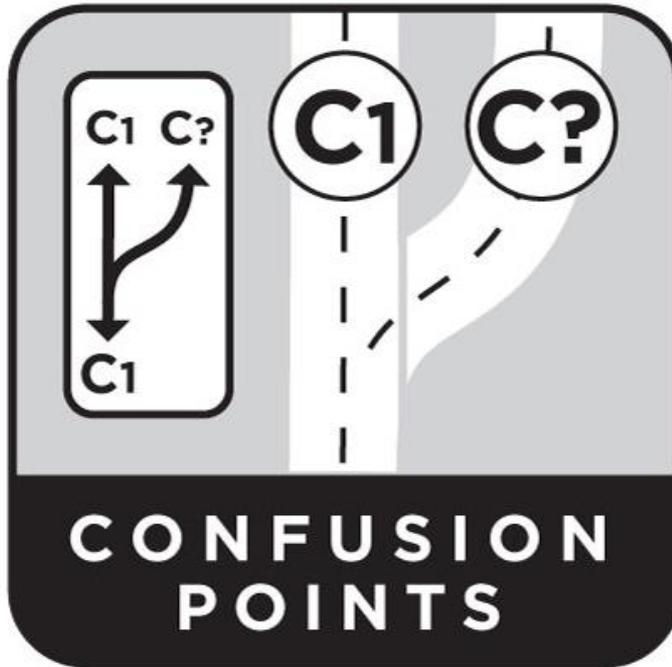


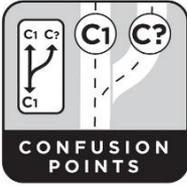
Other **tools** needed to deal with these challenges:



# Other **playlists** in the readability toolbox:

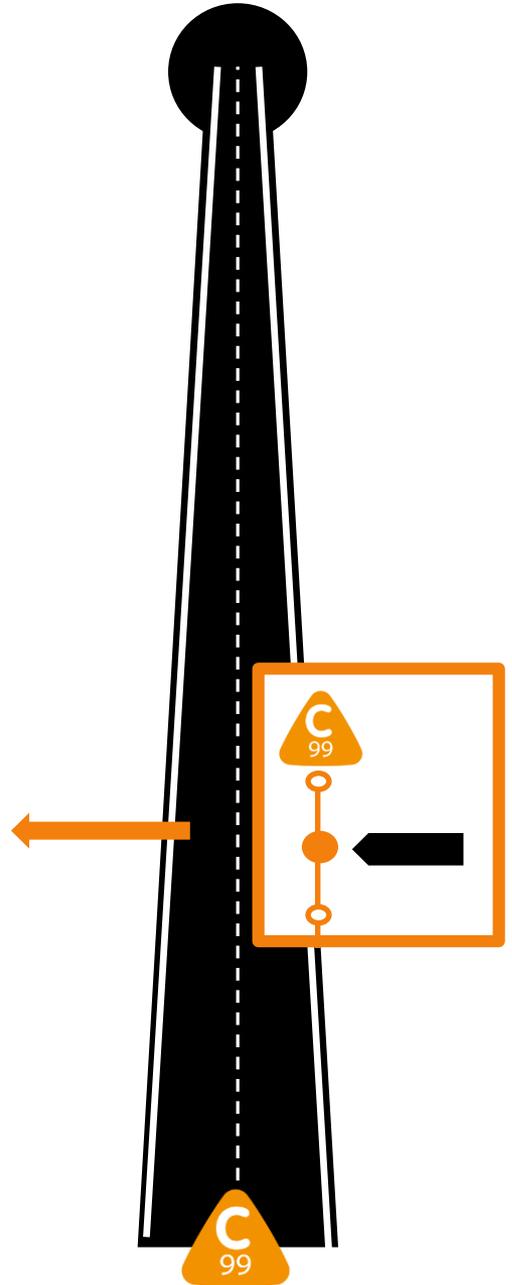


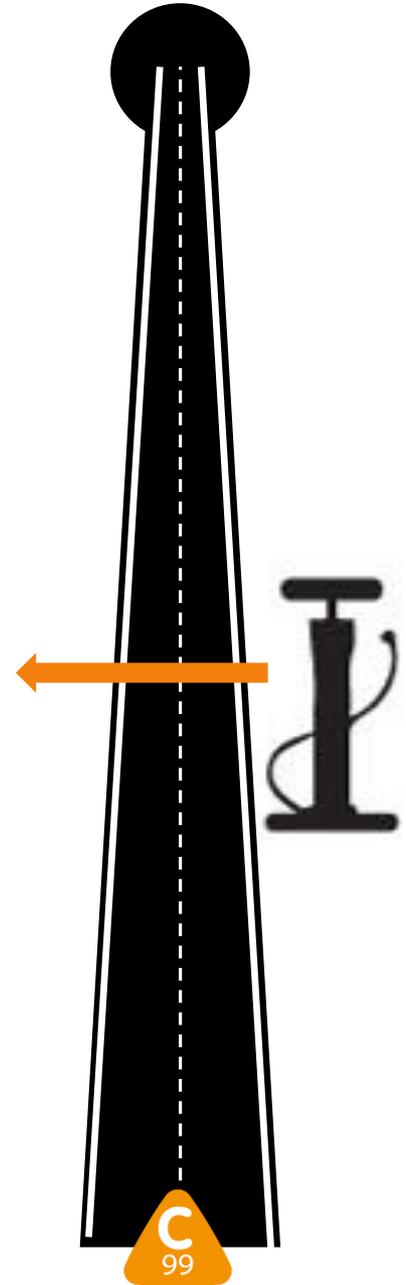
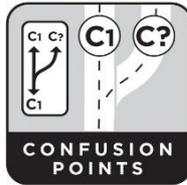


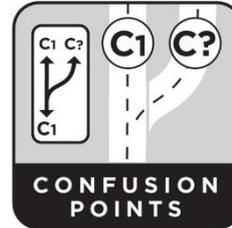
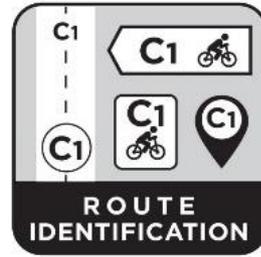


**C1** End LOCATION  
Next stop  
Direction  
You Are Here

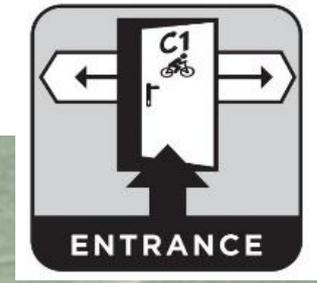
**ORIENTATION**







# Small entrance point



confirmation



DLW bvba  
Laurys Gewatstraat 71  
2560 Nijlen info@dlw.be

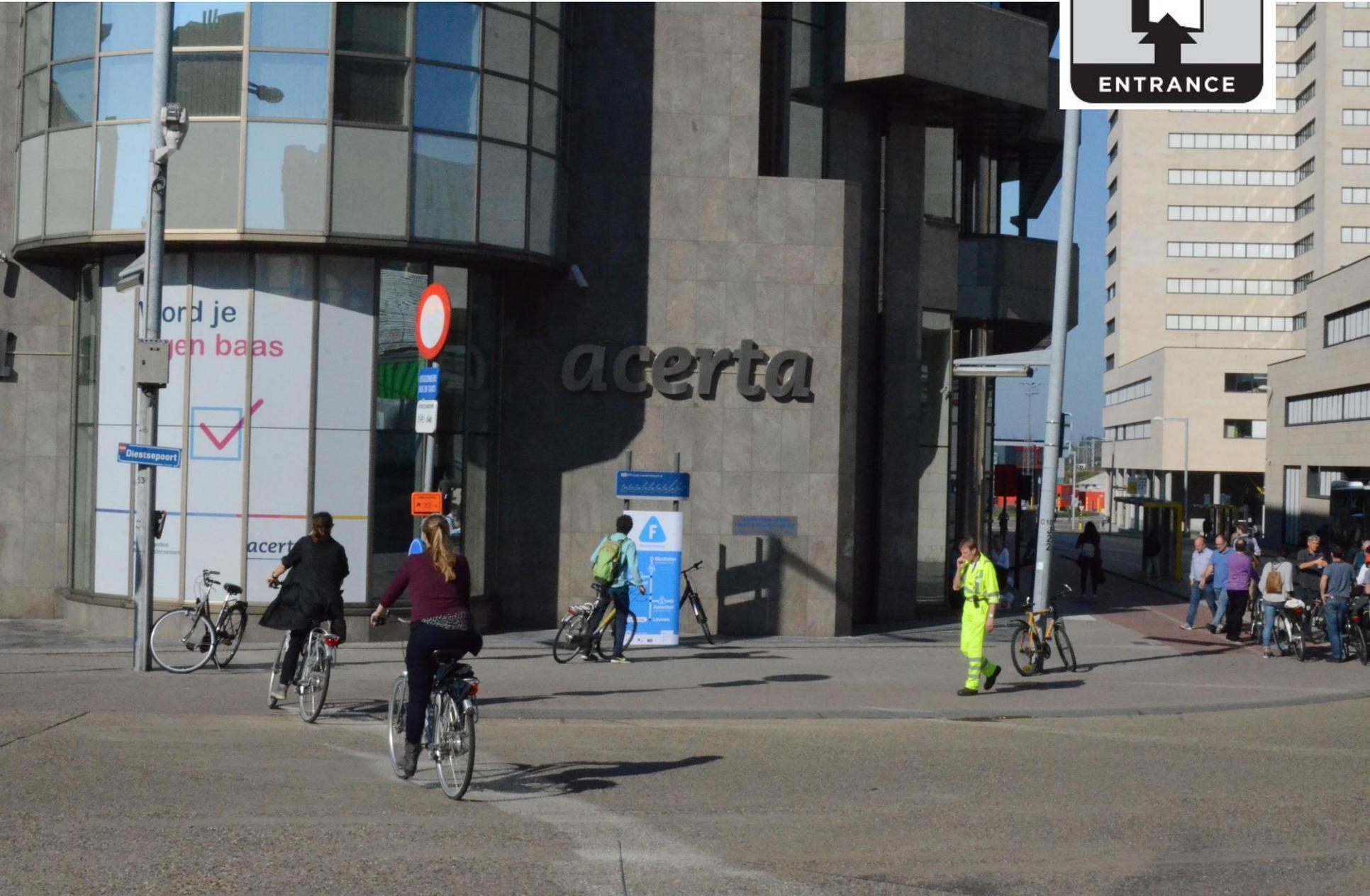


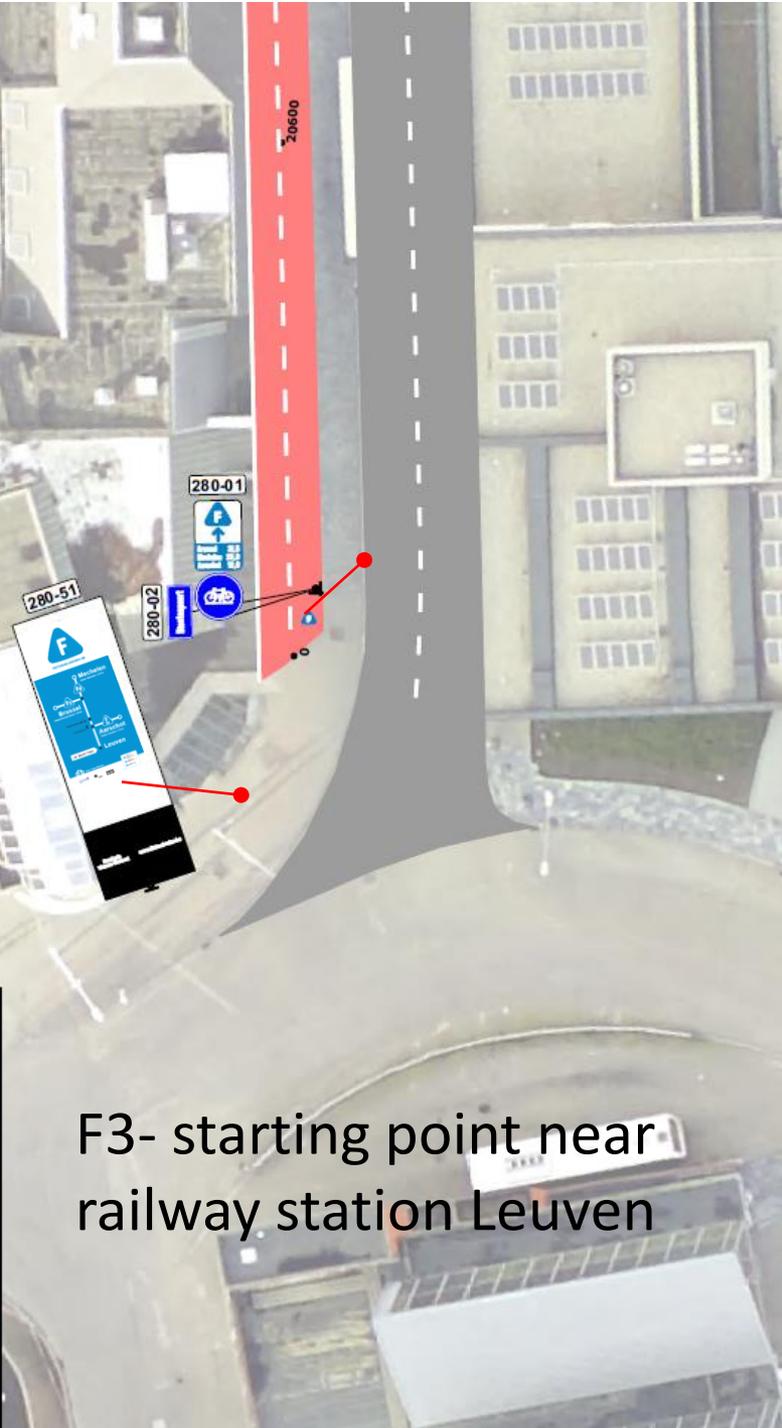
VLAAMS-  
BRABANT  
Provincie Vlaams-Brabant  
Dienst Mobiliteit  
Provincieplein 1  
3010 Leuven

Fietssnelweg F3 Brussel-Leuven  
Bewegwijzerings- en markeringsplan  
Geplande toestand

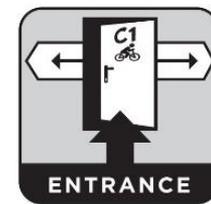
Main entrance near the train station 







F3- starting point near railway station Leuven



FIETSSNELWEGEN.BE



1 km = 4 min. (15 km/u)



# Future strategy: more integration?



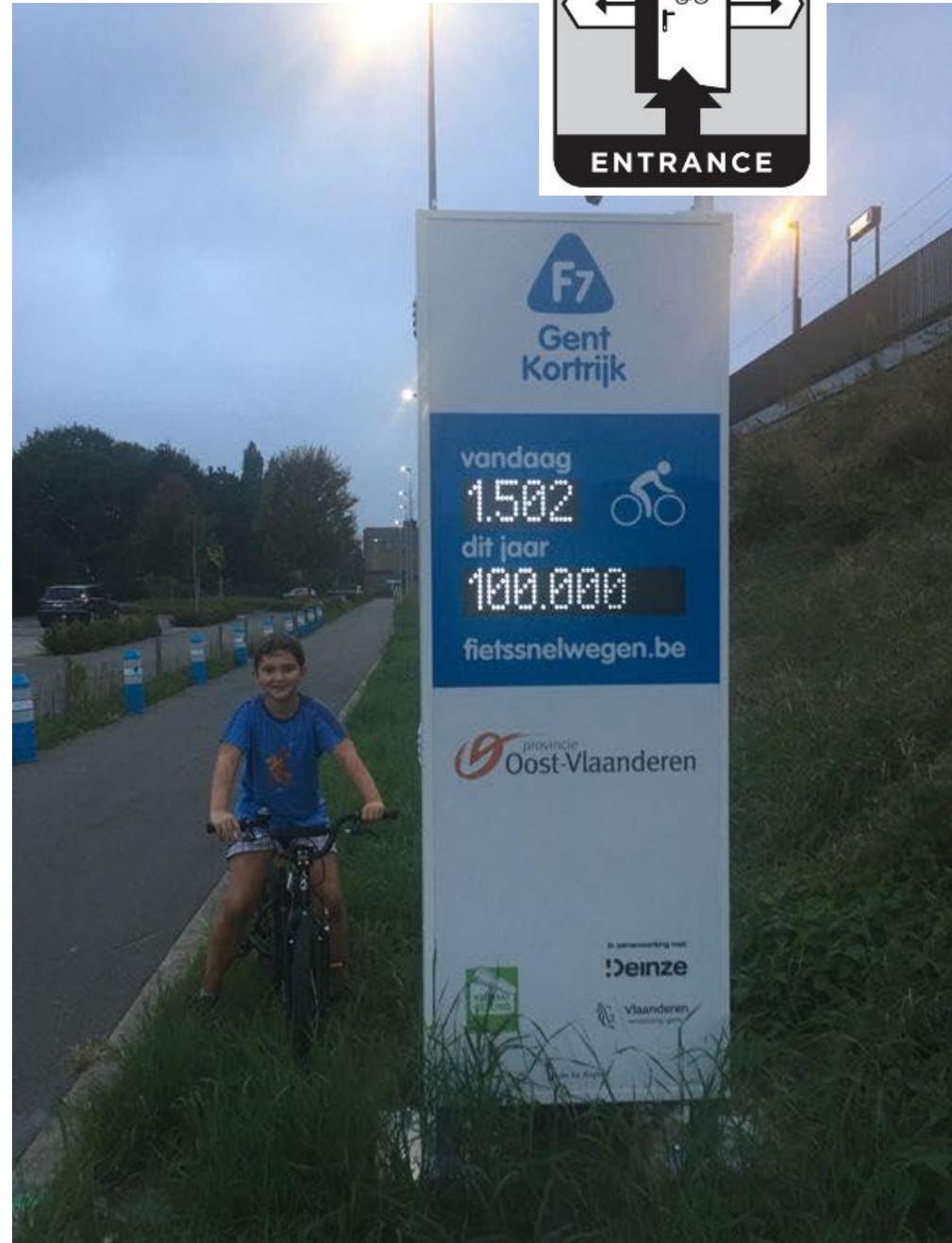
Station Tilburg  
Spoorzone

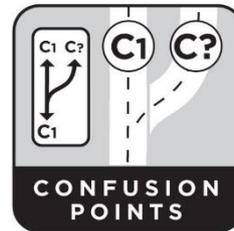
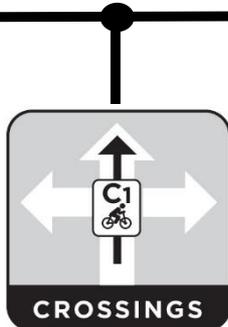
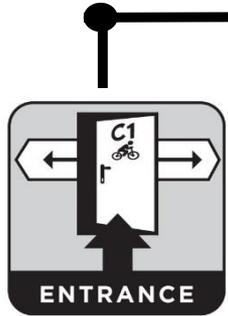
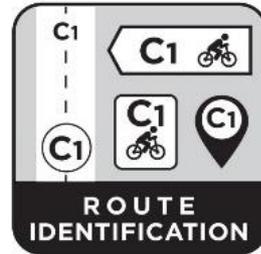
- ↑ Centrum
- ↑ VVV Tourist Information
- ↑ Natuurmuseum Brabant
- ← Ontdekstation 013 woe. za en zo



# Future strategy?

Making the **main entrance** visible in more complex urban environments...





# Flemish-Brabant: 3-steps strategy



2. Signalisation on the change of direction

3. Confirmation that you are right

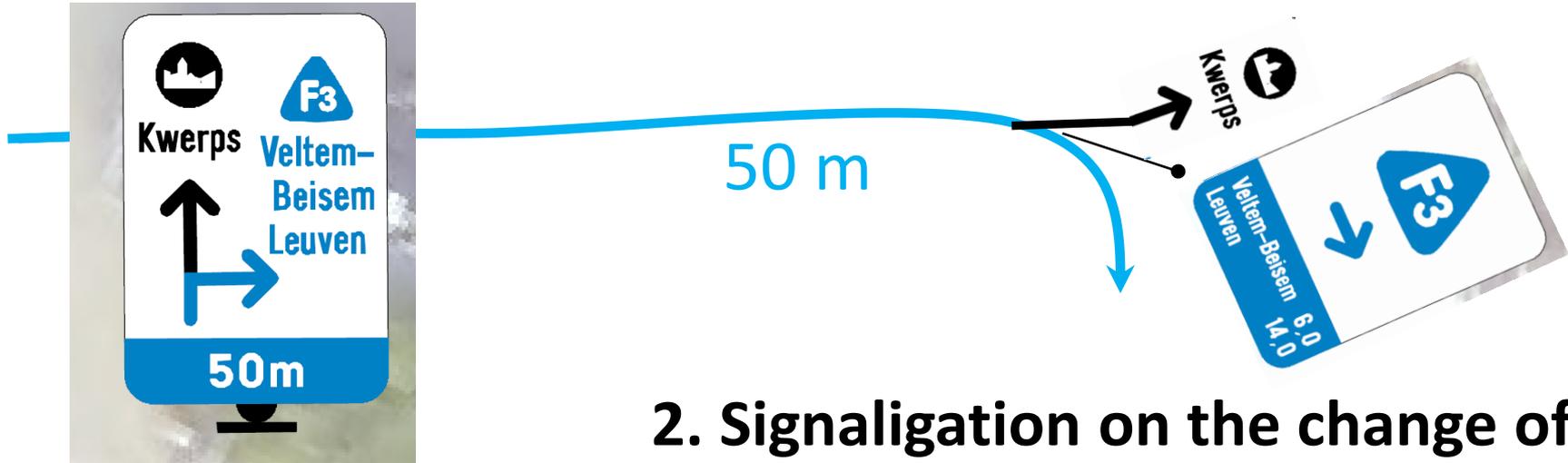
1. Signalisation before change of direction



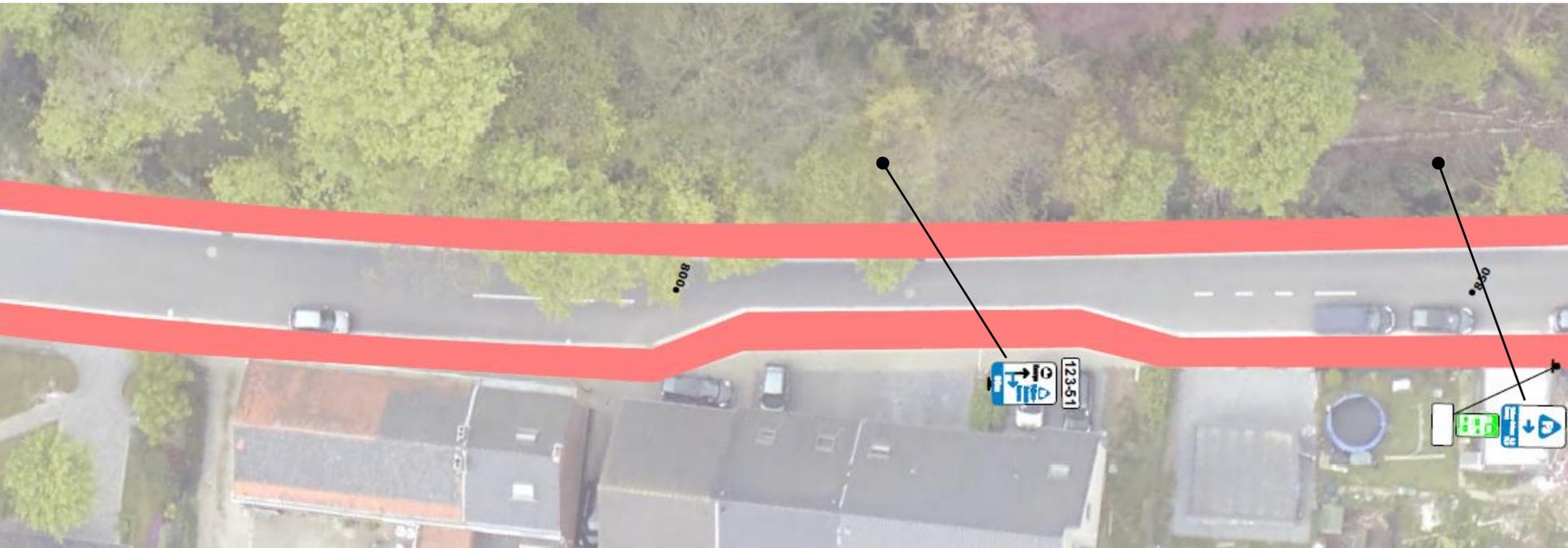
Also used on crossings



# 1. Signalisation before change of direction



# 2. Signalisation on the change of direction



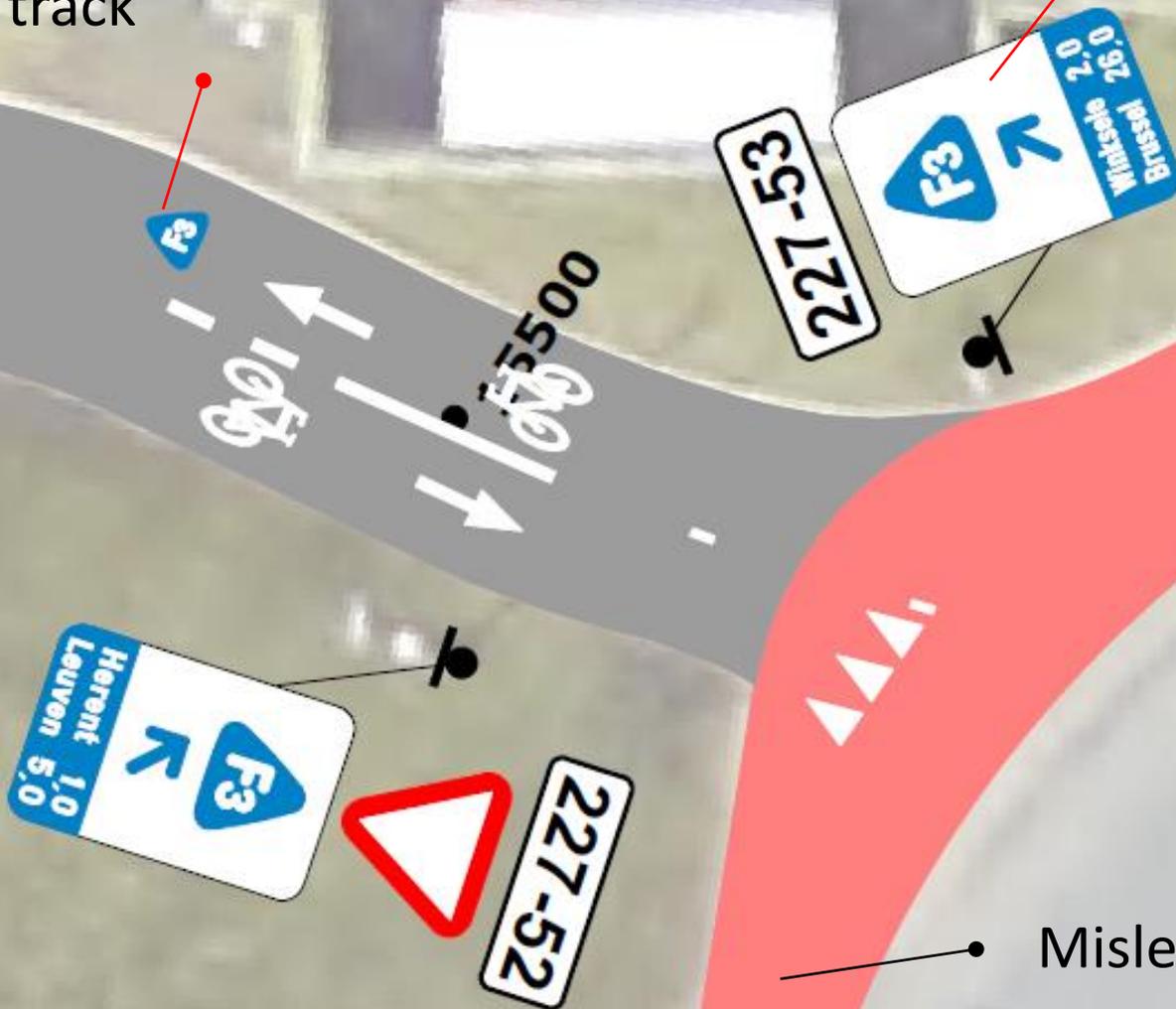
### Step 3

Attracts in right direction

Confirmation that you are on the right  
right track

### Step 2

Explaining  
change of direction



Misleading infrastructure

# Comparison with CHIPS pilot F261



Number confirmation



Improved step 2





# Comparison with Cykel superstier



step 2

Could be improved by adding visible C-codes

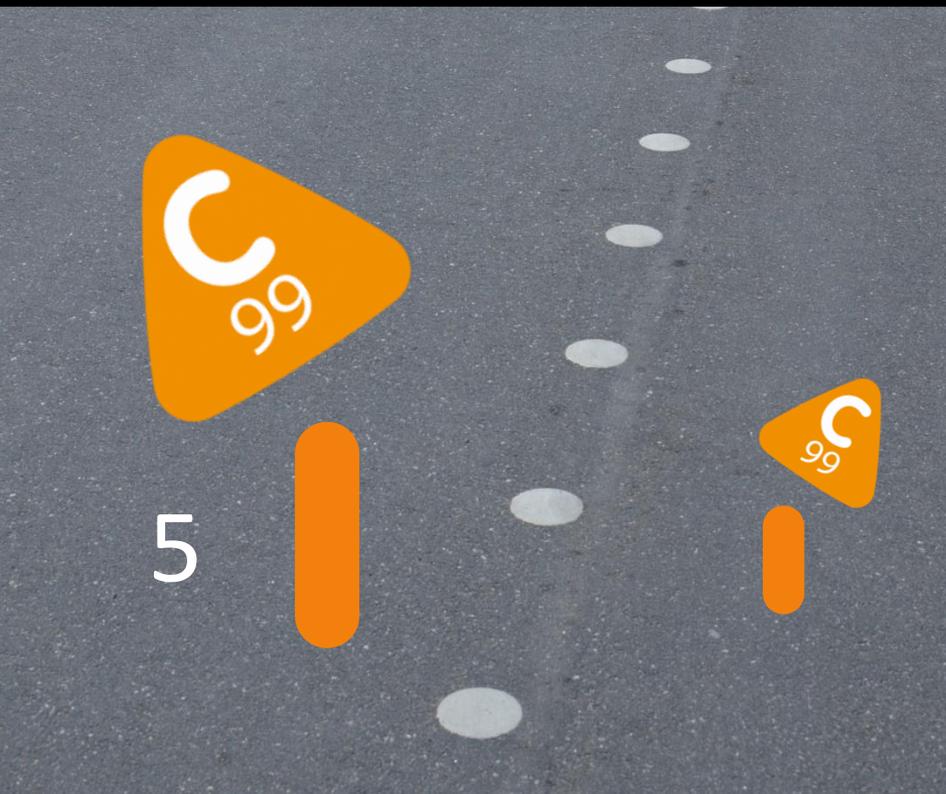




2



3



4



# Vote: can the 3-steps strategy be recommended?

Flemish-Brabant: 3-steps strategy



**A. Yes**

**B. No,** there are important problems with it

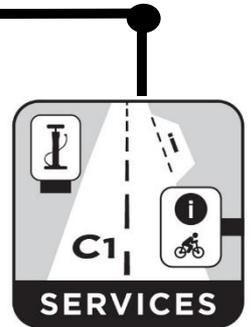
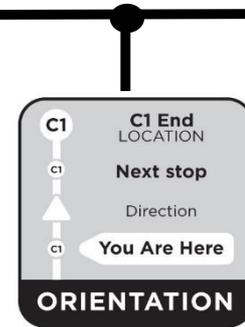
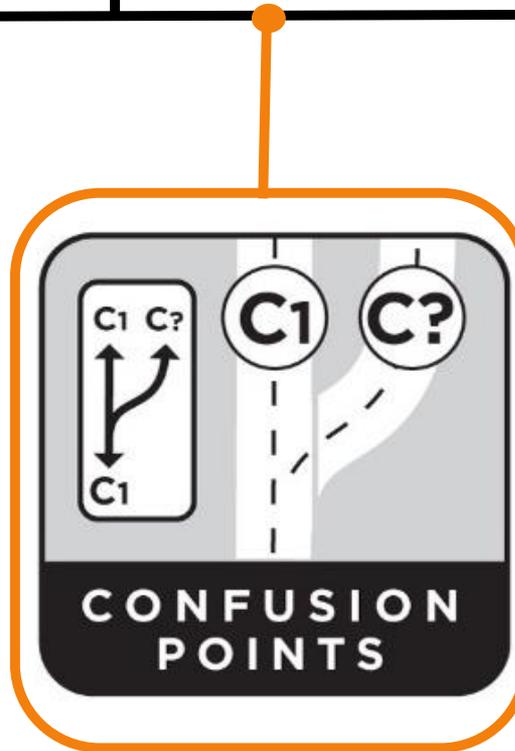
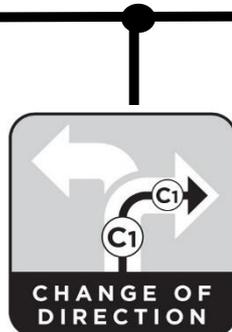
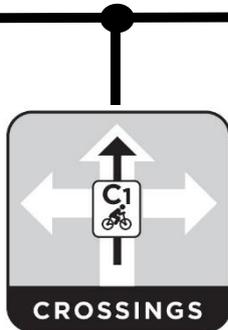
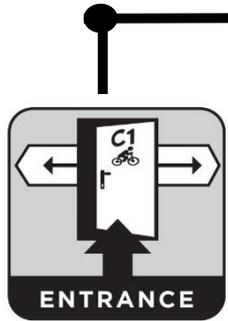
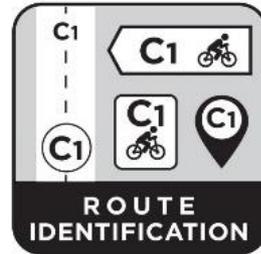
**C. No,** I know a better strategy

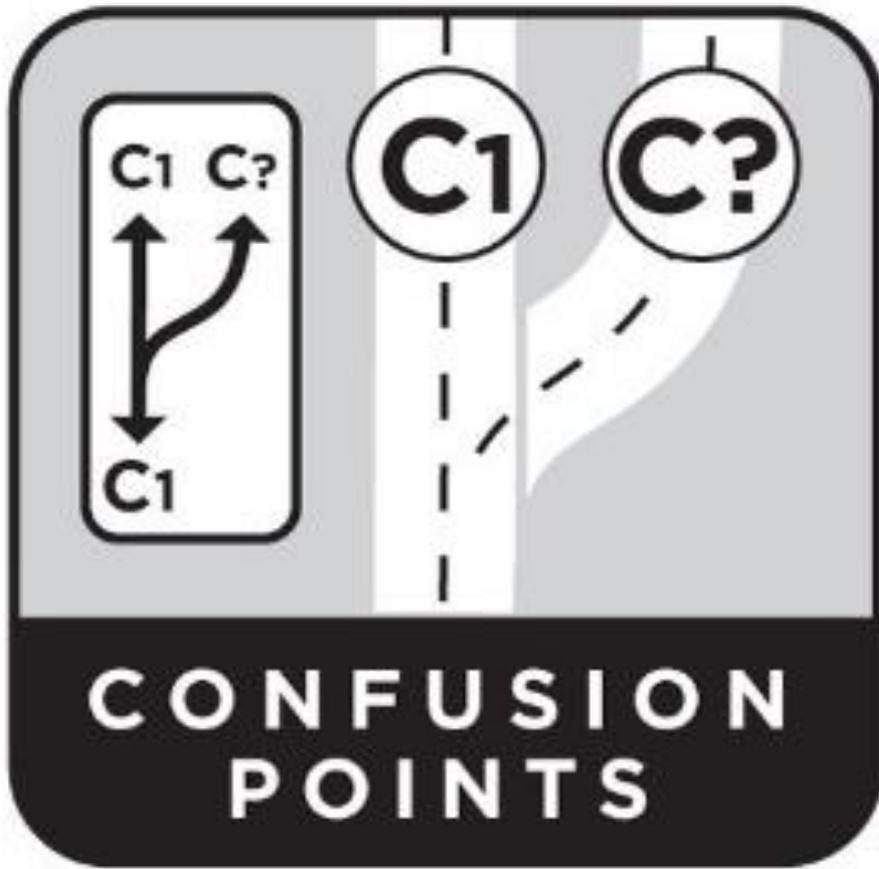
# Questions/Discussion

about the 3-steps approach as a CHIPS recommendation

10 minutes



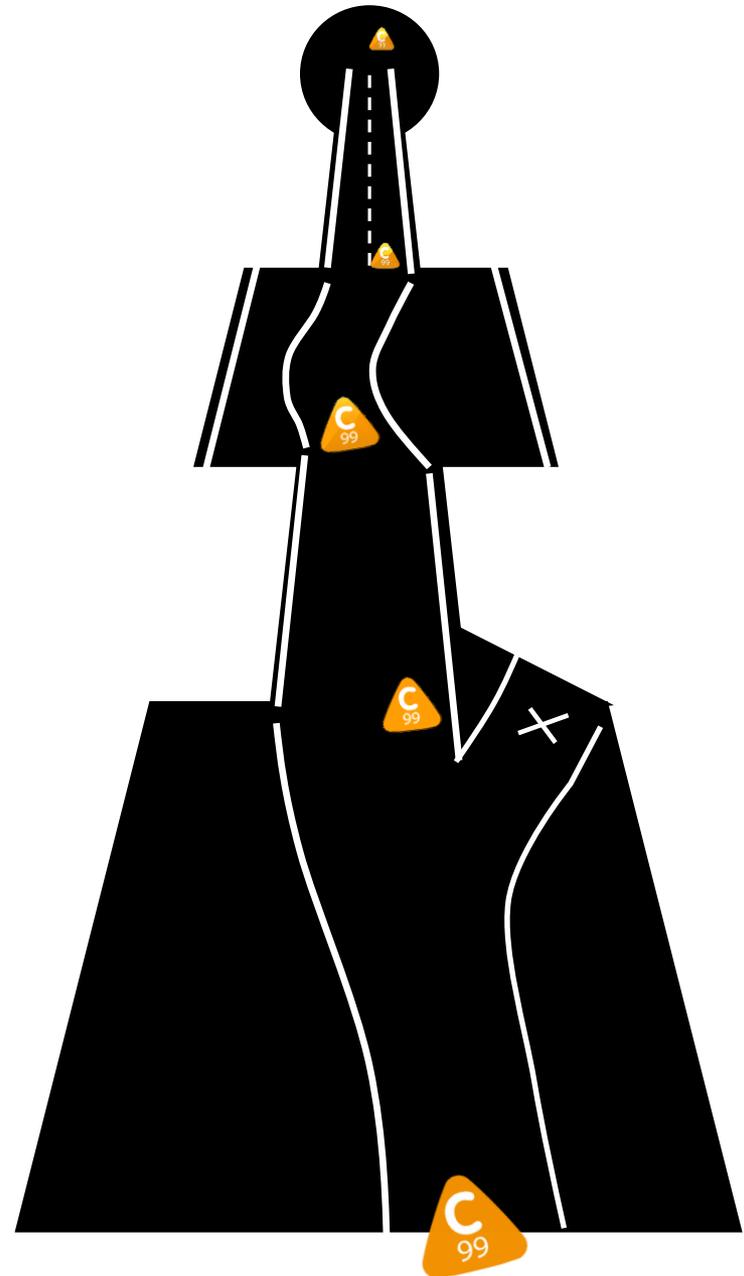


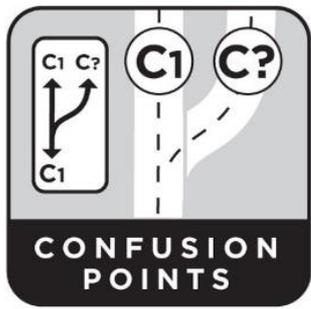


Central principle:

- you always go straight forward

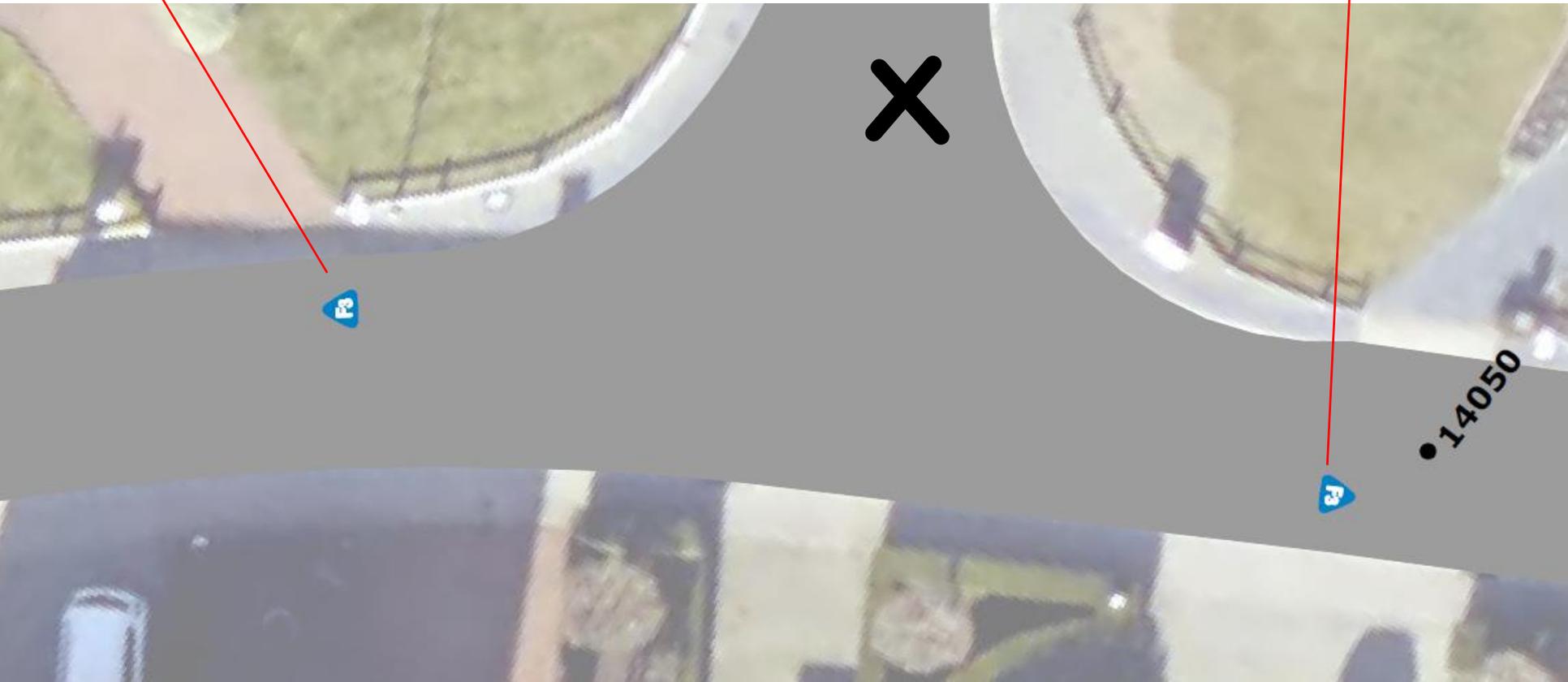
But here some might get confused...

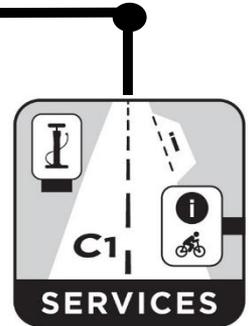
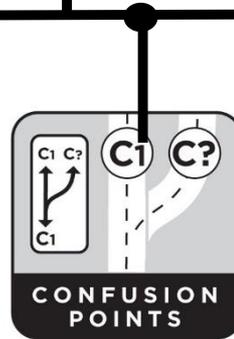
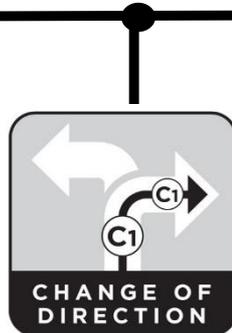
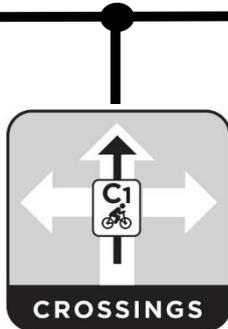
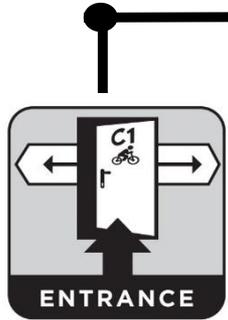
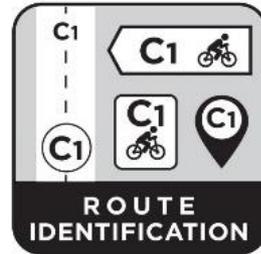




## Dealing with a confusion point on CHIPS pilot F3

Tool to attract the cyclist in the right direction  
Confirms that you are on the right track







London

# Comparing with the F261 CHIPS pilot



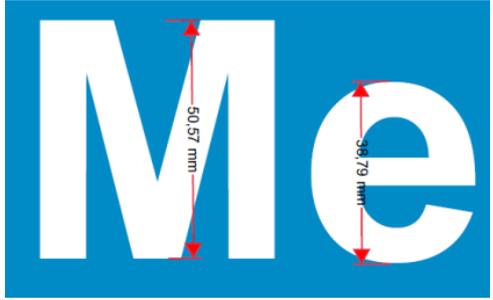
London



# Lessons learned:

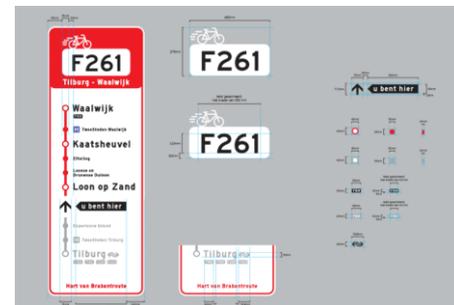
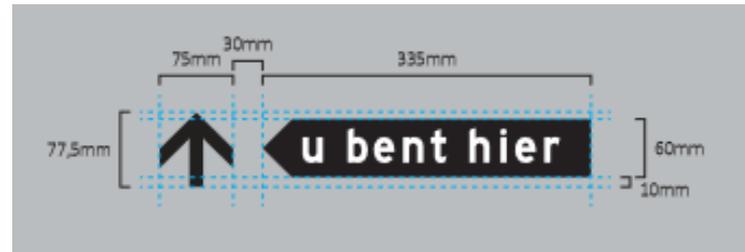
✔ C-number on top

✔ Readable?  
5 cm for important destinations



Beware of  
driving direction

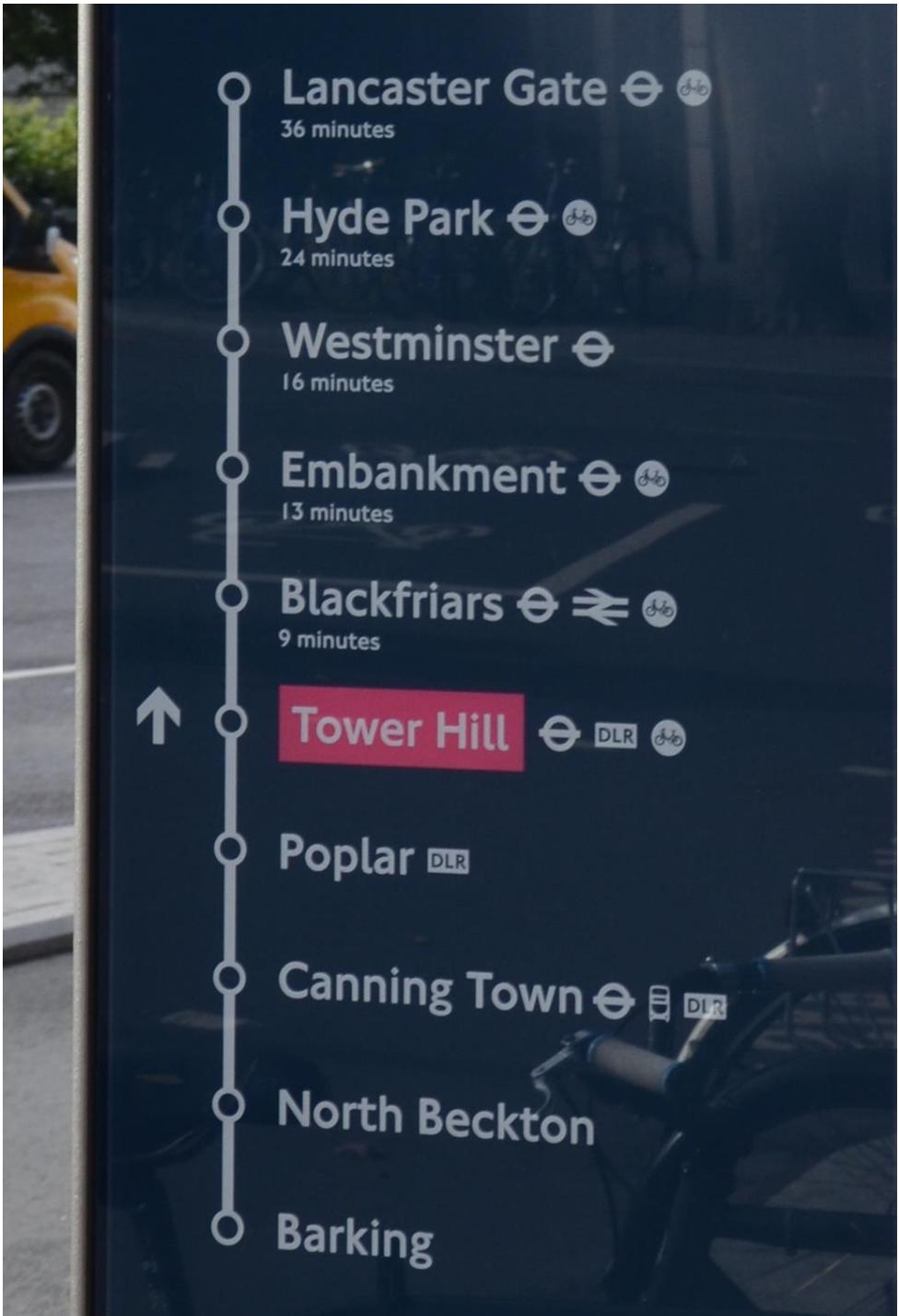






CS3 East-West  
Tower Hill

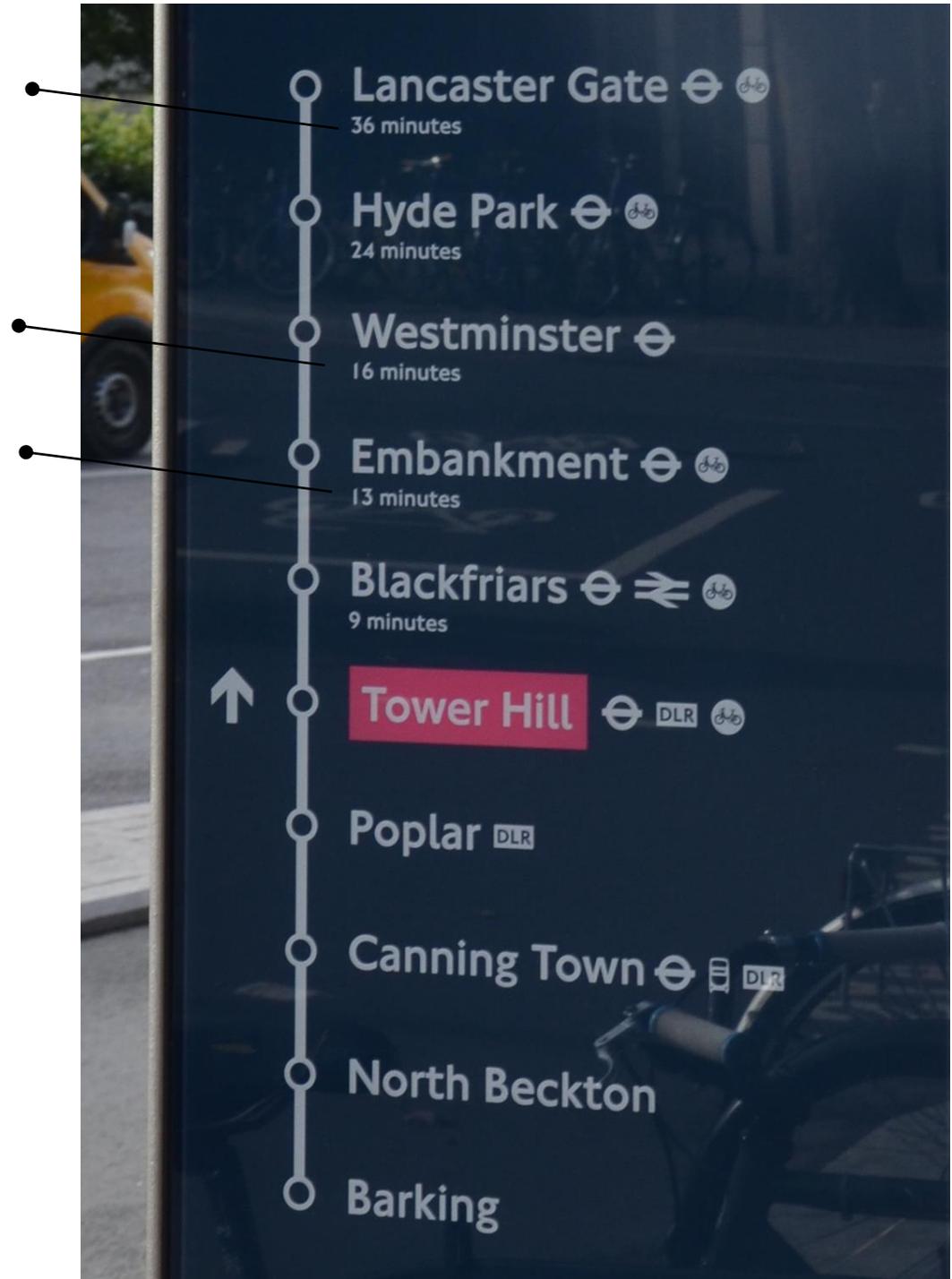
- Lancaster Gate 36 minutes
- Hyde Park 24 minutes
- Westminster 16 minutes
- Embankment 13 minutes
- Blackfriars 9 minutes
- Tower Hill**
- Poplar
- Canning Town
- North Beckton
- Barking

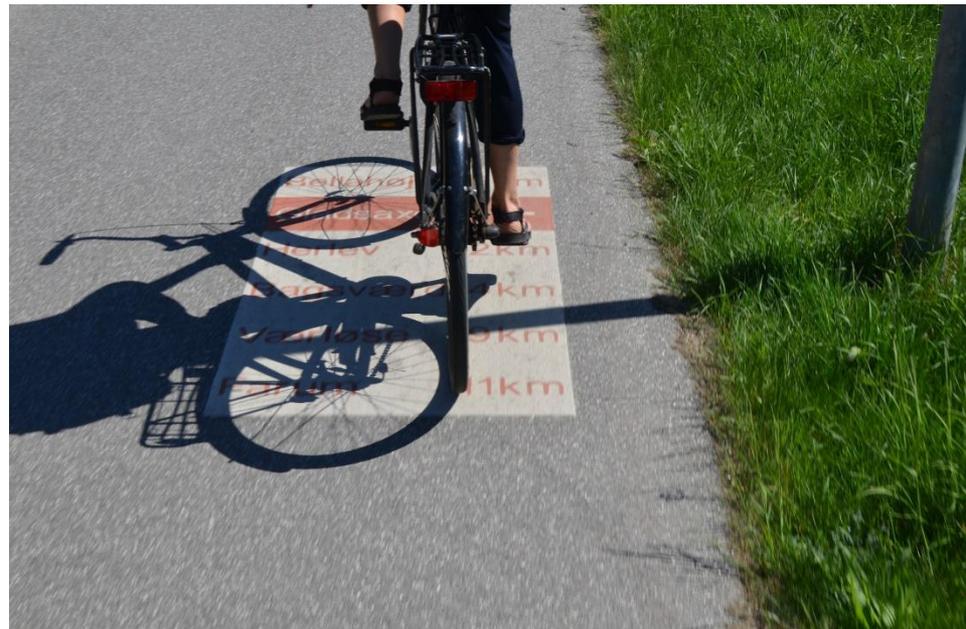


- Lancaster Gate 36 minutes
- Hyde Park 24 minutes
- Westminster 16 minutes
- Embankment 13 minutes
- Blackfriars 9 minutes
- Tower Hill**
- Poplar
- Canning Town
- North Beckton
- Barking

# Hot issue:

- km?
- minutes?
- less is more?







FIETSSNELWEGEN.BE

## Mixed model:

- **Clear hierarchy**

(big and very small letters)

- **Km** for end destination

- **Time** strategy





	Herent - 5 km Kortenberg - 15 km Zaventem - 21 km Brussel-Noord - 30 km
	Cargill - 6 km Kampenhout sas - 14 km Mechelen - 25 km
	Wezemaal - 10 km Aarschot - 18 km

“More is less” >>

select & skip km



“More is less” >> “Less is more”



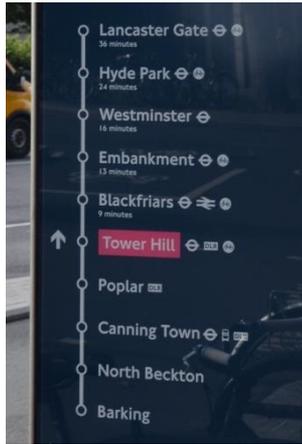
Km on other  
readability tools



# What could be the recommendation?

VOTE

A. Minutes



B. Km



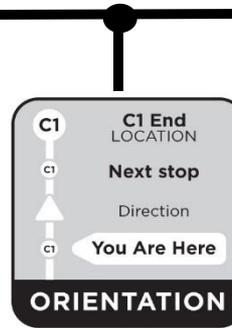
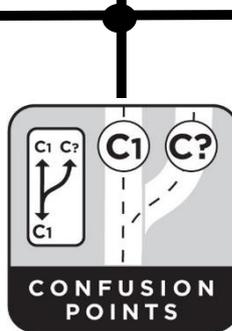
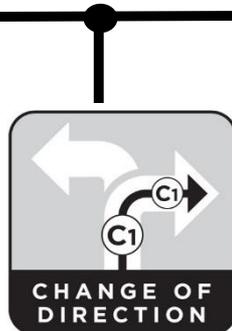
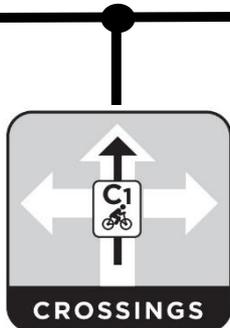
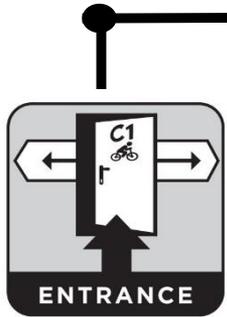
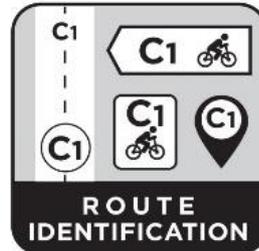
C. Mixed Km + time strategy



D. “More = less”

No km, No minutes







Integrating route identity improves wayfinding



# The art of shelters

## Container Shelter

Refshaleøen, København

Framing views and landscapes

Structuring public space

- Sheltering
- Looking
- Sitting
- Talking
- Laying
- Hanging
- Picknicking
- Playing
- Resting
- Reading
- Thinking...
- ...

Sun

Shadow



# Fietspech?

Neem hier je gratis elektrische fiets



Ruil je fiets hier voor een vervangfiets en haal je eigen fiets na herstelling hier weer op

Surf naar [www.mobielefietsherstel/gridbox.be](http://www.mobielefietsherstel/gridbox.be)  
 Login: [help@intekatelijnwaver](mailto:help@intekatelijnwaver)  
 Wachtwoord: fietspunt

- Registreer je op de site
- Je ontvangt meteen een code waarmee je de poort kan openen
- Wasel je fiets en sluit de poort met de drukknop
- Het fietspunt herstelt je fiets en stuurt je een bericht na herstelling
- Je haalt je fiets op in de box die je opent met dezelfde code
- Je betaalt de factuur die je via mail ontvangt

De mobiele fietshersteldienst is een gezamenlijk initiatief van de provincie Antwerpen, Het fietspunt Mechelen en de gemeente Sint-Katelijne-Waver.

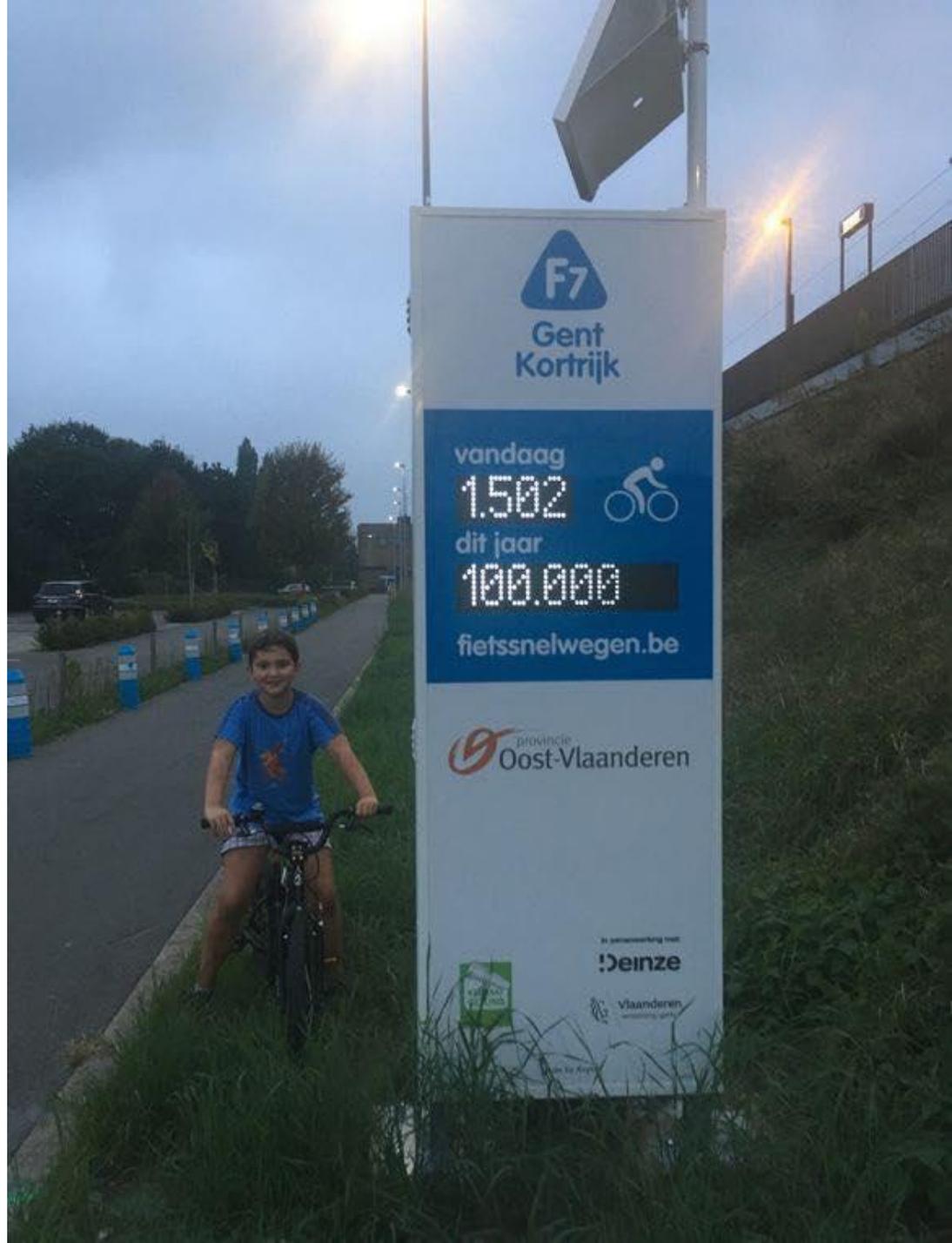
Nog vragen?  
 Contacteer Het Fietspunt Mechelen op  
 015 21 27 04 (ma-vr, 8:00u-18:00u)



# Bicycle trouble?

Take the e-bike out of the box & let your bike repaired...







Counters are also an excellent tool for EXPOSURE towards (potential) users

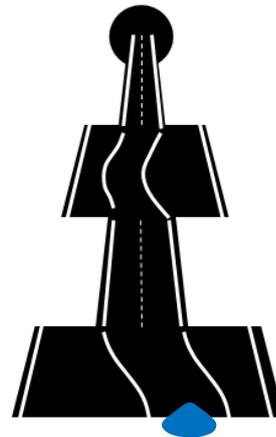


1. How /when to brand your cycle highway?

2. How to improve wayfinding?

3. How to enhance  
exposure?

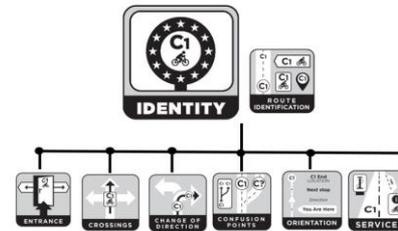
tools : examples, concepts, strategies



### 3. How to enhance exposure?

Engineering of size & positioning of the wayfinding tools for cyclists

A



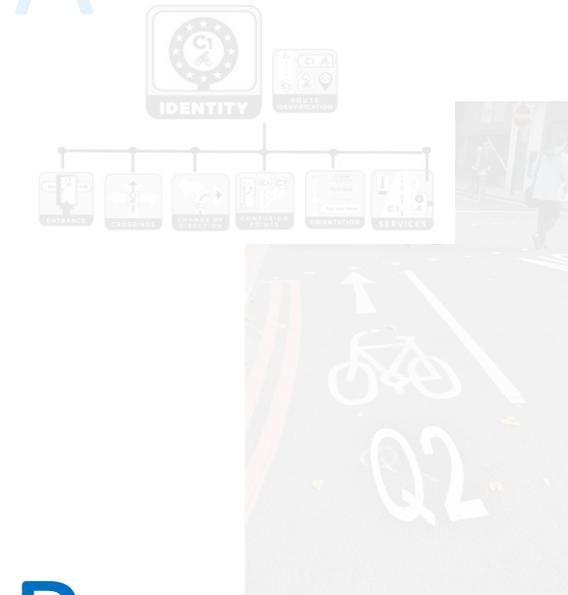
B



### 3. How to enhance exposure?



A Size and positioning of the wayfinding tools for cyclists



B Separate tools directed towards f.i. car drivers

# Exposure on a cycle bridge

3. How to enhance exposure?

A

B Separate tools directed towards f.i. car drivers

EXPOSURE



3. How to enhance exposure?

A

B

EXPOSURE

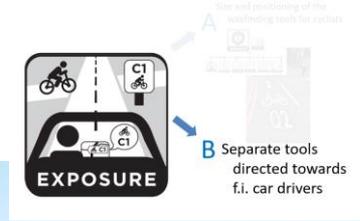


Hierboven loopt de fietssnelweg  
← 🚲 Brussel - Leuven 🚲 →



# Similar concepts Ruhr-RS1 Cycle Highway

3. How to enhance exposure?





Size and positioning of the wayfinding tools for cyclists

A



B

Separate tools directed towards f.i. car drivers



# Exposure of brand colour at each crossing



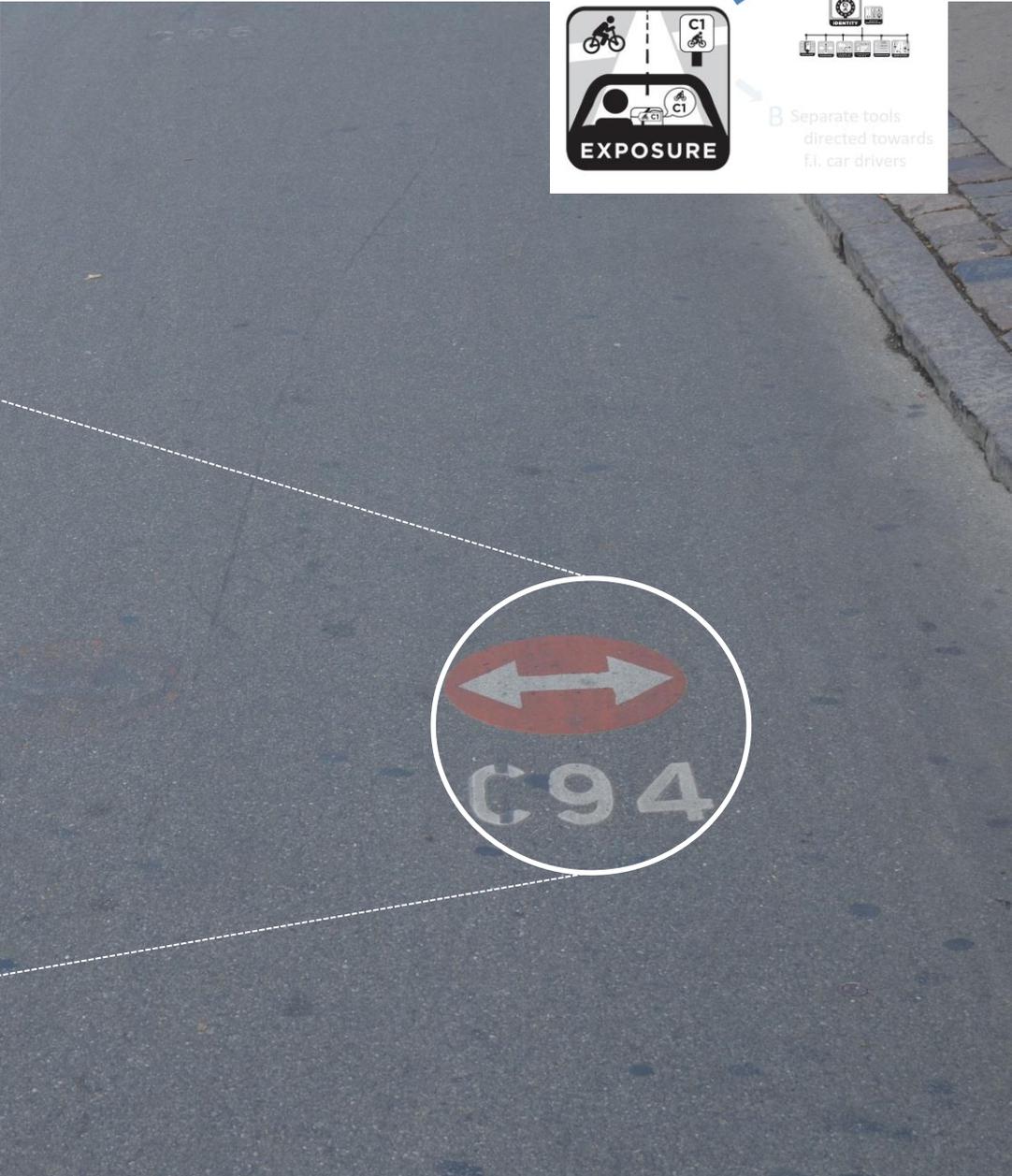
# For exposure we need to think bigger...

3. How to enhance exposure?

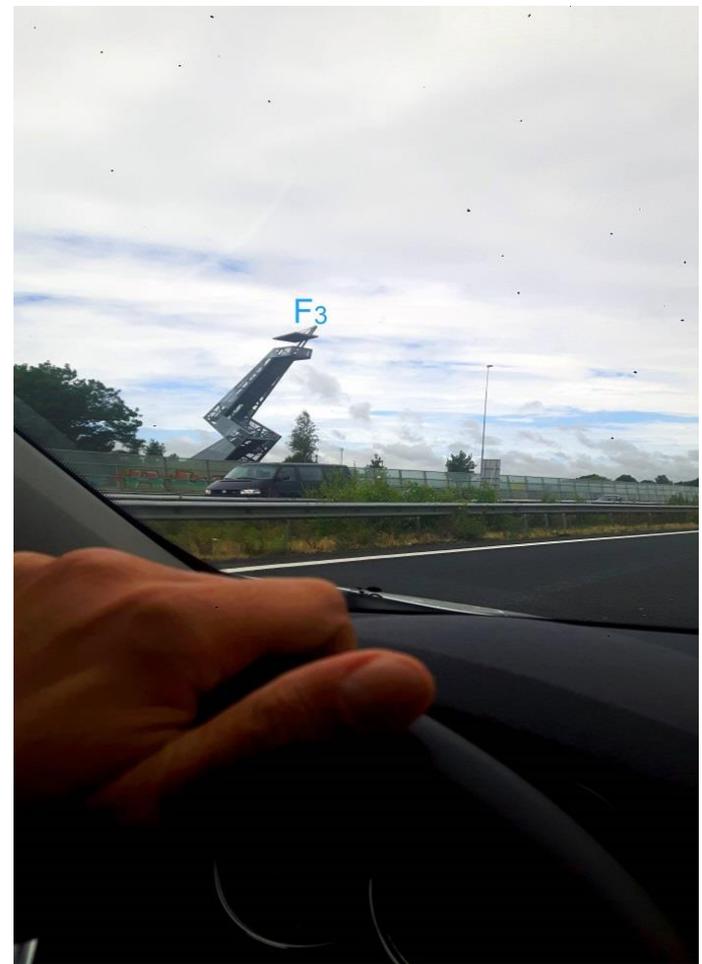
A Size and positioning of the wayfinding tools for cyclists



B Separate tools directed towards f.t. car drivers



Or bigger like this...



Or bigger like this...





Or super  
huge



But you can keep it simple, like here 



# But beware of competitors



So, what about organising exposure there?



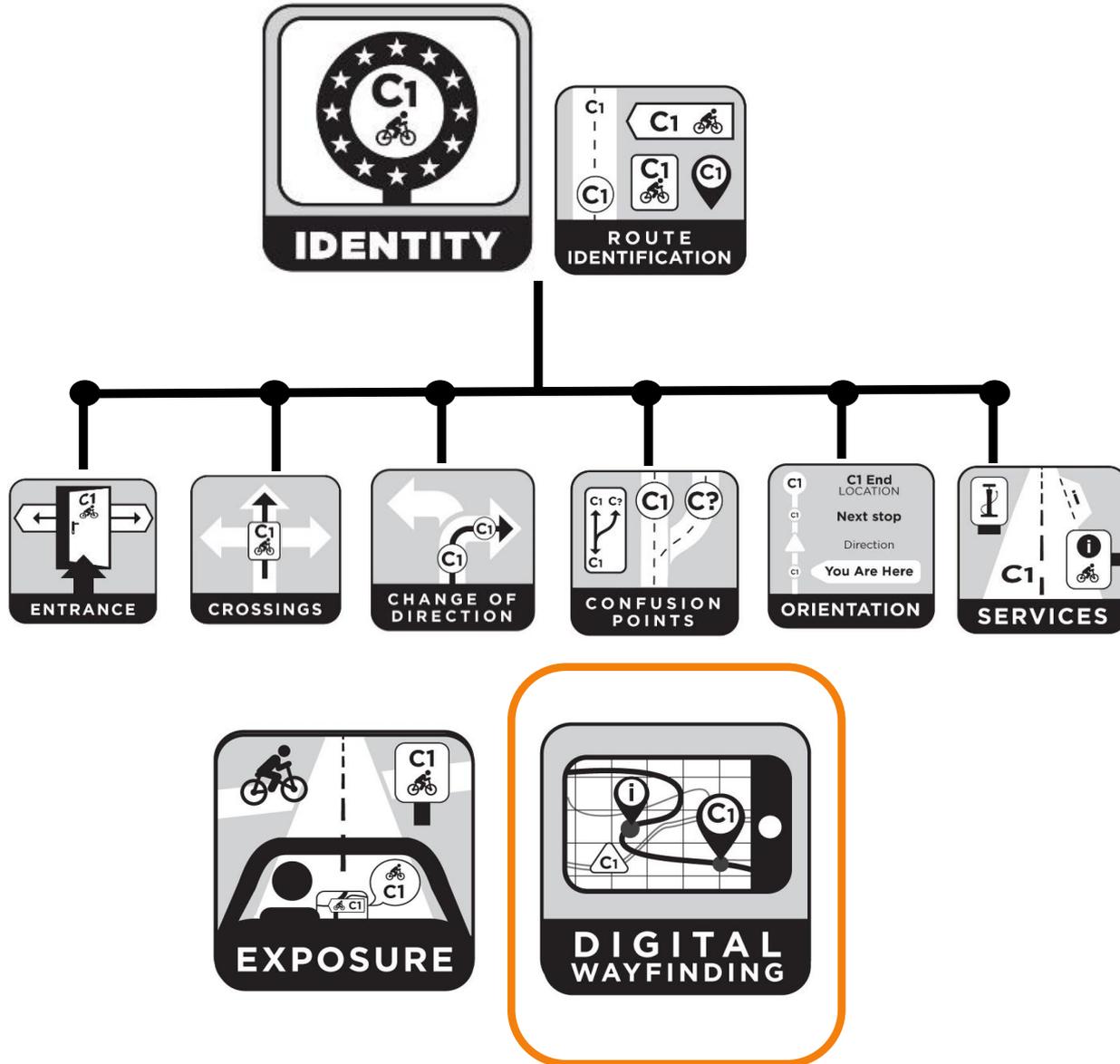
What a pity that the graffiti tag forgets exit to giving a solution



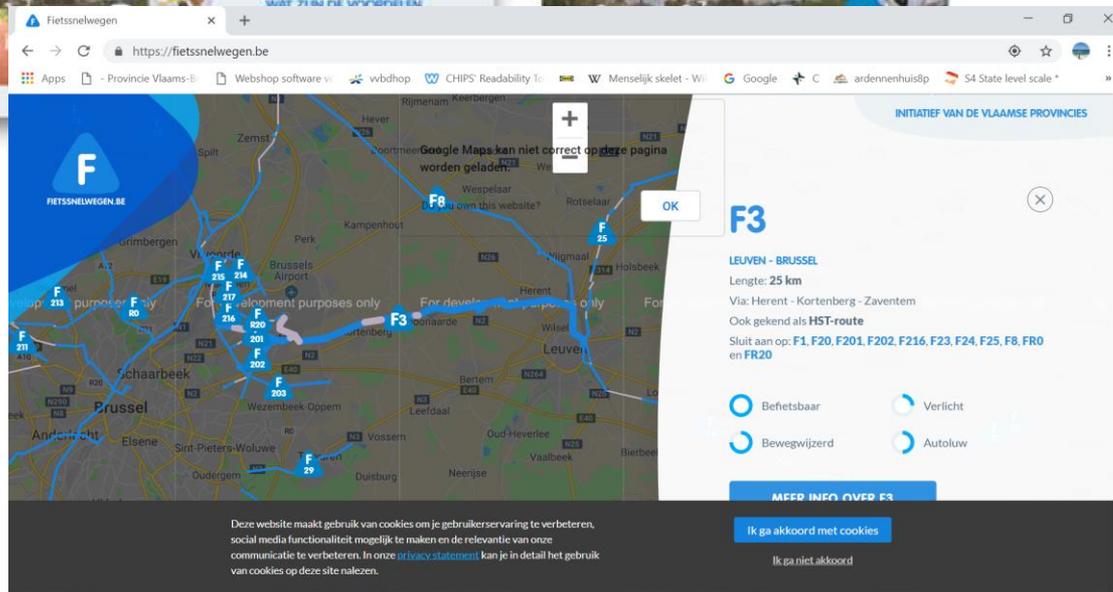
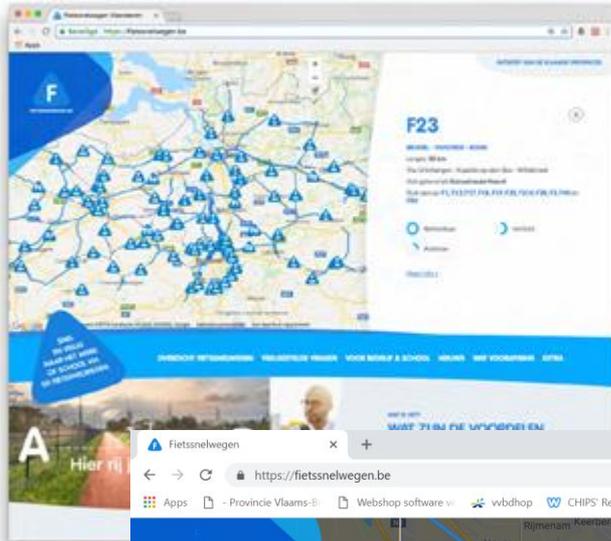
car  
ay...



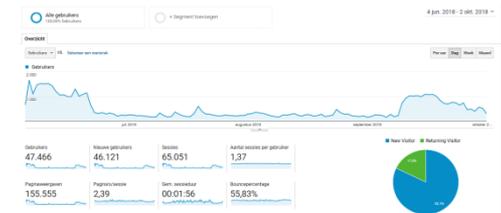
# And last but not least...



# fietsnelwegen.be

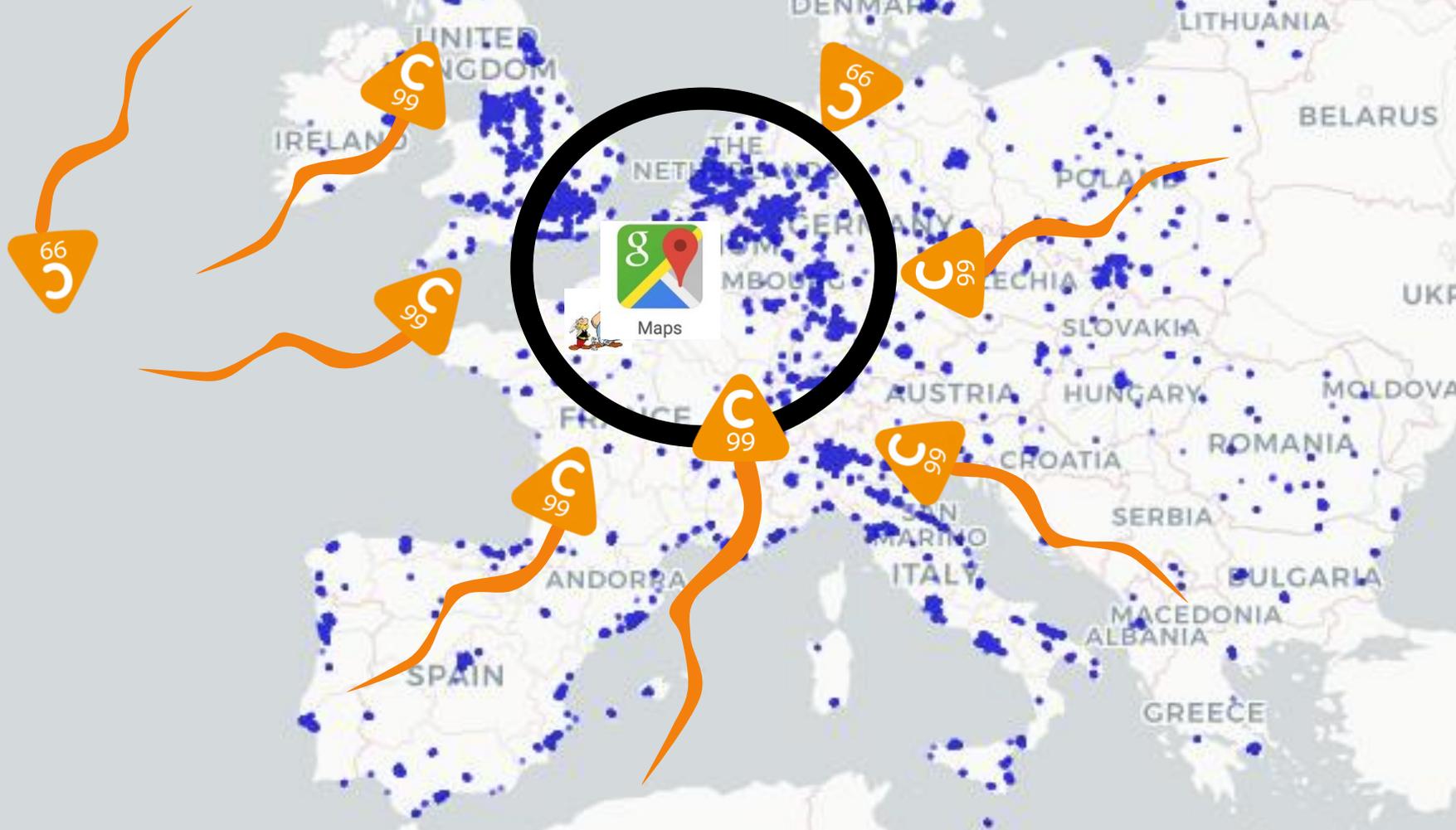


- Live 4/06/2018
- Launch promo campaign
  - via social media
  - Radio partnership
- 47.466 visitors (04 June 2018 – 02 October 018) OR 3x as much as same period last year



Facebook-page: 4376 likes

# We need a big scale, standardisation & open data policy



# How to make your cycle highway

\_\_\_\_\_ readable?



1. Start with a network-brand



2. Improve wayfinding



3. Enhance exposure



Readability Toolbox

