WE HAVE A PROBLEM IN PROMOTING CYCLING
2,400 €/bike

250 k € / km
WE DO NOT KNOW THE SOCIOECONOMIC VALUE OF CYCLING
Environmental and climate change
Environmental and climate change
Congestion

= 40%

Health and life expectancy

= 30%

Environmental and climate change

= 20%

Traffic safety and road maintenance

= 5%

Working Productivity

= 5%
COSTS OF INFRASTRUCTURES

X 10 times more
UNDERESTIMATING BENEFITS

OVERESTIMATING COSTS

THESE ARE NOT THE ONLY ISSUES...
DIFFICULTIES IN FUNDING

From Rietveld (2013)
DIFFICULTIES IN FUNDING

DIVERSIFIED SKILLS

From Rietveld (2013)
From Rietveld (2013)

UNCERTAINTY IN RESULTS

DIFFICULTIES IN FUNDING

DIVERSIFIED SKILLS

SOCIAL TRADE-OFFS
From Rietveld (2013)

UNCERTAINTY IN RESULTS

DIFFICULTIES IN FUNDING

SOCIAL APPROVAL

DIVERSIFIED SKILLS

SOCIAL TRADE-OFFS
1. USEFUL TOOL FOR PLANNING AND COMMUNICATING CYCLING AND WALKING.

BIKENOMICS

2. USES ANALYTICAL METHODS FOR SUPPORTING ACTIVE MOBILITY
1. PRIORITIZE INVESTMENTS ON SUSTAINABLE MOBILITY
1. PRIORITIZE INVESTMENTS ON SUSTAINABLE MOBILITY

2. OPTIMALLY ALLOCATE COSTS
1. PRIORITIZE INVESTMENTS ON SUSTAINABLE MOBILITY

2. OPTIMALLY ALLOCATE COSTS

3. COMMUNICATE THE BENEFITS
1. PRIORITIZE INVESTMENTS ON SUSTAINABLE MOBILITY

2. OPTIMALLY ALLOCATE COSTS

3. COMMUNICATE THE BENEFITS

4. SHIFT THE FOCUS OF CYCLING ON SYSTEMATIC JOURNEYS
CYCLING COST BENEFIT ANALYSIS IN LIMA

2019: 0.9%  
2050: 15%
COSTS

Every 1 S/. Generates 19 S/.

BENEFITS

TRAFFIC SAFETY
TRAVEL TIME
RELIABILITY
AIR AND NOISE
POLLUTION
HEALTH EFFECTS
CONGESTION
CYCLING IMPACT ASSESSMENT ABANO TERME

CYCLE TOURISM

PRODUCTS

EXPENDITURES

JOBS
ADDED VALUE OF ABANO CYCLE TOURISM

+ 20M€/Year

RESTAURANTS AND ACCOMODATIONS

BUSINESS AND SHOPS

MANUFACTURING

LEISURE ACTIVITIES

OTHER
Cycling promotion issues

Bikenomics

Bikenomics study cases