

Rotterdam Loopt!

Walk21 - Pathways to Walkable Communities - Europe & Africa

André de Wit | december 2022.



Gemeente
Rotterdam

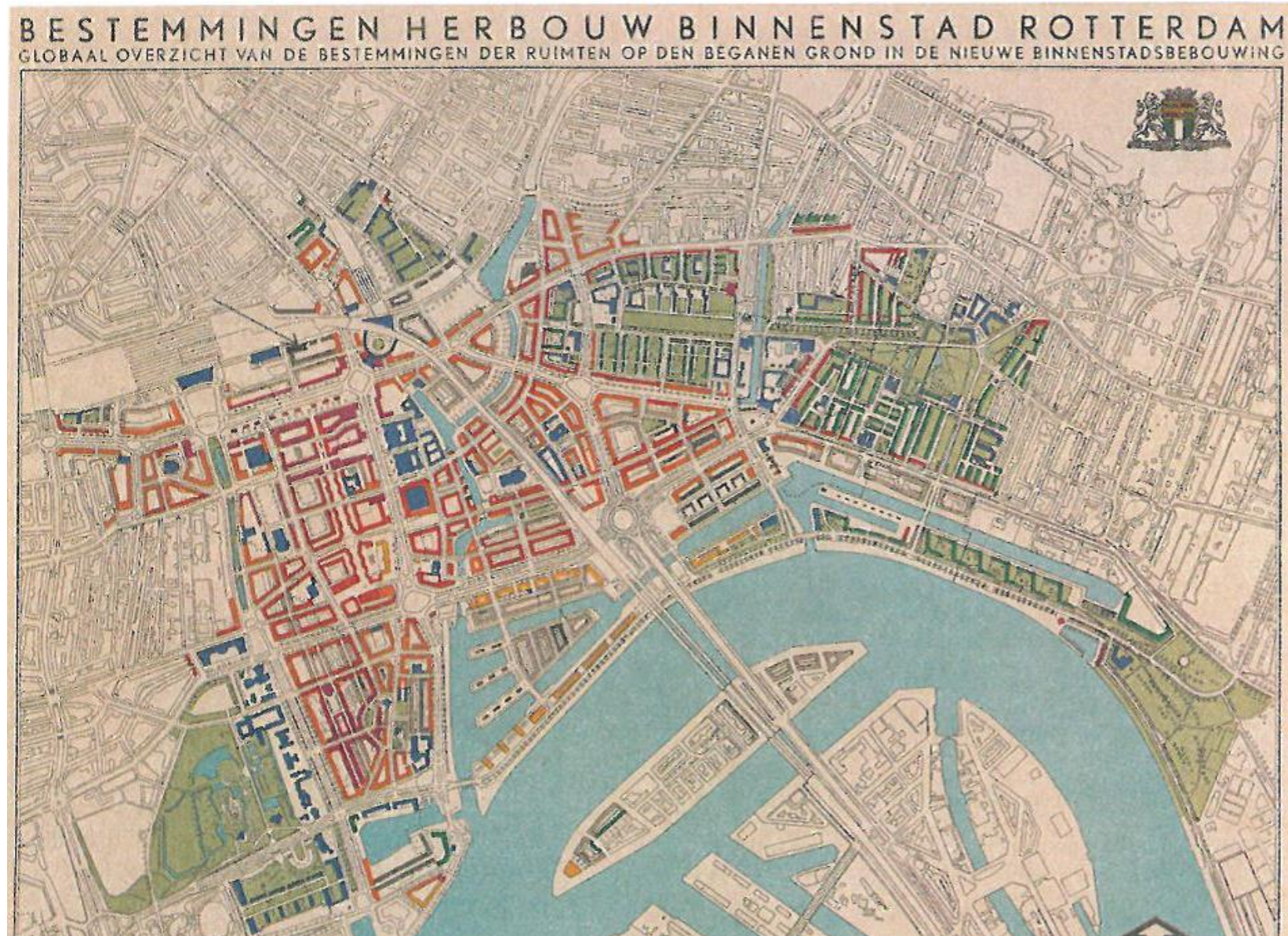
An aerial photograph of Rotterdam, Netherlands, taken at dusk. The city's skyline is visible, featuring several tall, modern skyscrapers, including the Abdoellink Tower. The city is situated along a large body of water, with a prominent bridge (the Erasmus Bridge) crossing the water. The sky is a mix of orange and blue, indicating the time is either sunset or sunrise. The city lights are beginning to glow, and the water reflects the ambient light.

City of Rotterdam 2nd city of the Netherlands
Population: 651 631 (2021)

Modal share based on mode change in the chain (2021):
walking: 34%
cycling: 21%

Modal share based on mode for entire trip (2021):
walking: 30%
cycling: 23%

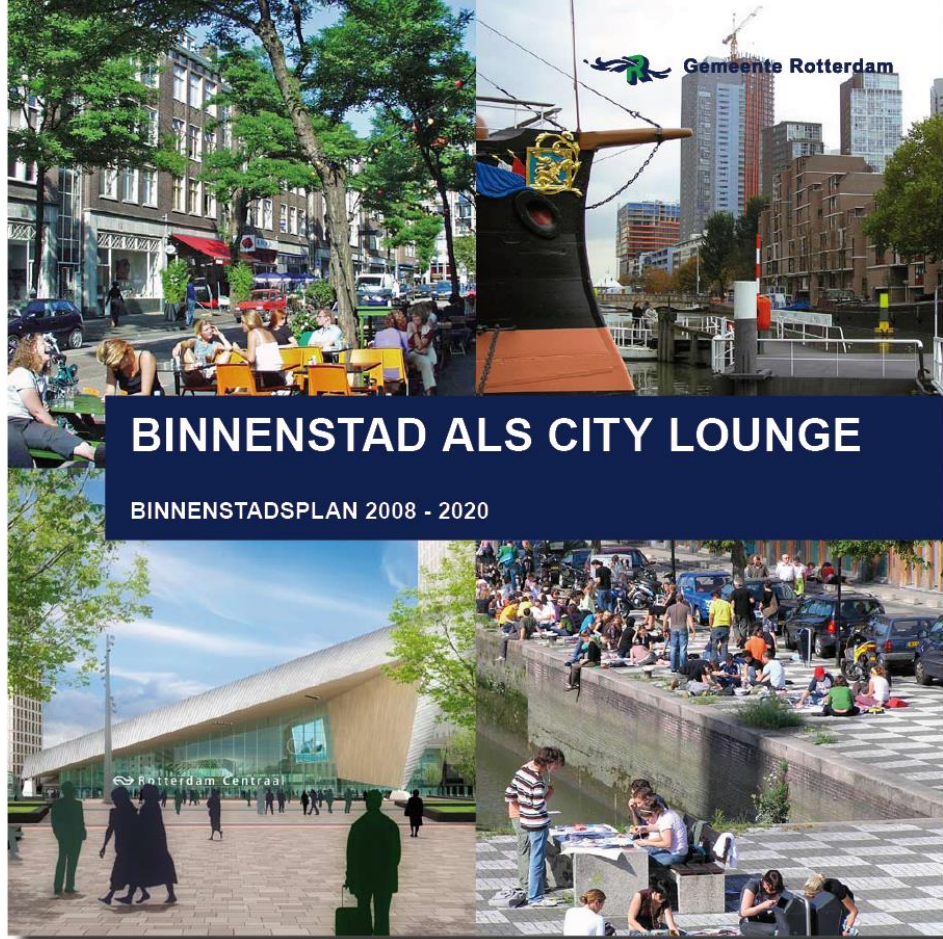
Spatial scheme van Traa – post war reconstruction





2008 > game changer > Inner City Plan City Lounge

'To develop the Inner City as a vital place to meet, stay and to enjoy'.



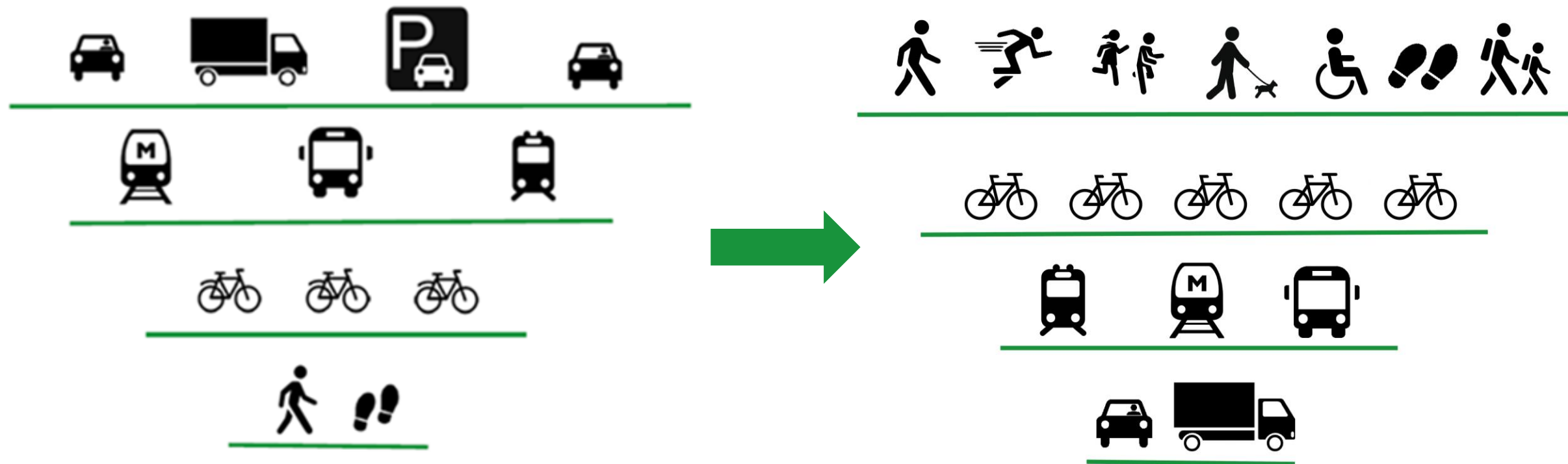


Densification +25% inhabitants since 2000

Policies to create a healthy & attractive city (15-minutes)



Paradigm shift



WALK21 ROTTERDAM

WALK THE TALK



Pedestrian on a pedestal



Objectives



Pillars



Track I

Track II

Track III

People see that walking is an easy, accessible way of getting exercise.

People who are already walking start walking more often or farther.

People who now make short trips (1 km or less) by car start walking (or cycling) more often.

Healthy & Active

Accessible & Nearby

Link & Place

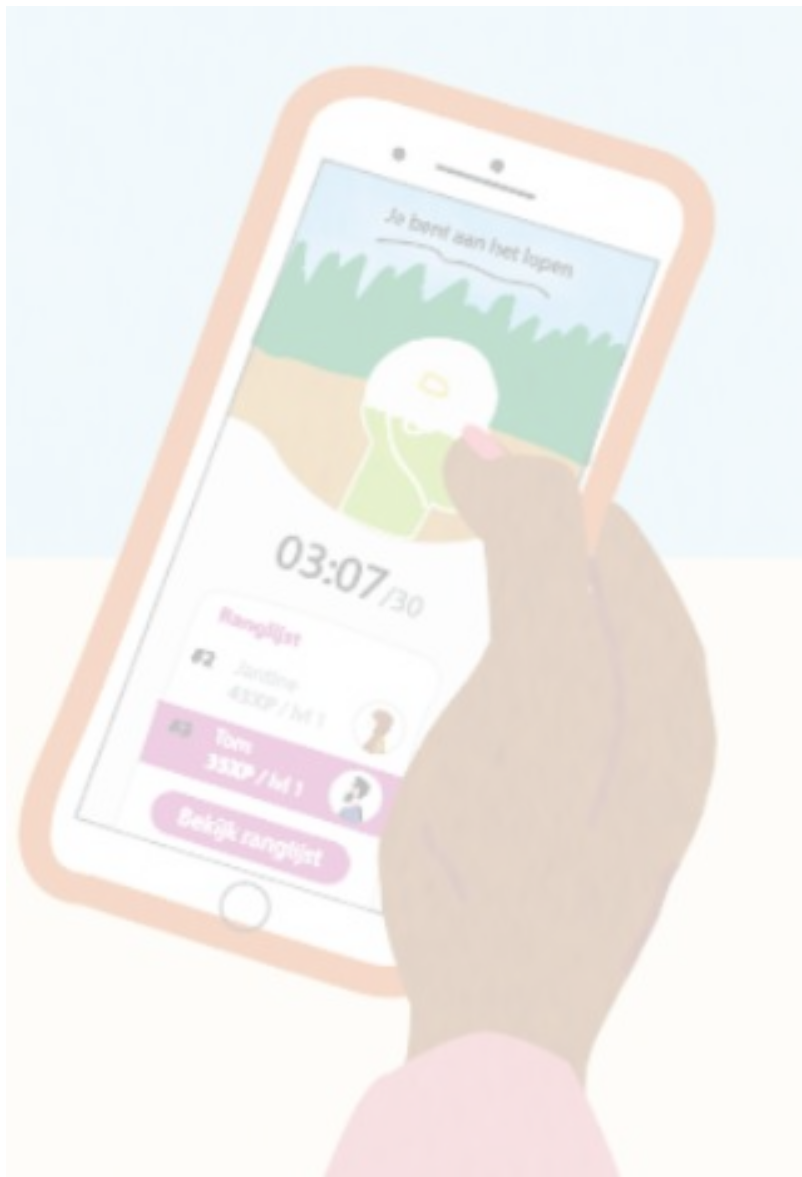
Awareness & Promotion

Knowledge & Research

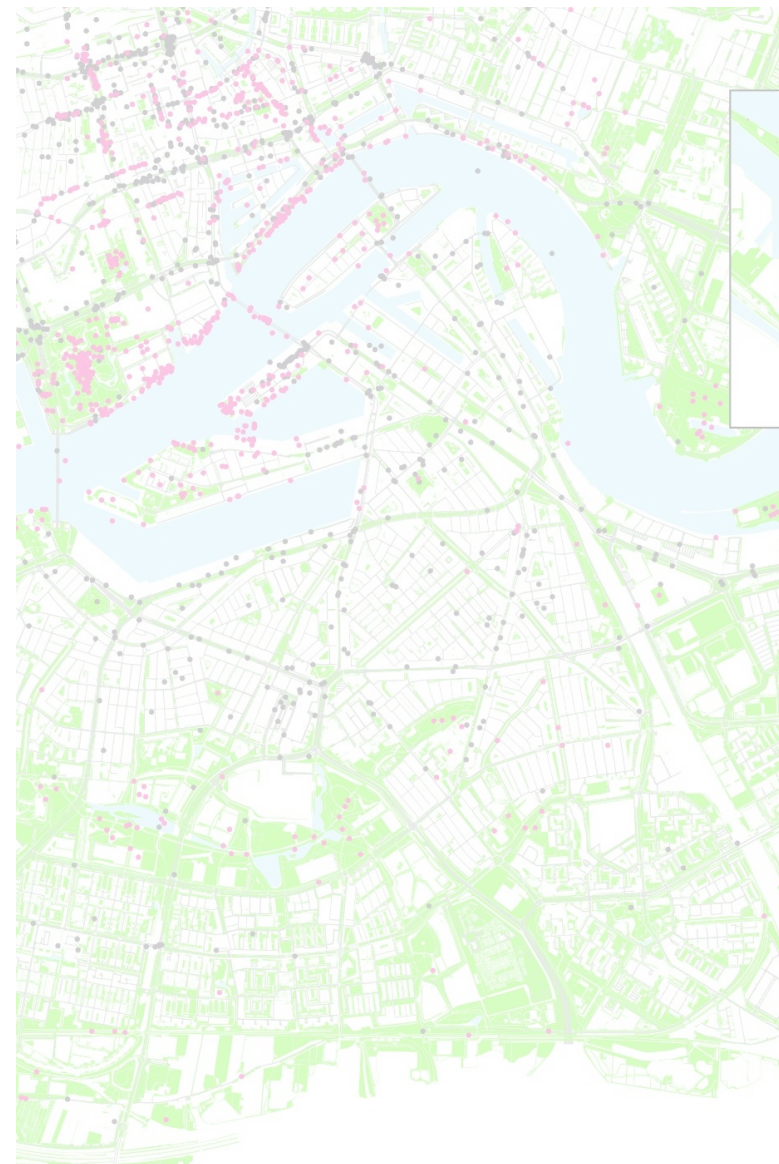
Link & Place



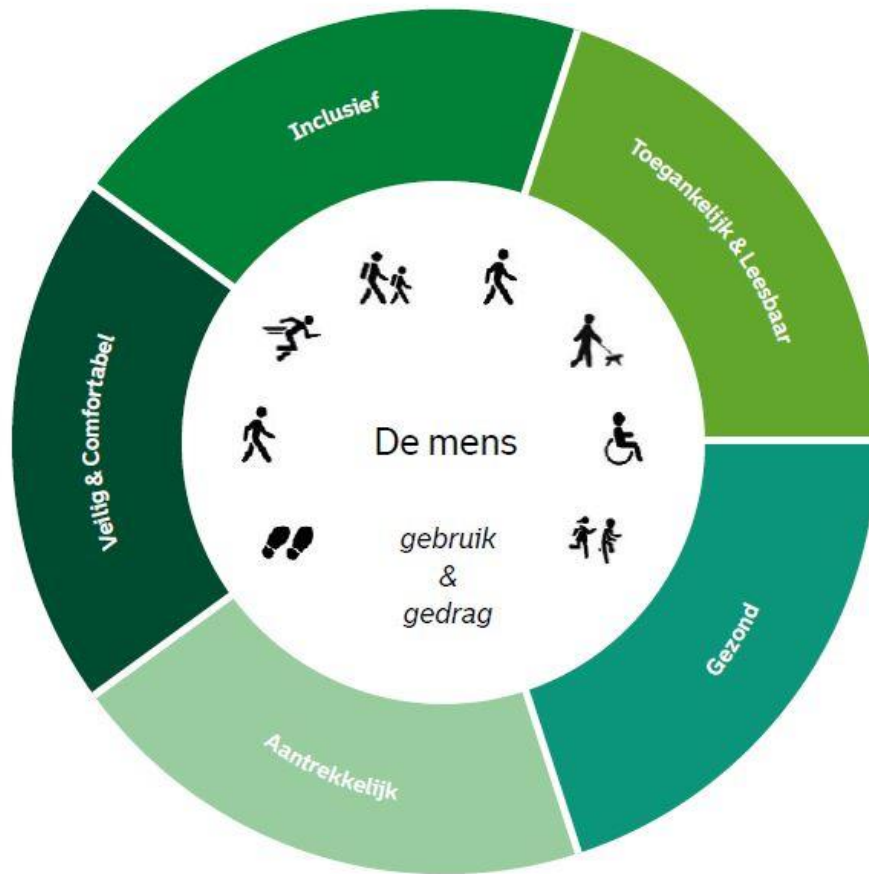
Awareness & Promotion



Knowledge & Research



Designing principles for the pedestrian



5 Loopcondities

Een loopvriendelijke stad...

"Is toegankelijk en leesbaar zodat iedereen kan meedoen en zijn of haar bestemming kan bereiken."

"Is veilig en comfortabel en bestaat uit routes en plekken waar de voetganger voldoende ruimte en keuzevrijheid heeft om ongehinderd te lopen en te verblijven. In het ontwerp staat de veiligheid van de voetganger voorop."

"Is inclusief, de openbare ruimte is van en voor iedereen."

"Is gezond en nodigt uit tot bewegen en gezond gedrag én is ook een gezond plek voor mensen om te verblijven."

"Is aantrekkelijk en uitnodigend voor de voetganger: je wilt er graag zijn en verblijven."

Improving infrastructure



Road safety as condition

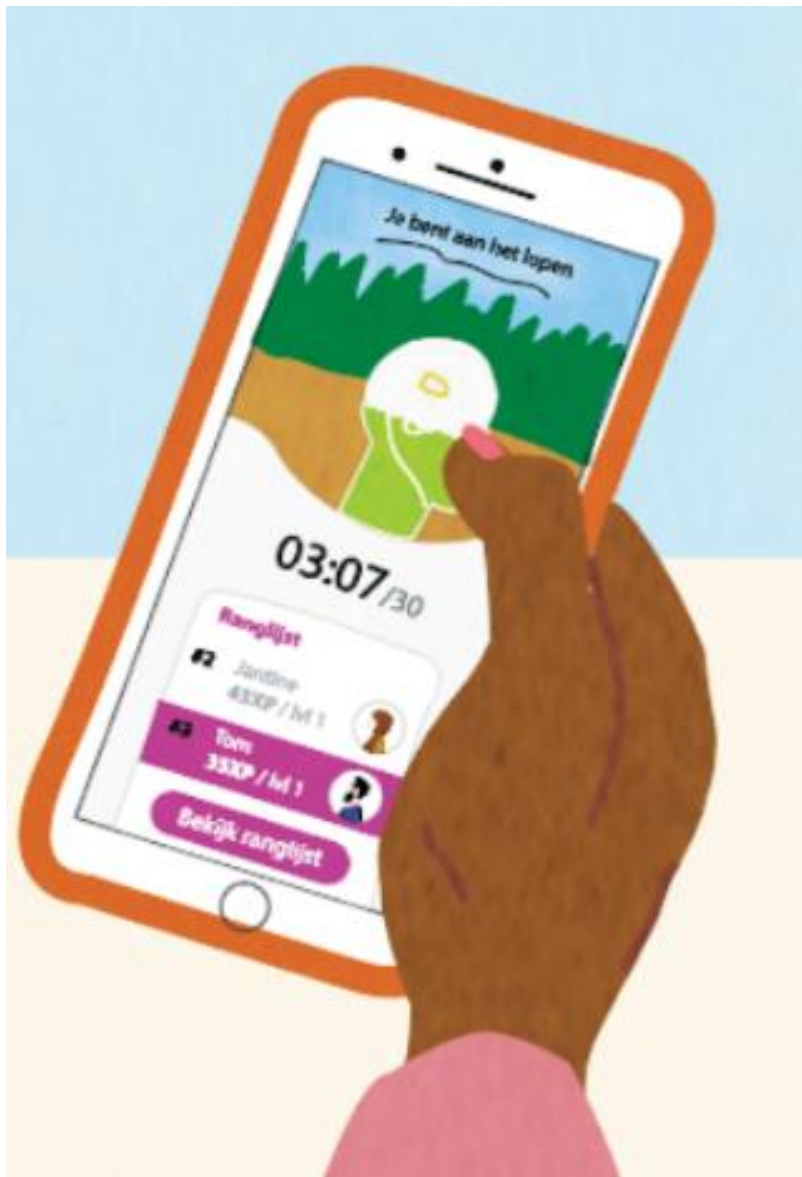




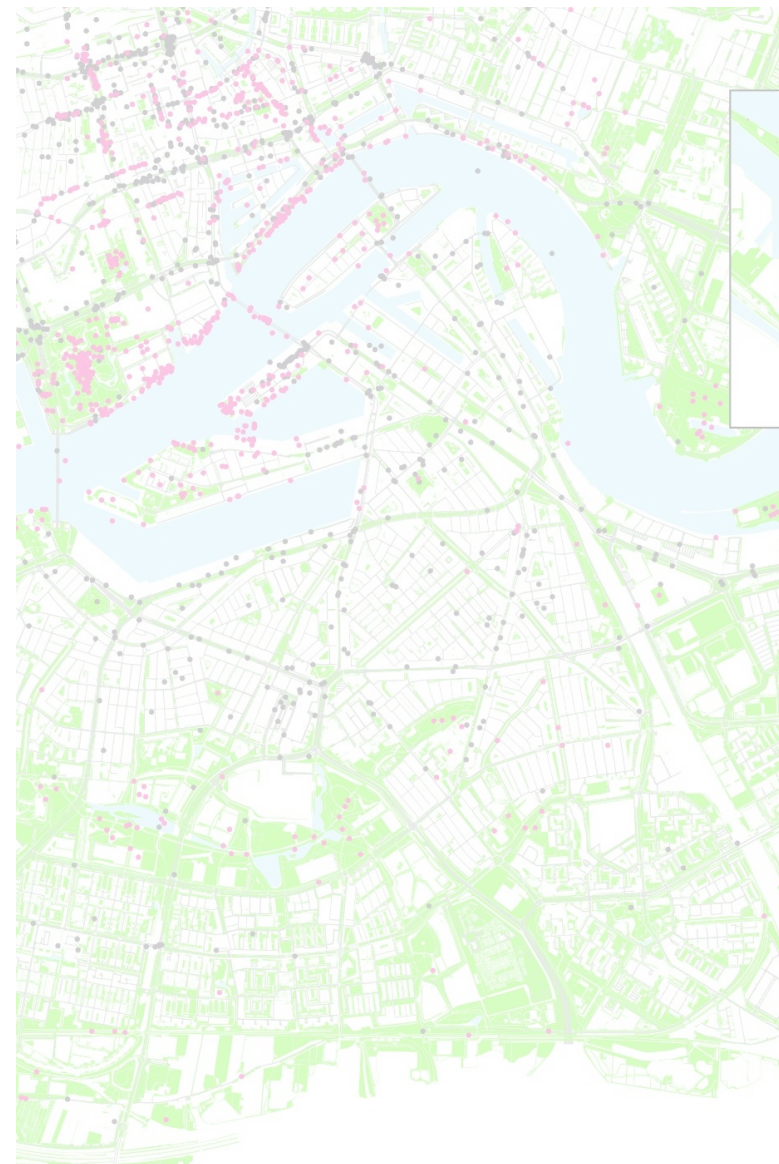
Link & Place



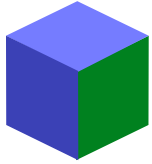
Awareness & Promotion



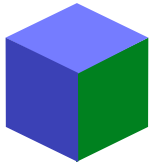
Knowledge & Research



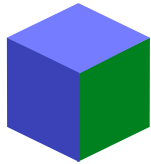
Working on healthy mobility together with people



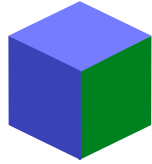
Huisarts



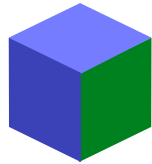
WMO Radar
= trekker



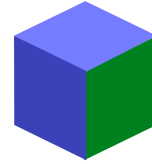
Vrijwilliger
HWD



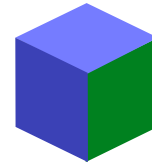
Volkstuin
verenigingen



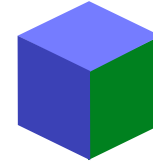
Dominee



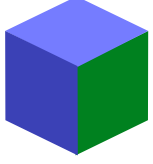
Fietzersbond



Museum



Natuurmonumenten



...

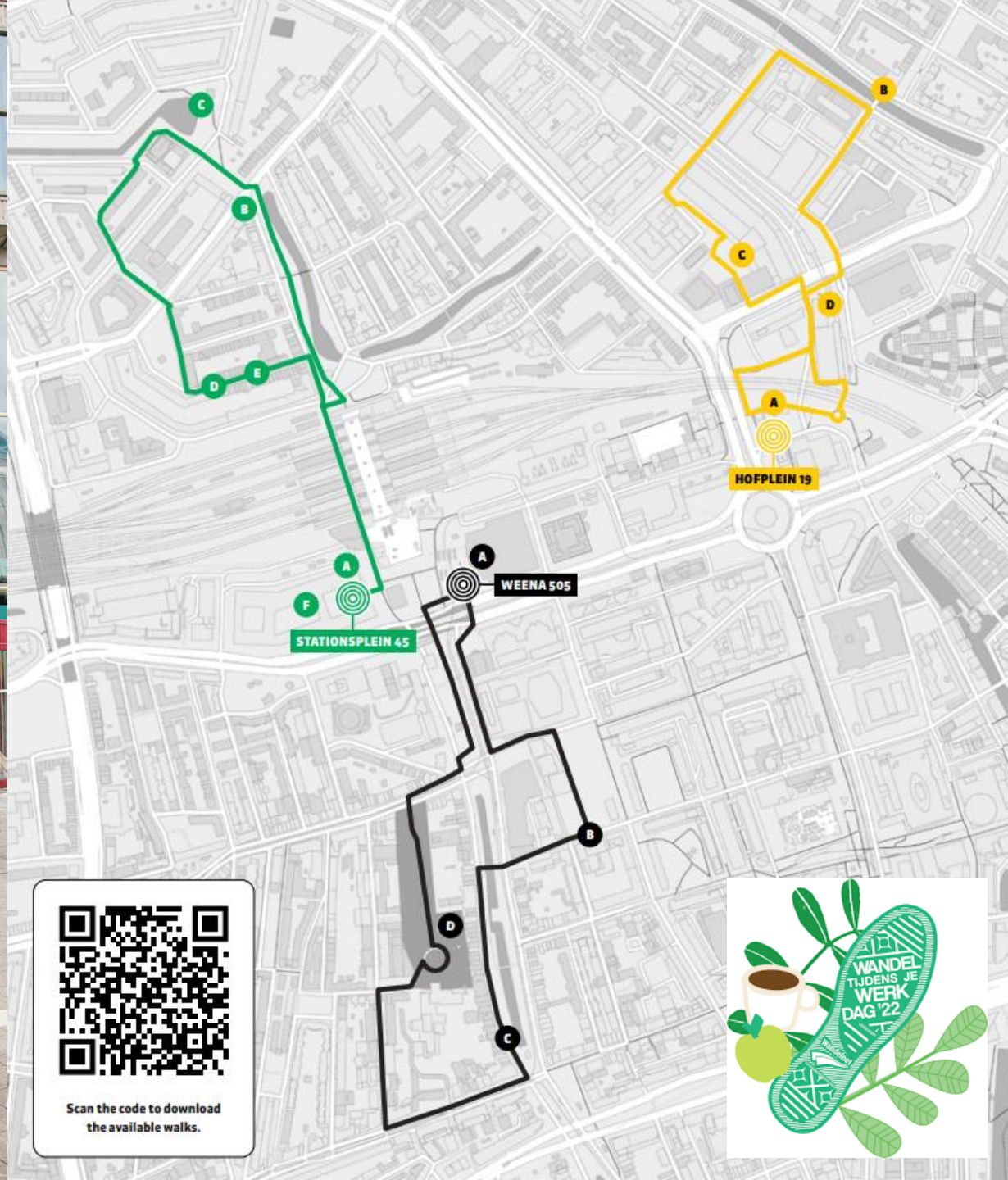


30 minuten wandelen

Beweging Meedoen Ontmoeten



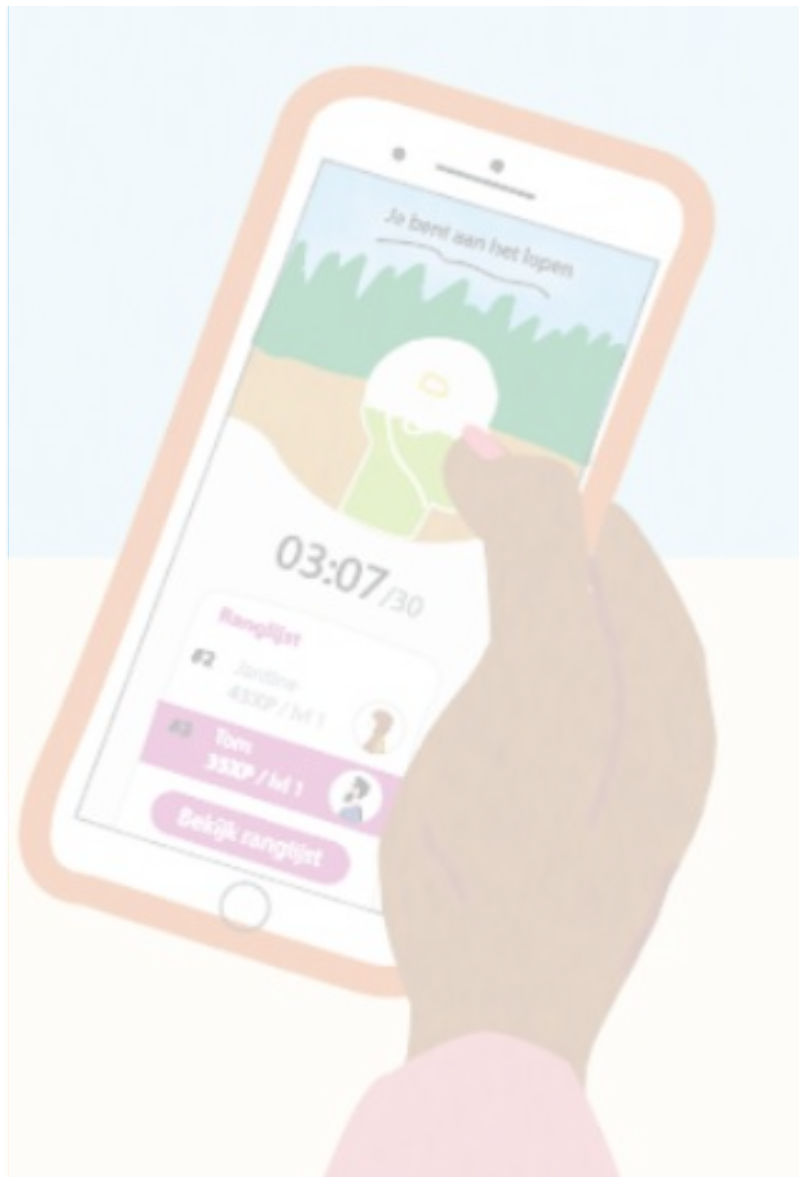
Weeting routes



Link & Place



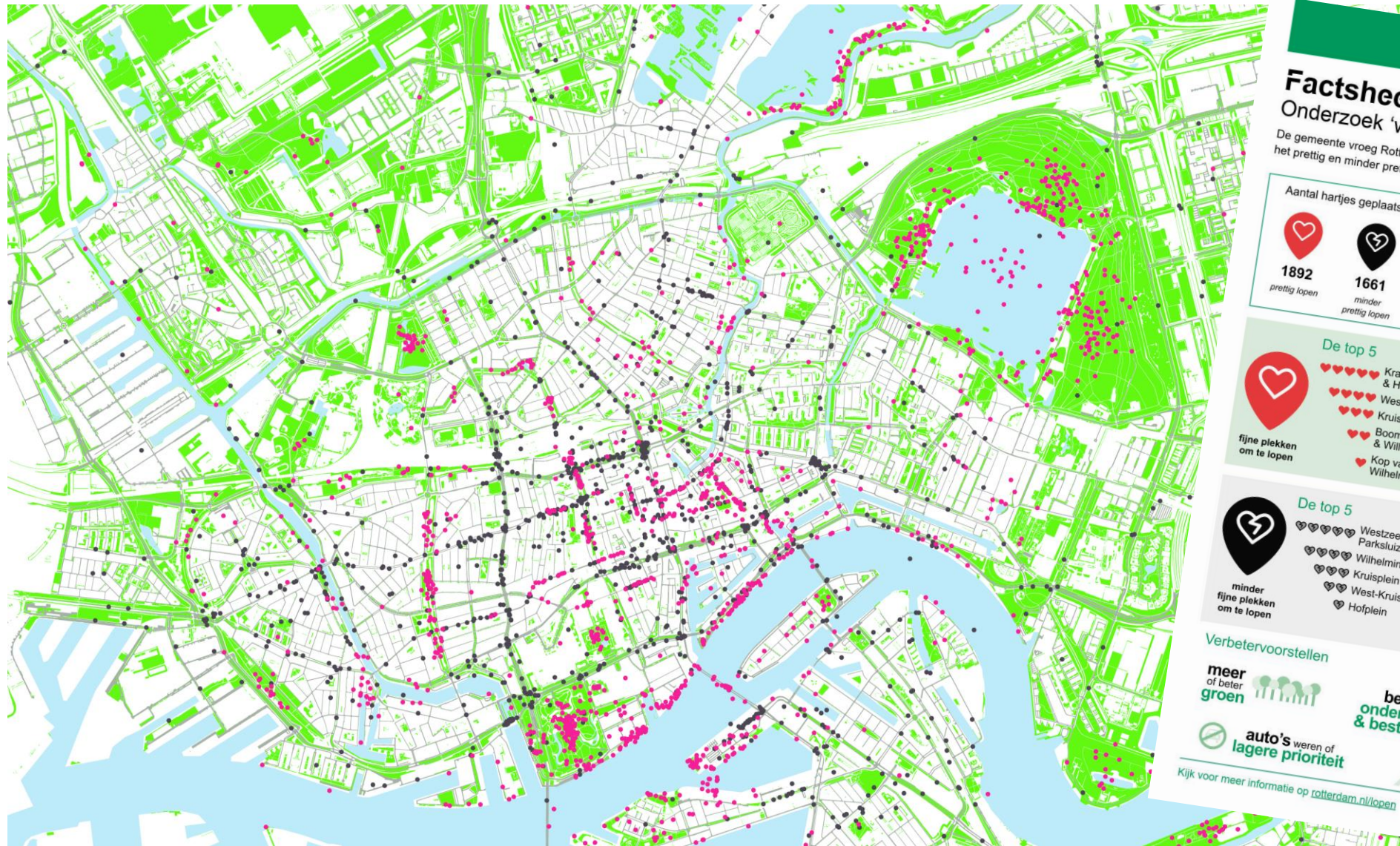
Awareness & Promotion



Knowledge & Research

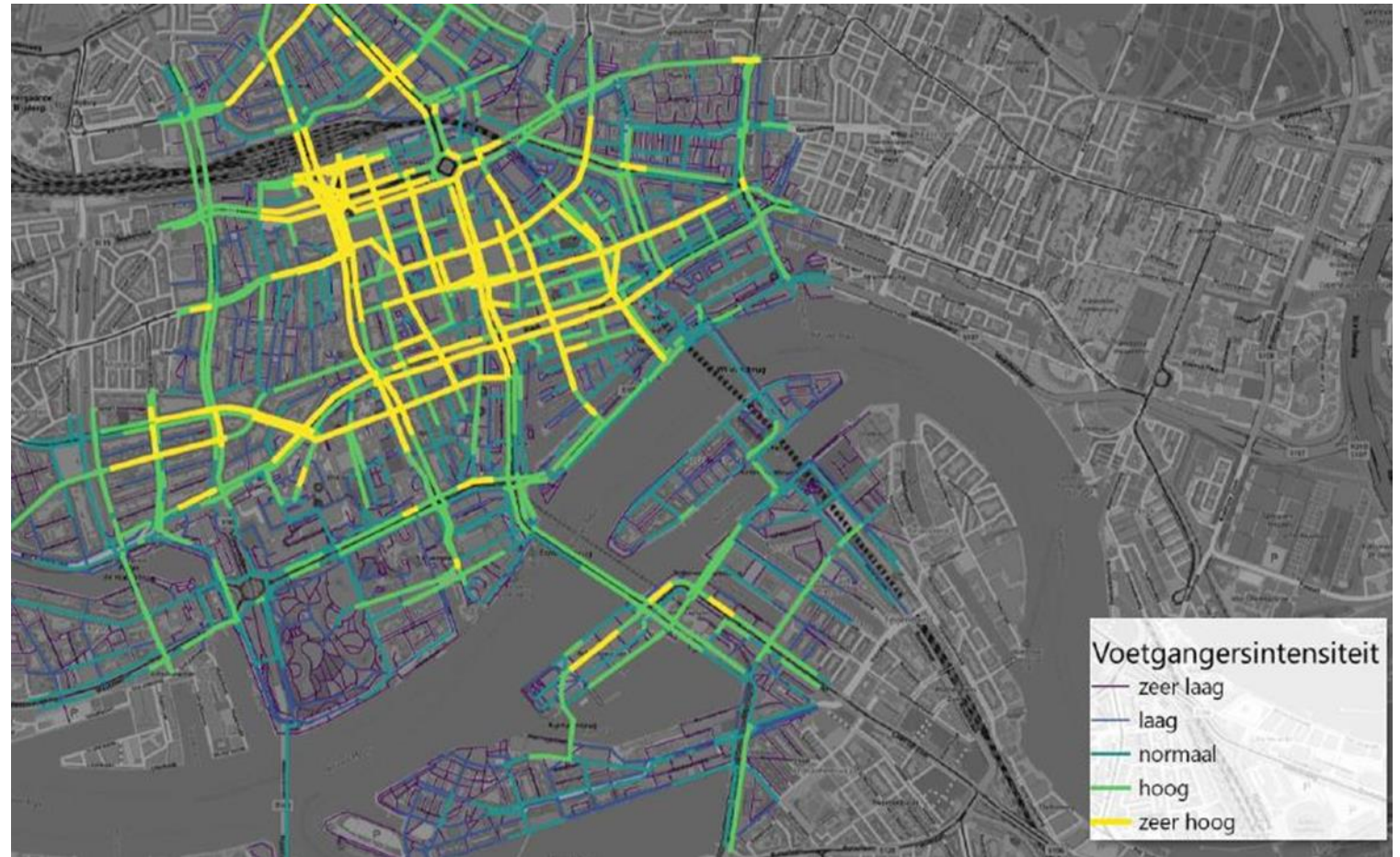


Survey: Where do people like and dislike to walk?



Pedestrian monitor

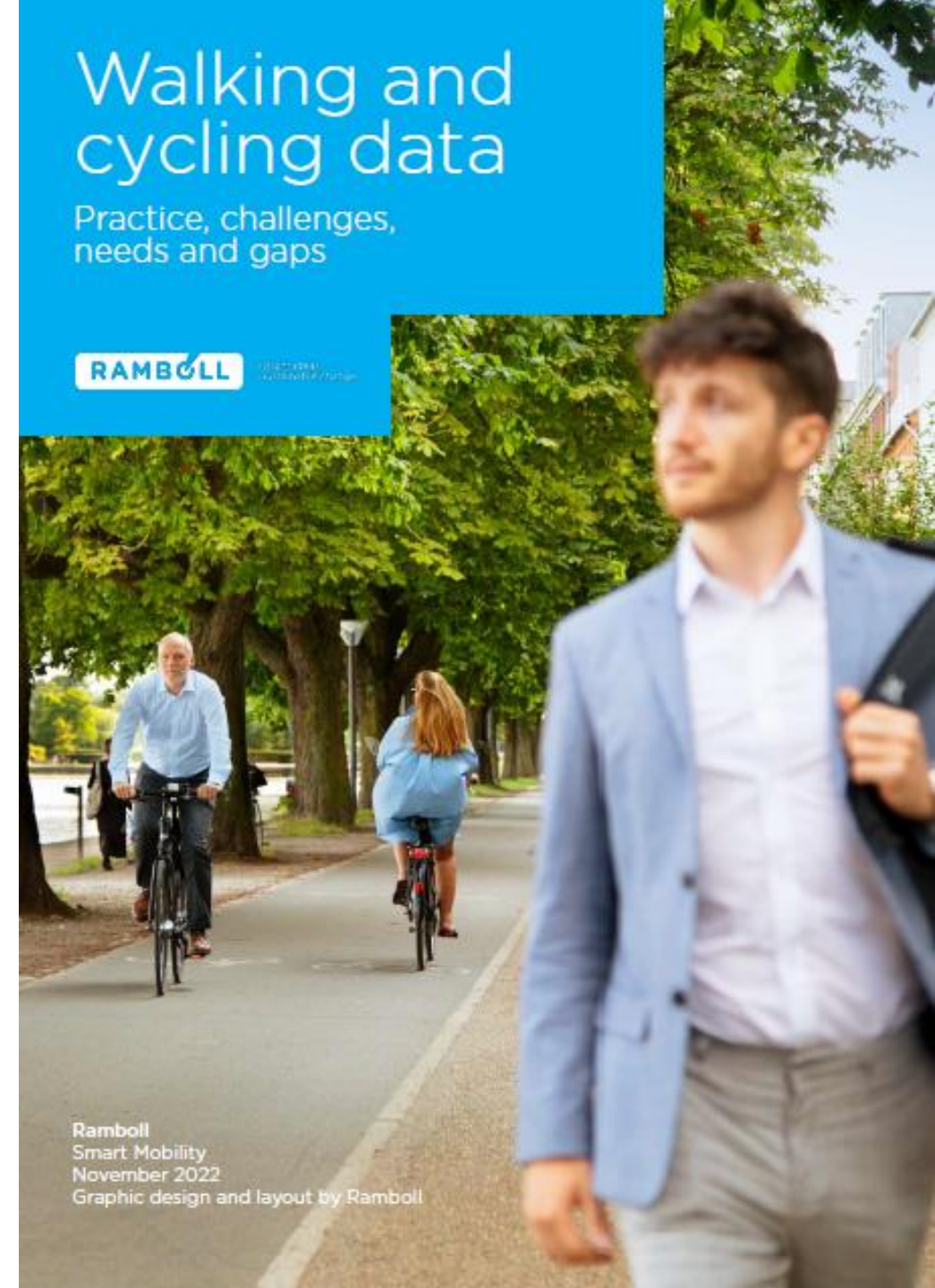
- Where do people walk?
Where is it busy and where is it quiet?
- Which factors have the biggest influence on local pedestrians?
- What impact would a particular spatial intervention have on pedestrian intensity?



Walking & Cycling data

'Data is a way to understand a problem better in order to develop the policies needed to create change' Philip Christ

<https://lnkd.in/gCNQUaYn>



Ramboll
Smart Mobility
November 2022
Graphic design and layout by Ramboll

Thank you



André de Wit | ba.dewit@rotterdam.nl



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