**How Cyclists Make Cities Happier and Wealthier**

About the societal and economical effects cyclists have on cities.

**Why Should We Even Care About Cyclists?**

- City population growth
- Increase of movements
- Accessibility under pressure

Cities have to choose for more efficient ways of transportation to improve and maintain their accessibility. On national and regional scale the train is perfect. But on local scale there remains a missing link between the train station and your destination. We need a transportation mode that fixes this link. It needs to be small, flexible and fast. **That’s the bicycle.**

**What Do Cyclists Bring Our Society and Economy?**

- In cities, cyclists are faster
- Cyclists are healthier
- Cyclists are more productive
- Cyclists are cheaper

Fastest < 5.0 km
Prevent congestion
Increase the accessibility
+ 15% in four biggest cities in NL
+ 38% traffic jams in 2021

Happiest road user?
“Zero” usage costs
+ 15 million € per year: Utrecht
+ 364 € per employer/year
+ 0.41 € per km

To make people happy, you also have to invest in the top of the pyramid. This increases comfort and attractiveness for cyclists.

**What Is the Effect on Our Happiness?**

Pyramide for Successful Public Space for Cyclists (right) shows for cyclists this is safety and directness. To make people happy, you also have to invest in the top of the pyramid. This increases comfort and attractiveness for cyclists.


Sources: Fietsersbond (2012) “Fietsen als medicijn”;