



# HOW TO FIX THE STREETS

(AND HOW WE CAN ADVOCATE FOR THIS IN AOTEAROA)

# INTRODUCTIONS

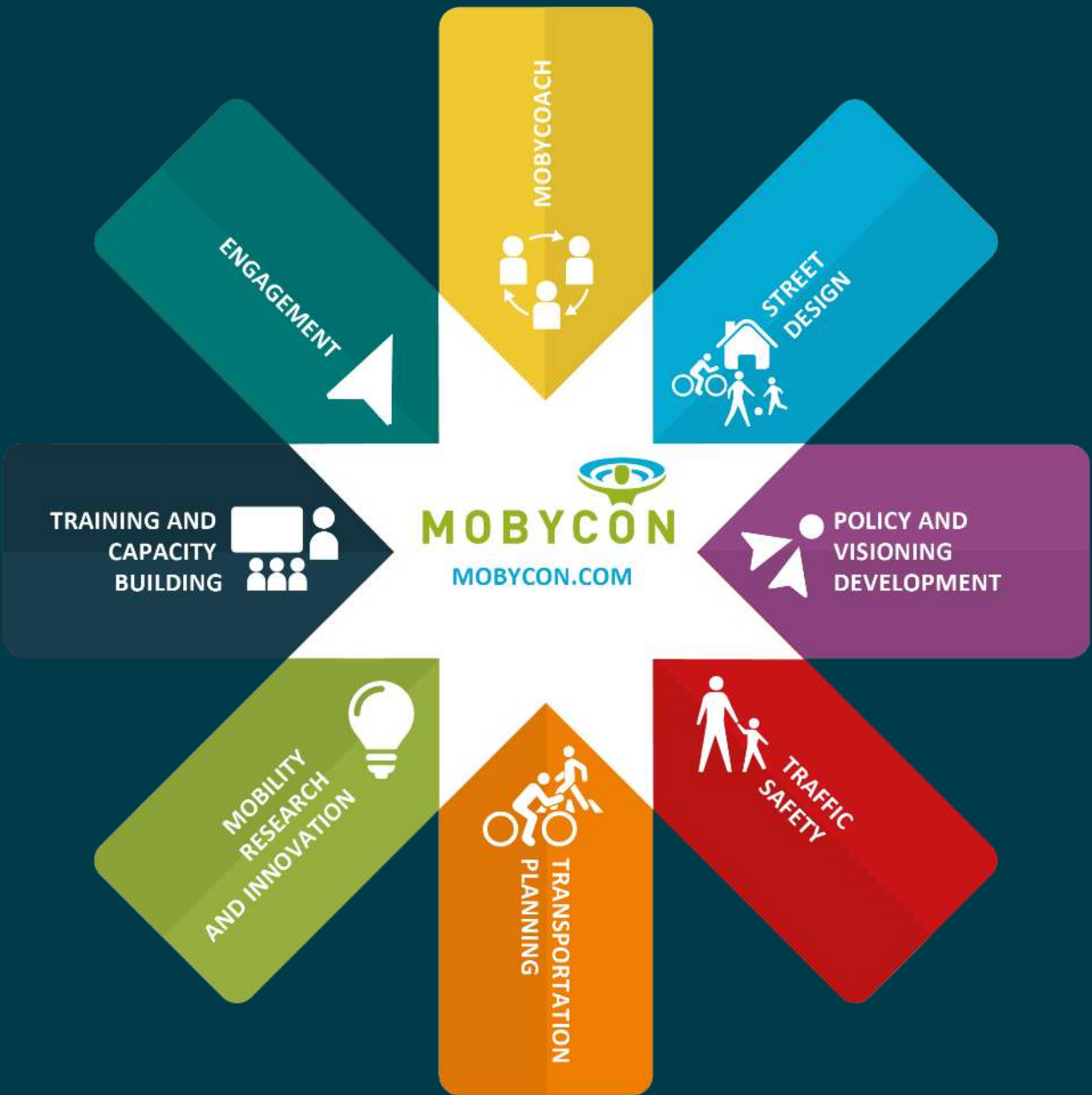


**Lennart Nout**

Director

**Mobycon Pacific**





SINCE  
1986



« WE MAKE THE  
WORLD LESS  
DEPENDENT ON  
THE CAR»



Through innovative, human-centred mobility solutions, we support the creation of more sustainable, accessible and livable communities.



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# VALUE-DRIVEN STREET DESIGN FOR THE RESILIENT STREETS OF TOMORROW



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EVERY GOOD  
BICYCLE NETWORK  
STARTS WITH A GOOD  
CAR NETWORK





# THINGS I'VE LEARNED

Implementing Dutch best practice internationally

Opportunities for Aotearoa



**1. ENFORCEMENT IS FUTILE**

# ENFORCEMENT IS FUTILE



# LOW SPEED BY DESIGN





1. ENFORCEMENT IS FUTILE

**2. WIDTH IS EVERYTHING**

# WIDTH IS EVERYTHING



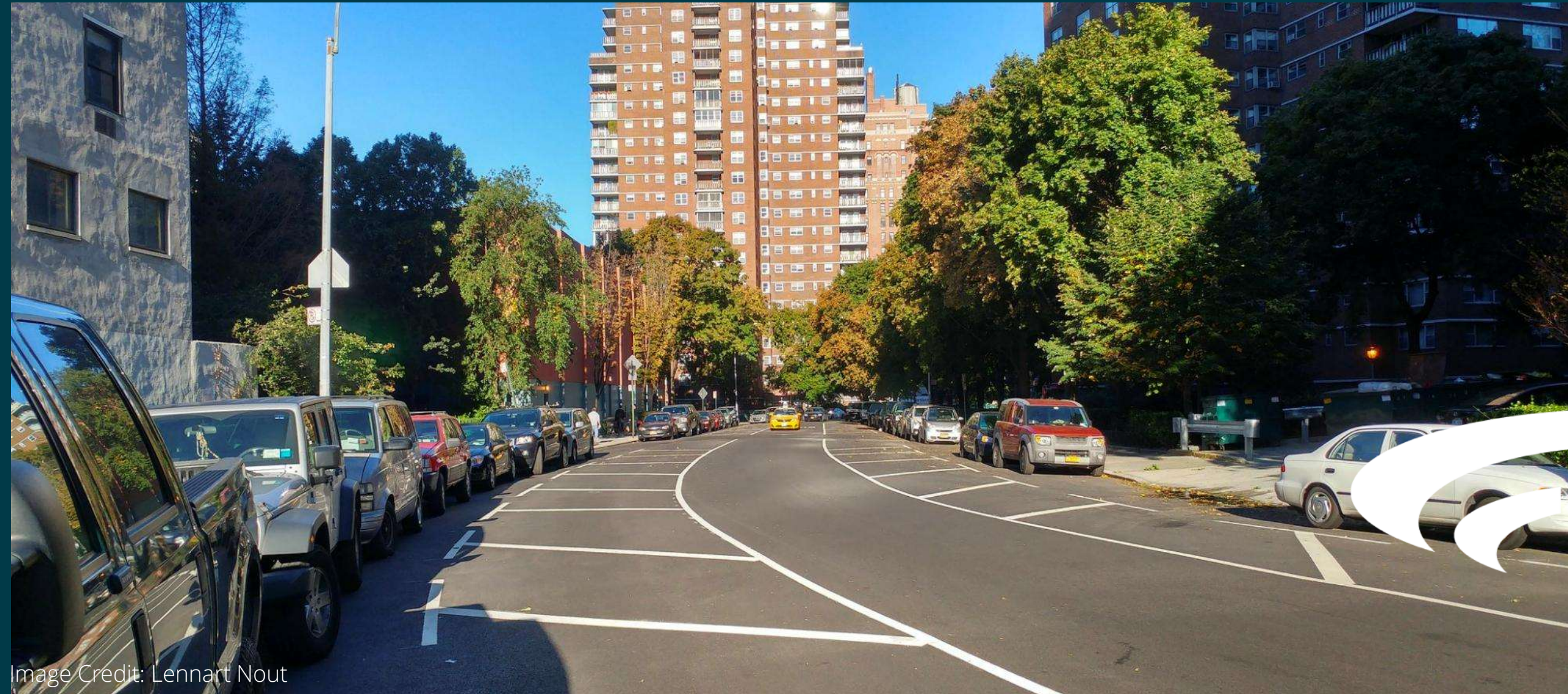


Image Credit: Lennart Nout

# WIDTH IS EVERYTHING



# PAINT HELPS, BUT IS NOT ENOUGH



1. ENFORCEMENT IS FUTILE

2. WIDTH IS EVERYTHING

**3. CHALLENGE THE ENGINEERS**

# INTENTIONAL ENGINEERING



# INNOVATION OVER STANDARDS



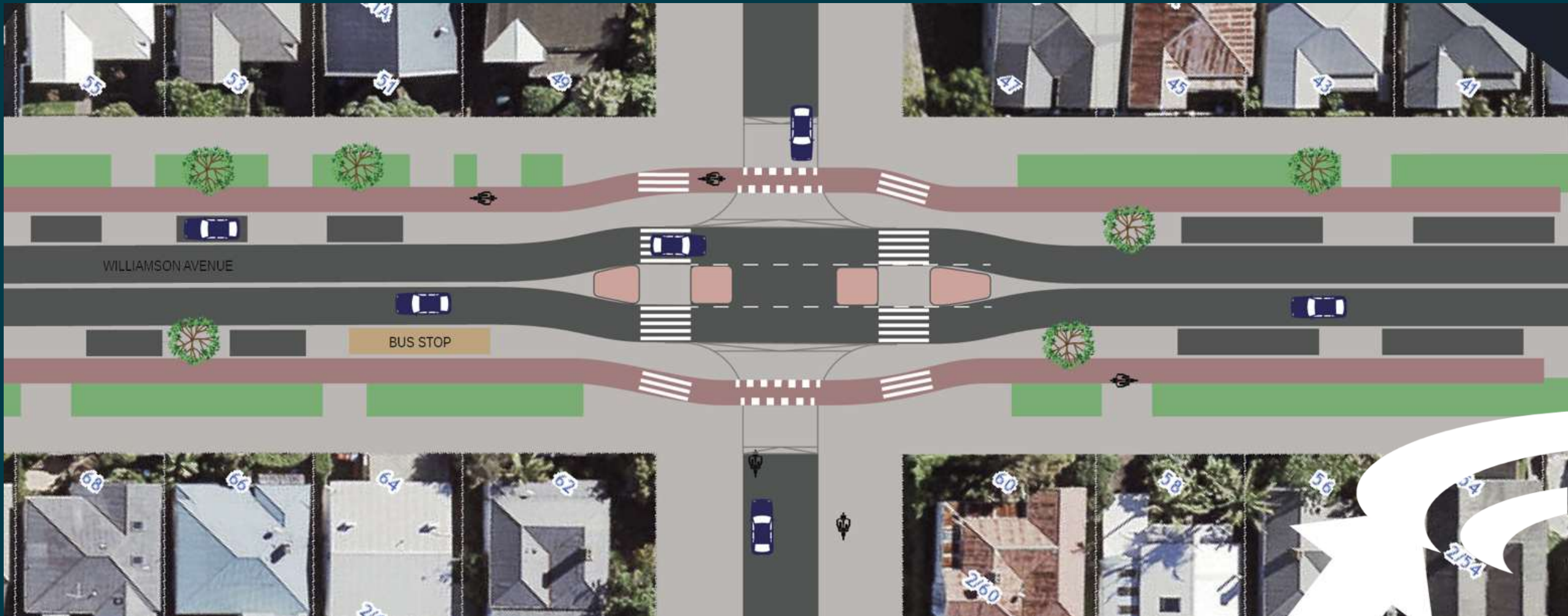
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# ALSO WORKS IN NZ



# ALSO WORKS IN NZ



# KEEP IT SIMPLE



1. ENFORCEMENT IS FUTILE
2. WIDTH IS EVERYTHING
3. CHALLENGE THE ENGINEERS
- 4. MAKE IT BEAUTIFUL**









- 1. ENFORCEMENT IS FUTILE**
- 2. WIDTH IS EVERYTHING**
- 3. CHALLENGE THE ENGINEERS**
- 4. MAKE IT BEAUTIFUL**

# WHERE TO FROM HERE

Practical Advice to Advocates



# CHALLENGE THE ENGINEERS



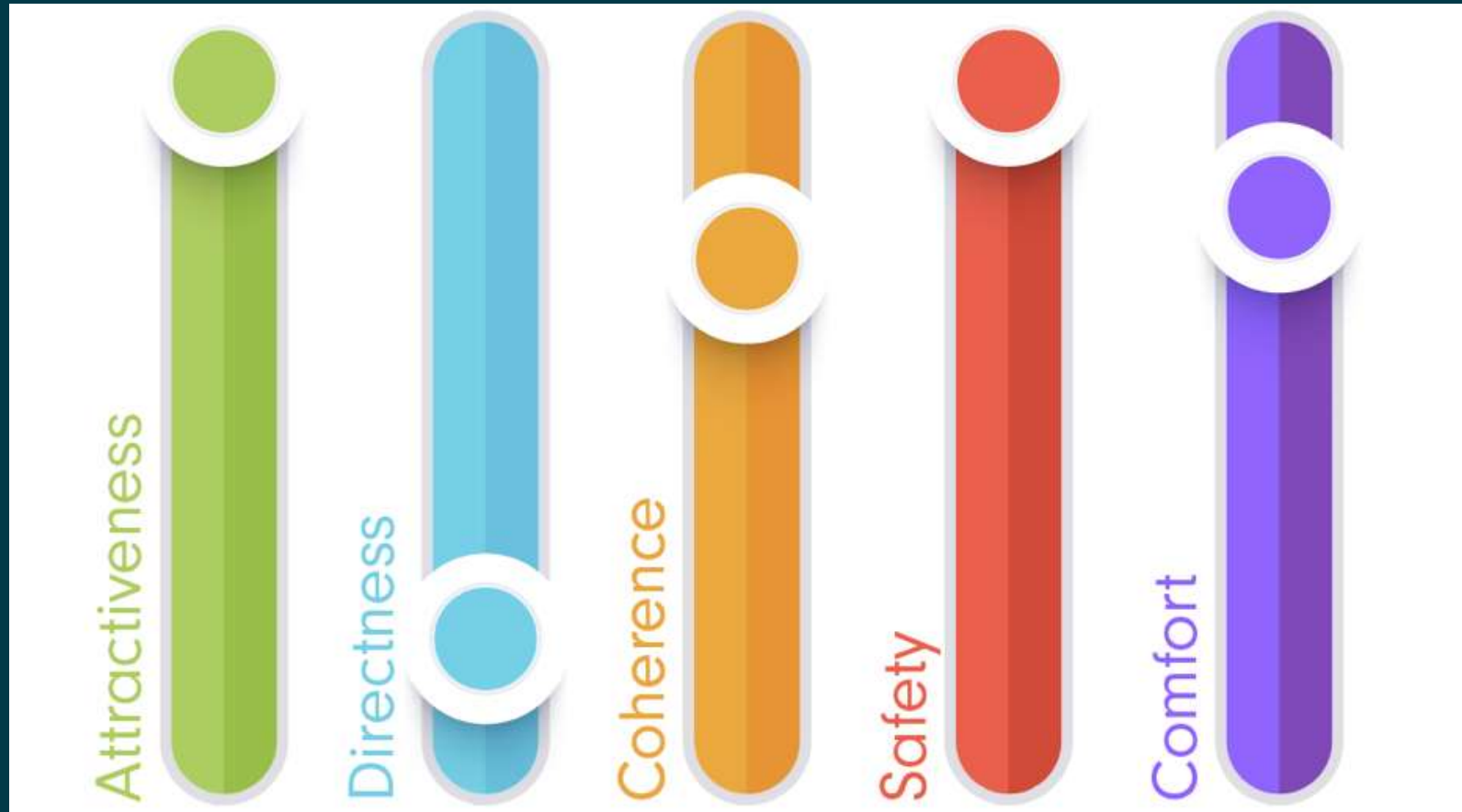
# CHALLENGE THE ENGINEERS



# LEVERAGE THE PT NETWORKS



# BE MINDFUL OF YOUR AUDIENCE



# FIX THE TRAFFIC LIGHTS



# UPSKILL YOUR TEAMS!

The more you know, the better you can advocate.



# MOBYCON ACADEMY

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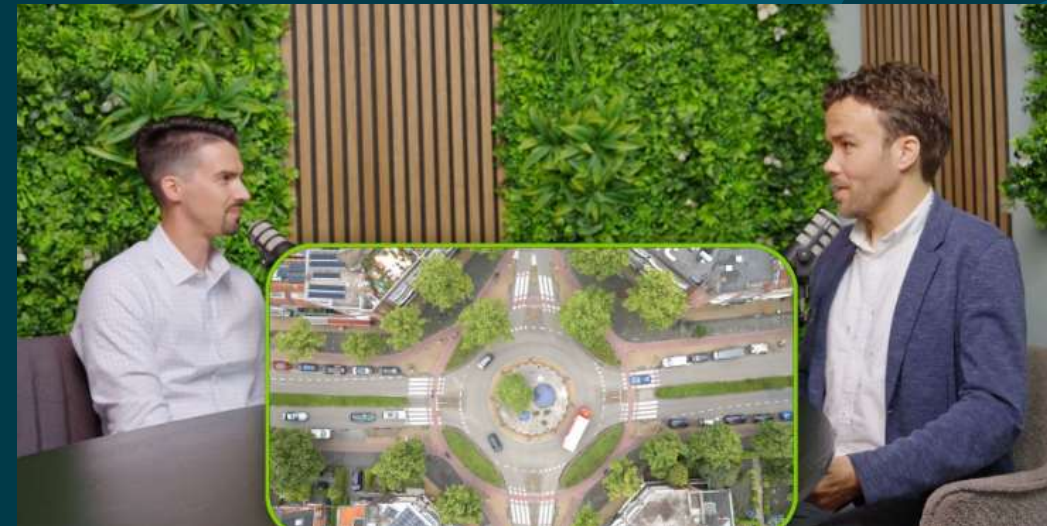
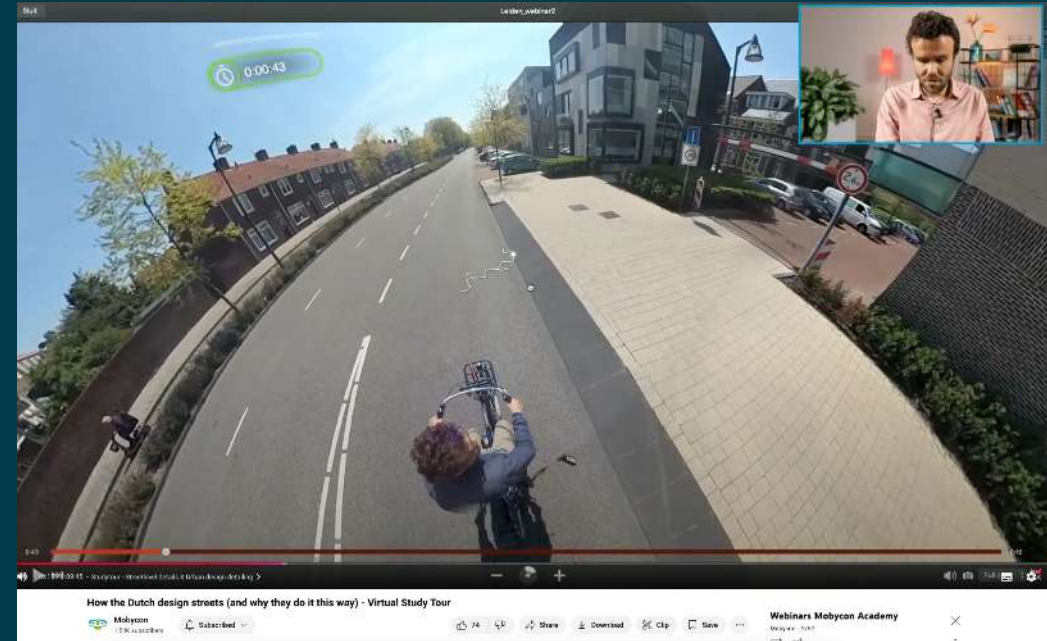
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**MOBYCON  
WEBINAR SERIES:**

**Changing Hearts and Minds:  
How to successfully market  
your cycling projects**

**Thursday, May 28**  
18:00 Europe /  
12:00 EDT (New York)

The graphic features a white arrow pointing right, containing the text. The background shows a street scene with a house and a bicycle wheel.



# MASTERCLASSES

INTERSECTIONS MASTERCLASS  
LATER THIS YEAR IN AUCKLAND





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