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PTP-Cycle

PERSONALISED TRAVEL PLANNING FOR CYCLING



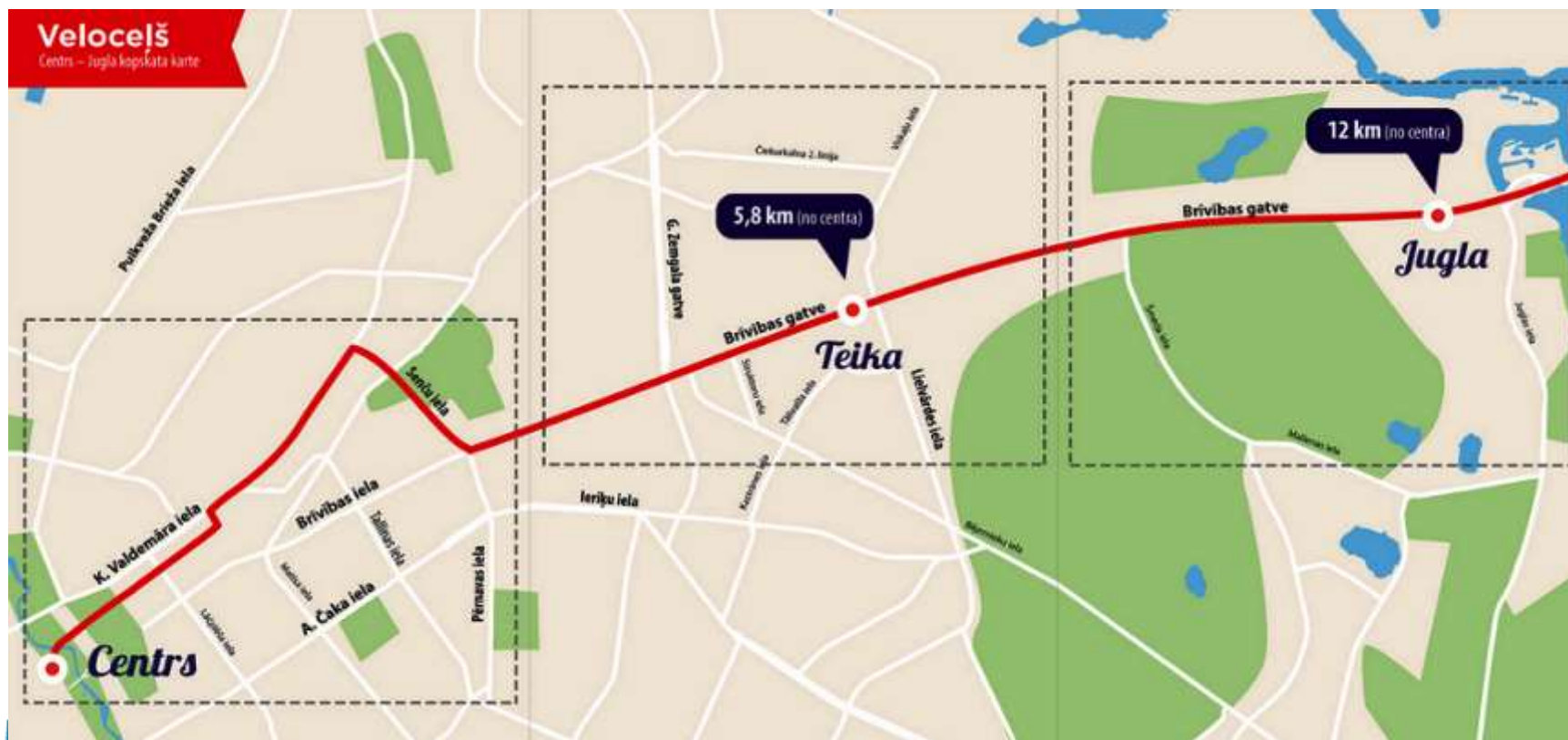
Organising in the Field Events *City of Riga*

Olita Anča, RCC Traffic Department

City of Riga. Project area



Project area- map



Organising in the Field Events

Marketing package

- Project area site map
- Brochure «Get to know Riga on a bike»
- Brochure «Cyclists in Traffic»
- Brochure «Assistant for you and your bike»



Organising in the Field Events



Organising in the Field Events

PERSONALIZĒTA CEĻOJUMU PLĀNOŠANA TEVI!

**JĀ TEVI UZRUNĀ,
NEBAIDĪES, APRUNĀJIES!**

Uzzini vairāk!
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**ĪEPAZĪSTĪES!
TAVS DRAUGS - PTP - Cycle konsultants!**

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Lessons learnt

- People are open for conversation
- Most appropriate - open air events for families
- Indoor events- conversation with the visitors of the event while staying in queue up
- Weather conditions- rain, cold influences people willingness to communicate



Organising in the Field Events

- 11 events
- Contacted 2116 visitors
- Filled questionnaire or answered to questions -1703
- 86 % citizens of Riga
- 33 % by bike, 24 % - by public transport, 20 % - by car (as driver)
- 8 % the next time would like to come and 67 % plan to come by bike



THANK YOU!

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