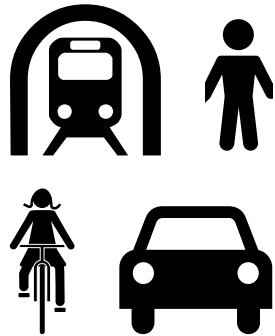


COMPETITIVE ANALYSIS SAMPLE WORKFLOW

1 → 2 → 3 → 4

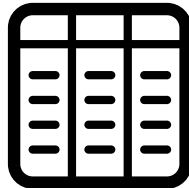
PREPARATION

Identify route/area and modes of transportation to compare



EVALUATION

Assign grades per criteria for each mode; optional: develop your own criteria



LEARNING

Find weakest and strongest points of cycling vs other modes



DETERMINE INTERVENTIONS

Decide how to intervene to improve the cycling environment

