

CV – Niels Hoé

Profile

Niels is founder and CEO of HOE360 Consulting and has worked with cycling, green mobility and urban planning for 15 years with a strong focus on how those are combined in order to create high quality cities with great liveability.

He holds strong experience and knowledge within planning and development of cycling and public transport, being; project management, product-design and concept-development, piloting or prototyping. And an understanding of cycling and bicycle traffic, and the users behaviour.

Niels has conducted several workshops and been guest teaching both in Denmark and Internationally and are a regular speaker at various events.

He has a comprehensive and broad global network and holds additional insight from positions at Atkins, the Municipality of Copenhagen and the Danish State Railways.

Member of the Cycling Embassy of Denmark's Executive Committee and Certified QUEST Auditor.



Education

Cand.scient.soc,
Roskilde University

Nationality

Danish

Born

31th of May 1973

Experience with HOE360 Consulting (2012 -)

2018: City of Zürich, Switzerland: Planning and alignment of Cyclesuperhighway.

2018: Capital Region of Copenhagen: Evaluation of employer commuter bike-share system. Questionnaires and analysis.

2017: Group of 6 municipalities: Communication strategy, signage- and routing plan for 200 kilometers of bicycle tourist routes.

2017: City of Copenhagen: Temporary bike parking for use at events. Concept -and process description and design. Prototyping and testing.

2017: City and Commuter Bike Foundation: Assessment of new locations at future metro stations.

2017: Kolding Municipality: Market analysis of bicycle parking and related visual communication for use in connection with events.

2017: Roskilde Municipality: Improvements of bike parking at 4 train stations and the downtown area.

2017: GF Foundation: Winner of Traffic Safety Award, for the development of competence seminar on safe behaviour for sports-cyclists, as well as better co-existence with the surrounding traffic.

2017: Roskilde Municipality: Client Advisor associated with Development of new housing area.

2016-17: Danish Cycling tourism: Development of solutions for better bicycle conditions on secondary roads. Signage, markings and visual communication.

2016: Municipality of Gentofte: Advising working group on developing a new strategy for Road Safety Policy. And planning and execution of 3 Road safety campaigns.

2016: Rødovre Municipality: Bike-Share: Accessibility study and analysis of the potential for establishing a Bike-Share system. Assessment of capacity needs and locations.

2016: Ballerup Municipality: Project competition 1 price winner, development plan for Måløv city.

2016: Gentofte Municipality: Road safety campaigns and compilation of new road safety policy.

2015: City of Xining, China: Consulting and training in planning and design in conjunction with establishing 600 km. bicycle lanes, 17 walk & bike bridges, a bike-share system and metro system.

2015: City of Copenhagen, Vanløse neighborhood committees and two private partners: Establishment of temporary bicycle parking in private public cooperation.

2015: Private investors fund: Insuring cycling and pedestrians flow, and design of bicycle parking facilities around ongoing development of shopping mall and apartments.

2015: City of Copenhagen: Space allocation and optimization, user interviews and evaluation of new Cargo-bike parking facilities.

2015: City of Canberra, Australia: International Peer Review, ACT bicycle parking code.

2015: Rudersdal Municipality: Technical sparring in writing process with application for public funding.

2015: Gentofte Municipality: Successful writing application for public funding.

2014-2015: Danish Transport Authority: Developed a strategy for bike theft prevention at Train stations for the Danish Transport Ministry.

2014-2015: City of Copenhagen: Development of a concept for improved accessibility for cyclists during excavation work. Incorporating visual communication through signage and route guidance.

2014: Region of Skane, Sweden: Feasibility study on green transport among company employees.

2014: Secretariat of Homeowners: Assessment, analysis and solutions concerning bicycle-parking.

2014: City of Adelaide: Keynote-speaker at the Velo-City Global conference.

2014: City of Copenhagen: Preparation of tender documents for Mobile Bicycle Service.

2014: City of Milan, Italy: Workshop on Sustainable City Development.

2013-2014: Capital Region of Denmark, Cycle Superhighways: Creation and design of marking and visual identity specifically for the Cycle network containing the Cycle Superhighways.

2013-2014: City of Malmo, Sweden: Designed and adapted a Cargo bike-parking facility at 3 train stations. With focus on user-ability, functionality and behaviour regulation.

2013-2014: Fureso Municipality: Developing SuperBikeParking facilities at bus- and train stations in conjunction with the Cycle Superhighways network. Included concept design and product design of award-winning bicycle parking rack.

2013-2014: City of Copenhagen: Better bicycle parking: Improving cycling conditions. Including better co-work between private and public sector. Including implementing 1000 new parking spots for bicycles.

2013: City of Buenos Aires: 3-day workshop with daily presentations and subsequent workshops with various bicycle themes. Combined with site visits.

2013: Transport for London: International benchmarking study. Providing infrastructure for cycling. Comparison of London's approach to design comparison with 15 international cities.

2013: Wittensee Art College, Berlin: Guest lecturing in Product development and design.

2013: Fureso Municipality: 3 successful applications for funding cycling and public transport projects.

2013: Cities of Copenhagen and Frederiksberg: New Bike share system: Identification of specific locations, with the development and production of maps, prepared for further authorisation by the authorities. As well as coaching on design of charging stations and bikes.

2013: Mobility Lab, U.S: Danish cycling culture in Arlington: Project preparation, sparring and fundraising as part of planning a conference.

2013: The Danish Cyclists Federation: Newsletter on Bicycle Knowledge and on-going coaching and writing articles about trends in bicycle infrastructure.

2012-2013: City of Copenhagen, Flex-parking: Taking the Flex-parking concept from its test phase to a full-deployed part of the parking solutions offered. The Flex-parking, where cars and bicycles share the same parking space.

2012-2013: City of Copenhagen, Cargo bike-parking: Product development of version 2.0 of a parking facility especially for Cargo bikes, including planning and handling of workshop and preparation of tender phase. And designation of locations.

2012: City of Frederiksberg, Bicycle parking Master & action Plan: Analysed the number of bike racks, parking density, maintenance, etc. Future development and expansion possibilities. and strategy for operation and maintenance, as well as strategy for signage and information.

2012: Fureso Municipality: Inputs and sparring for innovative bicycle solutions for development plan. The city centre is characterised by a mixed purpose with both residential areas and shops. Focused both on long-term bicycle parking at and short-term bicycle parking at shopping opportunities.

2012: City of Copenhagen, Safe Schools itinerary: Strategy for improving schoolchildren's itinerary making it safer to walk or bike to and from school by choosing appropriate network.

2012: City of Frederiksberg, Customised mobile bike-racks: Market analysis and design valuation, providing the City of Frederiksberg with State of the art mobile bike-racks, to use at various location.

2012: Capital Region of Denmark, Cycle Superhighways: Securing high profiled concept for physical installations and communication services for cyclists. Including economical assessment and time schedule for implementation.

Experience with Atkins (2011 - 2012)

2012: City of Copenhagen, Handling of bicycles under large construction works: Concept development and management of Intensive clean-up and tidiness of bicycles placed outside bike racks to.

2012: City of Aarhus, High profiled bicycle route in the city of Aarhus: Creating Green waves. Establishing service stations for cyclists and bicycle counters along the course. And development of new types of safety precautions at intersections.

2012: City of Copenhagen, Bicycle parking without bicycle racks: Innovative concept creating a system for bicycle parking without traditional physical bicycle racks. Developed through citizen involvement.

2011-2012: City of Copenhagen, Flex-parking - Bicycles and cars parked on the same area: Developed methods for dynamic use of road space.

2011: The Crown Estate, United Kingdom, Improvements to Regent Street in London: Contributed with bicycle knowledge and improving measures for pedestrian and cyclist issues relating to master plan. Particular the development of infrastructure and innovative solutions for pedestrians and cyclists. All kept in a design that respects the streets great heritage.

2011: The Cities of Copenhagen and Frederiksberg and the Danish State Railways, Location for new Bike Sharing Scheme: Won the assignment to Identifying all new locations for placing public bikes. The process took into account factors such as visibility, accessibility and general traffic assessments.

2011: City of Copenhagen, Assessment for establishment of bike parking and enhanced remediation of Nørreport train station: Assessment and analysis of options for establishing more bicycle parking and increased removal of bicycles placed outside bicycle racks. Preparation of political decision memo.

2011: Region of Skåne, Sweden, Moderator at conference, "Create the world's best bike parking.

2011: Lund Municipality, Sweden, Lund Central Station area: Contribution to master plan, including light rail & bus terminal and attractive bicycle parking facilities, with 6.000 spots. Ensuring the network of cycle tracks leading to and from the station.

2011: City of Copenhagen, 3 new cycling routes: Project maturation of network, including determination of the itinerary and calculating the economics cost and clarification of ownership of land.

2011: City of Copenhagen, Analysis of the impact on car parking in case of increased bicycle parking capacity: Preparation of analysis and notation on required abandonment of car parking spaces at various scenarios for expansion of bicycle parking at selected street types (commercial streets, residential streets, traffic junctions, etc.).

2011: City of Copenhagen, Cycling World Championship event: Idea and concept development to event at the World Championships in road cycling.

Experience with CITY OF COPENHAGEN (2007 - 2010)

Responsible for the program "BICYCLE PARKING".

- Established more than 4.000 new bike parking spaces at more than 100 locations.
- Project management of 30 sidewalk corner expansions with subsequent establishment of a total 430 new bike parking spaces.
- In cooperation with Danish State Railways, the bus and Metro operator, expansions of bicycle parking.
- Concept and product development of mobile bike racks, for use at events, total capacity of 1.000 bikes.
- Project management, procurement and installation of automatic air pumps, for free use by cyclists.
- Project management, procurement and installation of bicycle counters showing bicycle traffic.
- Idea and product developed the world's first Cargobike parking, with production of two prototypes, which been tested through citizen involvement by 8 families. Evaluation of the initiative.
- Developed and launched a program called bicycle butlers. They secure tidiness at Metro Stations. It has a socially profiling approach that involve people who are in a job clarification process.
- Developed and conducted experiments with fixture free (no racks) bicycle parking.
- Developed methods for a more dynamic use of road space.
- Participation in interdisciplinary cooperation in the Oresund Region (INTERREG IVA) to make the region a cycle region across the Sound.
- Initiating new bike sharing system, supply and requirement specification for tender documents.
- Tendering Process for automatic underground bicycle parking.
- Specialists advisor to the jury for the new Nørreport. Redesign Denmark's busiest train station.

Experience with Danish State Railways (2002 - 2007)

Department of Traffic analysis & Planning:

- Responsible for initiative and testing of bringing bicycles on commuter trains, which led to the lifting of the curfew for bicycles on trains during rush hour. Traffic counts and analysis and impact assessment in relation to possible travel time extension.
- Steering committee member of the Danish Cyclist Federation: Improvement of bicycle parking.
- Improvement of bicycle parking at subway stations and concept plans for making stations attractive with a focus on the cycling customers. 3 stations were pilots.
- Working Group on Park and Ride in the Greater Capital Region of Denmark.
- Launch of Commuter Bicycle System: Experiments with bikes for commuters between the station and workplace. Market research, service concept.
- Working group on the Greater Capital Region development council 2003.