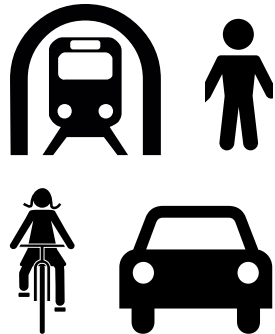


# COMPETITIVE ANALYSIS SAMPLE WORKFLOW

1 → 2 → 3 → 4

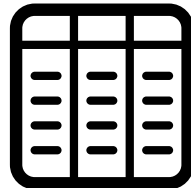
## PREPARATION

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

