“On your bike” in your municipality

Malcolm Cowan President TBUG
Why councils should get people onto bikes

Financial
• Saves public costs of social infrastructure and personal travel costs (pathways, cycle lanes, parking etc)

Health
• Bike riding can provide the 30 mins of vigorous exercise needed per day; an active community is a healthier community reducing the cost of illness services

Social
• Cycle towns are slower towns, people friendly, good for business and property valuations
• Riding provides a means of connecting and a sharing a pleasant experience

Environmental
• Reduces the pollution and green house gas emission.
Providing pathways, cycle lanes, parking etc saves public costs of social infrastructure and personal travel costs.
Around 1.35 million car journeys to work in capital cities are less than 5km.
“Why I Commute by Bike” Word Cloud

Responses from 99 commuters in San Francisco
Health – The latest weapon in the fight against heart disease

Benefits of a Bicycle

- Puts a big fat smile on your face
- Shapes up that boodie
- Zero emissions
- Slows global warming
- Whizzes past traffic jams
- Gives you legs of steel
- The Earth sends a lil extra luv to those on bicycles (this is scientifically documented)
- It carries your goodies home
- It feels like flying
- Faster and easier than walking
- It’s as quiet as a mouse

No need to pay for gas, parking fees, or auto insurance... hurray!
Environmental

• Cars produce an average of 0.3 kg of CO$_2$/km compared with negligible from cycling.

• A cyclist commuting 255 days a year from Youngtown to the CBD reduces CO$_2$ emissions by **1 tonne per annum**.

• Creating sustainable cities.
Build it and they will come

- Aust Retailers Assoc figures show that more bicycles are sold where money is spent on infrastructure (Vic, WA)

- Cycling is the 4th most popular physical activity for adults, now more popular than golf or fishing

- Bike riding is the “new golf”
Riders in your municipality
Recognise the different skill and confidence levels

The four rider domains

- **Transport:**
  - Commuting: Adult commuters, 25km/hr

- **Recreation:**
  - Fitness: Adult, lycra, 35km/hr
  - Recreation: Adults and kids getting some fresh air, on the weekend or holiday

- **Local Trips:**
  - Adults and kids getting to the shops, station, school
So why aren't more people bike riding?
We are about facilitating change

Enabling

• Separation - making more space for people and bikes – eg bike lanes
• Bike infrastructure: lanes, trails, parking, end of trip
• “We have the technical tools – give us the space”

Changing the Culture

• Moving society from the last 50 years car-centric society
• Normalising – dress for the destination not the ride
• Training bike riders and vehicle drivers
• Increase driver awareness and equality – Share the Road
What to do?

• Bike Strategy - (not a recreation plan)
  “More people cycling more often”

• Bike Committee - engage with cyclists/council(s)

• Run bike training - Active Bike

• Co-ordinating officer - Cycling North/South

• Infrastructure – retrofit, new routes, planning, connecting
There’s more!

• Community action – Bike Week, Ride2Work, Ride2School, Ride Launceston

• Support rider groups – facilitate BUGs

• Develop “share the road” culture – positive interventions

• Positive discrimination for bikes – give engineers the space

• Councils need champions – staff and /or aldermen - *walk the walk*
And really there's nothing new about all this!
Tamar Bicycle Users Group

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