

# ***“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.

# *\$\$ Financial \$\$*

Providing pathways, cycle lanes, parking etc saves public costs of social infrastructure and personal travel costs.



Portland, Oregon



Launceston , Tasmania

*Around 1.35 million car journeys to work in capital cities are less than 5km.*





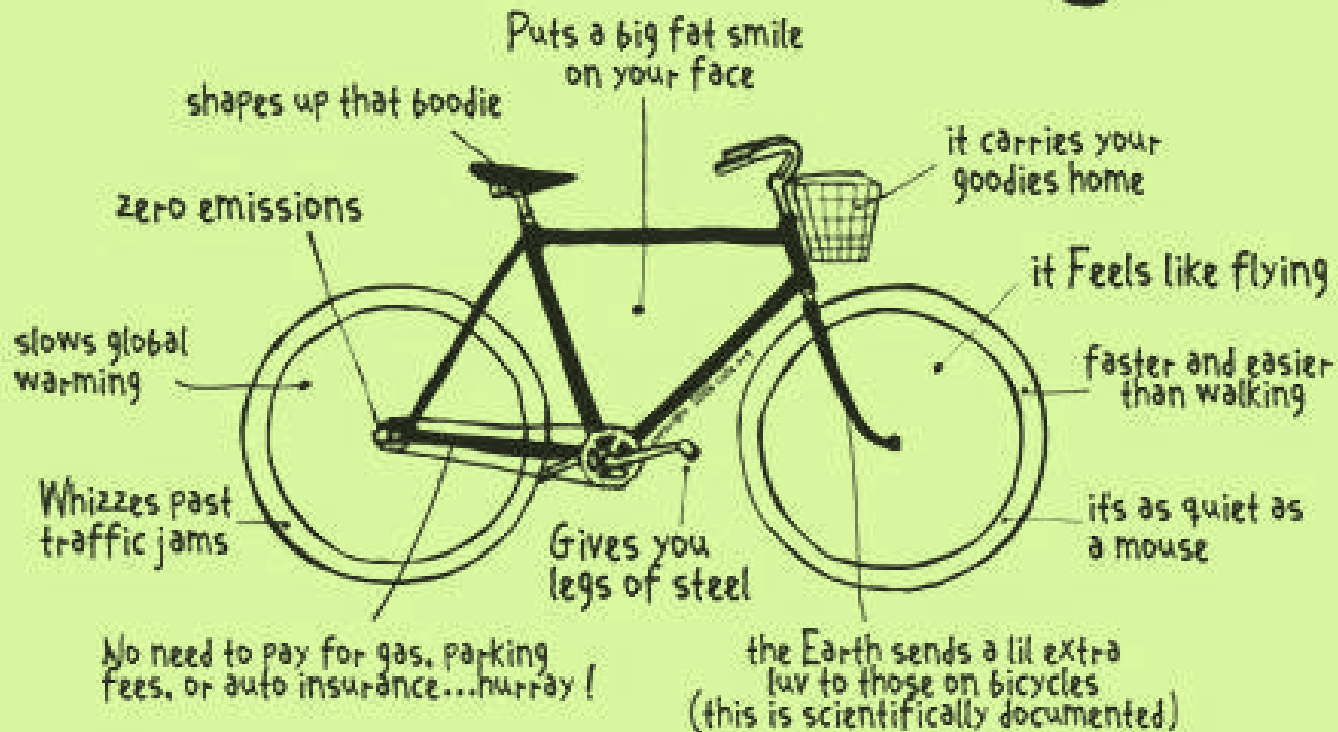
# “Why I Commute by Bike” Word Cloud



Responses from 99 commuters in San Francisco

# *Health –The latest weapon in the fight against heart disease*

## Benefits of a Bicycle



# *Environmental*

- Cars produce an average of 0.3 kg of CO<sub>2</sub>/km compared with negligible from cycling
- A cyclist commuting 255 days a year from Youngtown to the CBD reduces CO<sub>2</sub> 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

Adult  
commuters,  
25km/hr

TRANSPORT

COMMUTING



RECREATION

FITNESS



Adult, lycra,  
35km/hr

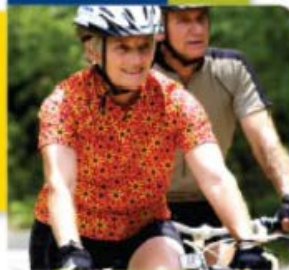
HIGHER  
INTENSITY

Adults  
and kids  
getting to  
the  
shops,  
station,  
school

LOCAL TRIPS



RECREATION



Adults and  
kids getting  
some fresh  
air, on the  
weekend or  
holiday

MODERATE  
INTENSITY

***So why aren't more people bike riding?***



**FEAR**

it'll make you dirty your pants

# ***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!





facebook

[www.facebook.com/tbugbikes](https://www.facebook.com/tbugbikes)

[www.tbug.org.au](http://www.tbug.org.au)