

# MORE PEOPLE BIKE RIDING - KEYS TO SUCCESS

When bike riding is easy, safe and more convenient than other transport options, more people will ride. Increasing physical activity improves health, saves costs and takes the pressure off other forms of transport, benefitting the entire community.



## REASONS TO RIDE A BIKE



Bike riding is for everyone and anyone<sup>9,10,11,12</sup>

Any clothing is acceptable<sup>13</sup>

Bike riding is normal<sup>14</sup>

Feeling confident (good enough/fit enough)<sup>15,16</sup>

Understanding the joys and benefits of bike riding<sup>17</sup>

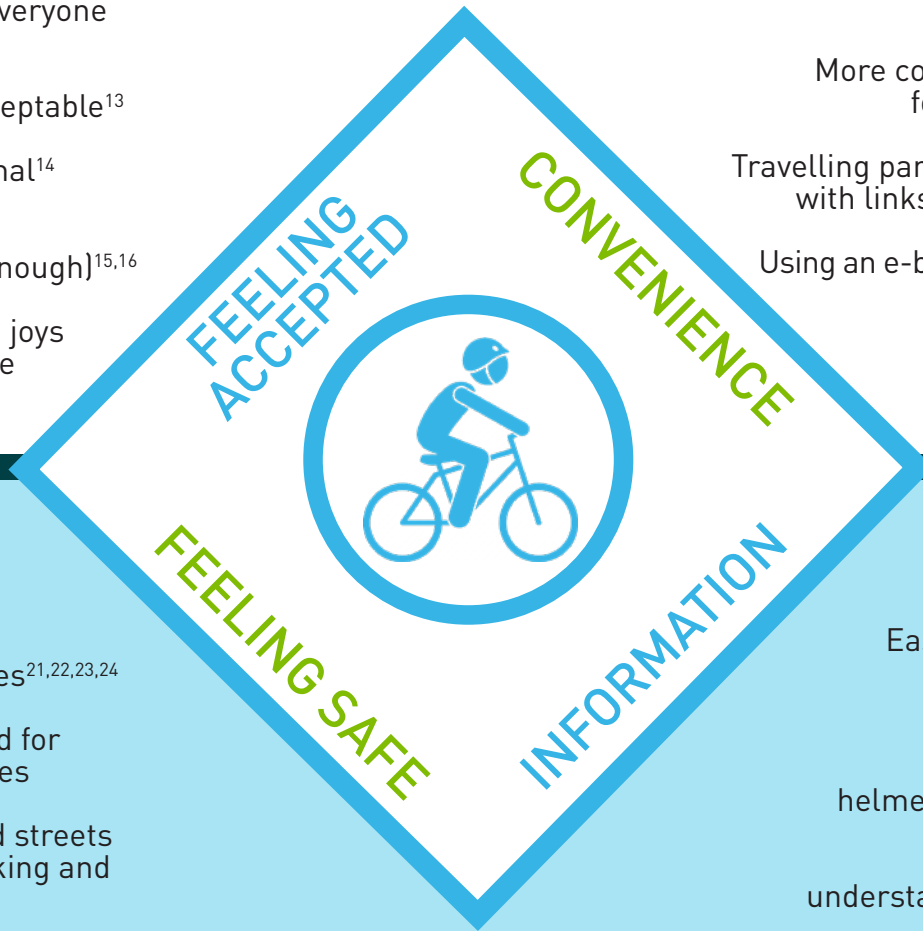
Connected routes<sup>1</sup>

More convenient than other forms of transport<sup>2,3</sup>

Travelling part of the way by bike, with links to public transport

Using an e-bike for longer trips<sup>4-5</sup>

Secure end-of-trip facilities to store or lock up bike<sup>6,7,8</sup>



Dedicated and protected bike lanes<sup>21,22,23,24</sup>

Networks designed for all ages and abilities

Shared spaces and streets that prioritise walking and riding

Acceptance and understanding (from drivers)<sup>25</sup>

Easy to use information about where to ride<sup>18</sup>

Having the right equipment (e.g. bike, helmet, light, lock, pump)<sup>19</sup>

Knowledge and understanding of road rules<sup>20</sup>

Support for people who want to change the way they travel

## FEATURES OF A GOOD BIKE RIDING ENVIRONMENT

Cycling and Walking Australia and New Zealand (CWANZ) is the Australasian lead reference group for walking and bike riding on transport and recreation networks. Members include senior and executive level leaders from all Australian state and territory transport agencies, New Zealand Transport Agency, local government representatives and leading representative organisations for walking, cycling, health and mobility.

info@cwanz.com.au. A full list of sources is available @ [www.cwanz.com.au](http://www.cwanz.com.au).

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## References



<sup>1</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>2</sup> AMR Interactive *ibid.*

<sup>3</sup> Piatkowski, D. P. and Marshall, W. E. (2015) *ibid.*

<sup>4</sup> Heart Foundation and Cycling Promotion Fund (2013) *Ibid.*

<sup>5</sup> Cycling Promotion Fund and Heart Foundation (2011) *Riding a Bike for Transport: 2011 Survey Findings.*

<sup>6</sup> AMR Interactive *ibid.*

<sup>7</sup> Piatkowski, D. P. and Marshall, W. E. (2015) *ibid.*

<sup>8</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>9</sup> AMR Interactive (2009) *Research into Barriers to Cycling in NSW, St Leonards, NSW: NSW Roads and Traffic Authority (RTA) and Department of the Environment & Climate Change (DECC).*

<sup>10</sup> Leonard, S. (2012) 'Overcoming the self image incongruity of non cyclists', *Journal of Social Marketing*, 2(1), pp. 23-36.

<sup>11</sup> State of Queensland (Department of Transport and Main Roads) (2018) *More bike riding, more often in Queensland: Research summary report.*

<sup>12</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>13</sup> Heart Foundation and Cycling Promotion Fund (2013) *Women and Cycling Survey.*

<sup>14</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>15</sup> State of Queensland (Department of Transport and Main Roads) (2018) *Ibid.*

<sup>16</sup> Heart Foundation and Cycling Promotion Fund (2013) *ibid.*

<sup>17</sup> AMR Interactive *ibid.*

<sup>18</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>19</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>20</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>21</sup> AMR Interactive *ibid.*

<sup>22</sup> Bauman, A., Rissel, C., Garrard, J., Ker, I., Speidel, R. and Fishman, E. (2008) *Cycling: getting Australia moving – barriers, facilitators and interventions to get more Australians physically active through cycling.*

<sup>23</sup> Piatkowski, D. P. and Marshall, W. E. (2015) 'Not all prospective bicyclists are created equal: The role of attitudes, socio-demographics, and the built environment in bicycle commuting', *Travel Behaviour and Society*, 2(3), pp. 166-173.

<sup>24</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

<sup>25</sup> State of Queensland (Department of Transport and Main Roads) (2018) *ibid.*

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