

Abstract #: 484

Author Name: Beth Savan

Author Company: University of Toronto

Second Author's Name: Trudy Ledsham

**Abstract Title: Increasing Cycling Participation in low density suburbs: Building Latent Demand**

Abstract Text:

Suburban areas in North American have long blocks, major arterial roads with high speed limits and longer trip distances. Frequently, suburbs lack cycling infrastructure and have populations for whom cycling for transportation is not aspirational. Many lack resources to change the road environment over the short term. What low cost interventions can communities use to do the most to increase cycling mode share and create a social norm of cycling for transportation in this context? How can policies, infrastructure and carefully targeted programming be combined to kick-start cycling in suburban communities? Traditional cycling advocacy has focused on physical infrastructure as the key method of increasing cycling participation. However, in many settings, increases in cycling behaviour can also be achieved through social infrastructure, community building and peer mentorship. This presentation will share some bold ideas about how to increase cycling in the locations where it has yet to make big inroads. Based on a review of successful interventions to create new cyclists and characteristics of suburbs with growing cycling mode share, a series of linked measures to increase cycling and create more cycling friendly environments in North American suburban areas will be presented. We will end with provocative questions to solicit expert responses and alternatives from participants.