



Next steps for interventions

- Demographic analysis (of newcomers likely to accept additional lifestyle changes) if possible
- Physical inspection of barriers and integration of land use variables (access to GO stations, connectivity, streetscape aesthetics, hills)
- Identify potential partners in preferred sites, focussing on those with:
 - Internal leaders committed to cycling programming
 - Experience with analogous programs capable of adaptation to include cycling adoption
 - Familiarity with cycling skills, equipment and technical issues

Further Recommendations to build cycling mode share

- Pair cycling adoption programs with pro-cycling policy as well as with infrastructure investment
- Reduction in speed limits in local area is a key factor in making cycling feel safe, even in the absence of protective infrastructure
- Provision of branded bikes not cars for government and agency employees
- Bike Share and Cargo Bike Share hub installation
- Require covered bike parking and repair hubs at transit stations and employment, study and recreational destinations
- Create multi-pronged promotion activities, including conspicuous role models, cyclovia, and partner with local NGOs to run bike rodeos, provide secure bike parking at all government events, and advertise the fun and freedom, health and longevity, financial and local economy benefits of cycling.

How else can we build cycling mode share in low density suburbs?

- How can advocacy organizations help here?
- What is the role of bicycle commerce in this task?
- How can women help to normalize cycling behaviour?
- Can recreational cyclists evolve into transportation cyclists?
- How can municipalities partner with community groups to focus efforts on areas with likely latent demand?

Contact

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Slide 15

- 1 Trudy please correct these factors as I couldn't find the document listing the criteria for partner selection and am going from memory
Beth Savan, 9/24/2015

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