



trendy **cycling**

20

good reasons for cycling

BICY - Cities and Regions of Bicycles is a European project that involves 11 Cities and Regions from 8 Central European countries and aims to promote cycling in every day life, e.g. commuting, shopping trips, etc. To develop local and regional cycling strategies based on mutual transnational learning and to implement concepts for bicycle networks, bike parking and theft prevention as well as innovative bike services on a trans-European level.

TRENDY TRAVEL is a European project supported by the IEE (Intelligent Energy Europe). The main objective of Trendy Travel is to achieve a modal shift from the car to healthier, more eco-friendly transport modes by making sustainable transport more emotionally appealing with various approaches. Storytelling, Ritualisation, Raising the image of Cycling, interesting design and children that guide their parents are used to achieve a positive attitude towards and perception of soft mobility.

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Edition: March 2010

This publication was developed during the project Trendy Travel using original texts from a publication of the City of Graz: 21 good reasons to cycle and updated and printed with funds from the CEE project BICY. We kindly invite you to use and copy the contents of this brochure. We ask that you refer back to the website www.trendy-travel.eu and www.biy.it when you use and disseminate material from this brochure.



Cycling is the simplest, most natural means of transport, after walking. It is so natural in fact that many cities often forget to take it into account and don't use cycling to their own advantage. This brochure is intended to show case the advantages of cycling and to back up arguments with analyses and facts.

The advantages of cycling are astonishingly varied:

- Regular cycling improves health and prolongs life expectancy.
- Cycling requires no fossil fuels – it only burns our own fat.
- People who ride bikes save space, are quiet and move about without producing pollutants
- Our children love the bike, if we let them
- Costs to the National Health System resulting from an unfit nation mount. But a simple cost-benefit analysis has led to the conclusion that every 3 Euros invested in cycling brings a return of 5 Euros.

If you have visited a town with lots of bicycle traffic you will have noticed how that influences community spirit and the quality of life.

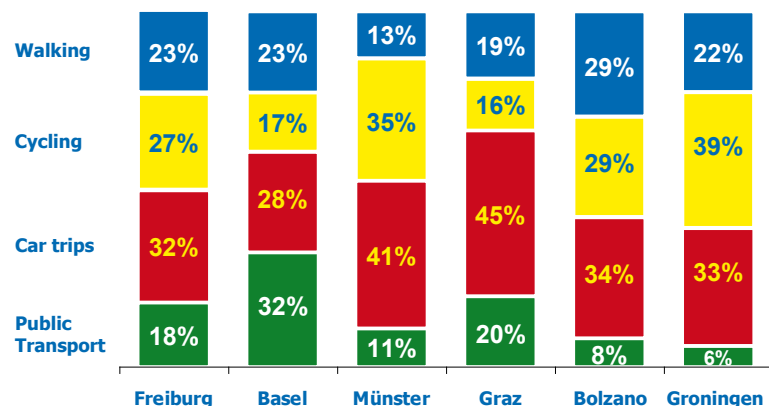
If you want to experience this incredible feel-good factor, visit Groningen (Holland), Odense (Denmark), Ferrara or Bolzano (Italy).

This brochure considers arguments and statistics. But cycling is so much more than that:

Cycling is Emotion



Modal Share: Comparison of European towns

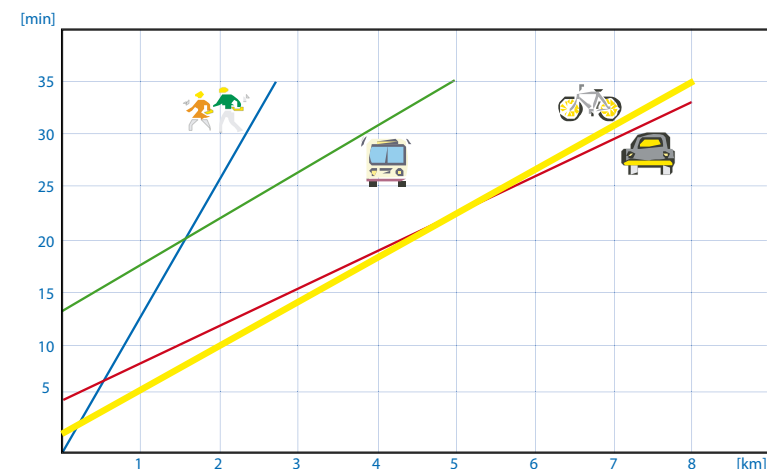


Source: Mobilitätsverhalten der Grazer Wohnbevölkerung, 2008. Amtsblatt der Stadt Freiburg, 2005. Corporate Cycling Bozen, 2001. Stadtplanungsamt Münster, 2001. Survey Bolzano: Institut Apollis. Calculations: FGM-AMOR.

Fact: Local politicians can foster cycling

Freiburg, Germany and Bolzano, Italy can thank their politicians for their levels of cycling. They doubled cycling in Freiburg in just 20 years, bringing it up to an enviable 27% of total traffic. At the same time they raised levels of public transport. In Bolzano they boosted cycling from 18% to 29% in just seven years! They achieved this with innovative marketing, creation of a corporate identity and a coherent bike network. A cycling town clearly is the product of its politicians' will, zeal and effort.

Cycle when you're in a hurry



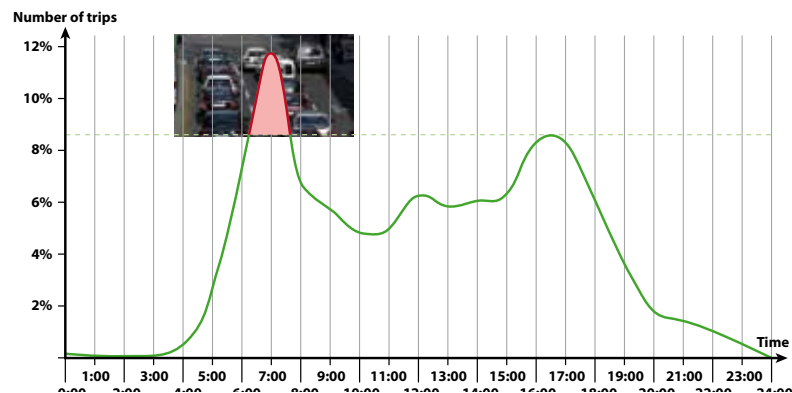
Source: Mobility-Cultura 2003, www.mobility-cultura.net

Fact: Cycling is the fastest way to get around town

The graph clearly shows that cycling is the fastest way to get to places up to 5km away. And it's so flexible! You can stop outside every shop. Your bike will be next to you as you're drinking your espresso and it will help you beat the traffic if you're late for an appointment. You waste no time finding a parking space, and no money paying for it.

And on the way back you will have time to admire the setting sun.

Rush hour congestion



Source: Amt der Niederösterreichischen Landesregierung 2003

Fact: Cyclists help car users by reducing traffic jams

Rush hour: drivers rev with frustration, train passengers stand in a claustrophobic crush. We all have places to get to. On time!

Roads get engineered to accept more cars but the result is always the same: same jam, ever more cars.

Buses and trains get replaced, refurbished, fares grow, but the crush is still the same during the rush hour. A vicious circle?

Not at all. People on bikes take up a fraction of the space required by cars and move more easily in congestion. They help car users, too.

Cycling towns look at their transport as a whole and know that only cycling can beat the rush hour.

A working adult will travel 18 km A pensioner will only travel 5 km



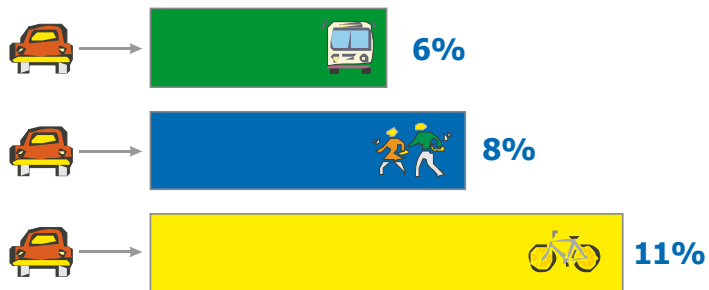
Source: "Brochure Nahmobilität" AGSF - Arbeitsgemeinschaft Fahrradfreundlicher Städte (DE, 2008)

Fact: Amenities within 5 km help the elderly stay independent

A working adult moves within a radius of 18 km in a typical day of work, shopping and school runs. But a pensioner's range diminishes to an average of just 5 km. This means that a lot of places you would still want to visit - shops, restaurants, offices - can suddenly be out of reach. At the same time the older you are the more likely you are to travel by foot, by bike or by public transport, instead of by car.

Cycling towns keep their amenities within a cycling range of 3 miles - accessible for the elderly.

Switching potential motorists to cyclists



Objective freedom of choice for motorists to switch to other means of transport

Source: G. Röschel, Graz 2004; derived from "Mobilität der Grazer Wohnbevölkerung"

Fact: Bikes are car users' first choice

Some drivers just like their cars. But most of us would happily ditch the crutch and save ourselves the frustration of traffic jams, the cost of fuel, and the hassle of insurance.

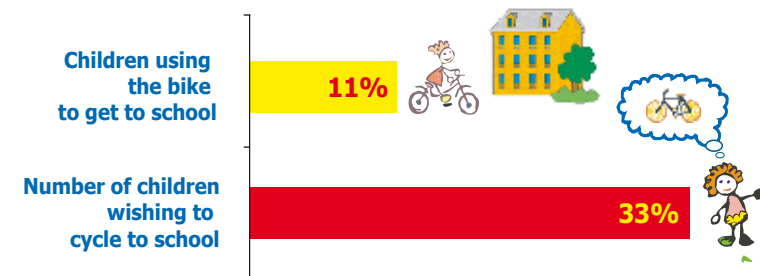
A survey, conducted in Graz, analysed the reasons of motorists that choose their car instead of other means of transport. According to this survey the main reason is habit and of these motorists the most - 11% - would switch to cycling.

8% would switch to walking.

6% would switch to public transport

Bicycles are car users' first choice because they are flexible and convenient.

Wishful thinking and reality in children aged 10–14 years



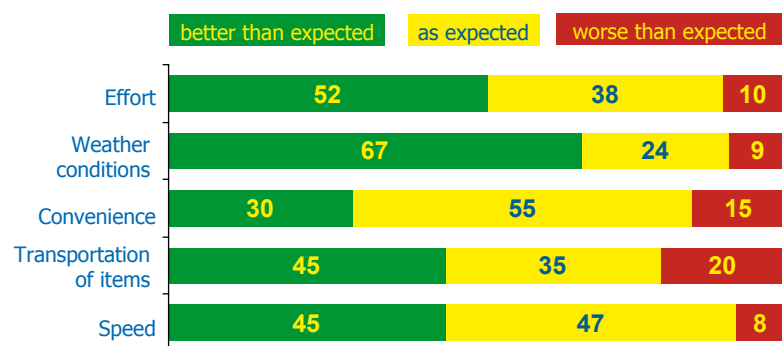
Source: www.schoolway.net 2009

Fact: Children like cycling.

An ongoing and on-line nation-wide survey showed that 33 % of Austrian children would like to cycle to school. However, only 11% actually use the bicycle to get to school. One of the main reasons for this discrepancy between the wishes of children and reality is that parents are concerned for the safety of their children. This is also the reason why the percentage of children that walk to school has decreased from 82% to 14% within the last 30 years.

It is not surprising then that almost every 5th child in Europe is overweight.

What do car users think of cycling once they've tried it



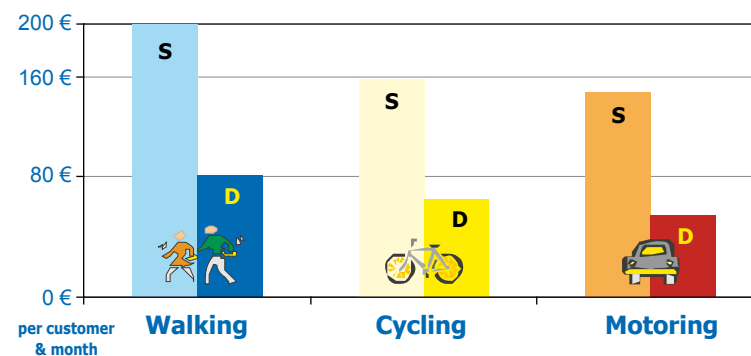
Source: Mobility Cultura 2003, www.mobility-cultura.net

Fact: People who try cycling like it

Often, to their surprise people who try cycling like it. For example two-thirds of the respondents of a study in the Netherlands found weather conditions to be better than they had thought, and more than half found cycling easier than expected.

So give it a go - you're likely to like it!

Cyclists and pedestrians spend more than car users



S = Supermarket
D = Department store

* in Münster

Source: Wissenschaft & Verkehr, Nahversorgung versus Einkaufszentren, Wien, 1999.

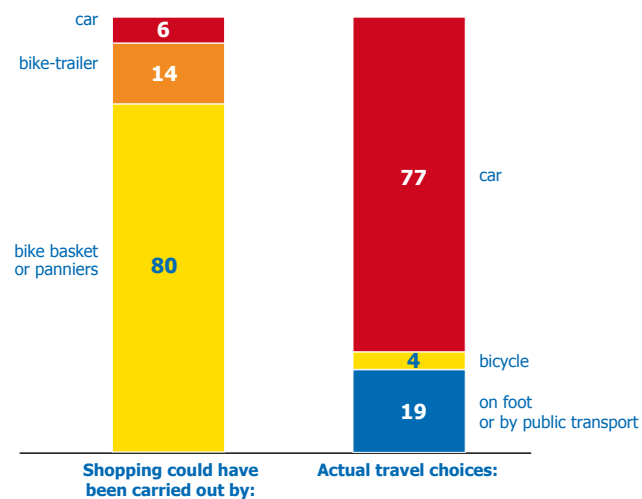
Fact: Cycling boosts the economy

People who cycle to the shops buy less at a time but visit the shops more often. In Münster, Germany, each customer on a bike spends on average €10 more in a month than a customer in a car.

Bern, Switherland each bike parked outside was worth €7.500 to the shop. Each car was only worth €6.625. And you can fit 9 bikes into a car parking space!

It is a closely guarded trade secret: customer who cycle are worth a good deal more to shops.

Ways people get to supermarkets and DIY centres vs. ways they can carry their actual shopping



Source: ARGUS, 2009. Arbeitsgemeinschaft umweltfreundlichen Stadtverkehr www.graz-radeln.net

Fact: The bicycle is perfect for most shopping trips.

When you think supermarket or home improvement centre you think bulging trolleys and bulky items.

Which is probably why 77% of shoppers in Graz made their trips by car.

But when their baskets were monitored, it turned out 80% could have done with a bicycle basket or panniers!

Only 6% of shopping was large enough to warrant the use of a car.

This is another trade secret worth a lot of money. Traders in cycling towns reduce their car parks and create more cycling parking.

7- 9 bicycles fit in 1 car parking space



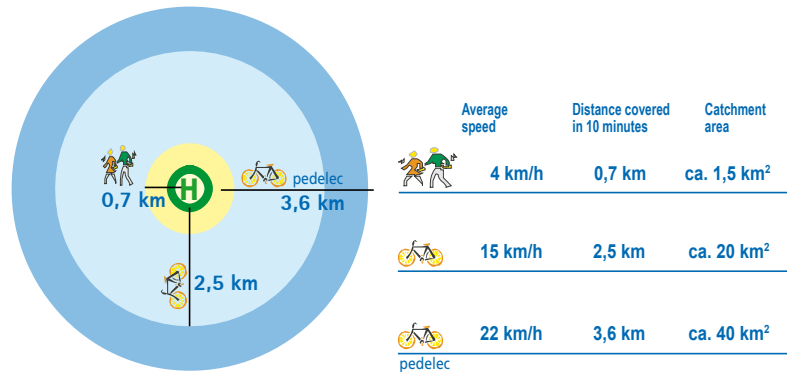
Source: Photograph from Austrian Mobility Research, 2004

Fact: Cycling creates space

Car parking spaces are a huge cost to the budget: each costs between €4.000 and €16.000 and yet every time a new one is carved out it is instantly filled and the shortage remains. Another expensive vicious circle.

Cycling towns invest in bicycle parking and end up with a big saving and lots of space to give back to the people.

How many bus stops and stations are there 10 minutes from home... on foot and by bike?



Source: Pressl/Reiter2009

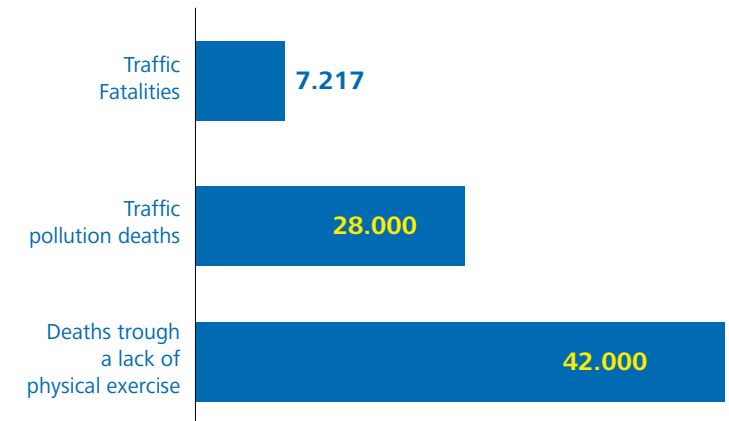
Fact: Combining cycling and public transport can be a match made in heaven

The number of bus stops and stations you can get to within 10 minutes from home grows drastically when you cycle. And even more so when you use a bike with electric support.

Cycling towns ensure that bus and train stations have plenty of secure bicycle parking facilities.

The ability to take bikes on the public transport is another big incentive.

How traffic shortens the life of Europeans

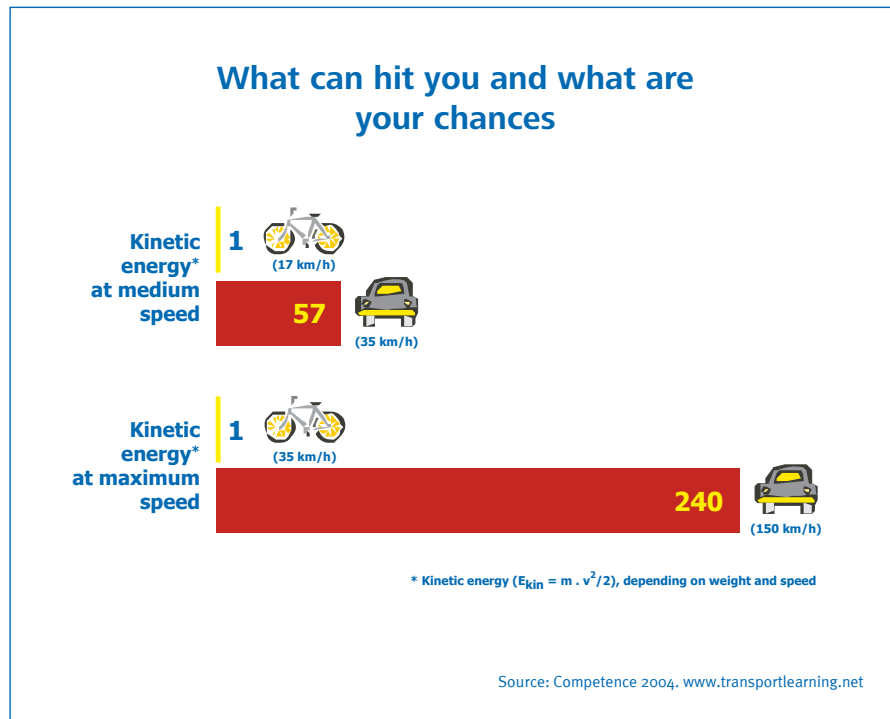


Source: WHO, OECD, World Road Statistics. 2003

Fact: Cycling saves lives

A survey done in Switzerland, Austria and France showed that 7.217 people die struck by motor vehicles each year, and yet they are just a small part of all victims of motor traffic: nearly 11 times that many people every year die of pollution and lack of exercise caused by car use. In a way, every car is a hearse.

Every bike is like life support: a study in Denmark showed that cyclists are 30% more likely to live longer.



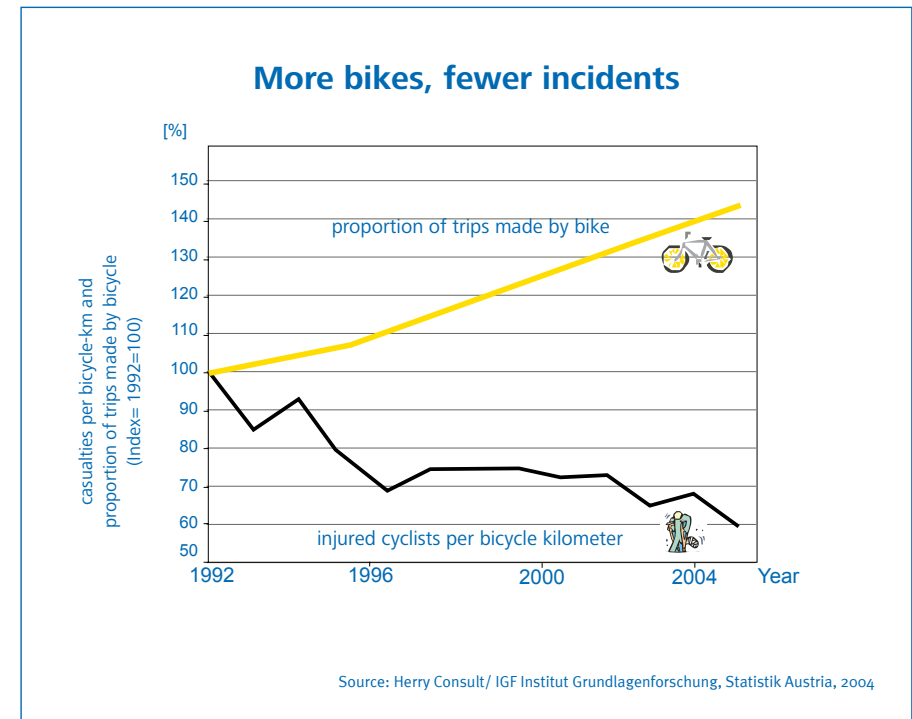
Fact: Car impact is far deadlier than bicycle impact

It's a no-brainer: when something as large, heavy, and fast as a car hits you, it is much more likely to blow your brains out than a bicycle.

The result of mass and speed is called kinetic energy. It is kinetic energy that hits you. At an average speed of 35 km/h a car has 57 times greater kinetic energy than a bike with its average speed of 17 km/h. That's 57 times greater damage to your body!

And the faster it goes, the greater the damage. If a car hits you with 65 km/h you have only a 15% chance of survival. At 50 km/h this chance increases to 55%. But at 30 km/h your chance of survival increases to 95%.

Cycling towns put safety of vulnerable road users first.



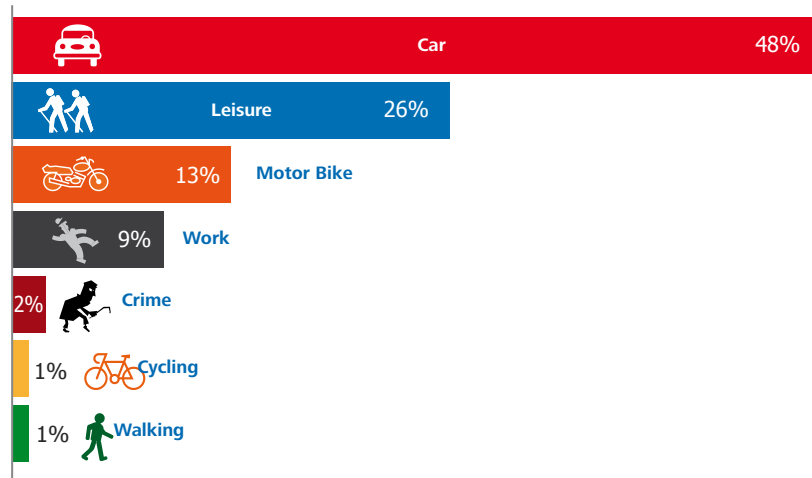
Fact: More bikes mean fewer incidents

A study in Salzburg, Austria, between 1992 and 2004 showed that while the percentage of bicycle traffic increased by 40% the number of injured persons per bike per kilometer decreased by 40%. The same is true for the City of Kiev. The graph above shows that the risk of incidents involving bicycles decreases when cycle traffic increases.

This trend has also been proven when comparing towns across Europe: The more bikes in a town, the fewer incidents per bike per distance travelled.

A cycling town is safer simply because it has more cyclists!

What's likely to give you a head injury



Source: Kuratorium ZNS (Hannelore Kohl Stiftung für verletzte mit Schäden des zentralen Nervensystems) Geschäftsbericht 2004, DE

Fact: Advocating helmets makes cycling seem dangerous

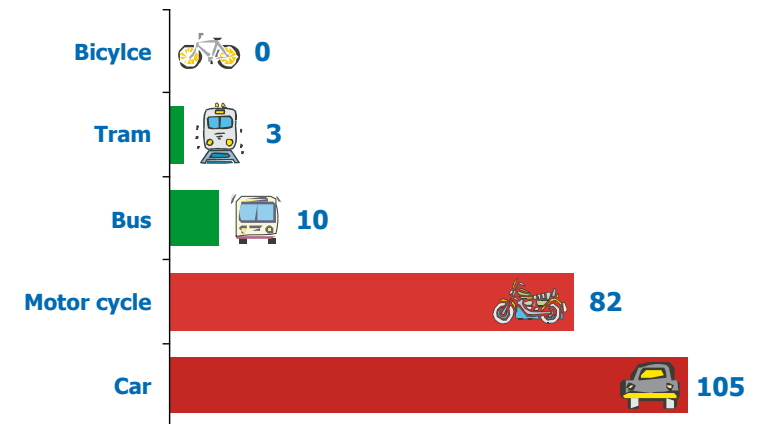
Cycling is safer than many people think. Statistically it is as safe as walking. It would make more sense to put helmets on car users.

Only 1% of all head injuries in Germany are caused by cycling accidents.

On the other hand, whenever people are forced to wear helmets when cycling, they simply don't cycle. As a result, they get less exercise and are more likely to become overweight and ill. Within a year of introducing compulsory helmets in Australia the numbers of people cycling dropped by 27%. The level of head injuries remained stable.

Cycling towns increase safety by designing streets with walkers and bike riders in mind.

Pollution per person per kilometer



Total toxicity of all pollutants
(= Emission of all pollutants per person km assessed by toxicity and added)

Source: Mobility-cultura. 2003

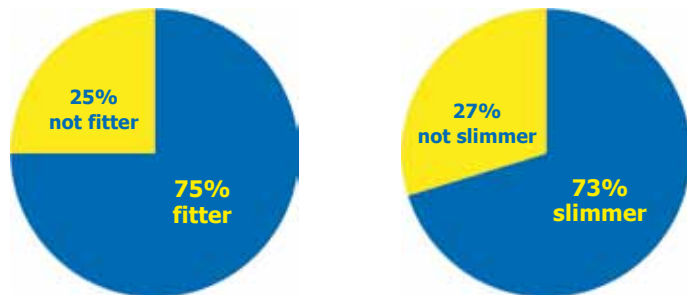
Fact: Bicycles are clean

More than 1% of urban dwellers develop lung cancer as a cause of diesel exhaust particulates and benzene emissions of motor traffic. At busy roads this proportion goes up to 2,6%. You don't have to be a smoker to be at risk.

So what can you do to reduce your risk?

Cycle. And the more people cycle with you, the cleaner the air in your town.

Fitness after cycling for 12 weeks



Source: GOAL project 2003

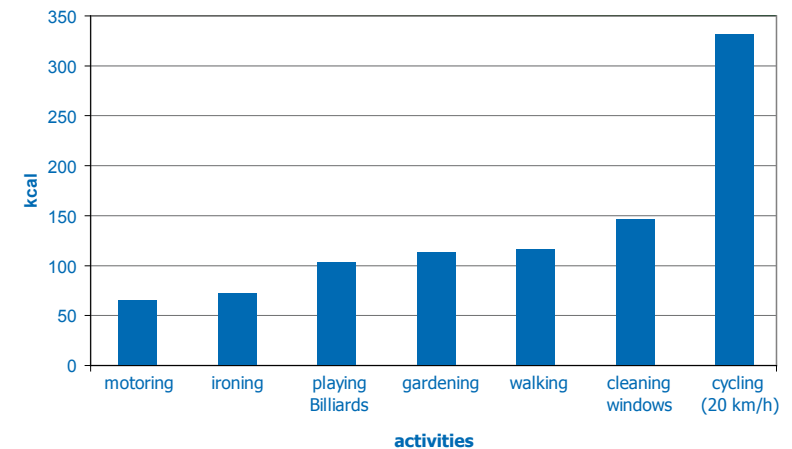
Fact: Cycling keeps you fit

Most European nations become more and more unfit. According to a recent study the situation is worst in the UK.

But a study in Graz found that just 12 weeks of cycling as part of the daily life - shops, work, school - made 3 out of 4 participants fitter, slimmer, and feeling better.

And unlike gyms and personal coaches, cycling is a free ride through the recession.

How many calories you can burn in 30 minutes



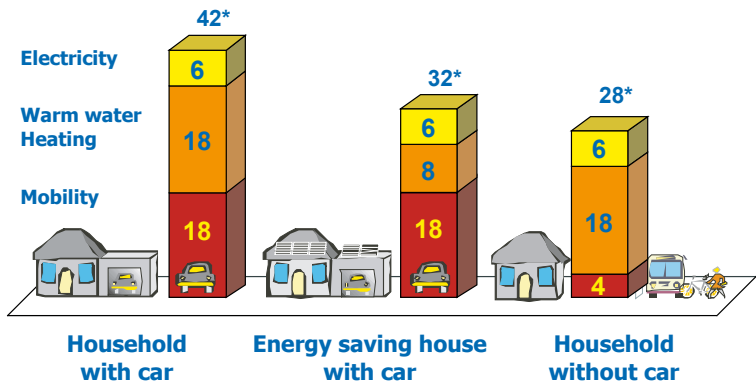
Source: www.fitrechner.de

Fact: Cycling keeps you slim

Our modern diet contains many more calories than ever before. Our lifestyle, on the other hand, burns fewer than before. As a result the obesity rates in adults and children have reached alarming rates.

Cycling burns those extra calories - it burns your fat. Your pouch, your love handles, your second chin. It doesn't burn your wallet and it doesn't burn oil.

A car-less household uses less energy



* in 1000 kWh / year
Energy house = optimal insulation solar warm water preparation and semi solar heating

Source: VCÖ, Add home 2008

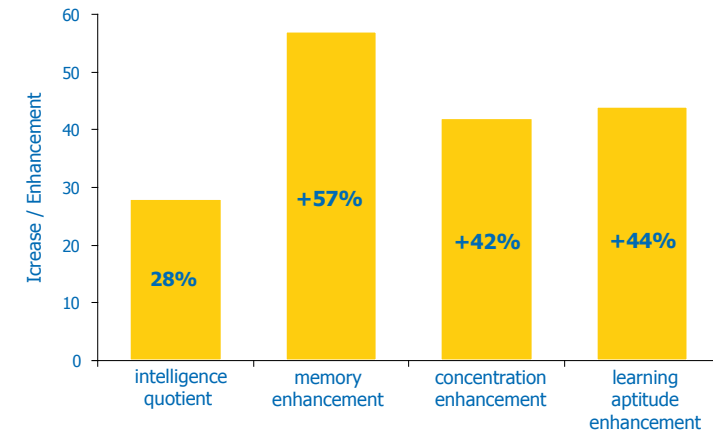
Fact: Cycling is energy-efficient.

Driving uses more than a third of your total household energy use.

So, if you want to use less energy and you're strapped for cash, scrap your car: it costs nothing and the saving you make is much greater than insulation and solar panels for hot water and heating.

Cycling towns offer cash incentives for car deregistration.

Effect of physical exercise on intelligence



Source: www.medizinauskunft.de Ars medici 12.2007

Fact: Cycling makes you clever

Ancients knew it; and we have countless modern studies which prove it: our mind works better if our bodies are in good shape.

One such study conducted on a huge 30.000 participants has seen the IQ rise from 99 to 128 through the use of a bicycle exercise machine!

A study of pensioners showed that their IQ rose on average by 15 points after exercise: physical effort leads to better connectivity of the brain.

So get on your bike and be a bright spark!

