

From
Auckland to
Zurich

Velo-City Conference
2013, Vienna

Christina Bellis
Frocks On Bikes



FROCKSONBIKES

Goes Global

- Culture changing
- Show, not tell, model
- Skill building
- Normalising cycling as everyday transport



The Passionate Persistence

Volunteers are invaluable



- SkirtBike – *Romania*
- Muerete En Bici – *Spain*

In Wellington, Cycling has increased from approx. 2% to 4% mode share since 2006. This is with minimal cycling infrastructure, but also attributed to the work of organisations that predominantly consist of volunteers.

- Cycle Aware Wellington
- Living Streets Aotearoa
- Frocks On Bikes
- Go By Bike Day (Bike Wise)
- Cycle Advocacy Network



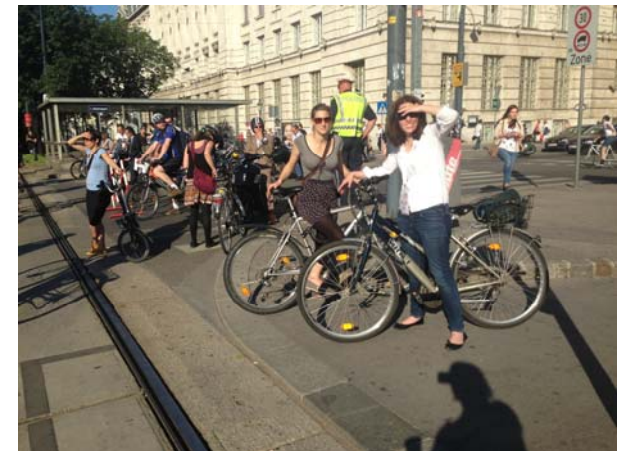
Cycling is a City Changer



Vienna Vision: By 2025, 80% of urban travel will be made by shared transport, cycling, and/or walking

- Decrease dependency on fossil fuels
- Increase health of residents

- Decrease expenditure on road maintenance and upgrades
- Increase status as a “liveable city”



“Eureka! I’ve found it!”

the formula is identical



- Political will and commitment to change
- Lower speed limits in urban centres
- High density population centres
- Greater traffic control and restriction for motorized vehicles
- Good signage, both on road signs and on streets, creating awareness for traffic controlled areas

...the formula is identical.. continued

- Improve transport services from city fringe into city centre
- Reduce parking (or raise parking rates)
- Contra flow for cyclists, turn on red lights, bike and pedestrian paths



Culture change, meet Infrastructure



- Bollards used for temporary structures to see if separated area works. If yes, create bike lane.
- Money is spent both on infrastructure and on promotional campaigns to show benefits and joy of cycling and increase safety
- Bike parking – workplaces, shopping, etc. make convenient
- Examine road for design – is a turning lanes being used enough to warrant it?



Celebrate Active Transport

- International Car Free Day
- New residents city tour by bike or foot
- International Park(ing) Day
- Bicycle checkpoints (x amount per year) to service bikes en route



...celebrate active transport..continued

- Critical mass
- Bicycle film nights – pedal powered!
- “Bike Kitchen” collectives



- Cycle Parades
- Fashion Shows
- bicycle school skills

Thank You!

...Keep On Riding On...



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