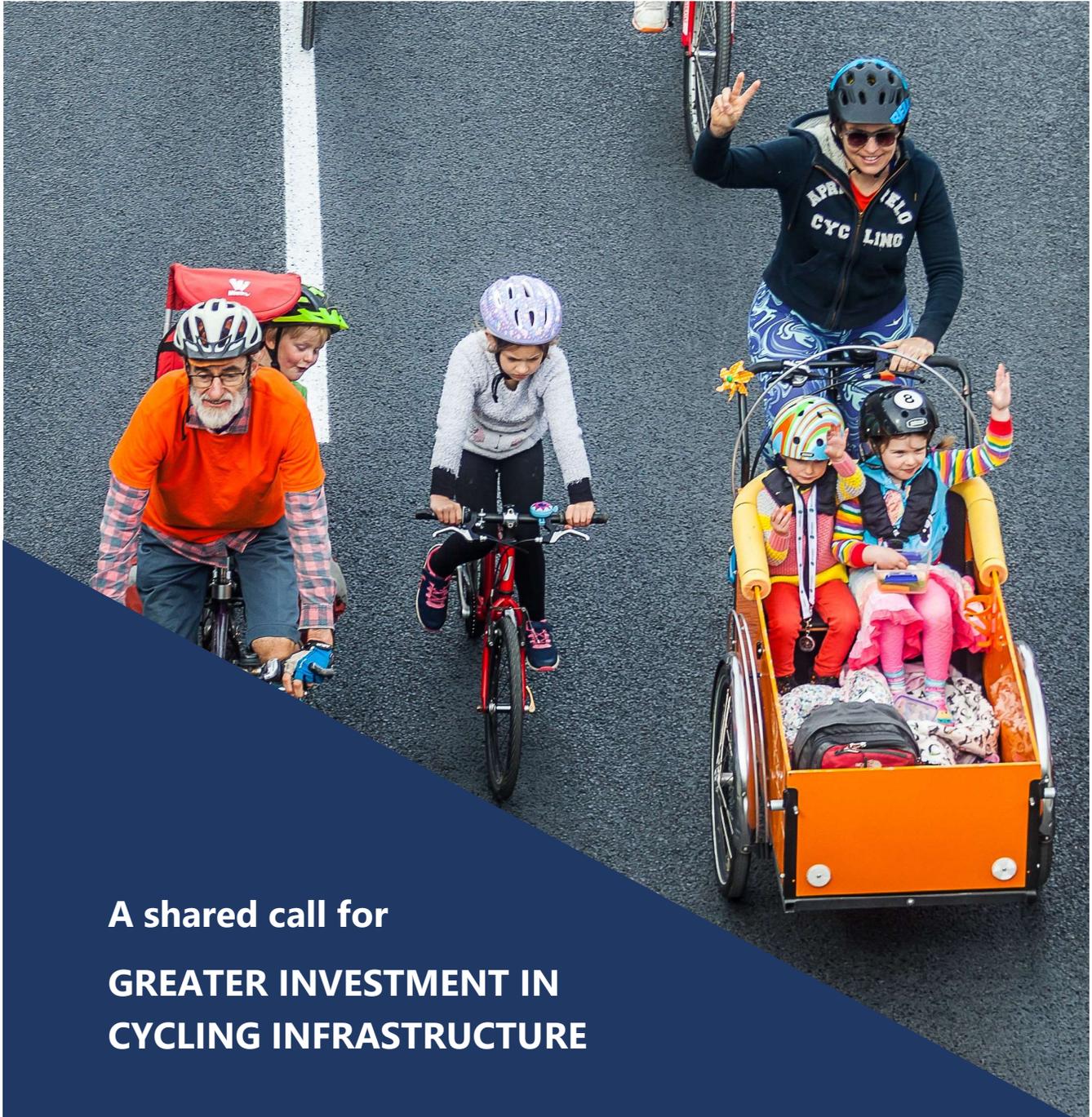


# SUPPORTING SMALL BUSINESS

## The SA Bike Economy



A shared call for  
**GREATER INVESTMENT IN  
CYCLING INFRASTRUCTURE**

## **Contents**

Supporters logos including businesses in retail, manufacturing, tourism, education and servicing

Our vision for South Australia

Why is more funding needed?

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A photo portfolio of contrasting cycling routes – what do riders experience?

**To the Premier of South Australia, Steven Marshall, and Minister for Transport, Infrastructure, Local Government and Planning, Stephan Knoll**

On the **inaugural UN declared World Bicycle Day 2018 riders** in Adelaide came together to celebrate. It was a wonderful day riding city streets traffic free, with many kids loving the experience.

On the day riders were quick to sign a petition calling for **greater funding for cycling infrastructure** which we pass to you on their behalf and ask you to submit to Parliament. Over 800 passionate riders across Adelaide have signed the petition.

As businesses contributing to the **SA Bike Economy** and organisations that encourage riding for its many benefits, we write to support these riders and the intent of their petition.

**Supported by:**

Over 50 businesses involved in the SA Bike Economy.

Over 7000 Bike SA and Bicycle Institute members.

21 organisations promoting health, environment, and effective transport policy.



## Business supporters



little  
black  
bike.

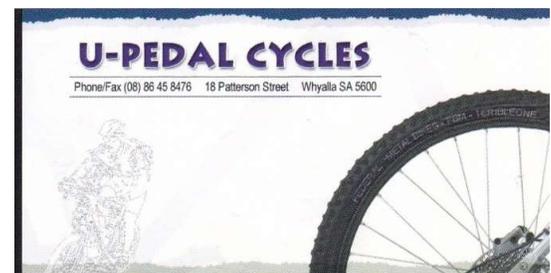


*Cargocycles*

# Business supporters



# Business supporters



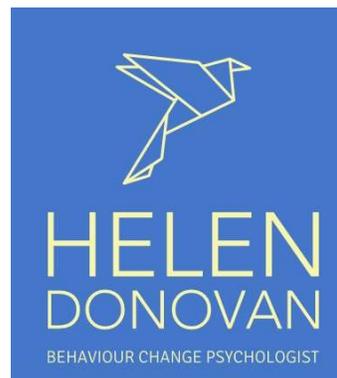
# Business supporters



**Blackchrome<sup>®</sup>**



# Business supporters



# Organisational supporters



Conservation  
Council SA



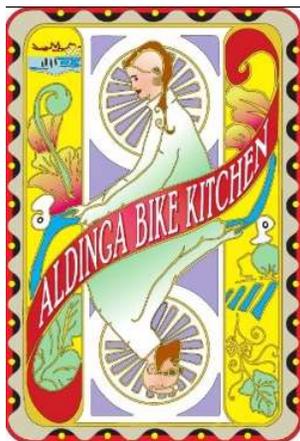
"The Port BUG"



Marion and Holdfast  
Bay Bicycle User  
Group



**SPORT &  
FITNESS**



**FREESTYLECYCLISTS**  
ENJOY THE RIDE

# Organisational supporters

Flinders Cycles

G & D Cycles

Adelaide Bicycle User Group (BUG)

Active Transport Adelaide

Burnside BUG

Coast to Vines BUG

Campbelltown BUG

East Adelaide Active Transport

Mitcham BUG

North Terrace Precinct BUG

Norwood, Payneham and St Peters BUG

Prospect BUG

Salisbury BUG

West Torrens BUG

Cycle park-n-ride advocacy group



A Bicycle User Group in the City of Charles Sturt



Join and be heard:

[www.facebook.com/groups/westsidebug](http://www.facebook.com/groups/westsidebug)

# Our vision for South Australia

Increase funding for cycling infrastructure to encourage every-day riding

Create healthy, active, people-oriented towns and cities with strong local economies

Grow industry sectors that support this vision including the Bicycle Economy



**Adelaide**  
**WORLD BICYCLE DAY**  
**2018**  
**Celebrating with the world**

# Why is more funding needed?

- **South Australia allocates less than 1% of the state transport budget to cycling infrastructure and has no State Bicycle plan (the previous plan expired in 2010).**
- The United Nations recommends Governments dedicate 20% of transport funding to active transport to encourage more people to walk and cycle.
- **There is a global cycling boom** - Cities around the world are investing in congestion busting cycle networks including: London, New York, Paris, Seville, Auckland, Sydney, Melbourne, and Manchester (\$500 million).
- Limited infrastructure investment in SA has **restricted growth** in cycling participation and **restricted growth** in the SA Bike Economy. People are interested in riding but are concerned about safety.
- Despite this, the [SA Bike Economy](#) continues to innovate and diversify but future growth relies on customers having a safe network to ride. Imagine the industry potential with 10% bicycle mode share?
- SA's congestion is worsening, carbon emissions increasing, and health spending rising.
- It is a strong investment:

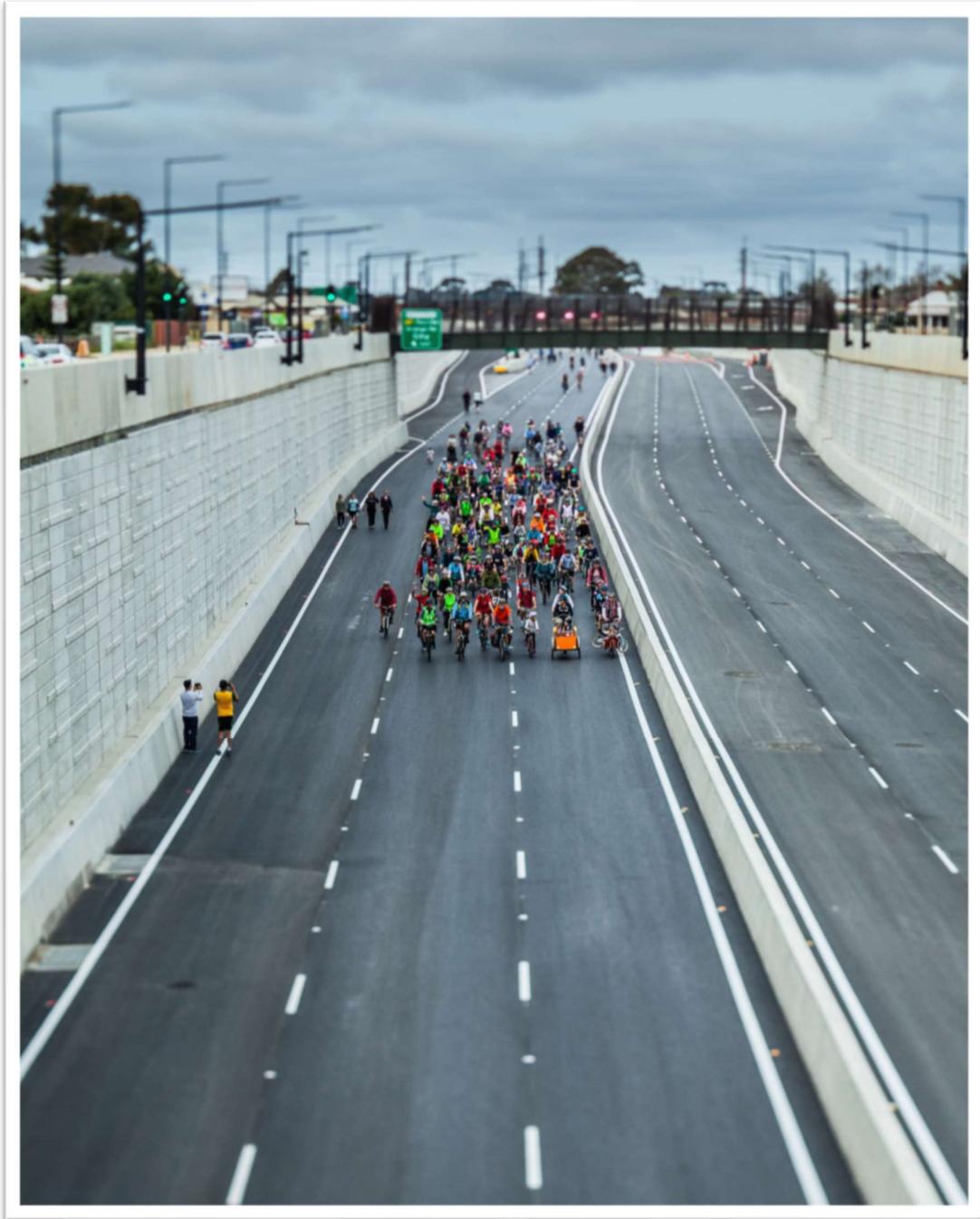
***“If you care about the bottom line, and budgets and taxes, then you should care about urban biking, because it’s a money saver” (1)***



# Why is more funding needed?

**Cycling is an efficient way to travel and our city is growing.**

The space needed to transport 130 people by bike, including kids, dogs and freight.



**Critical Mass Photo Shoot 2018**

**Adelaide, South Road lowered motorway. Photo: Tim Loft**

# 2-step practical approach to encourage cycling

To encourage everyday riding for transport we call on the Government of SA to:

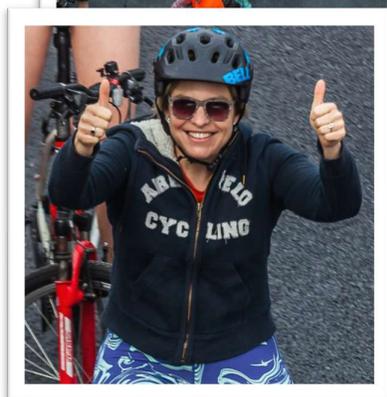
1. **Collaborate to develop a new State Bicycle Plan:** map out a comprehensive, functional, safe and connected cycle network; a network for anyone (8 – 80 years) and any trip.
2. **Increase the percentage of the state transport budget allocated to cycling infrastructure: allocate 5% per year to implement a new State Bicycle Plan.** Is this a good investment? Recent research shows for every \$1 spent on bicycle infrastructure there is an \$11 return in health and environmental benefits (without considering congestion costs) leading the researchers to conclude “when a concerted investment is made in active travel in a city, there is likely to be a measurable, positive return on investment.” (2)



Riders share their thoughts:  
what's needed to make it better  
to ride in Adelaide?

<https://youtu.be/3kofly3xwOQ>

World Bike Day video 2018



# A photo portfolio of contrasting cycle routes. What do riders experience?

Thank you to all the SA riders who provided pictures

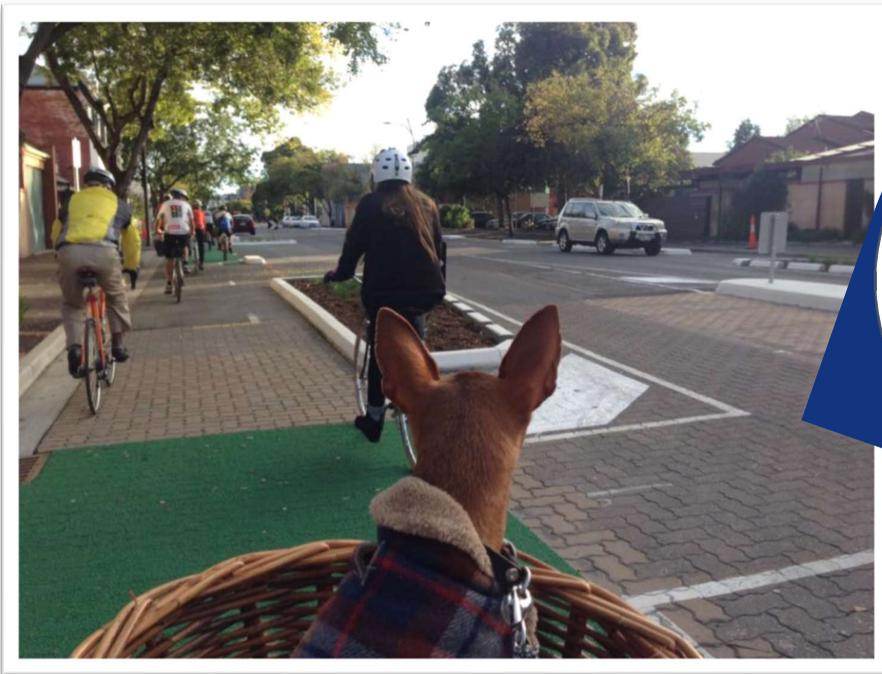
## #1 Highlights: SA infrastructure riders love!



World Bike Day 2018  
Riders celebrate cycling infrastructure that keeps them safe and gets them on the bike more often!  
They kindly ask for more please  
Park Terrace underpass

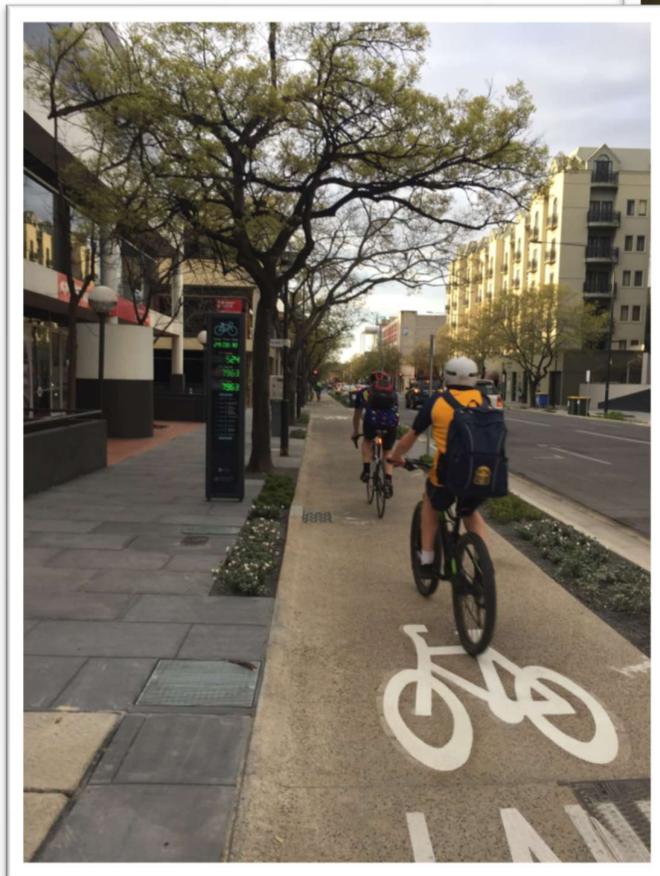


The Mount Gambier rail trail! The best way to get to the skate park.



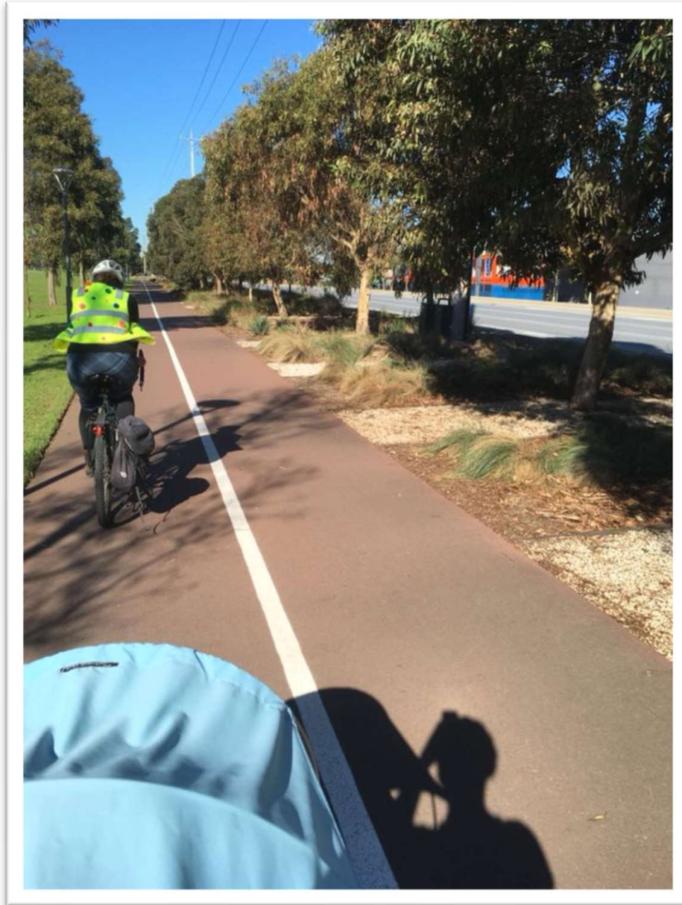
So relaxing! On busy city streets humans, families and dogs all love separated infrastructure.

From Bikeway V1



From St Bikeway Image credit: InDaily

From Bikeway V2  
On the way to school.



Happy times! Port Rd separated bikeway. Travelling traffic free away from trucks and 60km/h traffic.

Using Greenways. Connecting local streets and new trails with signage, lighting, safe road crossings and safe road speeds make for happy riders. Outer Harbor Greenway. Easy and irresistible 😊





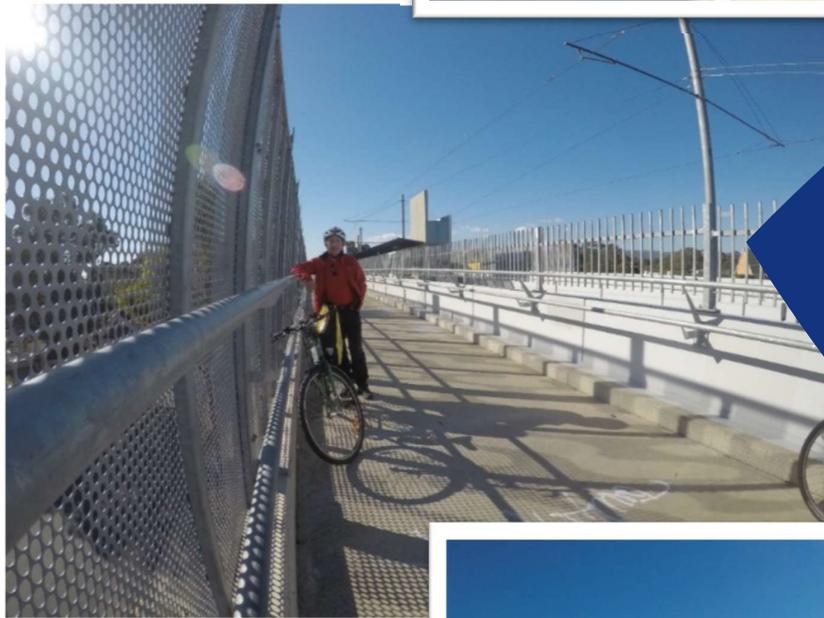
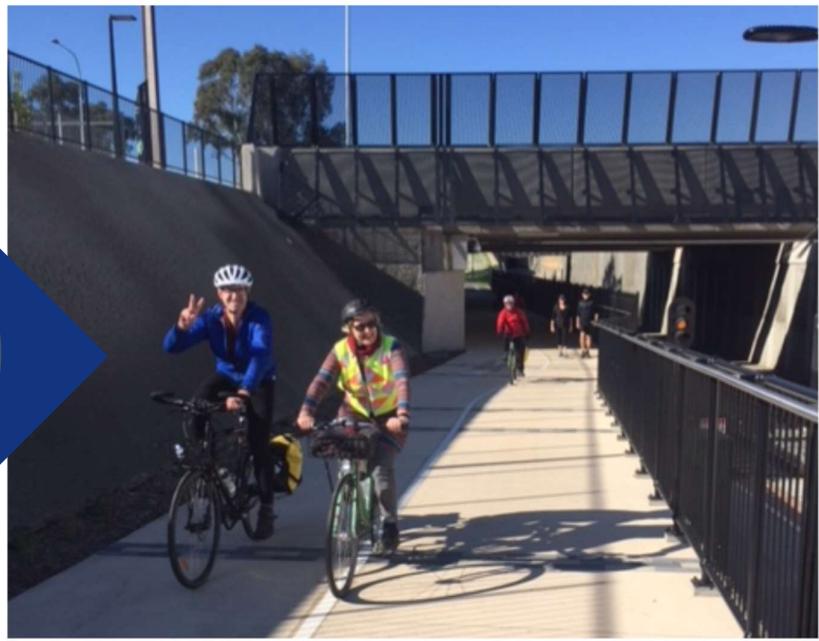
The little things can make a BIG difference. Making great local streets!



Lighting the way for safe day and night riding. Big thumbs up!  
Left anyone?

Overcoming road barriers:  
**A new bridge or underpass  
is something to celebrate.**

Quiet, pleasant, fast and  
fabulous. Park Terrace  
underpass.



The bridge makes it easy to  
ride instead of drive.  
Getting over South Road is  
safer and easier and **one  
less car on the road.** Mike  
Turtur Bikeway. Jim

Using the bridge under  
Greenhill Rd/Anzac Highway,  
**enables me to get to the  
city easily.** Sally. Also safe  
for kids.



No bridge? Still liking bike lights, especially with no waiting in the middle for a second light. Kid friendly.

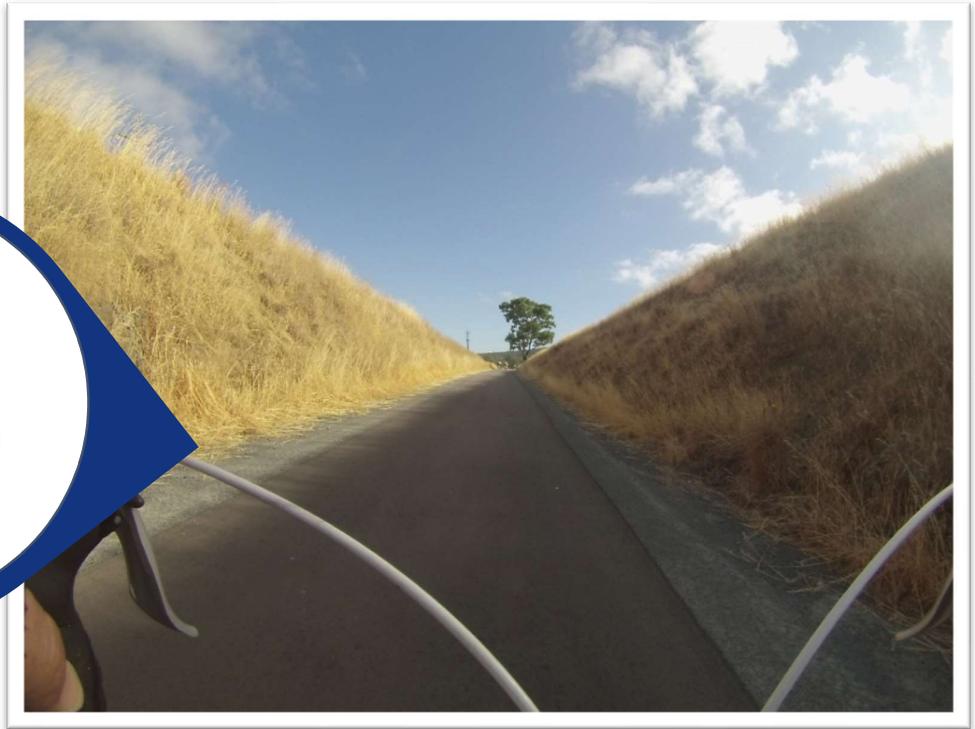
(Porter/Greenhill)



A bike refuge was created where the bike way crosses Henley Beach Road. A friend's daughter had almost been hit by a car with the former inadequate refuge. After some talking and a grant application, voila! David

Loving the sights  
and sounds of SA  
by bike!

Coast to Vine Rail  
Trail – tourism  
bliss.



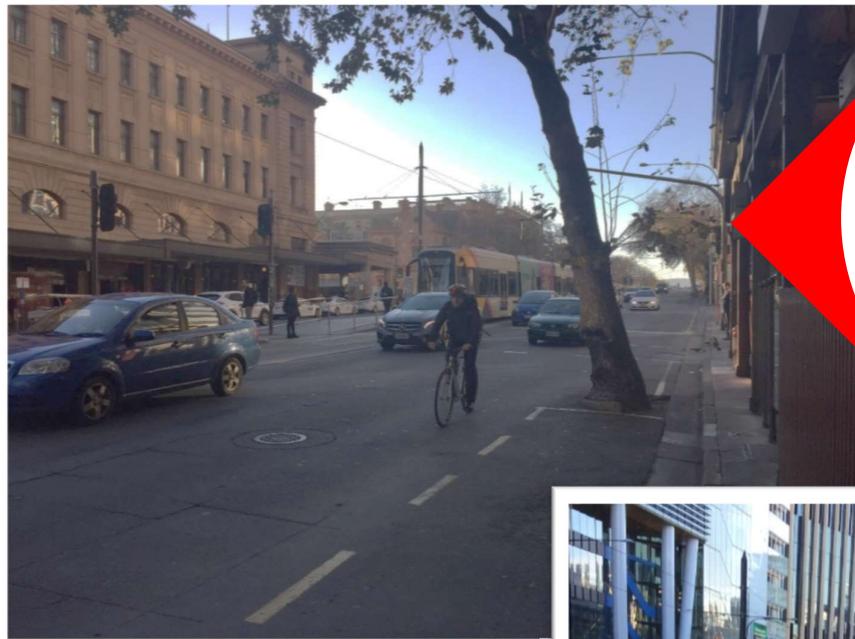
A sealed  
shoulder on  
rural roads saves  
lives – cyclists  
and motorists



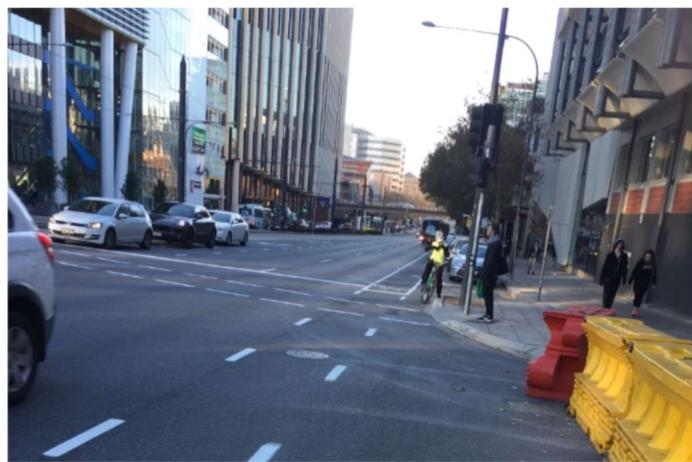


# A portfolio of contrasting cycling routes

## #2 SA cycling infrastructure – the common experience



Our cultural boulevard, North Terrace is desperate for upgraded infrastructure. Riders name it as their number 1 priority for a separated bikeway. Demand is great. But now.....YIKES!



A train station, 2 universities, a hospital, art gallery, museum, and no separated bikeway?



Where to now??  
Truck vs bikes

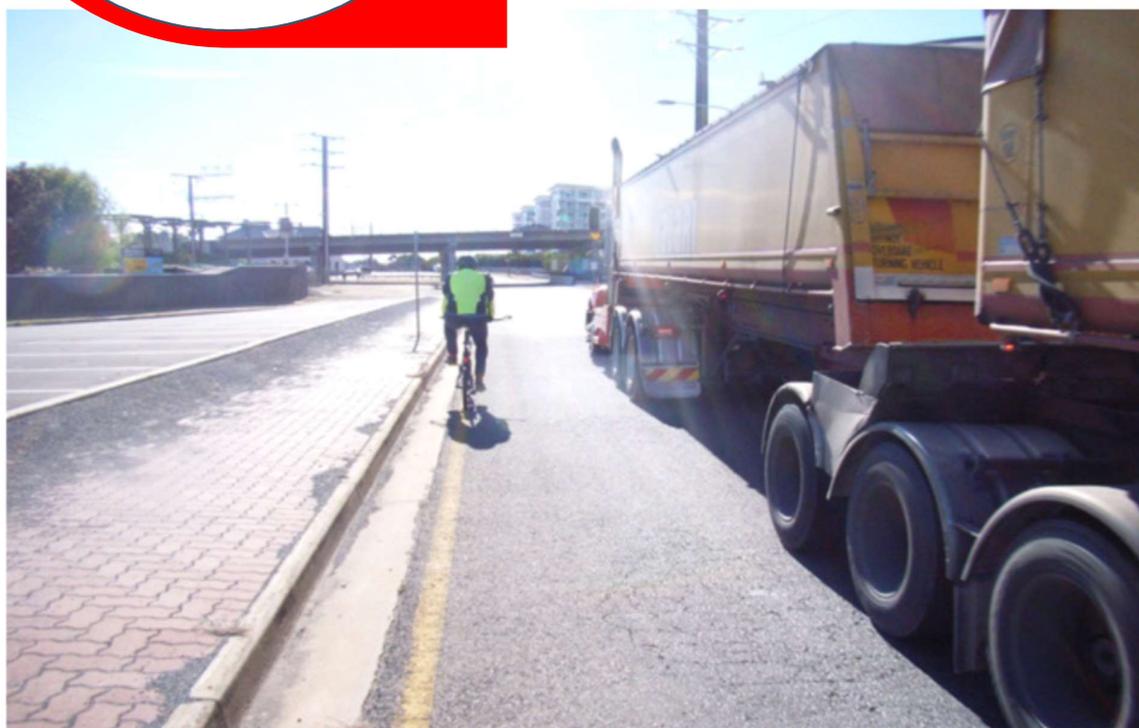
Bit Squeezy!  
Every-day riders  
try to find room  
on their way to  
work.





Awkward! A road with 2 primary schools, 2 railway stations, 1 pub and hundreds of residential frontages but no bike facilities (despite frequent heavy traffic and no suitable speed limits). We just want to arrive home safe for dinner with our kids.

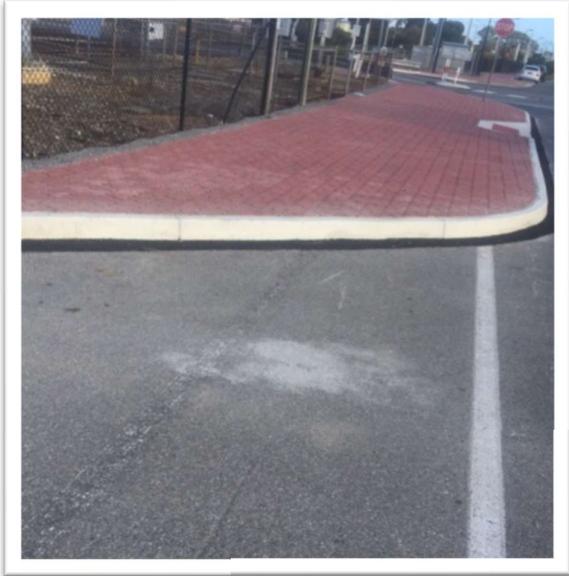
Hmmm... Unfortunately, this is often the best riders can expect. A painted white line is not infrastructure.



Would this encourage you to ride? So often bike lanes are in car door zones or are car parking for most of the day. This road is 6 lanes wide. Space is not the problem.



Oops... local engineers treatment for where a bikeway ends. Riders expected to merge? New Marino rocks greenway.



Look on the bright side – at least it isn't raining!



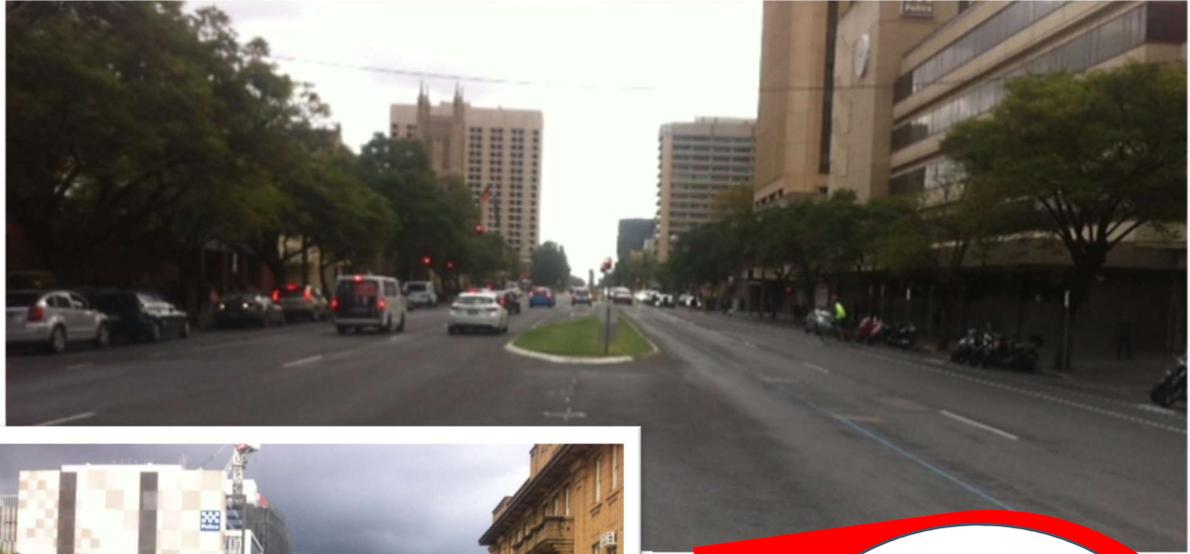
Fishing anyone?  
Path under Port  
Wakefield Rd at  
Mawson Lakes  
frequently flooded  
but never fixed.



Kids are left to it  
when the Mt  
Gambier Rail Trail  
crosses main  
roads. Goodluck  
little ones!

Keen to ride here?  
SA 2018: A "safety  
improvement."

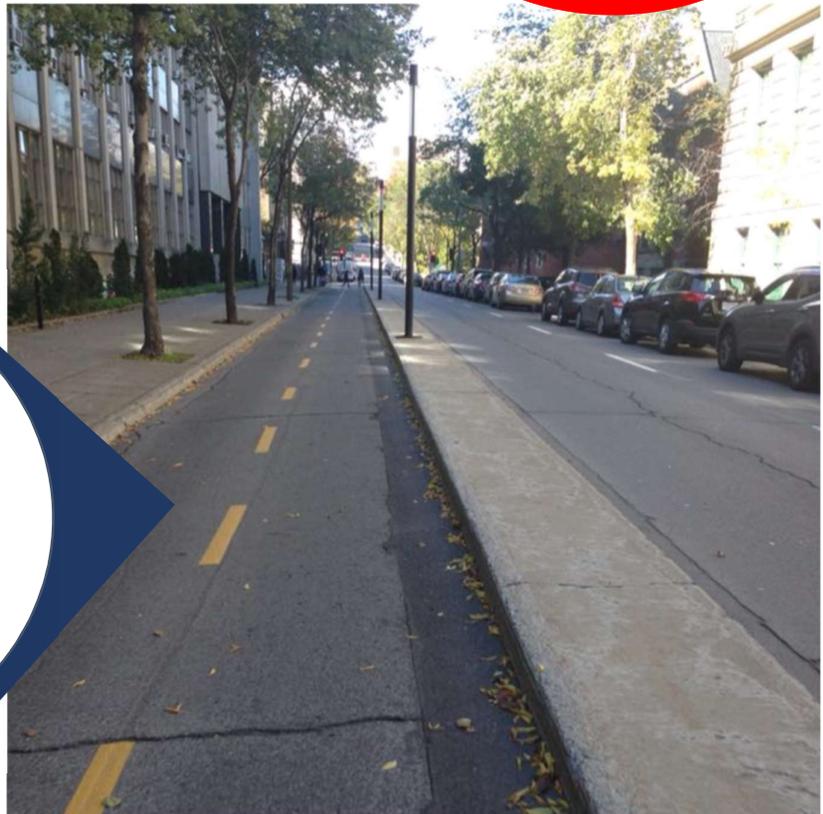




When riders ask for better they are often told "there isn't room" but our streets are wide. Does every SA road need two-way traffic and parking on both sides?

Or could we try this? In a narrower street there is room for parking and safe access for cars, pedestrians and bikes.

Creating multi-modal streets for people 😊



# The potential is SA great.



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## Bicycle planning from around the World

Recent Bike Plans we'd cite as inspiration include the following:

- **'Bee-Lines: Greater Manchester's cycling and walking infrastructure proposal' from Manchester, UK, 2018.**  
<https://assets.ctfassets.net/nv7y93idf4jq/6J11U1IT8kAq2oCISoEGYy/ae9e07dd0974abcfdb3434cdff46ab5b/Beelines.pdf>
- **'CycleSafe Network: Active Travel Infrastructure Network 2016' from Newcastle, NSW.**  
<http://www.csn.org.au/details/>
- **'Bike to the future: a 10 year plan for cycling in Auckland' from Auckland, NZ, 2017.**  
<https://www.bikeauckland.org.nz/bike-future-10-year-plan-cycling-auckland/>
- **Queensland plan including funding and ongoing network mapping**  
<https://cabinet.qld.gov.au/documents/2017/Jul/Cycling/Attachments/Plan.pdf>
- **City of Sydney** Council approved new strategy late 2018. Waiting for final document

## References

1. <http://dailyhive.com/vancouver/biking-saves-money>
2. <http://www.lowcarbonlivingcrc.com.au/news/news-archive/2018/05/its-true-kids-want-walk-or-cycle-school-fun-and-fitness>
3. <http://www.mdpi.com/1660-4601/15/5/962/htm>