What bikes (and the people riding them) want

Craig Richards, CEO
August 2019
Karl Drais
Inventor of Bicycle
The bicycle is a simple solution to some of the world's most complicated problems.
Cost efficient
Space efficient
Energy efficient
Healthy
Time competitive (up to 10km)
Total cost of commuting

Coburg to Melbourne CBD

- Car: $52.7
- Train: $30.6
- Cycling: $2.8

Cost component:
- Vehicle Costs
- Travel Costs
- Parking
- Tolls
- Time
- Pollution
- Noise
- Congestion Costs
- Safety Cost
- Health Benefits
- Land Costs
- Maintenance
Person Capacity per Lane-Equivalent

- Car: 2,000
- Bus: 9,000
- Bicycle: 14,000
- Pedestrian: 19,000
- Trolley: 22,000
Amount of space required to transport the same number of passengers by car, bus or bicycle.
Space Required To Transport 48 People

Car

Electric Car

Autonomous Car
THE NEW REVERSE TRAFFIC PYRAMID

ACTIVE TRAVEL
- Wheelchairs
- Walking
- Cycling
- Scooters
- Skating
- Cargo Bikes

RIDEABLES
- Electric Scooters
- Segways
- Hover Boards
- Mobility Scooters

PUBLIC TRANSPORT
- Buses
- Trams
- Trains

VEHICLES
- Trucks
- Taxis
- Cars
- Motorcycles

Source: This diagram is an adaptation of 'The Reverse Traffic Pyramid' by Bicycle Innovation Lab.
But...
How Australians get to work

75.6%

9.2%

1.1%
People’s perceptions

Comfortable
Convenient
Cool

Dangerous
Difficult
Daggy
From this...
3.4 M Australians ride a bike every week

900,000 Victorians ride a bike every week
Places to ride
Pain points and priority
Your bike commute is only as good as its worst piece of infrastructure.
Thank you for not eating or drinking in-store.

No bikes in store, thanks.
PARLIAMENT
OF
VICTORIA
Det finnes ikke dårlig vær, bare dårlig klær!
There is no bad weather, only bad clothes!
Popular
Beware of barriers
There are people who talk about wanting to make safety clothing mandatory, road tax for bicycles, registering them and insuring them. I think all that stuff is utter nonsense. The whole point of the bike is that you get on it and you ride it and you can ride it when you’re a kid or when you’re absolutely flat broke and it’s so agile.

James May
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