

# Cycling Education & Programming:

Pivotal to the Success of Infrastructure and Growing Cycling Mode Share

## *Changing behaviour does not just involve introducing physical infrastructure*

The presence of a concrete barrier may do little if the "interested but concerned" people do not know about it, if they don't have the education to know how to use it, and if they don't have a motivational push to change habits.

Education and programming have only positive impacts on mode share and new infrastructure usage. In some cases, the lack of education has actually reduced mode share.

Research of 9 North American cities from 1990-2000 show despite great infrastructure improvements and additions, New York City increased their bike mode share .3% (double) vs Chicago, which started at the same share and increased it quadruple (to 1.2%) with the study citing programs and policy as the variable.

Source: [http://policy.rutgers.edu/faculty/pucher/TRA960\\_01April2011.pdf](http://policy.rutgers.edu/faculty/pucher/TRA960_01April2011.pdf)

**Programming and education spur 400% increase over infrastructure alone.**

**All study cities with cycling programming and events to complement infrastructure see mode share increases. Cities with facilities only show negative or no mode shift.**

In another study, the three cities with programming and events to support cycling infrastructure additions saw a mode share increase (Austin, Chicago, Colorado Springs) and the three that implemented similar infrastructure with little or no programming saw mode share decreases.

Source:

<http://www.cts.umn.edu/Publications/ResearchReports/reportdetail.html?id=1646>

In Marin County, they did an individual marketing and education campaign that has resulted in a 2.4-4.0% mode share decrease in driving and a 1.3-2.0% mode share increase in walking and biking.

Source: [http://www.walkbikemarin.org/documents/WTG/Way\\_To\\_Go\\_Final\\_Report.pdf](http://www.walkbikemarin.org/documents/WTG/Way_To_Go_Final_Report.pdf)

The U.S. Safe Routes to School program mandates that 10-30% of all funding must go into programs and public awareness (the majority being infrastructure focused).

Bellingham, WA: Surveys conducted in 2007 and 2009 show that walking trips increased from 11% to 12%, bicycling from 5% to 6% and transit from 4% to 5%. These mode share increases were almost entirely due to the 2008 Individualized Marketing campaign. (p18)

[https://www.whatcomsmarttrips.org/news/mobility\\_report](https://www.whatcomsmarttrips.org/news/mobility_report)