



# Commuting by bicycle in Greater Vancouver

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# Overview

- Introduction
- Results Survey
- Recommendations

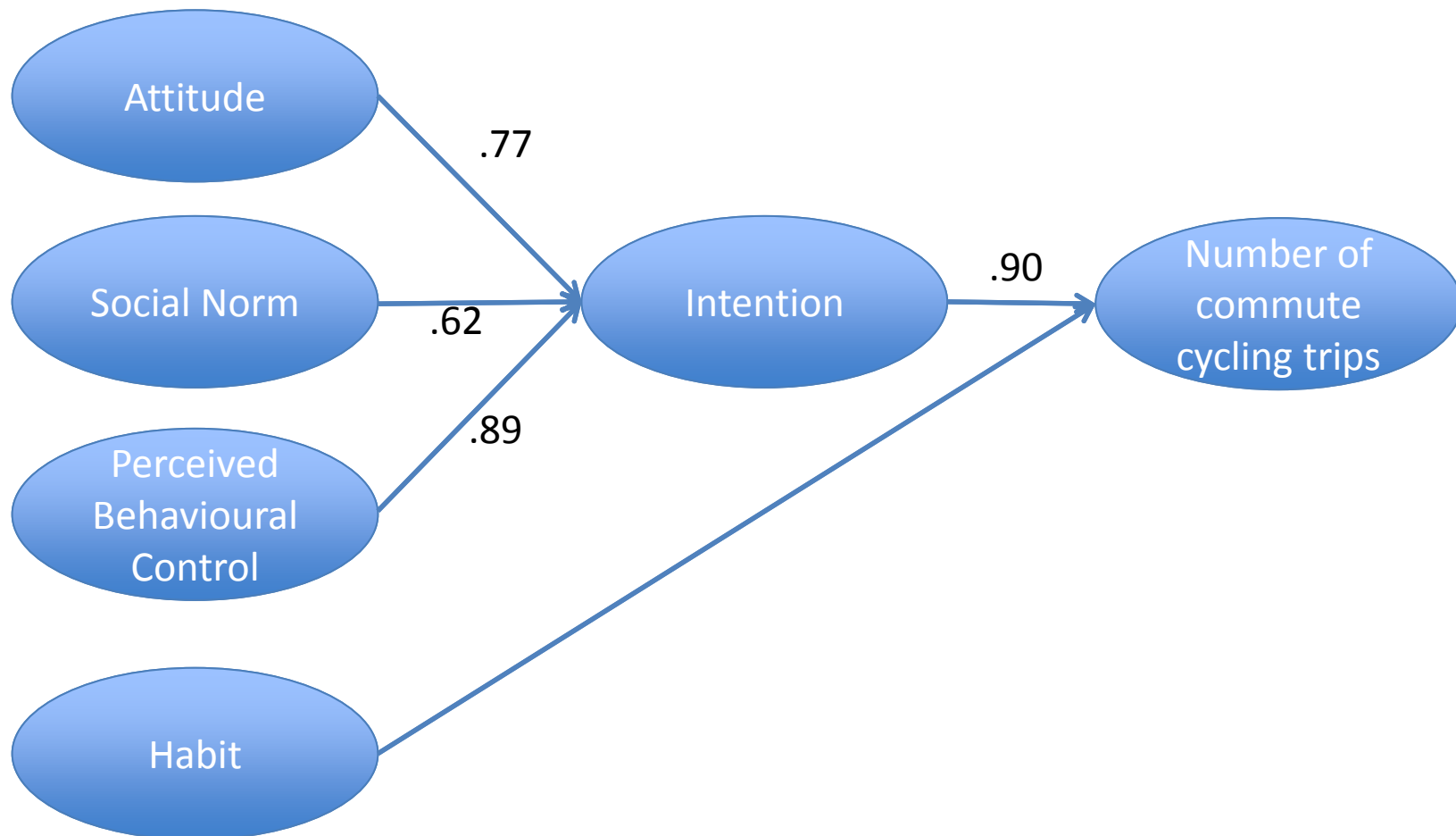
# Introduction

How to increase the number of commuter  
cyclists in Vancouver?

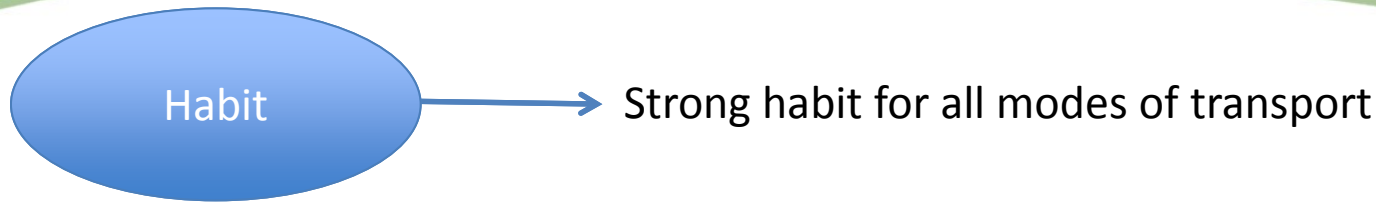
Survey – 239 participants

# Cycling Model

## Theory of Planned Behaviour



# Habit



- Relation habit strength & cycling behaviour:
  - Cycling habit increases cycling to work
  - Car driving habit decreases cycling to work

# Reasons to cycle to work

The convenience of cycling is the most important reason to cycle (more)

Distance is an important barrier for people to cycle (more)

# Safety & Bicycle routes

Cyclists consider cycling safe, non-cyclists do not

Bicycle routes are seen as safe, roads as very unsafe

Non-cyclists have little knowledge of bicycle routes

# Distance

The larger the distance, the less people cycle.

Car drivers tend to overestimate the distance to their workplace, cyclists do not



# Recommendations

- Campaigns should focus on boosting the attitude, social norm, perceived behavioural control and habit of people regarding cycling to work.
- Campaigns should focus on increasing the knowledge about bicycle routes, which has an impact on the safety perception of cycling.
- Make car drivers aware of the objective distance to their work.