



INDIA
CYCLES 4 CHANGE
CHALLENGE

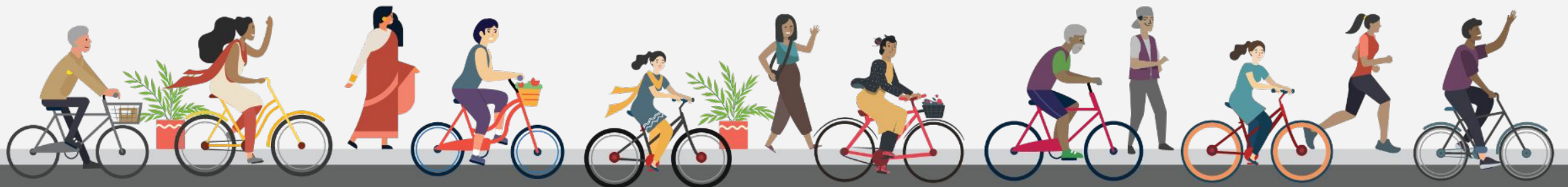
Templates & Guides

Answering commonly asked questions around Cycling in India



Today, most Indian cities are dealing with the challenge of rising motor vehicles.

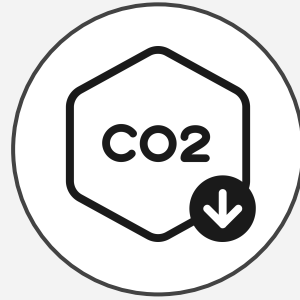
There are multiple issues related to this,
like traffic congestion, parking issue, increasing pollution, rising road accidents.



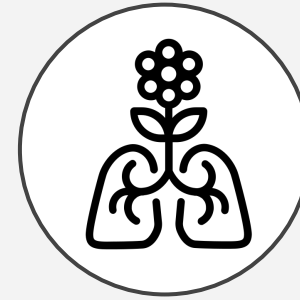
The good news is that cycles can help resolve these issues!



**Reduce
congestion**



**Reduce carbon
footprint**



**Improve
air quality**



This document is for all the change-makers advocating for cycling in India.



Learn

to address the concerns
around cycling in India



Educate

your team to spread
awareness



Grow

the community of
change-makers



Here are 4 frequently raised concerns around cycling in India

01. Nobody cycles in India, then why build infrastructure

02. It is uncomfortable to cycle in a hot climate like India

03. Segregated cycle tracks will reduce carriageway and create congestion

04. Can cycling be the solution for all our trips in the city?



Let us understand them one-by-one.



Nobody cycles in India, then why build infrastructure?



01

19% of all trips in India are on cycles! Source: TERI Analysis, 2016 data



Cycling to work



Cycling as a mode of commute



Cycling as a mode of commute



Cycling for fitness



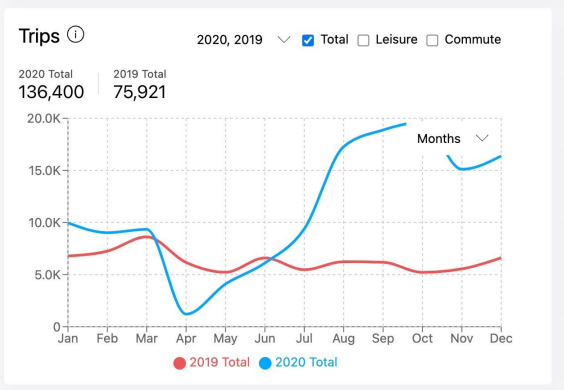
Cycling to school

Further, 95% + people have stated that they would cycle if it is safe and convenient in their cities.

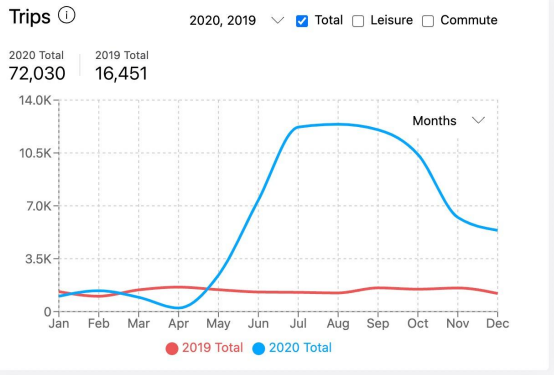
Source: India Cycles4Change Challenge Perception Survey, out of 27,000 responses nationally, 2021

The cycling community has been growing rapidly across the country!

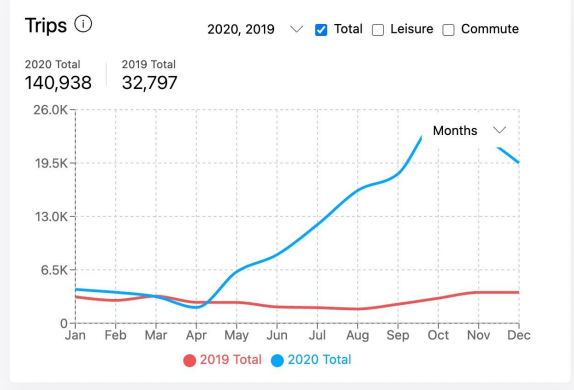
Strava Metro data showing cycling growing in cities across the country from 2019 to 2020



Chennai



Chandigarh



Kochi

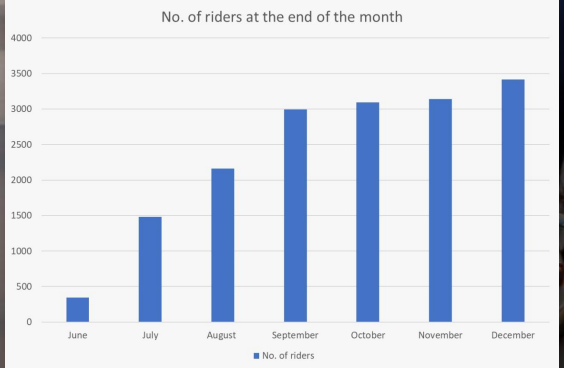


Surat

2019 —
2020 —

19+ cities initiated the Cycle2Work campaign!

Silvassa conducted a 45-day pilot with 6 industries to launch the **Cycle2Work** campaign, and saved 305 litres of fuel!



Further, overall cycle sales have also been on the rise showing growing demand!

DECCAN HERALD
Wednesday
July 8, 2020

METROLIFE

Cycles in huge demand

Bengaluru is buying cycles like never before, with stores reporting up to a 400 per cent increase in sales this quarter

ANILA KURIAN
TEAM METROLIFE

Spurred by a fear of public transport, the demand for cycles has skyrocketed in the last two months. Decathlon, sports goods ru, markets several brands of cycles, including B-Twin. A salesman at its Whitefield store told Metrolife many people were ordering cycles on the website. "Most customers prefer cycles priced ported cycles, which are more expensive than Indian ones.

Close to 20 cycles are sold every week from BumsOnTheSaddle store in Jayanagar.

WELCOME CHANGE
Sathya Sankaran, bicycle mayor of Bengaluru, is thrilled to hear of the rise in cycle sales.

"We have been working for long to encourage people to use sustainable modes of transport, but it took a lockdown for our city to finally move in that direction," he says. Cycling groups to close certain streets to motor vehicles, and reserve them for pedestrians and cyclists. "It is the ideal way to maintain social distance. We're also talking to the BBMP to create a cycle lane on either side will soon come up," he says.

Cycle Chala, City Bacha: Mumbai gets bicycle councillors

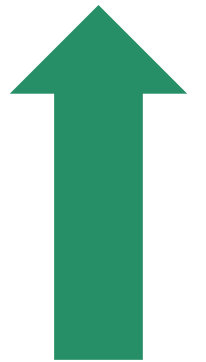
With the vision of making Mumbai the Bicycle capital of the country

With the vision of making Mumbai the Bicycle capital of the country, city's first bicycle mayor Firoza Suresh is on her way to shortlist councillors. This team of 24, one for each ward in the city will be responsible to promote benefits of cycling and why it's a must for the future. This team which includes, urban planners and doctors will also interact with local authorities. 03 Jul 2020, 5:06PM IST | 278 views | Source : Mirror Online

GOODYEAR



Cycling expected to increase by **50-65%**



Source: ITDP India survey on travel behaviour post-lockdown

**But it is uncomfortable to cycle in such hot climates like
India**



02

Right design of cycling infrastructure can help beat the heat!



E-bicycles can make the experience more convenient in hot climates

Types of e-bicycles:

- **Full throttle** means that motor will power you with or without pedalling
- **Pedal assist** means that motor will engage or help you when you are pedalling



Geared cycles make cycling more **appealing** in all climates!

Many PBS service providers are now supplying cities with e-bikes



Source: Tribune India

We are not alone! Many other cities with harsh climates are adopting cycling...



Dubai, where temperatures reach as high as **40 degrees celsius** has also started investing in safe and convenient cycling infrastructure.

16km cycle track at Jumeriah Beach, Dubai
Source: gulfnews.com



In the cycling capital of the world, Amsterdam, people cycle through harsh snowy winters too!

Source: Urban Observer

Now that we know that our cycling community is huge and it is growing rapidly...

It is the right time to talk about building good cycling infrastructure!



Segregated cycle tracks will reduce carriageway and create congestion

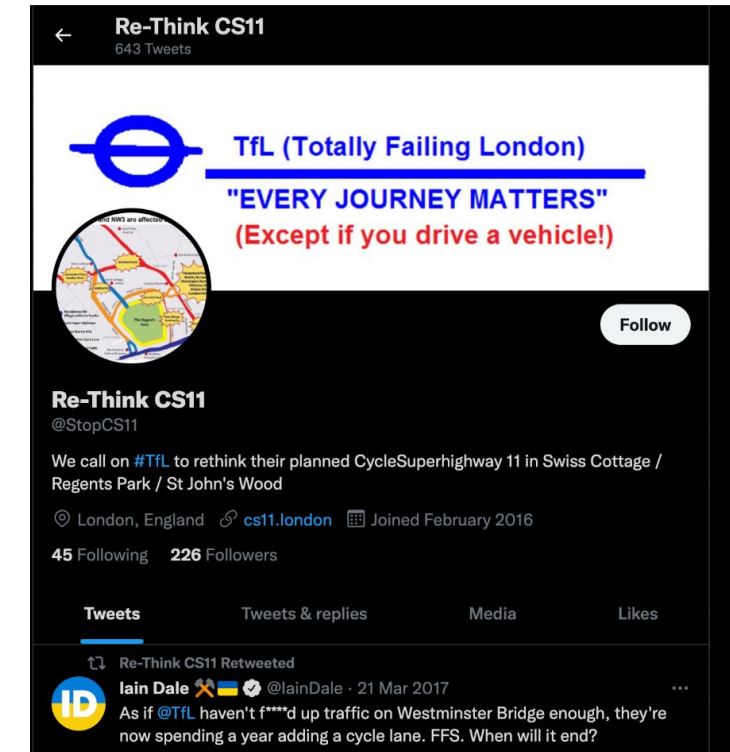
03



There has always been a push back for cycle lanes. It is part of the journey!



Bicycle lane protest in New York
Source: nyulocal.com



But there is no end to increasing street width for motor vehicles.



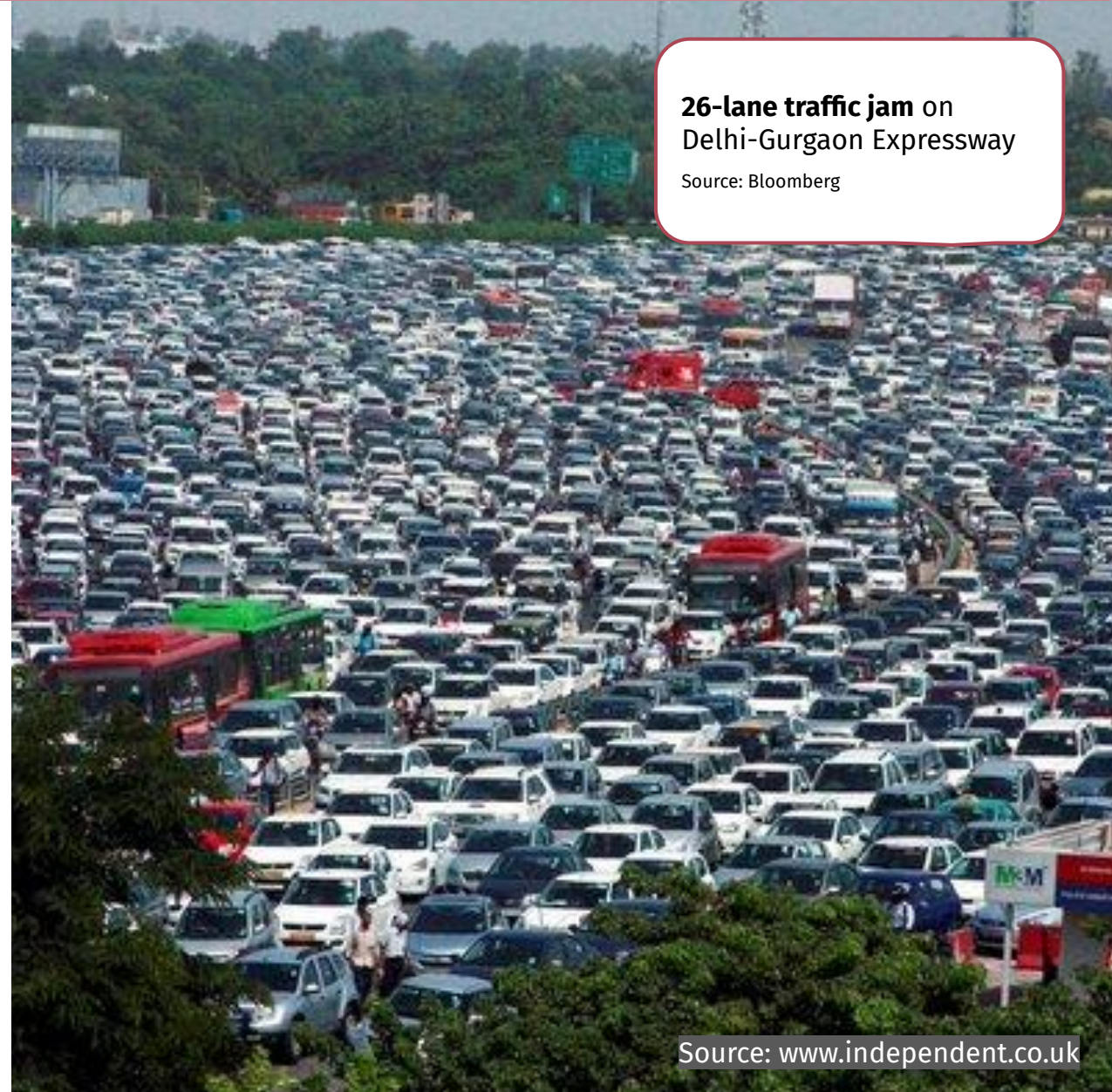
Indiatimes.com

Bengaluru Doctor
Leaves Car Behind In
Traffic, Runs 45 Mins To
Perform Surgery On...

3 days ago



Hebbal Junction on Bellary Road in Bengaluru
Source: The Hindu



26-lane traffic jam on
Delhi-Gurgaon Expressway

Source: Bloomberg

Source: www.independent.co.uk

Cycling can, in fact, provide a way out of congestion!



Cyclist numbers have **increased by 60%** on the Bicycle Superhighway on London's Embankment.
Source: Martin Godwin, The Guardian

Given a choice, people will shift to more **efficient modes of transport!**

Bicycle Superhighway on London's Embankment
Source: Martin Godwin, The Guardian

Once people experience the benefits, they demand more cycling infrastructure!

Benefits experienced in Bogota:

Each year, it eliminates around 22,000 metric tons of CO₂

Prevents ~300 deaths a year

Source: Fast Company



CicloRutas in Bogota
Source: Development Asia



Cycle lane in NYC
Source: Change.org

Benefits experienced in New York:

54% decrease in speeding vehicles

The street moved 13% more commuters

63% reduction in traffic crashes that caused injuries

Source: New York City Department of Transportation Traffic Management Division

What if you do not have the width to provide a segregated cycle lane?

Narrow streets can be designed as slow streets to make cyclists feel safe to share the street with cars



Tabletop crossing in Chennai

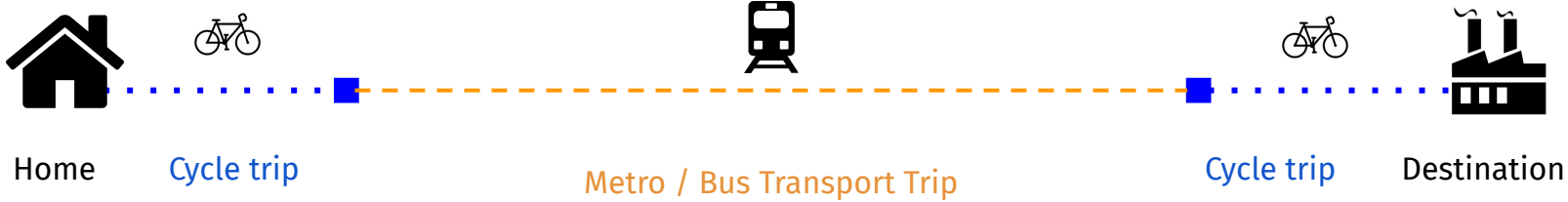
But wait, can cycling be the solution for all our trips in the city?



04

Cycling integrated with public transport can be the solution for long trips!

With the right infrastructure in place, cycles can be used as last mile connectivity for long trips.



PBS operators have started subscription plans to allow users to **take cycles home**.

Chennai metro has started providing **free of cost cycle riding** at metro stations to ensure **last mile connectivity**.

I can carry my **cycle to school** in the metro!



Communicate the right message to nudge cycling for short-distance trips!



I agree! Cycling is the most **affordable** of all modes of transport!

Not only that, it also **boosts productivity** by improving **mental and physical health!**



Access useful resources and guides on websites below to make your city cycling friendly!

**Streets 4
People**
CHALLENGE


**INDIA
CYCLES 4 CHANGE**
CHALLENGE

<https://bit.ly/s4ponline>

<http://bit.ly/c4conline>

