



bikes  
welcome

**Jo Clendon**

**CAN Do**

**March 2017**

*Great bike parking everywhere:  
encouraging more people to ride to  
more places.*

[www.bikeswelcome.org](http://www.bikeswelcome.org)

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# Everyday cycling

- ❑ Normalise
- ❑ Encourage
- ❑ Support



# YES I BIKE:

TO THE SHOPS, LIBRARY,

SUPERMARKET  BEACH

PUB, *Café* 

FOR COFFEE,  WORK  
CAKE & MARKET  
ICE CREAM PARK

MY MEETING  
WITH MY *Mates, Whanau* WITH MY *Kids*

WITH MY LOVE

# YES I BIKE

[WWW.BIKESWELCOME.ORG](http://WWW.BIKESWELCOME.ORG)





Why Bike Parking?



23 KPS (Kilometres Per Slice)



[www.aotearoa.bike](http://www.aotearoa.bike)

Bikes



Free parking since 1817

[www.aotearoa.bike](http://www.aotearoa.bike)

I always get the closest parking spot



[www.aotearoa.bike](http://www.aotearoa.bike)



## Why bike parking?

It is  
subliminal  
marketing  
for  
everyday  
cycling.

It is  
normalising.

It is  
simple.





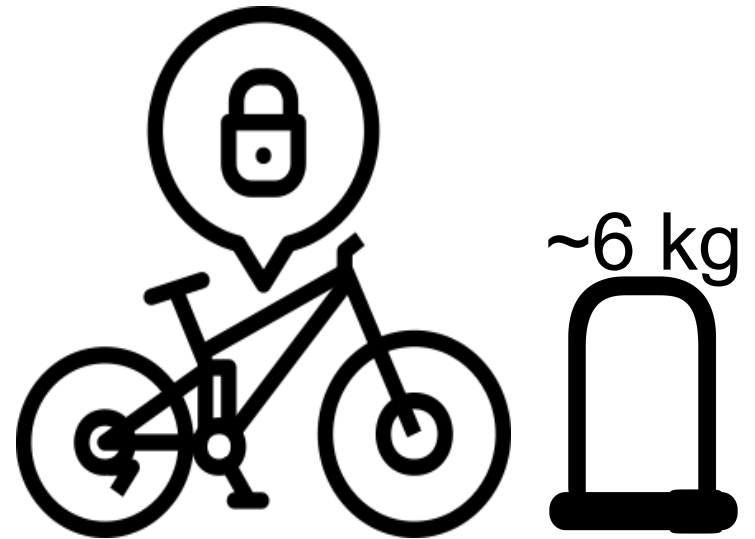
Bike parking plants the seed...  
it says "you could... you can..."

bike here”



bikes  
welcome

[WWW.BIKESWELCOME.ORG](http://WWW.BIKESWELCOME.ORG)



Why Bike Parking?



# But my customers don't cycle

Recognise



Understand



Value



Support



Educate businesses on benefits of cycling customers.



*Separate to conversations about  
removing car parking for bike lanes!*



# How to spot your biking customer



## Myth #1

THEY WEAR LYCRA AND FUNNY  
SHOES



## Tip:

THEY MAY LOOK LIKE ANY OTHER  
CUSTOMER (MAYBE HAPPIER)



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• [WWW.BIKESWELCOME.ORG](http://WWW.BIKESWELCOME.ORG) •





# Choice: Advocacy Approaches

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Top Down: District Plan Requirements / Resource Management Act  
1991 Sustainability Requirements

Council Policy /  
Vision / Planning



Collective  
Advocacy  
Promotion Bike  
Parking

Bottom Up: Individual Requests / Proactive  
Businesses

ADVOCATE



CYCLIST



WEIRDO



MINORITY



STIRRER



HIPPIE



ACTIVIST



PROTESTOR



PROBLEM



**CUSTOMER** 



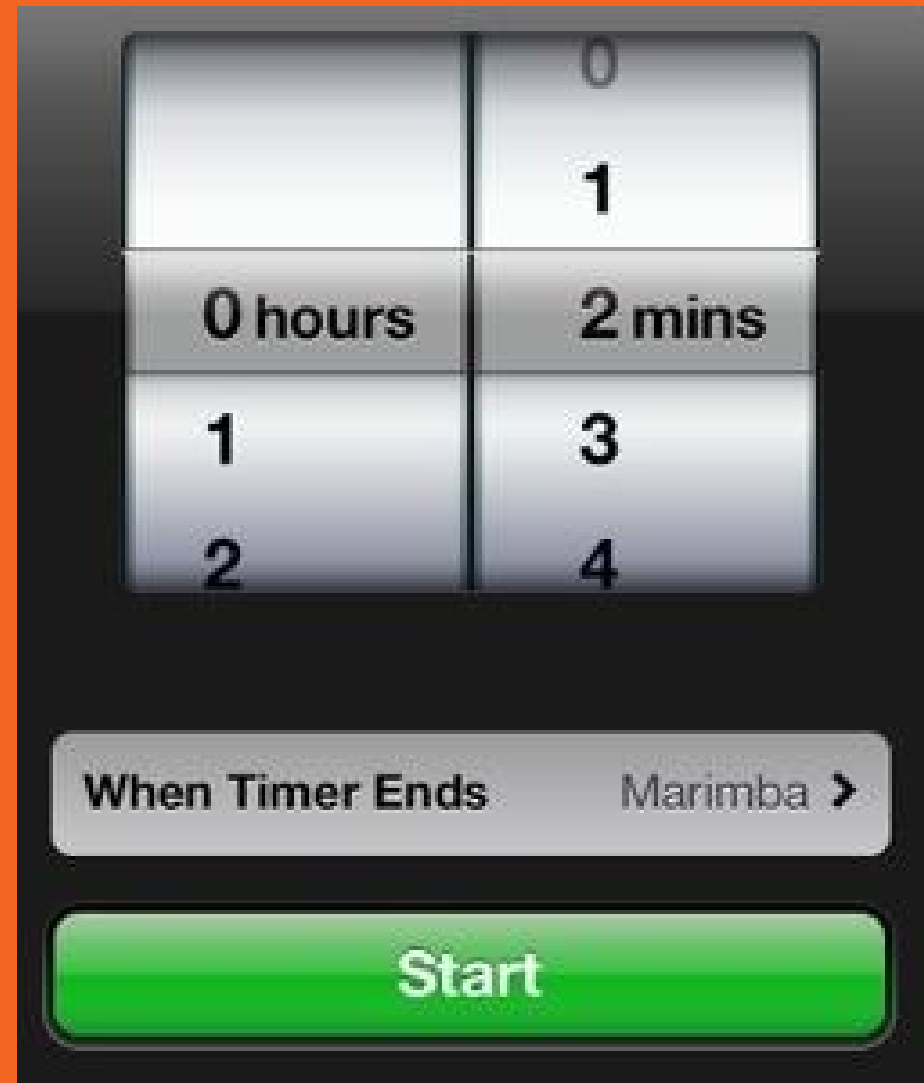
Bikes  
Welcome

[www.bikeswelcome.org](http://www.bikeswelcome.org)



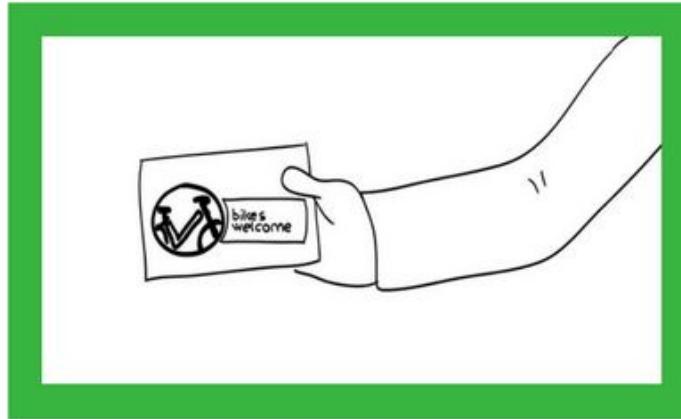


What can you do  
in 2 minutes?





# 1. Bike Users



Invite your  
favourite  
businesses



to find out more  
about the business  
benefits of being a  
'Bikes Welcome  
Business' and  
providing bike  
parking.





**I bike.  
I buy.**



bikes  
welcome

• [WWW.BIKESWELCOME.ORG](http://WWW.BIKESWELCOME.ORG)



## 2. Businesses



They visit  
[bikeswelcome.org](http://bikeswelcome.org)  
to find out more



- ☒ Spend money
- ☒ loyal and local: repeat business
- ☒ more customers

about the business  
benefits of being bike  
friendly, and information  
on providing great bike  
parking; and how to  
become a 'Bikes  
Welcome Business'





# How to spot your biking customer



## Myth #6

THEY USE THEIR CAR FOR REAL  
SHOPPING



## Tip:

THEY ARE LOYAL, LOCAL AND  
REPEAT CUSTOMERS



bikes  
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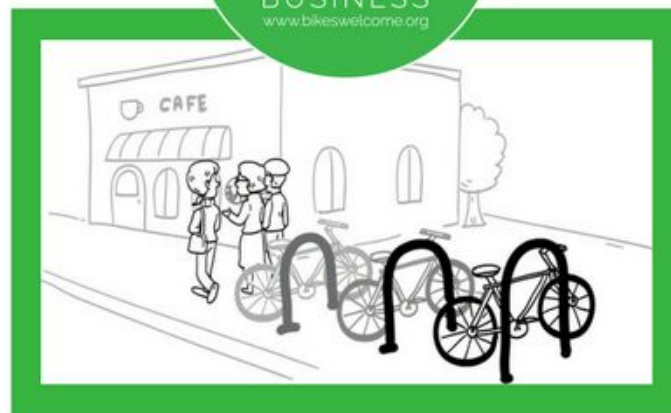
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## 3. Support

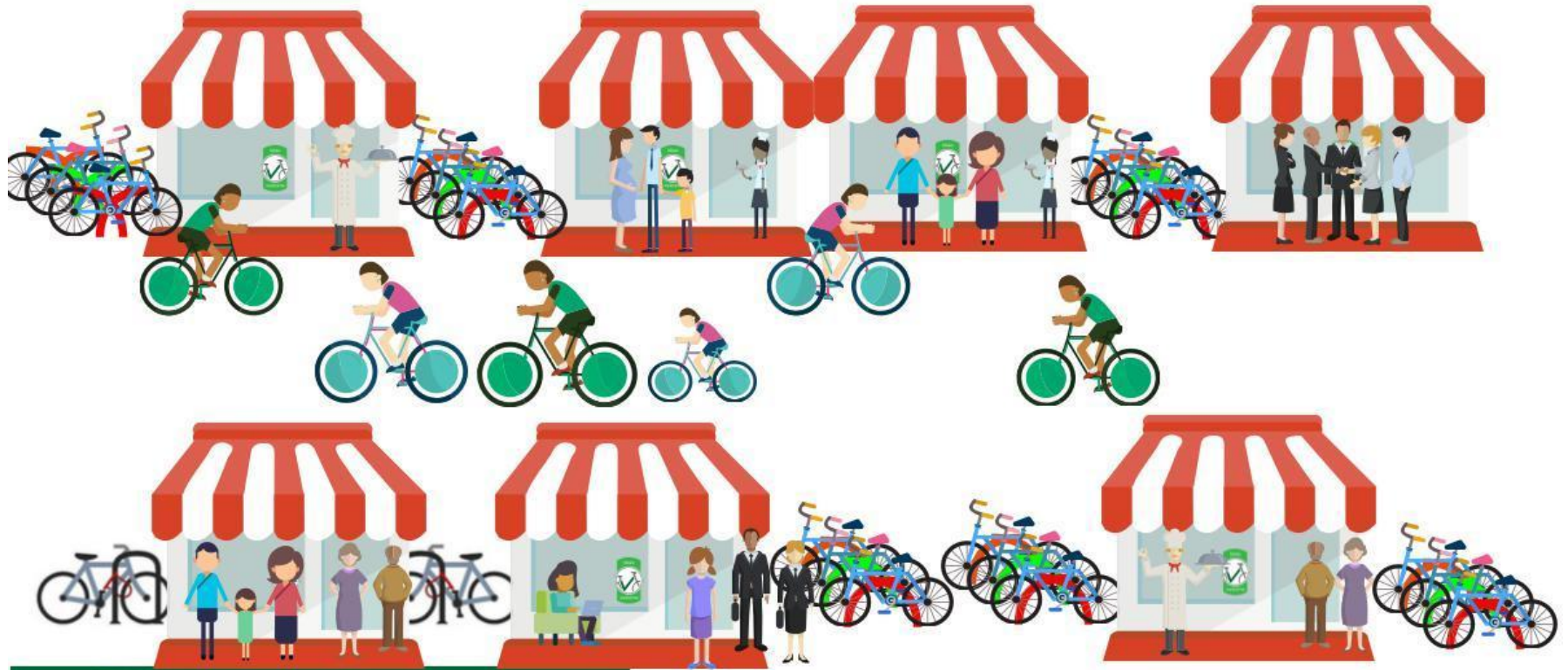


Bikes  
Welcome  
Business On-  
Line Directory

More Bike Parking  
More Biking Customers  
More Awareness  
More Support  
More Everyday Biking  
More Goodness



# Super Size It!



Business  
District



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# Current Status

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# Local Champions

Council Engagement (Info / points of contact)

Getting local bike users on board (crowd source)

Talking to businesses and business organisations

Distribution of invitations, posters, etc.

Local knowledge - opportunity identification



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# Other Support Options

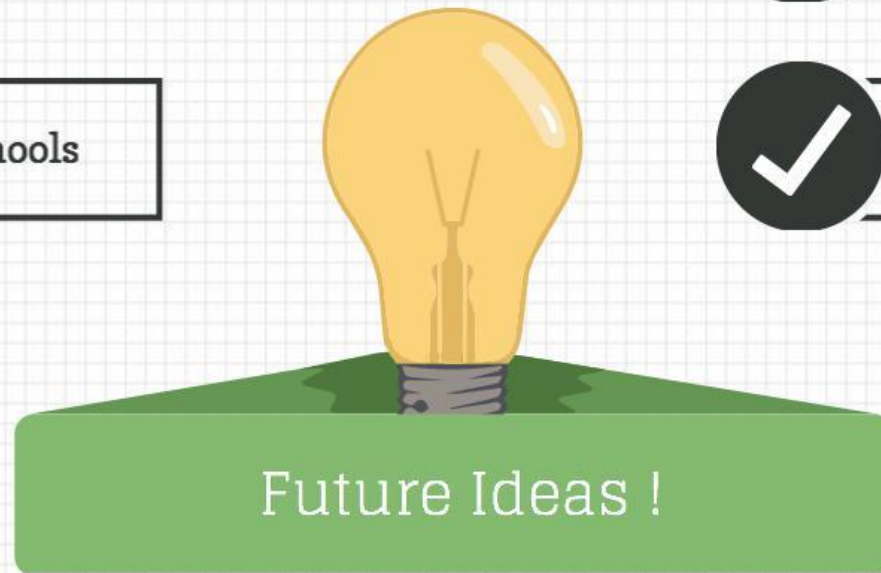
Individual support (invite your favourite business)

Sharing talents, resources & contacts

Feedback, thoughts, ideas, priorities

Sponsorship / Funding

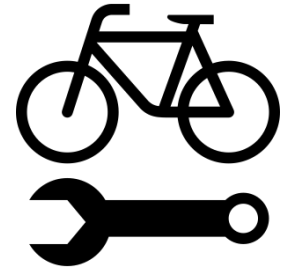






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# The BWB Toolkit



## Bike Users

Recruitment

E-invites and postcards to hand to businesses

Resources and informatin on bike parking

Online directory

Helmet Stickers



## Businesses

Business Benefits of biking

Bike Parking resources



Public (council connection)

Private (suppliers)

Registration

Listing in online directory

Sticker for their business

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Engage



Get in the  
loop



Spread  
the word

Like 'Bikes Welcome' on Facebook  
Check out [www.bikeswelcome.org](http://www.bikeswelcome.org)