



Cycling into the mainstream: why bike baskets are an effective advocacy tool

Patrick Morgan
CAN – Cycling Advocates' Network





cycling

CAN - Cycling Advocates' Network

New Zealand's network of cycling advocates

formed in 1997

groups in 22 cities and towns

5000 members and friends

speaks for 1.5 million New Zealanders who cycle

can.org.nz



CAN aims

Promote cycling

Improve safety

Encourage a good cycling environment

Promote cycle tourism

Advocate for integrated cycle planning

More people on bikes, more often

CANNIBAL





Fringe

a sporty few

hard work

dangerous

special clothes

lycra

weird

tribal

green

Mainstream

everyone

comfortable

safe

normal clothes

basket

stylish

integrated

business



Strategy: build relationships with government, business and the community

focus on long-term credibility

create win-win solutions

evidence

trust

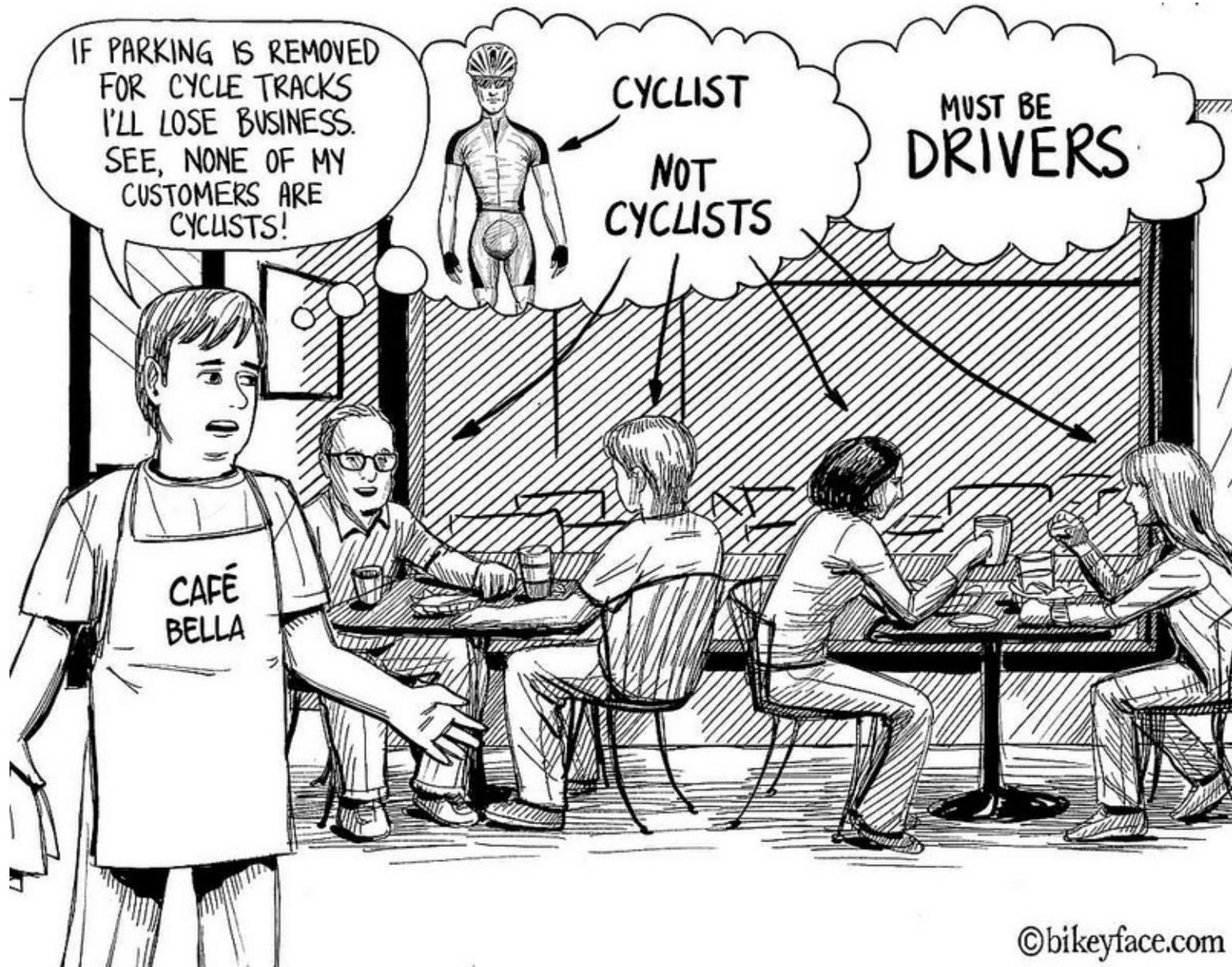
Speak like a local

Business: profits, return on investment, attract customers and staff, manage risk

Government: popularity, public demand, alignment with other goals, lower taxes

Community: convenience, savings, quality of life

Kids: cool, fun, freedom



A credible voice in the media

build relationships with journalists

be a reliable source of stories

understand news values

entertain

create your own stories in social media

Metro
2008



The world's top 10 best cities for cycling 2014







WATERFRONT

**Your bicycle has been ticketed
because it is:**

- ♡ awesome
- ♡ beautiful
- ♡ too cute!
- ♡ wicked, bro!
- ♡ in need of TLC
- ♡ the best seen today
- ♡ old school
- ♡ sweet as
- ♡ flash
- ♡ _____



lovecycling.co.nz



It's not about the bike

Focus on well-being:

thriving economy

vibrant community

affordable transport

healthy people

clean air

fun

Thanks to ...

Mikael Colville-Andersen

David Hembrow

Frocks on Bikes

Ground Effect

CAN



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Thanks for listening

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