eurocycles
ebikes and pedelecs
why policy makers and planners need to get #uptospeed on the economic advantages of embracing ebikes
electric bikes urban adventure

Google Search for cycling in Australia in this culture…

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What do bicycle user groups say an ebike is?

“E bikes are motor bikes pure and simple. MTB trails were not made for motor bikes. Even peddle assist spin wheels and not to mention people on ebikes going slow going fast up and down hills. If you want to ride on the dirt do your own peddling. If you want a motor go on the road” ~ CORC

”If you can't climb the hill naturally, you don't deserve to enjoy the down hill...” ~ CORC

Google search for cycling in Europe
Ebikes will get Australia here sooner

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NSW 2021
32 GOALS

REBUILD THE ECONOMY

1. Improve the performance of the NSW economy
2. Rebuild State finances
3. Drive economic growth in regional NSW
4. Increase the competitiveness of doing business in NSW
5. Place downward pressure on the cost of living
6. Strengthen the NSW skill base

RETURN QUALITY SERVICES

TRANSPORT

7. Reduce travel times
8. Grow patronage on public transport by making it a more attractive choice
9. Improve customer experience with transport services
10. Improve road safety

HEALTH

11. Keep people healthy and out of hospital
12. Provide world class clinical services with timely access and effective infrastructure

FAMILY & COMMUNITY SERVICES

13. Better protect the most vulnerable members of our community and break the cycle of disadvantage
14. Increase opportunities for people with a disability by providing supports that meet their individual needs and realise their potential

EDUCATION

15. Improve education and learning outcomes for all students

POLICE & JUSTICE

16. Prevent and reduce the level of crime
17. Prevent and reduce the level of re-offending
18. Improve community confidence in the justice system

RENOVATE INFRASTRUCTURE

19. Invest in critical infrastructure
20. Build liveable centres
21. Secure potable water supplies

STRENGTHEN OUR LOCAL ENVIRONMENT AND COMMUNITIES

22. Protect our natural environment
23. Increase opportunities for people to look after their own neighbourhoods and environments
24. Make it easier for people to be involved in their communities
25. Increase opportunities for seniors in NSW to fully participate in community life
26. Fostering opportunity and partnership with Aboriginal people
27. Enhance cultural, creative, sporting and recreation opportunities
28. Ensure NSW is ready to deal with major emergencies and natural disasters

RESTORE ACCOUNTABILITY TO GOVERNMENT

29. Restore confidence and integrity in the planning system
30. Restore trust in State and Local Government as a service provider
31. Improve government transparency by increasing access to government information
32. Involve the community in decision making on government policy, services and projects

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ebikes benefit our health, the economy, communities and the environment

- Drive economic growth in regional NSW
  - Rail trails, cycle tourism, mountainbike destinations
    - Jobs and opportunities in tourism goods and services. Opening new industries

- Place downward pressure on the cost of living
  - Affordable housing, medium+ density villages, active lifestyles
    - Garaging, fuel, rego, insurance, transport

- Keep people healthy (mental and physical)and out of hospital
  - Replacing car trips
    - Riding more often, longer distances, with heavier loads and for more years

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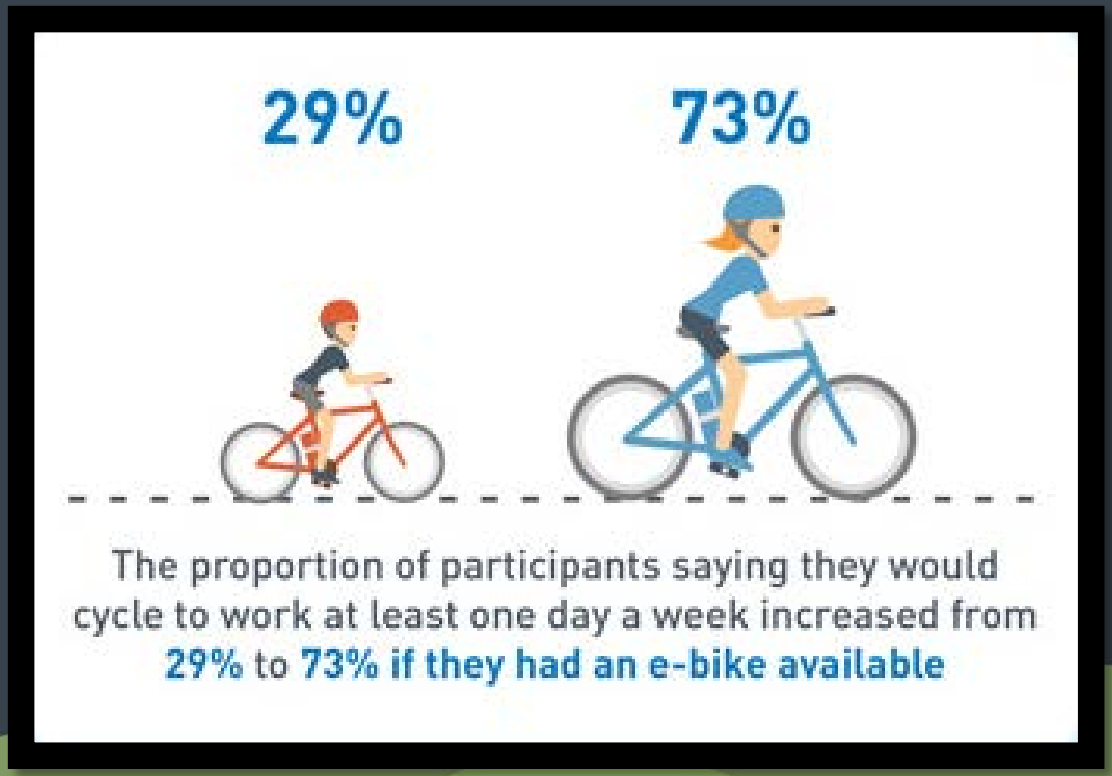
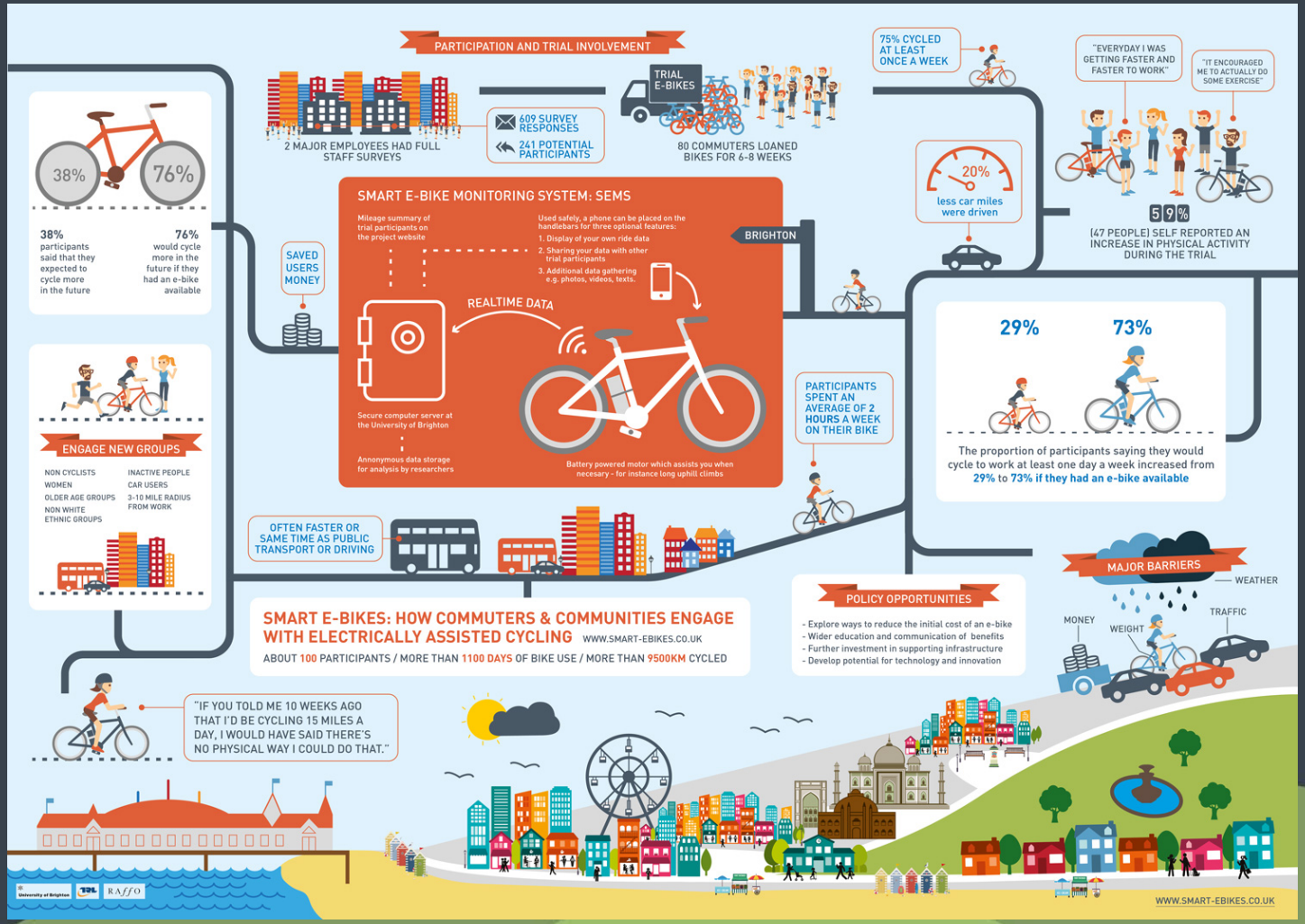
But non pedelec bikes can do this too right?



Smart e-bike research project (image source)



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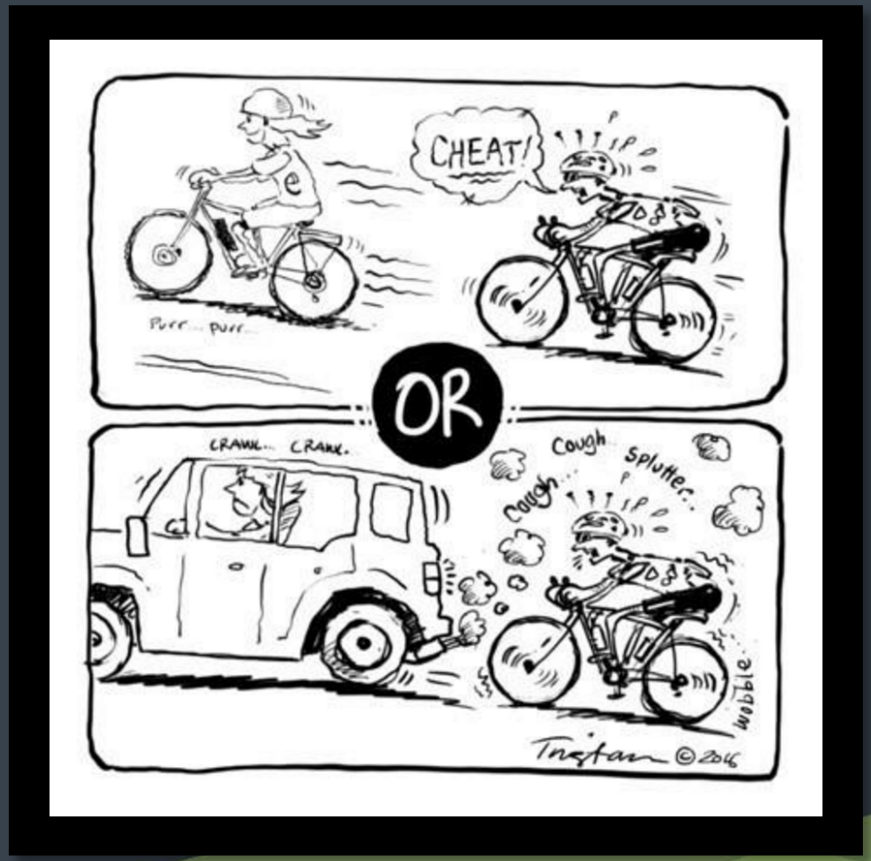
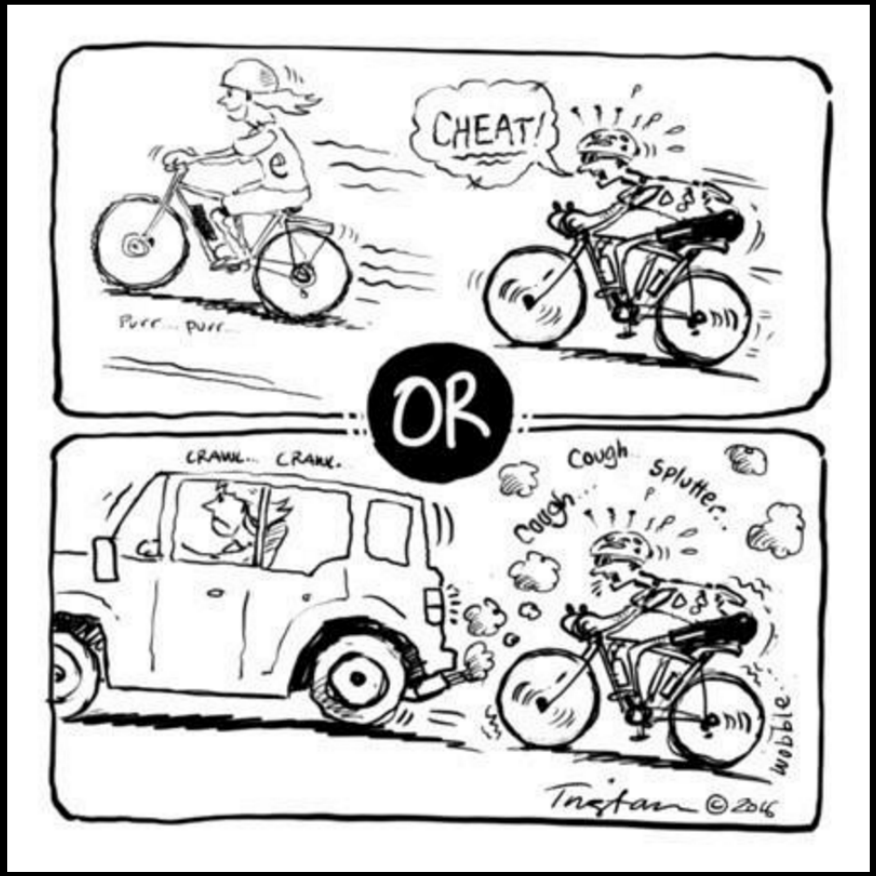
Smart e-bikes research project



Our Fearless cyclist

- cycling for sport/health
- Won't commute without ETF
  - Or on hot days
  - Or busy days
  - Or if there are lots of hills
  - Or with a load of groceries

Becoming a fearless cyclist takes commitment…and a lack of fear.



Our "cheat"

- cycling for health/active lifestyle
- Swapping car trips for bike trips
- can commute without ETF
  - on hot days
  - In a suit on busy days
  - Up hills, into headwinds
  - In confidence in traffic
  - all with a load of groceries
  - Into their 90's

Becoming a cheat is quick and painless, AND…

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Reduces the cost of traffic congestion

Reduces the cost of living

Reduces the burden on the health system

Increases economic opportunities

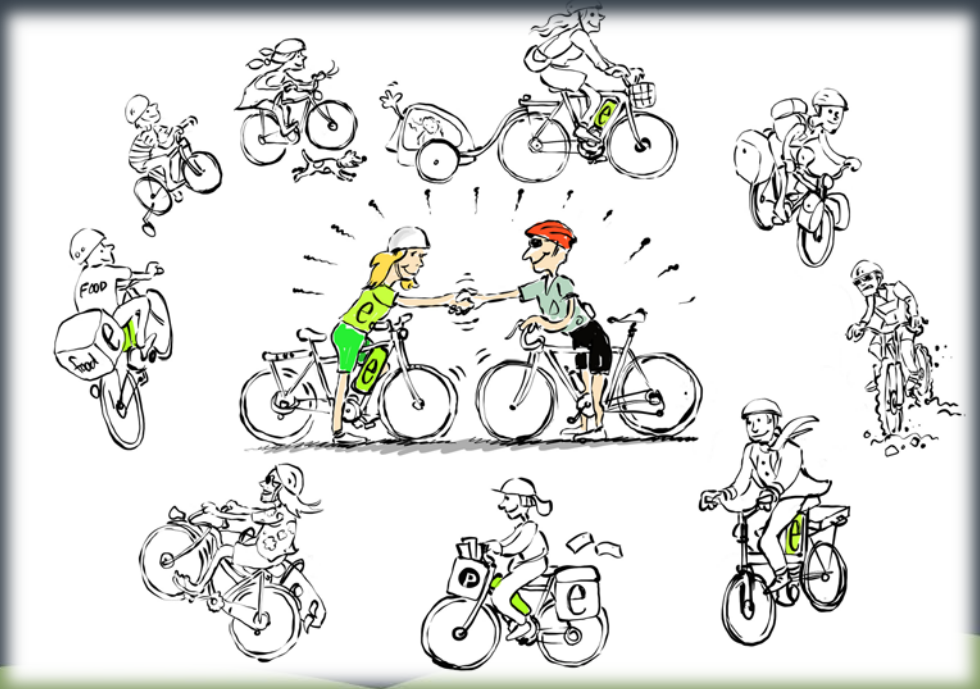
Sends positive messages to our children

Helps the environment

Most importantly

Is FUN!

Ebikes give more people of all ages the opportunity to get out of their cars and ride for lifestyle, health, leisure, sport and work



Cycling in Denmark 2016 – Australia 2025?

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The simplest and most effective way to get #uptospeed about pedelecs?

- Is to get on one!