

Report workshop EC 8.2 : Using events for bicycle promotion in public-private partnership.

The focus of this workshop session was to alert the audience to the potential of using special events as a lever to get improved bicycling facilities installed within the host community. There is a secondary benefit of encouraging bicycle use by attendees to reduce traffic congestion generated by special events. The presenters depicted a mixed bag in regards to achieving these goals.

Tilman Bracher's discussion focused on efforts to persuade the organizers of Potsdam's Federal Gardening Exhibition to provide bicycle paths and bicycle parking facilities as part of this conference. The impression I received from Tilman was that although bicycle advocates made a logical case for providing these facilities they have not been successful at getting sufficient public or private financing for cycling improvements.

Contessa Hajinikitas discussed bike improvements made in Barcelona, Spain for the 1992 Olympics and showed slides illustrating improvements made in Sydney, Australia for the 2000 Olympics. While the bicycling community received some permanent infrastructure improvements, like cycle paths, I received the impression that more could have been realized. She also discussed planning strategies that could be used for getting better bicycle facilities in the 2004 Olympics planned for Athens.

My recommendations are that the bicycling community work at an early stage with event promoters and public authorities to; 1) point out the ability of bicycles to move event attendees in an efficient and ecologically friendly manner; 2) specify what is needed in terms of bicycle infrastructure and public promotion; 3) identify those costs and where will funding come from.

With continuing events like the Olympics there should be a permanent segment of their organizing committee that includes bicycling when they consider transportation issues relating to the games. Perhaps groups like the European Cyclists' Federation can forge links with Olympic organizing committee for that purpose.

Michael Jackson
Session Chair