

Module B. Guidelines for assessing the feasibility of integrating a bicycle component into a transport project

The main goal of the feasibility study is to investigate whether or not it would be appropriate to integrate a bicycle component as part of a larger project loan. It should be noted that while bicycle projects are likely to start out small, the goal is to scale up the intervention once feasibility and cost-effectiveness have been evaluated.

Bicycles can solve many kinds of mobility problems

The following typical access and mobility problems can be effectively alleviated by bicycle components:

- a. ***excessive walking*** burdens of low-income people in rural and peri-urban areas
- b. ***inaccessibility of industrial areas*** for workers
- c. ***inaccessibility labor markets*** due to lack or cost of transport or the excessive walking distance
- d. ***inaccessibility of educational facilities*** for students
- e. ***overcrowding*** of and overdependence on urban public transit systems
- f. ***lack of paratransit*** to commuter rail stations
- g. ***delivery problems*** of small to medium enterprises

Possible components of a bicycle project

A bicycle project can consist of part or all of the following elements:

- 8. **Improving transport conditions for cycles** through
 - i. segregated, exclusive or shared bicycle lanes
 - j. protective traffic lights for cyclists (and pedestrians)
 - k. for major highways, overpasses or underpasses for bicycles
 - l. protected parking and storage facilities
 - m. traffic calming measures
 - n. public awareness campaigns on traffic education and safety
 - o. better protection from theft and harassment
- 16. **Increasing the availability of bicycles** through
 - q. better repair and maintenance facilities for existing cycles
 - r. increased credit options for bicycle retailers and assemblers
 - s. procurement of new (or used) bicycles from outside
 - t. distribution of bicycles through credit schemes
- 21. **Increasing the number of cyclists through**
 - v. increasing the availability of credit for potential bicycle owners
 - w. skill training programs for basic riding and maintenance
 - x. promotion of cycles as commuting vehicles in neighborhoods
 - y. promotion of cycles as local distribution and transportation vehicles used by local employers

In order to assess demand for all or any of the above interventions, a feasibility study should be carried out, answering questions such as listed below. It should be noted, however, that it is not always necessary to design an entirely separate research agenda to assess the form and feasibility of a bicycle component. Rather, questions about bicycle ownership, use and availability should be integrated into any general household or user survey that is done for the larger transport project. This way only limited special market research may be required.

Note on Data Collection Methods:

As evident from the above, household and user surveys are likely to be the cornerstone of the data collection. Since there likely will be surveys conducted as part of the larger transport loan of which the

bicycle component is to be a part, it is important to coordinate any such activities at an early state. The same is true for expert interviews to be conducted with local transport stakeholders and government officials. Also, there are several issues involved in obtaining information on women's transport needs which need particular attention:

- Simply interviewing household heads, who are often men, may not be sufficient since they are usually not well informed about female household transport needs. (Sections of) the survey instruments should therefore be answered by both men and women.
- In some cases, special focus groups with women may be necessary to identify needs and constraints. Similarly, focus groups with men would help to make them aware of existing transport burdens of the female households members.
- Efforts should also be made to assess potential demand, such as the number of women who would travel by bicycle if they were made available to them.
- Subsequent analysis of survey data needs to be kept sex-disaggregated.
- Additional techniques such as time budgets and direct observation at public transport stops and terminals will further enhance data collection. The latter is particularly useful to record problems facing women passengers.

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A CHECKLIST FOR ASSESSING THE FEASIBILITY OF A BICYCLE PROJECT

31. Assessing present cycle ownership and use

(household and/or user surveys):

- ff. **Who owns and has access** to bicycles: how many households, and which members of the household have access to the bicycles?
- gg. **Who** is riding: age, gender, income level of primary users?
- hh. **Where** do people ride: specific zones or neighborhoods?
- ii. **When** do people ride: weekdays vs. weekends, daytime vs. nighttime use?
- jj. **What** do people ride: typology of available cycles: two- or three wheel, standard frame, cross-bar vs. drop bar, new vs. used, accessories, workbikes?
- kk. **Why** do people ride: capture mode share for both primary trips and trips for all basic mobility needs?

38. Assessing supply-side obstacles to bicycle use

(market surveys /sketch planning techniques)

- mm. Availability of bicycles: Does supply meet demand? Are bikes produced in-country or imported from abroad? Are there enough bicycles retailers? If retail densities are low, what keeps entrepreneurs from opening shops?
- nn. Market distortions: Do luxury taxes or tariffs on bicycles or bicycle parts artificially inflate the price of bicycles? Are there customs clearance difficulties, import quotas or exchange rate controls that keep supply low?
- oo. Availability of ancillary services: Are there adequate repair and maintenance facilities and supplies? Are mechanical skills available?
- pp. Availability of appropriate infrastructure: Are there any bicycle lanes available? What condition are the facilities in? Where do they go?
- 43. **Assessing demand-side obstacles to bicycle use**

(household surveys)

- rr. **Affordability:** What is the cost of biking compared to other modes? Compared to average incomes? Can low-income people afford bicycles?
- ss. **Availability of credit:** Are credit mechanisms available for bicycle purchase? Who is eligible?
- tt. **Public image problems:** Are bikes considered 'unmodern,' 'for poor people only?
- uu. **Cultural barriers:** Is it considered culturally inappropriate for women to ride bicycles?
- vv. **Traffic safety:** Are people afraid of dangerous traffic conditions?
- ww. **Security:** Is fear of theft and personal attack keeping people from riding? Are there secure parking facilities available?
50. **Assessing Institutional Support for Bicycle Promotion**
- yy. **Government agencies:** Do existing local or national transport policies and programs pay attention to non-motorized transport?
- zz. **Non-governmental organizations:** Are there any NGOs working on bicycle promotion (e.g. environmental groups, bicycle clubs, student associations, micro-enterprise development groups, women's groups etc.)?