



# *Bicycle User Group Manual*



GOVERNMENT OF



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Transportation  
Alliance

*'Promoting everyday cycling'*



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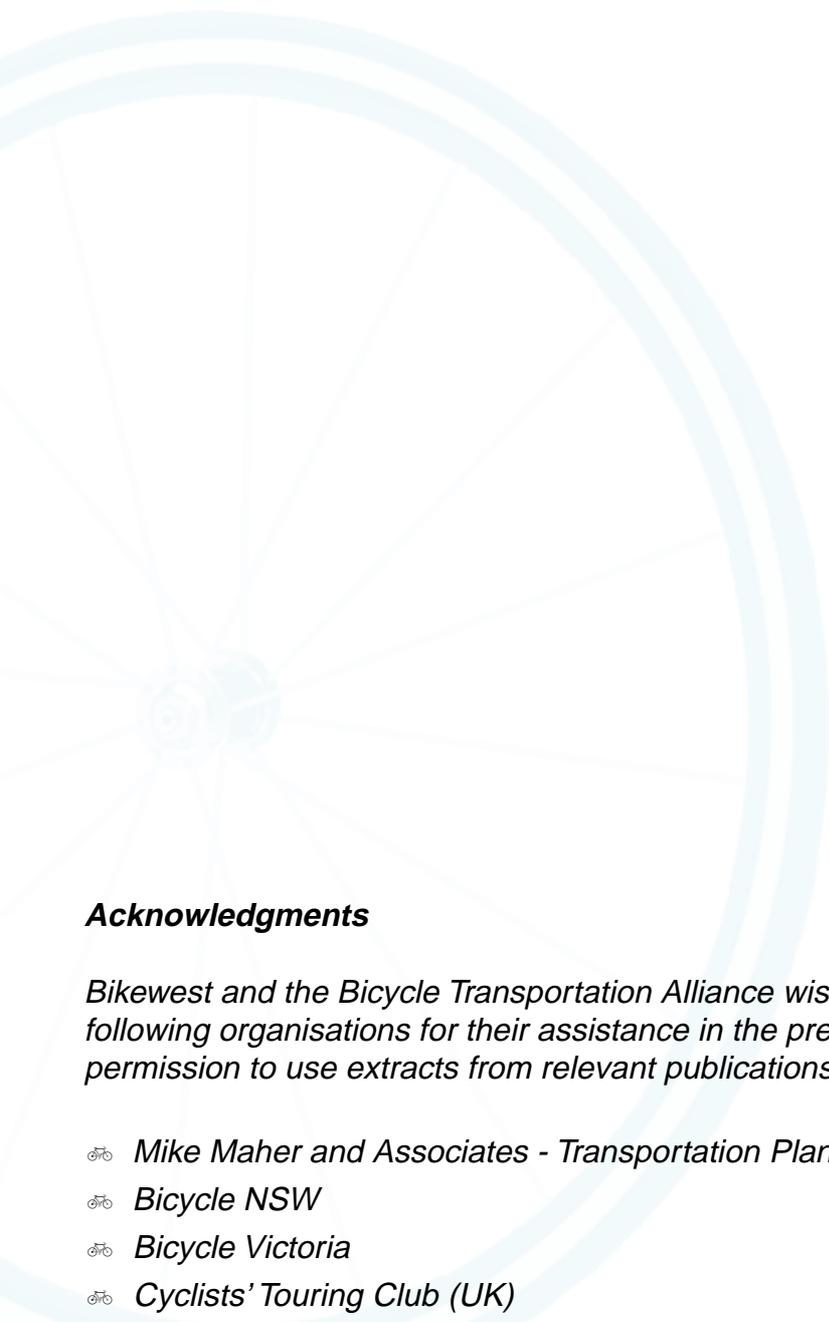


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# Chapter 1 - What is a Bicycle User Group

## Chapter Highlights

- 🚲 An explanation of the term *Bicycle User Group*.
- 🚲 The reasons and locations where BUGs develop.
- 🚲 The roles BUGs perform in the community.
- 🚲 The extensive range of activities that BUGs can get involved in.
- 🚲 A brief description on existing BUGs in Perth, newly established BUGs, and the existence of BUGs on the World Wide Web.

## What is a BUG?

A **Bicycle User Group** (BUG) is a community based organisation set up by cyclists whose aim it is to improve cycling conditions in their local area. BUGs are usually made up of local cyclists who enjoy bicycle riding for transport or for recreation purposes.

BUGs vary in size and purpose. They may meet on a regular basis to work out strategies to improve cycling in their community, in their building, or on their campus. Some BUGs organise Bike to Work days or other bicycle commuter activities with work colleagues. BUGs also are involved in transport planning and work for beneficial physical changes as well as policy changes.

BUGs encourage local government to provide better facilities and safer routes for commuter cyclists, for children riding to school and for recreational cyclists.

## Types of BUGs

BUGs usually operate in one of three areas:

- in a local government area - *Community BUGs*.

- in a workplace - *Workplace BUGs*.
  - in a tertiary institution - *Campus BUGs*
- Community BUGs*.

BUGs (in a local government area) work with the council (councillors and staff) to improve the safety and convenience of cycling to work, schools, shops and other local destinations. (See Chapter 3 “Liaising with Local Government”)

### *Workplace BUGs*

At a workplace, a BUG may form to achieve the following:

- (long term) bicycle parking in car parking areas for commuters, and (short term) parking for visitors.
- showers, changerooms and lockers
- travel expenses for bicycle journeys made during work time.
- its own newsletter, or to make contributions to the organisation’s newsletter.

### *Campus BUGs*

Some tertiary institutions have BUGs.

These groups work towards:

- increasing the use of bicycles as a means of transport to and from the campus for staff and students.
- improving facilities for cyclists on and around the site, including plentiful and secure bicycle parking on campus, and ease of access along and across neighbouring roads.
- reduce the level of vehicle use on the campus and a reduction in traffic congestion around the campus.
- publicise and promote the benefits of cycling to other students and staff.

### **The Role of BUGs**

The major emphasis of BUGs in Perth is to focus bicycle advocacy at a local level and to get down into the detail that a state advocacy group like the BTA simply cannot do.

The roles of BUGs are many and varied.

They are able to:

- provide a forum for cyclists to meet and discuss local bicycle issues.
- work with local government to improve cycling conditions at a local level (see Chapter 3 “Liaising with Local Government”).
- promote all types of cycling (commuting, recreational, sport and touring), whether it be in their local area or at their workplace.
- assist others (neighbours, friends, work colleagues) to start cycling.
- arrange and participate in social rides in their local area, local festivals and community events.

### **What BUGs Can Do**

There are many activities that BUGs get involved in, all of which contribute to a better cycling environment. BUGs can:

- review and contribute ideas and suggestions to local bicycle plans and regional plans, such as the *Perth Bicycle Network*.
- review traffic calming proposals and road closures to make sure cyclists are not disadvantaged.
- assist councils, businesses and institutions to determine appropriate locations (and type) of bicycle parking facilities by undertaking ‘saddle surveys’ in their local area - see the BTAs leaflet.

- help to change attitudes towards cycling, eg. by talking with local government councillors, engineers, planners and other state and local government officials.
- support the implementation of the *Perth Bicycle Network*.
- request better end-of-trip facilities in business and work places (eg. parking, clothes lockers, showers).
- assist local government to review and revise building codes and town planning schemes (so that they require the provision of bicycle parking, showers, changerooms, lockers and other relevant facilities for bicycle commuters).
- survey road and path conditions, record safety issues relating to cyclists (eg. glass on roads, overhanging branches, damaged paths, dangerous drainage grates, potholes) and report problems to the local council.
- advocate the creation of bike lanes and wide kerbside lanes on major arterial roads.
- advocate increased accessibility for cyclists to trains and buses (for dual-mode transport) and secure parking facilities at bus and train stations.
- encouraging bicycle education in schools for children and for adults.
- assist local schools to conduct “Bike Ed” courses and assisting with “Vacation Bike Ed” courses.
- promote safe cycling habits and responsible road use among members, other cyclists and other road users.
- ensure that the BUG is listed in local directories and InfoLink (Library Information Service - LISWA).

- cooperate with neighbouring BUGs in matters of common interest.
- write to magazines and newspapers, and contribute regularly to the BTA's *Cycling in the West* newsletter.
- establish a web page, advertising the group, its objectives and providing some electronic forms.
- attend public bicycle exhibitions and Bikeweek events and set up display boards with BUG information.
- volunteer some spare time to assist the Bicycle Transportation Alliance on various tasks.

*Bicycle Victoria* cites a range of other activities that BUGs might get involved in, including:

- request the local council to prepare a Local Area Bike Plan or, if one exists, to update it and continue the implementation of it.
- invite local councillors/Mayor on a ride around the local area to highlight issues faced by cyclists. This could be followed by a social get-together and discussion.
- conduct a bicycle repair clinic where inspections are made to advise owners on the roadworthiness of their bike.
- participate in the local carnival/festival. This can include games, races, display, skills testing and secure bicycle parking as part of the festivities
- organise rides for their group and the public.
- measure lanes on local roads and determine where wide kerbside lanes would be appropriate.
- organise informal social functions at a local

park, pub or restaurant to discuss bicycle issues.

- participate in an event with another leisure organisation to promote cycling.
- survey cyclists using paths/roads and identify which routes are being frequently used by cyclists.
- investigate what facilities (if any) are available for cyclists at local workplaces, and contact the building owner/manager with suggested improvements.
- invite councillors to their BUG meeting.
- organise an appointment with the local council engineers. Visit them at their office and explain what the group stands for. Invite them to BUG meetings.
- establish relationships with local bicycle shop proprietor(s). These shops are a good place to leave material advertising the BUG.

(Source: Bicycle Victoria's "*The BUG's Booklet*")

### **BUGs in Perth**

The BUGs listed below already exist in Perth. (Refer to Appendix 1 for contact details).

#### **BBUG - Bayswater Bicycle User Group**

Covering all suburbs within City of Bayswater, including the Maylands area. Meets monthly.

#### **CBUG - Canning Bicycle User Group**

Covering all suburbs within the City of Canning. Meets monthly.

#### **CMPBUG - Cottesloe-Mosman Park Bicycle User Group**

Covering all areas within the Towns of Cottesloe and Mosman Park. Meets monthly.

#### **FBUG - Fremantle Bicycle User Group**

Covering all suburbs within the City of Fremantle. Meets monthly.

#### **KBUG - Kalamunda Bicycle User Group**

Covering all areas within the Shire of Kalamunda, and including the hills communities. Meets monthly.

#### **MELBUG - Melville Bicycle User Group**

Covering all suburbs within the City of Melville. The group contributed to the Melville Bike Plan. Meets monthly.

#### **PBUG - Perth Bicycle User Group**

Unlike most BUGs, which are based around where people live, the Perth BUG benefits all cyclists who travel to or through the Perth Central Business District, including West Perth and Northbridge. The BUG holds 'virtual' meetings via e-mail.

#### **SPBUG - South Perth Bicycle User Group**

Covering all suburbs within the City of South Perth. The group contributed to the South Perth Bike Plan. Meets monthly.

#### **SWBUG - Stirling (West) Bicycle User Group**

Covering all suburbs within the City of Stirling, west of Wanneroo Rd. Meets monthly.

#### **VPBUG - Victoria Park Bicycle User Group**

Covering all suburbs within the Town of Victoria Park. Meets occasionally.

#### **VBUG - Vincent Bicycle User Group**

Covering all suburbs within the Town of Vincent. The group contributed to the Vincent Bike Plan. Meets monthly.

#### **WSBUG - Western Suburbs Bicycle User Group**

Covering all suburbs within the Town of Cambridge and the City of Subiaco. Meets occasionally.

### **Some BUGs on the World Wide Web**

The BTA reports BUG news on its WWW site. See <http://sunsite.anu.edu.au/wa/bta>

There are many BUGs on the WWW. An example is the Cairns BUG from Queensland. It has electronic 'hazard report' and parking forms that can be submitted over the internet. See <http://www.altnews.com.au/CBUG>

Some other BUG sites around the world:

- Kingston BUG - Melbourne, Victoria, <http://home.vicnet.net.au/~joea/KingstonBug.htm>
- Bristol BUG - Bristol, United Kingdom <http://www.gn.apc.org/cycling/bugs/bristol.html>
- Birmingham University BUG - Birmingham, United Kingdom <http://www.bham.ac.uk/bubug/bubug.htm>
- Dekalb BUG, Georgia, USA <http://www.bikesbl.org:80/Advocacy/dekalbbug.html>

# Chapter 2 - Forming a Bicycle User Group

## Chapter Highlights

- 🚲 Recommended steps to take when trying to establish a new BUG.
- 🚲 Suggestions on how to contact established groups that can help you (Bicycle Transportation Alliance, other local BUGs, Bikewest).
- 🚲 Forming a strategy for launching the BUG.
- 🚲 Recommendations on how to arrange meetings.

## Why Do BUGs Form?

BUGs form because an individual or a group of like-minded people believe more could and should be done for cyclists in a town, in a local government area, or at a workplace. The adage “there is strength in numbers” is true in bicycle advocacy. The combined voices of a number of people is much more effective than individuals trying to do everything by themselves. BUG members will need others to help them achieve their objectives. Working with others to achieve a common goal is more enjoyable, rewarding and fun.

## How to Get Help

### Contact the BTA

For support in setting up a BUG contact the Bicycle Transportation Alliance (BTA). The BTA is a non-profit bicycle advocacy group, run by a dedicated group of volunteers, whose aim is to encourage everyday cycling. See Appendix 1 for more details of the BTA.

- ◇ The BTA actively supports a number of BUGs which work at a local level (usually

in a local council area) to improve bicycle facilities.

- ◇ The BTA can provide support to encourage formation of new BUGs. Contact the BTA BUG Coordinator (see contact details in Appendix 1).
- ◇ The BTA can help set up meetings and contact prospective BUG members in the area.
- ◇ The BTA maintains a database of cyclists from all over Western Australia, and can provide lists of cyclists separated into local areas in the Perth metropolitan area and country areas as well.
- ◇ BTA members can come along to the first few meetings to assist in setting up the BUG and can pass on experience gained with other BUGs.
- ◇ The BTA can also help with some of the costs of running a BUG such as postage.
- ◇ The BTA publishes a newsletter called *Cycling in the West* every two months which is distributed in paper form (3000 copies) to members, bicycle shops and to decision makers in the community. Notices of BUG meetings, events, issues and successes of the group can be published in this newsletter.

### Contact Bikewest

Bikewest is the bicycle unit within Transport. Its main objective is to establish the bicycle as a safe and popular mode of transport and recreation within Western Australia. Bikewest has 12 full-time staff working on cycling issues and an annual budget of several million dollars. (Further details about the

work of Bikewest is included in Appendix 1).

- ◇ Bikewest officers could be invited to attend BUG meetings to provide information and advise on proposed new bicycle facilities in your local area.
- ◇ Bikewest has extensive contact with the cycling public and can refer interested people to the BUG.
- ◇ The Bikewest Promotions Officer has a cycling program on radio station 6NR, which can be used to get cycling messages out to listeners. Use of this free air time can be valuable in getting information out to potential members of the BUG.

### **Contact Local Cyclists**

There are many ways to contact people who may become members of the BUG. Which ones are chosen will depend on such things as BUG members' familiarity with the person, where the BUG obtained their details, and the time that BUG members have available. BUG members may telephone them, write a letter, make a personal visit or even reach out to potential members via newspaper advertisements, radio talk shows, or newsletters of organisations.

- ◇ Make a phone call - Phoning people is often more effective than a letter, as it is a more personal approach. It is also a quick way of making contact. During the phone call tell the person that a group of local cyclists are forming a BUG. Ask them what issues concern them as cyclists in the local area. Listen to their concern. Then invite them to the next meeting of the BUG. Tell them what the aims of that meeting are to be.

Provide the person with the same information included in any letter that is sent out (see below). Follow up the phone call with a letter or a copy of a flyer.

- ◇ Prepare a leaflet or flyer - Composing a flyer setting the intention to start a BUG is a good way of getting the message out. It is a good idea to include the following information in the flyer:
  - the purpose in forming a BUG
  - invite their participation in the BUG to encourage the development of bicycle facilities in the local area
  - the details (date, time, place and contact person) of the upcoming BUG meeting
  - examples of local cycling issues of concern such as:
    - the need for bicycle parking facilities outside the local supermarket
    - the need for bike lanes on the major arterial road passing through the suburb
    - the need for the construction of a section of path to complete a missing link in a dual use path system
    - the need for a safer crossing of a busy road to assist school children access their school by bike
  - indicate that these issues can best be resolved through community action and participation
  - include a suggested agenda for the meeting, containing ideas gleaned during conversations and telephone calls with those people that have been contacted prior to the meeting.
- ◇ Write a letter to local cyclists - You could send a letter to local cyclists inviting them

to participate in the BUG. See example letter at end of Chapter.

- ◇ The BTAs BUG promotional leaflet - A BUG promotional leaflet is available from the BTA, which you might also like to include. The leaflet explains the general aims of BUGs and space is provided in which to add meeting details of the newly establishing BUG.
- ◇ Contact friends, relatives and other personal contacts - Talk to everyone: friends, neighbours, the local school Parents and Citizens (P&C) Association and any other personal contacts you may have. It is important to find several people who are interested in helping establish the BUG. Talk to many people. Support may come from the most unlikely people.

### **Form a Strategy to Launch the BUG**

In forming a BUG, some careful planning is needed to ensure initial involvement, and on-going support. A formula that has been successful for other BUGs has been:

- a small (initial) meeting with key supporters (sometimes called the 'core' group meeting)
- a public meeting with many members of the community attending
- a 'follow' up' meeting with interested attendees from the 'core' group and the public meeting



*Bayswater BUG members discuss strategies at 'core group' meeting.*

- on-going BUG meetings.

### **The Initial Meeting - the 'Core' Group**

The first meeting to set up the BUG would be small, with only a handful of known advocates. This would involve:

- you and others that you know want to be involved
- the BTA BUG Coordinator
- other BUG convenors from existing successful BUGs.
- BTA members who live in the area
- people that the BTA knows are really interested in bicycle issues who live in your area.

It is recommended that a contact list of known cycling advocates be obtained from the BTA. The recommended approach to making contact with people on the list is:

- send out flyer/leaflet about 2 weeks prior to "Core Group" meeting
- follow up with phone call approximately 1

week prior to the meeting - ask for local concerns/ issues, and invite to the meeting

- send out agenda with some of the issues raised: letter/ fax/email to arrive 1-2 days prior to the meeting as a reminder.

### **The Public Meeting**

The second meeting would be a much larger gathering, a public meeting, where

widespread advertising is done to attract as many interested cyclists as possible. Members of the core group can take on many of the tasks involved in spreading the word about the upcoming public meeting. (See below “Getting People to the Public Meeting”).

The purpose of the public meeting is to draw out other interested cyclists and to find out what the local issues are. It is important to have a public meeting if you want your BUG to be seen to be representing your local community. This will also give the BUG more credibility when you come to negotiating with your local council and other authorities.

### **The Follow-up Meeting**

The third meeting would be the first ‘real’ meeting of the BUG, which involves those who attended the original (‘core group’) meeting, plus others who are attracted to the BUG as a result of the public meeting.

The regular BUG meetings will concentrate on prioritising the issues raised by the community, to work out strategies for getting things done, to share success stories and to plan rides or other activities to keep members interested and active.

### **Meeting Arrangements**

The following guidelines will assist the BUG in successfully arranging the meetings:

- Look for a suitable venue central to the area, which is easily accessible by bike and, ideally, with bicycle parking facilities.
- The venue could be in a community centre, a sports or recreation centre, a school hall or a local hotel (which often have meeting rooms available free of charge).

- Council staff can usually provide you with a list of rooms and halls available for hire.
- Several suitable venues may have to be evaluated to find a room that is available on the night in the week that the meeting is to be held.

### **Getting People to the Public Meeting**

- Prepare a flyer for widespread distribution (see examples at the end of this chapter).
- People from the initial ‘core’ group meeting can hand flyers to cyclists when they meet them at: train stations, shopping centres, on bike paths, riding along on roads, at swimming pools, recreation and leisure centres, libraries and schools (but only approach parents please). Though it is (technically) illegal to staple or tape a flyer on parked bikes, this method is very effective in reaching cyclists.
- Prepare enlargements of the flyer for display at local bike shops, notice boards of the local community centre, recreation centres, supermarkets and libraries in the local area or town.
- Speak to the owners/staff of bike shops in the area, as they may be very interested in helping set up the BUG, or at least joining it. They may also have a mailing list of customers (cyclists!!) which they could provide to the BUG.
- Notify the P&C and Principals of schools in the area, especially if one of the major cycling issues on the BUG’s agenda involves the safety of school children and access to the school. It may be useful to get the P & C involved.

- Insert notice in “Grassroots” column of the Earth 2000 Supplement of Monday’s *The West Australian*.
- Insert notice in the “Community Calendar” of the local *Community* newspaper.
- Make arrangements for a photo/story in local newspaper (provide Press Release and suitable photo(s) to journalist - see Chapter 4 - Communicating with the Media).
- Insert notice in school newsletters.
- Spread information by word of mouth - neighbours, friends, relatives.

### **Contact Details of Attendees**

- At each of the meetings of the BUG be sure to get the names and contact details of people attending. (See suggested *Attendance Register* proforma included within this manual).

### **Meeting Agendas**

To help ensure BUG meetings are productive, they need to be planned correctly and be run effectively. Some points to consider:

- Prepare an Agenda
  - make a list of things that the group will be discussing during the meeting
  - allocate time for each item eg. 5 minutes
  - remember to keep the meeting tight and to the point
- Sample agendas for the initial ‘core’ group meeting, the ‘public meeting’ and the ongoing ‘regular’ meetings of the BUG are contained within this manual.

### **Delegating Tasks**

- It is recommended that BUG members be appointed to the following tasks on a

rotating basis:

*Facilitator* - the facilitator will chair the meeting making sure that everybody has a chance to have their say and the meeting runs smoothly and as planned.

*Recorder* - the recorder will take the minutes of the meeting, making sure that each important point is recorded.

*Timekeeper* - the timekeeper (who could be the facilitator) will make sure that enough time is spent on each item and ensure that the meeting does not go over the set time.

- At the next meeting, other members may take up these roles.
- Share the workload. It is advisable that each person walk away from the meeting with a task to complete by the next meeting. The group will then feel a sense of involvement.

### **BUGs in Country Towns and Regional Centres**

The formation of BUGs is not limited to the Perth metropolitan region. The issues in bicycle planning and bicycle use in country towns and regional centres are similar, and the potential for increasing bicycle use exists. There is therefore potential for BUGs to form in country towns and regional centres such as Mandurah, Albany, Geraldton and Kalgoorlie. The process for establishing a BUG in country towns and regional centres would be identical to that which is described in this manual.

## Typical BUG ‘Core Group’ Meeting

insert date here

### Agenda

#	Time	Agenda Item	Person
1	7.00 - 7.05	Welcome, introductions, attendance and apologies	Meeting facilitator
2	7.05 - 7.10	Outline of purpose of meeting	Bikewest / BTA
3	7.10 - 7.30	General discussion of local issues/concerns: <ul style="list-style-type: none"> <li>• Dual use paths</li> <li>• Safe Routes to Schools issues</li> <li>• Roads causing concern</li> <li>• Exclusive bike facility needed along busy roads</li> <li>• Traffic calming</li> <li>• Bridge issues</li> <li>• Current re-surfacing of roads</li> </ul>	All
4	7.30 - 7.50	Discussion of Action Plan: (Allocation of tasks in preparation for Public Meeting) <ul style="list-style-type: none"> <li>• Distribution of Public Meeting ‘Flyers’</li> <li>• Phoning cyclists</li> <li>• Notices to bike shops</li> <li>• Newspaper notices</li> <li>• Press release and photo</li> <li>• Informing P&amp;C and school principals</li> <li>• Inviting the local government rep</li> <li>• BUG spokesperson at Public Meeting</li> <li>• Minute taking at Public Meeting</li> <li>• Other items????</li> </ul>	All
5	7.50 - 7.55	Upcoming Meetings: <ul style="list-style-type: none"> <li>• Public Meeting - insert date here</li> <li>• Regular BUG meetings - date/day/time and venue to be decided</li> </ul>	
6	7.55 - 8.00	Other Business	

## Typical BUG Public Meeting

insert date here

insert location of meeting place here

### Agenda

- |   |             |   |   |
|---|-------------|---|---|
| 1 | 7.00 - 7.05 | Welcome, introductions, attendance  | Meeting facilitator                                   |
| 2 | 7.05 - 7.15 | <ul style="list-style-type: none"><li>• Explanation of purpose of meeting</li><li>• Introduction/welcome by the xxxxxx BUG</li><li>• The role of <i>Bikewest</i></li><li>• The <i>Bicycle Transportation Alliance's</i> BUG Development Project (other successful BUGs)</li></ul> | Meeting facilitator<br>BUG rep<br>Bikewest rep<br>BTA |
| 3 | 7.15 - 7.35 | General discussion of local issues/concerns   | Everyone  |
| 4 | 7.35 - 7.40 | “Best practice” examples from around the world  | BTA   |
| 5 | 7.40 - 8.00 | Next steps <ul style="list-style-type: none"><li>• Next meeting of the BUG- date/day/time and venue</li><li>• Allocation of tasks for BUG members</li></ul>   | Everyone  |
| 6 | 8.00        | Refreshments / informal networking  |   |

## Typical BUG Meeting

insert date here

insert location of meeting place here

### Agenda

- |   |             |  |                     |
|---|-------------|--|---------------------|
| 1 | 7.00 - 7.05 | Welcome, introductions, attendance   | Meeting facilitator |
| 2 | 7.05 - 7.10 | Minutes / notes of last meeting  | Meeting facilitator |
| 3 | 7.10 - 7.30 | Business of meeting <ul style="list-style-type: none"><li>• general discussion of issues</li><li>• recent events</li><li>• upcoming events (displays, meetings, social rides, etc)</li></ul>   | BUG members         |
| 4 | 7.30 - 7.50 | Update on progress of projects <ul style="list-style-type: none"><li>• some local successes</li></ul>  | BUG members         |
| 5 | 7.50 - 8.00 | Action list <ul style="list-style-type: none"><li>• upcoming special events<ul style="list-style-type: none"><li>- eg. social rides, saddle surveys, meetings</li></ul></li><li>• next meeting of the BUG<ul style="list-style-type: none"><li>- date/day/time and venue</li></ul></li><li>• allocation of tasks for BUG members for next meeting<ul style="list-style-type: none"><li>- meeting facilitator</li><li>- recorder</li><li>- timekeeper</li><li>- distribution of minutes to members and BTA</li></ul></li><li>• review of tasks and people</li></ul> | BUG members         |
| 6 | 8.00        | Refreshments / informal networking   |                     |



## Sample Letter to Local Cyclists

78 Gobybike Rd  
Bikeville WA 6666

Dear fellow cyclist

I am writing to you as I am forming a Bicycle User Group for our area, to encourage the Bikeville Council to develop better bicycle facilities in our local area.

I have arranged a meeting for interested cyclists to discuss cycling issues of mutual concern. The meeting will be held on:

Time: 7.00pm  
Date: Thursday 29th February 1998  
Place: Lesser Hall, City of Bikeville, Cycleon St, Bikeville  
Contact: Mike Jones ph. (08) 9999 9999

I am arranging this meeting, and the formation of a BUG, as I believe there are several local cycling issues of concern to all members of our community, such as:

- the need for bicycle parking facilities outside the Bikeville supermarket
- the need for bike lanes on Cycleon St
- the need for a safer crossing of Cycleon St to assist school children access Bikeville Primary School by bike

I believe that these issues can best be resolved through community action and participation. I invite you to attend this important meeting. I hope that you will raise additional matters of concern to you and your family, and I would welcome you telling your friends and neighbours that this meeting is being held, and invite their attendance.

I have included a suggested agenda for the meeting. This contains ideas gleaned during my conversations with various people that I have recently contacted in our community.

I hope to see you at the meeting

Yours sincerely

Mike Jones

## Checklist for Setting Up BUG Meetings

### The 'Core Group' Meeting

- contact the BTA and obtain list of key supporters in your local area
- contact Council staff for a list of rooms and halls available for hire
- evaluate several venues to find the most suitable room, central to your area
- book meeting room
- prepare letter to local cyclists (see example)
- write to key supporters inviting them to the initial meeting
- phone key supporters to discuss issues and invite them to initial meeting
- arrange for refreshments for meeting
- prepare attendance register, direction signs to room and any handouts
- delegate tasks at meeting

### The Public Meeting

- evaluate several venues to find suitable room/hall, central to your area, with bike parking
- book room/hall for public meeting
- prepare a 'notice of meeting' flyer for widespread distribution eg. to cyclists on BTA database for your area
- ask Bikewest to post flyer to cyclists on its database
- BUG members hand flyers to cyclists
- display enlargements of flyer at local bike shops, community centre and libraries
- inform owners/staff of bike shops in the area about the BUG public meeting
- inform the P&C and Principals of schools in the area about the BUG public meeting
- insert notice in "Grassroots" column of the Earth 2000 Supplement *The West Australian*
- insert notice in the "Community Calendar" of the local Community newspaper
- arrange for photo/story in local newspaper
- insert notice in school newsletters
- tell neighbours, friends, relatives about the BUG
- invite special guests and speakers (eg. from BTA, Bikewest and the local government)
- prepare agenda and make multiple copies for attendees
- prepare attendance register
- arrange for refreshments for meeting

- arrange for necessary equipment (eg. local bike maps, Perth Bicycle Network plans from Bikewest, flip chart, whiteboard, overhead projector, slide projector, etc)

### **The Follow Up BUG Meeting**

- book room for BUG meeting
- prepare 'notice of meeting'
- prepare 'list of issues' from public meeting
- invite attendees from initial meeting and public meeting (letter and 'list of issues')
- prepare agenda and make multiple copies for attendees
- prepare attendance register
- prepare 'action' sheet
- arrange for refreshments for meeting
- arrange for necessary equipment
- prepare suggested priority list for issues



## Example - BUG Meeting Minutes

**Meeting held on:** (insert day, date, time here)

**Meeting held at:** (insert place of meeting here)

**1. Attendance:** (insert names of those attending meeting here)

**2. Apologies:** (insert names of unable to attend meeting here)

**3. Previous Meeting Minutes:**

**4. Reports on Progress since Last Meeting:**

<i>Report By</i>	<i>Report</i>

**5. Business of this Meeting:**

<i>Major Points</i>	<i>Raised by</i>	<i>Action</i>

**6. Next meeting:**

Date:

Time:

Venue:

**7. Next meeting tasks:**

Facilitator:

Recorder:

Timekeeper:

## Sample Flyer

### *Let's Make Cottesloe Bicycle Friendly*

A local area Bicycle User Group (**BUG**) will be starting up in the Cottesloe area very soon.

BUGs have a local area focus - influencing local decisions, making the area we live in safer, more convenient and more fun for bike riders - both adults and children.

BUGs in other areas have already: achieved modification of dangerous road & paths, cooperated with councils to plan better facilities, helped plan safe routes to schools, held BBQs and "Councillors' Rides" for fun and reward.

A "**Core Group Meeting**" of Bicycle Transportation Alliance members and other interested cyclists will be held at **Lesser Hall, Cottesloe Civic Centre**, 109 Broome St, on **Thursday March 26th at 7.00pm**.

We will plan towards holding a **Public Meeting** also at **Lesser Hall, Cottesloe Civic Centre**, 109 Broome St, on **Thursday April 16th at 7.00pm**.

Everyone is welcome to both of these meetings. Tell your cycling friends and put it on your calendar now!

For **more information** contact Graham Blackwell from the BTA on:

Phone      9444 5098 (day and evening)  
Fax         9228 4994  
email       barnaby@omen.net.au



# Chapter 3 - Liaising with Local Government

## Chapter Highlights

- 🚲 How local government can affect the provision of facilities in the local area
- 🚲 Liaison with councillors
- 🚲 Inputting to the committees of the Council
- 🚲 Communication with staff at the Council

## Local Government and Cycling

Local government has a major influence over the provision and maintenance of bicycle facilities in the local area. It is very important therefore that the BUG familiarise itself with the responsibilities, operations and key players of the local council.

Local government is responsible for many activities which can affect the safety and convenience of cycling, and therefore the level of cycling activity. Councils have control over such matters as:

- the local road system
- local area traffic management schemes
- footpaths and dual use paths
- town planning, subdivisions and development
- parks, gardens and reserves

## Who's Who at Local Government

Local government is comprised of:

- councillors (the elected representatives of the local community), who together make up the Council (and also are members of the committees of the Council)
- paid staff (including professionals such as planners, engineers, building surveyors, landscape architects, etc)

It is recommended that the BUG obtain a list of all the Councillors and staff - and get to

know them, at least the most important and interested ones.

When liaising with Councils, it is recommended that the BUG aim for:

- policy commitment - a commitment to 'think bike' in transport planning and management can help to improve conditions at no extra cost.
- recognition - that cycling is part of the solution to problems caused by too many cars, rather than an extra to be accommodated.
- planning - to have cycling explicitly supported and provided for in local town planning schemes, structure plans, subdivisions and developments.
- participation - regular meetings with officers, interested councillors and other groups to keep lines of communications open and to discuss matters of concern in a 'round table' setting.
- cycle counts - proper surveys establishing the real rate of cycle use and demand in the area.
- Cycling Officer - the appointment of a cycling officer (even one shared between several councils) as a point of contact and responsibility can be very useful.
- budget - a commitment to spending on cycling schemes is crucial.
- targets - getting the council to publicly set a target for increased cycle use (by a given date). This makes a good publicity opportunity and allows the BUG to push for further facilities and spending if targets are not achieved.
- bicycle parking - at the council offices,

libraries, shopping centres, delis and recreation and leisure venues. Bike parking is quick to install, cheap, symbolic and important in encouraging bicycle use.

- public commitments - ultimately work to get public commitments from councils - a small promise made public is as important as private hints of larger concessions which never materialise.

### **Liaison with Councillors**

Councillors are members of the community, elected by the community, and as such value public opinion. The most useful councillor is one who cycles and understands that cycling has a role to play in serving the local community and environment.

The following are tips for communicating with councillors:

- talk to them - constructive ideas can be put to them for their consideration.
- inform them - put them on the BUG's mailing list, invite them to the BUG's public meetings. Make sure they are given the facts - don't assume they already have them.
- write to them outlining the case for cycling and the BUG's objectives for promoting it in the local area.
- ask for their support and/or comments. Several letters (not identical) from different

people can indicate a wider level of public concern. Basically, make contact and make the case for cycling.

- if the BUG is giving councillors information, be clear what the BUG wants to achieve and make sure that what the BUG is giving is appropriate and accurate.
- most councillors are extremely busy people, so any information the BUG gives them should be concise, clear and focussed.



*Stirling West BUG members discuss proposed new dual use path alignment with City of Stirling Mayor and Design Engineer.*

- brief them regularly, establish the BUG as a reliable source of information
- research the councillors background (what committees they sit on, whether they are a cyclist or have partners or children who cycle, etc).
- the sympathy of councillors towards cycling is important and can be gauged from their public announcements, by writing for their opinion on specific

issues, and by asking directly (during radio 'talk-back' programs, public meetings, election campaigning, etc).

- candidates seeking re-election can be scrutinised for their record on cycling issues. Those seeking election could be questioned on their attitudes to cyclists.

- if approaching a councillor directly, try to do so through a BUG member who lives in the councillor's ward.
- be prepared to explain the issues and tackle misconceptions.

Some Councillors will have an interest in cycling and may be happy to represent to Council and committee meetings the case for cycling. They may also be able to input to relevant projects being handled by officers of the Council. Other Councillors will take an interest in cycling matters, if encouraged by the BUG, a few will decline to take any interest and that should be respected by the BUG. (*Drawn from the Cyclists' Touring Club (UK) publication "Local Authorities"*)

**Bicycle Victoria**, in its publication entitled *The BUG's Booklet*, provides some useful tips:

- If any BUG members personally know a councillor, determine what his/her stance is towards bicycles. Get a feel for what this person knows and believes, and determine how this person can further the BUG's cause.
- However, if BUG members do not know the councillor(s), write a letter to them stating what the BUG stands for. Ask what their stance is towards the concerns of the BUG.
- If the BUG wants the letter to reach all councillors, address it to the Mayor and Councillors. Note: This approach is to be used with great discretion. It is a sort of 'last resort' approach. Go via officers (staff) and councillors first. Going to the top is an 'ace up your sleeve'. Remember, the aim is to find a councillor that is

genuinely sympathetic towards improving bicycle facilities. The chances are that if a councillor supports an issue, the council officials will follow up on that issue.

- The council officials (staff) prepare reports, run services, and deal with the vast majority of enquiries. These council officials provide the councillors with specific technical information to assist with decision making.

### **Input to Committees**

Committees of councils are where decisions often get made. The recommendation of a committee of council usually (but not always) get adopted by the full council. The two most important committees that the BUG should become familiar with are the (often called) Technical Services Committee (where engineering matters are dealt with) and the Planning Committee (where town planning and general urban development issues are handled). Councils may have slightly different names for their committees, so find out the names of committees (and the committee members).

Someone from the BUG could attend the most relevant committee meetings, especially when an issue which could affect cycling opportunities is going to be discussed. Get hold of the agenda in advance (from the staff at council or from the library) so the BUG knows what issues are listed for discussion. Keep an eye on the agendas of the relevant committees for issues that may be of interest to the BUG. Attending committee meetings will give the BUG a useful insight into how deci-

sions are made, who the power brokers are, and the prevailing attitudes towards transport and planning issues. This will give the BUG some ideas on councillors to approach on specific matters.

Some key points on liaising with committees:

- involve the media. The proposals of the BUG and the Council are of interest to the whole local community. The media provides the best method of keeping the wider community informed.
  - don't assume that individual councillors or whole committees are not interested in, or supportive of, cycling.
  - be positive - questioning a committee's decision is simply an *opinion*; suggesting an alternative in advance is a *proposal*.
  - do background research thoroughly.
  - meet committee members to discuss the BUG's proposals.
  - be prepared to compromise in order to reach a workable proposal - prioritise the BUG's concerns.
  - have an ongoing strategy but be prepared to revise it.
  - thank them publicly if the BUG wins a concession.
  - above all, be professional in the BUG's communications with committees and make sure the presentations of the BUG are good.
- Chief Executive Officer/City Manager/Shire Clerk - has control over the operations of the Council, all the staff, and a direct influence over budgetary matters.
  - City Engineer - can provide information on the Council's cycling policy (if one exists), what moneys have been spent on cycling facilities, what maintenance and road sweeping practices are in place.
  - Traffic/Design Engineer - can provide the BUG with specific answers on traffic volumes, traffic management (traffic calming) practices and designs, techniques in reducing traffic and other technical information.
  - City Planner - can provide the BUG with information on subdivisions and developments which may have an influence on cycling in the local area, and any bicycle parking requirements in the local town planning scheme.
  - Recreation Officer - can provide information on special events within the municipality in which cycling can be a part, and can assist the BUG with a range of encouragement and education programs.
  - Landscape Architect - has responsibility for the maintenance of parks and gardens and other areas of open space, through which paths may or could be located.

Note: not all councils have all these staff positions.

The following tips may be helpful when communicating with staff at a council:

- continuity - officers aren't elected - their advice and input may endure for many years.

### **Communicating with Staff**

It is recommended that BUG members become familiar, and establish a good relationship with the following principal staff members of the Council:

- initiative - officers frequently have delegated responsibility in policy implementation and make many decisions which may prove important to BUGs.
  - channels - because they have a direct professional contact with committees, well informed officers can form a useful conduit for the BUG's information and arguments.
  - do their work for them - an effective approach is to do officers' jobs for them, ie. to put together detailed and sensible proposals which they can implement with little further work necessary.
- meeting with representatives of all the relevant departments.
- be positive and constructive when communicating with staff.
  - listen to officers' advice and be prepared to learn from mistakes.
  - remember that BUG members have some cycling expertise and experience of using cycling facilities that officers may find useful - make it available.
  - appreciate the assistance of officers - most receive little thanks from anybody.

*Remember:*

- officers are usually very busy, so don't waste their time.
- be aware that some officers may not wish to push new cycling ideas and may not be responsive to the proposals of the BUG.
- lack of cycling budget is a frequent problem - this may be because none was bid for. The BUG will need to work up some cycling schemes for inclusion in the next budget.
- for important meetings with officers, try and get supportive councillors to join the meeting too.
- it is never too early to get involved in plans - leaving objections to the last minute annoys all concerned.
- don't keep making representations on a matter which is finalised (ie. voted on at a full Council meeting); this will merely damage the BUG's relationship with the Council.
- some issues will involve many departments of Council - if this is the case, ask for a



# Chapter 4 - Communicating with the Media

## Chapter Highlights

- 🚲 The benefits of contacting the media
- 🚲 Practical tips for communicating with the media
- 🚲 How to prepare a Press Release
- 🚲 How to write a Letter to the Editor
- 🚲 How to give a good interview

## The Importance of the Media

Successful advocacy groups must involve the support of the general public. The most powerful and cost effective means of reaching the public is through the news media.

The media is a very important and potentially very effective tool for BUGs. If used skilfully, it can be used for:

- raising issues for community debate.
- advertising the BUG.
- promoting the benefits of cycling.

When communicating with the media, the objective of the BUG should be to ‘get the message out’. The media tends to pick up on sensational and confrontational issues, but the message the BUG wants to put out may be “we can work together”. If that is what the BUG wants to say then that has to be all the BUG says.

The most effective way to use the 1990s media is to give a few “sound bites” (ie. a few well chosen, key phrases or short sentences that can easily be remembered and/or replayed by the media). It is recommended that the sound bites always contain the BUG’s most important message. Politicians use “sound bites” all the time. Listen and learn from them.

These basic instructions may be hard to

stick to when a reporter calls a BUG member unexpectedly, because it may be a surprise and the member probably won’t be fully prepared. The reporter may also raise an issue that the member had not previously heard of or given any thought to - in which case: don’t comment. As much as there is an urge to be obliging, BUG members have the right to say what they want to the reporter or to say nothing at all. If it is an inconvenient time, ask them to call back when it is convenient.

## Preparation

Effective media liaison requires careful advance preparation. Through skilled marketing, what appears to be a non-story can be transformed in to a story which can assist the work of the BUG.

**Step 1: define the BUG’s objectives.** Clearly defined objectives will enable the BUG to focus its actions and ‘package’ the issue. For instance, rather than just “educating the community about the benefits of increased bicycle usage”, a more focussed objective might be to “highlight the serious decline in the numbers of children cycling to school, and the alarming rate of obesity and sedentary activity amongst our youth”. The latter objective would have a stronger impact, allowing the BUG to get across the general message of the benefits of bicycle use. Parents and teachers alike will take notice.

**Step 2: identify the target audience.** Does the BUG want to reach the general public? Only policy makers? Or people who may be potential supporters? When the BUG knows who the audience is, it can then “frame the

issue”, or tailor the message to their concerns and interests. Different audiences respond to different values and may use different “languages”. It is important that these differences be kept in mind in developing the BUG’s media strategy.

**Step 3: identify the media outlets.** Once the BUG has a preliminary framework in mind, it is ready to capture the media’s attention. It is recommended that each campaign be creative in their outreach, adapting the campaign to the local media outlets. These include:

- local TV stations
- the West Australian and Sunday Times
- local (eg. Community) newspapers
- radio
- locally produced magazines

### **The Press Release**

The most basic approach to using the media is to distribute press releases announcing some newsworthy item involving the BUG, or something the local government has done. These items could be an event (eg. a bike ride involving local councillors), the publication of a new study or report (say, about the haze in Perth), or the recent installation of bicycle parking rails at the local supermarket.

Press releases may be distributed before an event, inviting the press to come, and immediately afterwards for reporters unable to attend. Direct contact is more important than written press releases. BUGs could also call media staff directly to alert them to an item, or better still, to seek an interview with a reporter.

### **Preparing a Press Release**

Press releases give the BUG a good chance of getting coverage in the local papers. A well written press release stands an excellent chance of getting into a newspaper word for word. The BUG’s chances of getting coverage are much better if it arranges the release in a format that is acceptable to the editor or reporter.

The following tips will result in a well set out press release:

- Type it and use double spacing between lines.
- Use A4 paper and use a punchy heading.
- Use only one side of the paper, and keep it to just one page in length.
- Date the release, including the year.
- At the end of the release put the word ‘ENDS’
- Include a BUG contact name, contact number and who the member is representing.
- Make sure the BUG member is available and fully briefed on the issue.
- If the BUG doesn’t want the Press Release used immediately, type ‘Embargoed’ and the date from which it may be used at the top of the page.

Bicycle Victoria advises:

- **Use a headline for the release** describing its contents. Try to picture yourself reading the article. What would get your attention?: “Cyclists wish to get bike lane” or “Bike lane can save lives”.
- Make sure the Press Release includes the

facts (**who, what, where, when** and **how** of what is happening) in the first couple of lines, with the most important point at the beginning.

- **Keep sentences short.** Try not to waffle or include things that are not relevant. Try not to use abbreviations or jargon.
- Ensure that the spokesperson for the group places a **quote** in the release. It gives the release that personal touch.
- Make sure that the release **relates to the local environment**.

Other points to keep in mind:

- Send press releases to named journalists if possible and to the News Editor.
- Build long-term relationships with reporters. Knowing a reporter enables the BUG to have greater access to him or her.
- It is recommended that the BUG build up a list of journalists known to ride a bike, or those who expressed some empathy towards non-motorised transport issues. Often a report on traffic congestion in Perth may indicate on which side the views of the reporter fall. Use supportive journalists wherever possible.
- Thank the reporter when they have been helpful.
- Follow up press releases with a phone call checking whether they ‘need more information’.
- Be aware of the audience and draw out the significance of the news to them.
- Check deadlines and meet them. Many media outlets have deadlines days before publication/broadcast.

- Circulate releases widely - use as many media outlets as possible.
- Time news releases carefully; don’t announce the BUG’s ride on Budget Day.
- Only release important stories and events - the media will not be interested in a cycling story every week, or even every month.

### **Public Events and Press Events**

BUGs can stage an attention-getting event, or some creative activity that will attract large crowds and bring visibility to the issue. For example, many bicycle advocacy groups around the world have organised a “commuter race to work” utilising different modes including car, bike, bus, walking and the train. A ‘race’ on a typical 5 km route in a busy city will usually demonstrate a win for the bike. Another example, used by Bikewest, is a “Members of Parliament Ride”, where MPs are invited to participate in a bike ride to Parliament House. Some BUGs have organised rides for councillors and staff from the local government. These types of events make good ‘photo stories’. Let the press know about the event, in a format similar to the Press Release. Announce what is taking place, who is involved, exactly where and when the event will take place, and the route of the ride.

Some rules apply:

- Head the release “Photo Opportunity”.
- Be brief - get the main points into the first paragraph.
- Send details to the Picture Editor, News Editor and supportive reporters.
- Follow up with a phone call.

- On the day of the event, get there early and greet photographers and reporters as they arrive.
- Cooperate with photographers and reporters, but don't let them change the BUG message.
- Take your own photos or colour slides and circulate them to the media outlets that didn't attend. Include a caption, identify all the people and accompany with a brief 'news report'.
- Weekday mornings are the best times to get reporters to an event; most TV/radio and papers have fewer staff on weekends.
- Know why the event is being held; know what points the BUG wants to make.

### **Practical Media Tips**

- **Make sure the information is timely.** Initiate stories when the issue is most relevant. Relate BUG issues to a news story in the local community.
- **Localise the issue.** Use local examples and statistics if possible when presenting the BUG issue instead of, or in addition to, broad national statistics. Explain how the issue affects your community.
- **Accentuate the human interest angle.** Explain how the BUG issue affects real people. Use personal stories to get the message across.
- **Demonstrate local support for the issue.** Quote or use as a spokesperson someone of local prominence in the community.
- **Be credible.** Be sure the BUG's sources

are reliable and that the information is correct and consistent with the facts.

- **Be creative.** Try the unexpected, the original and the colourful. If the BUG wants to be heard, it is important to get people's attention.

### **Writing a Letter to the Editor**

A Letter to the Editor of the local newspaper can raise new issues, it can respond to current issues or it can respond to the letters of others.

- Keep the letter brief and to the point.
- Get to the point in the first paragraph.
- Avoid 'point scoring'.
- Ensure that ideas of the BUG are clear. Don't try to cram in too much information.
- If the BUG is responding to a previous article in the paper make sure the letter refers to the article by author, date and title.
- Try to respond to such an article (or letter) within 24 to 48 hours.
- The longer it takes to respond, the more irrelevant the letter becomes.
- Give a daytime phone number.
- Comply with the maximum length stipulated by the newspaper.

### **Giving a Good Interview to a Journalist**

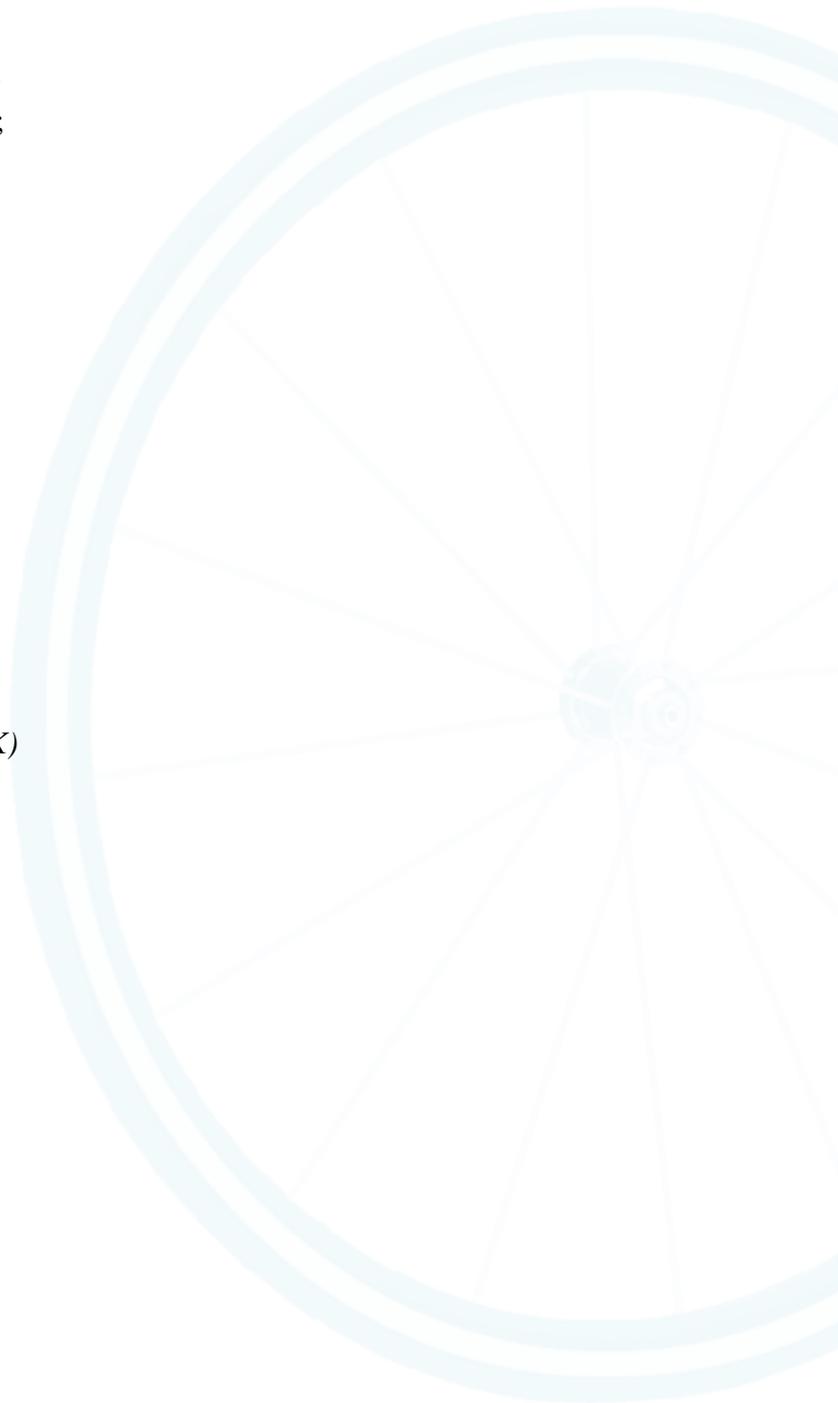
When being interviewed by a journalist it is important that the presentation of the BUG member is good and the BUG message is clearly understood.

- Find out why they want to interview you, how long it will last and what questions they are going to ask.
- Rehearse the important points beforehand

with someone taking the role of the interviewer.

- If you can't find out the questions, try to anticipate them and have answers ready.
- Know what you want to say, and reiterate the main point several times in different ways.
- Use notes of any facts you want to quote.
- You don't have to answer every question; sidestep questions and keep making your point.
- Don't be drawn into conflicts; remain positive and stay calm.
- It is best to give the journalist written notes with the main points, to minimise the risk of factual errors.
- If on TV, dress appropriately.
- Radio stations often interview on the phone - make sure you're ready at the arranged time and that there is no background noise.

*(Drawn from the Cyclists' Touring Club (UK) publication "Promoting Cycling")*



**SAMPLE - PRESS RELEASE**

**Bicycle Users Peddle Improvements**

The newly formed Cottesloe Bicycle User Group (Cottesloe BUG) wants to hear from members of the community about making cycling safer and more convenient. The BUG is keen to work with the Town Council to put in place those suggestions it gathers from the community to improve cycling.

“The Western Suburbs area has some of the most popular bicycle facilities in the Perth region, especially along the coast and around the river. It is really important to see an ongoing improvement in these paths so they continue to be safe for the increasing number of users,” said Graham Blackwell, from the Bicycle Transportation Alliance, who is helping coordinate the BUG.

The BUG is also focussing on improving on-road conditions for cyclists, suggesting the need for bike lanes and, where space is a problem, shared lanes with sufficient width for both cyclists and other road users. The group is also hoping to see an improvement in the attitudes of motorists towards cyclists. “We want to see more cyclists, cycling more often,” said Graham.

Members of the newly formed BUG met recently to discuss ways in which cycling could be encouraged within the area. They see the high priority projects for Council being the construction of a dual use path alongside the railway line, more bike lanes on roads, bike parking rails and the preparation of a bike plan for the area.

A public meeting is being called to involve all cyclists within the Cottesloe community. The BUG wants to hear from cyclists who are interested in improved conditions for commuter and recreational cyclists.

The Public Meeting will be held 7.00pm on Thursday April 16th in the Lesser Hall, Cottesloe Civic Centre. “If you ride a bike or if you have an issue of concern, please come along and get involved,” said Graham.

Further information :

Graham Blackwell - BUG Coordinator - Bicycle Transportation Alliance - ph. 9444 5098

Mike Maher - Consultant - ph. 9474 4655 (Mobile 0419 744 655)



## Bike group lobbies for better conditions

A GROUP of veteran Canning cyclists is concerned about the district's deteriorating cycling conditions.

They have formed a new bicycle users group in a bid to make the district more cycle-friendly.

Group spokesman Barry Robson said Canning BUG wanted to hear from residents on how the area could be made safer and more convenient for cyclists.

"We plan to work in with engineers and planners to implement those suggestions and improve cycling in Canning," he said.

"The Canning area has some of the most attractive bicycle facilities in the Perth region, especially around the river.

"It is important the paths are maintained so they are safe for all users."

BUG members inspected the newly constructed path at Mumm's Point, Shelley, recently.

They were delighted at the quality of the cycleway, which they believe should set an example for upgrading of other sections of the popular rideside ride.

Mr Robson said BUG also was focusing on improving road conditions for cyclists.

BUG wants lanes to have sufficient



BUG members Anton Van Royen, Barry Robson and Lance Deegan.

space for cyclists to share with other road users.

"We would also like to see an improvement in the attitudes of motorists towards cyclists and we want to see more cyclists cycling more often," he said.

Transportation and planning consultant Mike Maher, who is working with BUG, said one of the group's goals was to get more school students back on bikes.

"The vast majority of students are driven to school by parents and

this has not only led to these young people losing fitness, but major traffic congestion around school zones," Mr Maher said.

"Most families have bikes gathering dust in their garages and we want to see these back in regular use."

A public meeting has been called to formulate a positive cycling program for Canning.

It will be held at the Bill Cole Centre, High Road, Riverton, on Thursday, March 19, at 7.15pm.

*Newspaper article that resulted from Press Release set out earlier in this chapter.*



*BUG members Graham Blackwell, Karen Date and Liz Stafford meet on-site with Cr Marion Ewing (second from right) at the site of the proposed underpass at Eric Street Bridge.*

## Cyclists peddle improvements

The newly-formed Cottesloe Bicycle User Group (Cottesloe BUG) wants to hear suggestions from the community about making cycling safer and more convenient.

BUG is keen to work with the Cottesloe council to put those suggestions in place.

"The Western Suburbs area has some of the most popular bicycle facilities in the Perth region, especially along the coast and around the river," said Graham Blackwell, from the Bicycle Transportation Alliance, which is helping coordinate BUG.

BUG is focusing on improving road condi-

tions for cyclists.

The group also hopes to see an improvement in the attitudes of motorists towards cyclists.

"We want to see more cyclists, cycling more often," said Graham.

### Priority

A meeting of BUG members has given high priority to the construction of a dual-use path alongside the railway line, more bike lanes on roads, bike

parking rails and the preparation of a bike plan for the Cottesloe area.

A public meeting is being called to involve all cyclists within the Cottesloe community.

It will be held at 7pm on Thursday, April 16, in the Lesser Hall, Cottesloe Civic Centre.

"If you ride a bike or if you have an issue of concern, please come along and get involved," said Graham.

*Newspaper article that resulted from Press Release set out earlier in this chapter.*

**MODEL LETTER TO THE EDITOR**

7 June, 1998

Letter to Editor of Local Newspaper

**Subject: Your correspondent's view on cyclists ('Get back in the gutter' - 6 June 1998)**

While your correspondent is obviously paid to be controversial, his rantings about the provision of bicycle routes do raise some important issues for everyday transport.

Far from being a 'minority pastime', surveys show that half of all Western Australians own a bike, and Perth people ride a total of more than 500,000 kilometres each working day.

Your correspondent disputes the need to provide cycle routes in business and regional centres. Contrary to popular belief, cycling is primarily a transport mode being used for shopping, education and commuting trips more than for leisure and recreation.

No, cyclists don't 'obstruct our streets and run up hospital bills'. Cycling is very space efficient and riding just 20 minutes, three times a week, actually reduces the risk of poor health.

Fortunately our WA Government recognises the good sense in cycling, and has committed funds to create a comprehensive network of bicycle routes across the metropolitan area.

Cyclists are out of the gutter and here to stay. Give cyclists a fair go. Perhaps your correspondent should give cycling a go himself, he'll be in fine company.

Jim Wheeler  
Convener-Local Bicycle User Group.



# Chapter 5 - Involving the Public

## Chapter Highlights

- 🚲 The importance of community outreach and involvement
- 🚲 Tips on what makes a good advocate and good practice
- 🚲 Some examples of how the BUG can involve the public

## Getting Community Support

It is very important that the work of BUGs be noticed, and that the voice of the BUG be heard. Just how does the BUG get its message out? How does the BUG involve the public in what it is doing? How does it get across to the community?

To be most effective, the group needs broad community support. It needs to represent all cyclists (and potential cyclists) and be representative of the entire community in which it is located. It needs to speak out clearly and promptly on issues which affect the entire community. It is recommended that its messages be appealing and popular.

It could have an attractive and eye catching image (logo) and promotional information (such as stationery for press releases and letters, T-shirts, stickers, etc). It may be useful to adopt a catchy slogan which neatly encapsulates what the group is all about. The Bicycle Transportation Alliance can supply letterhead if the BUG doesn't want to develop its own.

These and many other techniques are used in Australia and around the world to involve the public. The work of a Bicycle User Group in many respects is very similar to many other non-profit groups in the community. Only the

message or themes may be different, and perhaps more focussed.

## Community Outreach and Involvement

A very good way of getting the message of the BUG heard is to reach out (ie. communicate) directly to the public. This involves any educational or attention-getting activity which does not necessarily involve the media. This may be time and resource consuming, given the number of people the BUG may reach, but ensures the group has greater control over both its audience and the content of its message.

Distributing the BUG's own materials gets the message over directly and without any misunderstanding. Another advantage of direct outreach is that BUG members can make personal contact with people. They can take advantage of opportunities to engage in conversations, if they have the time, and allow people to ask questions.

Direct outreach methods may need to be modified according to the message, the audience and the goals the BUG wants to achieve. The BUG may be interested in raising awareness of a particular bicycle issue, recruitment for a new campaign, soliciting public opinion on cycling issues, providing information, or merely attracting attention to an issue. Some common methods include:

- distributing leaflets and "fact sheets" (sheets containing snippets of important facts and information), either at assigned locations or door-to-door
- taking surveys or obtaining signatures for a petition; these are usually done to collect

names for future contact

- attending “official” public hearings and meetings
- offering lectures, seminars or workshops
- sending mass-mailings

### **Some Examples of Involving the Public**

- ❑ **Host Events** - A good way of involving the public in what the BUG is doing is to get them to try cycling and thereby discover for themselves that it is easy, quick and practical. As described later in Chapter 7 (“Forming Strategies”), the BUG could host an event in the local area which involves bikes. The group could organise a ride during Bikeweek (which is coordinated by Bikewest) in which the BUG involves as many members of the local community in a fun bike ride around the local area. The ride could end at some park where a barbecue or picnic is held. The ride could be a family event. The workplace BUG could organise a ‘team’ to ride to the “Bike to Work Breakfast” held during Bikeweek. The BUG could also arrange a ride involving local councillors, to show them the range of good and bad cycling facilities in the local area.
- ❑ **Provide Secure Bike Parking at an Event**  
The BUG could volunteer to provide secure bike parking at a major sporting or cultural event, using the media to both make the community aware of the free bike parking (encouraging them not to drive a car to the event) and gaining good publicity for the group. The event could be the local fiesta,

a football game at the nearby oval, or even a rock and roll concert. People can (and often do) ride to these events.

- ❑ **Bike Maintenance Clinic** - Bicycle advocacy groups in the UK often run a Dr Bike bicycle check. This involves members of the group setting up a stall in a very visible area (such as a busy shopping street) to provide free bike maintenance and safety checks. This service is very popular and gains the group a positive, helpful image. These Dr Bike events are a great place to distribute publicity brochures about the BUG, the benefits of cycling, or information on what can/should be done for cycling in the local area.
- ❑ **Display at Libraries, Shopping Centres** - A good way of gaining attention is to set up a display in a location where there is a lot of pedestrian traffic. Libraries, community recreation centres and shopping centres are very popular places and are conducive to the setting up of a display. People walking have plenty of time to stop and read material and look at photos, diagrams, etc. Make the display eye catching and visually appealing, and have informative brochures, publicity ‘flyers’ and Membership Application Forms readily available. Make sure the BUG obtains permission to set up the display.
- ❑ **Letters to the Editor** - Getting a message out to the community is often achieved through getting a letter published in the local or statewide paper. This letter can be a response to someone else’s letter, or be an initiative of the BUG in response to some

current issue (eg. petrol price rises, public transport strike, air pollution concerns). If a current topic being covered by the news media is relevant to the aims of the BUG, get its views published as soon as possible. A letter from the BUG can help to sway public opinion on an issue. (See also Chapter 4 “Communicating With the Media”).

❑ **Surveying the Public** - An important task of the BUG could be to find out the major transport, planning and development issues facing the local community. When the BUG has a idea of what the community is concerned with, and what the community wants, the BUG stands a much better chance of being effective. Its strategies can then be more accurately targeted on the major issues. Try to establish why people in the local area cycle, or more importantly, why people don't cycle. When the groups knows this, it can then promote solutions which may have widespread appeal.

❑ **Partnering With the Private Sector** - BUGs can get value out of using local businesses to support their objectives. Don't approach only bike shops. It may be surprising how many local businesses may be prepared to offer its services cheaply to the BUG, including printing of materials, photocopying, etc. Get around the local area and seek sponsorship. Getting the group associated with a 'big name' business in the local area can help significantly to establish the credibility of the group, and enhance its image in the local area.

❑ **Networking with other organisations** - other community groups have similar objectives. For example, disability groups need good kerb ramps, and paths clear of obstructions. Pedestrian groups exist, also with similar objectives to cyclists. In some local government areas, precinct groups may exist to promote improved facilities within the precinct. The BUG could liaise with these groups with similar aspirations to coordinate an approach to the relevant authority.



## Chapter 6 - Examples of Success

### Chapter Highlights

- 🚲 Making input to the preparation of Bike Plans and other planning studies
- 🚲 Involving stakeholders and the public in cycling and cycling issues
- 🚲 Inputting to the design of bicycle facilities
- 🚲 Arranging a number of other activities to make the community more aware of the advantages of bicycles

### Successful Bicycle User Groups

BUGs have had many successes in Perth and elsewhere. Their achievements have resulted in improvements to the cycling infrastructure, in the education of decision makers, and modifications to policies governing the provision of cycling facilities. The following success stories concentrate on the recent achievements of BUGs in Perth, Western Australia, with one example being from Queensland.

### Input to the Preparation of a Bike Plan

The South Perth BUG (SPBUG), the Melville BUG (MELBUG) and the Vincent BUG (VBUG) have successfully influenced the preparation of bike plans in their respective local government areas.

Individual members of the SPBUG undertook a 'saddle survey' of different precincts of the City of South Perth to discover defects in the road and path network which required attention. The results were compiled by the BUG. The surveys found locations where bike parking rails were required, dangerous intersections which were hazardous for cyclists, and areas where new paths may be required.

The report of the SPBUG was presented to the South Perth Bike Plan Working Party (a sub-committee of the Council) and the findings and recommendations of the SPBUG were used by the Working Party in the preparation of the South Perth Bike Plan. The input of the SPBUG positively influenced the Bike Plan.

MELBUG was formed at the time of the commencement of the preparation of the City of Melville Bike Plan. MELBUG representatives have been members of the City of Melville Bike Plan Advisory Committee, appointed by the Council to oversee the preparation of the Bike Plan. MELBUG presented to the Committee the findings from several studies. It undertook a saddle survey of a 'local bicycle route' between Mt Henry Bridge and Fremantle, investigating defects on the route such as unsafe/dangerous drainage grates, bike lane discontinuities, poor road surface conditions and a range of other improvements necessary to make the route more convenient to cyclists. MELBUG advised the Council of the problems, and the Council responded promising to rectify the grates and other problems on the route.

The VBUG was involved in the preparation of the Town of Vincent Bike Plan and prioritised recommended engineering works in the Bike Plan.

### Bicycle Parking Recommendations

MELBUG has also undertaken a survey of several shopping centres in the City of Melville to determine where bicycle parking rails are required. This report has been presented to Council staff and, along with the bike

parking recommendations of the City of Melville Bike Plan, will be used to prioritise the provision of bike parking in the City of Melville.

VBUG also has provided the Town of Vincent with an extensive listing of sites for bike parking, to take advantage of funding available from Bikewest for the installation of bike parking facilities.

### ***Involving Stakeholders***

During the preparation of the City of South Perth Bike Plan, the SPBUG arranged a bike ride for councillors and staff from the City of South Perth around the streets and paths of the municipality. The purpose of the ride was to make councillors and staff more familiar with cycling facilities within the local area. The ride took the participants past good and bad cycling facilities, ensuring that a wide variety of different facilities were inspected. By doing this the SPBUG raised the awareness of these key decision makers at Council to the needs of cyclists. The exercise alerted Council staff and elected officials to the everyday hazards faced by cyclists. It also made participants aware of the ease and convenience of cycling in the local area when appropriate facilities are in place. The ride also made Councillors and staff more familiar with members of the SPBUG, and this will assist the Councillors and staff in more fully appreciating requests and suggestions from the BUG in the future.

### ***Involving the Public***

The Bicycle Transportation Alliance (itself a major bicycle advocacy group) has under-

taken many successful exercises designed to increase the awareness of the public towards cycling, and the needs of cyclists.

Perhaps the most prominent of its activities has been the organisation of the Great Perth Bike Ride. This mass ride around the suburbs of the Perth metropolitan region attracts thousands of cyclists, ranging from the very young to the very old. Many of the participants in this ride are not regular cyclists, though most are. The purpose of the ride is to involve as many members of the cycling (and non-cycling) community as possible, in what is essentially a celebration of the benefits of cycling. The popularity of the ride demonstrates that cycling is enjoyable and a healthy form of exercise in which the vast majority of the population can participate.

Most of those who participate in the Great Perth Bike Ride are not BTA members, nor are they involved in any form of bicycle advocacy. However, as a result of the event, many of the participants have chosen to become members of the BTA because of the many benefits that membership of such a group brings.

### ***Input to Planning Studies***

The Perth BUG (PBUG) consists of cyclists who commute by bicycle to or through the central city area. As they are cyclists who regularly commute by bicycle to and through the CBD they are well placed to provide advice on currently hazardous locations, and suggestions on improvements to roads, paths, intersections and routes which, when developed, would provide a safer and more convenient bicycle network in the downtown area.

PBUG members contributed valuable input to a BTA submission on the Perth Access plan. This plan sets out the government's plans to improve public transport, walking, cycling and vehicular movement through Perth City. The PBUG has reviewed the proposals and has made suggestions on a range of improvements that would make cycling a more attractive mode in the CBD area.

The Western Suburbs BUG (WSBUG) has liaised with the City of Subiaco and the Subiaco Redevelopment Authority over a major Greenway proposed through the Subi Centro project, to positively influence the design and alignment of the Greenway.

### WWW Forms

The Cairns BUG facilitates involvement of its members, and other cyclists, by providing a number of electronic forms on its World Wide Web home pages.

Visitors to the site can complete and submit these electronic forms over the internet directly to the BUG, or they can be printed and posted.

These electronic forms include:

- Membership Form - see <http://www.altnews.com.au/CBUG/membership.htm>
- Bicycle Parking Survey Form - see [http://www.altnews.com.au/CBUG/Parking\\_survey.htm](http://www.altnews.com.au/CBUG/Parking_survey.htm)
- Road and Path Hazard Report Form - see

[http://www.altnews.com.au/CBUG/hazard\\_report.htm](http://www.altnews.com.au/CBUG/hazard_report.htm)

- Cyclists' Accident - Incident Report Form - see [www.altnews.com.au/CBUG/accidentemail.htm](http://www.altnews.com.au/CBUG/accidentemail.htm)

The BTA in Western Australia also has an electronic cycling hazard report form on its WWW pages (see <http://sunsite.anu.edu.au/wa/bta>) as does Bikewest ([www.transport.wa.gov.au/metro/bikewest](http://www.transport.wa.gov.au/metro/bikewest)).

### Air Pollution Monitoring

Members of the Victoria Park BUG (VPBUG) have monitored air quality at various sites in and around Victoria Park as part of the Airwatch programme run by the Department of Environment Protection. BUG members set up the air-quality monitoring equipment at various sites to see how pollution levels adjacent to a major road compared to those measured in residential areas. The voluntary input of the VPBUG was invaluable

to those responsible for carrying out the Airwatch programme.

### Input to Streetscape Improvement Programmes

The Victoria Park BUG (VPBUG) has also represented cyclists on a community working group set

up to advise the Town of Victoria Park on streetscape improvements along Albany Highway. In conjunction with this project, BUG members measured lane widths at various points through the existing treatments along Albany Highway to see how the widths com-



*Victoria Park BUG members measure path width between bus shelter and kerb along Great Eastern Highway.*

pared to the original design target width. The input of the VPBUG influenced the lane widths and design eventually implemented by the Town of Victoria Park.

### **Other Examples of Success:**

- ❖ the Perth BUG (PBUG) has provided input to Main Roads WA staff over proposed changes to intersections within the Perth CBD, to ensure that proposed modifications improve conditions for cyclists accessing the CBD.
- ❖ the Vincent BUG has advised the Heritage Council on safe effective cycle routes for a planned Heritage Week bike ride. Descriptions of the rides will be published as a resource available after Heritage Week.
- ❖ members of the BTA have made submissions to a number of Councils advising on the need for cyclists' access through proposed road closures.
- ❖ BUG members have written letters of thanks to Councils over engineering improvements to roads, paths and bike parking facilities, that have resulted in improvements to the cycling infrastructure.
- ❖ BUG members have reviewed plans of engineering and development works which have the potential to either negatively or positively affect cycling, and have made submissions to Councils.
- ❖ BUG members have been successful in

getting Councils and Main Roads WA to modify dangerous facilities to make them safer.

- ❖ BUGs have held barbecues and other social functions to make members more welcome and to create a club atmosphere.
- ❖ SPBUG has been involved in the Travelsmart project in South Perth, encouraging a sample of residents to try alternatives to the motor car for some trips.
- ❖ SPBUG submitted information in response to a transport plan for the Technology Park /

Curtin University precinct.

- ❖ BUG members have invited councillors along to BUG meetings to discuss bicycle issues, and the possibility of the Council budget providing for some bicycle projects,

such as the preparation of a bike plan or the construction of some new facilities.



*Bayswater BUG members inspect foreshore dual use path.*

# Chapter 7 - Forming Strategies

## Chapter Highlights

- 🚲 The desirability of including all members in the process of determining BUG Goals
- 🚲 The importance of setting priorities and deadlines for action for the BUG
- 🚲 Recommended strategies successfully used elsewhere

## Forming Strategies

When the BUG is formed it will need to devise strategies and plans. These may be formulated at the initial meeting of the BUG; They will certainly be revised and expanded at subsequent meetings.

Developing a strategy or work plan is usually easier if the task is broken up into components:

- What is the specific issue?
- What is the ultimate goal?
- What parts of government and the community have an interest in the issue?
- Who will the group need to contact and work with to achieve the goal?

## Determine the Issues

In order to be successful, the group needs to represent all members. Every concern of the group should be heard and considered. At BUG meetings, each member should be invited to talk about their concerns, and asked why they have come to the meeting. Ask BUG members what it is that they want to achieve. Listen to what they have to say. Draw people out. Identify their interests. Clarify their concerns.

Make a list of everyone's concerns. Do

some 'brainstorming'. Any wild or controversial ideas should get listed alongside all the sensible and logical issues and concerns. (Later in the meeting these wild ideas can be turned into something more realistic or, with consensus, reject them). Brainstorming is an effective exercise for involving every member of the group. The ideas of one member will likely stimulate other members to contribute.

This collective approach is great for building consensus. Members will feel a sense of common ownership of the results. The aim should be to harness the energy of all who attend the meeting and turn it into some constructive actions.

It is advisable at BUG meetings to ensure that all members are heard. Each point as it is made should be written down on paper or on a whiteboard (if there is one available). This may stimulate thought, and will certainly stimulate discussion. It may prompt some members to bring forward ideas and concerns which they may not have previously considered.

## Establish Goals

When it is known what people are most concerned about, turn these concerns into goals. For example, one member may be concerned that her daughter cannot easily ride to the local primary school because there is no safe crossing of the busy street which runs alongside the school. This concern could be expressed as the following goal:

***"To ask the local government to provide a safe crossing of the road"***.

All other concerns can similarly be turned

into goals. For each goal, set a number of specific actions which need to be undertaken to achieve the goal. Several members can help to complete these individual actions. Try to get everyone involved. (See “Action Plan Proforma” at the end of Chapter 2).

### **Set Priorities**

The work of the BUG will be most effective if the group concentrates on goals which are of importance to the greatest number of people. Get the group to prioritise the goals. Reassure all members that their concern will be dealt with in time.

Initially try to concentrate on easily winnable goals to give the group a sense of achievement. It is suggested that the BUG could organise just three projects to work on and breaking them down into easy, medium and long term milestones, for example:

	<i>Strategic Issue</i>	<i>Projects</i>	<i>The BUG</i>
Easily achieved	Meet local government officers	Draw up a list of bike parking locations.	Meet again in one month.
Medium term	Council to adopt a small bicycle budget	Local shopping centre to install racks.	Get 5 people to do actions.
Long term	Council to adopt a bike plan.	Council to adopt a bike parking program.	Involve the local community in an event.

By having three levels of difficulty and three areas of work, the BUG should always be achieving the easy items and making progress towards the longer term goals. It is advisable to keep replacing the easy items and keep that feeling of progress and reward.

### **Set Deadlines**

When the group has determined what goals it has, and its priorities, the group could also set some deadlines. This is important. The object is for the assigned tasks to be completed before the group meets again. If the group is meeting monthly, this should provide adequate time to write that letter to the organisation, and for a response to be obtained. This prompt action will maintain enthusiasm, and the group will obtain a sense of accomplishment.

### **Be Realistic**

There's no sense in taking on more than the group can handle. Choose realistic projects, targets and numbers of tasks. Asking people to work on impossible tasks, or tasks that are too time consuming, or those which have been ‘around for years’ will prove unpopular. Members may drop out. Choose projects carefully because almost all groups have too few people to do all the advocacy they'd like to do.

### **Getting Early Success**

It is a good idea to set some easy goals initially. Getting some “runs on the board” may be important for the morale of the group, and for building up membership. An effective group is more likely to attract members than a group which does not achieve its objectives. Getting some early success will help maintain enthusiasm of members. The feeling of achieving some goals will be important for tackling the more time consuming and longer term goals that the group may have set.

### **Share the Work**

When all the goals have been set and priorities established, assign specific tasks to various members. All members of the group will not be able to devote the same amount of time to the goals of the group. That's OK. Use whatever time they can contribute wisely. If the BUG has enough members, it may be able to tackle two or more goals at once. Those members who aren't assigned tasks associated with #1 Goal, could be assigned tasks associated with the second most important goal of the group.

### **Keep Members Informed**

Regular meetings of the BUG will help instil and maintain interest, enthusiasm and momentum. Regular feedback on issues, and progress towards attaining the goals of the group will also keep members motivated. The members of the BUG will also need some basic information to get them started. See suggested examples in Appendix 1.

Members who are knowledgeable to some degree on at least a few of the basic issues contained within the documents listed in Appendix 1 will be able to contribute more effectively, especially when needing to educate and/or convince others who are not well versed on cycling and transport issues.

### **Use A Range of Strategies**

To achieve its goals, the BUG will need to develop and use some effective strategies. It is advisable for the BUG to decide early how it wants to go about its business. It can work in a 'softly, softly' manner, or it can be more aggressive in its approach. Different

approaches may be needed from time to time. It depends on the particular goal, the organisation or individual that the BUG is liaising with, the personality of the group member, and the history of success of the group and the way it operates.

Some general strategies that can be used include:

- ❖ write letters, make phone calls, attend meetings.
- ❖ follow up and follow up again. (Following up after a meeting or phone call is very effective because so few people do it. It is also a very good way to gently remind people of something they agreed/promised to do).
- ❖ offer the group as a resource, instead of just complaining.
- ❖ be pleasant, polite, respectful.
- ❖ educate everyone the BUG meets about the needs of cyclists.
- ❖ network with other advocates and BUGs.
- ❖ 2-way communication - tell others what the BUG has learnt so they may take action too.
- ❖ learn the transportation planning process, and the major players, to enable the BUG to be most effective.

### **Good Practice**

The Cyclists Touring Club (UK) advises groups on a number of principles which it believes are essential in any cycle campaign:

- be professional - if the group appears to be run by amateurish cranks it will be ignored. If its materials are well produced, error-free and well thought out it will be listened to. Presentation is exceptionally important in

advocacy.

- find and use resources - a neighbour's word processor, a member who is a graphic designer. Learn to make a lot from a little, give members opportunities to volunteer their services and skills (perhaps on the membership form). It is surprisingly easy to produce professional looking materials.
- be realistic - do not set impossible objectives, the BUG will become marginalised and its morale may be damaged. This is not to say that the BUG shouldn't be ambitious.
- be constructive - be seen to present positive solutions and to have an open mind. It is very easy to gain a reputation for being a whinger. If the local council gets something right, say so publicly and thank them. Write a "thank you" letter and mention it in the newsletter of the group. The BTAs newsletter "*Cycling in the West*" has a "Thumbs Up" and a "Thumbs Down" column on page 1. Deadline for inclusion in this newsletter is the middle of even months.
- be persistent - promoting cycling requires stamina - be prepared to reassess methods and approach problems from different angles.
- be well briefed - it is essential to assess and research situations before the BUG launches itself into them.
- building up respect and credibility - there are many controversial issues in cycling that are always the subject of questions. It is recommended that BUG members be aware of them, do some research and have well prepared answers. In that way,

members of the public (and press) will be impressed.

- be civil - be prepared to be tough but not abusive.
- be focused - make sure all the BUG's activities are contributing to its aims. Keep sight of what the BUG is working for.
- keep records - keeping records of meetings with officials, of press coverage achieved, of policy and resolutions, and of correspondence sent and received will give the group continuity.
- network - talk to other groups in the community - disability rights groups, environmental groups, pedestrians - and try to find common cause. Cycling is part of a broader transport solution, don't let it be perceived as a minority issue.
- be imaginative - there is always space for new ideas and stunts.

### **Some Specific Strategies**

- ❖ **Meeting with decision makers** - when the group is first set up, and the BUG has worked out what it wants to achieve, it may be fruitful to arrange a meeting with local decision makers to establish what they are doing or not doing for cyclists, and to introduce the existence of the group. Consider meeting with the mayor or president of the local council, the engineer and town planner at the local council, ward councillors, senior staff at Bikewest, and the divisional engineer of Main Roads. The aim is for these meetings to be constructive, and to be used to determine what action the group needs to take to achieve its goal(s).

Make the decision maker(s) clearly aware of the purpose of the meeting, the intentions of the BUG and its expectations. Try to leave the meeting with some agreement (from the decision maker) on what it is that they are going to do. Regular meetings with key people, even if BUG members don't have anything specific to discuss, is worthwhile as they help to establish a good rapport. Remember to follow up after the meeting.

- ❖ **Letter writing** - this strategy involves members of the group writing letters to key politicians, government officials and decision makers making them aware of the concerns of the BUG and its suggested solutions. It is recommended that the letters tackle only one issue for maximum effect. Keep the letter short, concise and with only two or three main points. Don't just send letters complaining about something. Be sure to send letters congratulating officials on what they have done for cyclists. A 'thank you' letter is always well regarded, and improves the image of the group.
- ❖ **Saddle surveys** - members of the BUG can undertake a ride together to determine defects in the local cycle route network, a particular route, or the adequacy of bicycle parking at the local shopping centre. The results of the survey are then sent to the relevant officials at the local government.
- ❖ **Using the local media** - A well thought out letter to the editor can be an effective way to reach the local community. Writing a story about a bicycle issue for the local community newspaper or radio station can be used to positively focus the attention of the community on a particular issue. The inclusion of some dramatic photo to accompany the story in a paper can be used to great effect. Remember : "a picture is worth a thousand words". If the group holds an event (see "Hosting and event" below), make a list of radio stations, newspapers and periodicals to which the BUG can send press releases. Make sure to find out the printing/air-play policy (eg how far in advance they need it, what format, fax or mail, etc). (See Chapter 4 "Communicating With the Media").
- ❖ **Surveys** - the group may need to find out some background information about cycling in the local area. Carrying out some research (such as a survey of householders) can establish who is riding, where they are riding, what problems they encounter, the barriers and obstacles to cycling in the local area, as well as suggestions for improving the local cycling network. A survey of householders can also determine why some people in the local area are not cycling. One technique is to prepare and distribute (via letterboxes or attaching to bicycles) a reply-paid questionnaire survey form.
- ❖ **Hosting an event** - the group, when it has sufficient members, could organise an event in the local area which involves bikes. Some ideas include:
  - an organised ride during Bikeweek (coordinated by Bikewest) in which the BUG involves as many members of the local community in a fun bike ride around the local area. The ride

could end at a park where a barbecue or picnic is held. The ride could be a family event.

- during Bikeweek, the BUG could meet in its local area and ride into the city for the *Bike to Work Breakfast*.
- participate in “Clean Up Australia” Day, by sweeping sand and other debris off dual use paths, and by picking up broken glass.
- a ride involving local councillors, to show them the range of good and bad cycling facilities in the local area.
- volunteering to arrange secure bike parking at a major sporting or cultural event, and using the media to both make the community aware of the free bike parking (encouraging them not to drive a car to the event) and gaining publicity for the group.
- publicising these and other events in the BTAs *Cycling in the West* newsletter.

❖ **Meeting with other BUG’s** - other bicycle user groups have been in existence for several years. They will be able to provide the BUG with valuable information on their successes. They will have experimented with a variety of methods for achieving their objectives. The BUG will be able to learn from their ‘tried and tested’ techniques.

❖ **Attend council meetings** - many engineering and planning proposals are discussed at meetings of the local council. A member of the BUG could attend Council meetings to listen and observe what is

going on. The group could obtain a copy of the Council’s meeting agenda from the library to become aware of the range of proposals that may affect cycling in the local area. It could be a proposal to expand the shopping centre, a new subdivision to create housing lots, the redevelopment of the local shopping street or a proposal to build a new community recreation centre. Each and every one of these examples has some bearing on cycling opportunities. The shopping centre redevelopment (expansion) could hinder cycle access, unless care is taken. The subdivision design could be amended to enhance cycling opportunities, providing direct and convenient access to schools, shops, etc. The recreation centre should provide adequate numbers of bike parking facilities to encourage people to ride to the centre. The street redevelopment could be designed to accommodate bike lanes, and bike parking facilities. Providing input (where possible) on these development proposals will enhance cycling in the local area. (See Chapter 3 “Liaising with Local Government”).

❖ **Make submissions** - the group could scrutinise the local community newspaper and the *West Australian* to discover advertisements of development/road proposals that affect the local area. Advertisements are often placed advising of major and minor roadworks, various planning proposals, and a range of other studies. These advertisements often call for public submissions. This is the BUG’s opportunity to be heard on proposals which

may affect cycling in the local area. It is a good idea for BUG members to constantly monitor the local paper.

- ❖ **Know the politicians for the local area** - knowing and communicating with politicians (at all levels of government) or their staff can be very helpful. By creating a personal relationship with decision makers, the group may be asked its opinion on issues ahead of time and its views are more likely to be considered when it presents them at public meetings or in letters and/or submissions. Politicians are also more likely to consider cyclists as voting constituents if they meet some. (See Chapter 3 “Liaising with Local Government”).
- ❖ **Attend public meetings** - meetings are often held to inform the public about a major proposal, such as a road construction project. It is wise to attend to discover what is being proposed. If there is an opportunity to speak, do so. Effective methods include :

DO:

- speak early, while the organisers are still keen to listen and the audience is still there and awake.
- always state the BUG’s position in the first sentence, ie. “for” or “against”.
- stay within the allotted time limit (if there is one). If the BUG has more to say, prepare a written submission.
- make positive suggestions for correcting any criticisms the BUG presents.
- present solid facts and logical

solutions.

- give argument to support the position the BUG is advocating.
- if there is a problem that requires remedial action, show the BUG’s willingness to work for a solution.
- close the argument in a pleasant and positive tone.

DON’T:

- rely on emotional arguments ie. “Not in my backyard”.
- make outbursts. As a general rule, don’t applaud from the audience.

- ❖ **Get involved in local committees** - If there is a local RoadWise (Road Safety) Committee, nominate a BUG member. Nominate a BUG representative when community committees are formed for a traffic calming (Local Area Traffic Management) project in an area, or for a local streetscape improvement project. Nominate one or more BUG representatives on a council Bikeplan Working Committee.

**THE 10 HABITS OF HIGHLY SUCCESSFUL ADVOCATES**

*by Skye Ridley, Executive Director, American Trails*

*From “Tools for Coalitions and Team Building” Presentation to the  
Second Annual Wyoming State Trails Conference, September 28, 1996*

1. They pick their battles carefully! — ie. they act strategically. They know they can't do it all; they have to prioritise, or they'll spend too much time and effort on the wrong projects.
2. They have lots of patience, with themselves and the other folks they're trying to motivate. For example, they don't demand too much from agency people if they don't know what challenges those agencies are facing.
3. On the other hand, they have persistence. They don't give up easily. They approach problems in new ways.
4. They're creative. They know there's no magic formula, and that no two communities are alike. They must invent new ideas all the time.
5. They reach out. They talk to all sorts of groups and businesses and community leaders. They attend the other groups' meetings — it's actually the perfect opportunity to research their strategies!
6. Successful advocates are resourceful. They're not afraid to be scroungers.
7. They think nationally, act locally. No matter how pressing the local situation is, they pay attention to the national scene.
8. They're like the Boy Scouts: they're prepared. Successful advocates somehow find time to get ready for the next challenge.
9. They're committed. Of course there are exceptions, but in general, X units of work results in X amount of success. To be successful advocates, we have to motivate our volunteers, our board members, our agency reps, our elected officials - and ourselves! - to just plain work hard.
10. Successful advocates take risks. Don't be afraid to act if you've done a good job of educating yourself about an issue. This isn't rocket science. Advocacy is a very common-sense, seat-of-the-pants job.

# Chapter 8 - Maintaining a BUG

## Chapter Highlights

- 🚲 Attracting and recruiting new members
- 🚲 Orientation of new members
- 🚲 Training of members
- 🚲 The longevity of the BUG
- 🚲 A sample Mission Statement

## Maintaining a Bicycle User Group

The BUG will be more able to accomplish its mission with a significant number of members. The more members the BUG has, the easier it is to get members, and the easier it is to get things done. But remember, memberships take a lot of time and effort to track and maintain.

Building and maintaining a BUG takes constant effort. The BUG must forever seek out those who haven't heard about its mission and tell them about it. It must speak out whenever possible. The BUG must always seek new and more entertaining ways to talk about its cause. To keep members satisfied and active, the BUG must ensure that interest amongst its members is maintained.

## Attracting and Recruiting New Members

In order to attract members to the BUG, the following tips are suggested:

1. **Know why the BUG is there (ie. define the mission).** Be clear and precise about what the BUG seeks to accomplish before trying to get more people involved. Be able to articulate it to others in simple words. Memorise and internalise the mission statement, goals, and strategies before approaching others. (See sample

Mission Statement at end of chapter).

2. **Offer something.** Improved cycling facilities, social activities, information, discounts in local bicycle shops and maintenance classes are all effective.
3. **Make it rewarding.** It's a fact of life: very few people become advocates or volunteer unless it's rewarding. Work out how to reward people with recognition, fun, business opportunities, or whatever they need.
4. **Publicise the benefits of membership.** Produce leaflets specifically to recruit members detailing the benefits, overall aims and usual activities. These can be distributed widely - try to persuade local bike shops to include one with every item sold, and to have them on display in the shop.
5. **Make it easy to join.** Always have a contact name, phone number, e-mail address and meeting place. Most BUGs are free to join (seeking financial support from the BTA and other sources). If the BUG wants to charge a membership fee, subscriptions should be high enough to cover costs of membership services but not so high as to deter potential members.

## Finding Members

Bicycle advocates will come from the ranks of people who will be affected positively by the changes the BUG is proposing or activities and events it organises. New members will come from the obvious places and the not-so-obvious places:

- Cyclists and others who support bicycling

- Elected officials
- Government employees
- Bicycle business people
- Non-bicycle business people who want to improve the community
- Other non-profit or volunteer groups
- Friends, family and work colleagues

Whenever BUG members are talking with people, refer briefly but enthusiastically to the BUG's cause, then follow up if they show interest.

### ***Distribute Brochures***

Compose a good brochure which states the mission, goals, activities, and accomplishments (if any) of the BUG clearly and appealingly. If the BUG is starting with limited funds, print a few copies to start off with. Once established, print more. Enlist friends and volunteers to help distribute brochures at:

- Bike and outdoor shops
- Sporting goods stores
- Health and fitness clubs, and community recreation centres
- To cyclists on major commuting and recreational routes.

The BTA has a standard 'BUG' brochure for the BUG to add its own particular details.

### ***Orientation of New Members***

New members need information, and an idea of how to get involved in the work of the BUG. Some key features of the orientation process for new BUG members are:

- Tell the person about the history of the group.
- Talk inspiringly about the past projects of

the BUG and discuss specifically how certain people within the group helped.

- Give an overview of the problems facing cyclists.
- Talk about the current projects and how they can get involved. Find out what expertise or interests they have and if they have an idea for a project they'd like to coordinate.
- Start them off on relatively simple and straightforward tasks, progressively moving them into more complex assignments.

### ***Involving Members***

When the BUG is up and running it will need to ensure that interest is maintained and the group continues to be effective and cohesive.

Cyclists who join a BUG do so for a particular reason. It may be because they have a genuine interest in improving cycling facilities in the local area, or they may enjoy being a member of a group which organises great social events and fun rides. It is important to determine why it was that people joined in the first place, and to establish what their objectives were. These questions might be included on the BUG membership form.

It is only when the BUG understands why people joined that it can plot the best course of action to keep them as members. It is important that the interest of members be maintained. If the BUG isn't fulfilling that requirement, members will leave.

Get members involved. Ask them to help, and be specific. Studies show that the most common reason people don't contribute volun-

teer time or donate money is because they were never actually asked.

### **Retaining BUG Members**

“Losing up to one-third of members per year is common in membership organisations”. Therefore:

- Deliver the services the BUG says it will (ie. make sure the objectives set out at the initial meetings are being met).
- Be welcoming. Don't sneer at or reject any suggestions or comments that new members may have. Sure, spend some time discussing the issue, and perhaps subtly educating the person.
- Get members involved. Give them tasks (see Chapter 7 “Forming Strategies”).
- Communicate with and listen to BUG members.
- Provide members with training.

*(Drawn from the Cyclists' Touring Club (UK) publication “Local Cycling Groups”).*

### **Training of BUG Members**

All BUG members require some training. The BUG manual will give new members a basic grounding in the role of the BUG, of government and of the projects that the BUG is involved in.

- Don't assume that people know what to do or how to do it.
- Everyone can help or contribute in some way. People who manage employees or volunteers advise that it is important to be as specific as possible, stopping short of micro-managing and insulting people's intelligence.

- First, briefly state what needs doing. Then explain it again in more detail. Let the listener(s) interrupt and ask questions. When the explanation is finished, ask them if they have any more questions, and be prepared to go over the details again. This is the way people learn.
- Always be polite, respectful, and appreciative of volunteers and advocates.
- If the BUG can find funds, send some of the members along to conferences or seminars that may be of relevance. By doing so, the BUG member will learn something new as well as being rewarded.

### **The Cost of Membership**

Most BUGs do not charge a membership fee, but doing so can boost funds and enable a quality newsletter to be provided. Subscriptions should be high enough to cover costs of membership services but not so high as to deter potential members.

The BTA provides a limited amount of administrative and financial support to BUGs. Information about the BUG can be included in the BTAs *Cycling in the West* newsletter, which may reduce the need for a BUG newsletter.

### **The Longevity of the BUG**

For the long term viability of the BUG, consider the following points:

- Recognise and plan for the inevitability of burnout, turnover, and breaks in service. Usually even the best advocates will stay involved no more than a few years. There are exceptions, but don't gamble important

ventures on that hope.

- Train substitutes in case a member gets sick and can't show up for an event or media interview. Groom replacements in case of burn out or members having to move to another municipality or state. The BUG doesn't want the event or cause it's worked so hard for to fail just because key people are not there any more, or are delayed getting to the event. Have more than one person in the BUG getting things done. Involve everyone. Train others. Successful leaders build movements that continue after they're gone.
- A successful BUG will be measured by more than how many members it has. Success will be measured by the number of successful events or campaigns it has staged, the degree of change in attitude of the local government towards cycling, or the positive views of the local community.
- The bicycle community around the world is notorious for passionate, outspoken members who alienate. Criticism hurts bicycling in the long run. Unnecessarily argumentative BUG members cannot build a large, effective organisation; they should not be picked as board members, delegates, or spokespeople.
- Don't waste time on trivial issues. Pick the few most important ones and refuse to be sidetracked. The most important issues are those which are most important to cycling in the long run and affect the highest number of people.
- However, small wins are important too.

### **Recognise Cycling Supporters**

The state and local government officers who support cycling often need support for their actions. An important role of the BUG is to applaud good progress through media statements and letters of congratulations. Be supportive and positive whenever possible.

Criticise a policy or action only when absolutely necessary. It's a last resort. It burns bridges. Ignore the small mistakes and non-essential issues. Remember: concentrate on the big issues only.

Make it easy for government contacts to keep well informed. Send them copies of the BUG's press releases and newsletters. Contact them often, not only to ask for favours and information, but to provide favours and information.

## Sample Mission Statement

### Stirling (West) Bicycle User Group

#### **Mission Statement**

*To increase the use of bicycles as an everyday means of transport and recreation throughout the City of Stirling, due to the bicycle being a clean, quiet, non-polluting, affordable, human-scale form of transport.*

#### **Goals:**

The Stirling (West) BUG has the following Goals:

- to represent the interests of all cyclists within the City of Stirling;
- to seek an improvement in cyclists' facilities;
- to seek an improvement in the education of all road users;
- to support and assist those who wish to ride a bike; and
- to develop a cycling information base for the municipality.

#### **Objectives**

The Stirling (West) BUG will work with the City of Stirling, the BTA, Bikewest, the Road Safety Council, Main Roads and the Police Department (and other relevant organisations) to:

- publicise and promote the benefits of cycling
- reduce the amount and severity of crashes involving cyclists
- ensure the widespread provision of bike parking facilities at all cyclist destinations within the City of Stirling
- encourage the speedy implementation of Perth Bicycle Network Plan proposals (Local Bicycle Routes)
- require greater provision of on-road bicycle facilities (ie. bike lanes or 'sealed shoulders')
- seek reduced speed limits for motor vehicles on residential streets
- ensure the preparation (review?) of a bike plan for City of Stirling
- encourage the upgrading of the coastal dual use path (Regional Recreational Path)
- encourage the upgrading of Mitchell Freeway dual use path (Principal Transport Route)
- ensure cyclist input into all City of Stirling road projects
- develop "Share the Road" materials
- encourage greater participation of schools within the City of Stirling in "Bike Ed" programs



# Appendix 1 - Contacts and Information

## Contact Details

### ***Bicycle Transportation Alliance***

The Bicycle Transportation Alliance is an incorporated non-profit cycling advocacy group formed in late 1993 based in Perth, Western Australia. The BTA is managed by a board consisting of at least 8 members, elected at the Annual General Meeting held in February or March each year. The Bicycle Transportation Alliance itself has around 550 members (as at April 1998) and, together with the affiliated cycling clubs, represents well over 1500 cyclists in Western Australia.

The BTA is a member of the Bicycle Federation of Australia (BFA), the national bicycle advocacy body. Through state cycling groups similar to the BTA, the BFA represents over 20,000 cyclists across Australia.

The BTA has a number of objectives:

- bringing about a greater awareness on the part of the wider community and at all levels of Government of the value of cycling
- to advance the cause of cycling
- to lobby for better facilities for cyclists
- to encourage people to use bicycles more for transport and recreation
- to help make our cities and towns more bicycle-friendly
- lobbying for funding for cycling-related projects
- to lobby for improved standards of education and behaviour for all road users
- to promote the environmental, health and economic benefits of cycling
- providing technical advice on cycling-

related issues to Government and private organisations

- lobbying for better facilities for cyclists, with an emphasis on providing maximum effectiveness within available funding
- promoting safer cycling, for example through improved standards of education and behaviour for all road users, or improved road designs which take into account cyclists' needs.

The BTA represents cyclists' interests on a number of committees and working groups at various levels of Government. These include:

- The Western Australian Bicycle Committee (Administered by Transport's Bikewest).
- The Bicycle Transport Working Group (Administered by Main Roads WA)
- Cycling Research Reference Group (Administered by Main Roads WA)
- Travelsmart Reference Group (Administered by Transport)

The BTA contact details are:

Office: Suite 7, 1st Floor  
Lotteries House  
79 Stirling Street, Northbridge

Mail: PO Box 8295  
Perth Business Centre WA 6849

Phone: (08) 9228 4994 (anytime)

Fax: (08) 9228 4994 (anytime)

E-mail: richards@multiline.com.au

WWW: <http://sunsite.anu.edu.au/wa/bta>

The BTA BUG Coordinator at the time of printing of this manual (May 1998) is Graham Blackwell. Graham can be contacted on (08) 9444 5098 (or email at [barnaby@omen.net.au](mailto:barnaby@omen.net.au)) or leave a message at the BTA Office number above.

## Contact Details

### **Bikewest**

Bikewest is the cycling unit of Transport, using information, encouragement and grants to encourage other agencies to deliver programs of benefit to cyclists.

The business plan of Bikewest states that it “advises on priorities and allocation of resources for the implementation of bicycle policies within the state. It develops and encourages the implementation of programs which are aimed at increasing public awareness of the advantages of bicycle use and which stress bicycle safety. Bikewest advances and, where appropriate, carries out programs for engineering improvements, education and safety, law enforcement and other matters connected with the use of bicycles”.

Bikewest, together with Main Roads WA, coordinate the Perth Bicycle Network (a program to establish a strategic bicycle route network across the metropolitan region).

Bikewest’s contact details are:

Office: 441 Murray Street  
Perth WA 6000

Mail: Bikewest  
PO Box 7272  
Cloisters Square  
Perth WA 6850

Phone: (08) 9320 9301

Fax: (08) 9320 9315

e-mail: [bikewest@transport.wa.gov.au](mailto:bikewest@transport.wa.gov.au)

www: [transport.wa.gov.au/metro/bikewest/](http://transport.wa.gov.au/metro/bikewest/)

## Contact Details

### **Main Roads WA**

#### **Operational Issues**

Officer: Mr Kerrin Sharpe

Office: Main Roads WA  
2 Adams Drive  
Welshpool WA 6106

Mail: Main Roads WA  
2 Adams Drive  
Welshpool WA 6106

Phone: 9311 8351

Fax: 9311 8383

e-mail: [kerrin.sharpe@mrwa.wa.gov.au](mailto:kerrin.sharpe@mrwa.wa.gov.au)

www: [mrwa.wa.gov.au/](http://mrwa.wa.gov.au/)

#### **Policy and Strategic Issues**

Officer: Mr Harry Pearson  
Cycling and Pedestrian Policy Officer

Office: Main Roads WA  
Don Aitken Centre  
Waterloo Crescent  
East Perth WA 6004

Mail: Main Roads WA  
PO Box 6202  
East Perth WA 6892

Phone: 9323 4186

Fax: 9323 4629

e-mail: [harry.pearson@mrwa.wa.gov.au](mailto:harry.pearson@mrwa.wa.gov.au)

www: [mrwa.wa.gov.au/](http://mrwa.wa.gov.au/)

Main Roads WA has a maintenance and emergency repairs ‘hotline’  
1 800 800 009

## Contact Details

### *Existing Bicycle User Groups in Perth*

#### **BBUG - Bayswater Bicycle User Group**

Contact: Hanli Robbertse  
Phone: 9370 2432 (H)  
e-mail: brucea@ermperth.erm.com.au

#### **CBUG - Canning Bicycle User Group**

Contact: Lance Deegan  
Phone: 9457 0582 (H)  
e-mail: lupus@cygnus.uwa.edu.au

#### **CMPBUG - Cottesloe/Mosman Park Bicycle User Group**

Contact: Charles Pierce  
Phone: 9384 6184 (H)  
e-mail: chasalex@yahoo.com

#### **FBUG - Fremantle Bicycle User Group**

Contact: Carey Curtis  
Phone: 9331 5731 (H)  
e-mail: curtisc@arch.curtin.edu.au

#### **KBUG - Kalamunda Bicycle User Group**

Contact: Harry Pearson  
Phone: 9291 9101 (H) 9323 4186 (W)  
e-mail: harry.pearson@mrwa.wa.gov.au

#### **MELBUG - Melville Bicycle User Group**

Contact: Alan Naber  
Phone: 9332 3956 (H)  
e-mail: Alan.Naber@alintagas.com.au

#### **PBUG - Perth Bicycle User Group**

Contact: Peter Bartlett  
Phone: 9381 9197 (H) or 9222 2345 (W)  
e-mail: Peter.Bartlett@health.wa.gov.au

#### **SPBUG - South Perth Bicycle User Group**

Contact: Sheree or Chris  
Phone: 9367 9317 (H)  
e-mail:  
cpudney@alphapharm.pharm.uwa.edu.au

#### **SWBUG - Stirling (West) Bicycle User Group**

Contact: Lawrence Borle  
Phone: 9446 8231 (H)  
e-mail: borle@ses.curtin.edu.au

#### **VPBUG - Victoria Park Bicycle User Group**

Contact: Jen de Vries  
Phone: 9361 4990 (H)  
e-mail: jdevries@csd.uwa.edu.au

#### **VBUG - Vincent Bicycle User Group**

Contact: Judy Wilson  
Phone: 9242 4485 (H) or  
Graham Blackwell  
Phone: 9444 5098 (H)  
e-mail: barnaby@omen.net.au

#### **WSBUG - Western Suburbs Bicycle User Group**

Contact: Darlene Gould  
Phone: 9387 3663 (H)  
e-mail: parthur@cyllene.uwa.edu.au

**Local Government Contacts**

For the contact details of each local government in Perth, see “Local Councils” in the “Government and Community Service Index” in the Green Section at the front of the White Pages telephone directory.

**State Government Representatives**

For the contact details of State Government politicians, see “Government Politicians - State” in the “Government and Community Service Index” in the Green Section at the front of the White Pages telephone directory.

**Federal Government Representatives**

For the contact details of State Government politicians, see “Government Politicians - Commonwealth” in the “Government and Community Service Index” in the Green Section at the front of the White Pages telephone directory.

**Other Useful Contacts**

**RoadWise**

RoadWise  
c/o WA Municipal Association  
Local Government House  
15 Altona Street  
(PO Box 1544)  
West Perth WA 6872

Ph: (08) 9321 5055  
Fax: (08) 9321 2611

Officer:  
Ms Julie Parsons  
Road Safety Community Development Officer

**Office of Road Safety**

Office of Road Safety  
c/o Transport  
441 Murray Street  
(PO Box 7272  
Cloisters Square )  
Perth WA 6850  
Ph: (08) 9320 9320

### **Useful Information**

There are many useful road safety and transportation planning reports and a range of other publications which the BUG might find helpful in its advocacy. Information which could be obtained by the group includes:

- the *Metropolitan Transport Strategy* (available from *Transport*)
- the *Bike Ahead Strategy* (available from Bikewest)
- the *Perth Bicycle Network Plan* (available from Bikewest)
- the local government's bike plan (if one exists)
- *The Way Ahead Road Safety Strategies*
- Australian Bureau of Statistics *Bicycle Usage and Safety - Western Australia (1989 Survey)*
- Austroads *Guide to Traffic Engineering Part 14 - Bicycles*
- newsletters from RoadWise, Bikewest, Main Roads WA and the Office of Road Safety
- the BTA's *Cycling in the West* newsletter
- a list of politicians for the town or local government area
- a list of state and federal government politicians for the local area.

### **Free Seminars**

Free seminars are often held by authorities such as Main Roads and RoadWatch which may be of interest to members. Details of seminars of interest to cyclists are listed on the BTA Web page.



# Feedback Form

## **Feedback**

Bikewest is very interested in your comments on the usefulness of this manual and welcomes your feedback on the information and forms it contains. It is the intention of Bikewest and the BTA to update this manual in light of comments received from BUGs. Please set out your comments in the spaces allocated below, and describe overleaf any suggestions you may have for improvements to the manual which could be included in future editions.

Send your comments to:  
Bikewest  
PO Box 7272  
Cloisters Square WA 6850

### **Chapter 1 - What is a Bicycle User Group**

**Comments:**

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### **Chapter 2 - Forming a Bicycle User Group**

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### **Chapter 3 - Liaising with Local Government**

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### **Chapter 4 - Communicating with the Media**

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### **Chapter 5 - Involving the Public**

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### **Chapter 6 - Examples of Success**

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### **Chapter 7 - Forming Strategies**

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### **Chapter 8 - Maintaining a Bicycle User Group**

**Comments:**

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# Feedback Form

## **Suggestions**

Please describe any general comments you may have on the BUG Manual and the

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**Bikewest  
PO Box 7272  
Cloisters Square WA 6850**

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# References

- 🚲 Atlanta Bicycle Campaign *Advocates Guide for Bicycle User Groups (March 18, 1995)*
- 🚲 Bicycle Federation of America *Bike Action 2000 - An advocacy workshop guaranteed to help you get results from your bike plan*
- 🚲 Bicycle Institute of NSW Inc. *The BUG Book - A Resource Guide for Bicycle User Groups in NSW (October 1991)*
- 🚲 Bicycle Victoria *The BUG's Booklet (Prepared by Bill Potiris)*
- 🚲 Cyclists' Touring Club (UK) *Promoting Cycling*
- 🚲 Cyclists' Touring Club (UK) *Local Cycling Groups*
- 🚲 Cyclists' Touring Club (UK) *Campaign Tactics & Strategies*
- 🚲 Cyclists' Touring Club (UK) *Local Authorities*
- 🚲 Cyclists' Touring Club (UK) *Resources*
- 🚲 Cyclists' Touring Club (UK) *Facts and Quotes*
- 🚲 People Power *Bicycle Advocacy Resource Guide (edited by Ron Goodman, People Power, Santa Cruz, California)*