

# Go Green, Get Lean

## Cycle-to-Campus Challenge 2007



**“Slimmer Waistlines & Lighter Footprints”**

**Adam Taylor**

# Setting the Scene

- Existing Transport Behaviour

Mode	2003	2006
Single Occupant Vehicle	41.4%	35.6%
Bicycle	11.6%	11.3%

- Increasing demand for carspaces a threat to green portions of campus landscape
- Cycling levels deemed to have reached a saturation point despite relatively bike-friendly urban form

# Challenge Overview

- 10 week competition
- Additional exercises and training
- **Easing-into-it** - Exercise program based on progressive increases, not excessive overload
- Monitoring and feedback



# Laying the Groundwork

- Internship Project to assess feasibility and develop a management plan
- Survey to gauge appeal and identify barriers to active transport and physical activity
  - Cycling was appealing, general desire to increase activity levels
  - Behaviour constrained by conflicting attitudes relating to time efficiency, convenience, comfort and safety
- Pilot program

# Participants

30 volunteer participants – academic and general staff, graduate students

- Shared interest in improving health and fitness
- Common constraints eg time, motivation
- Commuting from all over Canberra (some more than 20km)
- Environmental sustainability not a key motivator



# Kitting 'em up

- Mountain Bike
- Helmet
- Cycle Computer
- Bike Lock
- Pannier Bag
- Competition Diary
- Pedal Power Membership
- Bike Path Map
- Tshirt
- Info resources
- Team mates



# Risk Prevention

## ■ Pre-challenge health screening

- Conducted by ANU Sport & Recreation Association trainers
- Medical Questionnaire
- Basic aerobic function test
- Blood pressure
- Medical clearance if required



## ■ Introductory rider-safety course



- Behavioural Change
  - At the conclusion group cycling almost 3 x per week per rider (most still going)
  - One participant sold her car
  - Carry-on effect
- Almost 1 tonne less CO<sub>2</sub>e per rider/year
- Health/Fitness Benefits
  - 30% increase in aerobic capacity
  - Improvements in resting HR, BP, strength and flexibility

# Attitude Change

## Maryanne

**“It’s fantastic. I am certainly tired at the end of the ride (approx 13kms) but it’s not exhaustion and I am feeling like I have more energy.”**



## Baihua

**“My body is stronger. Every time I ride, I recover quicker than last time. On the days I drive, I like to look at the people who are riding, and somehow wish I were one of them.”**

# Conclusion

Converting good intentions into real behavioural change

