

**Bicycle Tasmania Member Survey - Dec-2011**

**Interim Results**

Survey email invitation went to 210 addresses

Number of emails opened: 125

Number of surveys completed: 57

...we only have one email address per membership ... with three exceptions

...=60%, the industry standard is apparently 21%

... = 27% so far, The survey will go out again to new members and some that were missed in the first survey due to email errors. This result is actually good compared to industry standards. Bicycle Victoria get around 10% response rate even with 2 iPads on offer.

How do you rate the importance of the following Services or Activities?	Not Important			Very Important		Score
	1	2	3	4	5	
Advocacy	0	0	6	8	43	4.65
To be represented at all levels of Government	1	0	8	5	43	4.56
Personal Accident Insurance	0	2	10	6	39	4.44
Third Party Insurance	1	3	8	3	42	4.44
Legal Advice	3	2	16	15	21	3.86
Rides and Events	0	2	22	16	17	3.84
Community Services such as valet parking and bike counting	1	2	26	16	12	3.63
Ride On magazine	3	5	20	12	17	3.61
Contact with other Bike Riders	1	1	29	16	10	3.58
Social Events and Information Evenings	3	2	31	15	6	3.33
Discounts at Bike Shops	5	2	28	17	5	3.26
Volunteer Opportunities	0	8	33	13	3	3.19
Blogs, Website & Facebook	3	5	31	18	0	3.12

How do you rate the importance of these new or proposed Services or Activities?	Not Important	Only if Someone has time	Very Important	..and Prepared to Volunteer	Score
	1	2	3	4	
Working on Strategic Plan	0	9	32	12	3.06
Big River Trail	0	22	26	5	2.68
Bicycle maintenance Session at Schools	2	27	24	3	2.50
Member's Directory	7	33	13	2	2.18

What do you think our campaign events and priorities should be in 2012?	Not Important			Very Important		Score
	1	2	3	4	5	
Facilities - On road	0	2	11	6	38	4.40
Education	0	1	19	17	20	3.98
Facilities - Local Streets	0	2	20	13	22	3.96
Facilities - Regional	0	2	23	17	15	3.79
Major Rides like the Century and the Big Channel Ride	2	5	28	13	9	3.39
Family Rides	2	3	34	12	6	3.30
Longer Social Rides	2	4	32	12	6	3.29
Facilities - Off road	5	10	24	8	10	3.14
Social Events	5	5	37	5	5	3.00
Facilities - Mountain Bike	6	14	25	8	4	2.82

How satisfied have you been with your Bicycle Tasmania membership in 2011?	Dissatisfied			Very Satisfied		Score
	1	2	3	4	5	
How Satisfied with Membership	0	0	5	19	33	4.49

**Any other comments on Facilities and Services?**

*sense of communitiy*

*In the current climate we are of the belief that the registration fee for bicycle Tas is getting a bit steep and we shall seriously consider whether we re-register next year. We want to support cycling but, for us, the registration fee really only means that we get 4 cycling magazines per year and not much else that we cant get through just cycling.*

*If we are looking at Bicycle Victoria (BV), their capacity to lobby government agencies and business in order to improve conditions for cyclists lies in their large membership numbers - and is ever increasing as their PR and membership numbers increase.*

*Having been cyclist for over 35 years overseas and here in Tasmania (daily commuting and regular long distance touring) and having been a member of Bicycle Tasmania (BT) and BV since 1997, I have withnessed the growth and transformation of both organisations.*

*However, with our increasing cyclist population in Hobart, I frequently find when talking to other local (even longterm) cyclist, that they are NOT aware of the existence of Bicycle Tasmania. And this is concerning.*

*I think that frequent public relation (PR) campaigns would raise awareness amongst the population, consequently raise the membership and hence improve our lobbying capacity - just like with BV over the years.*

*One bit seller for PR would be the crash insurance!*

*PR options could be for example an add on the Metro busses, local radio stations, flyers in waiting rooms, etc etc. - unlimited options there!*

*I believe that BT could grow even more and faster with some serious and clever PR efforts! Just like BV did over the years and other similar overseas organisations that I have been involved with in the past.*

*The major problem I have is being certain that complaints to the Police about dangerous or malevolent drivers are followed up. It would be good if Bicycle Tasmania could perform some sort of role here.*

*Keep up the great work in 2012 & many thanks for your cycling advocacy work and events etc! More bike paths in Hobart would be wonderful!*

Rides & events in all regional areas of Tasmania.

Great regular email newsletter!! Love it!! Keep up the fantastic work.

**Any Other Comments about anything?**

*Thank you for making an effort to be more focused on the whole of Tasmania rather than just Hobart but there is still work to do in this respect. I'm not renewing as I can get insurance cover from my BUG and it organises local activities and advocacy on local issues. I've had membership of both for a couple of years but there seems no point. It seems a pity - some sort of federation would make more sense. Best wishes and thanks for your hard work*

*All levels of government need to have key principals for bike riders in place as they plan their infrastructure eg bike paths, bike routes and road shoulders.*

*I would like to see a major development of rail trails as per the other States e.g. Murray to the Mountains and Gippsland in Victoria.*

*In driver education, incorporate, bike safety and driver etiquette.*

*We appreciate the enormous effort of all the volunteers.*

*I have been a member for about 6 years. I have seen the struggle the organisation has had and am pleased with how you came through it. I have never been to a single event organised by bike tas, or had any other involvement. I see membership as a contribution to your efforts and to assist in advocacy. keep going. I don't have a lot to contribute in views as you guys are the experts. I volunteer in other areas. thanks ian*

*I don't understand the question, "Big River Trail" and whatever it is I generally don't like the word, 'trail'. 'Trail' is better reserved for cowboys on horses.*

*From past personal involvement and experience (during the 1980's and 1990's) in similar organisations like BT and BV but overseas (Switzerland) I have to make one more comment here:*

*In train / buss stations around Switzerland (even in large, old cities like Zuerich - I have the photos to prove it) it is very common these days to see literally thousands of bicycles parked every day - as large proportions of the population are commuting every day by using a combination of bike and public transport. This was not always the case - but was achieved through efforts over many years by the local bike organisations similar to BT or BV.*

*The following measures were instrumental for this:*

*Promoting daily commuting rather than 'only weekend recreational' cycling.*

*Annual bike registration through the police station (with bike-check for fitness of service). The registration also includes a nation wide crash- and third party insurance - at the price of AUD \$ 15.00 per year per bike (tax deductible).*

*Collection and destruction of unregistered bikes by the police.*

*Tax deductions for bike equipment and mileage - for persons commuting by bike to work - or using the bike frequently as a means of transport.*

*Tax deductions for bike friendly businesses and companies.*

*Education of motorists / cyclists / public transport / councils and business.*

*Road maps for many cities - outlining a continous network of existing roads suitable for cycling as a means of transport / commuting.*

*Fines for all traffic participants - including cyclists - for violations.*

*And the list of measures could go on and on.....etc etc etc.....*

*However, it was the massive increase of ordinary people (including virtually all school kids) who started commuting and / or using the bicycle as a means of transport (because it became safer and there were tax incentives) - rather than the weekend-only recreational cyclists - that brought about the cultural changes and the subsequent huge benefits.*

*The driving force behind that cultural change were the local bike organisations with its members (just like BT or BV) who lobbied all levels of society / business / government / schools, etc - advocating the message of using the bicycle as an ordinary (and legitimate) means of transport (rather than only as a recreational toy) and all its benefits!*

*This entire process took about 20 years. However, today in Switzerland (human population of 7 million but the bicycle population is more than double of this) the use of the bicycle as a means of daily transport / commuting is deeply ingrained in the culture on all parts / levels of society. It even is cool for MP's to cycle to parliament on a daily basis!*

*In that sense - we are still in the dark ages here - BUT YES, we will get there too eventually - there is no reason why we should not! Thank you - Verena Sidler*

*An additional comment must be made here to my first survey response, which is already submitted:*

*The cycling lane on Campbell Street in Hobart is an absolute dangerous facility - a fatal accident just waiting to happen - and simply unacceptable in its current existence.*

*It is unsafe for cyclists to use because:*

*1. It is on the wrong side of the street, the side where the fastest traffic is proceeding and where many streets are branching off from or into.*

*2. It goes all the way down until opposite of the Office Works store - and then suddenly is discontinued with absolutely nowhere to go!*

*After 35 years of accident free cycling - I recently nearly ended up as a road-kill statistic on this bike lane - and other cyclists have too from what I can gather!*

*Thank you for taking this into consideration.*

*I would say ADVOCACY is the primary reason I pay my membership fees. Much as I'd like to be involved in the other activities of the organisation eg social rides etc, I have so many competing priorities. I'm a member in hope that bike riding will become a safer and more supported activity in Tasmania.*

*I think the Big River Trail is a fantastic idea. My partner and I have often discussed converting the railway into a bike path on our drives to Mt Field.*

*Maybe you could lobby to get practice of putting 'roadworks ahead' signs out of bikes lanes. At the very least get them to put the signs before a bend in the road, not after. I am most aware of Channel Highway in Taroona where these signs appear frequently and quite often right across the bike lane and just round a bend. Has to be some alternative signage and or placement.*

*Keep up the good work*

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Interim Results

*new member, BT seems to be the way to go because of the insurance benefits*

*You're doing a top job, Looking forward to great things in 2012*

*Actually doing things to improve things for cyclists - harness the volunteers! Times are tough and money is short for government. Lead by example.*

*Personally I would like to see an audit done of the existing bikeways.*

*There is so much that can be improved for little cost to make areas safer & more accessible.*

*eg. wider access points to bikeways, remove obstacles, remove road narrow points, better sight distance at road crossings.*

*I may be able to help with this issue.*