Collectif Cycliste 37:
an active participant in developing daily bicycle usage in the greater Tours region

Paul Milliken and Fabien Frugier - Collectif Cycliste 37
Main points

1. Why use a bicycle?
2. Who is the Collectif Cycliste 37?
3. The 4 branches of activity of CC37 in detail
4. National affiliations and financial partners
Why use a bicycle?

- Practical
- Simple & quick
- No traffic jams
- Economical
- Healthy
- Ecologically neutral
Since 1991, the Collectif Cycliste 37 has promoted the use of the bicycle in one's daily habits in the greater Tours region - *Tour(s)*Plus

- To go to school,
- To go to work,
- To go shopping...
The CC37 in numbers in 2015

800 Members

1900 Participants during our self-repair bike workshops

628 Bikes donated to CC37 and 171 Bikes repaired and sold

4000 People contacted and informed during 35 days of presentations

65 Participants adult-level bike riding lessons
Total members by year

- 2011: 200
- 2012: 347
- 2013: 426
- 2014: 572
- 2015: 800

+ 40% between 2014 and 2015
1. Bicycle pathways & parking | Safety | Mixed-mode commuting
2. Presentations & training
3. Workshops & 2-hand bike sales
4. Information & communication
Objectives: to develop and improve bicycle pathways, parking and contribute to the easing of traffic

• Advise and assist the local and regional civic planners in the greater Tours region - *Tour(s)*_plus* - and beyond*

• Create maps showing the travel time of various routes by bicycle (see the following slide)

• Specific interventions (for example: drivers' blind spots and bicycle free-zone at intersections «bike box»)

• Participation in inquiries and public meetings concerning new urban projects
Itineraries and routes in the southern portion of the greater Tours region

Analyses and proposals

Including the communities of: Ballan-Miré, Joué-lès-Tours, Chambray-lès-Tours, Saint-Avertin

Download at www.cc37.org
Green: existing bike pathways
Red: proposed bike pathways
Objectives: discuss and inform about the daily-use of the bicycle

- Bike riding lessons (youth and adult level)
- Theme-based organised rides (short and long distance)
- Presentations: information about bicycle locks, lighting, etc.
- 22-point technical bike inspection for all private owners
- Assistance & support for local government, companies, social services centers and schools (specifically concerning the planning of bicycle use)
- Organised annual 2-hand bike market «buy and sell»
Week-end vert
2013
Joué lès Tours
Spring festival 2016 « Faites le Printemps »
Joué lès Tours
2-hand bike market «buy and sell» 2015 & 2016 Tours
Focus on... bike riding lessons

Group lessons for beginners and intermediate level riders (both youth and adult)

Objectives:

• Learn the basics of bike riding
• Refine body position, visual awareness and skills in bike handling
• Gain confidence in riding both in countryside and city settings
Objectives: develop cyclists' repair skills & re-utilisation of bicycles (extending their lives)

- Bike repair workshop (3 sessions weekly, 9 hours total)
- Collection of idle and abandoned bicycles (both spontaneous and organised collections)
- Re-utilisation and recycling of bicycles and spare parts
- Sales of used bicycles (re-worked)
- Official anti-theft bicycle frame engraving: Bicycode®
Collection of idle and abandoned bicycles
Loches, 2016
Objectives:

- Handle all public enquiries concerning CC37 « physical visits, telephone calls, e-mails, etc. »
- Prepare and carry out all press interventions
- Keep website updated
• **Reception** for general public at our office: 900 people

• **Web site** www.cc37.org: 24230 numbers of visits

• **Social Media Networks**: Facebook & Twitter (586 followers)

• Monthly **newsletter** « Bicyc'lettre »: 2000 readers

• 50+ available **documents** (cycling maps, flyers, informations brochures, etc.)

• **Local press relations**: 30 numbers of press articles and 21 participations at radio or TV shows
Samedi 9 juillet 2016 à Tours : 2ème édition de la balade des lucioles

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Le samedi 9 juillet 2016, le Collectif Cycliste 37 organise la 2ème édition de la « balade des lucioles », une promenade festive, nocturne et familiale à travers la ville. Venez avec vos vélos illuminés, par exemple avec des lampions, pour être... comme une luciole un soir d'été ! Le parcours prévu passera par le centre-ville Lire la suite...
FUB and AF3V are both members of the *European Cyclists Federation*.
Financial partners

- Collectif Cycliste
- Communaute d’Agglomeration Tours(s) plus
- Universite Francois - Rabelais Tours
- Centre - Val de Loire
- Touraine Le Departement
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CC37 in pictures