

From (Policy) Top-Down to (Community) Bottom-Up: A Strategy to Create Cycling Culture

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EVOLUTION OF CYCLING
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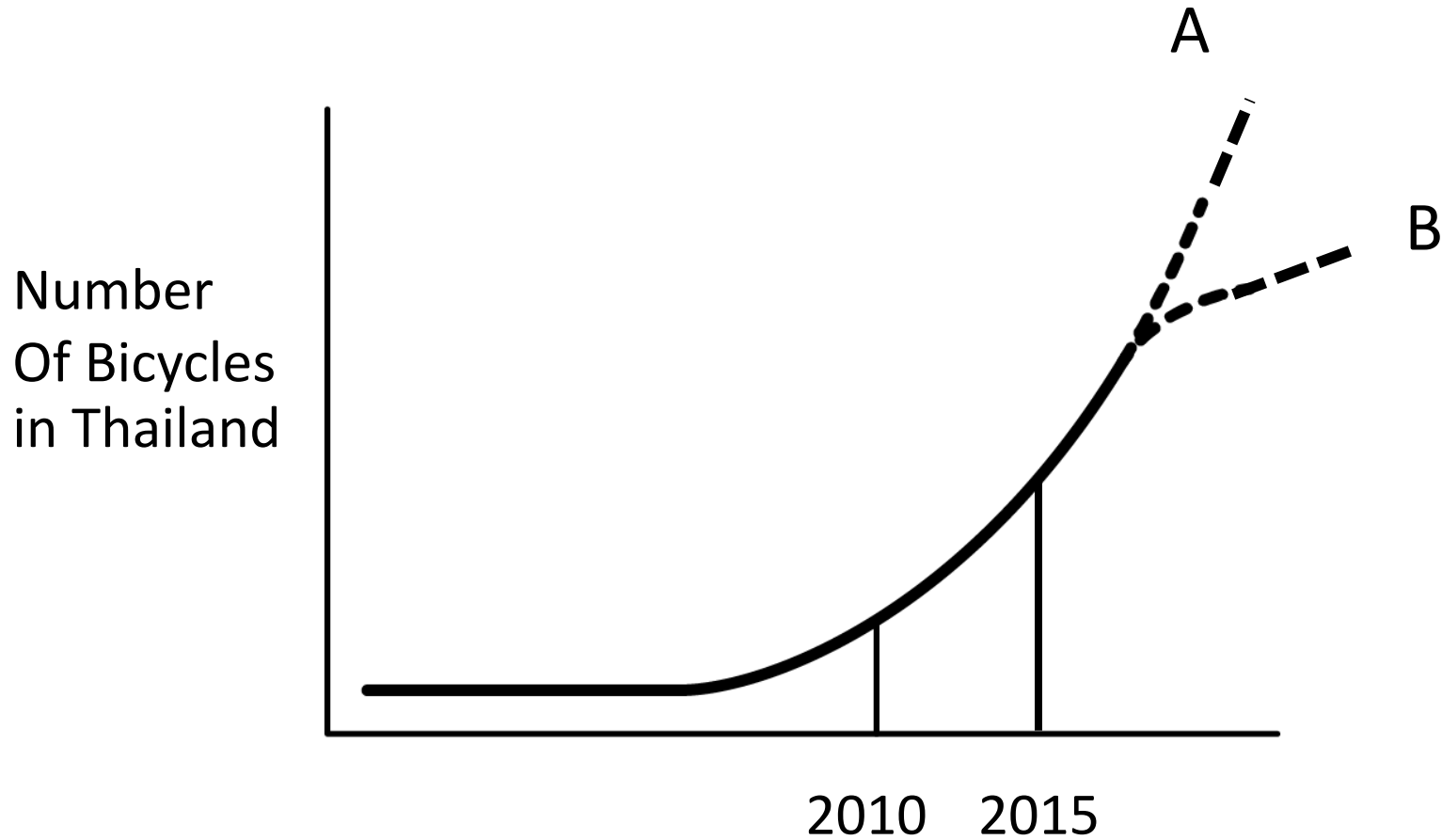
Presented at VELO-CITY GLOBAL 2016
Taipei, Taiwan ; March, 2015

THAILAND DATA

- Area 513,115 Sq.Km.
- Population 65 Million(More than 50% live in Urban Area)
- Motor Vehicle 28 million(more than 50% Motorcycle)
- Road is the major transport (More than 85%)
- 1/3 of Energy Consumption in road transport
- 50% of GHG emission from transport
- second ranking of road accident (WHO)



Cycling grown drastically for past 5 years



Thailand Cycling Club



1,000
Racers

National Pride
Established Association

Thailand Cycling Club

300,000
Cyclists

Thailand Cycling Club

Thailand Cycling Club

50,000,000
Bike Users

Thailand Cycling Club

High Publicity;
Visibility;
Very Vocal ;

Thailand Cycling Club

Expensive bikes
and parts;
Lycra; Helmet;
Shows;
Weekend Cyclists

Thailand Cycling Club

Daily action/chores,
Simple and non
expensive bikes,
More Med-Income
People, Suburban
and Rural

Thailand Cycling Club

50,000,000 คน

Thailand Cycling Club

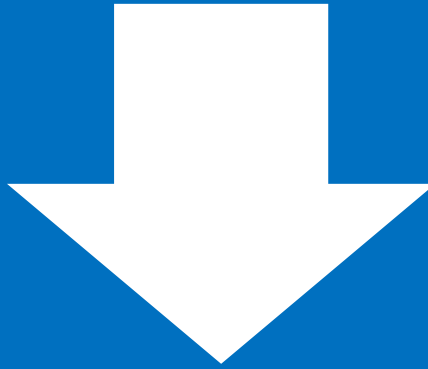
Thailand Cycling Club

Thailand Cycling Club : TCC



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Policy



Top- Down

Timeline of Public Policy Push (Bike and Walk) by TCC

- 1991 to 2010 Activities, Tourism, Campaign
- 2011 First Draft on Public Policy, by TCC
- 2012 National Health Commission (NHC) accepted the Draft for Public Debate
- 2013 National Health Assembly (NHA) accepted the Revised Draft as NHA Resolution (through local, regional and national Public Consultation)
 - Thai Cabinet approved the NHA resolution
 - Assigned various Ministries to carry on the assignments
- 2014 on wardsImplementation
- 2015 Consulting and discussions with administrators in the MoT. and another ministries
- **2016 Government cabinet passed a resolution to proposal made by MoT. “Stand for Bikeway Design and Construction in Thailand”**

Example of Assignments

- | | |
|--|----------------------|
| - School Curriculums | Min of Education |
| - B & W systems to increase ridership for Mass Transit | Min of Transport |
| - National Bicycle Standards | Min of Industry |
| - B & W Campaign | Min of Public Health |
| - B & W as Energy Saving Travel Modes | Min of Energy |
| - B & W system and construction | Min of Transport |

Consulting and discussions with administrators



Min of Public Health



Min of Transportation

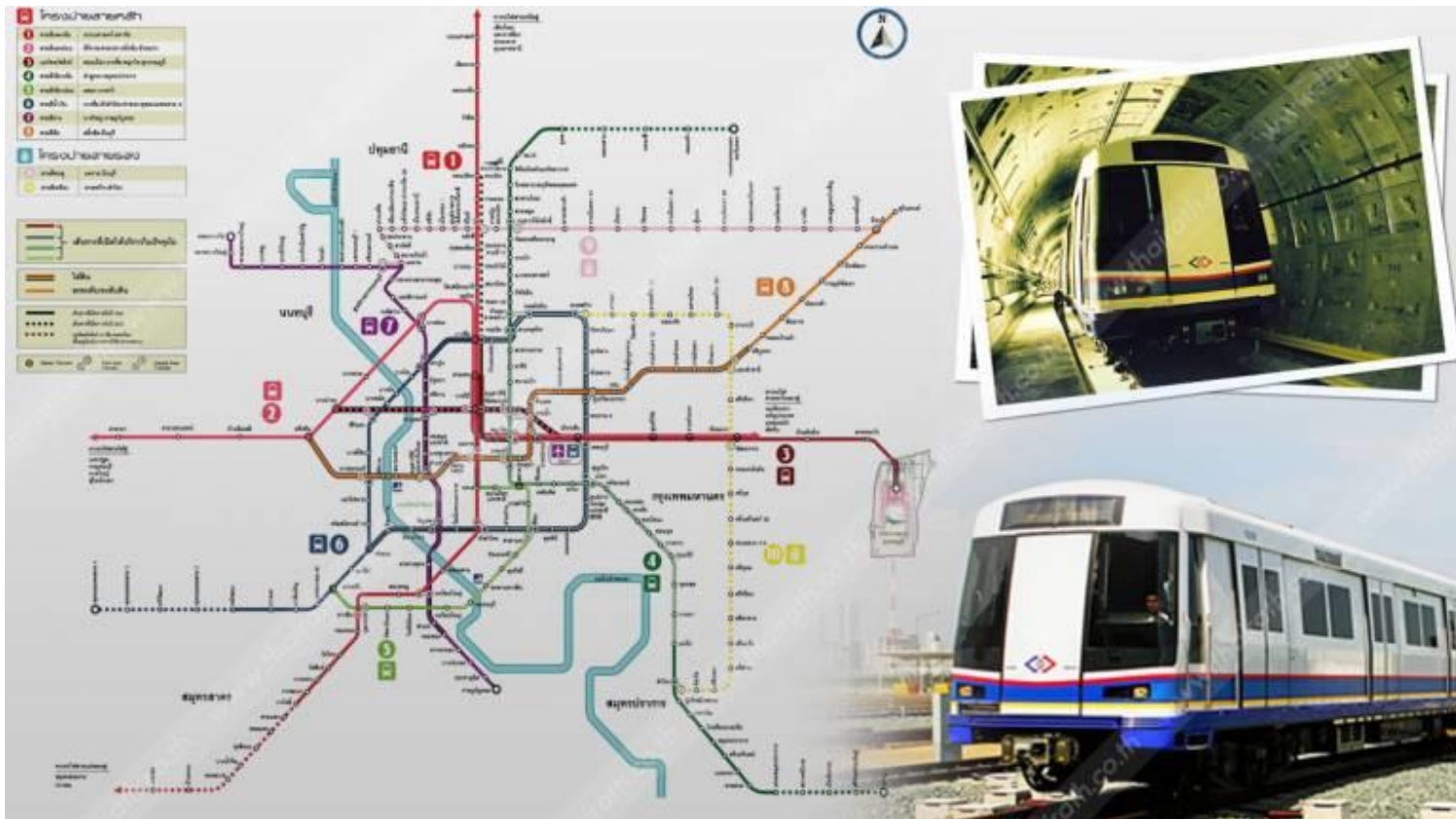
- **Public health policy:** The Nation Health Commission (NHC)
- **Proposal by MoT:** Standard for Bikeway Design and Construction in Thailand
- **Ministry of Interior :** announced a policy to promote walk and bike to use on daily basis for local government take action
- **Ministry of Tourism and Sport : 7 Greens Concepts (Green activities)**
Promote Bike activities friendly to Environment
- **Law Reform Commission of Thailand :** Enforcement and Improvement of the Laws to Protect Rights and Safeguard of Pedestrians and Bicycle User

Bangkok 's Transit Future : sky train

Route : 10 (red/yellow/blue/pink/orange/purple)

Distance : 464 km.

Network : bus /river boat/ bike /walk and other...



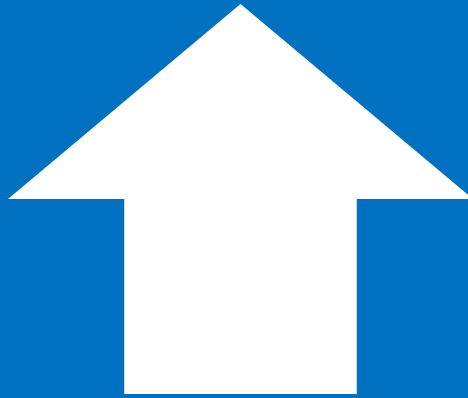
Campaign : Bike for Mom, Bike for Dad



Bike for Dad
December 11, 2015
607,909 peoples
77 provinces of Thailand



Community



Bottom- up

Walking and Cycling Policy Advocacy in Thailand project, by TCC supported from Thai Health Promotion (THP)

- (1) Building bicycle communities and walking culture
- (2) Conducting research/studies to acquire knowledge and build database
- (3) Building a network of bicycle user at regional level
- (4) Communication for social changes

Cycling Community : Key Success Factors(KSFs)

1. Local government **endorsement**
2. **Strong** and **active** leader
3. Community **approval** and **ownership**
4. (local)private sectors **involvement**



Cycling Community :Operation steps

1. Community **data collection**
2. **P**articipatory **A**ction **R**esearch (**PAR**)
3. **W**orkshop among key stakeholders
4. Community **m**apping or policy **s**etting



Activities crated by community

- Community bicycle fund
- Training volunteer in community for repairing bicycle
- Bicycle Clinic in community
- Bike sharing in community
- Village health Volunteer visiting patient by bike
- Bike for point reward , Redeeming Awards



Bicycle Clinic



Village health Volunteer visiting patient by bike



“We combined good volunteer activities with cycling activities, making them fun. Children therefore loved them and have fallen into our trap. Now they like cycling. As we have embedded the thought of doing what is good for community in their mind, in the future, our community would have good quality citizens; our country would be full of unity and happiness.”

**Mr. Kriangkrai Thaweeakarn
Mayor, Nong Plub Sub-District
Municipality, Prachuab Khirikhan
Province**

21st August 2015

“I am doing so many things, so many activities with so many organizations.
I therefore have many friends.
When I ask them to help, they come.” “When we do anything by a group of villagers ourselves and achieve tangible results, the municipality would reach out to us itself.”



Ms. Duangta Ruengburapha
Retired government official and
leader of a cycling for health community in
Angthong Province
21st August 2015

Bike : link other social activities

Religious Activities by bicycle



Bike for child support



Bike for stop drink , in community



Car Free Day by Community



Social Problems in Thailand

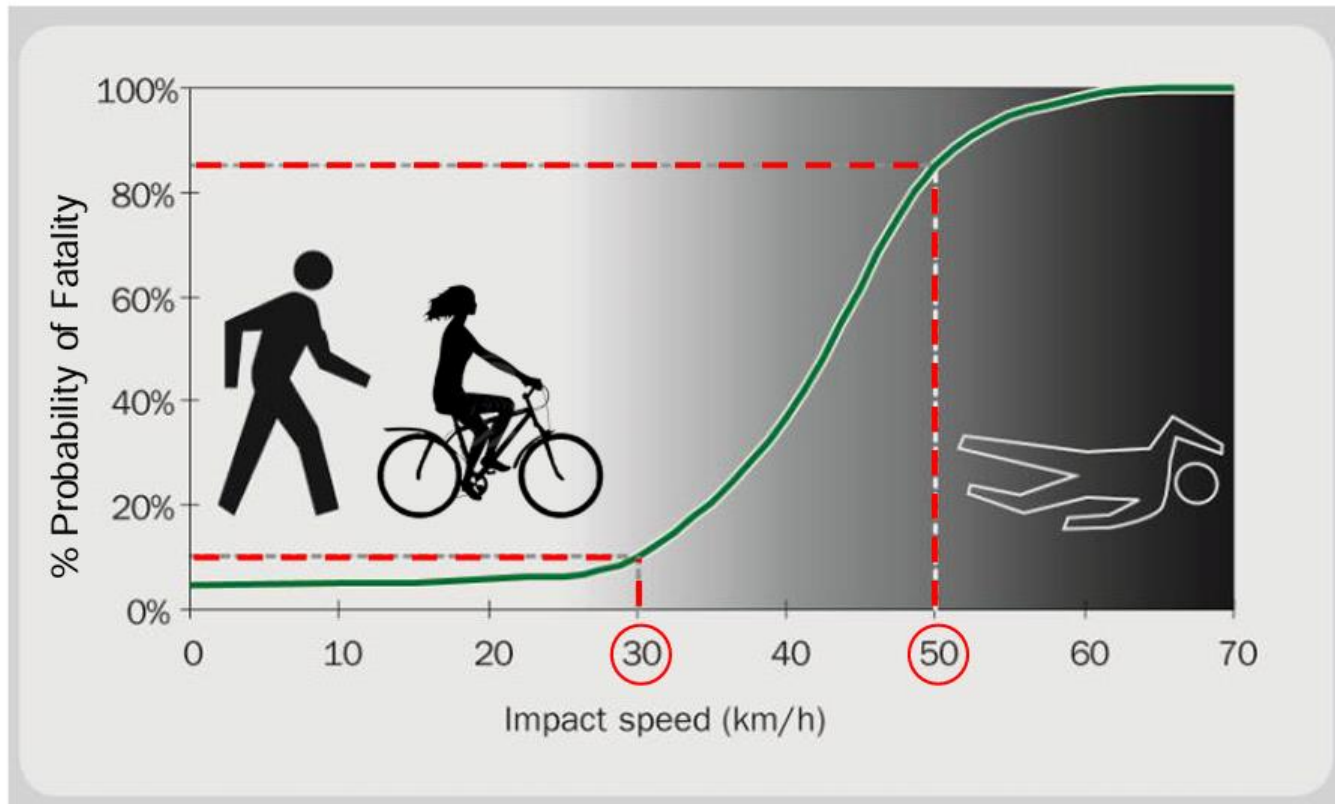


cycling promotion must not go against social trend

World Accident Report (WHO)

- 1.25 million Death From Road Accident
- Near half of total are Vulnerable (23% M/C, Walking 22% , Cycling 4%)
- WHO recommend all government strictry concern(Speedy, Drink drive, Helmet, Safety bell, Child Safety Seat)

Probability of Fatality



Source: WHO 2008

Conclusion

- TCC's Goal is to Encourage Thai society to be Cycle Society
- Education and campaign public to share road for cycling and walking
- Support Community and Local government to encourage people more cycling in daily life
- Working together between Policy level and Community(Top down/Bottom up)
- Speed limit in Urban area should be reduce (60 - 80 to 30-40 Km./hour



Thailand Cycling Club:TCC Co-Funder of World Cycling Alliance Associate Member of European Cyclists' Federation

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