Driving Fast and Riding Slow

The Real Risks of Not Riding Your Bike

Thomas L. Bowden, Sr.
Chairman, BikeVirginia
VP, Virginia Bicycling Federation
Question:
Why Don’t More People Ride Bikes?
Answer:
Because they have cars?
Thank You
It’s the Safety, Stupid

As many as 60% of people in US Cities would like to ride a bicycle if it weren’t for traffic-related concerns.

Source: People for Bikes
Really?

Fatalities per Million Hours

- Small planes: 15.6
- Motorcycling: 8.8
- Swimming: 1.07
- Walking near traffic: 0.8
- Life in General: 1.53
- Bicycling: 0.41

http://www.bicyclinglife.com/SafetySkills/answer1.htm
So What About Driving?

In
- France
- Germany
- Sweden
- Switzerland
- Netherlands
- Australia
- USA
- Britain

Cycling is:
- Safer
- About equal
- About equal
- About equal
- About equal
- Slightly more dangerous
- Safer (factor of 2!)
- More dangerous

http://www.bicyclinglife.com/SafetySkills/answer1.htm
Safety in Numbers Effect

Minneapolis Bicyclist-Motorist Crashes by Year and Estimated Crash Rate (1993 to 2008)
So what the heck is going on here?
Meet Nicholas Taleb and Daniel Kahneman
Kahneman

Nobel Prize Winner

Author of *Thinking, Fast and Slow*

- System 1 - Heuristics – “Gut Feel”
- System 2 – Analytical, Calculating
Taleb

Best Sellers

Fooled by Randomness

The Black Swan
Obviously,
Other People are Stupid!
Not so fast.
We are ALL IRRATIONAL
(so says Daniel Ariely – author of *Predictably Irrational*)
Don’t believe me?
MONTY HALL PROBLEM
Here are Some Factors that Might be at Work
Availability Heuristic Affect Heuristic Availability Cascade Status Quo Bias Zero Risk Bias And many others!
Availability Heuristic Affect Heuristic Availability Cascade
Bowden’s Law of Perceived Cycling Risk

\[ xA_v H + yA_f H + zA_C = R(C)^{(xyz)} \]

Availability Heuristic + Affect Heuristics + Availability Cascade = Exponentially Inflated Estimate of Risk of Cycling
So what’s behind this? Evolution?
INVISIBLE BIKE CRASH!
So What Do We Do as Advocates?
Stop Making Sense!