



Linkage and Promotion: The Way We Create Cycling Cities in Taiwan

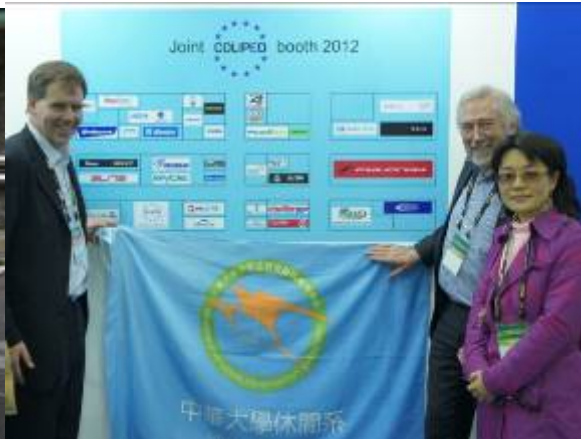
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1. Briefing Taiwan ~ Where is it?

- Taiwan (ROC) celebrated 100 year birthday in 2010.
- Land size is same to Netherlands~36,000km²
- For more than 60 years of development, Taiwan's national economy is growing.
- GDP is increasing>\$20,000 USD



Taipei 101
The highest building in the world during 2004-2010. Now is no3



1. Briefing Taiwan ~ What do we have?



Source: <http://michaelturton.blogspot.com>

• **23** million in population

• **7** million cars

• **22** millions motor vehicles

• **15** million motorcycles

• **2000,0000** tones CO2 emission by cars and motors in Taiwan/yr



1. Briefing Taiwan ~ We also have many bikes

Worldwide and brand recognized leading bicycle companies: Giant, Merida, Pacific, Kenda, Gosto, Ideal, Rikulau etc..





2013.3.20-23

26 th International Taipei Bike Show

107 countries 7179 buyers



No. of Exhibitors and Booths

Year	2013	
	Overseas	Local
Exhibitor	291	812
Total	1103	
Booth	801	2488
Total	3289	

No. of Visitors

Year	2013	2013 / 2012 Growth Rate
(A) Overseas buyers	7179	11.3%
(B) Domestic buyers	19521	14.5%
(C) General Public	1322	-5.5%
Total (A) + (B)	26700	13.7%
Total (A) + (B) + (C)	28022	12.6%

Overseas Visitors from Top 5 Countries			Distribution of Overseas Visitors by Region		
year	2013		Year	2013	2012
Rank	Country	Distribution	Asia	57.07%	54.03%
			Europe	20.07%	24.3%
1	China (Hong Kong included)	21.97%	North America	12.13%	10.69%
			Oceania	3.37%	3.46%
			South America	3.34%	3.77%
2	Japan	11.05%	Africa	0.91%	1.02%
3	USA	9.89%	Central America	0.98%	1.02%
4	Korea	6.28%	Middle East	1.24%	1.44%
5	Germany	4.18%			

And beautiful bikeways...



<https://www.facebook.com/media/albums>

2.Planning for Cycling Cooperation in Northern Taiwan



- Central Gov. launched the Planning and Establishment of Bikeway System in Taiwan
- More than 100 Million USD had been invested within 3 years (2009-2011)
- 3600km bike lanes were built in Taiwan.

A-CORP

Organization

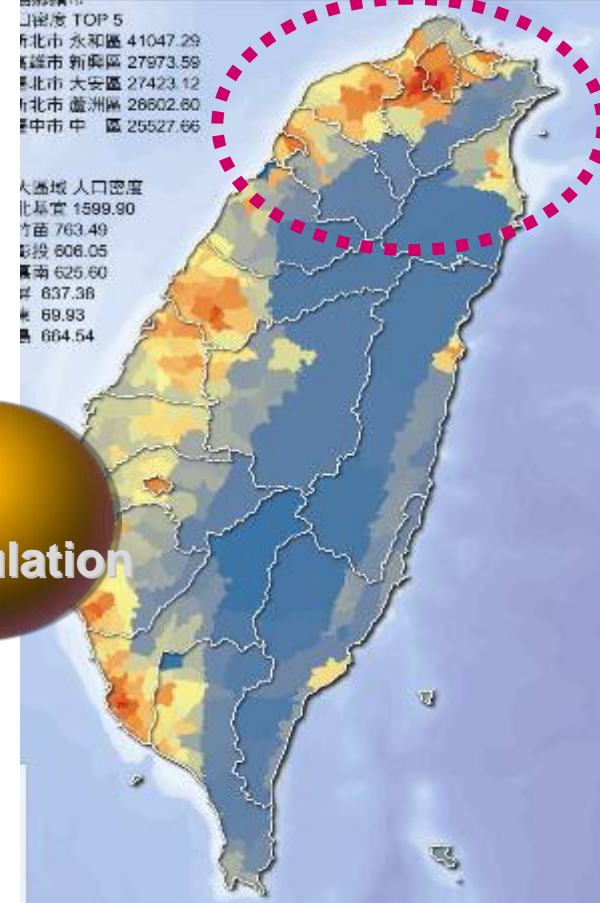


Agreement

Re`gulation

Plan

Capital



Northern Taiwan
8 cities and counties
-city union-



2.Planning for Cycling Cooperation in Northern Taiwan

- However, there are still many fractures need to be linked.
- In year 2011, on behalf of 8 city and county governments, cycling cooperation project was implemented to meet the increasing demand for cycling tourism.





STEP 1 (2012) Investigation



STEP 1 (2012) Discussion

4 times x 8 cities and counties



Hsinchu city & county



Miaoli county



Taoyuan county



Keelung city



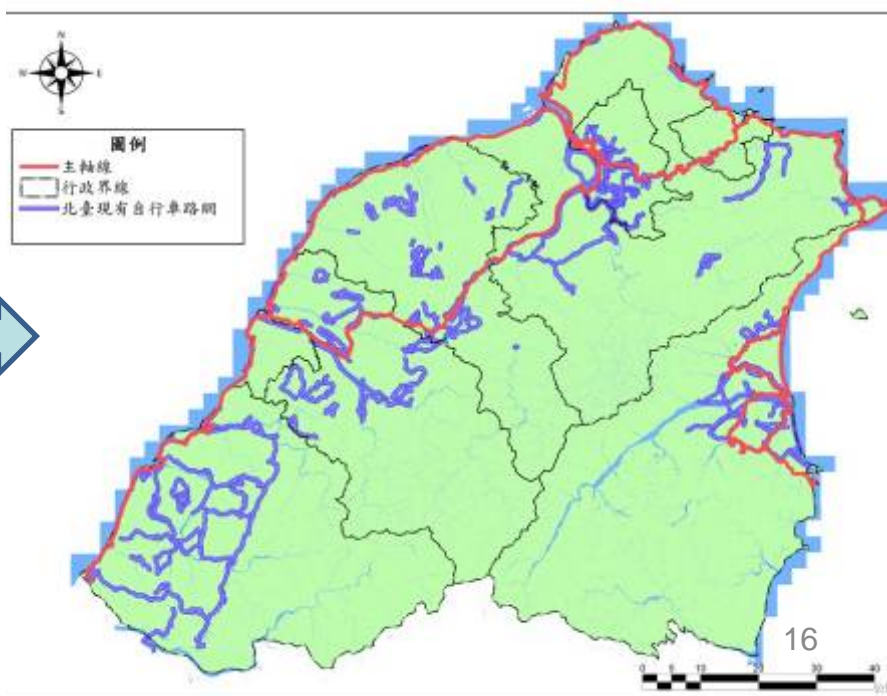
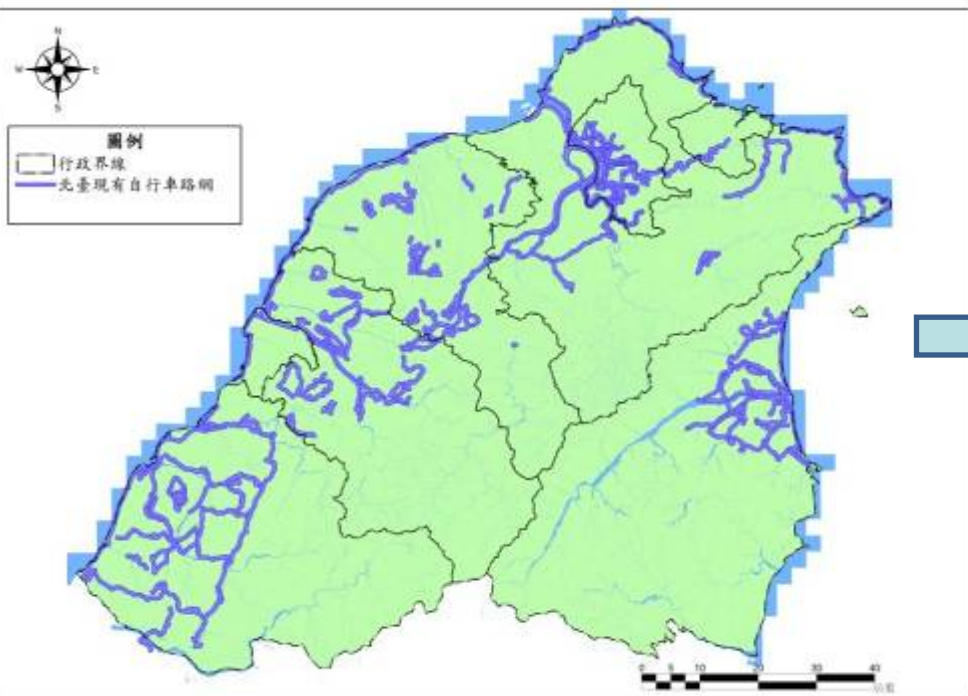
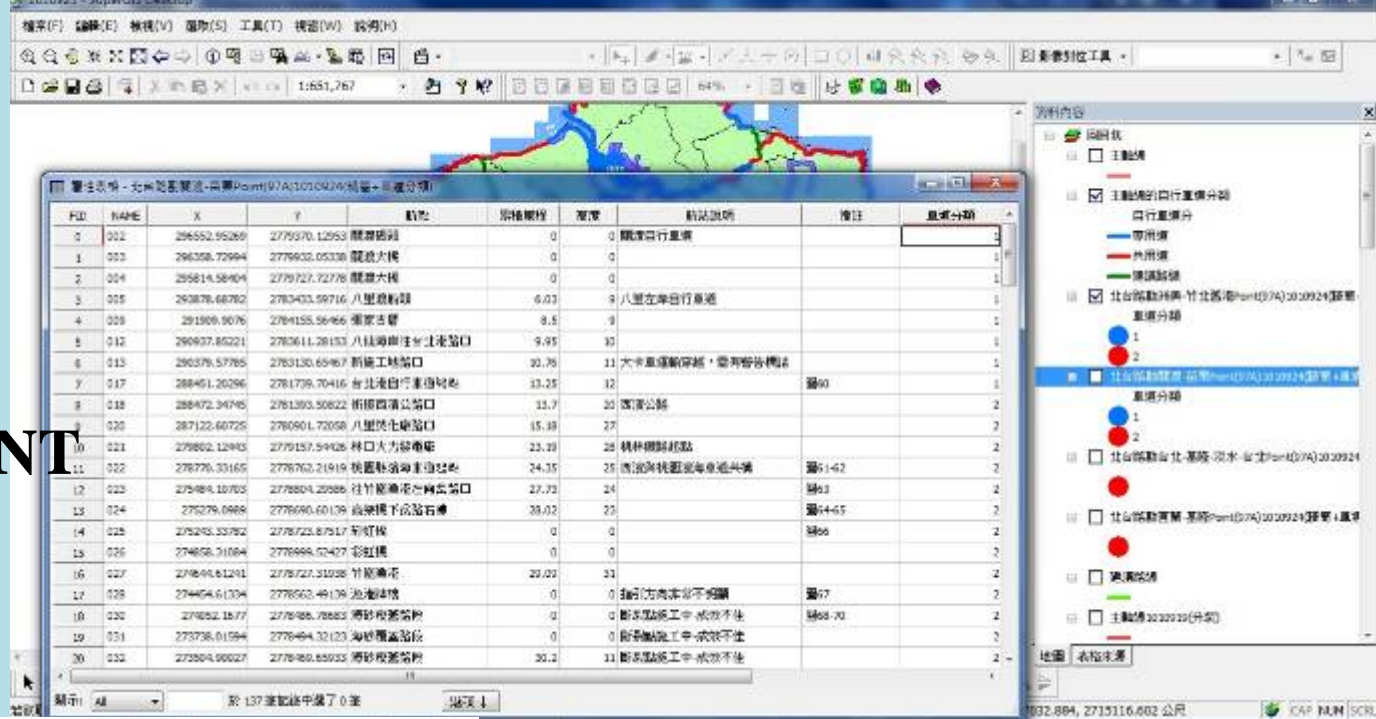
Yilan county



**Taipei and New Taipei
city**

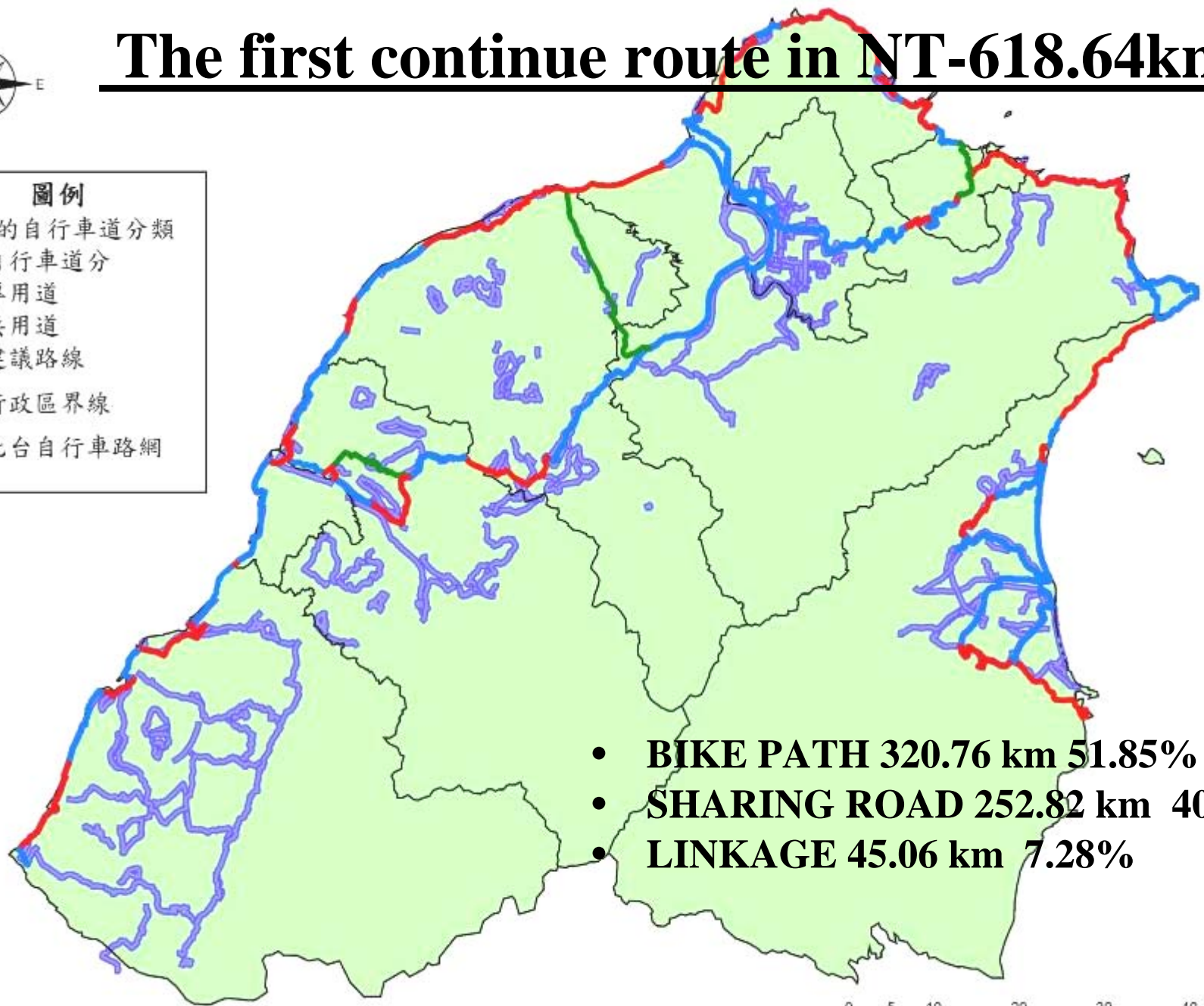
By applying GIS

2002-2011→
125 projects in NT
1665km
BIKEWAYS





The first continue route in NT-618.64km



- **BIKE PATH 320.76 km 51.85%**
- **SHARING ROAD 252.82 km 40.87%**
- **LINKAGE 45.06 km 7.28%**



2012 Central and Local Govs. Reaching a Consensus on the NT Cycling Route Project.



STEP 2 (2013) \$10 m funding seeking

26 fractures need to be linked



新竹縣山線自行車道
桃園縣龍潭鄉三岔水-新竹縣海山橋

新竹縣-鳳鼻隧道旁的自行車道
有砲彈射擊時需封閉車道

桃園縣永安漁港-新北市林口火力
發電廠應確認共構車道/專用道的明
確路段(由桃園縣政府與林口縣政府共同研議)

桃園縣三坑車道-3乙-
羅潭高原路-中原路-
南坑路段-南坑橋如何銜接

桃林鐵路(運煤列車年底將停駛)
成為單段鐵軌,縣府預計規劃
為大眾運輸或自行車路線

新北市林口火力發電廠-
臺北港之間無自行車道銜接
林口市界-臺北港(台15)

淡水圭柔山溪出口-
三芝風芝門車道

頭前溪南岸自行車道串接計畫

新港漁港需跨過
三道溪流僅需繞社區5km

西貢上堤岸路
無自行車道

三坑車道入口處
自行車道與三坑橋路

桃園-鶯歌縱貫鐵路-
銜接新北市鶯歌河濱自行車道

清海臺2公路瑞芳-貢寮區
鹽寮濱海公園自行車道
(望海巷-尖山驛)

自行車道與林口市界
風芝門自行車道

新竹市頭前溪自行車道向東延伸計畫

新竹市頭前溪自行車道

新竹市17公里終點與
苗栗縣自行車道交會點

苗栗縣龍大山火車站

羅東溪-安農溪

濱海臺2公路
石城-烏石港

宜蘭縣城島石港-竹安橋(得子溪口)

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單車專用道

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單車專用道

TYPE A COASTAL BIKEWAY

1-1	■ ■	/ /	■ ■ /	+ /	■



TYPE B COUNTRYSIDE BIKEWAY

	3-3	■ ■			



TYPE C CITY BIKEWAY

	5-3	■ ■		■ ■ ■ ■	■ ■



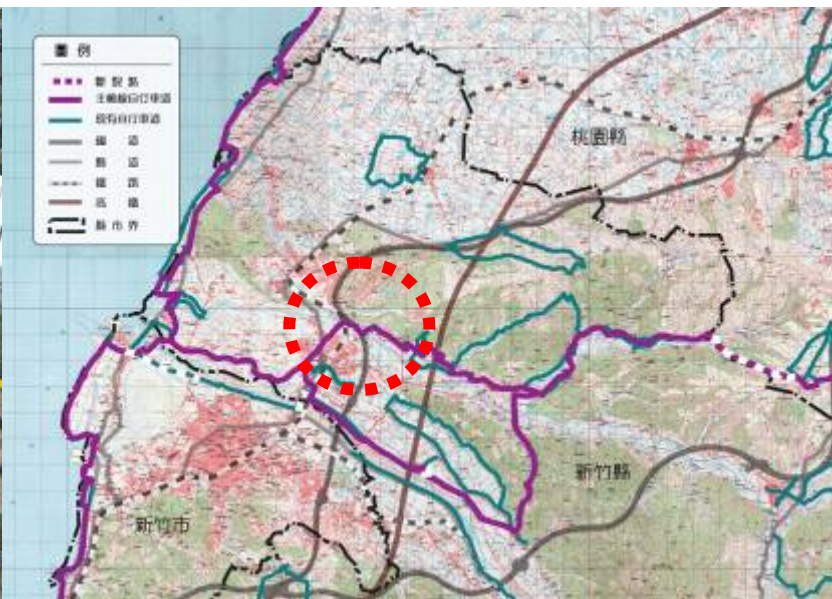
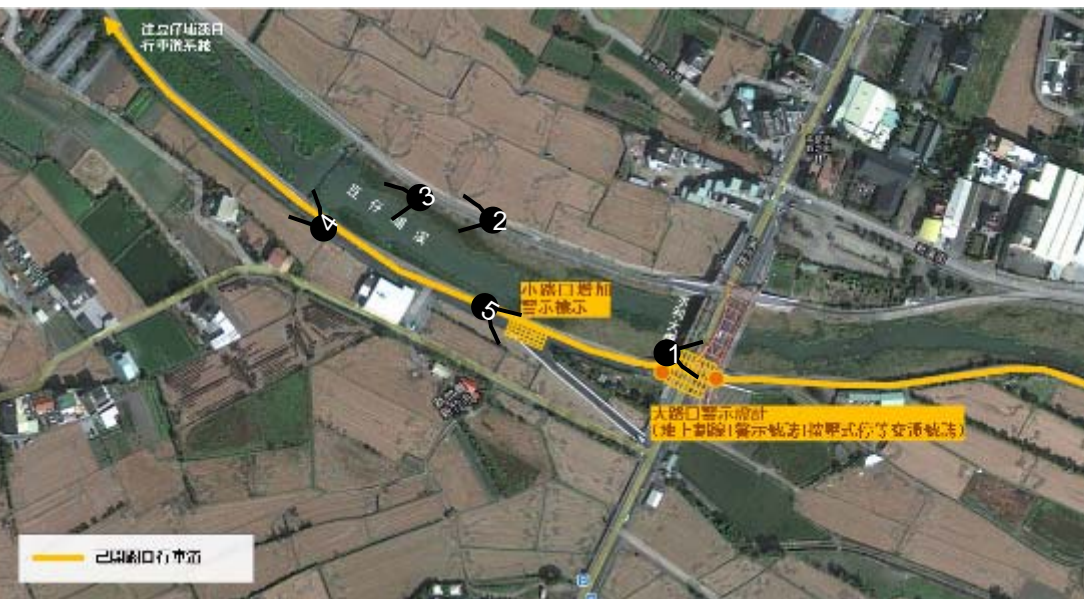
TYPE D RAILROAD BIKEWAY

	2-4	■ ■	-	■ ■ ■ ■ ■ ■ ■	■ ■



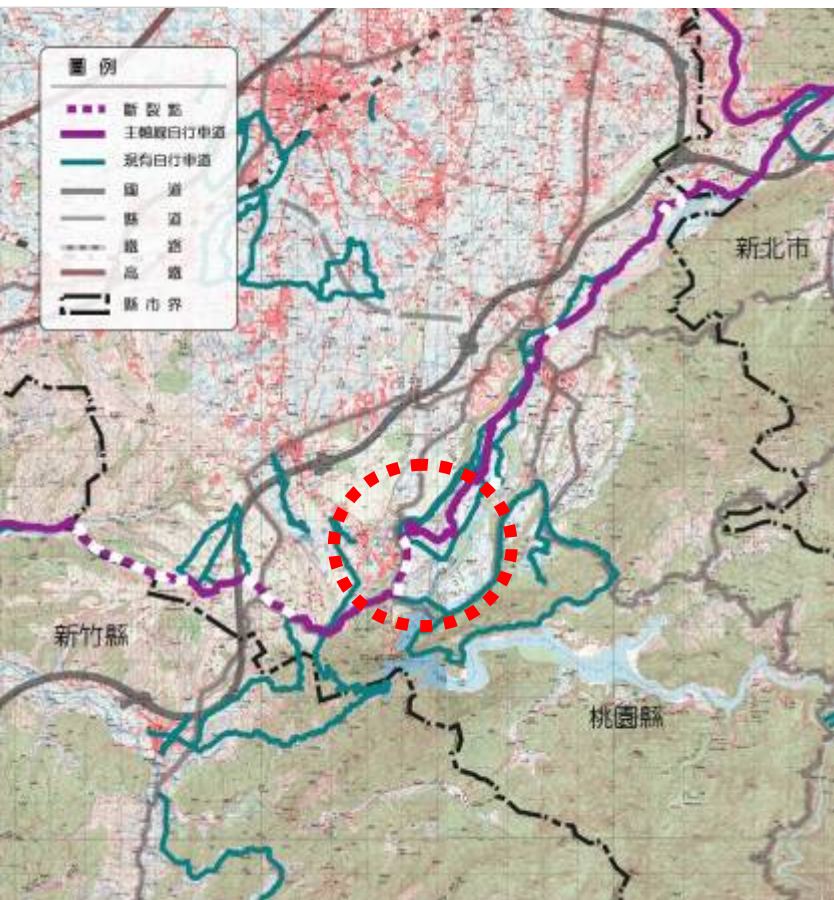
TYPE E RIVERSIDE BIKEWAY

		■ ■		■ ■ ■ ■ +	+ +



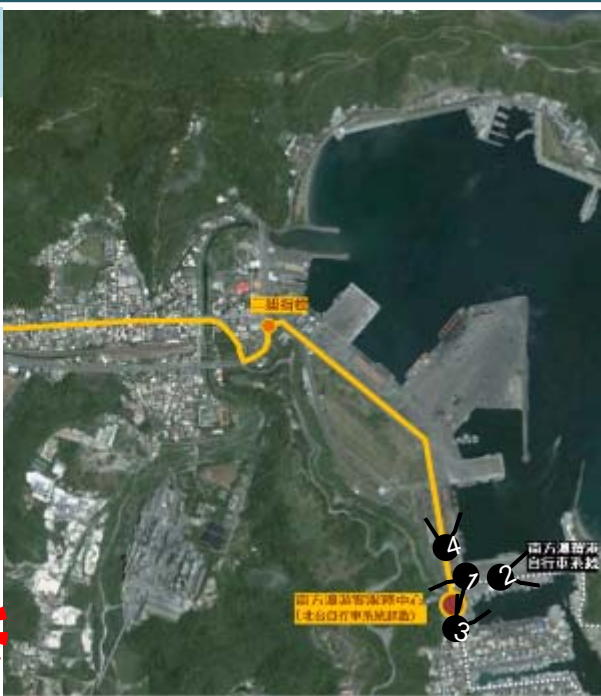
TYPE F HILLROAD BIKEWAY

	4-4	■ ■	■ ■	■ ■ ■	



TYPE G STARTING POINT

			■ ■ ■	■ ■ ■ ■ ■	■ ■
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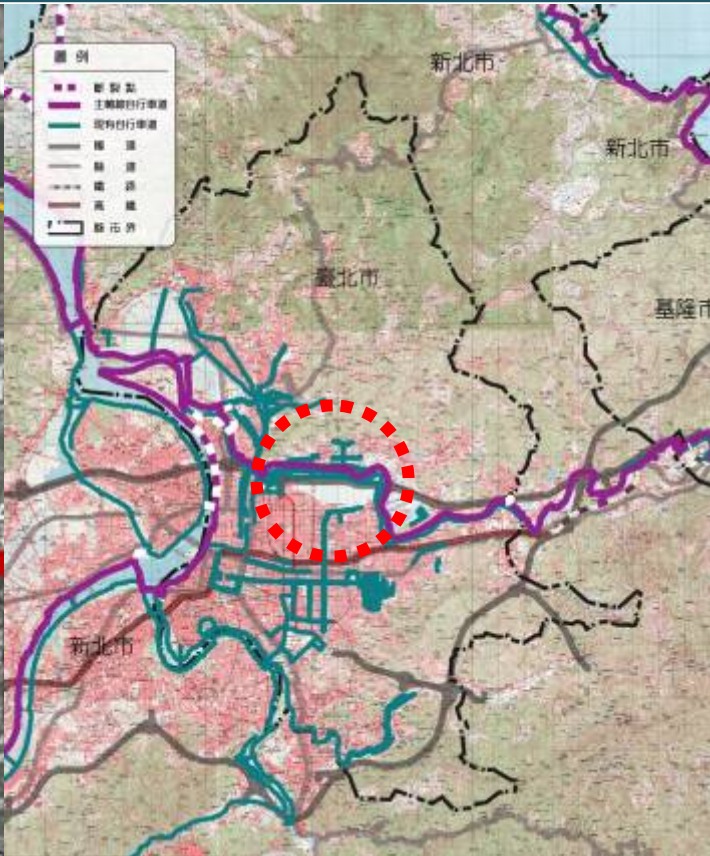
TYPE H BIKE ON TRAIN

		■	■	■	
		■	/	■	
		■		■	
		■		■	
		■		■	
		■		■	



TYPE I BIKE ON AIR (HUB)

		<div><div>■</div><div>■</div><div>■</div><div>■</div><div>+</div><div>+</div></div> <div>HUB</div>		<div><div>■</div><div>■</div><div>■</div><div>■</div><div>■</div><div>■</div><div>■</div><div>■</div><div>■</div><div>■</div></div> <div>Downtown Check-in</div>	



TYPE I BIKE ON TRAIN HUB

				Downtown Check-in	
		HUB +			



STEP 3 (2014) CYCLING SERVICE PARKS



北臺自行車旅遊系統- 遊程規劃
北臺自行車旅遊系統整合可行性研究



4.Promotion Strategies

- TOURSIM PRODUCTS FOR MICE
- RAILWAY + CYCLING = TOUR THE WHOLE ISLAND
- WIFI + CYCLING = CYCLING CLOUD NETWORK
- CYCLING MOVIE = JAPAN + TAIWAN

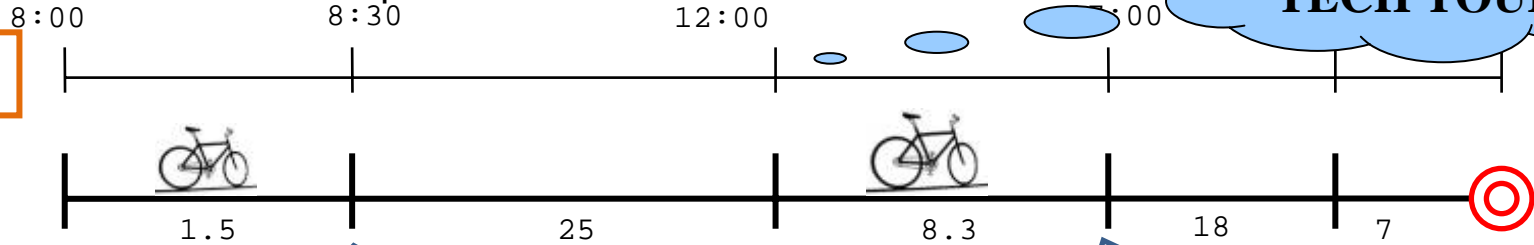


4.1 TOURSIM PRODUCTS FOR MICE

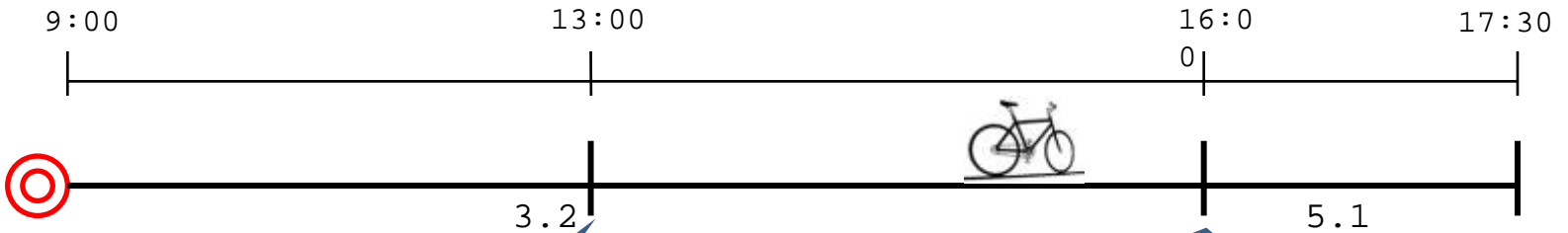
\$ 100-150 / DAY

2013.9.EASTS
TECH TOUR

day1



day2



4.1 TOURSIM PRODUCTS FOR MICE

\$ 150 / DAY

Mountain biking downhill TOUR



4.2 RAILWAY + CYCLING 3 DAYS TOUR the ISLAND \$ 150 / DAY 7 DAYS TOUR = \$1000

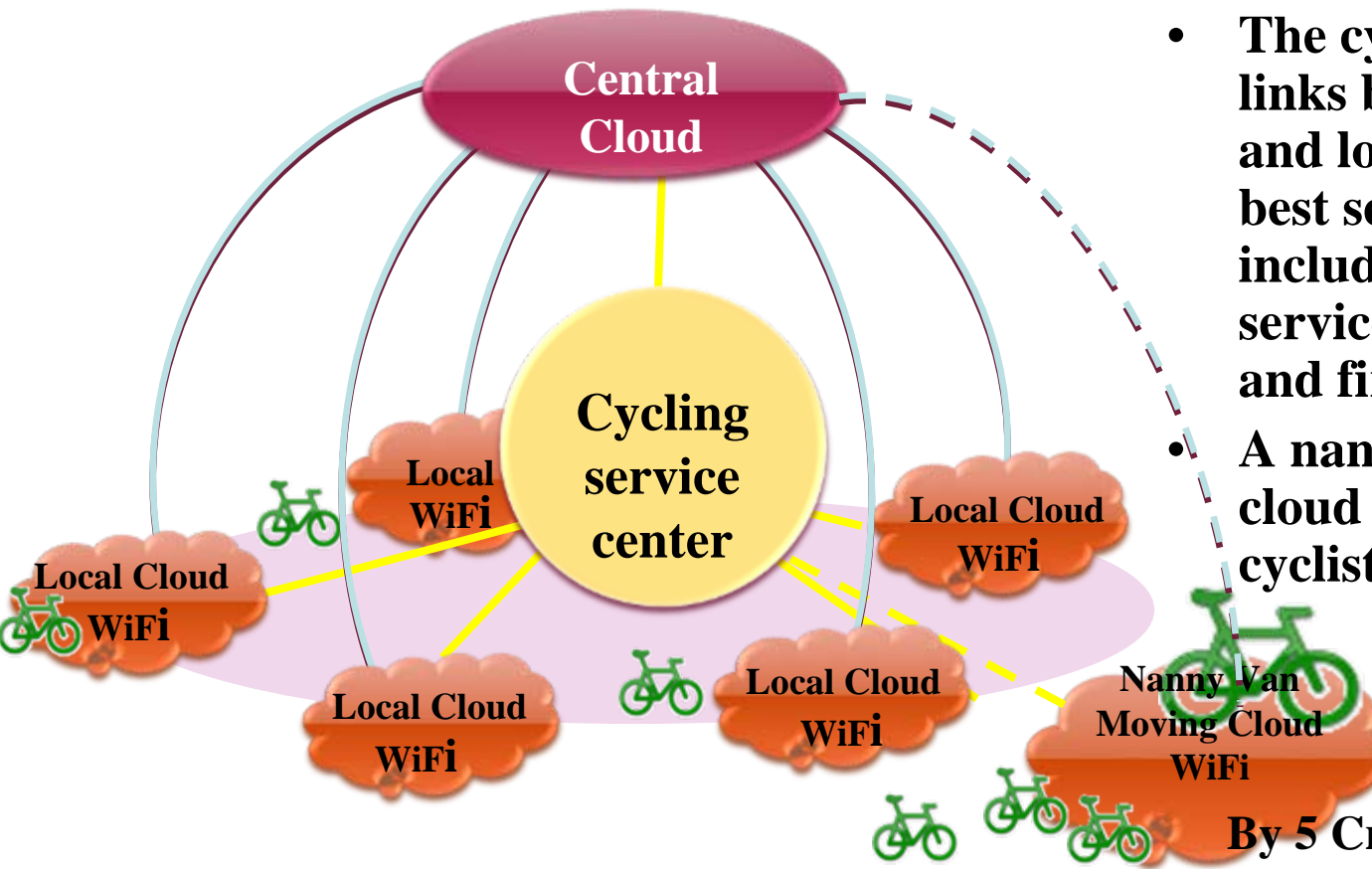


ENJOY THE ISLAND BEAUTIFUL SCENERY BY TRAIN AND BIKE



4.3 CYCLING CLOUD NETWORK = WIFI + CYCLING

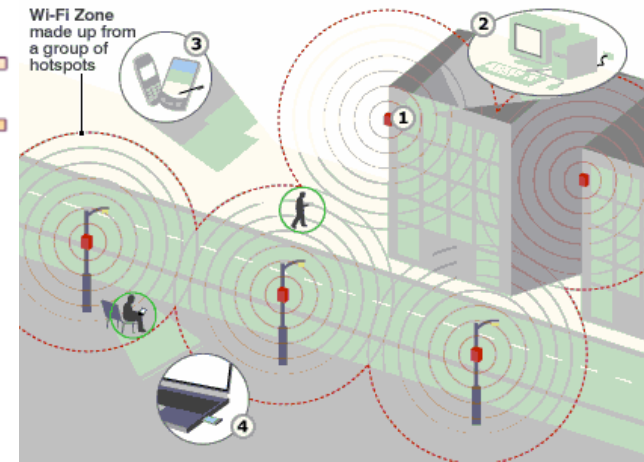
“WHAT SORT OF TECHNOLOGICAL SOLUTIONS DO WE NEED FOR MORE AND SAFER CYCLING?”



- Central Cloud can observe each local cloud situation.
- Local cloud provides location based services, including media tour and local information.
- The cycling service center links between central cloud and local cloud. It gives the best service for cyclists, including bicycle rental service, cycling information and first-aid information.
- A nanny van with moving cloud will take care of each cyclist's circumstances.

WI-FI + SMART PHONE

◎Wi-Fi + Smart phone : Everyone can use it at anytime. (there are more than 6 million smart phones in Taiwan, 2012)



Open WiFi



Open Browser



4.4 CYCLING MOVIE

Japanese movie co.
Promote more
young Japanese
tourists to Taiwan
to enjoy cycling



2007 Taiwan movie



2009 Taiwan movie



黒川 芽以

Mei Kurokawa (24)

身長 160cm B82cm W59cm H87cm S24.0cm

DREAM KID
we create future!



E-mail:hwchang@chu.edu.tw

- Welcome to Taiwan
- Welcome to CHU
- Enjoy Cycling with **US!**



VEDIO SHOW ~The Way We Create Cycling Cities in Northern Taiwan

