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Transcript

Speaker 1

It's time for the outspoken cyclist your weekly conversation about bicycles, cyclists, trails, travel, advocacy, the bike industry, and much, much more. You can subscribe to our weekly podcast at outspokencyclists.com or through your favorite podcasting app to listen anytime. Now here's your host, Diane Jenks.

Speaker 2

Hello and welcome to the outspoken cyclist. I'm your host, Diane Jenks. Thanks for tuning in. Today, we're finally beginning our series on cycling trails and paths. I heard from many of you. About your favorites, and we'll begin the series here in my home state of Ohio. Tom Biltz is the president of the Ohio to Erie Canal Foundation, and he has ridden almost every inch of the 326 mile route from the Ohio River to Lake Erie. Tom will offer us some of the highlights of the trail along with some great information about how to plan your trip, including an interactive map. In the second part of the show, I welcome Selim Musa, a reporter for Zag daily and online portal to the business of sustainable mobility seller, will walk us through the EU's declaration of cycling, which, while not a mandate, sets forth 8 principles and 36 commitments. Around sustainability through cycling that the EU and its Member States have agreed to commit to. A couple of weeks ago, I spoke with Tom Beltz, the President of the Ohio to Erie Trail Foundation. Since then, I've been following his postings on Facebook as he rides up towards us here on the shores of Lake Erie from the Ohio River. My conversation with Tom details much of what he is seeing as he Moses along. Again, this is the first in a series of conversations about favorite trails, and I'll tell you how to let me know about yours at the end of the show. Hello, Tom. Welcome to the outspoken cyclist. Thanks for being my guest today. How are you?

Speaker 3

Very good. Thank you.

Speaker 2

Good. Just back from the Great Ohio bicycle adventure.

Speaker 3

Yes, I sure am. I'm the Camp Services director and I manage the campsites for the cyclist though.

Speaker 2

Was it a? Big event this year where there are a lot of riders.

Speaker 3

There was 900 at the beginning of the week. We added a weekend option and we did a with a local group in Eaton. OH, we did a covered bridge ride and then. 800 continue throughout the week, so yes.

Speaker 2

Nice. That's a nice round Number. I know. It's a nice family ride. A lot of people. Wait, I know it's right after school. It's out. So a lot of people show up with their kids. That's a great ride. So we are here to talk about the Ohio Erie Trail. You are the president. Explain that position. What it does. And and. And what your duties are?

Speaker 3

OK, I am the President of the Ohio Erie Trail fund and that that's the unique name because the trail originally funded building the trail, we we now are sort of a destination marketing and we continue to assist building the trail. But as the president. I lead the board of Directors, we oversee the strategic direction of the trail. You know the long term direction of the trail. I have a single employee and and that's Jody Brannon and Jody is our executive director and she she's our day-to-day office manager and for the trail and the operation. So my job is basically it's it's like herding cats at times. And I handle a lot of correspondence with local trail organizations, and I I'm a person who does most of the presentations on the trail, so.

Speaker 2

It was a little bit of history of the trail where it started and how it started, and then how it sort of expanded over the years.

Speaker 3

Yes. The trail started in 1992 and there was a Franklin County engineer, Ed Honton, Edmonton. Was an avid cyclist, by the way, a road cyclist, never a trail cyclist. But Ed was also. A leader in it was called American Youth Hostel at the time, but it's outdoor pursuits now, but Ed and another outdoor pursuits employee volunteer looked at a map of Ohio and they they saw the Little Miami Scenic Trail pretty much in development. To the South from the Higher River north and they hired the Erie Canal Trail, was very much in its infancy, but it had a plan to head from Cleveland South and so. Ed had the vision that we should be able to connect these and make a cross state trail. He had a grand plan and laid out. Originally it had two paths to the north. He also was the founder of the Ohio Bicycle Federation and Ed brought together. A lot of leaders, a lot of government officials. To sell and and build this trail. And actually the early years that this organization funded and built trails, I mean sometimes as little as 5 miles at a time. And

as trails got prominence, that role then was assumed by local. Regional Park districts and municipalities and the Hard Area Trail Fund became the coordinator of that sort of selling. That vision and encouraging connectivity and. That went very well obviously, because right now we're at 90% and looking very promising to to, to finish some of those remaining 10% of miles and we sort of evolved probably about in 2016 that evolution started because as we were nearing probably about 7580% at that time. More people were visiting this trail, so we began producing resources like websites and maps and guides and and during presentations and and so that's where we are today. And we're continuing to evolve looking into programs like a trail town program and some granting and so forth. You know, and we we we just now finished our we're nearing the end of our a year long strategic planning where we've sort of fit our mission and vision to what we are and have some strategies so that that's kind of where we. Are as an organization.

Speaker 2

Nice. Let me uh reintroduce you. We're talking with Tom belts. He is the President of the Ohio to Erie Trail. It incorporates or incorporated in it as this towpath that we ride. And I don't know exactly what the lengths are, but what are the end points of the trail? As it is now, and what is the overall length?

Speaker 3

OK, the trail starts on the Ohio River. I usually go South to north in Cincinnati in small park along the Roebling Suspension Bridge, which was a prototype for the Brooklyn Bridge, the same builder, and so the trail starts on the Ohio River, passes through some beautiful the city of. Cincinnati has done a beautiful riverfront trail there. It it heads N crossing through the Major 3 seas. That's Ohio ones called the three seas. So it starts with Cincinnati. Ready cuts right through Columbus. Very unique and at the end it follows the higher to Erie Canal Towpath Trail to Lake Erie and it it ends in Edgewater Park outside of Lakewood.

Speaker 2

So if you were to start in Cincinnati and end up at Edgewater, what would the distance be?

Speaker 3

Our distance publicized is 326 miles, but as we complete the trail when we leave Rd. segments, lately we've been following former railroad paths, which shorten the distance. So right now we're technically 324 1/2 miles. Well.

Speaker 2

Well, that's, I guess that's pretty close. So what are some of the places now? Of course, if you're looking at the three C's, Cincinnati, Columbus and Cleveland, we can come up

with some highlights there. But along the trail itself, what are some of the sort of interesting points that people might want to stop?

Speaker

Yeah.

Speaker 2

And besides the cities and and take in the sites or or whatever.

Speaker 3

I'll start on the South and I would say Loveland, OH is is a beautiful place. Loveland the trail cuts right through the heart of it. The city has embraced the trail and it's just beautiful. There's parks there, lot of restaurants and so forth to eat very nice and and it follows the Little Miami scenic. Trail is an Ohio State park, so there are a lot of opportunities park like opportunities. There Xenia Ohio, which is ohh about 60 miles north of our southern terminus, was a railroad hub and you can go in many directions there. I I really like xenia from Xenia Station. You can go to Dayton. The Air Force Museum. The Wright brothers. You could head to Yellow Springs, which is sort of like an artsy. Happy place and and and some other destinations. London. OH is very popular. It's a small town. They have built a very nice free trail side camping. And they also have some nice art. I guess the next place I would say I'll give credit to Knox County, where I live at Mount Vernon is another, definitely a trail town. There's a park that's repurposed glass factory. That the smokestack. You can climb. It has trails through. It's it's repurposed industrial. Art and architecture. The downtown has a dog fountain that's the most photographed of one of the most photographed things on a trail. My backdrop here is the Howard underpass on the Kokosing Gap Trail. We also have a a railroad locomotive and car and cabooses. Then came beer at the trailhead. Probably an interesting thing. It is not on the trail cause we we have a 17 mile gap in Wayne County where you cycle through Amish country and this is not tourist Amish country, this is real Amish country gently rolling hills. There are a couple larger ones but it's quite roads. Then you cycle with a lot of buggies and recently a lot of E bikes. And as you mentioned earlier, canal, the Highland Erie Canal Towpath Trail, we follow up to Cleveland and it's just spectacular. It's something most people don't get to see. It's it's most there are only unpaved. It has very nice packed limestone surface and in Canal Fulton you can ride a canal boat. How often can you do that? And up in Akron, they've done some great work around the summit lake, where you actually pass through a floating. Path and of course the. I think the crown. Always we passed through the Cuyahoga Valley National Park with just so many things to see and do. So that's that's kind of my highlights, so.

Speaker 2

Those are some nice highlights. I mean, we've seen quite a bit of it, but especially the Xenia Yellow Springs area, we used to go down there yearly for a a conference that I

did and my husband would take off for the day and do a century a flat century because it's really flat down there. Yeah, right, right.

Speaker 3

That's right.

Speaker 2

One of the. Things that we find when we're on the towpath part of the.

Speaker

No.

Speaker 2

As wildlife turtles and birds and people you know with their binoculars, looking at what are the kinds of other kinds of things that people might see along the trail that they wouldn't necessarily see in their cities or towns or things that are different.

Speaker 3

Like if we talked about the little Miami. Scenic Trail the the the trail on the southern end. Follows the river and you have ample opportunities to go along the river and and once you get north of Xenia, you really get to cycle through Ohio Prairie lands and and that's that. That's very unique and just a lot of different perspective of crop depending on the year and time of the year. You might see them harvesting or growing and but the good thing is you're usually cycling in an old railroad right away, which is shaded. Columbus has this great opportunity as you enter Columbus from the South. Battelle Darby Park. It's just a large park. It even has buffaloes in the park and we you literally cycle like feet from the trail. I really like the trail. The the park. You we we connect with a variety of parks. You, you you cycle through Franklin County which is Columbus and you're going to be near many parks. Just the one or mile or so diversion you can go to Franklin Park, which has a magnificent Conservatory and a park. And as I mentioned in Knox County, Ariel Foundation Park. It is a very nice one and many people enjoy it. We have a repurpose railroad trestle on the very eastern northern end of Knox County called the Bridge of Dreams. It's very it's one of the longest trestles that's been converted to a covered bridge. And one thing I always recommend people to do that they love passing through and taking pictures. But on on the eastern side of that, you can actually cycle down a driveway to the to the river's edge. And it's just a beautiful view of the trail. It's very peaceful down there. Again, cycling through Amish country in Holmes County. You you're on a double with trail and you can enjoy nature it. It's marshy in that area and you also get to travel along with some Amish on their buggies and lightly again. A lot of E bikes and. Well, obviously the higher dairy canal top that through, it's just full of nature. I love Summer Park in Akron, Summit Lake, I'm sorry and summit, Metro Parks recently built a Nature Center there and and they have built a trail around the river. So the the tow path is using. The eastern edge of that lake, so. Now you you can. Like all around

that something you're probably familiar with that I that I I love more than anything is I love the Beaver Marsh and the Kyoto National Park. There's some locks up around Peninsula deep. Lock Quarry, Boston store. And it. This is something most people don't do that. I highly recommend the National Park build a National Park. Visitor center in Boston. And it it's just spectacular and. You can take a train at Cuyahoga Valley. Scenic Railroad will take you to Cleveland so that that's sort of some of the nature you can see along the way.

Speaker 2

Well, it's interesting. You mentioned the train. My husband was telling me last night that the I guess it is the railroad just received the \$3,000,000 booth to bring on. I guess they bought a couple more locomotives. And so they're going to be adding to that and what people may or may not know is you can take your bike on the train. And you know, go through the Cuyahoga Valley. We have not done it. I mean, we usually park at the terminus of the train, but yet we've never gotten on the train. We probably will try to do that this year. So the last thing I want to talk about, which is really important, is what is available on the website to give people some more. Context for. The things we've talked about are there maps of the trails and and those kinds of things.

Speaker 3

Yes, over the last few years, we've been revamping our website. We went to a new hosting. There's a plan, your visit area and that's Ohio to erietrail.org. And if you go to the plan your visit you, you'll see a lot. Maps are very popular. We have a map set, a four panel map set. It's actually a guide. It isn't miles to miles since we are trail, but what it is, it highlights problematic areas. It highlights connections where maybe the some we have a few areas. Like in South Charleston and London. Then and Danville, where you're off the trail for literally blocks, and we make sure we guide people on that. The most popular thing it it came about, I think four years ago. I'm not sure of that year, but we created an interactive map that you can use. It's based on Google Maps. That interactive map is kept up to date. It's watched very closely. We put any detours, closures, so forth and company. That we've created both northbound and southbound ride with GPS files so people can download to their devices. They can customize it and so forth. And then recently we have been creating information sheets on on areas where people every once a while have problems. So we try to help people. Along the way. They and what has happened to Diane is that the map guides were we sold quite a bit, but now we're finding people are using the interactive map and the ride with GPS more and more, and the number of visitors are increasing as hard for us to gauge that. But we can by visits and. My recent report is. As the summer months we're in, as you know, the heart of bicycle touring season in Ohio, we're averaging 8000 views a day on the interactive map alone.

Speaker 2

Oh my goodness. That's a big number.

Speaker 3

That that is a big number for us that's that's that's an indication and and we know that what's happening because we also track commercial tours on the trail and we're close to 20 right now. So it it definitely has risen to the point of gaining national.

Speaker 2

Well, we've been speaking with Tom Biltz. He is the President of the Ohio to Erie Trail. You can find all the information at Ohio to erietrail.org. Thank you so much for taking time to talk with me. I really appreciate it. You are the start of our trail series.

Speaker 3

Well, thank you for putting us in your prestigious list.

Speaker 2

Thank you. And you have a wonderful day. Alrighty.

Speaker 3

You too, Diane.

Speaker 2

My thanks to Tom Biltz for detailing so much of the Ohio to Erie Trail. Having grown up in Cincinnati and living in Cleveland, most of my adult life, I can appreciate the points he makes along the way. You can find out more about the Ohio to Erie Trail at [Ohio to erietrail.org](http://erietrail.org) and plan your trip with the interactive map. Let's take a short break, and when we come back, we'll speak with journalist Cella Musa about the EU's declaration of cycling. You're listening to the outspoken cyclist. We are back on the outspoken cyclist. I'm your host, Diane Jenks. On April 3rd, all of the EU Transport ministers signed on to the EU Declaration of Cycling. The meeting was held in Brussels and my guest cell Amuso wrote in her article for Zag Daily that it was a historic milestone for cycling. Sela is here to detail the declaration and tell us about zag. The publication she works for that covers the business of sustainable mobility. Hello, Stella. Welcome to the outspoken cyclist. Thanks for joining me today. How are you?

Speaker 4

I'm good. Thank you so much for having me.

Speaker 2

Well, it's my pleasure, because I really want to know about your work. I wanna know about this EU declaration of cycling because of course, that's what I do and I just what some of the other things that you focus on with your organization zag. And I take it as a publication of some sort.

Speaker 4

Yes. So Zach Daily is a global digital first publication. And basically we focus on the business of sustainable mobility and sustainable transport. So we've been going for about four years and we cover industry news on all the different modes of new mobility. So things like bikes, E bikes, E scooters now, EFT, tolls, which are electric aircrafts. And and yeah, our audience is made of policymakers, advocates, researchers, investors and anybody that's in mobility enthusiasts. And basically, Zach means a a sharp change in direction, so we envision ourselves accelerating that change of direction for businesses to meet their world global environmental goals and to adopt new ways of thinking to reach net zero. So yeah, so some of the examples of topics that we cover. Policy decisions and the political landscape of new mobility, the latest tech innovations, partnerships and industry events, exclusive interviews with key stakeholders in the new mobility industry, basically any anybody that's propelling the industry forward.

Speaker 2

So how did you become interested in this particular industry?

Speaker 4

So I'm very interested in cities. I think growing up, I I love urbanism. And yeah, I think growing up. I just all the different things that make up cities. Transport became very natural, a natural path for me to enter and especially sustainable transport is is where it's headed. So yeah, it's just it's just been a it's been an interest of mine since I.

Speaker 2

Was younger, so if I had my career to do over again. Urban planning and sustainability would be exactly where I'd go, so I'm really. Yeah. Yeah. I'm so interested in it. But now it's like, alright, I'm kind of at the end of this journey. So I I'm doing it vicariously through people like you, which is just awesome. I'm really enjoying it. So a lot of the people I've spoken with. Over the last year or so, maybe even going on two or three years, or people like Jeff Speck and Chuck Marone people here in the states who do. To buck the trend of the way cities are being planned and the way transportation is being viewed, so I like seeing some new ideas so that that kind of brings me to this UEU declaration of cycling. What is it? And. How it how is it connected to climate change and the COP conference and some of the other things that came out of it or are coming out of it?

Speaker 4

Yes. So the EU declaration on cycling is a document that was signed earlier this year in April in Brussels by the European Parliament Council and the European Commission, and basically this document recognises cycling as one of the most sustainable, accessible and inclusive, low cost and healthy forms of transport and recreation. So basically this document recognizes cycling as a strategic priority and as something that can do so many different things, so cycling can reduce emissions, it can tackle

congestion, it can. Make people healthier and tackle sedentary life cycles. Sorry lifestyles so it really recognizes cycling as something strategic that Member States should be prioritizing. So it sets out eight principles and 36 commitments, and I can touch on those if you.

Speaker 2

Like, well, is there a place where listeners can go and actually look at the document and?

Speaker 4

Yes.

Speaker 2

Read. But let's call out a few of them because. I think the US hasn't come up with a declaration of cycling per se, but maybe it becomes a model of something we'd like to look at.

Speaker 4

Yes, of course. So if you just type in European declaration on cycling, it's available on the Internet for people to read. And yeah, I'll touch on some of the principles. For listeners, so the first one. So yeah, as I said, it's 8 principles and 36 commitments. The the EU and its Member States say that they are going to commit to. So the first principle is developing and strengthening cycling policies, so that's things like. You know, implementing cycling policies, encouraging companies and organisations to promote cycling through things like cycle to work schemes and other different kinds of arrangements like that, the second principle. Is. In the promotion of cycling, ensuring that it's promoted to everybody and that nobody is left out, so it's encouraging inclusive, affordable and healthy mobility. So that touches on paying particular attention to the needs of women, children, older people and vulnerable and marginalized groups, boosting active mobility. For older people and contributing to active aging, enabling better access to cycling for people with disabilities and with reduced mobility. And also it takes note of the possibility for Member States to to apply reduced VAT rates for people on lower incomes to make it more. Affordable for them? Some of the other principles are related to infrastructure, making sure that there's good infrastructure for cycling, increasing investments, improving. Road safety and security so that. Relates to working towards the EU. Target Vision Zero 14, which is no Rd. deaths by 2050 and an interim target of a 50% reduction in fatalities and serious injuries by 20-30. It also relates to improving public bike parking spaces, improving security there and combating bike theft, which is. A problem everywhere. And then another principle relates to supporting the cycling sector and and the jobs that it creates. So that comes at it from a, from a different perspective. So that's things like making the sector more appealing and enabling important job to job transitions from other relevant industries. And then it also says to support multimodality and cycling tourism, so making sure that cycling is really

integrated into larger transport networks. And you know, making sure it's used for the first mile and the last mile. And how can we see it as the bigger picture? And you know, how can people get off of a train and just? Cycle easily and and really do that last mile and then the final thing is making sure that with all of these commitments they collect the data and they monitor how these commitments are being carried.

Speaker 2

So let me take a moment to reintroduce you then I have a couple more questions about the declaration itself and then I would like to move on to a couple of other topics that we're going to cover. We're speaking with selling you. So she is a reporter at Zag and Zag is a daily digital first business of sustainability, mobility and transportation. All things that we talk about on the show only all the time we took a while to get connected and I'm really glad we're connected now. So was there any push back to any of this? I mean you have a lot of different countries involved and. You know, I look at things like NATO and people get all ***** about certain things, you know, and certainly in the US, one state, I mean, we're so vast here and one state might do this, and one state might do that and we want E bikes. And no, we don't. And we want public transportation. And no, we don't. What kind of push back, if any? Was there at this declaration of cycling in Brussels?

Speaker

Hmm.

Speaker 4

So from what I know what I understand, I'm not aware of any pushback with this. It's important to note that this it's not a piece of legislation, so it doesn't mandate these countries to do anything. It just it really recommends and advises and recognizes cycling as a priority and it it is a political commitment. It says it's a political commitment. Yeah. Yeah. In terms of push. I'm not aware of any. I wonder if it's because it's not mandated now. It's really about the implementation, so maybe we'll start to see from this point on how countries will actually implement those commitments and maybe pushback will arise like that if if some countries aren't progressing as other ones are. But yeah, at. At this point, I'm from what I know I I'm not aware of any.

Speaker 2

Pushback. So it's interesting that recently we're talking about congestion pricing for cities. Now I know that London has a. Sort of a congestion pricing. You can't bring your car into it to the city. It's so much money if you do that. And New York City was about to implement implement that the 1st of June and the governor put it on hold and they were looking at all this money that was going to come in to provide infrastructure and changes in the transportation system. For mobility, like fixing the subways, fixing the trains and buses, and all of that. I'm wondering if there's anything within this declaration

that says here's some of the monies that will be available to help implement these things. These are not inexpensive things, some of them.

Speaker 4

Yeah, yeah. Yeah, you're right. No, they're not. They're not going to be cheap things. But yeah, ultimately it it commits to it, it says that the funding needs to be made by these Member States, and it really recommends that it is made. And it highlights all the climate targets that, you know it all. The justifications for why they need to be. Need but yeah, in terms of specifically where the funding will come from it it's less so less.

Speaker 2

Committee is there. I mean, like, who represents each of these countries, which you mean, who are the representatives that actually signed this declaration? I mean, we have a country, but it has to be a person who put their.

Speaker 4

What do?

Speaker 2

You know John Hancock, as we say here in the states.

Speaker 4

On it, yes. So this one was signed by the European Parliament Council and the European Commission, but it had a lot of different organisations, craft declarations. So, for instance, do you know the European Cyclists Federation? Yeah, I. Do so. They were working very closely with crafting this declaration, so with cycling. Industries Europe, which is another organization that was involved and also Carnegie, the Confederation of the European bicycle Industry.

Speaker 2

Oh, that's one I don't. Know. But OK, I. Yeah. Yeah, that's interesting.

Speaker 4

Yeah. So a few different parties were involved in the crafting of it and shaping it and. This is actually only. Well, this is the first time that this that this document has ever been made for any kind of transport, so this is the first time that any kind of transports had this level of EU recognition. And I think that this is only really the second time of any kind of declaration of this kind. So the first one was. The European Declaration on Digital Rights and Principles and that first declaration kind of guided the framework for how this one would be carried out. But yeah, so a lot of different players were involved, but yeah, the representative I think, is the European Parliament Council and the European Commission.

Speaker 2

Interesting. So you know, you look at these bold initiatives that these 88 principles, yeah, principles and all of these commitments and. Wonder is there a timetable? Is there anything that's saying we want to do this by then? I know you have a vision zero. We have a vision zero. You know, we have all of those things. But is there a timetable? These are big, big initiatives.

Speaker 4

Yeah, I'm not. I'm not sure of a certain time that they want to do this by other than, like I said, yeah, they have the overarching big targets they want to meet, but basically it's something that they'll be monitoring through different indicators. They'll be monitoring how each Member State really does implement the declaration. As they said they would, and also actually you asked about how this relates to the COP conferences. And maybe that's another measure of time, because whilst this declaration isn't explicitly, I'm not well, I'm not aware it's explicitly connected to the COP conferences. It is about active travel and cycling, and this year with the COP conferences, all nearly all of the 200 countries. That. Belong to the Paris Agreement will be redoing their nationally determined contributions. So. So yeah, so that is where they update. Those NDC's or nationally determined contributions after last year's global stock take and the nationally determined contributions are basically the commitments that they've set out to achieve the goals of the Paris Agreement, which is ensuring that carbon emissions don't reach above 1.5°C. So that kind of adds another element of time. Does people want to see is active mobility going to be included? Sorry, active travel going to be included in these new NDC's after they're updated because currently I think it's only eight countries in the world that have a national walking and cycling policy and make commitments to walking and cycling in their NDC's. And more than 150 countries don't have national cycling policies. So. Yeah, that's kind of that adds the timely nature to it. It's not directly related to the EU declaration on cycling, but it's definitely something that European countries might be looking out for to see if active travel is playing a larger role once those NDC's have been updated.

Speaker 2

Yeah, that would be very interesting. Yeah, that would make a lot of sense because if you think about and you and I do think about this cycling as an expense of your household, for example, a car is outrageous and the least expensive. Of way of mobility, of getting around is either walking or biking, so you know, it seems to me that those things make perfect sense to add. To the NDC's right.

Speaker 4

Yeah, of course.

Speaker 2

So what was below City 2020?

Speaker 4

One so Valley City is actually the flagship annual event that's hosted by the European Cyclists Federation. So it's their event and basically it it unites advocates, cities, policy makers, researchers and industry. All on cycling and discussing the future of cycling and and shaping Urban Development, so I think this year it had more than 80 sessions, more than 400 speakers and people could, yeah attend like expert panels, engage in networking, take bike tours, see the newest innovations and it was held in Ghent this. Year in Brussels. Sorry in Belgium, so every year it's held somewhere different. I think that cities need. To. Apply to host the event and the CFL Awards it to the city that they think should host it. Yeah. So I interviewed Jill Warren, who is the CEO of the CF, and she said that they thought again had a very inspiring story to hold the event this year because they show how cycling can be progressed in a city without spending millions and millions on it. So yeah, so that's what the event is it it's the flagship. Conference at the.

Speaker 2

UCF I'd be really interested to hear and this is just a side interest of mine having been in the bicycle business my entire adult career. At if there had been a conversation about the entry into cycling and how expensive or inexpensive you can get a bicycle and actually be able to use it for what you. Want to use. It for because bicycles have become very expensive. And so, yeah, and even even renting bicycles, you know that the whole system of of E bikes and renting our E bikes part of it, are they talking about E?

Speaker 4

Yeah. Bikes and the declaration.

Speaker

Yeah.

Speaker 2

Yeah.

Speaker 4

Warren. Yeah, yeah, I mean here, ebikes are. Arguably more popular than bikes now, because they really they are. They are more accessible. Arguably they let people travel longer distances and exert less effort. Maybe perhaps older people find it easier to ride an ebike than a normal bike so. I'd say that there's now the focus is mainly on E. Bikes.

Speaker 2

If you were to. Have your crystal ball and look forward. What do you? Will there be another EU declaration of cycling coming up? Is there a time limit on the one that was done this year?

Speaker 4

No. So there's no time limit that I'm aware of. Yeah. Now it's just about implementation. So this was only signed in April this year, so it's still. Quite vaguely new but noticed. I don't think this declaration has an expiry date on it, it's just gonna be tracking the implementation of of what it says and yeah, and monitoring those.

Speaker 2

Who's tracking it?

Speaker 4

I think the European Parliament and the EU. As a collective tracking and the Member States, is the commitment from all of the Member States. But yeah, I think it's the European Parliament and Commission.

Speaker 2

So I have. A couple more questions for you do.

Speaker 4

You ride. I ride. Though I'm not brave enough in London.

Speaker 2

I thought it was getting. Better I thought it was getting easier to ride a bike, especially for women. They had that women's freedom ride. Ohh yeah.

Speaker 4

No, it's it's just me. Every a lot of people, but I just prefer to walk mainly, but. No, London. It's it's. Yeah, it's doing well for cycling. They've just I think that they've just TfL. Transport for London is committed to quadrupling its cycle network or or I can't remember the exact figure by a certain year, but it will be, yeah. Quadrupling the number of kilometers of cycle lanes. And so yeah, no. It is good here.

Speaker 2

What are you working on right now? Do you? Have any new? Projects that you'll be working on that will be of interest to me.

Speaker 4

To you. So I mean, this sad daily should be of interest to you as a whole, cause we cover cycling every.

Speaker 2

Day I will subscribe. I think you can subscribe.

Speaker 4

Yeah, I mean it. There's no pay wall behind it. So you can subscribe to the newsletter, but you can access the website any time, OK. But yeah, we right now what we're covering a range of things all of the. Industry announcements, any kind of policy that's interesting. We'll be following the E Declaration closely with any progression on it. It's just been the UK general election. So that's been something that has been of interest to us. We just covered what each parties manifesto said they would do for transport as a whole. So all transport sustainable. Transport just everything that they said they do for transport. We we are crafting what we would like to see the New Labour government do for transport and for new mobility in particular. So yeah, with different range of things going on, we have I I do a series called Women making moves, which just interviews influential women in the industry. So that's where we recently just interviewed Jill Warren, who is the CEO of the European Cyclist Federation. And yeah, that has some. Great, influential leading women.

Speaker 2

Well, it sounds like a wonderful. Well, vocation, I'm glad you're covering it, and I appreciate you taking time to talk with me today. We've been speaking with Cella Musa. She's a reporter for Zag Z AG Daily and Zag is in the business of sustainability, mobility and transportation. Cycling especially, which of course, is what we care about. Thank you so much for talking with me. I really appreciate it and learning about the EU Declaration of cycling that makes so much makes me so much happy.

Speaker 4

Ohh thank you so much for the opportunity.

Speaker 2

My thanks to Zola for joining me on the show. You can check out Zag Daily Online where you get a taste of tech trends, people and places, as well as sign up for their newsletter. I hope you. Enjoyed the show and invite you to send me information on your favorite trails for future reporting. You can e-mail me at outspokencyclist@gmail.com. Remember that you can find links, photos and a written transcript of every episode at outspokencyclist.com and leave comments there too. Follow TOC on LinkedIn, Facebook, Twitter, and Instagram, and subscribe to the show on your favorite podcast. App one last thing, my thanks to the League of American Bicyclists for including me in their webinar on July 9th about podcasting for bicycle advocates. It was a fun conversation with some great people and you're welcome to take a listen. There's a link on the. Website. I hope you're having a great riding season and staying cool. Please stay safe. Stay well and remember there is always time for a ride. Bye bye.

Speaker 1

Thanks for joining us today on the outspoken cyclist with Diane Jenks. Who welcome your thoughts and contributions on our Facebook page or visit outspokencyclist.com to leave a comment on any episode. We'll be back next week with new guests, topics, conversations and news in the world. Of. Cycling subscribe to the show on your favorite podcast app and you'll never miss an episode. The outspoken cyclist is a copyrighted production of DBL promotions, with the assistance of WJCL FM Cleveland, a service of John Carroll University. Thanks again for listening ride safely and we'll see. You next week.