

CONGRATULATIONS STEVE ON YOUR ENTERPRISE'S
FIRST ANNIVERSARY THIS NOVEMBER!
STEVE WILL JOIN US AT MOVIE MONDAY NOV. 8 (THREE SEASONS)
TO UPDATE US ON HIS INNOVATIVE AND SUCCESSFUL BUSINESS
VENTURE. ANOTHER GREAT IDEA INITIATED IN VICTORIA!!

▼ PROFILE

BikeCartAge pedals freight

By Norman Gidney
Times Colonist staff

Truckers move over, BikeCartAge wants to share the streets of Victoria with its cycle-powered freight-moving service.

Steve Balyi calls it the solution to transportation pollution and a simple way to reduce greenhouse gases from cars and trucks.

Internal digestion is the power behind BikeCartAge, not internal combustion, says the manager of the new service.

"It's a very simple thing we're doing here," says Balyi, a sociologist and researcher who cycles Victoria year-round.

BikeCartAge started in the freight business on Nov. 4 delivering half of the circulation of *Monday* and *Real Estate Victoria* weeklies.

Its territory is substantial — bikes do all of Esquimalt, Victoria, Oak Bay plus Saanich from Royal Oak-Broadmead south.

From four depots. — Balyi tried to locate them near the top of hills — BikeCartAge "drivers" head out on large loops and make seven or eight trips a shift. Some days they move as much as six tonnes.

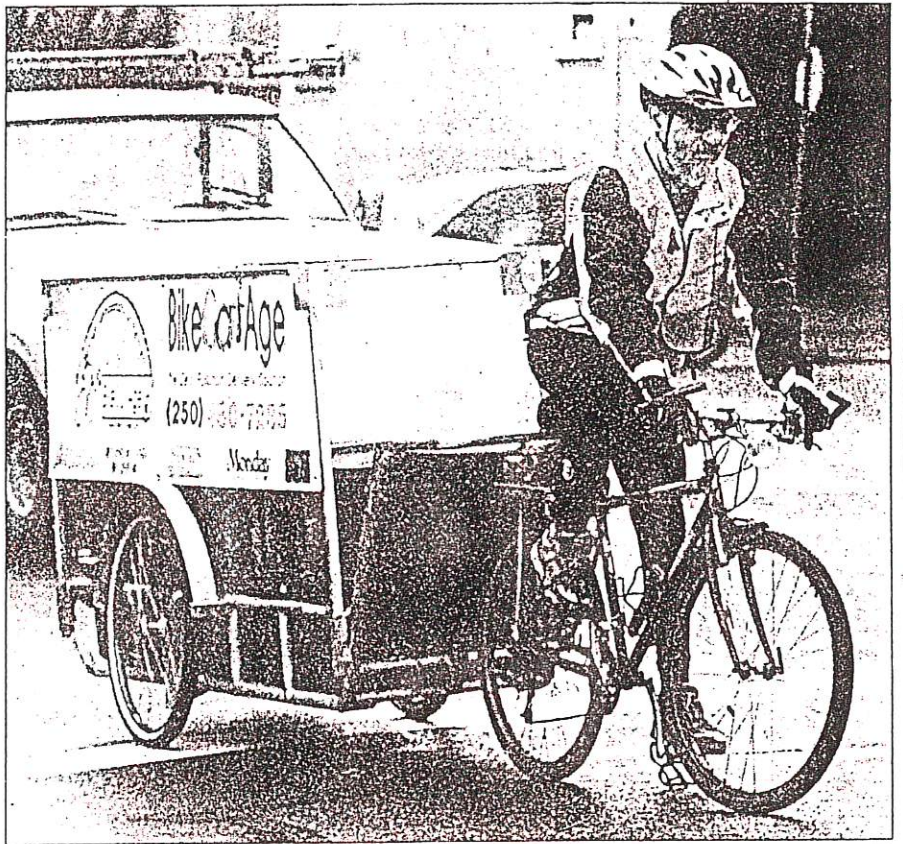
"Bike-trucks" aren't just a nice but impractical idea, Balyi maintains. In the city, under 10 kilometres, bicycles can be just as fast as trucks:

"Our people fully-loaded are averaging 18 to 20 kilometres an hour," he says, noting that the average speed of traffic in North America is only 29 kilometres an hour.

"This is obviously an urban solution. It's not the way to get goods out to Sooke."

He emphasizes safety and a share-the-road philosophy. Bike-trailer "drivers" get an eight-hour safety course, all safety gear and \$10 an hour.

"We're slow-moving traffic, just like a backhoe or a snowplow. We have nothing



IAN MCKAIN/TIMES COLONIST

Steve Balyi uses human power to haul products around Victoria.

to do with the courier culture — in your face, do whatever it takes."

BikeCartAge is the business offshoot of a new nonprofit organization called the Victoria Centre for Appropriate and Responsible Transportation.

VanCity Savings credit union's environment fund gave VCART a \$20,000 grant to cover startup and organization costs of BikeCartAge.

It has several prototype aluminum trailers, each capable of carrying upwards of

250 kilograms, and plans to award a contract soon to make a larger number of freight trailers.

"The goal of BikeCartAge is to move 10 per cent of urban cargo by 2001," says Balyi.

That would translate into 54 trailers and 32 full-time jobs, plus 18 part-time positions.

"The key thing is, this is economically viable. I study business, I've been in business and apply business principles."