You have been appointed “bike czar” for the city of Vancouver. Your job is to increase bike ridership (and decrease car use), but people really like their cars.¹

1. **Name two groups that will oppose you and two groups that would support you**
   
   Opponents: car and oil companies. Supporters: bike companies and environmentalists.

2. **Suggest one psychological technique to move people from cars to bikes**
   
   Advertise how biking improves health and air quality or use celebrities to endorse biking.

3. **Suggest one tax/subsidy that would move people from cars to bikes**
   
   Carbon tax or bike subsidy

4. **Suggest one regulation that would move people from cars to bikes**
   
   Cars with odd or even plate numbers can drive on odd/even days (used in China, Iran, Mexico) or limits on number of cars (Singapore auctions licence to have car)

5. **Which method do you think will work best? Why?**
   
   You needed to discuss pros/cons of all methods to get full credit; it’s also important to discuss political/financial feasibility

¹This homework touches on demand, incentives, institutions, substitutes, complements, collective action, regulations and prices.