

ECN 362 — Homework #1 (Due 16 Jan 2014)

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.<sup>1</sup>

1. Name two groups that will oppose you and two groups that would support you.
2. Suggest one psychological technique to move people from cars to bikes.
3. Suggest one tax/subsidy that would move people from cars to bikes.
4. Suggest one regulation that would move people from cars to bikes.
5. Which method do you think will work best? Why?

Format for answers:

- Put your name and SFU ID# on the top-right corner
- Type your answer for each question
- Print your homework and submit it at the start of class on 16 Jan

---

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