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“Cycling Advocacy: Cycling Against Boundaries“

Mental barriers in cycling politics and planning – solution ideas for bicycle advocates

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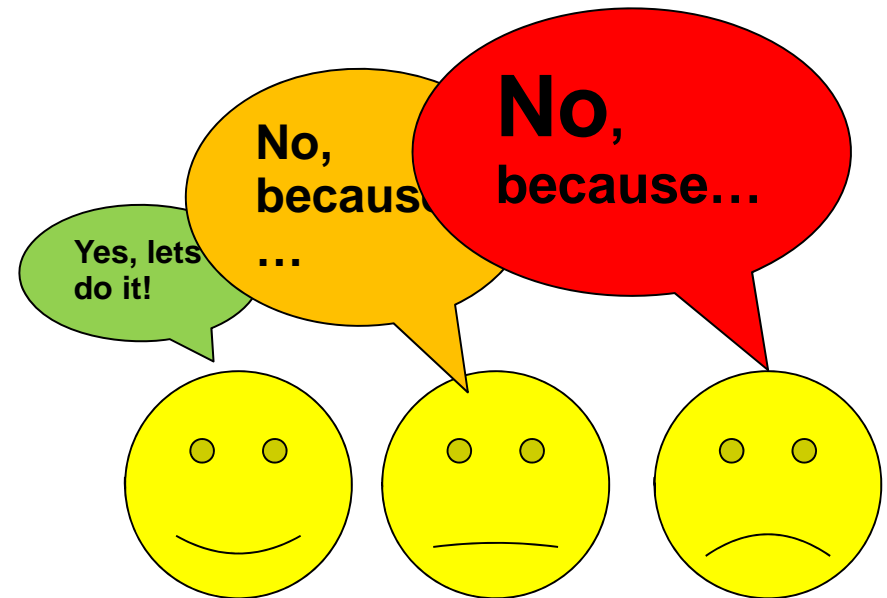
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Refusal of proposals

Refusal of proposals from bicycle advocacies – a common situation ...



Bicycle Advocates



Planners, Politicians

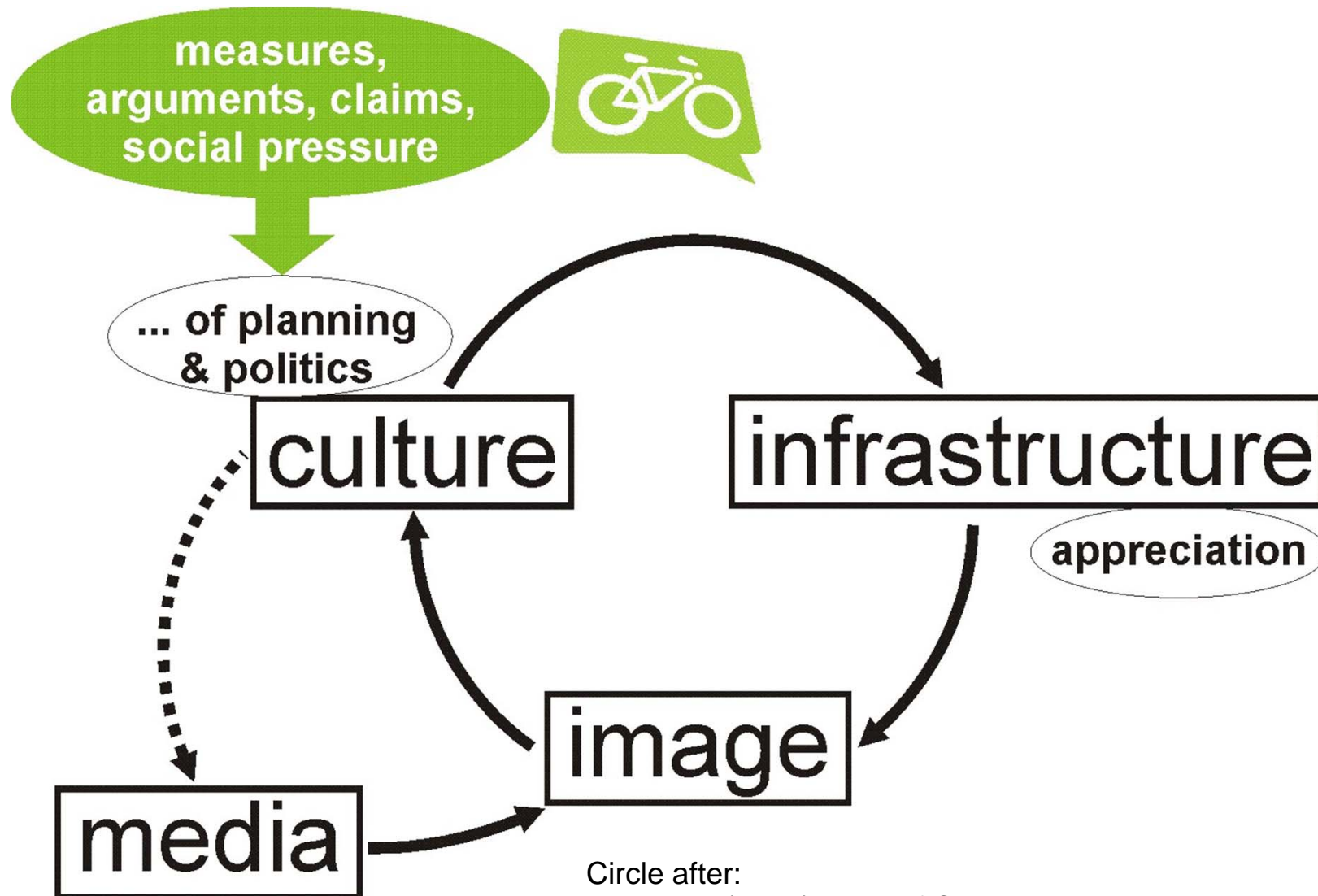
Refusal of proposals

“We really want to improve cycling, but ...
... this is not possible, because ...
... we cannot spend so much money on cycling, ...
... this is too dangerous, ...
... this is not our responsibility! Go to ...
... the shops really need these car parking lots!
...
...”

**Every cycling advocate knows such
decision makers, planners and politicians**

- ... “just normal people“ in regard to cycling
- ... presumably ride even less for every-day purposes
- ... have a car/chauffeur dominated mobility style
- ... are overcautious
- ... consider cycling an inferior transport mode
- ... do not pay attention

Mental barriers



Circle after:
Horton D. (2007); Fear of Cycling; in: Horton D., Rosen P., Cox P.
(Hg.); Cycling and Society; Aldershot; Ashgate Publishing: 133-152.

Mental barriers

Classification & solution ideas

1.Costs

2.Space

3.Safety

4.Information

5.Motivation

6.Roles

1.Examples, reason for refusal

2.Counter arguments or measures for bicycle advocacies

3.Demands from bicycle advocacies towards officials

**Problem
Example**

**Arguments
Measures**

Demands

Category 1: Costs

*"This measure is too expensive,
we cannot spend so much
money for cycling mobility"*

Example: Main Danube Bridge
Linz ("Nibelungenbrücke"):
narrow bicycle lane on
sidewalk



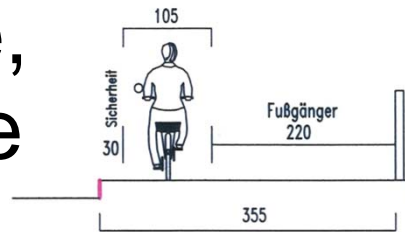
**Problem
Example**

**Arguments
Measures**

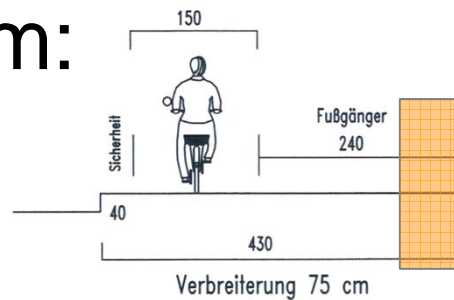
Demands

Category 1: Costs

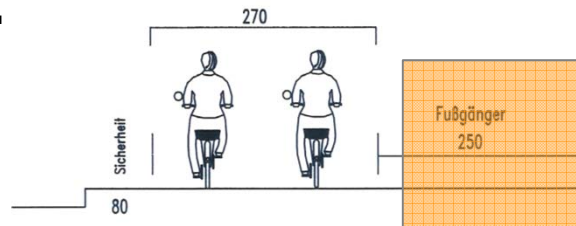
Nibelungen bridge,
Linz: actual state



Enlargement 75 cm:
2.4 Mio. EUR



Enlargement 3 m:
12 Mio. EUR



**Problem
Example**

**Arguments
Measures**

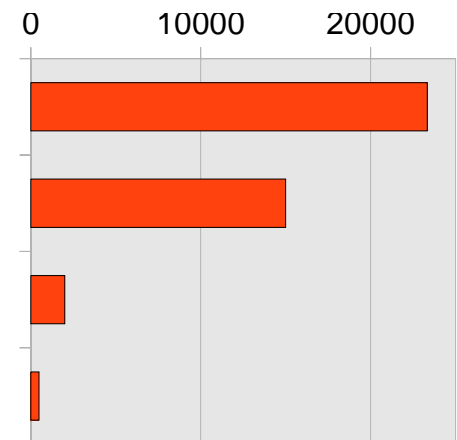
Demands

Category 1: Costs

Argument: show relations - specific costs

specific costs = costs per daily (expected) trip

project	costs in €	number of daily trips	€per daily trip
Highway Danube Bridge, Linz ("Westring")	700.000.000	30.000	23.333
Tram Line 4, Linz	300.000.000	20.000	15.000
Nibelungen bridge Linz: +3 m enlargement	12.000.000	6.000	2.000
+0.75 m enlargement	2.400.000	5.000	480



**Problem
Example**

**Arguments
Measures**

Demands

Demand 1: Fixed precentage of annual traffic budget for cycling

1. equal to actual cycling modal split (e.g. 5 %),
Example: Edinburgh 2012

<http://www.spokes.org.uk/wordpress/2012/02/edinburgh-sets-new-standard/>

2. equal to target cycling modal split (e.g. 15 %)
3. higher than target cycling modal split (e.g. 30 %)

**Problem
Example**

**Arguments
Measures**

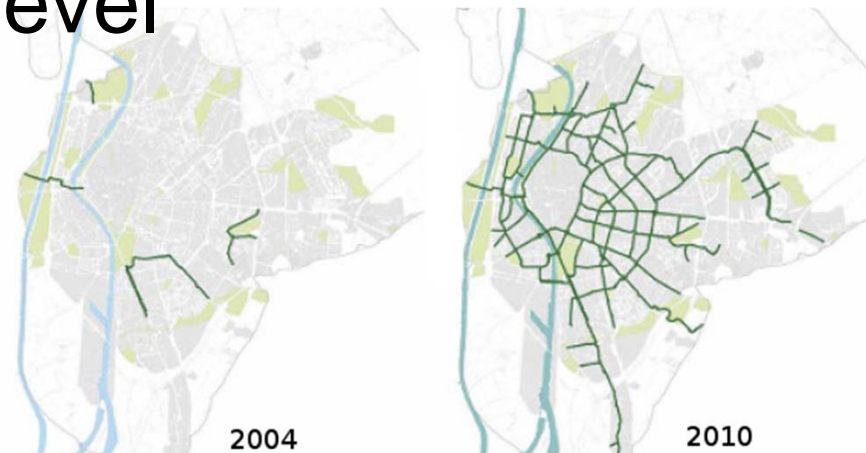
Demands

Category 1: Costs

Demand 2: one-off budget for cycling infrastructure + image campaign

German federal office for environment:
200 €/inhabitant to increase cycling from low level to intermediate level

Example Sevilla:
32 Mio. EUR in 2 years,
700.000 inhabitants:
46 €/inhabitant



**Problem
Example**

**Arguments
Measures**

Demands

Category 2: Space

"There is not enough space to build cycling infrastructure – we need the road space for car driving and parking lanes."

Example:

Graz, Joanneumring:
3 driving lanes
2 car parking lanes
2 large sidewalks



**Problem
Example**

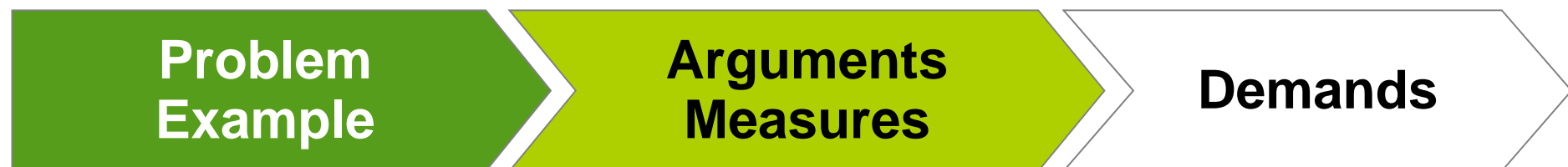
**Arguments
Measures**

Demands

Re-distribution of available road space:

Argument 1: Experts claim combination of pull and push measures for shift of modal split (increase space for cycling + reduce space for cars)

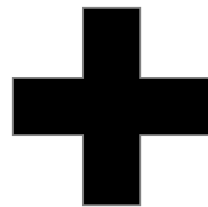
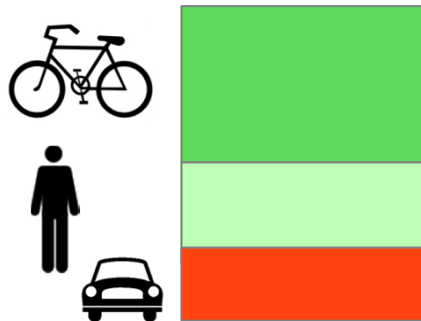
Argument 2: Huge potential of car users to switch from car to other means of transport (Linz, Austria: 60 % car trips without objective reason [Priewasser])



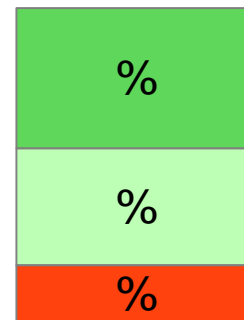
Category 2: Space

Demand: mandatory usage of objective space
(re-)distribution procedure:

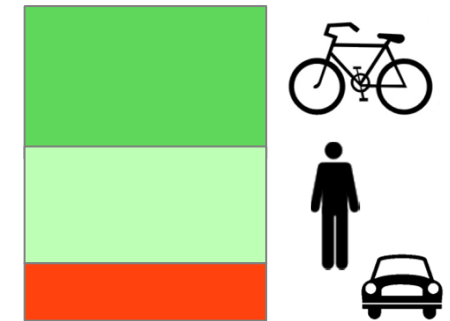
interests/benefits of
different road users



target modal
split



new space
distribution



... procedure has to be developed (TU Wien?)

**Problem
Example**

**Arguments
Measures**

Demands

Category 3: Safety

"This is too dangerous."

Example:
Counter-flow cycling



Linz, Austria

**Problem
Example**

**Arguments
Measures**

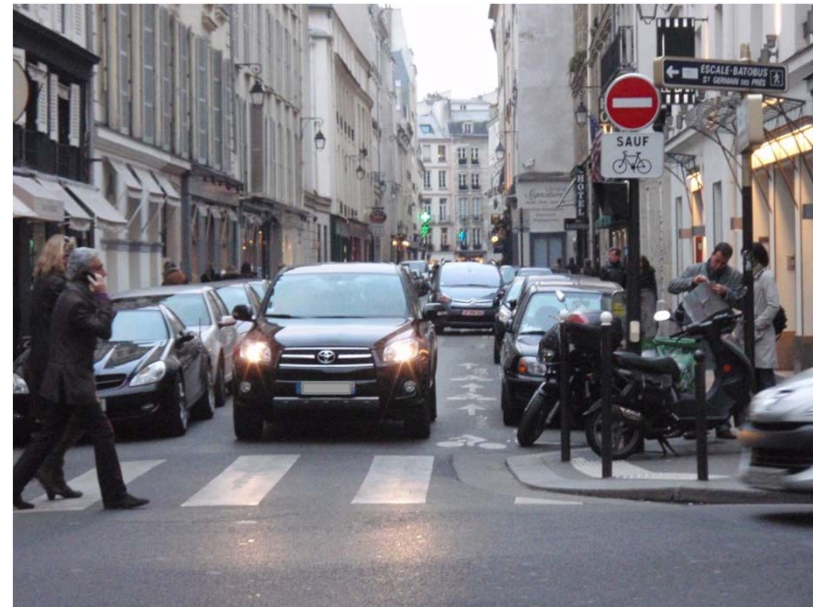
Demands

Category 3: Safety

Argument: comparisons with similar situations in the same region (preferably) – in other regions



Salzburg, Austria



Paris, France

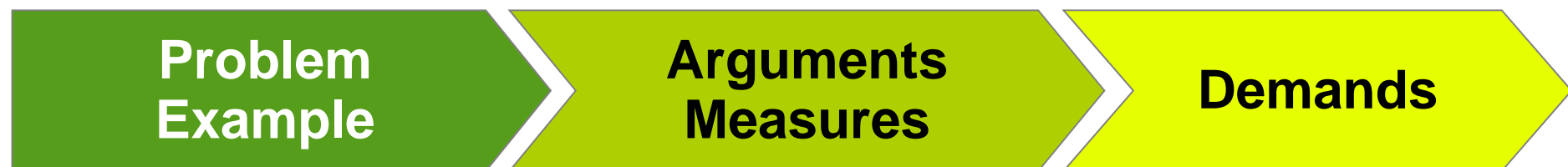
**Problem
Example**

**Arguments
Measures**

Demands

Demand 1: establish regional / national / international "watchdog commission" that can overrule local decisions if refused solutions are successfully implemented elsewhere ("state of the art")

Demand 2:
international "best practice" database (ECF?)



Lack of information or wrong information.

Examples:

- *"Most shopping clients need a car to transport their goods."*
- *"Cycling cannot be increased because our public transport is so good."*



**Problem
Example**

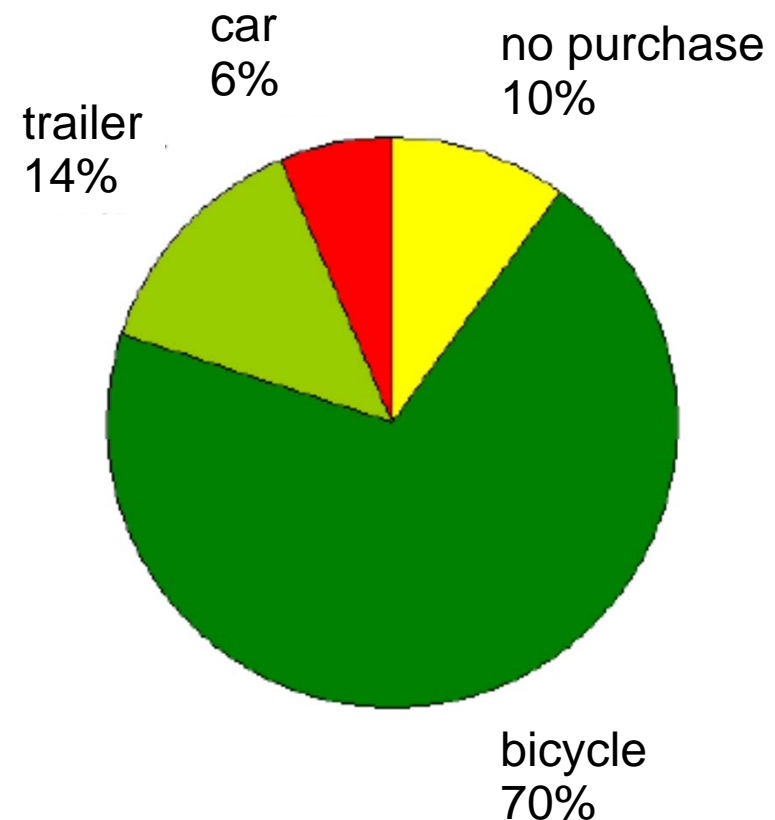
**Arguments
Measures**

Demands

Category 4: Information

Arguments: studies that uncover “the truth”

Example:
shopping behaviour:
Styria (80 % could use a regular bicycle)



**Problem
Example**

**Arguments
Measures**

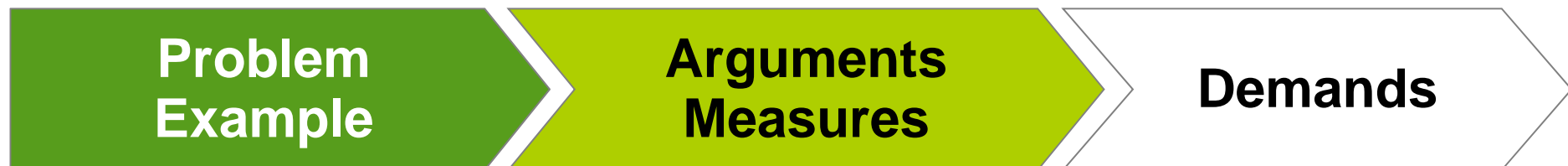
Demands

Category 4: Information

Arguments: studies that show the truth.

Examples:

- politicians and planners often do not represent the popular needs and/or have a wrong estimation of the popular needs [Monheim].
- unpopular measures were rated positively after realisation [Brög]



Category 4: Information

Demand: international literature database to share information (ECF?)

**Problem
Example**

**Arguments
Measures**

Demands

Category 5: Motivation

Lack of motivation leads to situations like...

- *"There is no need for that"*
- *"We are not in charge of that"*
- Or: cycling traffic is simply not considered.

Graz, Austria: section of cycle lane removed after installation of massive pylons



**Problem
Example**

**Arguments
Measures**

Demands

Category 5: Motivation

Measure 1: organise field trips / excursions to cycling friendly cities



**Problem
Example**

**Arguments
Measures**

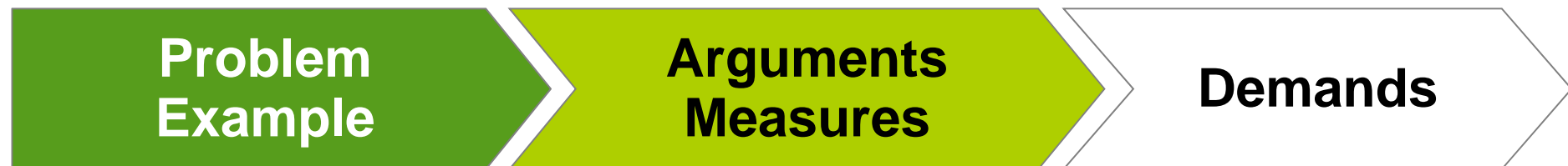
Demands

Category 5: Motivation

Measure 2: advocacies not only represent their members but all cyclists! (e.g. 70 % ride a bicycle at least once a week)

Measure 3: publish the goals of politicians concerning cycling promotion in the media

Measure 4: promote bicycle culture - increase social pressure from general public on decision makers

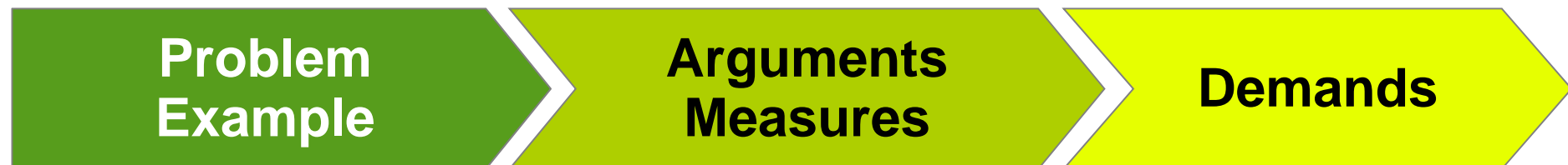


Category 5: Motivation

Demand: mandatory goals of increasing cycling traffic

Examples:

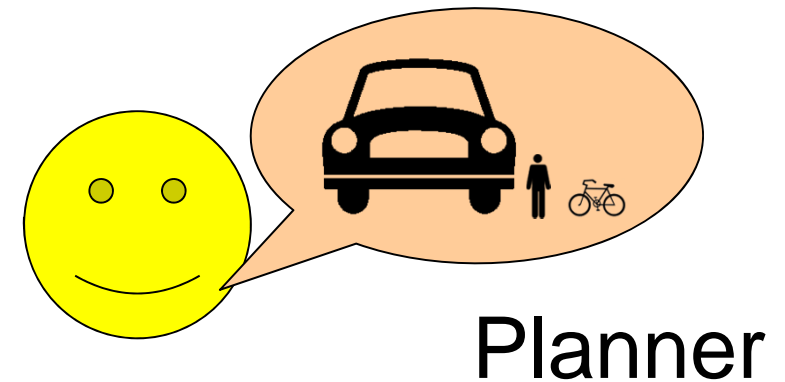
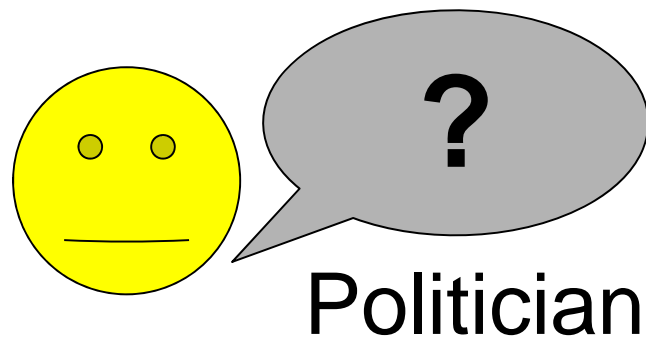
- Charta of Brussels (15 % until 2020)
- London mayor election
- Austria: www.radpublik.at



Category 6: Roles

Misinterpretation of rules: traffic politicians and planners

Example: uninformed politician + car oriented planners: planners should not anticipate political decisions



**Problem
Example**

**Arguments
Measures**

Demands

Category 6: Roles

Arguments: positive examples of courageous politicians (Edegger Graz/Austria, Ken Livingstone London/GB, ...)

Measure: clear definition of rules and responsibilities in confidential conversations

Former vice mayor Edegger (conservative party), Graz/Austria

**Problem
Example**

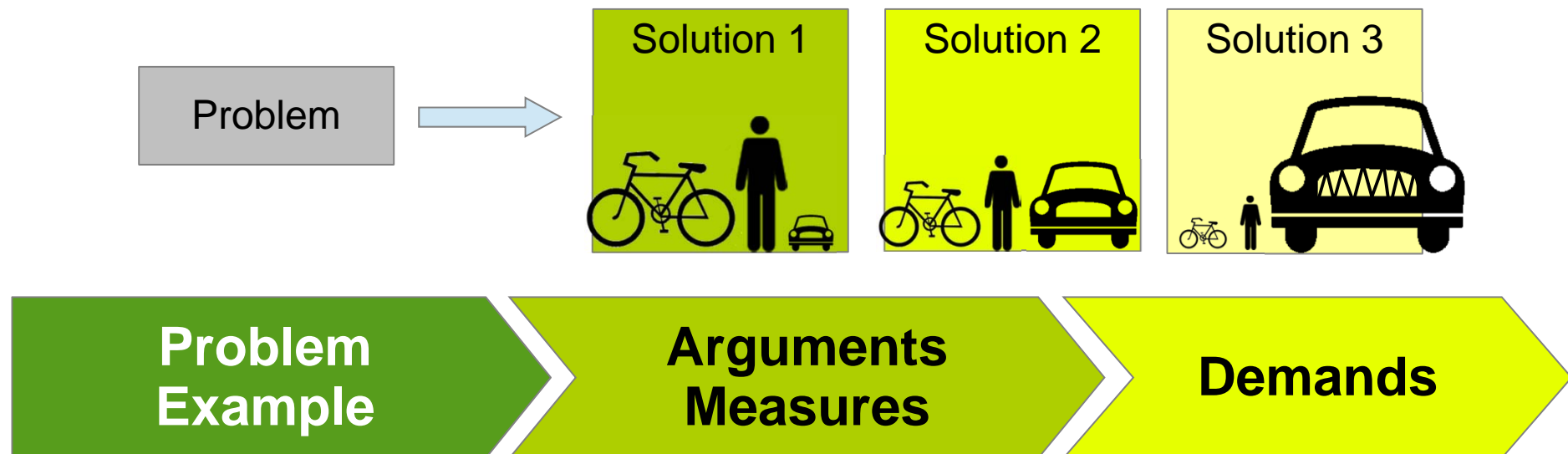
**Arguments
Measures**



Category 6: Roles

Demand 1: politicians should not only delegate decisions to planners

Demand 2: planners should always present alternative solution possibilities (e.g. not only car-oriented solutions)



Conclusion

Widen horizon: based on problem-specific solutions think of more general solutions on national/international level - we do not want to re-invent the wheel again and again!



