

A deeper understanding of Bikelash

NZ Transport Agency

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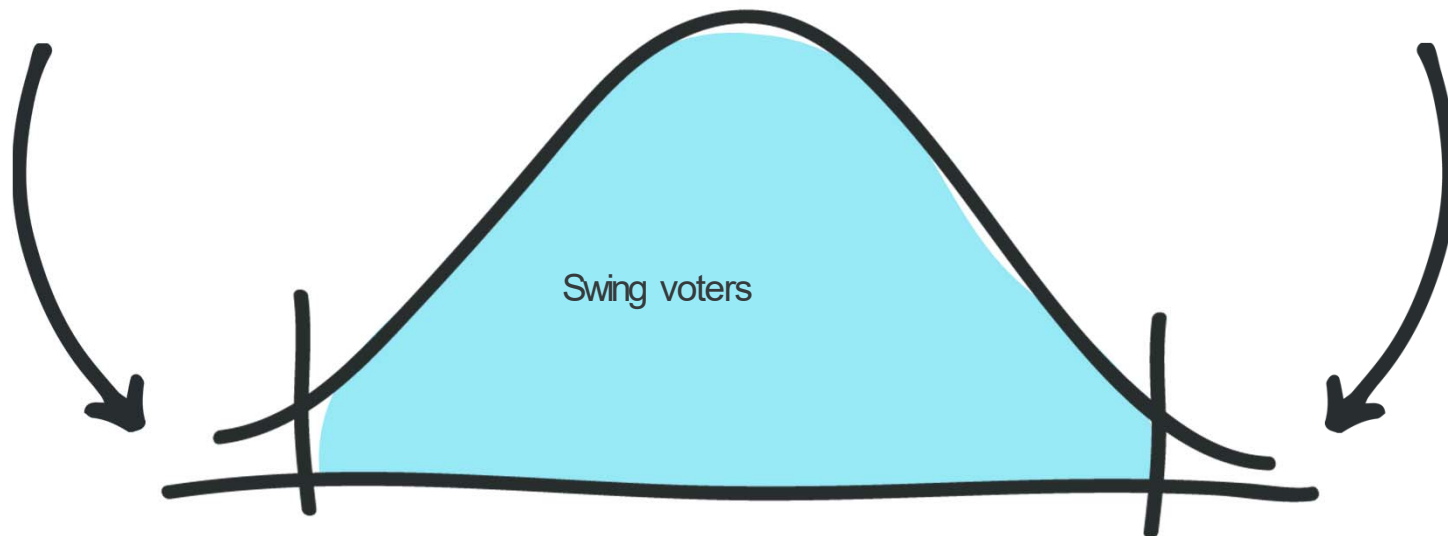
Senior Advisor – Travel Choice and Behaviour

Our Premise

SWING VOTERS

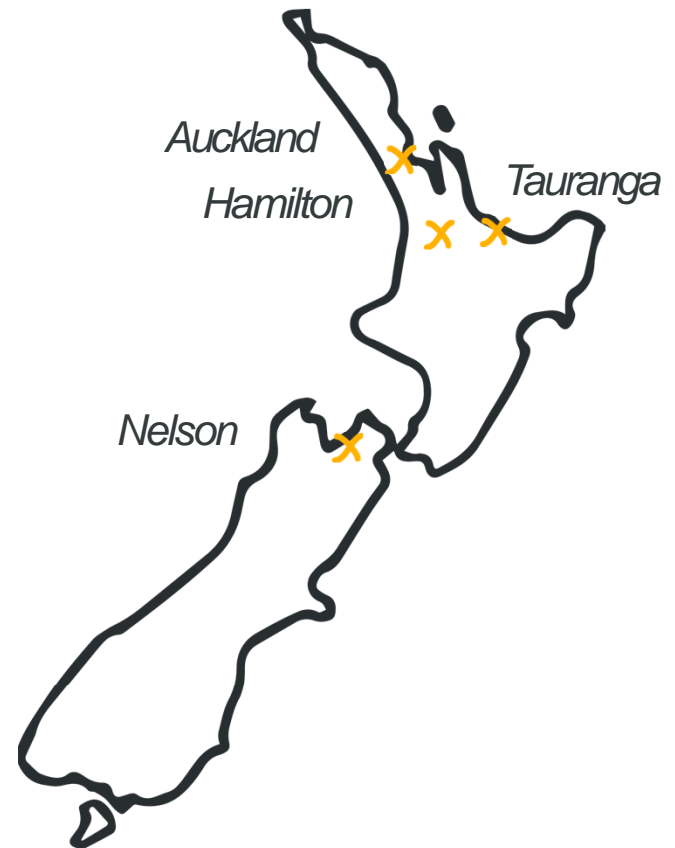
strongly oppose
cycleways

strongly support
cycleways



WHAT WE DID

- 12 two hour one-to-one deep dive conversations (three in each location)
- 12 one hour one-to-one conversations (three in each location)
- Conversations with two local council project managers. One from Christchurch, the other from Nelson.





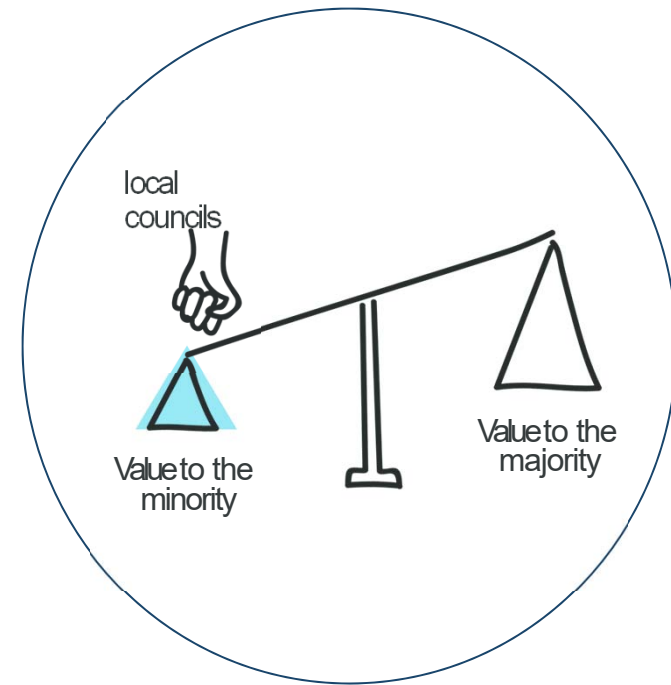
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KEY INSIGHTS
from people that engaged
implications

Majority Rules

People don't agree with decisions
that negatively impact the
majority...

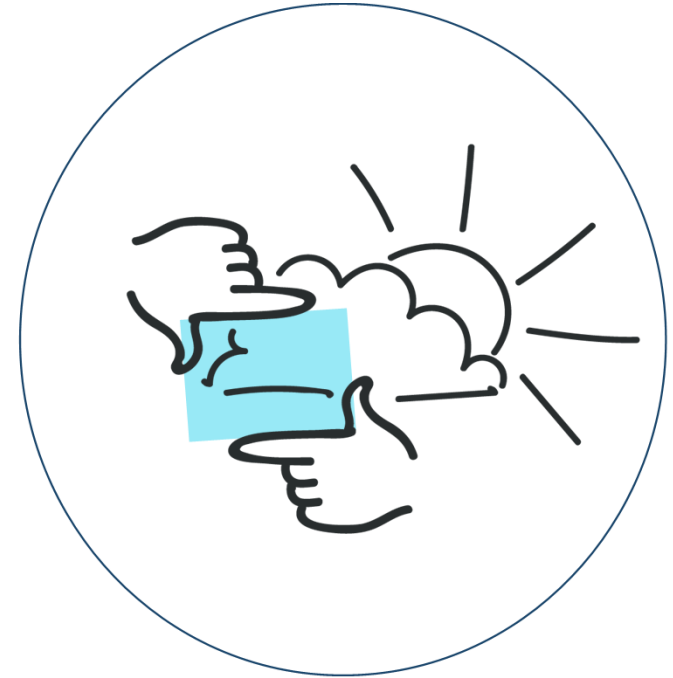
... and the majority of people don't
identify as cyclists



Perception overrides reality

An individual's perceived reality has a higher weighting than information you tell them is true

- They must see the benefit for themselves in order to believe it
- Previous experience can either make or break an opportunity
- Cycling is not perceived to be popular enough to justify a change in roads



Personal connection drives action

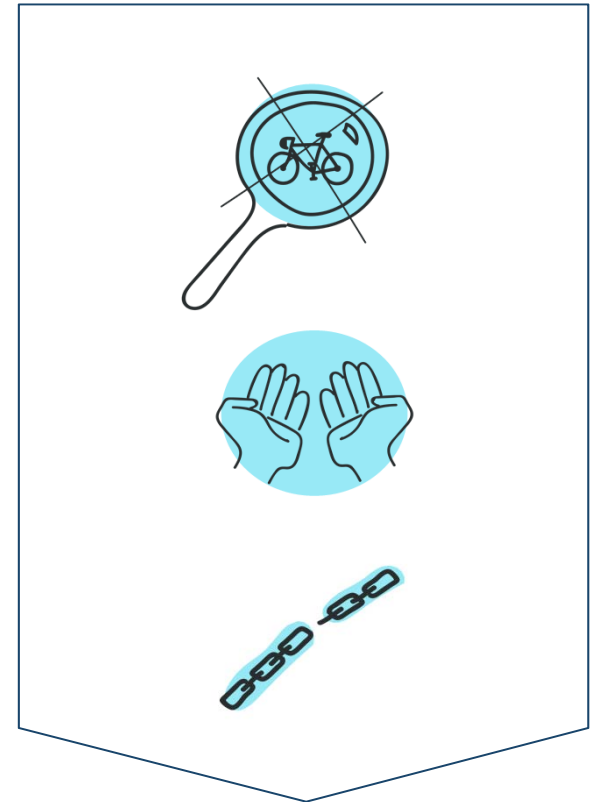
People get involved because they have a connection to something or someone they care about


- You can't separate a person from their family, business or community
- People engage to protect something
- It's more than losing a carpark



What this means for people

- Focusing on cycling or cyclists is seen as giving priority to one group over another
- To build positive engagement, you need to foster personal connection
- Lack of trust is at the heart of all community backlash. You won't get very far without it



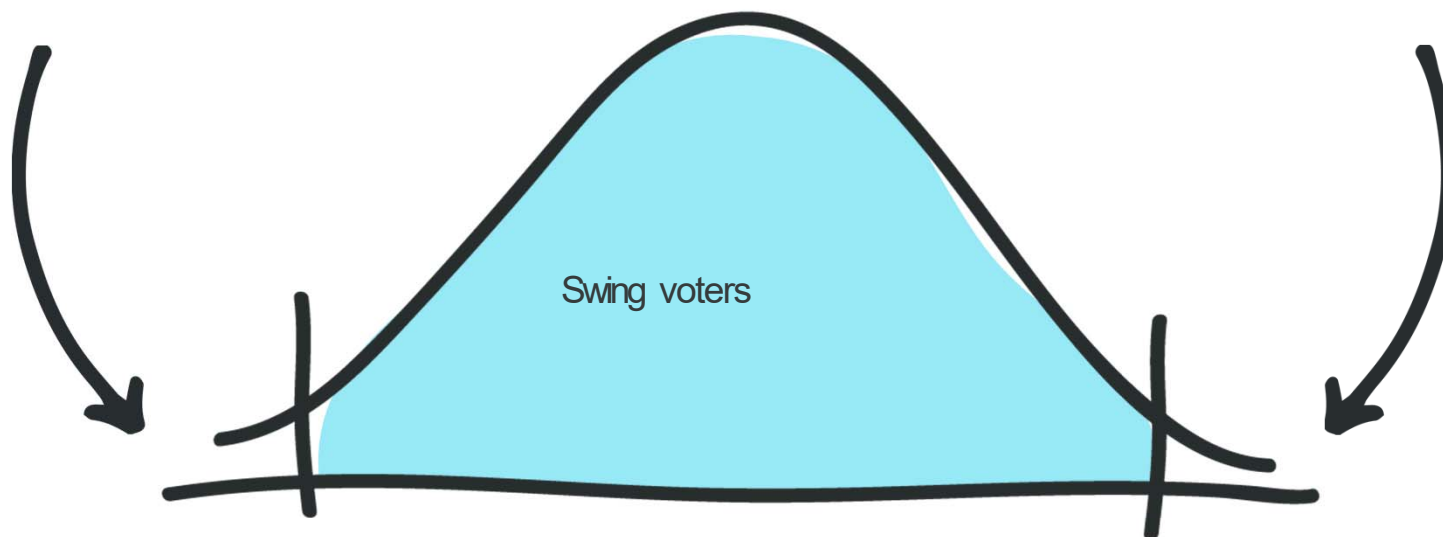
A photograph of a person riding a bicycle on a city street. The person is wearing a colorful patterned shirt, dark trousers, and yellow shoes, and has a black backpack. They are riding a black bicycle. In the background, there are several cars, including a prominent red car, and some buildings and trees. The scene is slightly blurred, suggesting motion.

Lash is a reality of creating change away from an existing a social norm

- Aligns with best practice engagement
- Engage early, often and long
- Boundaries
- Trust has to be earnt and loosing it can linger

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Things to
think about

Thinking about the insight

Reaching in to the bell curve

- Is cycling going to do?
-
- Selling safety for adults on bikes is a double negative
- Communities see them as their roads
- Final experience of using the road footpath to footpath – is important – design influences experience and behaviour
- Iconic bits that communities adopt / fixing existing communities issues, can help
- Consider prototyping to give people different experiences



Thinking about the insight

Stories and audiences

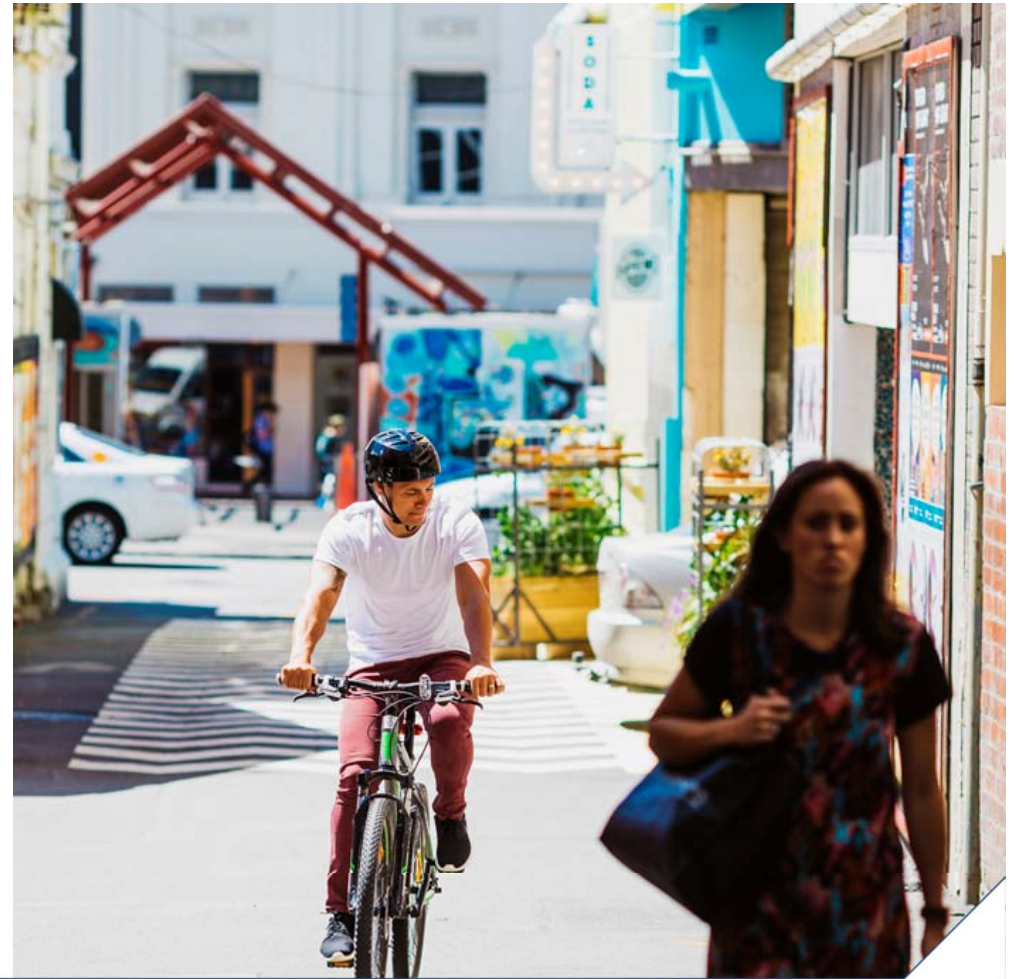
- Wrap facts in stories
- Two stories
 - transport planning
 - community
- Two audiences
 - Decision makers
 - community



Thinking about the insight

Last slide..

- Show your working
- Don't let communities design technical solutions
- Strategically positioned cycle counters can help
- Bikelash tends to follow political lines, and resources ... Kirsty Wild@APCC
- Show you are winning





NZTA website – cycling
pages – research

Beyond “Bikelash”
engaging with community
opposition to cycleways –
Kirsty Wild, Adrian Feld &
Alex MacMillan

Each other