

NZ Transport Agency

A deeper understanding of bike lash

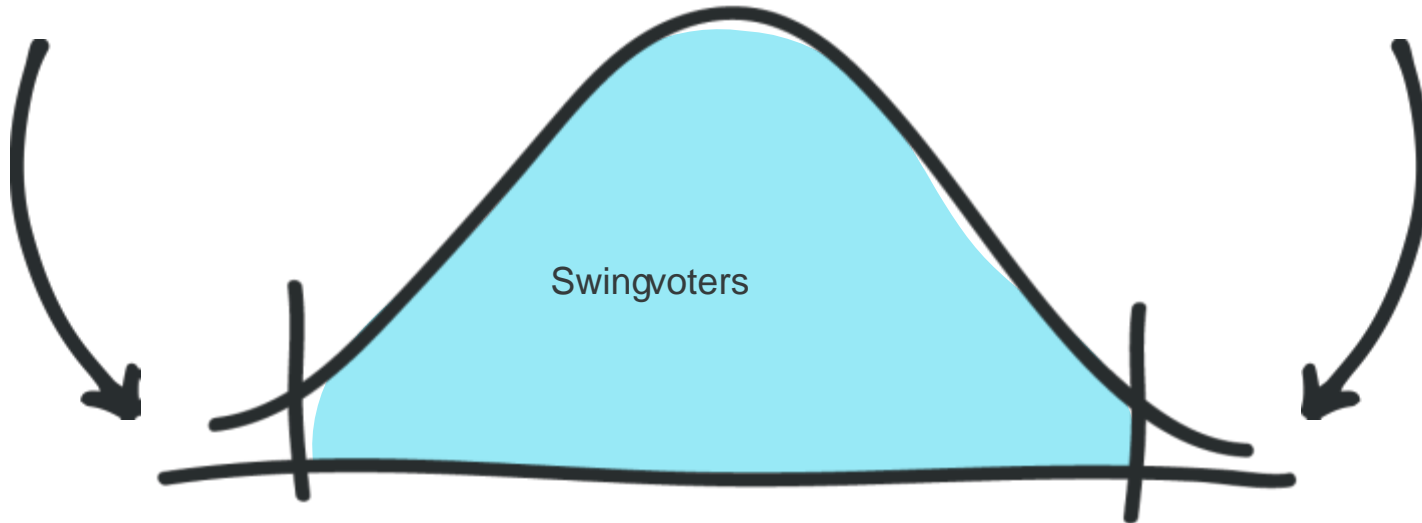


Our premise

Swing voters

strongly oppose
cycleways

strongly support
cycleways



What we did

Qualitative

- 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.



Key insights

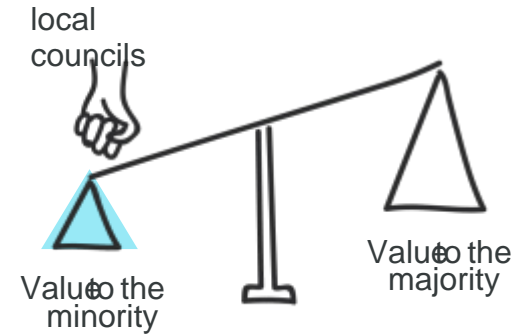
- 3 insights from people that engaged
- 3 implications



Majority Rules

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

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



Perception over rides 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 roading



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

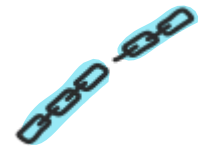
Focusing on cycling or cyclists is seen as giving priority to one group over another



To build positive engagement, you need to foster personal connection.



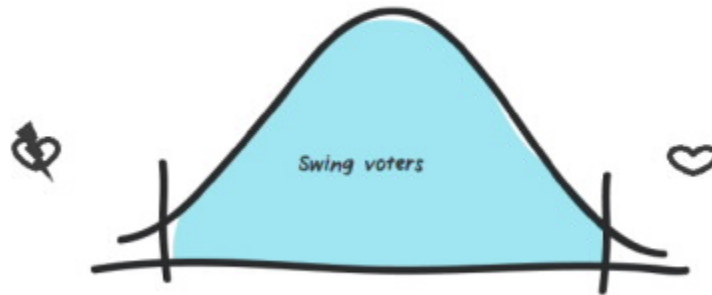
Lack of trust is at the heart of all community backlash. You won't get very far without it.



And...

It's 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





Some things to think about

- Try to reach swing voters – go where they go and talk about things they are connected to. Does not have to be as a strong, just needs to be personal.
- is cycling going to do?
- Selling safety for adults on bikes is a double negative
- Iconic bits that communities adopt / fixing existing communities issues - can help
- Wrap facts in stories
- Two stories – transport planning and community
- Two audiences – community and decision makers



Some things to think about?

- Show your working
- Consider prototyping to give people different experiences
- Don't let communities design technical solutions

- Final experience of using the road footpath to footpath – is important – design influences experience and behaviour

- Show your winning
- Strategically positioned cycle counters can help
- Bikelash tends to follow political lines, and resources ... Kirsty Wild@APCC



Read all about it

- NZTA website – cycling pages – research

<https://www.nzta.govt.nz/walking-cycling-and-public-transport/cycling/for-people-involved-in-cycling-programmes-and-projects/cycling-resources-and-research/>

- Beyond “Bikelash” engaging with community opposition to cycleways – Kirsty Wild, Adrian Feild & Alex MacMillian
- All the people...