

DESIGN RESEARCH

Increasing cycle commuting

PRESENTED TO THE NEW ZEALAND CYCLING CONFERENCE 2007

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SUPPLEJACK™

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The nature of the problem

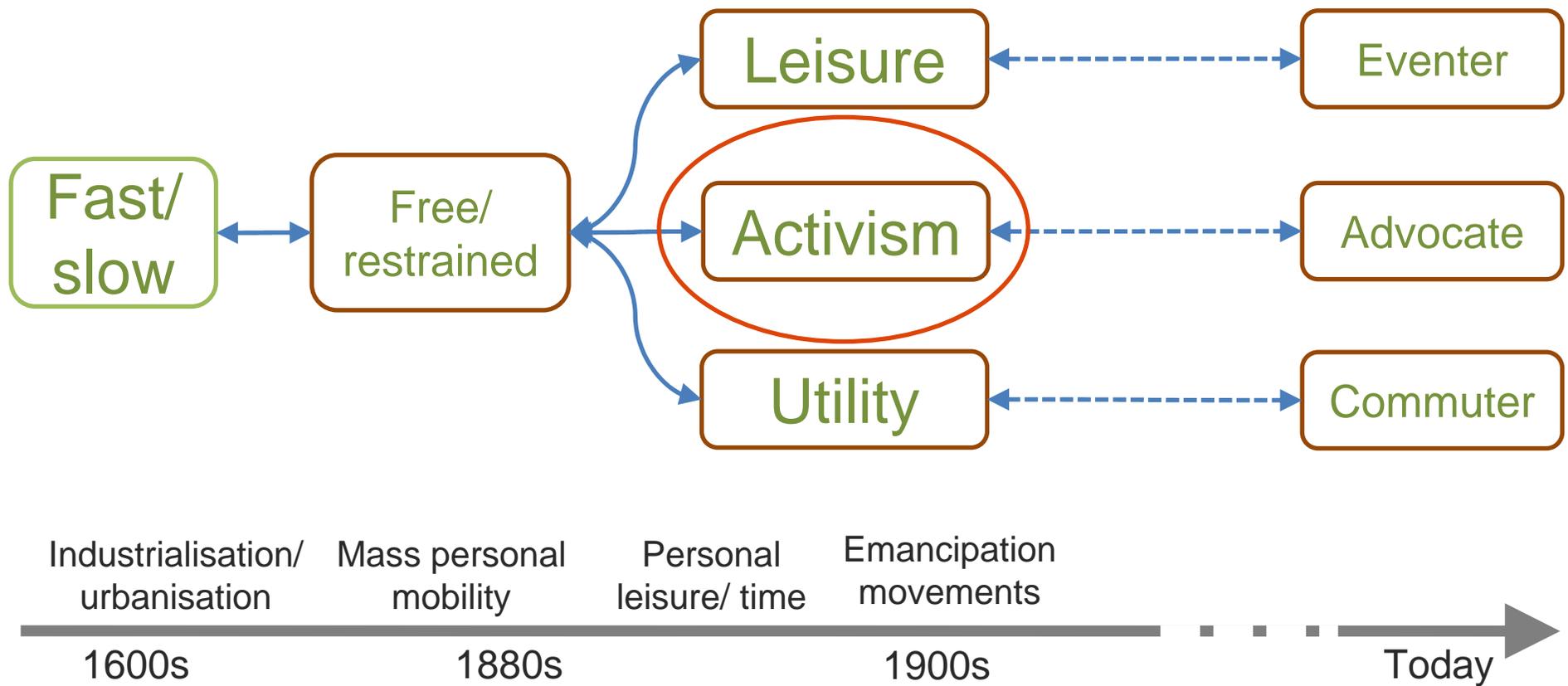
Auckland proposes to double the number of cycle commuters by 2016 by....

Increasing the use of a marginal, declining, dangerous mode using infrastructure-building and promotion

Prioritising/ funding this according to the level of existing cycle commuting

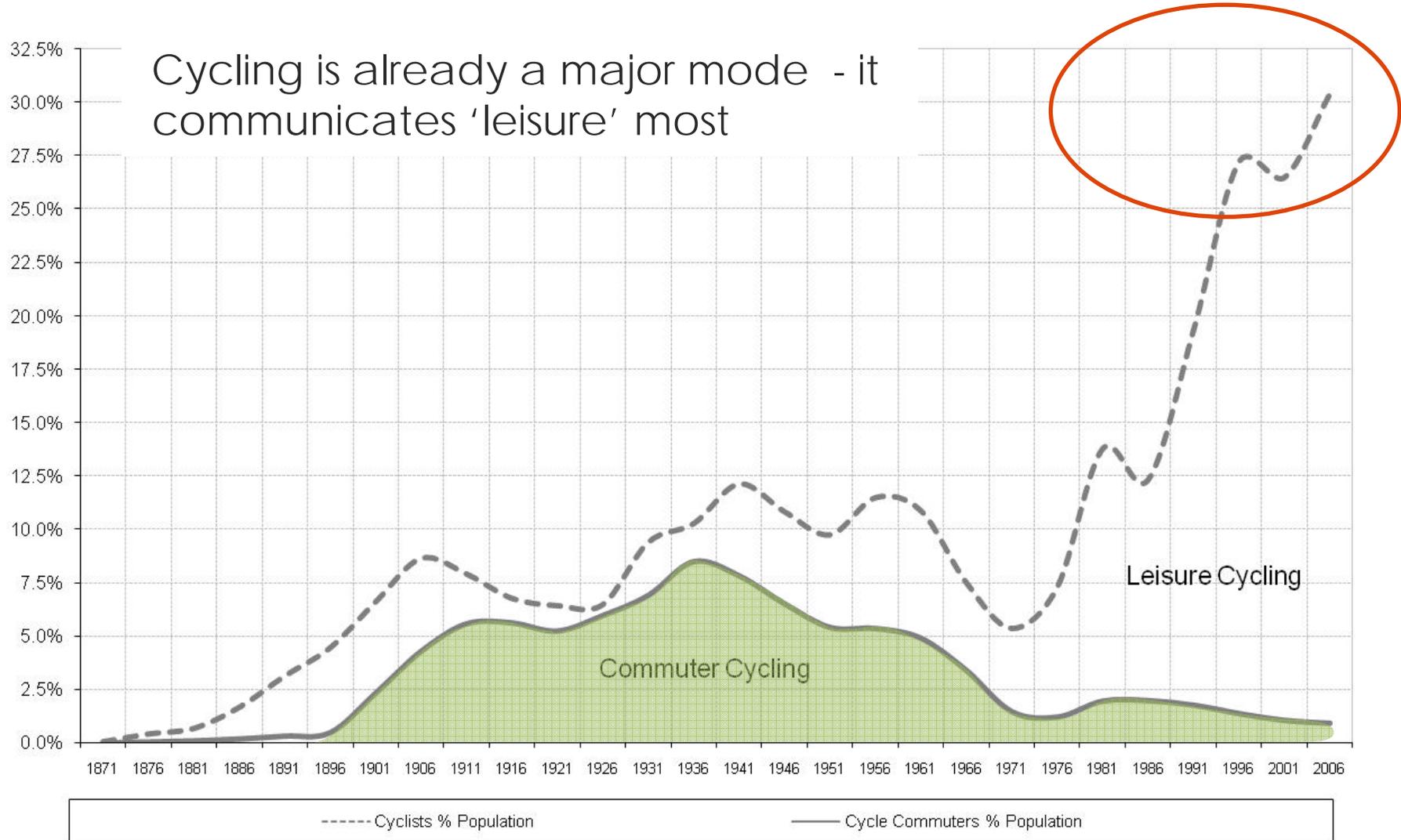
A social systems view of cycling

Cycling communicates leisure, utility AND activism



Cycles appear in NZ

A rough history of cycle commuting in NZ



What's cycle commuting's identity?

Cycle commuting has an inherently positive identity

What does cycle commuting communicate?

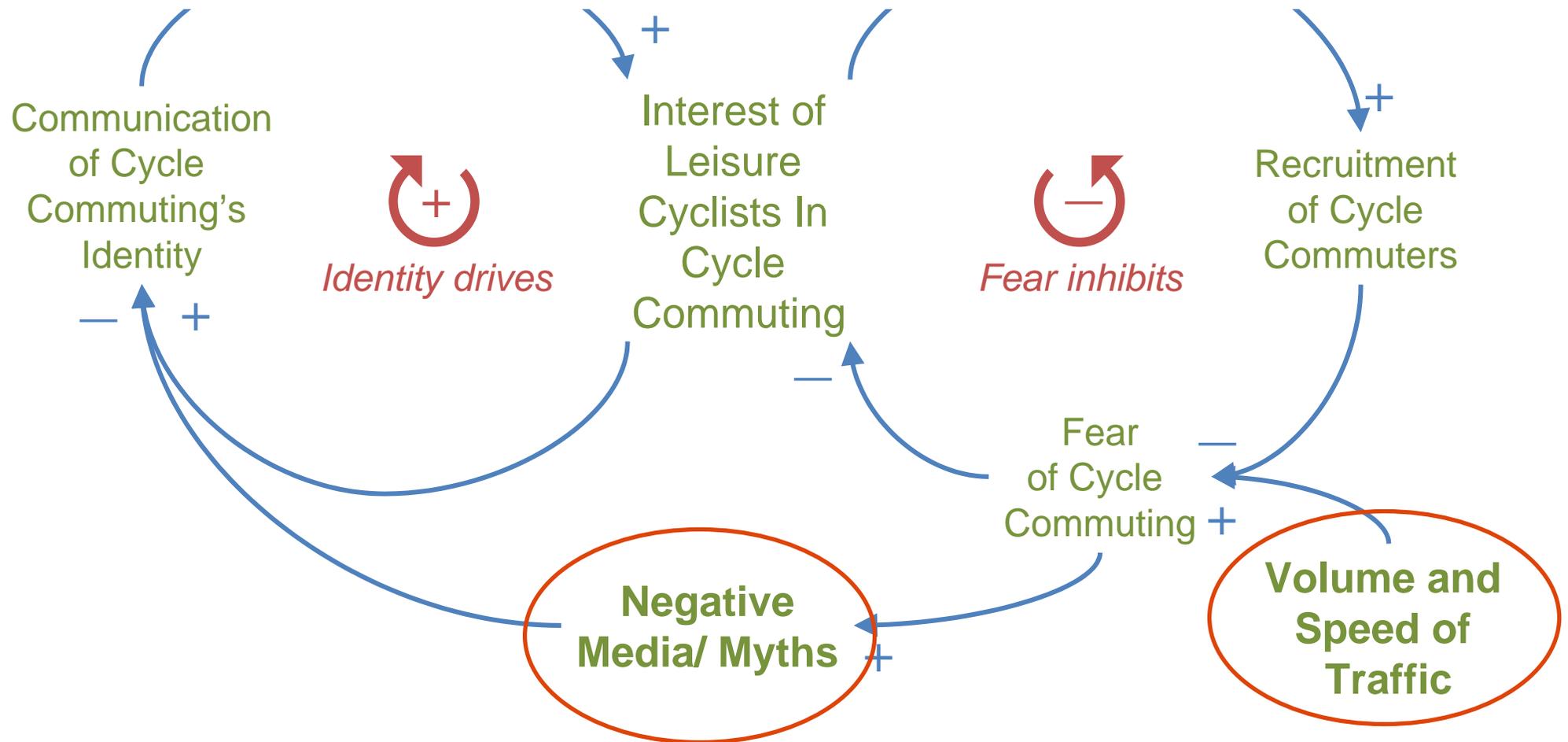
- *Health and relaxation, high-self esteem, freedom, confidence, enjoyment, risk-tolerance, speed, and 'making a difference'*

What prevents more cycle commuting?

- *Danger of motor cars, road design, lack of facilities... and myths of cycle commuting's 'danger'*

How does cycle commuting currently work? How can we influence it?

The key problem is the dangers of traffic, not cycling



Two Auckland change scenarios

Current trend scenario

	2006	2011	2016	% Increase
Car commuters	390,400	433,344	476,288	22.0%
Public transport commuters	44,000	46,200	48,400	10.0%
Cycle commuters	4,500	3,938	3,375	-25.0%
Walking/ jogging commuters	36,750	37,669	38,588	5.0%
Total	475,650	521,150	566,651	19%
% Cycle commuters	0.9%	0.8%	0.6%	-37%

Scenario with traffic reduction and public transport increases

	2006	2011	2016	% Increase
Car commuters	390,400	425,536	460,672	18.0%
Public transport commuters	44,000	50,600	57,200	30.0%
Cycle commuters	4,500	7,628	10,755	139.0%
Walking/ jogging commuters	36,750	37,669	38,588	5.0%
Total	475,650	521,432	567,215	19%
% Cycle commuters	0.9%	1.5%	1.9%	100%

Three strategic truths

Strategic Truth 1

Cycling is already a major mode

About 30% of the population
already cycle our roads in safety
every year

Strategic Truth 2

Cycle commuting has a
strong, positive identity

Communicating this identity
accurately is critical

Strategic Truth 3

The dangers of traffic prevent
cycle commuting

Cycle commuting is a
solution, not a problem

Strategic summary

Suggestions for doubling cycle commuting:

- Communicate the problems and dangers of traffic
 - Link cycling with public transport/ walking solutions
- Communicate the needs of all cyclists
 - These needs are significant and shared with cycle commuters
- Communicate cycle commuting's positive identity accurately
 - It is contemporary, appealing, safe and responsible

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