

Framing urban design projects for transport cycling

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Why is this important?

Separation from motor traffic is the “crucial first step” to increase cycle mode share¹. Yet, space-change projects can attract fierce opposition^{2, 3}.

We surveyed non-cyclist and cyclists

- to understand their concerns and
- to find strategies to cater for these concerns

The results should be of interest to decision makers, transport planning practitioners and advocates for cycling.

Our approach

Online survey

- 1,250 UK respondents
- we asked questions about social and spatial preferences:

1. climate change
2. moral responsibility to reduce car use
3. relationship to the car
4. comfortable cycling conditions

We analysed for similarities and differences to inform the ways we talk effectively about cycling in urban design projects.

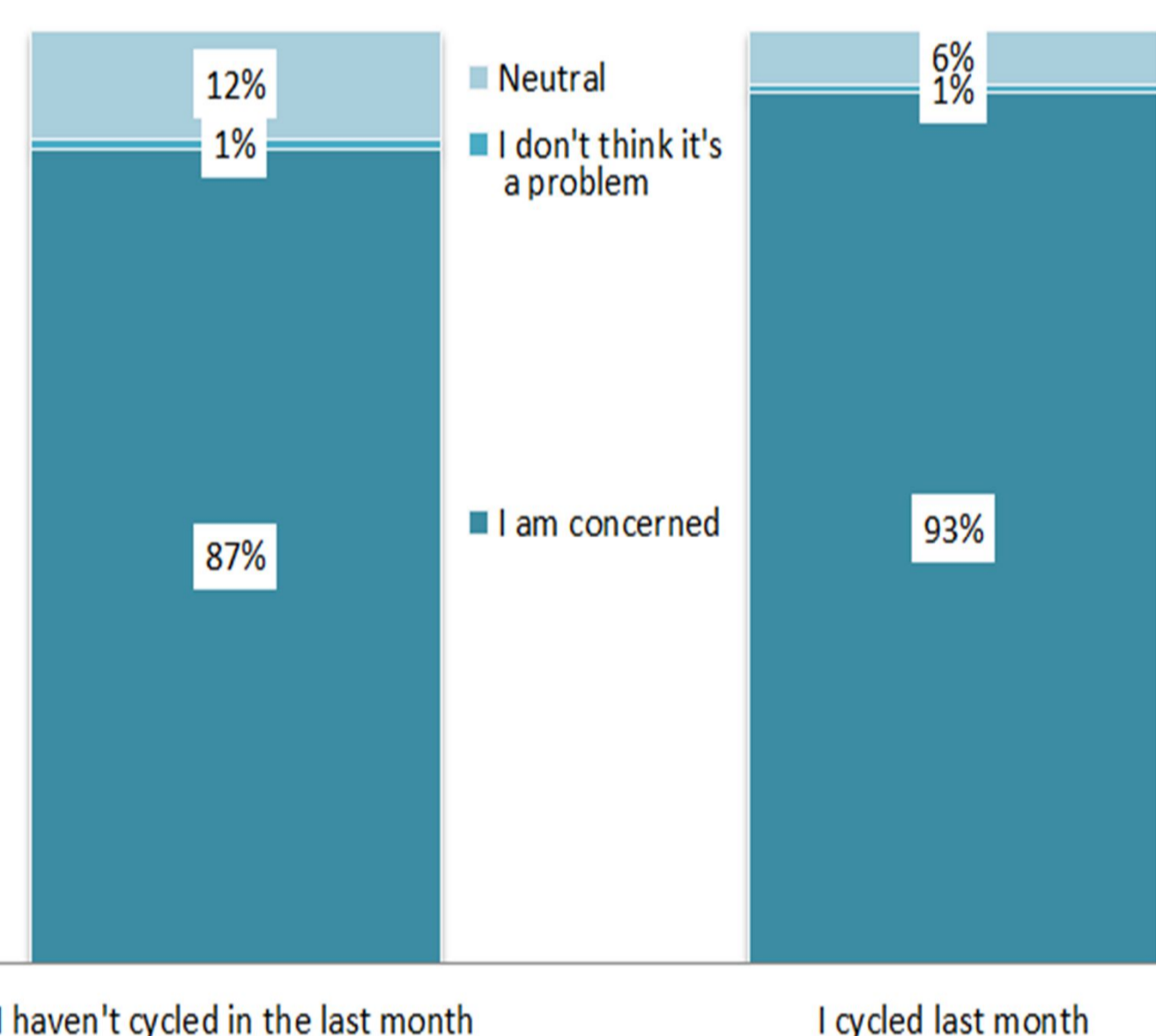
Conclusions

Change is “messy”. The process of urban design could represent the **level of disruption that is needed⁴** to allow and open up possibilities for a wider debate.

Great attention should be given to the way cycling is communicated in word (and in pictures):

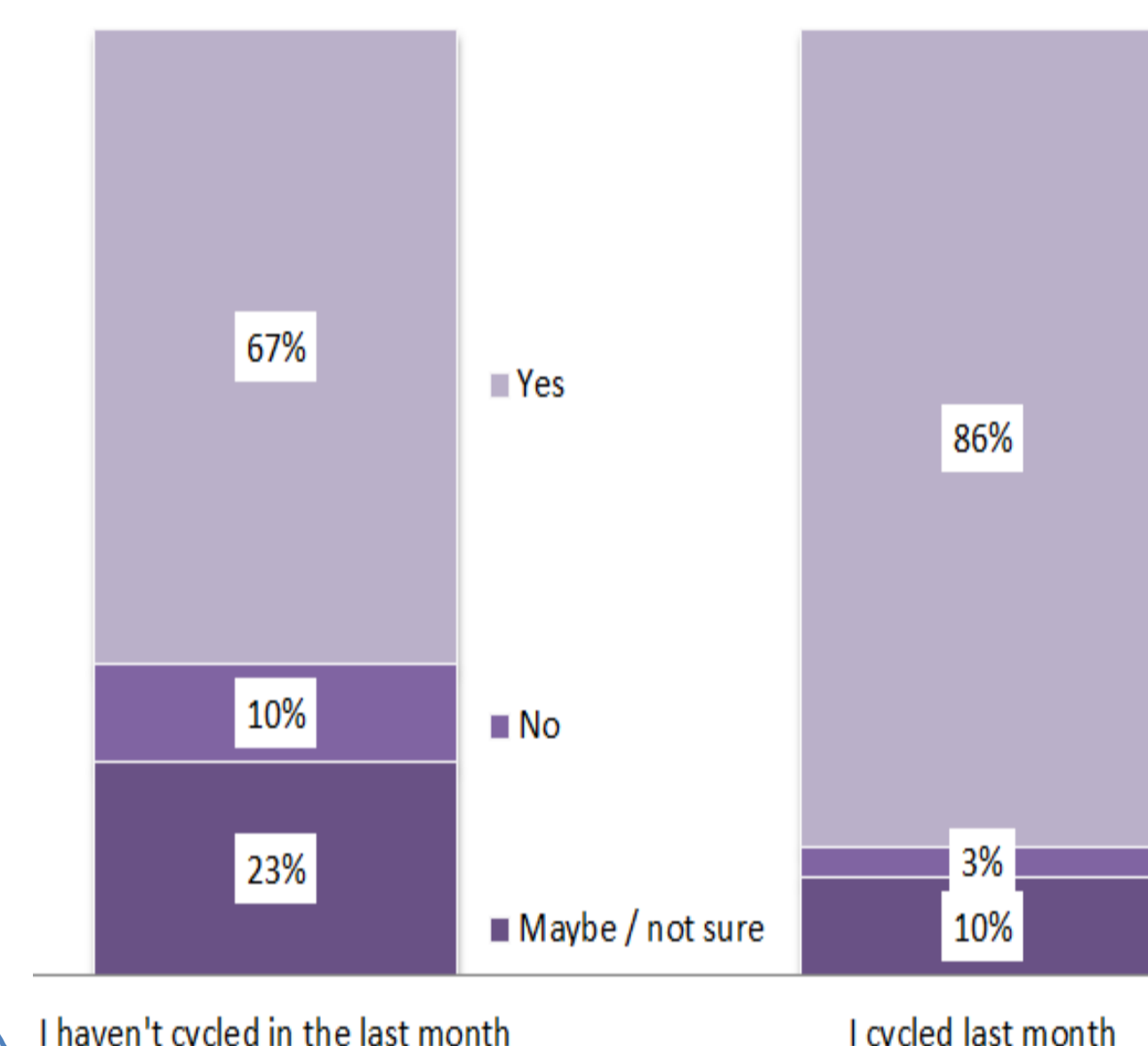
1. Work within the bigger collective frame of climate change
2. Be clear how to communicate personal v collective responsibility
3. Talk about alternatives to the car
4. Build good-quality cycleways to convince, and to showcase change

1. climate change



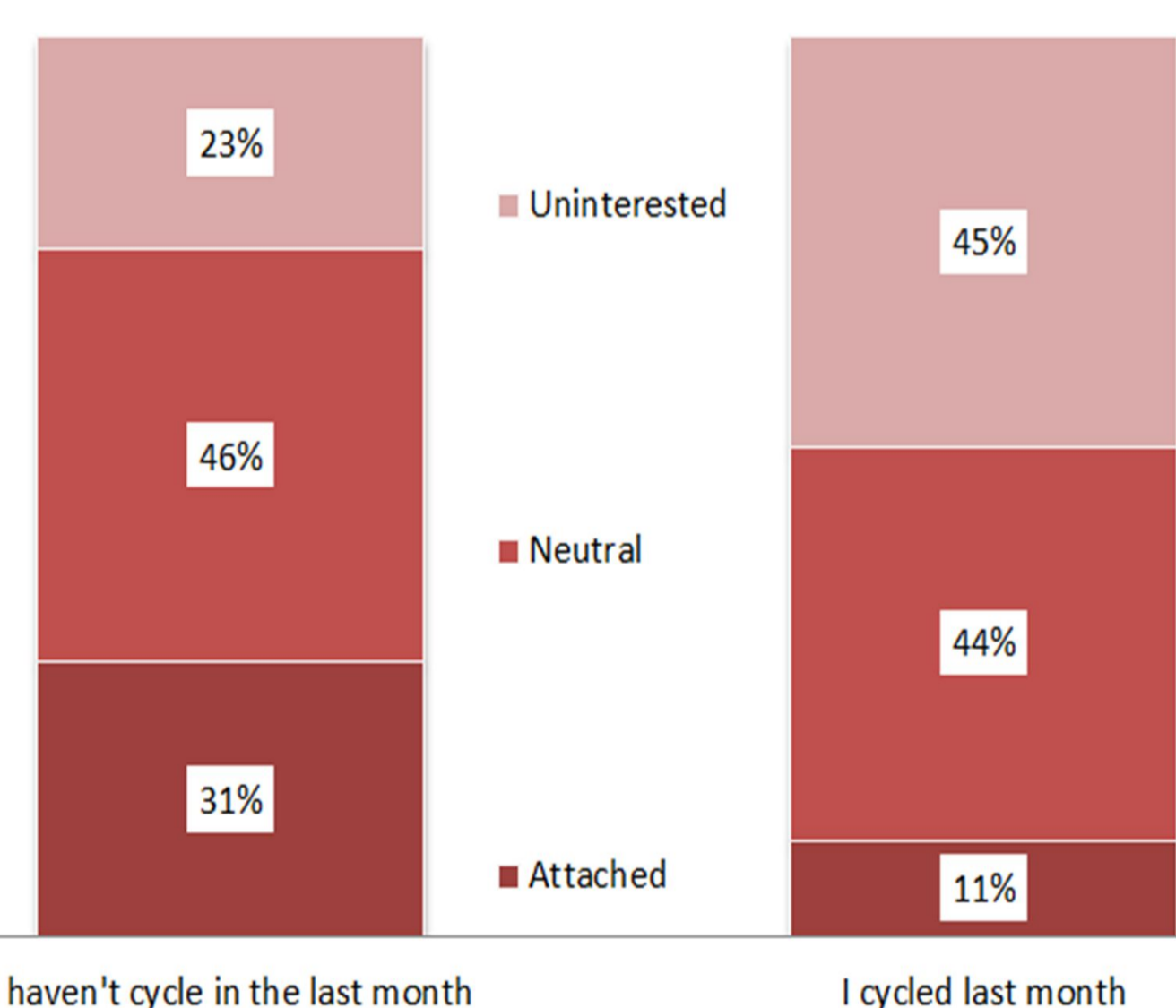
Both groups are similarly concerned about climate change

2. moral responsibility



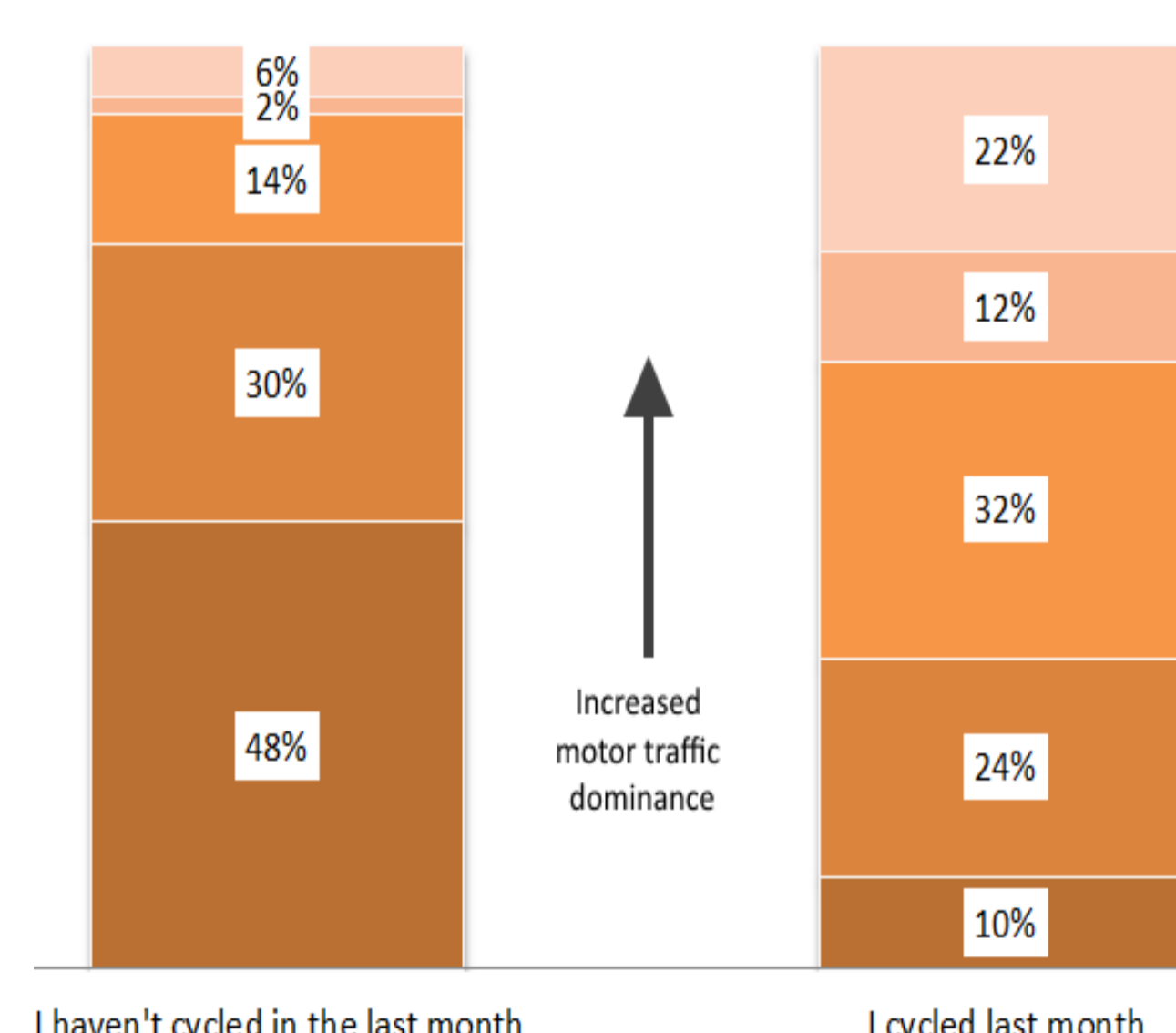
The non-cyclist group shows less concern about moral responsibility to reduce car use

3. car relationship



The non-cyclist group demonstrates more attachment to their cars

4. built environment



The non-cyclist group prefers calmer road environments (corresponding to research findings 1,5,6)

References

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