Impacts of Transport: Encouraging Potential Cyclists

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Background

- There is increasing global concern about urban sustainability and the impacts of transport
- Transport has major impacts on spatial development of urban areas
- Urban planners are attempting to increase use of sustainable transport
- Cycling is an active transport mode with many positive impacts such as more sustainable communities, improved air and noise pollution, improved health, reduced traffic accidents and reduced traffic congestion
- There is great potential for cycling on short journeys (under 10 kms)

There is increasing global concern about urban sustainability leading to greater human well being

Methodology

Questionnaires of workplaces, university, recreational cyclists and wider community were carried out to identify transport mode choice, investigate motivations and barriers for cycling, and identify people who do not currently (or infrequently) cycle and would like to cycle.

Focus groups were carried out to discuss motivations and barriers, and assess cycling infrastructure likely to encourage more cycling.

Research Aims

This research aimed to increase cycling for transport by:

- Identifying characteristics of people interested in cycling for transport
- Investigating their barriers and motivations for cycling
- Making recommendations about how to encourage cycling

Findings

NZ Census 2006 travel to work - 77% drive, 3% cycle (Christchurch 6%)
University Travel Survey 2008 - 39% drive, 24% walk, 19% cycle

Recreational Cyclists – 44% drive, 40% cycle

Potential for Cycling

- High proportions perceive a reasonable distance to cycle
- Only 30% say nothing will encourage them to cycle

Major barriers:

- Safety, showering and changing facilities, and enjoyment of journey

Solutions

- Improve driver behaviour, more cycle facilities, workplaces to provide showering & changing facilities, encourage other destinations to provide for cyclists to store bags

Table 1: Cycle policies, purposes and outcomes

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<th>Purpose</th>
<th>Target Audience</th>
<th>Outcomes</th>
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<tr>
<td>Cycle facility network – preferably off-road</td>
<td>Increase perceived safety of physical environment</td>
<td>Potential cyclists &amp; vulnerable cyclists</td>
<td>People interested in cycling will perceive cycling as safer and more enjoyable</td>
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<td>Consistent level of infrastructure</td>
<td>Cyclists and motorists know what to expect at intersections and roundabouts</td>
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<td>People cycling will be more confident about navigating difficult intersections</td>
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<td>Traffic behaviour from all road users will improve and cyclists will be more confident</td>
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Conclusions

- Three major barriers and many minor barriers for potential cyclists
- Future barriers and impacts depending on policy (see Figure 1)

Key References


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Poster design/graphics: Marney Brosnan

Figure 1: Barriers to cycling

Figure 2: Solutions for cycling

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