Asia-Pacific Cycling Congress 2011

Are you a Cyclist
Or do you Cycle?

The Language of Promoting Cycling

Dr Glen Koorey
University of Canterbury, Christchurch, New Zealand
What's this all About?

- Crucial that anyone advocating for a better cycling environment is careful in how they present their case
- Check that others aren't furthering existing mis-conceptions about cycling
- Many times we unwittingly seem to end up "scoring an own goal"...

(paper available for more details)
What Prompted this Presentation?

- Some Christchurch CC staff reports:
  - Proposed Speed Limit Changes (50→60kmh)

"It is understood that the medium support of 57% could be attributed by a campaign conducted through the cycling fraternity and had this not accrued the support could have been quite different."

CCC report, 30 Nov '06
What Prompted this Presentation? cont'd

- Some Christchurch CC staff reports:
  - Moorhouse Ave Safety Improvements

"Twelve submissions were received in support of the proposal, in particular the improved cycling facilities, including eleven from individual **cycling advocates** and one from Spokes Canterbury Inc."

CCC report, 20 Dec '06
What do these seem to Imply?

- Cycling submissions don't count as much?
  - Although these were same proposals that Police & local Board had concerns with
- All people who cycle are advocates?
  - How do they know???

*No doubt unintentional slight, but...*
The Rise of the Blogger...

Cyclist critical after Auckland crash

NZ Newswire
September 11, 2011, 5:03 pm

A woman injured in a crash in central Auckland remains in a critical condition.

Bronsen B 04:54pm Sunday 11th September 2011 EST | Report Abuse

Look, I hope she is OK but the fact is cyclists are the latest form of road lice. Especially the lycra wearing try hards!! The need to learn to stay left and that they are visitors on the road and don’t own it from the tax paying vehicles.

It wasn't me! 04:16pm Sunday 11th September 2011 EST | Report Abuse

The amount of cyclists i have had to dodge because they think they own the road, i am happily surprised there are not more casualties.

KiwiExpat34 10:45pm Sunday 11th September 2011 EST | Report Abuse

There are happily not more casualties because cyclists become particularly adept at dodging cars, the drivers of which seem to think they own the road
"Cyclists"
You Can't Trust these Cyclists...
"People who Cycle"
Limitations on the Use of the Term ‘Cyclist’

Russell Greig (BikeWest WA, 2010)

- 2009 survey of Perth residents
  - >70% of people who ride bikes a lot / regularly do not self-identify as “cyclists” (>90% for people who ride bikes less)
  - Why not? Don’t ride enough, Only for recreation, Don’t wear lycra, Not fast

For many, the term "cyclist" had negative connotations
The Activity vs The People

- Providing for *cycling*, not cyclists
  - Cycling = activity that virtually *anyone* can do under the right circumstances
  - Cyclists = relatively small bunch of "weird" people who only ever cycle

- Is cycling really a niche activity?
  - >100,000 people in Chch regularly cycle

- Most "cyclists" also walk, drive, PT, etc
What is "Providing for Cycling?"

- Often a (mis)perception that "Providing for Cyclists/Cycling" = "Providing Cycle Facilities"
- IHT "5-Step Hierarchy of Treatments"
- Promotion and Marketing of Cycling
- Other “Cycle-friendly” Strategies and Policies e.g. Parking, Speed Limits
Bicycle Boulevards
Bicycle Boulevards cont’d
"Dangerisation" of Cycling

- Need to be careful about highlighting safety concerns of cycling
  - While these need to be addressed, mustn't be main message people hear

- Far better, **positive** reasons to encourage cycling

- "Safety in Numbers" effect means that encouraging more cyclists is safe
Cyclists' horror weekend

Two killed, three injured

Kim Thomas and Robyn Wibetow

Cycling groups are planning for more patience and respect from drivers after two cyclists were killed and three seriously injured at the weekend in a tragic end to national Bike'wise week.

The cycling toll included two Rangiora brothers who were taken to Christchurch Hospital with serious injuries yesterday after being clipped from behind by a car on the Rangiora-Oxford Road (State Highway 72) in North Canterbury.

One was believed to have suffered several fractures after being knocked off his bike on a straight stretch of road but police said their helmets prevented more serious injuries.

On Saturday Havococh North woman Hilary Elvira Howard, 57, was killed instantly after being hit by a truck as she rode through Taupo with her husband, who was marking the start of the international Ironman race.

On Friday night an elderly Matamata cyclist died after police said he apparently veered into the path of a lorry on the state highway outside the town.

The weekend's deaths come at the end of a nationwide week to promote cycling and advocates say they highlight a need for a change in attitude from motorists.

Last year nine cyclists were killed nationwide and 820 injured.

Christchurch policeman and president of the Paratau Cycling Club, Greg Humes, said drivers have veered into the path of a car on Friday night. Despite taking evasive action, the driver of the vehicle was unable to avoid hitting Sturkenboom, van de Wetering said.

"There are idiots out there who can't control their own bike and it gets frustrating when it happens time and time again," he said.

In general, need more people to improve their attitude and behaviour towards cyclists.

That attitude needs changing," Rangiora constable Paul Mortimer said the woman driver of the car involved in the North Canterbury accident told police she was not aware of the cyclist's presence.

In general, need to improve their attitudes and behaviour towards cyclists. There are idiots out there who can't control their own bike and it gets frustrating when it happens time and time again," he said.

The death toll on the country's roads rose to four after a person died when a car carrying five people crashed into a bank near Mahoe, 50km south-west of Te Kuiti yesterday. The police have not given the name of the dead person.

Navy sailor Jasmine Anni Bastion, 22, died after the car in which she was a passenger hit a concrete wall near the Devonport naval base in Auckland on Saturday.

Investigations are continuing into the case of both fatalities.

\[Otago crash A2\]
Nine taken to hospital as vehicles collide head on

Four young men from Gore and Mataura and a Balclutha family of five were taken to hospital after a horror head-on collision between two vehicles near Henley in Otago yesterday.

Sergeant Dave Scott, of Dunedin, said the crash happened about 1pm on State Highway 1 near Henley, 32km south-west of Dunedin.

The collision was between a southbound Subaru carrying four young men from Gore and Mataura and a northbound Toyota four-wheel-drive vehicle carrying a Balclutha family of five.

Acting Senior Sergeant Craig Brown, of Dunedin, who also attended the scene as a volunteer fire officer, said the four in the Subaru were taken to Dunedin Hospital for treatment, with two being flown by the Lion Foundation Rescue Helicopter. All were aged in their late teens or early 20s.

The five occupants of the Toyota were a husband and wife, in their 40s, and their three children, aged between 6 and 13. They were taken to Dunedin Hospital by ambulance.

The seriousness of their injuries was not known but they were not thought to be life-threatening.

The driver of the Subaru was transferred to an orthopaedic ward at Dunedin Hospital yesterday afternoon.

"At this stage we think driver inattention or fatigue has played a part in causing the crash," Brown said.

Both vehicles were extensively damaged and firefighters had to cut the injured occupants from the Subaru.

"They (the vehicles) were pretty badly damaged and nine people were injured, so there were a few everywhere.

"It took a while to sort out," he said.

-Southwest Times and NOAA
Exercise profile

At an age when many seniors are gearing down, Michael Bond is pedalling hard in the opposite direction.

The 73-year-old retiree clocks an average of 900km a week on his bike, cycling every day without exception — rain or shine.

“I hope to be doing it for another five or six years. As long as I’m fit, I’m going to keep going,” he says, with a steady look of determination.

In the past 31 years, Bond says, he has parked his bike only twice. The first time was 14 years ago when he was knocked off his bike by a car. The second time was eight years ago after another collision with a motorist.

His day typically starts at 5:10 am. “I turn the kettle on, go and pick up my Christchurch Press, open the garage door and unlock my gates, and have everything ready. While I’m doing my brekkie, I’m cooking tonight’s tea up, so everything’s ready when I get back.”

Bond hits the road by 7:30 am. and returns around 2:30 pm. On rainy days, he mounts his bike on a wind trainer and cycles indoors for three hours, watching television to break up the monotony.

Bond credits cycling with keeping him trim and dealing with the usual stresses of life. He has shed 16kg since he first took it up.
To Put Things in Perspective...

- ~10 cyclist deaths on roads per year
- Average of 35 pedestrians and 295 motor vehicle occupants killed / year
- ~300-500 premature deaths / year in NZ due to motor vehicle emissions

2600 deaths a year can be attributed to physical inactivity. (more than four times the death on NZ roads)
Or To Put It Another Way...

- From NZ Household Travel Survey:
  - Average person cycles for $>27,000$ hrs before being seriously injured in a crash
  - Average person cycles $>2.4$ million hrs before being killed in a crash

How many hours would you cycle over a normal lifetime?

(Higher injury risk from swimming, gardening, fishing, gym-work, etc)
Name Calling...

- "Vulnerable Road Users"
- "Alternative modes"
- "Slow modes"
- "Transport disadvantaged"
- Absence of motor vehicle  
  = "Measure of Social Deprivation"

Try "Active Transport Users"…
A "Vulnerable Road User"?
One of these Things is Not Like the Others...
"Cyclists" are People Too!
To Summarise...

- Let’s focus on **Cycling** not Cyclists
- It’s not about Cycle Facilities but Cycle-Friendly Environments
- Let’s get some perspective about the true "risk" of cycling
  - And only communicate our safety concerns to the right audiences
- "Cyclists" are people too!
Final Thoughts...

"I’m not a F***ing Cyclist"

- Greg Wood, Auckland, Nov 2010
Thank You!