Raising Public Awareness and building a culture for Sustainable Urban Mobility

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The issue (bluntly)

• (some) policymakers feel that public transport is not "sexy" enough (especially on buses); NMT is not convenient;
• some cities have very bad quality public transport and NMT infrastructure;
• (most) citizens feel that public transport is filthy, slow and inconvenient;
• (almost) everybody wants to ride a car

“A man who beyond the age of 26 finds himself on a bus can count himself as a failure.”
- Margaret Thatcher, former UK Prime minister (1979-1990)
Ideal Modal Shift

Car / taxi → Good public transport
Car / taxi → Bicycle
Car / taxi → Walking
Car / taxi → Less transport

motorbike → Good public transport
motorbike → Bicycle
motorbike → Walking
motorbike → Less transport

Campaigns must be complemented by infrastructure and policies!
It’s time for change  
- We have to aim at:

We have to change (in this order):

1. **Policymakers’** negative views towards public transport and NMT
2. Poor **quality of service** of public transport and NMT  
3. **Citizens’** negative perception of public transport and NMT  
4. People’s feeling of a **car** as their beautiful child.
1. Changing policymakers’ views towards sustainable transport

• Present best practices of sustainable transport

• Describe key issues of successful systems

• Study tours/ “To walk in sb. else’s shoes”

• Persuade them to create budget for marketing and public awareness as complement to infrastructure
2. Improve quality of service of public transport

- Develop a comprehensive plan for public transport improvement
- Identify a comprehensive TDM strategy (push and pull)
3. Change citizen’s negative perception of sustainable transport

- Do a comprehensive marketing campaign
- Get to know population (do real research on citizens’ needs, perceptions, proposals)
- Use mass media carefully (it will not always work)
- Use targeted media (community approaches, events in neighborhoods, Open Street Days, etc.)
4. Get the car out of everyone’s mind

• Show losses from using the car every day (costs of running, parking, insurance, taxes, fuel)
• Show social problems (accidents, health, pollution)
• Use TDM measures (combine push and pull mechanisms) to make PT and NMT most convenient
People love their cars...

Car Got Attitude?
Do you ever think of your car as having a personality of its own, or don’t you think about your car this way?

<table>
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<tr>
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<th>2006</th>
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<tr>
<td>Yes</td>
<td>31%</td>
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Source: Pew Research Center study: Americans and their Cars. 2006
The human being as a rational (maybe selfish) decision-maker?

Promotion of SUM should be related to people’s own (daily) interests:

- How much they save in money
- How much they save in time
- What benefits in health, productivity they’ll have
Which message is more convincing for you?

LET’s VOTE

The climate is changing – save the polar bear!

Reduce your speed to save 720 children every day!
500 CHILDREN KILLED
Every day in road crashes worldwide.

A FILM DIRECTED BY LUC BESSON
SAVE KIDS LIVES
Promoting sustainable mobility through the message of “global warming” can be difficult.

Impact on daily life of people is limitedly tangible...
To Road Safety – no one can say no!

Generate greater awareness towards road safety might be more efficient:

• Promote Safe Street Design and Speed Reduction
• Individual responsibility in road safety
• Follow speed limits (hopefully always below 30 km/h in urban setting)
• No drunk driving
• Maintenance of vehicles
Space-Efficiency and Traffic Reduction Potential might be a good way for “Messaging” for the Individual as well.
Start Communicating the Cost-Effectiveness of Sustainable Urban Mobility

“If I invest x in PT/walking/cycling, the benefit will be y.”
Use self-referenced information to change behavior

This is what you think you will get

This is what you get
Communicate the Hidden / forgotten advantages of PT and NMT

In public transport / when walking and cycling you can:
SLEEP
Relax (or even drink 😊)
Communicate the Hidden / forgotten advantages of PT and NMT
Be fit / do sports
Stop (wherever you want) & Shop
• Do **not** promote public transport where a good system is not in place, and no plans are being made (that is, **start with the plans**)

• Do **not** plan a public transport system based on what the industry tells you. Ask citizens what they want and plan for it

• Do **not** spend all your marketing budget in a huge billboard sign, or a TV advertising (if something is left, then spend it on that, but not first)
Levels of Awareness

That is why it is not so easy to change behavior
3 Channels of transmitting the message

- Affective: Feeling
- Rational: Thinking
- Action: Doing

Behavior change
From awareness to behavior change

- **Thinking**
  - Information: Change knowledge
  - Persuasion: Change attitude
  - Action: Change behavior

- **Feeling**
  - More messages
  - More activities

- **Doing**

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*International Urban Training Center*
*UN-HABITAT*
*Urban Pathways*
Cultural Change: Are phones replacing cars?

The end of the affair: why Australians are falling out of love with cars

Are falling sales figures a reflection of a weak economy or has car ownership become less important to many Australians?

Gadgets And Travel Are Modern Day Status Symbols?

by Andrew @ She Thinks I'm Cheap | Apr 4, 2013 | Personal Finance | 14 comments

Maybe it's because I work in technology but I've never thought of tablet computers and 3D TV's as status symbols in today's world. According to this article from the UK's Daily Mail these symbols have changed significantly from 20 years ago.

It might have been enough to own a house with a 2 car garage and take a vacation once a year before, now however there are many more "must have" items for those wanting to show their success.

While it's natural for people to seek status symbols, spending beyond their means to acquire them is what leads to problems down the road. Setting your expectations too
Example: Promoting and Creating Awareness on Cycling

– How to Build a Bicycle Culture?
Let’s remember the good old days...
The historic curve of Cycling Development

Where on the curve is YOUR CITY?

How do we trigger an upward movement/ transformation?
Four Types of Cyclists

- <1%: Cycling in the absence of any infrastructure
- 7%: comfortable sharing the roadway with cars but need some supporting infrastructure
- 60%: curious about bicycling but too afraid. They would ride if they felt safer on the roadways. They want slow speeds, bicycle lanes etc.
- 33%: high level of disinterest in cycling

Where is YOUR CITY? How can YOUR CITY move to the right side of the scale?
Our Common Belief: Build Infrastructure and the Cyclists will come

Infrastructure alone is not sufficient!!!!

Building a Cycling Culture through Promotion and Awareness is important as
It is not that easy...

While Amsterdam and Rotterdam have a difference of 15-20% of cycling modal share...

...their bicycle networks are similarly developed
So what else matters?

Simple google search: supermarkets

Amsterdam

Supermarkets are found city-wide, with clusters and concentrations on a neighborhood scale/ narrow streets

Rotterdam

Supermarkets are found along major roads/ transit corridors

Land Use Matters!
So what else matters?

Amsterdam

Cycles are THE iconic item in the city fabric

Rotterdam

Cycles are there, but cars are also there!

Cycling Culture Matters!
Ways to Make the “Cycling Change” in your City

- **Build**: network of cycling and e-bike infrastructure
- **Implement**: large-scale bike-share programs
- **Invest**: in sidewalks, footpaths, and public transport
- **Plan**: urban growth to prioritize cycling, walking, and public transport
- **Remove**: motor vehicle incentives, such as parking requirements and fuel subsidies
- **Adopt**: management policies such as congestion pricing

Combine this with **Building a Cycling Culture**!
Who is cycling?

Unconscious “Cycling”
(sth. that one does, considered normal, obvious, self-evident)

Conscious “Cycling”
(part of identity, e.g. mountain-biking)

Obligatory “Cycling”
Out of necessity

WHO IS CYCLING IN YOUR CITY?
Illustrating Cycling Culture through the case of the Netherlands

- Dutch cycle a lot - UNCONSCIOUSLY
- EVERYBODY CYCLES, from high to low, old to young
- Infrastructure, architecture, urban planning, public transport, businesses and nightlife organized around biking
- Bike-minute as standard unit of time measurement
- Bike as national symbol and pride

→ The above immediately changes across national border
→ Cycling culture as a case to explore the concept of “National Habitus” >> Cultural Practice that has become a “Second Nature”, self-evident, not-reflected upon
So why do the Dutch cycle?

1. Strong social integration / Little distance between classes
2. No nobility / lifestyles in which being “normal” is rewarded

Underlying Concept: Conspicuous non-consumption
• Cycling as a way of showing off, by not showing off
• Even though you could, you are not consuming
• Rich can cycle without being embarrassed, but rather admired

Everybody cycles – even the Royals
Cycling more and more becomes part of a cosmopolitan lifestyle

Global development

- Global pattern moving towards non-consumption and sustainability awareness
- Lifestyle based urban cycling is becoming more relevant (cool designs, special bikes)
- From poor man vehicle to cosmopolitan cycling class (people with money)

Let’s Discuss:
• Who cycles in your city?
• Do you see a cosmopolitan cycling class rising?
• How do we make cycling normal / unconscious?
Ways to Build a Cycling Culture

1. National Bicycle Policies and funding;
2. Strong leadership / “Political champions”;
3. Local Action Plans;
4. “Tame the Bull”;
5. Implement and Extend Cycling Routes & Facilities;
6. Cycling Promotion and Awareness Raising;
7. Marketing Everyday Cycling;
8. Partnerships: public private sector
9. Citizen Engagement / “public creativity”
10. Tame hostile Media / “Change Reality by changing language”
11. Invite Others to Try / Social Movements
1. National Bicycle Policies incl. funding
2. Strong Leadership - Political champions

PHOTOS: Esther Passaris ditches car, rides bicycle to parliament

COPENHAGEN: Emmanuel Macron and Danish prime minister Lars Løkke Rasmussen set off on a cycle tour of Copenhagen on Wednesday during a visit by the French president to Denmark.
3. Bicycle Strategy/ Local Action Plan

- Clear vision/ goals/ targets
- Clear responsibility
- Funding on all levels of governance
4. “Tame The Bull”
4. “Tame The Bull”

“You can’t become a cycling city, if you don’t say something about cars.”

- Filip Watteeuw, Ghent, Mobility Councillor

Make cycling the most convenient mode

Source: the Copenhaguenize Traffic Planning Guide
4. Example: Ghent’s New Circulation Plan

- Remove through-traffic
- fewer cars, more space for cyclists
- infrastructure gets an extra value

Source: [http://www.copenhagenize.com/](http://www.copenhagenize.com/)
4. Tame the Bull - With cyclists comes safety

Riesgo del ciclismo en Nueva York

Source: New York city
5. Implement and Extend Cycling Routes & Facilities

- Appropriate standards for infrastructure, parking, other facilities
- Quality and conformity of design
- Allow for local flexibility to solve technical problems and meet citizen needs
5. Routes and Facilities: Easy Wayfinding
6. Cycling Promotion and Awareness Raising
7. Marketing Everyday Cycling

Source: ITDP
7. Marketing Cycling – the car industry is doing so well

As extreme as you.

The new **Mercedes SLK** is as wild as you want it to be. With a retractable hard top, an hp supercharged engine and undeniable style, the SLK will take you anywhere you go.
7. Marketing Cycling – more efforts needed

• Averagely people make 4-5 Associations with any product (e.g. urban cycling)
• First 2 associations are most important
• Link cycling to positive emotions → cycling is freedom/ makes me happy/ social interaction
• Car industry knows target audience well / more work needs to be done with cycling
• Customer research: find out from people why they cycle / but also why they DON’T cycle

We need more positive associations with cycling
7. Marketing the Social Impact of Active Mobility

• We think our lifes become better when fast, seamless and efficient, but it might make them meaningless
• While everybody thinks they want to be solitary/ in their privacy, interacting with strangers makes people happy
• Stuck in traffic – cyclists use the time socially
• Cycling helps to meet people outside of your bubble/ comfort zone
• Opens senses for the environment: smells, noises, vibes etc.
8. Partnerships: public private sector potential

PBSC Urban Solutions

nextbike

Etc.
9. Citizen Engagement in planning and implementation/ “public creativity”
10. Taming a hostile media

- Define your opportunity (who is audience / opposition?)
- Identify Sympathetic journalists (make time to meet them)
- Expand project appeal / widen scope of project to more than cyclists (From: what is good for cyclists/ To: What is good for the city)
- Be a Reliable source of news (keep on issuing stories / reappear in the news)
- Change reality by changing language: From: “closing down for cars” To: “Opening the street for people”
- Imagine the story in pictures / “if your grandmother understands... Everyone understands” / avoid technical language
11. Invite others to try - How to build a social movement

Leadership Lessons From The Shirtless Dancing Guy 😊

https://www.youtube.com/watch?v=fW8amMCVAJQ
“The Lonely Nut” Mr. Manohar

And his thousand of followers now...
Mobility Behavior – the 4 “E”s

- **Education**
  - Traffic and Mobility training
  - Marketing & Awareness measures

- **Enforcement**
  - Legislation (e.g. parking limits)
  - Sanctions
  - Control

- **Engineering**
  - Traffic supplies: Infrastructure and Services

- **Economy**
  - Encouragement
  - Cost-benefit ratio

Source: study by TU Dresden, Angela Francke

Combining measures from all 4 E’s → Most effective for changing behavior
Changing the urban mobility system and mobility behavior towards more NMT is always difficult.

>> Transition will always cause friction / fear of the unknown
>> Don’t get discouraged!
>> If there’s no opposition, you’re not changing anything
>> Turn crisis into opportunity
“From Zeros to Heroes” – Copenhaguenize Index

• NMT transition does not need to take decades!
• There are Cities that have gone from “zeroes to heroes” in only 5 or 6 years → Dublin, Barcelona, Dar es Salaam? Marrakesh? etc.
• Examples: Dublin went from 0.2% modal share for bicycles to 7%.
• It shows what is possible!!
Transition experiments

“Transition experiments ... are short-term actions through which alternative structures, cultures, and practices are explored”
Asking the right questions for Transition

Key criteria for experiments:

• **Radical** (Is this fundamentally different from dominant practices?)

• **Challenge driven** (Does it address the societal challenge?)

• **Feasible** (Is it possible to realize this project on the short term; by ourselves or by engaging others?)

• **Strategic** (Can we learn from this project about reaching the envisioned fundamental changes?)

• **Communicating / mobilizing** (Does it have a WOW-effect; will people relate to this?)
Workshop:

• Conceive a transition experiment to ignite an NMT transition in your city?

• Think (1 minute alone)
• Share
• Integrate
• Use the five defining characteristics
• Prepare a 1 minute pitch
• Present
Multi-level perspective theory

**Landscape**
- economic, ecological and cultural conditions

**Regime**
- dominant actors, institutions, practices and shared assumptions

**Niches**
- individual technologies, grassroots movements

Fig. 1. The multi-level perspective (adopted from [99]).
Multi Level Perspective (MLP): transition dynamics (ideal-typical)

Change in the **landscape** puts pressure on the regime, and creates a window of opportunity for niches/novelties

**Regime** adapts, and works together with niches/novelties, or is taken over by them

**Niches/novelties** are assimilated by the existing regime or evolve into a new regime
Questions – Go to Menti.com

1. What is the greatest landscape barrier/ opportunity for an NMT transition in your city?

2. What is the greatest regime barrier/ opportunity for an NMT transition in your city?

3. What is the most promising niche/ innovation of an NMT transition in your city?