

Working together on a cycle highway

How do we facilitate citizen engagement?

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AT THE BEGINNING OF A CYCLING HIGHWAY

Selection by data and view on location



Sketch design by ambition



Measures by potential and efficiency



Design with participation



Final design and tender



Realization



Maintenance

Fig. Phases up to realization



Fig. Location of 2 cycling highways (black arrows)

PARTICIPATION WITH COMMUNITY

The question

- Forecast cyclist numbers
- Identify measures necessary to construct a fast cycle route
- Provide a cost estimate

Our advise: involve community members groups; they have a lot of local knowledge and to create support for the cycling highway.

Process with community members



1
opportunities and bottlenecks



2
Bicycle tour



3
Results with design and measures

SAME MISSION, DIFFERENT PROCESS OUTCOME

- Resistance: 'not in my backyard'
- Wider scope: opportunities provided by the landscape and ecology
- Survey about support base



Fig. Workshop with the citizens group



Fig. Protest poster opponent

LESSONS

1. Timing
2. Group composition and interests
3. Communication
4. Understandable message



*“Every process is unique with a group dynamic
and individual interests”*



1. TIMING: WHAT IS THE RIGHT TIME?

To create support base: start at the beginning

But when is the beginning? And when is it the right time?

Choose the participation in the right phase of the process.

Prospects for completion must be realistic and sufficient expertise and facts must be available.

2. REPRESENTATIVENESS OF THE GROUP



There always a delegates of a specific community group; to what extent do they represent the entire group?

Is it the right community group for the timing of the process?

Plus information about any legacy issues still lingering in the background.

Start with an informal meeting to get to know the interest groups.

“Go cycling”

3. OPEN AND TRANSPARENT COMMUNICATION



Describe the aim and end-user picture, written by a non-expert.

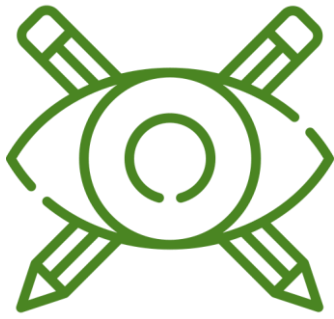
Why this project?

Are there any other opportunities?

Keep in touch (even when there is no news)

A clear and straightforward message

4. UNDERSTANDABLE MESSAGE FOR EVERYONE



Something unknown is going to happen. That evokes all sorts of emotions.

Set the right expectations

Present drawings and examples of what the project is about.

Make the impact and implications understandable and as visual as possible.

Learn More?

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