

Developing a Human Infrastructure Toolkit for the Bicycle-Centric City

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BYCS

Where can
the bicycle
take us?

POLIS

CITIES AND REGIONS FOR TRANSPORT INNOVATION



A decorative graphic on the left side of the slide consisting of several parallel yellow diagonal stripes of varying lengths, creating a jagged, arrow-like shape pointing downwards.

I often joke that the biggest infrastructure project to change in the city is not a boulevard or a big building – we know how to do those. It's the 10cm between your ears that is the biggest challenge.” – Erion Veliaj, Mayor of Tirana



Moving Beyond the Current Paradigm

- Currently: "Build it and they will come" or Bicycle oriented development
- Fails to account for habits, norms, perceptions, attitudes
- Specific demographics have specific cycling needs

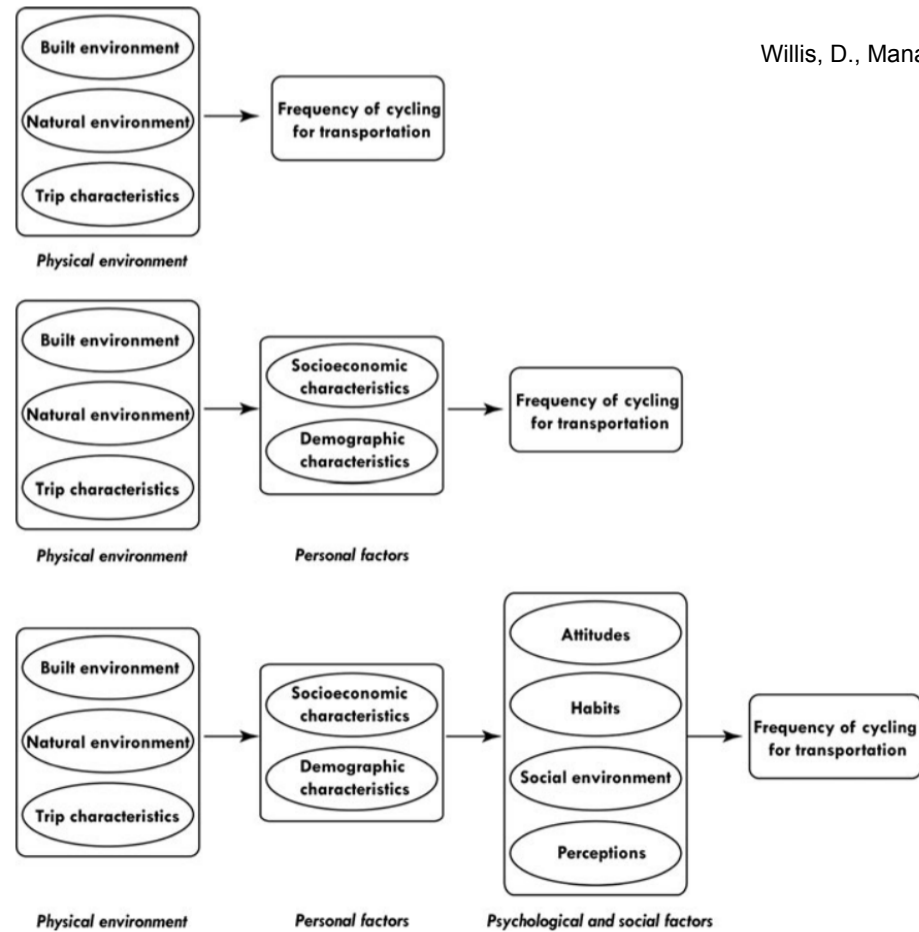


Fig. 1. Representation of the different conceptual models regarding correlates of cycling for transportation.



Strengthening the Human Infrastructure of Cycling

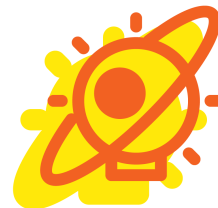
- What is the role of culture and social networks in how we perceive mobility in our urban environments?
- Bicycle Boom \neq Cultural Shift
- Cycling for ALL: understanding and overcoming barriers to adoption of particular population demographics
- Soft Factors can help engrain a culture of active transportation & accelerate a “habitus of cycling”

Defining Soft Factors

Nudge Tactics & Incentives



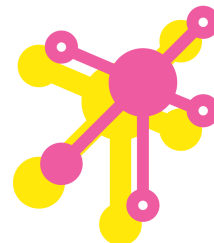
Awareness & Education



Ephemeral Interventions



Knowledge Networks



Nudge Tactics & Incentives

- E-bike subsidy programs & incentive programs
- Bike to work & bike to school programs
- Community bike centres



Dublin, Green Lanes School: Photo by Donna Cooney

Awareness & Education

- Communicating the myriad of benefits cycling can bring about for an individual, for society, and for the environment
- Inclusive stakeholder engagement: children, women, elderly populations, and other vulnerable demographics



Bicycle Heroes in Gelderland & Amsterdam: Photo by BYCS

Ephemeral Interventions

- Open street events & car free days
- Slow streets & school streets
- Flexible & agile urbanism



Open Streets Cape Town: Photo by Marcela Casas

Knowledge Networks

- Local & regional exchanges
- Stakeholder engagement
- Defining best practices



Bicycle Mayor Summit in Amsterdam: Photo by BYCS



Developing a Toolkit

- Establishing a database of best practices & policy recommendations
- Understanding the potential effects of a more holistic approach to cycling strategies
- Human infrastructure: from niche to mainstream



Thank you!

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