

## **10. WALCYNG: How to enhance WALking and CYcling instead of shorter car trips and to make these modes safer**

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Car traffic has become a threat to quality of life in urban areas. Accidents and other safety related problems are examples, local emission problems another. More generally, it is evident that car traffic in most urban areas has grown so much that many important aspects of urban life are inhibited to such an extent that the question of sustainability has become an important topic.

Short car trips play a very important role in this context: It is an amazing fact that the frequency of the use of car for shorter distances is very high. On average - in European countries - approx. 15 % of all car trips are shorter than 1 kilometer, 30 % shorter than 2 kilometers and 50 % are shorter than 3-5 kilometers! Consequently there is a great potential of reducing the number of car trips if it was possible to convince car drivers - in one way or the other - to leave their cars for short trips and replace it by walking or cycling.

Much is known about this, and lots of efforts are also made to create a change. So far, however, it is obvious that there has not been a systematic enough approach to the problem. WALCYNG is a project with the aim of changing this. It underlines the importance of marketing aspects.

The project consortium has 10 members from different countries and representing different disciplines and expertise. (See table in the end of the paper). The project is accepted and expected to start in the beginning of 1996 and last for 18 months. Expected costs: Approx. 600 kECU.

The project will, therefore, follow the marketing line, and include the main four aspects of marketing:

### **10.1 INFORMATION POLICY**

Information policy is usually based on *technical market analyses and on surveys of the attitudes, wishes, needs and interests of the potential customers, in order to bring in all pieces of information about the market situation and about the users that the institution that wants to "sell" a certain product needs.*

In connection with the topic dealt with here, this means:

- a) analyze the market situation (i.e., existing situation and solution)
- b) establish needs and interests of the relevant groups of people who potentially might be prepared to walk or cycle and
- c) estimate what portions of car trips can be replaced (one important aspect will be to establish time and distance limits under different conditions and in different countries). Customers must be divided in different target groups (road users, employers, authorities and politicians), as each of these target groups have their own interests and they need specific information and encouragement

Information policy should give the ones who promote certain products information about the market situation in technical terms, and about the needs, interests and potentials on the users sides.

Much is known about the wishes, needs and interests of (potential) customers of walking and cycling, but often measures are just based on guesses, because it is rather difficult to find the wide-scattered existing material. Systematization and completion is needed, in order not to go on with the other steps of marketing (= product-, incentive-, and communication policy) without basing them on thorough and professional information policy.

## **10.2. PRODUCT AND DISTRIBUTION POLICY**

Adequate and attractive technical solutions are looked for, based on what has been learnt about the users, in the frame of information policy (traffic planning and engineering level, clothes, shoes, cycles, transport aids like carts and bags, information help, parking facilities, etc.); styling and layout aspects have to be considered thoroughly. These aspects can also be discussed under the perspective of 4. Communication policy.

## **10.3. INCENTIVES/PRICING**

Possibilities for society to give incentives on national levels (e.g., taxes) and on local levels (monthly tickets reduced in price, etc.) have to be found.

## **10.4. COMMUNICATION POLICY**

This part of the marketing has the goal to demonstrate, for users and for potential users, that user needs and interests (see 1.) are taken into consideration on the product and distribution side and on the incentive side. The communication part has two goals: To give the product an

image (or to display this image) and to inform the (potential) user about the technical product aspects<sup>3</sup>.

The structure of the project is most easy to follow via a graph illustrating the various so called work packages, and how they are linked. (Figure below).

<b>WP 1</b> Portions of short car trips, and trips by walking and cycling	<b>WP 2</b> Existing products and efforts	<b>WP 3</b> General problems - of pedestrians and cyclists	<b>WP 4</b> Safety problems
<b>WP 5</b> Categorization of solutions			
<b>WP 6</b> Interaction with road users; Attitude surveys, stated preferences			
<b>WP 7</b> Identification of positive products and recommendations			
<b>WP 8</b> Incentive strategies	<b>WP 9</b> Communication strategies/ Campaigns	<b>WP 10</b> Inoculation	<b>WP 11</b> Outlining future lobbying
<b>WP 12</b> Project summary report			
Scheme for assessing measures on all levels from WP 8 to WP 11, to be displayed in its complete features in WP 12			
Model recommendations for influencing mode choice permanently and systematically - "The WALCYNG quality scheme"			

**Figure 1:**  
*The WALCYNG work structure*

<sup>3</sup>It will be important to see and to demonstrate that communication policy alone (often mixed up with the concept of "marketing") without proper product and distribution policy bears the risk of boomerang effects (i.e., tests of the "product" by potential users and final decision to try it "never again").

The objectives of **Work Package 1** are to identify groups of potential users for walking and cycling and to evaluate their number, in order to adjust strategies and investments.

The main questions we try to answer in WP 1 are the following:

How many trips do people conduct on an average day, by different modes?

How long are the trips by different modes; on foot, bicycle, car?

What kind of transportation do people use on different trips, by purpose of the trip?

Which groups of the population do the different kinds of trips and to what extent?

WP1 will be based on data from all countries in the EU plus some more in Europe.

The main aim of **Work Package 2** is to make an inventory of existing products and efforts for pedestrians and cyclists. A secondary aim is to describe the purpose and important properties of the products and efforts.

The meaning of products and efforts will be extended; It should not only include what might traditionally be thought of in this connection, but in addition planning and engineering solutions as well as campaigns. It should also contain efforts to make car use less attractive.

The methods to be used are Focus Group Interviews (FGI) and literature studies. The FGI will be held by each partner in their country, respectively. Each partner will also search for relevant literature from all world from the 1980's onwards, but especially for literature from their own country or countries with similar languages.

The aim of **Work Package 3** is to describe the problems experienced by cyclists and pedestrians in traffic. In harmony with the marketing approach, emphasis is on the experience of these road user groups rather than an objective description of the problems.

All WP 3 partners will collect relevant literature from the 1980's onwards from their own countries and from other European countries.

For each recognized problem, we will try to answer three central questions:

1. Is the problem experienced mainly by some subgroup of users or is it rather general?
2. For which positive value does the problem pose a threat?
3. Which structural aspects of the traffic system generate the problem or can influence it?

In Work Package 4 we will identify and qualify the existing knowledge regarding solutions both in the area of passive safety (bicycle helmets, bicycle design, etc.) as well as in the area of active safety (intersection design, speed reducing devices, etc.). In the latter case the approach will be broad, covering all parts of the system "Man-Machine-Environment".

One important aspect is that a better consensus must be found in order to introduce common planning standards and to avoid an increase in the number of accidents caused by increasing

cross national traffic (e.g., the legal duty to yield between motorized traffic vs. crossing pedestrians and bikes differs in European countries in a dangerous way).

In the frame of **Work Package 5**, results of the WPs 1 to 4 will be summarized and synthesized. The work package is preparing the information collected so far to answer the critical questions:

What wishes do the different target groups have?

What is making the products attractive in their eyes?

What is threatening to make them leave us as customers (not to buy our products, not to listen to us any more, etc.)?

Work package 5 (WP5) shall be the synthesis of WP 1 through 4. As a conclusion, it is intended to produce both a summary of activities carried out in previous work packages and a direction for WP 6 and subsequent WP:s. Gaps are to be identified which will be filled in by the further process within WALCYNG.

The material that is synthesized in WP 5 should then be qualified by the customers, in the frame of **Work Package 6**. The critical questions to be answered in WP 6 are:

What wishes do the different target groups have?

What is making the products attractive in their eyes?

What is threatening to make them to leave us as customers (not to buy our products, not to listen to us any more, etc.)?

The methods to be used in WP 6 will be Stated preference analyses (Norway) and semi-standardized interviews in several European countries (Austria, Finland, Italy, Spain) during the summer 1996.

The main objective of **Work Package 7** is to develop a quality-based scheme with important issues for pedestrians and cyclists as users and to relate qualities to user characteristics and user requirements.

It shall be outlined in WP 7 how the evaluation of products with respect to the criteria "user characteristics" and "user requirements" can be carried out systematically. Adapting product development and product modification with the users in mind should become a routine process (WALCYNG Quality Scheme).

The main method in WP 7 will be expert discussions, organized as a three day workshop including the whole consortium. Minutes of the workshop will be produced, and the findings, together with what has been achieved in the frame of WP 1 to 5, will be systematized and summarized in a way that fits the WALCYNG goals. Especially, a frame for a quality-evaluation scheme will be developed, in such a way that the results of the following WPs 8 to 11 fit in.

**Work Package 8, Incentive strategies:** In commercial marketing, incentive aspects are very important. Pricing policy is one central element. In non-profit marketing, however, one has to look for other incentives as well, positive or negative ones. In connection with WALCYNG it is planned to outline incentives that influence modal choice on several levels (= part of the

WALCYNG Quality Scheme). This can only be done on basis of a better understanding of the incentive background for today's modal choice situation.

This means that we differentiate between incentives for

road users

decision makers

politicians

industry managers

Incentives can be given both on a **national level** (e.g. taxes, ...), as well as on a **regional and local level** (e.g. monthly tickets reduced in price, etc.).

Types and combinations of incentives in today's modal choice situation have to be analyzed systematically. In the first step we will study written material. In the following we will carry out group discussions with experts and decision makers. On the basis of the collected information we will work out ideas and categories for incentives, which should be used more often.

**Work package 9, Communication strategies - Campaigns:** Based on facts collected in the frame of the Information-policy part a general outline for a potentially successful communication policy has to be developed. In addition, recommendations for the evaluation of communication activities will be given (part of the WALCYNG Quality Scheme).

We will use the results of WPs 1 to 7 in an analysis with respect to communication questions. Other literature on the topic, especially the one produced in connection with transport matters, will also be studied. In two or three group discussions with experts, incentives for WALCYNG will be introduced and discussed. Experts will present their experiences with various incentive strategies for different target groups. Furthermore, new ideas will be collected.

**Work package 10, Inoculation:** If somebody wants to promote the implementation of measures to the advantage of walcers (pedestrians and cyclists), he or she has to deal with many structural problems related to authorities, car-lobbies, politicians, etc. In order to encourage people - especially transport experts - to work for the enhancement of walcyng (walking and cycling), and not to give up too early, one has to prepare them regarding what problems they are going to meet, how these problems usually develop, and how problems can be overcome.

Usual difficulties to be expected, when working for walcyng, and how to prepare somebody both structurally and morally (= to inoculate somebody against difficulties to be met) will be systematically analyzed.

Even in this work package we will make literature studies (previous research on inoculation), as well as expert interviews about experienced difficulties and problems.

**Work package 11, Outlining future Lobbying:** Vulnerable road users have weak representation compared with motorists. Structural improvements (pressure groups, public departments that are responsible for pedestrians and cyclists, etc.) might help to change the modal split in favour of walcyng. Better information of the public about the situation of cyclists and pedestrians will in itself enhance structural improvements. The aim of this WP 11 is to

collect information and ideas on how to achieve structural improvements, to develop recommendations how to initiate and institutionalize interest groups.

We will collect information about lobbying in general by studying sociological literature on this topic. We will concentrate on existing pressure groups, on politicians and decision makers and ask them for their experiences. We will also describe a lobbying-model-process based on cases, which should become a part of the WALCYNG Quality Scheme.

In order to get some practical information about lobbying we have to get in contact with different pressure groups in various European countries. In this way we are able to collect advises for the lobbying model-process, get an overview of existing pressure groups and make the WALCYNG-project more popular.

Besides we have to talk with politicians and decision makers, groups, who the pressure is put on. By this means we, e.g., get to know how politicians react, what they think about lobbying for walking and cycling, etc.

In **Work Package 12**, the results of the whole project will be summarised in a final report. The most important parts of the final report will be the summary of findings regarding a recommended strategy for

**assessing measures on all levels from product assessment to future lobbying (WP 8 to WP 11), and to**

**produce model recommendations for controlling and influencing mode choice on short trips permanently and systematically - "The WALCYNG quality scheme"**

## **10.5 THE WALCYNG CONSORTIUM**

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|--|-----------------|
| 1. DTPE Dept. Traffic Planning & Engineering (Coordinator) | Sweden          |
| 2. CTH Chalmers Technical University                       | Sweden          |
| 3. FAC FACTUM Consulting                                   | Austria         |
| 4. FG Franco Gnavi and Associates                          | Italy           |
| 5. HKI Helsinki's Department for Traffic Planning          | Finland         |
| 6. TØI Institute for transport economy                     | Norway          |
| 7. UH University of Helsinki (Dept. Psychology)            | Finland         |
| 8. UVEG University of Valencia (Dept. Psychology)          | Spain           |
| 9. VCK Verkehrs-Consult Karlsruhe                          | Germany         |
| 10. VV Voetgangers vereniging                              | the Netherlands |