



DANISH CYCLISTS'  
FEDERATION  
PEDAL POWER - SINCE 1901

**SRAM**



peopleforbikes™

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## Colophon:

Titel: New Cyclists - Leads to less congestion on the roads, 2015.

Funded by the National Cycling Fund, Danish Road Directorate.

Text: Erik Bølling-Ladegaard, Danish Cyclists' Federation.

Project management: Jakob Schiøtt S. Madsen, Danish Cyclists' Federation.

Analysis by IS IT A BIRD.

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## INTRODUCTION

The goal of this project was to find out what motivates people to make cycling their primary form of transportation. In addition to gaining a better understanding of new cyclist habits, barriers to change and ways for retention, this report has the potential to be influential for businesses, municipalities and organizations who work to increase cycling as a mode of transport.

Developed in collaboration with strategic research agency IS IT A BIRD, the project primarily surveyed participants and workplaces from *Bike to Work*, the Danish campaign aimed at getting people back on their bikes.

The initial study consisted of a questionnaire and segmentation of 300 new cyclists from the *Bike to Work* campaign in 2012 and 2013. This led to the present study of what drives new cyclists. That survey consisted of a questionnaire of all participants in *Bike to Work* (approx. 11,000 respondents in June 2014) as well as 51 qualitative interviews.

In October 2014, a follow-up survey was initiated about withdrawal and retention, which included a questionnaire consisting of more than 9,000 respondents plus 10 interviews with people cycling to and from work.

Concurrently, workshops have been held with the relevant participants in this area where the results from the survey have been challenged and qualified.

The surveys were carried out in connection with *Bike to Work* and have had around 25,000 total respondents (some 'repeats' have to be expected). The respondents have been chosen across professions and geography mirroring, as far as possible, the entire population.



## PURPOSE

The purpose of the project is to identify what motivates people to use a bicycle for their daily transportation, what causes cyclists to change their transport habits and what are individual barriers to making a change. The report, which gathers experiences from cyclists who recently changed their transport habits, provides suggestions and recommendations for what can be done to increase cycling and create a lasting change on transport habits.

In addition to this primary goal, two sub-themes emerged: How are new habits retained? And what role do structural conditions contribute, i.e. infrastructure and distances?

The theme of retention takes its starting point in the experiences gathered by new cyclists in the transition phase from another form of transportation to the bicycle. The structural conditions – including the differences between urban and rural – are treated after a short presentation of bicycle infrastructure, urban topography and density. Also, there are examples of what kind of efforts can be made outside of the major cities.

## ABSTRACT

To the inexperienced cyclist, individual barriers are the most difficult problems of changing to cycling on a daily basis. While very concrete and varied, they are not only related to the daily bicycle journey but also to the consequences of changing habits may have on other routines during their day.

Thus, the invitation or campaign to cycle more has much to do with communication, i.e. what is communicated and how. Studies show that about 99% of the Danish population see themselves as cyclists, though they do not necessarily cycle on a daily basis. At the same time they see themselves as vehicle drivers, users of public transport and as pedestrians.

This means that the population as a whole do not see themselves as inexperienced cyclists or as fanatical cyclists who rule out all other means of transport. Therefore a campaign must be precise and concrete in relation to the target group and take its starting point in the imagined and real problems that the chosen target group is facing. It is a good idea for communication to take place from cyclist to cyclist and it must be inclusive - not exclusive.

The social aspect is an important motivational factor in the change of transport habits. Being part of a team is very significant when it comes to being a more active cyclist. In addition to the social benefits, a new cyclist can get help for overcoming the real and imagined problems that arise. Continuous support from the experienced cyclists is a central factor in the changing of habits. This support is also a way to retain new cyclists since it verbalizes and makes visible the new experiences and gains.

In addition to individual barriers, other factors play a part in changing new cyclist habits. First and



foremost the bicycle infrastructure must be good. Many municipalities, particularly the major cities, are well advanced when it comes to establishing and improving bicycle infrastructure. In smaller towns and municipalities in the rural areas the distances are greater and there are fewer cyclists, so here the infrastructure must develop on these terms.

In all municipalities, the Danish Cyclists' Federation recommend a closer cooperation between all participants, including the different municipal administration offices. In the rural areas we show some examples of alternative initiatives: 2-1 roads, focus on shorter trips in the individual town areas and synthesizing all types of cyclists. These examples can be inspiring to all municipalities.



Photo: Danish Cyclists' Federation/Mikkel Østergaard

# PART 1

## INDIVIDUAL BARRIERS



### 1.1 | BARRIERS TO CHANGING TRANSPORT HABITS

The interviews carried out in connection with the project show that there are many barriers and obstacles in relation to changing transport habits from cars and public transport to bicycle. Some are imagined and preconceived notions, while others are real, practical barriers needing handling.

The barriers can be divided into three groups: identity, insecurity and insurmountability. Identity is about how you view yourself and how others - campaigns for instance - approach the people they want to cycle more. Insecurity encompasses problems that are typically rooted in lack of knowledge and experience. Insurmountability involves problems that are seen as isolated or that change of habits in one area impact other daily activities.

We use the pair of concepts 'inexperienced cyclist' and 'experienced cyclist'. The inexperienced cyclists are defined by the fact that they started cycling in connection with *Bike to Work*, while the experienced cyclists cycled before the campaign.

#### IDENTITY

Examples of self-perception:

Practically all Danes learn to cycle as children. In this sense we are all cyclists, and thereby most people see themselves as cyclists to some degree.

- I see myself as a driver, a cyclist and a pedestrian. I don't really see myself as being one or the other.
- A real cyclist uses the bicycle as a primary means of transport. Cycling between home and work only on days with good weather is not enough to be a real cyclist.
- There must be room for the car. Different forms of transport should be available for different occasions.

You can be an experienced cyclist who cycles daily or almost daily. Or you can be an inexperienced cyclist who rarely cycles but who knows how to cycle. What these two types have in common is that they see themselves as cyclists.

Both the inexperienced and experienced cyclist are defined separately from the group of fitness cyclists and the everyday cyclists who have particular clothes they cycle in. Not many identify with these cycling enthusiasts. Most respondents distance themselves from the concept "a real cyclist", who is considered to be a self-righteous and fanatical cyclist.

#### SELF-PERCEPTION

*"I am an experienced cyclist but I rarely cycle"*

Amongst the respondents, no one considers themselves an inexperienced cyclist, although the journey to work is new to some. The large majority consider themselves experienced cyclists - all of 63%. Even the inexperienced cyclists most frequently call themselves experienced.

Source: This and the following boxes contain quotes or slightly paraphrased quotes from the respondents.



The attitude is that there should be room for diversity in the area of transport. Most people distance themselves from the idea that the bicycle is the only correct form of transport. They consider themselves to be both drivers and pedestrians as well as cyclists.

As a municipality or other campaigner approaches the public with a call to cycle, the balancing act is to find a message that respects the fact that everyone considers themselves as cyclists but not exclusively. Cycling must be an attractive alternative, easy and straightforward.

From the discussion about identity, we gained knowledge about the message and terminology that should be used when approaching cyclists whose transport habits we want to change. It is important to:

- use terminology that is recognizable to the target group. Remember they are neither non-cyclists nor exclusively cyclists.
- be concrete when it comes to the perceived problems the inexperienced cyclist sees.
- describe the bicycle as one among several equal forms of transport options.
- show cycling as a straightforward, flexible and easy form of transport.

## INSECURITY

When changing transport habits, people start with the practical problems concerning the transportation itself, their own physical capabilities and how to make the day work in a new way.

### Examples of considerations:

- Which route should I choose and how dangerous is it?
- What will the weather be like and what clothes are appropriate?
- Is the bicycle OK and are the lights working?
- How long does it take to cycle from here to work?
- How will I handle arriving at work all sweaty and exhausted?
- What if I have a puncture?
- How will I look with “helmet hair”?
- What about all the other things I need to do before and after work - can they be done with a bicycle?

Identifying these insecurities shows what content would be relevant when approaching the cyclists who do not cycle on a daily basis. At the same time you gain knowledge about what kinds campaigns will have the greatest effect.

Insecurity is rooted in a lack of knowledge and lack of experience, and has a negative impact on a person’s willingness to try something new. You do not throw yourself out in the empty space that is “*Bike to Work* every day” just like that.

### Work clothes are not bicycle clothes

Many see it as a big problem that they don’t know what to wear when cycling to work. When you cycle, you are active and you are outside and for most people work is in a completely different setting. A popular solution is a clean T-shirt in the bag but most people find it a bit strange showering at work. With the change of transport habits you need to think about your clothes anew.





When you approach cyclists who have not previously practiced cycling on a daily basis, it is important to be very concrete when it comes to the problems that they see as obstacles.

An inexperienced cyclist needs encouragement and support throughout the entire process.

The process begins with the person considering cycling and imagining the worst; meeting concrete challenges; and gaining new experiences and routines. Therefore, during all the phases it is best to take the first steps with others in the same situation, particularly people who have done it before.

*Bike to Work* is a campaign where the first experiences can be had with your colleagues. Thus, for campaigns aimed at groups outside the work market, it is important to find ways that ensure social support.

The combination of campaigns and individual support is the most efficient way to operate. The incentive for changing habits is often greatest in connection with other changes in your lifestyle. This readiness is easiest to make use of in a one-to-one situation. For instance between the team captain and the teams made in connection with the campaign *Bike to Work*.

The need for individual support varies when it comes to the phases in the habit change: invitation, encouragement, advice and conversation. Whether a person is just getting started, addressing intimidating scenarios or handling concrete challenges, continuous support is imperative when creating new cycling habits.

## NEGATIVE PERCEPTIONS

*"The issue of having to wear a bicycle helmet, and I had just done my hair and what if it was raining and my mascara was running, and I was going to that birthday. But I didn't want to think that much about it."*

- Jeanette, 49-years-old

The transition is characterized by negative preconceptions of everything that can and will go wrong on the bicycle. The preconceptions typically have to do with one's own physical capabilities and how daily life can work with a bicycle. Single episodes and scare stories take up a lot of space during this preliminary part of changing habits.



## ENCOURAGEMENT IS IMPORTANT

It is important that campaigns encourage me to cycle

70 % The inexperienced cyclist  
25 % The experienced cyclist

It is important that campaigns inform about cycling

35 % The inexperienced cyclist  
12 % The experienced cyclist

It is important that colleagues/family/friends encourage me to cycle

44 % The inexperienced cyclist  
18 % The experienced cyclist

It is important to talk about your bicycle/cycling with colleagues/friends/family

21 % The inexperienced cyclist  
11 % The experienced cyclist

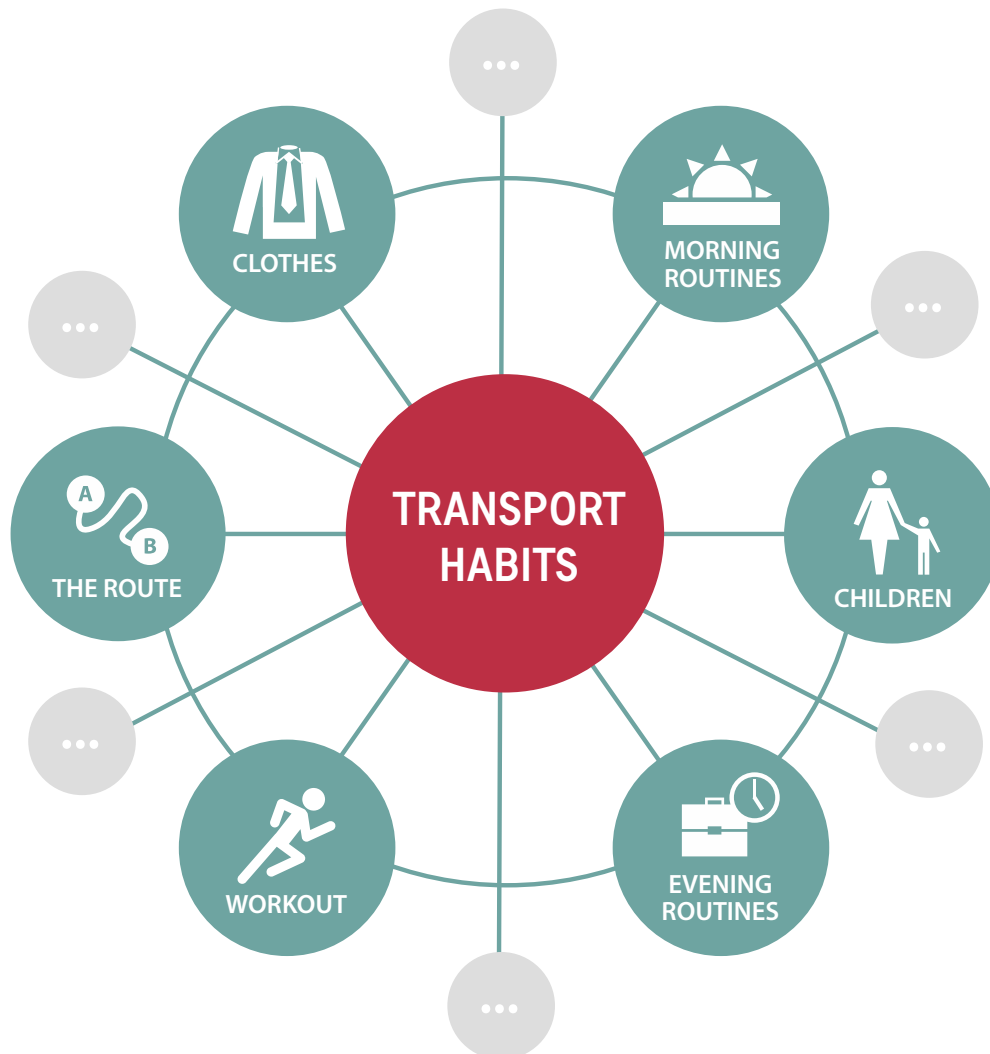


## INSURMOUNTABILITY

### Examples:

- The inexperienced cyclist sees daily cycling as a series of individual challenges both practical and time-related. These individual problems mount up with the notion that they need to be solved individually. This often leads commuters to choose what they know and have tried before.
- The logistical problems derive from the thought that a change in one part of a daily routine will affect many other parts of that routine. For example, what to wear, morning routine, taking and picking up children from school, new routes and new exercise routines.

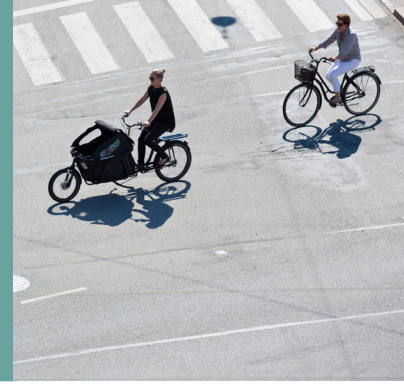
## THE DAILY JIGSAW PUZZLE



There is a tendency to talk about cycling as a total concept that solves many problems and also has a string of advantages - for example better physical condition and health, more energy and prevention of illnesses.

Even though it is the truth for many experienced cyclists, it can be incomprehensible for the inexperienced ones who only see the large amount of individual problems, which on their own can seem insurmountable and together are too difficult to figure out how to handle.

The acknowledgement of the difference between being on one side or the other of the experience divide should control communication between experienced and inexperienced cyclists. This acknowledgement should also be the starting point for convincing inexperienced cyclists to convert their new experiences into new routines.



## 1.2 | THE PRACTICALITIES OF CHANGING TRANSPORT HABITS

Surveys previously undertaken in connection with *Bike to Work* show that:

- 85% of inexperienced cyclists want to get in shape or keep the level of fitness they have.
- 64% mention the social element - the fact that it is something they do with colleagues.
- 57% answer that *Bike to Work* is a tradition in their workplace.

New cyclists have been receptive to the message that cycling every day is an easy way to stay in shape. Similarly, natural networks and social relations mean a great deal when it comes to their openness towards trying cycling as an everyday form of transport.

In connection with the Copenhagen Municipality project “Effort aimed at short car journeys”, which had the goal of researching the potential of switching short trips from the car to the bicycle, a focus group survey and an ethnographic user study were undertaken. The following initiatives were recommended:

- Self-monitoring of transport behavior (e.g. log books or apps)
- Information on the health advantages of each individual by cycling each day
- The effect on friends and social network
- Challenging the necessity traveling by car because of a lifestyle change (new job, having children, when children move from home), e.g. with a carpool system.

### INCENTIVES

By creating incentives, people can be tempted to change their transport habits. The impulse should be greater than the resistance built up by the comfort of known routines and the idea of all the problems that could arise.

Generally, there are two different ways to overcome the challenges. Attempts should be made to lower the bar on individual obstacles, or one can break down these challenges with direct action.

*Bike to Work* offers ‘going straight through’ the obstacles with others who have been through it before. A new cyclist follows an experienced cyclist and thereby gains new experience that can help counteract the previous worries.

Other types of campaigns or activities can focus on the individual problems by verbalizing, illustrating and setting up role models who ‘talk’ the projects into something surmountable. The first step could be to categorize the many worries into themes, e.g. 1) choice of route and the journey, 2) body and clothes, 3) the bicycle and the equipment, and 4) the logistics of everyday life.

On an individual level, there is incentive to change transport habits when there is a change in a life situation (for example, a new job, moving, the selling of a car, an illness or a new bicycle). These individual instances are difficult to work directly into ordinary campaign concepts, but could be relevant as a dialogue between team captains and participants or as business communication to new employees.



The reason for changing transport habits will vary throughout life. Each phase of life has its strengths and its lack of resources.

When a person is young, it is often economy that is a defining factor. This means that a person will often choose the cheapest form of transport. Here the bicycle has a strong position. But it is also dependent on where you live and what your friends do. The bicycle fits in well to a young person's flexible daily life where plans happen spontaneously during the day and there is a need to get around easily. For this group, the argument for more cycling is about freedom, flexibility and economy. Other arguments are that it is smart to cycle and the others are already doing it.

When a person has a family, time is a limited resource. Half of people that stop cycling on a daily basis do so because of time pressure or transportation of children to and from institutions. If this barrier can be broken, it is a natural argument that cycling gives a person the exercise that there is not time for otherwise. Another argument is to be a good example and role model for the children.

When a person is a senior, the biggest obstacle is trust in your own ability. For many, cycling can be a risky activity if you are out of practice. In this scenario, it can be helpful to refresh the memory on the way a bicycle works and adjust it to the physical limitations that come with age. An electric bike can be a huge help on longer journeys. The electric bike still has the image as aid for the sick and the weak, but people who try it are often very enthusiastic. The recommendation is to verbalize seniors' lack of resources as the starting point for the argument to cycle more.







## TRANSITORY PHENOMENA AND NEW EXPERIENCES

The change from an inexperienced to an experienced everyday cyclist is gradual. Through those first experiences, you learn to tackle the problems as they come. This means that you should not try and tackle all possible problems at once and in advance.

Experience leads to new habits, and the time schedule of the morning and afternoon begin to fit into the new pattern. The new experiences give the strength to keep going, and maybe you even begin to improvise - by choosing new routes, finding out how much the bicycle can carry and by using it in new and different ways.

But other changes occur too. Old habits and patterns are seen in a new light because of these new experiences. If, for example, you cycle with your child, many experience a whole new form of contact and closeness to the child than in a trip in the car where the child is sitting in the back.

During the transitory phase, a range of changes can happen, for example:

- worry about the body's physical form and look changes to a physical well-being and strength
- speculation about the trip and what could go wrong gives way to an experience of the senses and enjoyment of the social contact
- locked routines are exchanged for flexibility and the desire to improvise

These processes occur because of what the new experiences do. The endeavour to keep hold of new everyday cyclists can be made by verbalising the new experiences, demonstrating them and putting them in perspective. It is important to show how resources can be optimized through these new habits, for example the economical advantages or the health benefits.

### **When you get used to cycling, the car becomes less convenient.**

"I tried going by car again for a week or so but I realised that I arrived at work in a terrible mood because it is impossible to get a parking spot. So I decided to cycle even though I thought the car would be nice."

- Karen, 53-years-old

### **The disadvantages of a particular form of transport are not noticed until you have an alternative.**

Bicycles provide a new experience of what transport can be. It is, however, only after the respondents have gained experience with the bicycle that they notice the negative part of their previous form of transport. For instance, Steen realizes after he experienced the different way of going to work, by bike, that he would always arrive at work completely red in the face because of traffic.



## RETENTION

New experiences with daily cycling provide the realization that problems can be solved along the way as they crop up — they do not need to be anticipated in advance.

From a cross-section of responses, you get the following impression: When you learn about your bicycle and your route, new opportunities arise. There is a greater flexibility in your daily life, and cycling can branch out to other areas. You begin to use the bicycle on other occasions, where before you would have taken the car without even considering other alternatives.

You experience that you are in a better mood when arriving at work, and that energy lasts throughout the day. On the ride home there is the chance to readjust thoughts of work to something else.

You begin viewing cycling as an overall usable form of transport to many more things than originally thought. The bicycle and its accessories - including different kinds of clothes - become an integral part of the new daily pattern. And when the bicycle's flexibility is ingrained, it reveals the car to be clumsy and inconvenient.

### EXPERIENCES BECOME NEW HABITS

*"I also cycle if there is a birthday nearby. We didn't use to. Now I wonder if we can cycle to my brother's who lives 10 kilometres away."*  
- Jeanette, 49-years-old

As you get your own experiences with the bicycle you get self-confidence and want more. Many of the preliminary preconceptions get disproven and solutions to concrete challenges are found: "I don't have to wonder whether I should cycle when it rains — I just put my rain gear on".

It is a "maturing process" where you continuously find out what works on the bicycle and you learn that the bicycle can be used for other things and for more than you initially thought.

### *"Air for the brain" is one of the decisive qualities of the bicycle*

The bicycle is a good place to think. When the body feels the surroundings and the weather, it affects your consciousness. Several people describe air in the face as a special part of the bicycle experience that makes them relax after work: "Your body gets used to needing that air". Several people emphasise that they used to be stressed in the car to and from work whereas the bicycle journey provides a special calm.

*"You get blown through and then your thoughts fly".*

## 1.3 | SUMMARY

An approach, invitation or campaign about cycling more must be communication from cyclist to cyclist. It must be inclusive, not exclusive. The goal is to get more ordinary cyclists to keep being ordinary cyclists who cycle on a more regular or daily basis.

The approach must verbalize the problem that may appear when you change your habits and the gains and advantages that can be had — concrete ones and on a personal level. When you ask cyclists who have participated in *Bike to Work* they answer that personal gain is the greatest motivation to participate.

The social aspect, too, is high on the list of motivational factors. Being a part of a team in itself has great significance in the process towards becoming a more active cyclist. This is also where an inexperienced cyclist can get help overcoming problems, imagined or actual, that arise. Continuous support between the experienced and the less experienced cyclists is a considerable factor in the change of habits.

In *Bike to Work* and similar campaigns a lot can be done to strengthen the team spirit. For instance, during the whole course of the campaign it is important to have common events in the daily life and that there is constantly occasion to talk about cycling, trips and experiences.





# PART 2

## OTHER FACTORS



The previous chapter focused on the individual obstacles of changing transport habits. There are, of course, other factors that play a prominent role when it comes to the question of increasing the number of cyclists in a town or municipality. It is primarily about the structural relationships and the broad spread of participants, including municipalities, workplaces and organizations. In this chapter we shed light on previous efforts to create new cyclists, exemplified by *Bike to Work*.

### 2.1 | STRUCTURAL CONDITIONS, TOWN-COUNTRY PROBLEMS

If more cyclists are desired, then it means that structural conditions should be good. The most important factors are the state of the routes, distances and infrastructure.

The state of the routes is down to topography. Towns with a flat terrain have an advantage over the fjord towns of East Jutland for example.

Distance is about the number of kilometres between the different places, for example, homes and workplaces. Shorter distances between the places are advantageous over longer distances.

If you want more people to cycle, good infrastructure is needed, and traffic safety should be good, which means that stretches with a lot of vehicular traffic need cycle lanes, and crossings should be made safe for the cyclists. There needs to be adequate bicycle parking in the right places.

On top of this, the size of the town and its regional location has importance.

A survey undertaken by Copenhagen University for The Danish Nature Agency in 2013 showed that only a few towns succeed in all of these areas. But that a town's regional location and terrain can sometimes compensate for each other.

(Source: Skov-Petersen and Olafsson, 2013, *Town type and cycling: What should a bicycle town look like?*)

The survey generally states that if two or more of the above elements are in place, a campaign to attract more cyclists can be successful. If only one or none is present, it is an uphill battle to generate more cyclists.

These structural conditions are grounded in the town-country problem. The starting point for generating more cyclists is substantially different in the country and in towns and cities. Country regions are characterised by long distances and an infrastructure primarily designed for traveling by car.





## What needs to be done if cycling is to be increased in rural districts and smaller towns?

1. On roads between towns that do not have much traffic and where visibility is good, it is possible to establish the so-called 2-1 roads, where motorists' areas are reduced to one-lane, whilst "soft" traffic gets a wide, clearly marked lane on either side. When two cars meet, they move out into the side lanes in order to pass each other. These limitations on the road cause motorists to lower their speed and become more aware. In Holland the number of accidents has halved over ten years after the establishment of this type of road. In Silkeborg Municipality, they are in the process of establishing 20 kilometres of 2-1 roads. The municipality anticipates being a showcase for the other Danish municipalities.
2. In rural districts with several towns, where safe infrastructure between the towns is not possible, attempts can be made to strengthen cycling on the short distances within the town limits. It can, for example, include cycling to the shops, school, spare time activities and cultural events.
3. Finally an option could be to focus operations on one particular route that could be used by several types of cyclist, for example fitness cyclists, tourists and everyday cyclists going to and from work and school. At the same time this is a chance to combine health, environment and traffic at a municipal level.

In smaller towns, super bicycle lanes are unrealistic with the distances and the number of anticipated cyclists. Therefore cheaper solutions could be used that would consider the needs of local cycling clubs and, at the same time, benefit tourists and commuters.

One of the preconditions is that the bicycle routes used by the tourists should be the same as commuter stretches and training routes for cycling clubs and fitness cyclists.

For a test project in Middelfart, a 45 kilometre stretch that met these requirements was chosen. The tools used for this were a traffic safety revision, cycle route inspection and dialogue-based project development. In practical terms, this means that problems will be registered through route inspection and safety revision. They are discussed with users and the optimal solution is found through dialogue. (Source: "What do we do with all the cyclists!", *Traffic and Roads* 11/2014, Super Cycle Connections, Middelfart Community, 2012-2016)

The examples from Middelfart and Silkeborg show that if you think in an untraditional way and across sectors you can go a long way in the smaller towns and rural districts as well. If you have the terrain and a certain interest in cycling to build on, and if you gather your climate and environment goals around traffic and mobility it is possible to increase cycling in these municipalities as well. Provided that you concentrate the effort around the distances that have a definite cycle traffic potential.

The campaign effort is here, too, an integrated part of the effort to create an acceptable infrastructure. The dialogue with users ensures that they know about the action that the municipality is taking and the concrete improvements and thereby feel a certain ownership that supports a lasting use of the infrastructure.



## RECOMMENDATIONS:

- All municipalities may successfully carry out physical and campaign initiatives to boost cycling.
- The prerequisite is that you pick the initiatives best suited to the individual municipality.
- It is also a prerequisite that the work takes place across administration offices and with cross-sectional goals.

## 2.2 | THE PARTICIPANTS

When it comes to creating good conditions for cyclists many participants are in play. Private and public workplaces, housing associations and sports organizations can each in their way make an effort to get more people to cycle.

The municipalities are the big players in this area. Both because they can take action in all types of municipal work spaces on equal terms with private companies and organizations. And because the municipality is the planning and executing authority regarding infrastructure. Many municipalities work out a bicycle strategy and a bicycle plan of action. Many continuously monitor cycling practices and make a cycling balance sheet showing both the satisfaction of the cyclists and setting new goals for the coming years.

A bicycle plan of action should preferably be interdisciplinary and cross-sectional. Apart from bicycle lanes and other infrastructure improvements it may also contain soft initiatives such as campaigns and efforts aimed at different groups of citizens. The plan of action thereby gives an overview of the efforts, ownership in the different administrations and synergy advantages.

Both through planning and communication the municipalities can show that they value the cyclists and back up the bicycle as a form of transport. This can be made obvious in the form of bicycle short cuts, advantages for cyclists and bicycle-friendly city features. It can also be in the form of different kinds of communication in the public space showing that the municipality appreciates the cyclists' choice of transport.

When bicycle infrastructure is built or planned, a sign with clear communication of the purpose of the improvements makes the cyclists accept many inconveniences. If the improvements are radical (super bicycle lanes and the like) the driver and user of public transport may even be tempted to try the bicycle as an alternative to the traffic congestion and the waiting at the platform/bus stop.

Businesses and organizations may, in each their own area, make an effort to get more people cycling. You can divide the effort into physical initiatives such as establishment of bicycle parking, shower facilities and repair shops — and on the other hand soft initiatives to do with campaigns, events, communication etc. Through the work of the Danish Cyclists' Federation to create bicycle friendly workplaces, it has been proven that amongst other things the following initiatives boost cycling in workplaces.

- Proper bicycle parking
- Shower facilities and changing areas
- Wardrobe
- Bicycle repair shop
- Company bicycles

On an individual level, access to a fully operational bicycles and a choice of bicycles for different purposes can contribute to the bicycle being used during working hours.

Furthermore, the Danish Cyclists' Federation's experiences are that the combination of several efforts - preferably both soft and hard — make for good results. The same is the case with the projects from The Danish Cancer Society: "From car to bicycle" and "We cycle ourselves healthier".

Naturally, the effect of the workplace efforts depends on the extent and quality of the surrounding bicycle infrastructure. For instance, in Copenhagen Municipality's Bicycle Balance Sheet 2012, it is emphasised that 82% of drivers say that an improved bicycle infrastructure is important if they are to consider swapping their car for a bicycle on shorter journeys.

The more private participants who take responsibility when it comes to getting more people cycling, the easier it will be for the municipality to do its part of the job. A cooperation between a municipality and private and public workplaces with coordinated efforts comprise the optimal conditions for boosting cycling.

## 2.3 | BIKE TO WORK IN PRACTICE

As described above the workplace is clear choice of participant in this area. Therefore part of the project's knowledge acquisition took place in four chosen workplaces: Odense Citizens' Service, Novo Nordisk (Bagsværd), The Danish Chamber of Commerce (Copenhagen) and OP Steel (Ringsted). The workplaces have been chosen to show a variety when it comes to industries and urbanity. Also, all the workplaces had participants in *Bike to Work* 2014. In the four workplaces, 51 employees in all were interviewed. 85% were experienced cyclists, 15% participated for the first time.

The experiences from the above workplaces have given insights into future and other campaign efforts and about how *Bike to Work* to an even larger degree can contribute to make more people cycle.

### OWNERSHIP

Around a quarter of the participants find it important that the workplaces organize something extra. Approximately 1 in 8 of the participating businesses in *Bike to Work* do this, for instance, by way of extra prizes, bicycle repair shop or communal breakfast. Comments from participants in the campaign suggest that the businesses' commitment and ownership means a lot for their participation.

In order to increase the number of businesses participating in the campaign, it is recommended to make it as easy as possible for the businesses to participate and that tools are developed that the

businesses can use immediately. It must be made easy for businesses to develop their commitment to the campaign and to create local frameworks and traditions for their implementation.

## VISIBILITY AND EXPANSION

The visibility of the campaign in the workplace is a considerable parameter since this can help create a social element and a feeling of community in connection with transport to and from work.

Greater visibility can help increase the interest and participation in the campaign that is otherwise primarily spread by word of mouth. Over 70% of the participants say that they participate because a colleague encouraged them to do so. 98% say that they will recommend the campaign to others.

For many, the participation is tied to the idea of more community. In some places they gather around filling in the cycling diagram and talking about the journey and the route and experiences on the way. Many would like more joint activities in the workplace and more opportunities to meet with their colleagues around communal activities. This can strengthen team spirit.

## INITIATORS

It varies from workplace to workplace who helps initiate cycling boosting initiatives. The team captain is the most important person when it comes to *Bike to Work*. 46% of the participants say that it was the team captain who motivated them to sign up. This goes for both inexperienced and experienced cyclists. It is also individual enthusiasts who help gather support for the campaign year after year.

Management also plays a considerable role and many participants would like the management to visibly support cycling boosting initiatives - including *Bike to Work*. Many employees participate because it has become a tradition in their workplace and this aspect makes it more important for the management to support it since the management is responsible for ownership and the company's continued work with the campaign.

## THE SOCIAL ASPECT

Many participate with the expectation that it will strengthen the sense of community in the workplace. Almost two-thirds of both experienced and inexperienced participants have this expectation as the reason for signing up. There is therefore no doubt that this aspect could do with more focus. Many have a direct wish for more communal activities in the workplace.

The internal arrangements, e.g. communal breakfasts and prizes can strengthen the social aspect and so can the mutual competition between the teams in the workplace.

## COMPETITION

Not many see the campaign as an event covering the entire country and normally we do not compete with other workplaces. If there is a competition it takes place within the workplace. For most participants the campaign does not reach further than their own workplace. You participate in order to 'be on the team'. But many people find that the team spirit could be strengthened so it lasts through the whole of the campaign.





Most people compete with themselves, however — time, number of kilometres and the improvement in fitness that can be traced throughout the course of the campaign.

## MOTIVATION

85% of the participants in *Bike to Work* already cycle to their workplace. The majority of this group of participants have joined the campaign because they cycle anyway. But it can also have the opposite effect — that you cannot see the purpose of paying to do something you are already doing.

So there is a challenge when it comes to motivating some of those who are already cycling. Which underlines the need to strengthen team spirit and the social aspect.

The daily bicycle journey to and from work should give the experienced cyclist something extra during the campaign period. And the communication to inexperienced cyclists must be played down. The experienced cyclists do not feel at home in a campaign mainly aimed at inexperienced cyclists.

## PERSONAL GAIN

There is good reason to show the personal gain by cycling and by participating in a campaign such as *Bike to Work*. The personal gain such as exercise and a healthier lifestyle is a central element for many cyclists.

The personal gain has to do with exercise, flexibility and economy as well as the ‘break’ in your everyday life you get with the journey and the fresh air. You feel in better shape after having cycled than after having sat in traffic.

## PROCRASTINATION

When it comes to not cycling there is an obvious pattern in when we agree that we do not have to cycle. There is a particularly broad consensus that children are a legitimate reason to not pick the bicycle. Bad weather is also an approved reason.

However, there are considerable differences in what is viewed as being bad weather. It is particularly interesting to see the differences between experienced cyclists and inexperienced cyclists when talking about the challenges of cycling. The inexperienced cyclists are somewhat more sceptical when it comes to rain, distances, sweat etc. than the experienced ones. The experienced cyclists can thereby help to downplay some of the individual barriers.

## SUMMARY

Overall the visit at the workplaces showed that it is important to first and foremost create social activities for employees with a starting point in cycling. There have to be events for the teams all through the course of the campaign and there must be occasions to continuously talk about cycling, the campaign and the journey. The team spirit must be strengthened and the management should go first.

It needs to be easy and manageable for the companies to take ownership of the campaign effort and build their own campaign elements on top.

On an individual level there is interest in making visible personal gain and team data as well as competition with yourself and in the workplace.

The team captains must be better prepared - both as coaches for the inexperienced cyclists and as the person who, together with the management, creates opportunities to talk about the campaign, cycling and the individual performances.

## 2.4 | CONCLUSION

Generally it is a good idea to follow up on infrastructure improvements with information, campaigns or events making the users aware of the improvements.

In the areas where it is difficult to establish bicycle infrastructure because of long distances and few cyclists it is advantageous to think untraditionally and cross-sectionally. For instance by choosing limited geographical areas and routes or to gather the effort around concrete functional locations such as the school or the sports club. Finally, you can work with new types of physical solutions such as establishment of the so-called 2-1 roads.

Participants could cooperate with each other more closely. This goes for both the municipal administrations and the clubs of the area, businesses and organizations. First of all, all parties must acknowledge their part of the task. Secondly, they must keep each other orientated on the recognized needs and planned improvements. Thirdly you can contribute to improve each other's solutions with parallel actions.

# PART 3

## COMMUNICATION

### RECOMMENDATIONS



### 3.1 | CAMPAIGNS

Invitations to cycle more - in the shape of campaigns and other efforts - must keep to a series of playing rules to if you want them to work. The key is the way you communicate and that you have to be very concrete when it comes to the target group you want to reach.

The surveys that IS IT A BIRD have carried out indicate that community is important — it seems to be the optimal thing to do something together. That is, the social part, the competition element and the possibility of individual coaching.

When it comes to the way of communicating IS IT A BIRD recommends that it takes place between equals — from cyclist to cyclist. The target group does not see itself as new cyclists. They ARE already cyclists seeing themselves as more or less experienced. This is about cyclists that you want to cycle more. The tone in a campaign or event must at the same time be equal and advisory.

When it comes to the content, the communication must be very concrete about the problems you imagine may arise when changing your transport habits. At the same time the recipient must also be told that it is OK to use the car when it is relevant. But cycling is easy and has many advantages.

The Danish Cyclists' Federation campaign *Bike to Work* contains both the possibility to do something with others and to get individual coaching. Improvements could be a further development of form and content. When it comes to the team captains it looks like it is a good idea to prepare them better to be able to coach the participants on an individual level.

The communication of the campaign initiators with businesses and the municipalities can also be improved. Many municipalities and businesses would like to build local initiatives and events on top of the *Bike to Work* concept. It must be made easy to build on the campaign. IS IT A BIRD recommends few concrete content elements rather than a long row of suggestions.

If you choose to communicate to more limited target groups - the young, the elderly or families - it is important to talk about the challenges typically connected to the different life phases (limited economy, limited time, limited physical abilities).

#### The three most important recommendations for optimising the campaign effort:

1. Equality in communication
2. Focus on concrete problems and personal gain
3. A strengthening of the social aspect and the possibility of personal coaching.



## 3.2 | COACHING

When activities that boost cycling are part of a social activity it is important that at least one person in the group can coach the less experienced cyclists. In *Bike to Work* it would be a good idea to prepare the team captains and other ambassadors to support the others through the whole process of changing experiences and habits.

The team captains can be informed about what preconceptions you have when you are going to change your transport habits. They are about the daily routines, the journey and the choice of route, the bicycle and its equipment as well as the body, the personal appearance and the clothes.

The team captains are the ones that must communicate the collective experience - preferably in a way that supports the cyclists' own experience-based learning. This is best done by counselling taking its starting point in the inexperienced cyclists' concrete worries while the support builds on a broad common experience.

The necessary support can be divided into phases following the experience-based learning: invitation, encouragement, advice and sparring. With entry points such as:

- Get on the team!
- Do you think it's going to be tough?
- Which problems are you experiencing?
- Help for equipment, bicycle adjustment, clothes etc.

The survey from IS IT A BIRD shows that it can be hard for some of the experienced cyclists who may have participated in the campaign for years to keep up the motivation. Particularly if the individual and not the company pays to participate. The coaching of inexperienced cyclists can be something that makes the experienced ones continue. A model with a personal coach per inexperienced cyclist would possibly strengthen participation as well as retention.

### The three most important recommendations:

1. The coaching must be adapted to the experience-based learning through the entire course of it
2. Take the worries seriously. They take up a lot of space and make a real barrier even though they may seem unrealistic to the experienced cyclist.
3. The coaching must be aimed at concrete problems: punctures, clothes, weather, sweat etc.



In IS IT A BIRD's version the coaching recommendations look like this:

## Good advice and tools for the continued work

*We can create value for the inexperienced cyclists by taking their language, preconceptions, experiences and everyday life seriously.*

### What is a cyclist?

- ☒ Do not use the concept "inexperienced cyclist" in external communication
- ☐ Do not make cycling out to be the only right thing
- ☐ Make space for transport alternatives such as the car, the train, the electric bicycle etc.

### The journey as habit

- ☒ Continuously adapt the support offered to the inexperienced cyclist during the change of transport habits
- ☐ Attempt to influence transport habits when other big changes in life are happening
- ☐ Take seriously the inexperienced cyclists' preconceptions
- ☐ Give the inexperienced cyclists advice on how to tackle concrete challenges

### The jigsaw puzzle of daily life

- ☒ Be aware that a change in transport habits affects your everyday life
- ☐ Make visible the economic advantages when it comes to other forms of transport - even when you do buy the right rain gear
- ☐ Show the gain in physical movement on cycling journeys at a moderate pace

### Phases in life

- ☒ Tap into the scarce resources in particular phases of life
- ☐ Show students the economic advantages without it becoming a discount solution
- ☐ Show families with children that the bicycle can save time
- ☐ Help seniors to begin cycling again

## 3.3 | INFRASTRUCTURE

When the opportunity to cycle presents itself, that is when the physical and structural preconditions are present, it makes sense to implement different kinds of initiatives and campaigns in order to increase the number of cyclists.

First and foremost it is important that the municipalities show that cycling conditions are good. If you have a good and well-functioning bicycle infrastructure and not many people use it, it is pretty easy to get more people to cycle by simply informing people that conditions are good.

The municipalities should, every time improvements have been made in the infrastructure, create awareness around these improvements.

Municipalities having ambitions to increase the number of cyclists, tend to start by working out an overview of all the existing bicycle routes and lanes and the state of them. Then there is a plan for operation and maintenance, maybe a mapping of the existing practice and a procedure for how to learn from your experiences so you continuously get better at solving the municipal maintenance tasks.

(See e.g. Handbook in bicycle lane inspection, Danish Cyclists' Federation 2010, Handbook in bicycle traffic, Celis Konsult 2014 and Bicycle Focus, Copenhagen Municipality guidelines for road projects, 2013.)

The municipalities with a particular focus on cycling develop a bicycle policy with the objectives of the municipality and a bicycle plan of action that year by year ensures that the necessary means are set aside to reach the objectives — and that the projects carried out all point in the right direction.

User-driven innovation can be recommended as a good way to carry out improvements when they are communicated. Get the cyclists to advise you, maybe through cooperation between the municipality and the local department of the Danish Cyclists' Federation.

**The three most important recommendations:**

1. Create awareness around improvements.
2. Make an overall running and development plan for the bicycle infrastructure in cooperation with the users.
3. Think untraditionally and cross-sectionally — both when it comes to administration and user groups.

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Danish Cyclists' Federation  
Rømersgade 5-7  
DK-1362 Copenhagen C  
Phone: +45 33 32 31 21  
[www.cyklistforbundet.dk](http://www.cyklistforbundet.dk)  
[post@cyklistforbundet.dk](mailto:post@cyklistforbundet.dk)