



The Future of the Bike

Cycling in New Zealand

- 2% cycling mode share
- 83% private car
- 60% say they would like to cycle
- Investment, but projects slow
- Small amount of bike share



- Bikelash
- E-bikes as a mode shift tool?
- ‘Why are cyclists the happiest commuters?’
- Bike justice –Gender and cycling, Māori and cycling, and low-income cycling.



Pedalling toward equity:
Exploring women's cycling in
New Zealand

Electric City: Exploring the
potential of Electric Bicycles in
NZ

1) Gender 'preferences'

2) Cycling and gender equality

Performing within gender
roles, or challenging them?

Ebikes as something
inbetween?

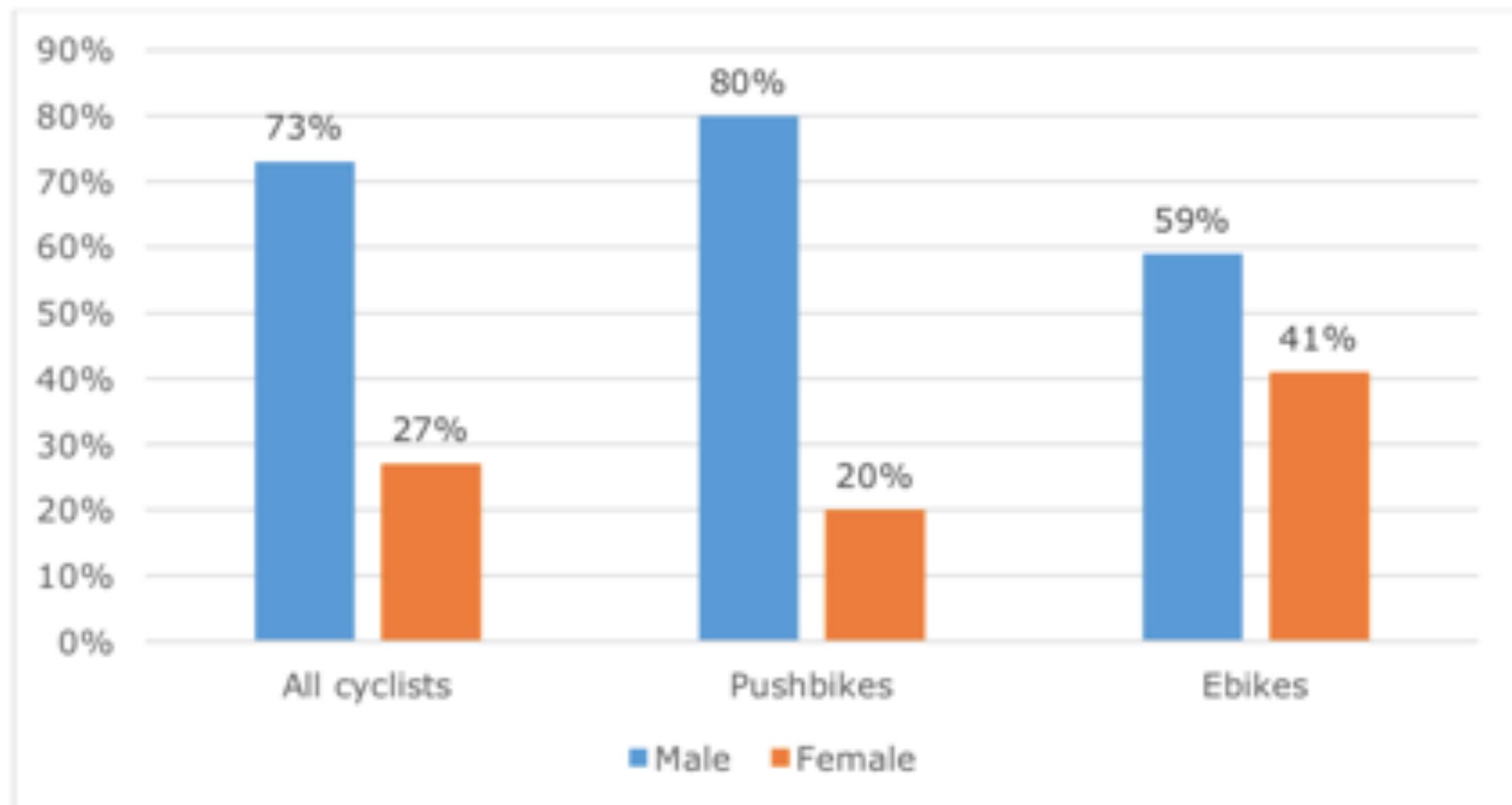


Figure 3. Bicycle type by gender of rider, northwestern cycleway, March 2018

Performing gender roles: Domestic responsibilities on a bike: Trip-chaining, carrying kids and groceries

- *““You could leave for work [in a car] and sometimes it is 15 minutes and sometimes it is 45 minutes, and if you are going to pick the kids up you can’t be plus or minus an hour.” (E-cyclist 5)*

Challenging gender roles: Strength, confidence taking the lane.

- *“I think it’s amazing for commuting. It puts me on much more of a par with the cars. I feel like I am able to manage the volume of traffic, particularly with the throttle where I can take off in front of the traffic confidently and comfortably.”*

Bikes as male technology - Quality of bikes and bike shop experience:

“Evolution Cycles in Pukekohe absolutely truck through their Reid bikes that look like a bicycle, have a basket and that’s what’s important to a lot of women. It looks like a bicycle and has a basket.

Well, I’ve seen them eighteen months later and they are literally falling apart. But a lot of the people use them a few times and go, you know what, I’m not sure I enjoy this cycling, but their cycling experience is based upon a bike that is really, really shit.” (Ebike retailer 1)

Māori and cycling – Rhys Jones, Bruce Kidd, Alistair Woodward

- Māori and Pākehā cycle at similar rates, although the gender gap is bigger, and they are more likely to be ‘survival’ cyclists – higher risk cycling.
- Pasifika people much less likely to cycle
- Māori mobility – caring responsibilities, whakawhanaungatanga, marae, ‘crises’, physical activity as contribution.
- Cycling strategies – Involve Māori at level of art, design and blessings – but only one Council had a Māori cycling strategy
- Māori cycling programmes – Connecting with whenua, urupā, kaitiakitanga (Atua Matua). Group programmes (Iron Māori)

Lessons:

- Universal design
- Travelling together (whakawhanaungatanga)
- Care and sustainability (kaitiakitanga)
- Collective goals in the family, household, and community.

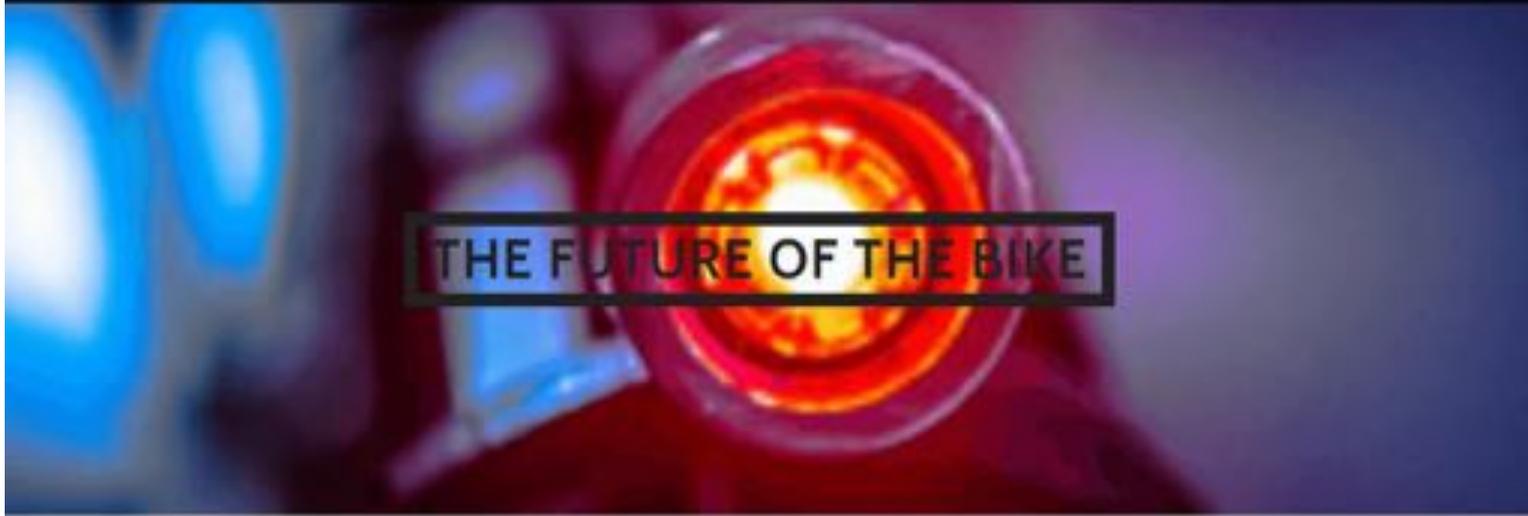
Human infrastructure and strengths-based approaches to cycling promotion in low-income communities



- What works?

- Survival cycling

“In the end, unlike most other objects we possess, the bicycle, for many riders, becomes an extension of the rider’s body and, consequently, an intimate part of oneself. Just as a cane or a wheelchair provides assistance for the elderly and disabled, the bicycle is a form of assistance to movement for humans in a variety of less advantaged economic and physical states. Riding bicycles is, in effect, assisted walking. Consequently, when owners lose their bicycles to theft, especially [low-income] cyclists, they sometimes perceive it not simply as the economic loss of a neutral object but as the loss of a physical self. For the student commuter or working-class cycling commuter, for example, the loss of a bicycle can mean that, the next day, one cannot attend class or get to work.” (p.133) Mirandé, A. and R.L. Williams, *Rascuache cycling justice*, in *Bicycle justice and urban transformation biking for all?*, A. Golub, et al., Editors. 2016, Routledge: New York. p. 130-142.



HOW CAN WE USE THE BICYCLE TO BUILD BETTER CITIES?

The Future of the Bike explores how we can leverage the power of the bicycle to address the emerging challenges of urbanisation. A collaborative venture between the University of Auckland, the University of Otago and transport consultancies Mackie Research and Dovetail Research, our project looks at how innovations in both bicycle technologies and city planning can improve urban sustainability in New Zealand.

www.futureofthebike.auckland.ac.nz