Is Peaceful Coexistence of Different Road Users Feasible
In Cyberspace and in Real Life?

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Agenda

• Introducing myself & my area
• Some sources of inspiration
• Characteristics of the analysed material
• Aim of analysis
• Issues raised in the analysed material
• Summary and conclusions
Introducing myself & my area

• Dr of economics, author of the „Concept of development of the cycling system in Pomeranian Voivodship (Green Paper)"

• Involved in PRESTO, OBIS, BYPAD, SEEMORE, Central MeetBike & other EU sponsored cycling promotion projects

• Attended 10 Velo-city Conferences

• Author of ‘Cycling into Cities’ – a series of weekly feuilletons published in the most popular Polish newspaper

• Vice-president of the ECF

• Honorary Ambassador of Polish Congresses
My home country area

GDP per sq. km in Polish cities in 2008

Source: Gill 2010, quoted after J. Szlachta et al.
My home city area 2/2

Dedicated cycling tracks and traffic calmed zones in Gdańsk
My home city area 1/2

Potential of the bike&ride trips in Gdańsk
Where are the data about Central and Eastern European countries?
Risks of road fatalities per 100 000 population in 2009 (or 2008)

A synthetic metaphor
Sources of inspiration

- Gideon and the Gedeonites
- Sun Tzu
- Rod King
- Marek Piskorski
Gideon and the Gedeonites
Sun Tzu

IF IGNORANT OF BOTH YOUR ENEMY AND YOURSELF, YOU ARE CERTAIN TO BE IN PERIL.
The increase in the share of public transport in modal split can be achieved (…) only if some restrictions are put on car use, but residents are against it.

Statement made at the discussion on the strategy of development of Pomorskie Voivodship, June 2012, Gdynia.
Hilden – Warrington
Two Towns – Two stories

• Less a pressure group, less self-interested
• No longer “us and them”
• Make modal shift an advantage to car drivers
• Increased cycling helps car users
Characteristics of analysed material

• 14 texts devoted to local transport policy issues published on the most popular regional webportal www.trojmiasto.pl from 27.08 till 10.11.2012

• 3016 opinions on 9 issues directly connected with cycling conditions

• 1766 opinions expressed on 5 issues indirectly connected with cycling
Aim of analysis

- **Quantitative analysis**: what is the level of readiness of the local community to support a substantial reorientation of the directions of development of the city: from a car oriented city towards a people oriented city.

- **Qualitative analysis**: what messages are articulated by people who favour cycling policies and those who are against them.
Weaknesses of the method applied

- non-representative samples
- anonymous opinions,
- authors not accountable to anyone
- poor presentation of issues in the initial text
Detailed aims

- Do people:
  - react (negatively) to idiotic statements
  - favour restrictions of:
    - car speed, use, parking etc.
    - favour genuine cycling policies or:
      - understand the benefits of favouring sustainable transport solutions
  - Are opinions favouring cycling soft in mode but strong in principle?
Issues raised in analysed articles (directly related to cycling)

- Fines for cycling on sidewalk
- Critical mass in Gdynia
- Green wave/phase for cyclists
- Bicycles in local railway trains
- Cycling accidents on cycling tracks
Issues raised in analysed articles
(directly related to cycling)

• Lights on bicycles

• Cycling lane on a carriageway

• Driver complaining for the critical mass

• Cyclists want photo radars for traffic wardens
Issues raised in analysed articles

- Pedestrian accidents
- Extension of paid parking zones in Gdańsk
- Road accidents and repentance
- Extension of 30 km/h zones
- Flyover to be demolished
• Cycling sympathisers tend to be less aggressive

• Car oriented people claim to adopt a „balanced approach”

• Routism may result in accusations of tribalism
Summary and conclusions 2/2

• Segregation is needed only when benefits of local traffic reduction and general traffic calming is not understood.

• Defusing tribalism and stressing integrated approach is more important than claiming funds for segregated facilities.

• Emotions may and need to be rationally studied, analysed, and exploited.
Feel invited to the 4th Congress of Active Mobility

The largest event of that kind in Central and Eastern Europe

Gdańsk, 12-13th September 2013
Polish Union of Active Mobility
Thank you for listening 😊

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