Build momentum

...empower the silent

Andy Mulholland
www.planforbikes.co.uk
Where do we queue up to execute you?
Cyclists safety being put at risk on Bears Way

Councillor [redacted] said: “I was outraged to learn that the council has been shortlisted for an award.

Council denies work is not necessary on Bears Way

Anger mounts over A81 Bears Way cycle lane roadworks initiative

Resident Steven parents’ h-...

Bears Way row rumbles on...

Bears Way row rumbles on...

with nowhere to park outside his elderly wanted answers. And cyclist Paul Murphy said

“Prior to the Bears Way cyclists and motorists existed alongside with no real problems.
Cyclists safety being put at risk on Bears Way
Where are the ‘NORMAL’ people?
What went wrong?

- 10% Vision
- Funding doubled (2010)
What went wrong?

Nervy politicians

• 6 Elections in 2 years
• Divisive national agendas
• Close to local election

(Scotland voted to stay in)
What went wrong?

Public opposition

• Understandable concerns
• Profit-driven
• Wider scepticism

Old Residents
• Dislike change
• Educated & entitled
• Loud & connected

Commuter Drivers
• Middle aged
• Angry minority
• Single perspective
• Educated & entitled

'Cyclists'

• MAMILS
  Angry minority
  Single perspective
  Educated & entitled

Businesses
• Understandable concerns
• Profit-driven
• Wider scepticism

• Single perspective
• Educated & entitled

• Angry minority
• Loud & connected
Why did this happen?

Echo Chambers

Old Residents

Business ‘Cyclists’

Commuter Drivers
Build momentum... empower the silent

- Give the silent a voice
- Anticipate opponents
- Collective decision-making
Give the silent a voice

- First
- Evidence
- Platforms
### Anticipate opposition

- Justification
- Timing
- Evidence

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http://cyclingfallacies.com/en/
Collective decision-making

- Negotiation & compromise
- Include politicians

Objective 1: Safe for a child to cycle to school

Design Forum

- Old Residents
- Children
- Engineers
Build momentum

- Give the silent a voice
- Anticipate opposition

Collective decision-making

Andy Mulholland
www.planforbikes.co.uk

Velo City 2017 Nijmegen Friday 16th June