WHAT GETS PEOPLE CYCLING?

« Cycle once, cycle everywhere! »
Application of the theories of behavioural changes to promotion of cycling in Belgium

Isabelle Bulthez – Director
Modal shift ???

From car user

To Daily cyclist
Prochaska & Carlo C. Di Clemente’s transtheoretical model of change

What will get you to change?

- Transition periods (moving, new job, change in the family)
- Daily life constraints (cost, traffic, time, ...)
- Sudden constraints (accident, breakdown);
- New opportunity (possibility to test, ...).
- Environmental preoccupation / values (less important because of routine inertia);
Pro Velo asbl/vzw: our mission

Pro Velo (Belgium) develops tailor-made solutions to facilitate and reinforce the transition towards bicycle, and therefore contributes to a better quality of life.

⇒ Profit from these transition periods or facilitating elements
⇒ Create opportunities for potential new cyclists
⇒ Help new cyclists to consolidate
Transtheoretical model of change – applied to modal shift

Precontemplation

Contemplation

Preparation

Action

Maintenance

Facilitating factors

Information & sensibilisation

Motivation to change

Infrastructures & quality services

« I will never use a bike! »

« Biking? That’s an option »

« I tried, and I bike sometimes »

« I would like to try biking »

« I use the bike regularly »

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Information & sensibilisation

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« Biking? That’s an option »

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Maintenance

« I use the bike regularly »

INFORM / RAISE AWARENESS / VISIBILITY

- Avoid fear / guilt
- Show change as a mean to achieve objectives, fulfil a need or desire, an opportunity to live better

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Motivation to change

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CONVINCE / SEDUCE

- Show examples of success modal shifts
- Facilitate identification, personal appropriation of the shift
- Show benefits
- Show change as positive and desirable
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Transtheoretical model of change – applied to modal shift

Infrastructures & quality services

Motivation to change

« I use the bike regularly »

Preparation

« I would like to try biking »

Action

« I tried, and I bike sometimes »

Maintenance

« Biking? That’s an option »

Precontemplation

« I will never use a bike! »

Contemplation

Pro Velo’s action

2 mois roues

FOSTER COMMITMENT

- Propose practical info
- Create community / network
- Testing / own experience
- Associate change with emotions / personal memories
- Insist on freedom feeling

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Concept:

- Testing during a period of 2 weeks
- Bikers => Volunteer coaches
- Training by professional trainers
- Bicycle loaned during a period of 2 weeks
- Electric / Classic / Folded / Cargo bikes
- Events / Community / Image

Modal shift results:

- 83% modal shift after 6 months
- 39% have convinced others
- 87% believe coaching was crucial
- Main discoveries: *it is possible ! Important to receive tips / Riding a bike is pleasant and keep me in shape !*
Concept « 2Months2Wheels » :

- Testing during a period of 2 months
- Electric bike loaned during a period of 2 months
- Training by professional trainers
- Oriented « modal shift » → selection of candidates
- Survey before / during / after testing
- Liège / Namur / Ottignies (Wallonia)

Modal shift results :

- Cyclist before the test : Not at all / a bit = 80%
- Testing of electric bike did replace other transport modes : Yes = 77% (70% of which = Car)
- Convinced ? Yes = 92 %
- Modal shift after 6 months : Yes = 65%
- Those who do not use the bike anymore : Reason = not possible to buy a bike / electric bike = 44 %
- Main discoveries : it is possible ! Important to receive tips / Riding a bike is pleasant and keep me in shape !
**Pro Velo's action**

**Transtheoretical model of change – applied to modal shift**

- **Precontemplation**
  - « I will never use a bike! »

- **Contemplation**
  - « Biking? That’s an option »
  - « I would like to try biking »

- **Preparation**
  - « I tried, and I bike sometimes »

- **Action**
  - « I use the bike regularly »

- **Maintenance**
  - « I will never use a bike! »

**Valorize**

- Valorize attempts to behavior change
- Promote testing of new solutions
- Promote sharing of experience and feelings (ambassadors for others)

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Transtheoretical model of change – applied to modal shift

Pro Velo’s action

Precontemplation

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Maintenance

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« I will never use a bike! »

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CONSOLIDATE

• Structuring of the alternative channels
• Avoid situations that lead to relapse
• Propose new solutions and innovation

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Conclusion

At each step of the transtheoretical change model, cycle once, cycle everywhere!
Thank you for your attention!

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