Winter Bicycling as Holistic Change
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Dissertation research:
In search of New Riders – Affective Exclusions and Bicycle Planning in Minneapolis/Saint Paul
Overview of Talk

“Interested-but-concerned”: how bike planning frames new riders

“Body vs. Mind” frameworks of change (for cars and for bicycles)

A taxonomy of bicycle relationships (summer vs. winter)

Winter bike planning DOs and DONTs
Portland’s “Four Types”

Four Types of Transportation Cyclists in Portland
By Proportion of Population

- Interested but Concerned: 60%
- No Way No How: 33%
- Strong & Fearless: <1%
- Enthusiastic & Confident: 7%

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What interests? What concerns?
Descartes’ diagram of mind/body dualism (c. 1640)
changing minds
changing attitudes
adopting values
using logic
rational behavior
making healthy choices
raising awareness
seeing clearly
understanding the truth
deciding to change
&c.
Beyond the ABC: climate change policy and theories of social change

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Abstract. In this short and deliberately provocative paper I reflect on what seems to be a yawning gulf between the potential contribution of the social sciences and the typically restricted models and concepts of social change embedded in contemporary environmental policy in the UK, and in other countries too. As well as making a strong case for going beyond what I refer to as the dominant paradigm of “ABC”—attitude, behaviour, and choice—I discuss the attractions of this model, the blind spots it creates, and the forms of governance it sustains. This exercise provides some insight into why so much relevant social theory remains so marginalized, and how to identify opportunities for making better use of existing intellectual resources.

Introduction
“Climate change is probably the greatest long-term challenge facing the human race.”
Tony Blair (2006, page 4)

It is now widely agreed that the challenges of climate change are such that many familiar ways of life and many of the patterns of consumption associated with them are fundamentally unsustainable. If there is to be any effective response, new forms of living, working, and playing will have to be created across all sectors of society. Since social change constitutes core business for the social sciences, one might expect these disciplines to be taking central stage—generating lively popular and policy debate about what such transformations might entail and how it might come about.

Over the last twenty years or so, academic social scientists of varied theoretical persuasions and diverse disciplinary backgrounds have been busy with at least parts of this agenda. Indeed, this period, the “environment” or, more recently, “climate change”, has generated recognizably new strands of enquiry, some of which have become institutionalized through journals, research funding, PhD student projects, and research networks of every description. In short, there has been quite a lot of action since Howard Newby’s (1991) “One world, two cultures” address to the British Sociological Association in which he challenged the social sciences and sociology in particular to engage with what had until then been a topic defined and dominated by the natural sciences.

For reasons that are themselves interesting, much of this subsequent action has been coloured by prior disciplinary preoccupations. The resulting canvas of explicitly environmental or climate-change-related research in geography and sociology is consequently patchy, intellectual energy having been invested in some issues and strands of
OR habit
Curing your Clown-Like Car Habit

One of the weirdest things about this country is the way people use their cars.

I mean, it takes some serious effort to find a spot in our Three Million Square Mile land area, where you will not see endless lines of seated humans trundling meaninglessly back and forth in these giant and stupendously inefficient machines. Whether you’re on a rocky rural road in the desert, in a deep blizzard high atop the Continental Divide, walking up to the elementary school to meet the bus with your kids a few blocks home from school, on a beautiful Hawaiian afternoon drive, or on a work trip overseas, you’ll see them, their cars, and their clown-like habits everywhere.

A lineup of Clowns waiting to drive their cars to pick up their kids a few blocks home from school, on a beautiful Hawaiian afternoon drive, or on a work trip overseas (January 2013).
Inside a Lexus
Attenuated perception
The car is a “system of automobility” 
[body – car – driveable city]
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[body – car – driveable city]
The car is a “system of automobility” [body – car – driveable city]
The bike is a “network of bikeability” [body – car – bikeable city]
Figure 2.5. Participant being addressed by a driver during the afternoon in South Minneapolis.
Figure 4.5 [below]. Images of Sam's shortcut: Clockwise from top left, dismounting and riding down the embankment to the sidewalk and intersection.
Figure 2.3 - Participant resting his foot on the curb at a red light during an afternoon in downtown Minneapolis.
The bike is a “network of bikeability”
[body – car – bikeable city]

I have been to the promised land.
And it kicks ass.

I put the "fab" in "winter." Snow globe morning!
#woolrich #madeinusa
The bike is a “network of bikeability”  
[body – car – bikeable city]
“You get used to it, it’s a routine everyone has the things that work for them and, for me, I carry my work clothing to school. Every day involves me dressing after the ride when I get to school, changing into school clothes, teaching. Or sometimes commuting to another campus 10 miles away, and then riding home. I have a pretty big backpack.”

-J.J.
“Fall and spring are my favorite times to commute by bike because I can wear pretty comfortable clothes. I don’t usually feel like I’ve sweated 25-45 minutes on my bike. I feel fresh and clean. But in the summer, it’s a lot warmer. Maybe not as fresh as if you were driving to work. The same thing happens in really really cold months. You dress really warm and end up seating inside your clothes.”

-Holly
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What interests? What concerns?
Key point: No one “right way” to ride a bike...
... only different relationships between the bike, the city, and people.
<table>
<thead>
<tr>
<th>Affect</th>
<th>Bicycle</th>
<th>Body, equipment</th>
<th>Urban Space</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletic</td>
<td>Road bike (carbon fiber, many gears, forward geometry)</td>
<td>Fitness, exertion, monitoring one’s pulse, expensive high-tech clothing, clipless shoes/pedals</td>
<td>Straight rural routes, few intersections, shoulders of roads</td>
</tr>
<tr>
<td>Fear</td>
<td>Anything well-maintained</td>
<td>Attentiveness, Emphasis on visibility (lights, reflective clothing), helmet, hand signals</td>
<td>Bike lanes, arterial roads</td>
</tr>
<tr>
<td>Meditative</td>
<td>“Dutch-style” urban bike, vintage bike</td>
<td>Everyday clothing, relaxed posture, iPod</td>
<td>Off-street trail, low-trafficked streets</td>
</tr>
<tr>
<td>Invisible</td>
<td>Anything that works</td>
<td>No bicycle-specific apparel, slow speeds</td>
<td>Sidewalks, low-trafficked streets</td>
</tr>
</tbody>
</table>

Table 5.1. Affective Taxonomy of Minneapolis/Saint Paul Bicycling.

A rough typography of “interests” and “concerns”
Counts on shared-use paths in Minneapolis
Work by Greg Lindsay, University of Minnesota
30 Days of Biking
April 1-30, 2015

Why April?
Greenway at sunset on my first long <10° ride
Dos and Don’ts:

* DON’T use language of “changing minds”, think about habit instead
* DON’T assume a hierarchical or evolutionary typography

* DO be an incrementalist
* DO always think about the urban and social environments
* DO design infrastructure that accommodates different kinds of riding