

Interventions for Promoting Cycling in Cities: Development of a Taxonomy of Policy Measures

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Abstract

An increasing number of cities around the world is trying to reduce motorized traffic and is moving to climate-friendly transport options, such as walking and cycling, by improving infra-structure and services. Whilst multiple municipalities have achieved considerable success in this regard, others appear to struggle to align the needs of citizens with their investments. Identifying a gap in the literature on categorizations and combinations of interventions available to cities, this study seeks to develop a taxonomy that classifies interventions designed to promote cycling. This is achieved by collecting interventions from the websites, and related documents of 50 cities, resulting in a taxonomy with 49 distinctive categories comprising 452 interventions. Using fsQCA, the taxonomy is then used to assess cities' portfolios of measures directed towards promoting cycling and test their effectiveness with regard to increasing bicycle satisfaction. Results reveal three solutions, in which the core conditions are the existence of strategy and planning, activity increasing services, and infrastructure.

Track: Public Sector and Non-Profit Marketing