

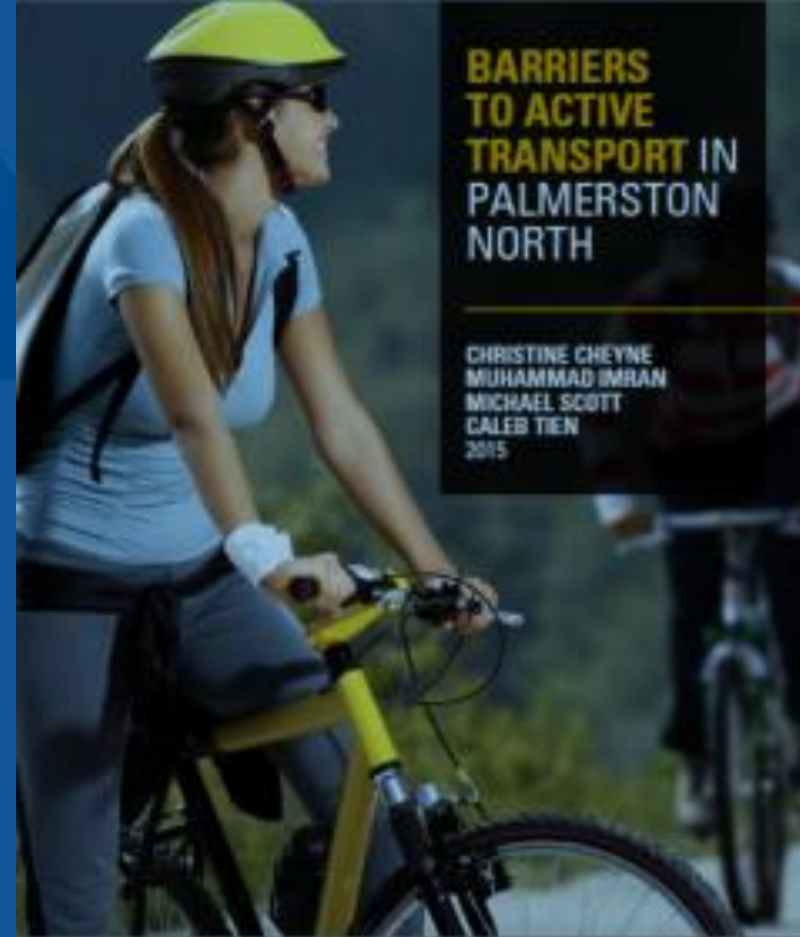
# Collaborative working to overcome barriers to active transport: learning from a living lab



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# Outline

- Research on barriers to active transport – **background**
- Research – **process and critical factors**
- **Reflections** on living lab approach



# A different way of working...



design\_research

report

planning

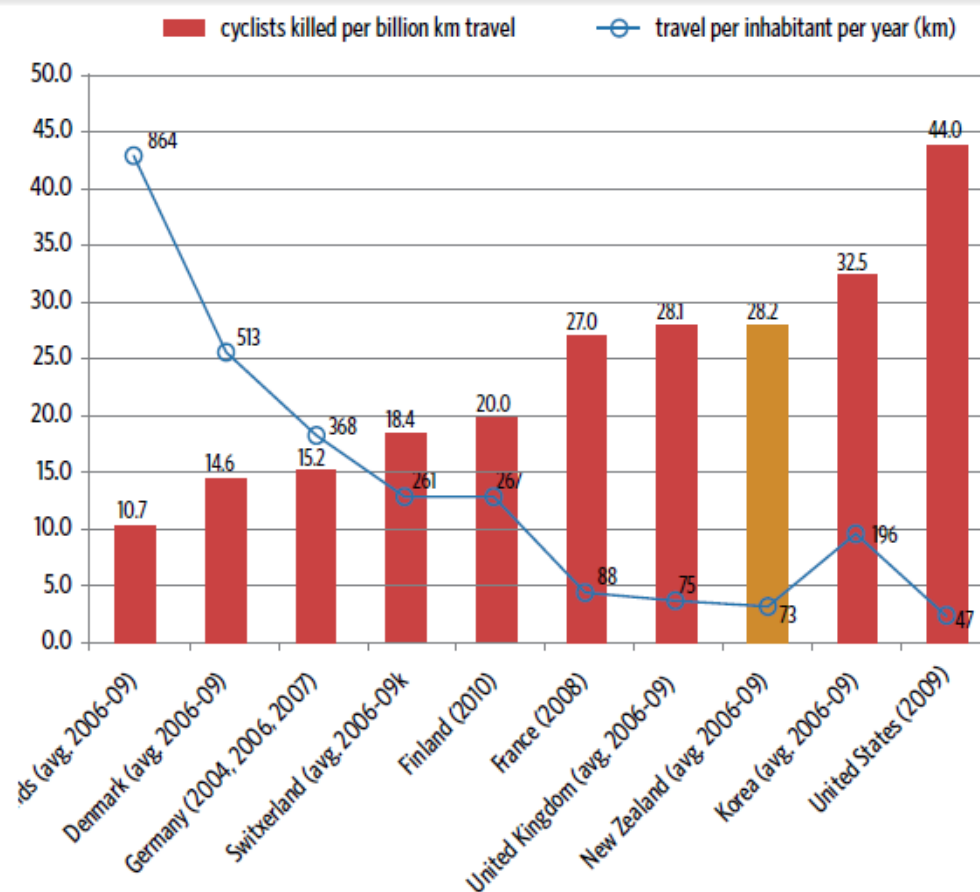
event

student\_studio

living\_lab

size / scape / location / category / year

Massey University's experiment in working together for sustainable futures.



## Cycle Safety Panel 2014

Figure 1: Relative safety of cycling compared to cycling activity: (Axel Wilke).

The cycling fatality risk in New Zealand is nearly three times that in the Netherlands per billion kilometres travelled. On average Dutch people cycle about 12 times further per year than New Zealanders (864 kilometres compared to 73)



# Background

- previously research focused on peri-urban issues, sustainable city strategy review – with short-term projects for summer scholars
- Oct 2014 roundtable to discuss possible transport focus for 2014/15 summer scholarships but with commitment to a longer-term project

# Research - process

- Phase 1 :
- Online survey of staff of two organisations (city council and university) Jan 2015
- Phase 2 :
- April 2015 survey of Massey Manawatu students by Massey 3<sup>rd</sup> year Planning students
- Phase 3 :
- 2016 Planning Honours projects and focus groups with secondary school students (by 3<sup>rd</sup> year Planning students)

# Phase 1 and 2 ( 2015)

- Online survey of staff over two weeks of two organisations (city council and university)
  - 42.5% response rate
  - 57% female, 43% male
  - 60% aged 40-59 years
- Student survey – of students by students to capture younger age group
  - 432 questionnaires in 2 hours survey on 22<sup>nd</sup> April 2015



# Reflections – changing role of university:

- 1) 12thC - teaching
- 2) Mid 19th C - research
- 3) Late 20<sup>th</sup>C - entrepreneurial service provider
- 4) Early 21<sup>st</sup>C - community member and partner

Trencher, G., Yarime, M., McCormick, M. B., Doll, C. N. H. & Kraines, S. B. (2014) Beyond the third mission. Exploring the emerging university function of co-creation for sustainability, *Science and Public Policy*, 41(2), pp. 151–179.



# 7 Critical factors

- 1) Senior manager understanding and arms-length involvement;
- 2) A continuing relationship over time fostered; as well, there was a commitment to an on-going research relationship;
- 3) Lower-tier manager/officer 'buy-in' so that initiatives 'sponsored' by senior managers are also 'owned' by staff in the lower tiers of participating organisations;

- 4) Researcher familiarity with council planning processes and political drivers;
- 5) Well-oiled wheels of communication
- 6) A 'go-between' with sufficient seniority and/or access to senior managers and researchers - a key point of contact for individuals in both (all) organisations;
- 7) Government policy momentum with policy developments and research being mutually-reinforcing.

# Reflections: becoming a 'multiversity'

Advocate

Academic

Analysis

Activist

Frank, A. I., & Sieh, L. (2016). Multiversity of the twenty-first century – examining opportunities for integrating community engagement in planning curricula. *Planning Practice & Research*, 1-20.

# Questions and Comments

Opus International Consultants Urban and Landscape Design Framework  
DRAFT MANAWATŪ PEDESTRIAN AND CYCLE BRIDGE



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