

The Freedom to Ride

History

Transportation access and racial equity have gone hand in hand throughout history.



“You have to know the past to understand the future” – Dr. Carl Sagan



Research

Concentrate on minority perception of transportation.

(1) To discover key factors that changes the behavior of African Americans towards transportation, especially bicycling.

(2) To examine the effects of changes in transportation infrastructure (bicycle lanes and sharrows) has on African Americans.

(3) To better understand African Americans perception of transportation.



East Side Riders BC, Watts area, Los Angeles



Types of Cyclist

Previous research conducted have conceptualized that the behavior of bicyclist is mostly concentrated on type of rider they are non-cyclist or cyclist, novice, intermediate, advance.

Let's have a conversation

Storytelling

Written

Physical

Verbal

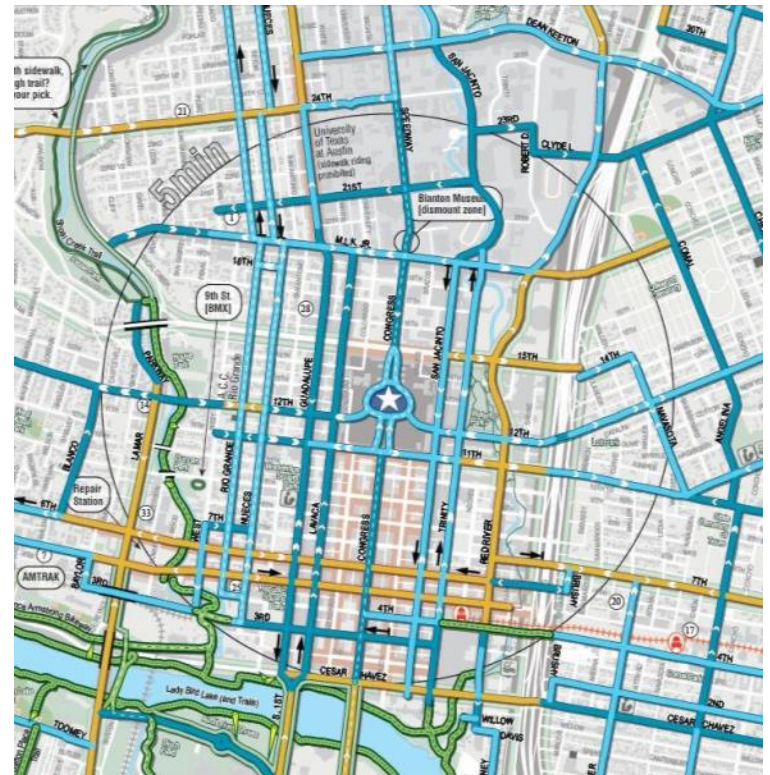


Physical

How was this community made?

What defines this community?

What does community mean to them?



Bike Map OF Austin, Texas



Credit: Amanda Brown, Star Ledger

Verbal: Bike Lanes vs. Eastside

Bicycle facilities have been places in communities of color across the nation. Some of these facilities have been received with negative feedback.

“Bike lanes are leading the way to gentrification”

So, let's have that conversation...and
listen.

Active Transportation Division

Bicycle



Walking



Other Transit options



Collaboration

Working with others



Working in within



Policies



Motivational Interviewing

“Motivational interviewing is a person-centered, guiding method of communication to elicit and strengthen motivation for change”

Cycle of Change

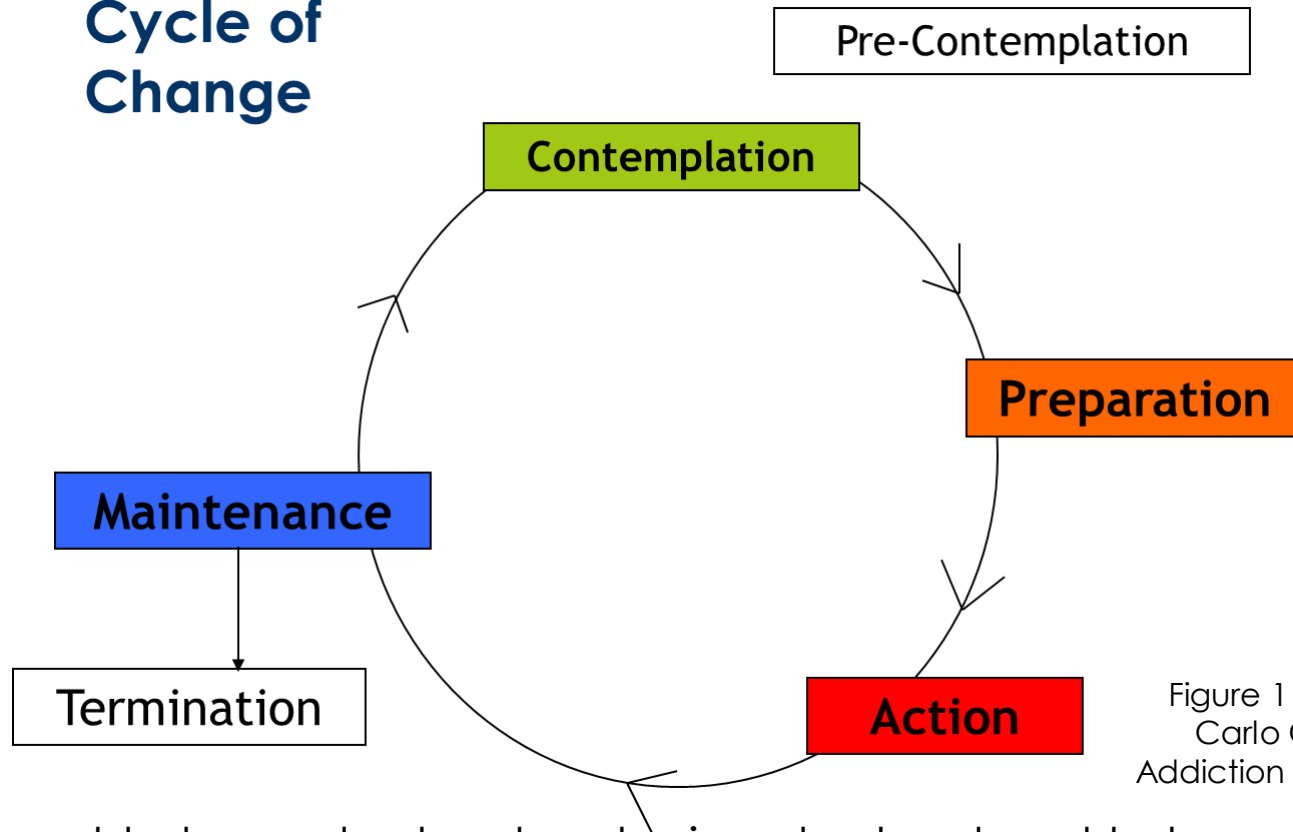


Figure 1 – Adapted from
Carlo C. DiClemente
Addiction and Change 2003

People want to be understood, not misunderstood and to be accepted
without judgment

Asking...and listening

- Open questions can help to guide clients to talk themselves into changing their behaviour
 - With open ended questions, it allows any response and invites people to talk
 - Example:
 - How do you travel?
 - What's the best (or worse) part of your trip when you are traveling to school?
- Listening with reflection and reaffirming their statements.

Broader Impact (Potential considerations)

Broader Impacts of our future and communities of color.

Demonstrate the linkage between research and societal benefits, including how historical racial impact and cultural differences affect the field of how we continue planning

Dismantle myths and assumptions about bicycling in the African American community

Enhance networks and partnerships by identifying and establishing collaborations opportunities between a city and African American communities

Creating opportunities for future growth in communities.



Reflectivity

We as advocates, planners, developers, city employees, organizations and researchers need to step back and look at the larger picture.

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