Reducing 'car-dooring':
The role of stickers as visual reminders

Final Report

Concepts of Change with
Ipsos Social Research

August, 2013

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Contents

Executive Summary

Background

The Road Safety Action Group Inner Melbourne (RSAGIM) was concerned about the high incidence of cyclists colliding with parked car doors (often termed 'car dooring'[1]). In early 2012, work commissioned by RSAGIM described the extent of injury car dooring incidents in inner Melbourne which showed it was the most common crash type for cyclists in Inner Melbourne leading to hospital admission (CDM Research, 2012)[2]. It also provided evidence that there is little information on this subject both in Australia and internationally and identified the need to understand more about people's parking behaviour (particularly on the streets with the highest prevalence of car dooring).

Aims

The broad focus of the current work was, therefore, to understand more about drivers' perspectives (vis-à-vis cyclists) when they are parking and also to test the one available tool to address car dooring – VicRoads bike stickers.

The stated aim of the research focussed foremost on testing the bike stickers - 'to understand more on the efficacy of interventions to reduce car dooring'. More specifically it aimed to understand if the existing stickers encouraged drivers and passengers:

- to look for bicycles every time they park and

- to wait for them to pass before opening the door.

In the course of gaining this understanding there was also goal to identify:

- what internal triggers might make it easier for people to always check for cyclists when they are parking and hence,

- what steps could be taken by State and Local Government (e.g. provision of information [prompts, stickers, facts, messages] or infrastructure changes.

Furthermore, during the research it became clear that people believed that a total culture of awareness of the issues of car dooring and associated preventative behaviour is needed to effect widespread behaviour change. To this end we have also made cultural change a subject of our reporting.

Approach

The method used to achieve these aims is described in detail in this report and involved an initial exploratory focus group, site visits, a survey to recruit people who had recently parked on each of three target streets (Brunswick Street, St Kilda Road and Chapel Street) and in-depth discussions with a sample of these people. The work took place between May and July 2013.

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[1]   Note that an important finding of the study was that the phrase 'car dooring' is not widely understood by the non-cycling community – hence the quotation marks in the title. However, from this point we have removed them for simplicity.

[2]   CDM Research (2012) *Bicycle Rider Collisions with Car Doors* Prepared for Road Safety Action Group Inner Melbourne.
http://www.bicyclenetwork.com.au/media/vanilla/file/0010%20RMAGIM%20Door%20Knock%20-%20Background%20(Final-1).pdf

Findings

Given the multiple interests of the research, several parallel findings are reported. They are:

- the existing visual reminders to avoid car dooring (stickers) in their current format, distributed in isolation, do not lead to most people avoiding car dooring,

- the parking task is complex, particularly on busy streets, and often detracts from the concentration on avoiding car dooring,

- there are 'internal triggers' that could be encouraged (different for different people) which might make it easier for people to check for cyclists when they are parking and,

- there are a series of external triggers that people would perceive to be useful which have been recommended.

Each of these is summarised below.

Testing the stickers

The method of diagnostic testing was used to assess whether the stickers as currently presented are likely to achieve the goal of reducing car dooring by drivers and passengers. It was shown that an intervention solely based on stickers **is unlikely to get drivers and passengers to look for cyclists before and while opening doors** and, if cyclists are seen, they are **not likely to wait until cyclists have passed before opening the door**.

The concept of a visual reminder such as a sticker has potential if:

- they are one of a number of measures addressing car dooring, and

- new versions of the stickers are tested in more in-depth during the development stage (i.e. for message, layout, and understanding) so that they can serve multiple purposes including serving as a reminder or a talking point and 'spreading the word' or diffusing a culture of change.

In other words, in a new, tested format, a visual reminder might be a tool in a culture where hurting someone through car dooring is unacceptable.

Understanding the parking task

One of the key findings of the research related to people's state of mind when they are parking, particularly on busy streets. People reported usually being in somewhat of a tense state of mind when driving along these streets due to the congestion and the multiple stimuli of other cars, people, bicycles, signs and anticipated unexpected occurrences. The tense state of mind, coupled with the difficulty of finding a parking space, often means drivers are so relieved when they find one that they immediately relax and are less aware of their surroundings, with opening doors and checking for bikes not on their mind.

In addition, cyclists were not reported as the top frustrations along any of the streets. While this is positive, it also shows that cyclists are not at the top of people's minds as street users. This finding helps to explain why car dooring is particularly high in the busy inner suburbs of Melbourne and gives insights into the types of measures that might assist in reducing the incidence of car dooring.

Internal triggers

It is not only the complexity of the parking task that is likely to contribute to car dooring. Since the avoidance of hurting people through car dooring is not currently part of the inner Melbourne culture, people were asked to describe the sort of things that they as individuals could do to remind themselves to be cautious as a habit.

These included:

- if challenged, thinking of something that they could do (e.g. recite a mantra, mention it to passengers every time, come up with a tactile reminder) – though it would not be the same for everyone, and

- finding out more information about the frequency and severity of car dooring so that it would seem less acceptable to not check for cyclists and more acceptable to remind others,

External triggers

The discussions challenged participants to think of external triggers (things that were outside their control) that would assist them personally to make avoiding car dooring a habit when they were a driver or passenger. These suggestions fell into three main categories.

1) Messages

In order to bring about a culture where car dooring is not acceptable and where all people are aware and able to prevent it, the following messages are likely to bring about the most change and to sustain a habit of change:

- It is important to state some facts as most people have no idea of the frequency or severity of car dooring incidents in inner Melbourne nor that it is the driver/passenger's responsibility to look. However, since people in general do not understand the phrase 'car dooring' this should be used only with an explanation;

- The message of 'not wanting to injure someone' is likely to be a better incentive than fines for most people, although fines are likely to remain important for others;

- Personal stories are more likely to bring about change than general warning messages;

- There is a need for constant reminder messages – either from the media or from other sources that people trust (friends, relatives, teachers, colleagues).

2) Visual reminders

Visual reminders need to be associated with other reminders such as audible or tactile measures. Most people reported that static visual reminders (such as stickers) quickly become 'part of what is usually there' and are no longer noticed.

3) Value of talking about the issue

A key finding was that when people start to talk about the issue of car dooring, they are likely to change their behaviour to reduce it. During the discussions, most people said that they were not only able and willing to change their own behaviour (either start to become vigilant or become even more vigilant and talk to others about it) as a result of the group conversation itself. In fact, several people even noted that the initial interview had alerted them to their own negligent behaviour.

Recommendations

The recommendations emerging from the work are:

- The key to reducing the incidence of car dooring is to implement a package of measures that includes:

  - Information (including what the term means, incidence, impact, liability, associated fines);

  - Personal prompts – this needs more research but is likely to include visual, audible and tactile reminders which people can choose according to what best suits them;

  - Community wide reminders – including media messages, inclusion in driver's licence tests, through schools, workplaces and organisations;

  - Regulation, enforcement and fines (which already exists).

- The key message needs to be tested further but is likely to be that car dooring is unacceptable because it hurts people.

- Any measure or message needs to encourage people to talk about the issue of car dooring with friends, family, colleagues and others with whom they interact.

It is recommended that the next step is to formulate the package of measures and work out ways in which several measures can be implemented at the same time to work towards creating a culture of reducing car dooring. In setting priorities for these measures it will be important to prioritise those that are likely to have the greatest diffusion effects, particularly those involving existing networks or people.

1. Background

The Road Safety Action Group of Inner Melbourne (RSAGIM) wanted to understand more about the efficacy of interventions to reduce 'car dooring'[3] as there is little information on this subject both in Australia and internationally. This report is the response to a study RSAGIM commissioned to achieve that goal – both to understand the value of an existing intervention (the VicRoads *Look for Bike* stickers) and to explore alternative or supplementary interventions.

The VicRoads bike stickers were developed because the Victorian Government recognises that open car doors can be a risk for bike riders and is consequently actively promoting to drivers and passengers that they should look carefully for bike riders before opening car doors. This is in line with the Coroner's recommendation from the finding into the death of James Cross. The Coroner recommended that VicRoads look at ways to educate drivers to check before opening their car door. In June 2012, the Minister for Roads, the Hon Terry Mulder MP, launched a sticker pack for drivers and passengers to remind them to look out for bike riders before opening their car door.

The final design of the research project was a combination of RSAGIM's original ideas on the nature of the project and initial discussions with Concepts of Change and team members from Ipsos Social Research. As is described below, in-depth discussions as part of focus groups replaced the original concept of an emphasis on on-street and on-line surveys because it was decided that more understanding would be gained at this initial stage.

The RSAGIM chose three streets as targets for this study – Brunswick Street (City of Yarra), Chapel Street (City of Stonnington), and St Kilda Road (Cities of Melbourne and Port Phillip). These were streets with a high number of car dooring incidents and allowed representation in each of the four Councils in the RSAGIM.

The approach consisted of four main stages:

1. Mapping car dooring incidents from VicRoads data (Section 2).

2. Understanding drivers and passengers (Section 3) –made up of an initial focus group with a test of the VicRoads stickers and a site visit to each of the three target streets.

3. Testing ways to reduce car dooring (Section 4) by enlisting people on the streets and providing those who agreed to attend a focus group with two different intervention types.

4. Holding four focus groups and four in-depth interviews (Section 5) making it possible to test the different approaches.

The findings and recommendations are reported in Section 6.

1.1   Aims of the Project

The broad focus of the current work was to understand more about drivers' perspectives (vis-à-vis cyclists) when they are parking and also to test the one available tool to address car dooring – VicRoads bike stickers.

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[3]   Note that an important finding of the study was that the phrase 'car dooring' is not widely understood by the non-cycling community – hence the quotation marks in the title. However, from this point we have removed them for simplicity.

The stated aim of the research focussed foremost on testing the bike stickers - 'to understand more on the efficacy of interventions to reduce car dooring'. More specifically it aimed to understand if the existing stickers:

- Encouraged drivers and passengers to look for bicycles every time they park and

- Encouraged them to wait for them to pass before opening the door.

In the course of gaining this understanding there were also goals to identify:

- what internal triggers and prompts might make it easier for people to always check for cyclists when they are parking and hence,

- what steps could be taken by state and local government (e.g. provision of information [prompts, stickers, facts, messages] or infrastructure changes.

Furthermore, during the research it became clear that people believed that a total culture of awareness of the issues of car dooring and associated preventative behaviour is needed to effect widespread behaviour change. To this end we have also made cultural change a subject of our reporting.

2.   The extent of car dooring incidents

An initial step in this project was to understand the extent of car dooring as reported in the VicRoads Crash data 'Crash Stats' (reported for July 2007 to June 2012). They have been plotted in the following figures.

2.1   Chapel Street

Figure 1 maps all car dooring incidents that occurred on Chapel Street in the data period. To view the Chapel Street data in more detail, including information on the time and day of each incident visit: https://mapsengine.google.com/map/edit?mid=zLQupKVjNw90.kTlKKmG0CoRg

Figure 1 The extent of car dooring incidents on Chapel Street
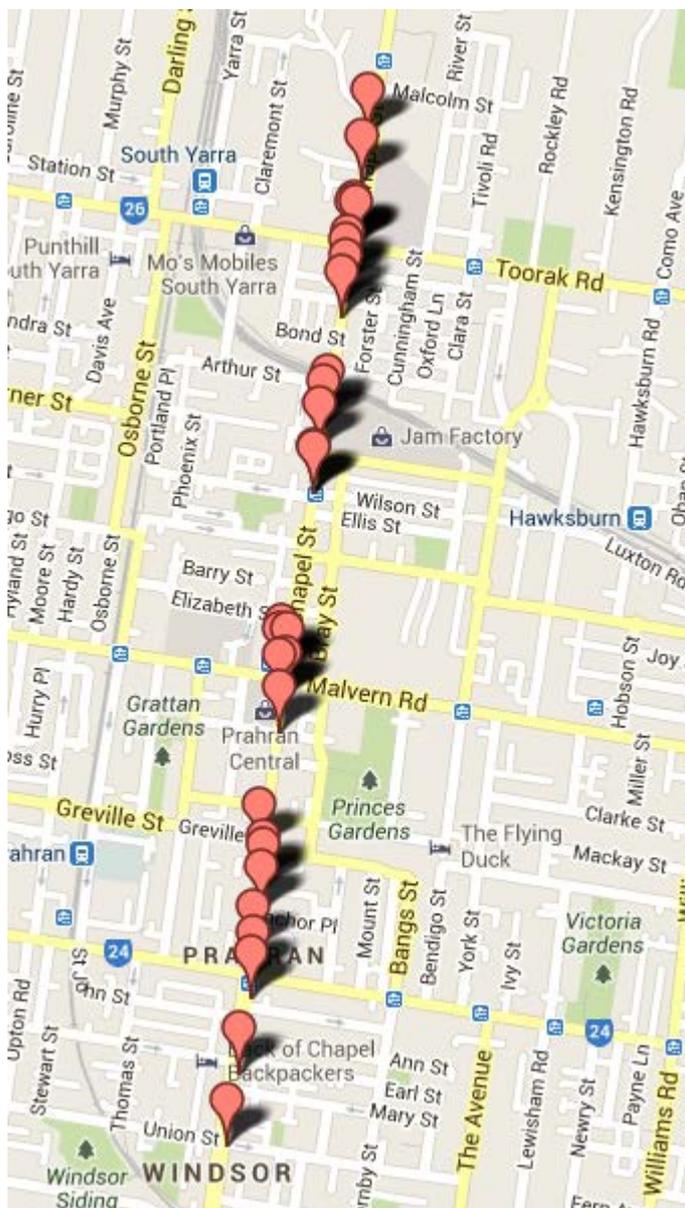
The map shows that car dooring Incidents on Chapel Street were fairly spread out across the street, with some clustering around large intersections, particularly the intersection at Toorak Road, Malvern/Commercial Road and between King and High Street.   Outside the Jam Factory also appears to be a hotspot for car dooring.

Car dooring incidents occurred at all times of day, from 4.30am to 11pm. However, there does appear to be a clustering of incidents around lunch time (11 out of 29 incidents occurring between 11am and 3pm). Nine out of the 29 incidents occurred on a weekend, while 20 occurred on a week day.

2.2 Brunswick Street

Figure 2 shows the location of all car-dooring incidents that occurred on Brunswick Street. More detail is given at: https://mapsengine.google.com/map/edit?mid=zLQupKVjNw90.kpsVVlblxtWE

Figure 2 The extent of car dooring incidents on Brunswick Street
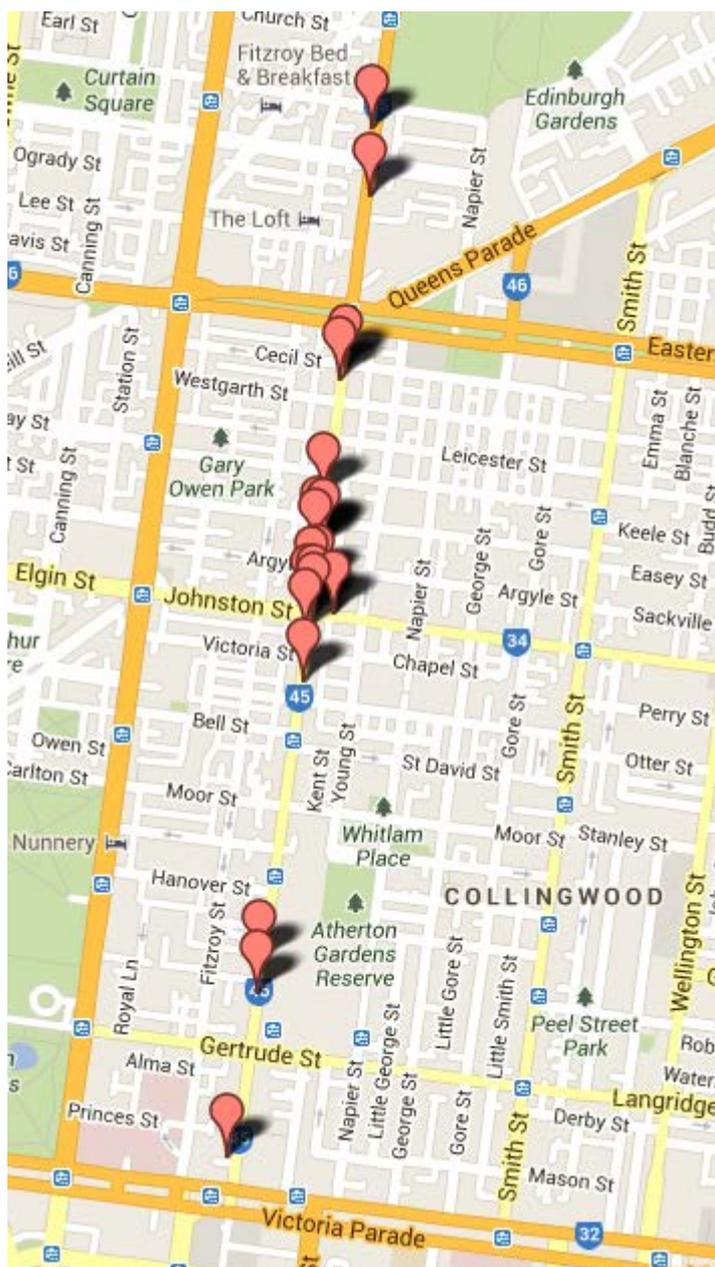
The majority of incidents occurred around Johnston Street, or between Johnston and Rose Streets. There were only two incidents in North Fitzroy, and a further two near Alexandra Parade. Only three incidents occurred on the southern end of Brunswick Street below Bell Street.

Most incidents occurred on weekdays, with only three of the 18 incidents occurring on weekends. Unlike Chapel Street, incidents did not appear to be clustered around a particular time of day. Incidents occurred between 1am and 9.25pm.

2.3   St Kilda Road

Figure 3 shows all car dooring incidents that occurred on St Kilda Road. Many incidents occurred in the same location. The detailed view including times and days of week can be found at: https://mapsengine.google.com/map/edit?mid=zLQupKVjNw90.kijQ36cDtI3I.

Figure 3   The extent of car dooring incidents on St Kilda Road
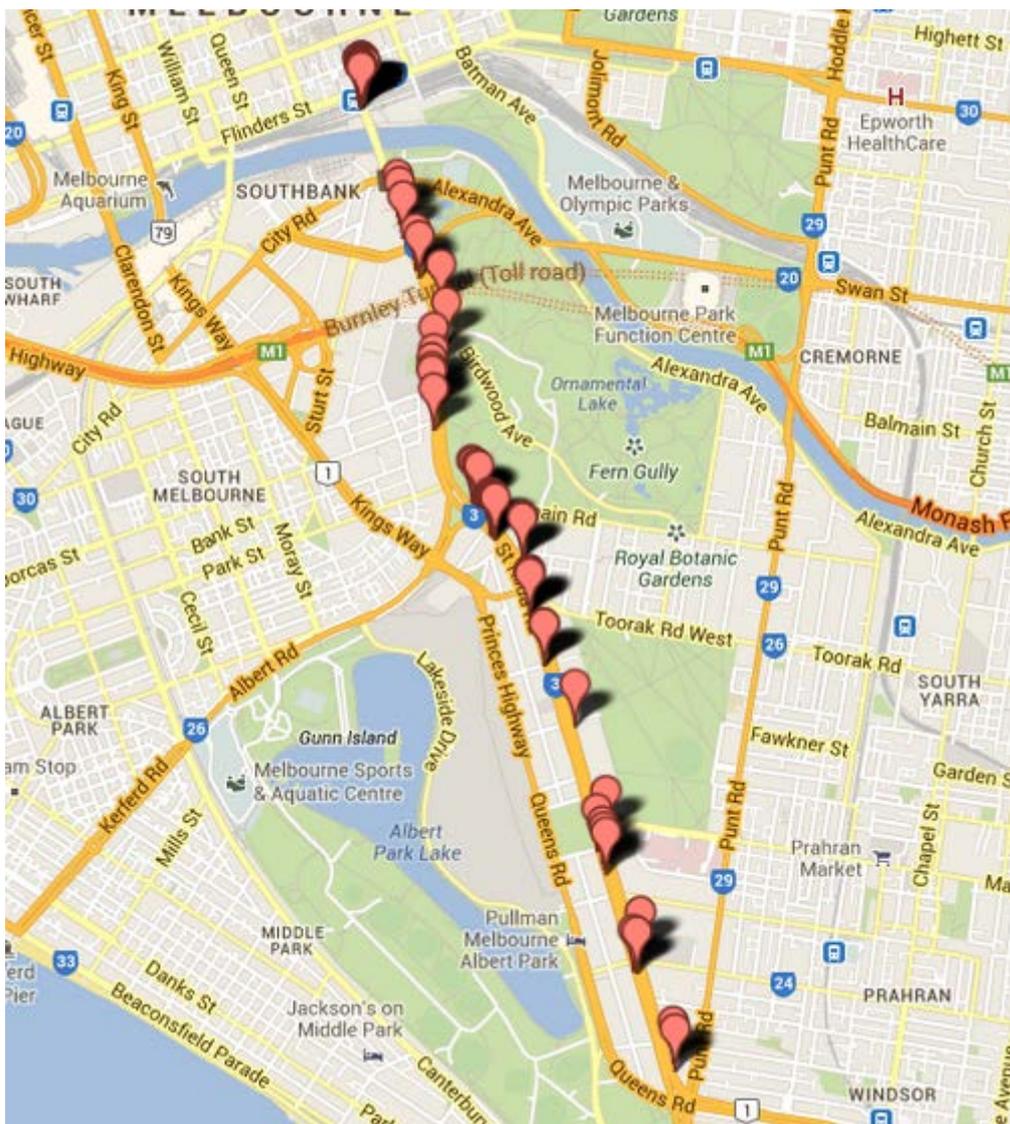
In total, 69 car dooring incidents occurred. A very high number of these (24) occurred outside Flinders Street Station.   There was also a high frequency of collisions with car doors between City Road and Dorcas Street, and clusters of incidents by the corner of Domain Road, between Bowen Lane and Bowen Crescent and south of Commercial Road.

Unlike Chapel Street and Brunswick Street, incidents of car dooring tended to occur around the morning and evening peaks on St Kilda Road, with 14 occurring between 7am and 9am and 25 occurring between 4pm and 7pm.   Only five of the 69 incidents occurred on weekends.

3.   Understanding Drivers and Passengers

There were three components to this phase, all of which took place as part of an initial focus group. They were

- a test of the VicRoads stickers using the diagnostic testing approach
- a short survey of participants, followed by
- an in-depth discussion.

3.1   Diagnostic test of the bike stickers

Developed by the Communications Research Institute in Melbourne (Shrensky and Sless, 2005)[4], diagnostic testing is a simple way of checking whether the intended message is being communicated to the recipient of the message

In essence, the aims of the object to be tested (bike stickers in this case) are articulated and written down, and a short questionnaire is developed to ask the recipients whether those aims are being achieved. The aims were assumed to be:

- to get drivers and passengers to look for cyclists before and while opening doors, and
- if cyclists are seen, to wait until they have passed before opening the door

and were agreed on with the Steering Group[5] at an Inception Meeting held early in the project.

The packs are shown below.
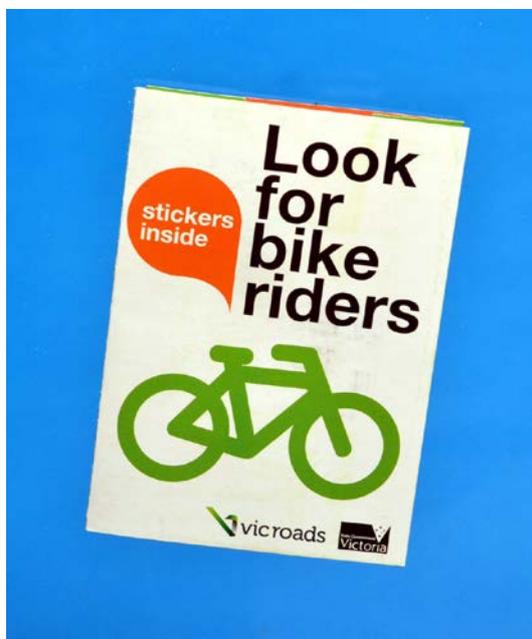
Front of sticker pack –
2/3 actual size
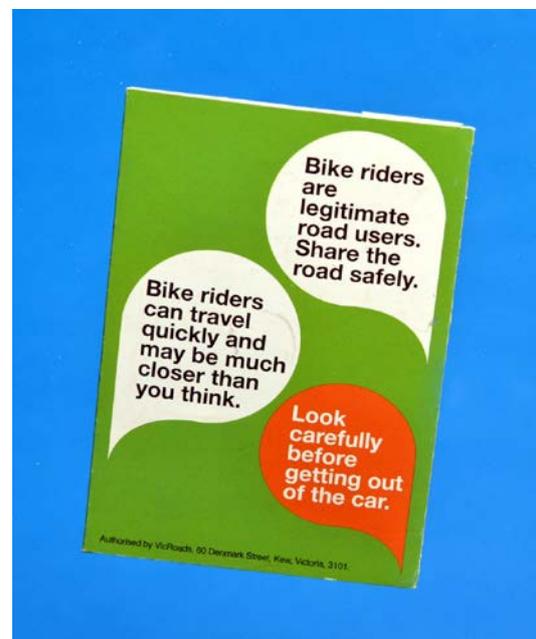
Back of sticker pack –
2/3 actual size

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[4]   Shrensky, R and Sless, D. (2005) *Choosing the right method for testing*. Communications Research Institute **www.communication.org.au/cria_publications/publication_id_94_2114333509/html**

[5]   The Steering Group was made up of representatives from the Cities of Melbourne, Port Phillip, Yarra and Stonnington, VicRoads, the Victorian Police and the Bicycle Network.

Inside of sticker pack

Participants were given the unopened pack and asked to look at and read all the contents. Moderators made three observations and asked eight questions asked of each person – four about each of the different sticker types (Appendix A). Each is reported on below.

Observations

Observation	Answers	Correct Answer
Did they look at and read 4 sides of the pouch?	2/9 did not look at all 4 sides.	*All should have looked at all 4 sides*
Did they look at both sets of stickers?	5/9 only looked at the top sticker.	*All should have looked at both sets of stickers.*
Record any comments they make while opening	Stickers always frustrate me. Now I feel guilty. Bikes should be registered.	

When diagnostic testing is performed, the researcher needs to set the 'pass mark'. In some cases (e.g. reading the instructions on a life-saving medicine bottle) this can be as high as 100%. However, it is usual for general information to set the pass mark at 80%[6]. With this assumption the pouches

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[6] Personal communication, David Sless, 2007

were not successful for either of the two objectives (see table above), i.e. people did not read the information and they did not look at both sets of stickers.

Look for Bike sticker (no words)

Actual size – 4 transparent stickers on a sheet

Question	Answer	Correct Answer
What do you think this is?	2/9 gave right answer for 1) and 1/9 for 2).	*1) to look for cyclists as you are getting out of the car and 2) wait till they have passed before opening the door.*
What do you think this means?	9/9 said it meant to look out for bikes.	*As above*
Why do you say that?		*No correct answer – to inform our understanding.*
Where would you put it if you received one?	7/9 gave a correct answer (for drivers) – see below, 1/9 suggested a place for passengers. 2/9 would put it in the bin.	*Somewhere that attracts my attention and that of my passengers when I/they get out of the car.*

The results show that, while people worked out that the sticker related to looking out for bikes in general, it failed on suggesting that people should look for cyclists when getting out of the car and waiting till they had passed – even though 7/9 people had read the information on the pouches.

It is important to note that there were many different places that people would put the sticker so that they could see it (even though it would not be there to remind them to specifically avoid car dooring, but to be aware of bikes in general). These ranged from:

-   rear vision mirror, driver's side (3 responses)
-   top right hand side of front window
-   bottom right hand side of front windshield
-   bottom of rear vision mirror, both sides
-   window of car driver
-   dashboard.

In later discussion it became clear that, even when they knew the real purpose of the stickers, different places would make sense for different vehicles and different people's habits. Hence the most important message is not specifically where to place the sticker, but how to choose a place to locate the sticker ('*where it attracts my attention and that of my passengers and reminds us to watch for cyclists when opening the door*').

These findings are consistent with research conducted in Christchurch, New Zealand to evaluate similar stickers[7] with the message Stop Look Cyclist.

Look for Bike sticker (with words)

l🚲k for bike riders

Actual size – 1 sticker on white background

Question	Answer	Correct Answer
What do you think this is?	1/9 was correct for 1) and 2). Rest were incorrect.	*1) to look for cyclists as you are getting out of the car and 2) wait till they have passed before opening the door.*
What do you think this means?	Be aware of bikes. To remind other drivers to look for bikes.	*No correct answer – to inform our understanding.*
Where would you expect to see this sticker?	On the bumper bar, on other people's cars.	*No correct answer – to inform our understanding.*
Where would you put it if you received one?	0/9 as most people said they would give it away or put on their bumper. 2 would also put in bin.	*Somewhere that attracts my attention and that of my passengers when I/they get out of the car.*

As with the previous sticker it failed to deliver the key message, even with the addition of words (i.e. look for bike). Interestingly one person thought it meant 'I look out for bikes'. In fact, as most people said they would either put the sticker on the bumper bar of their car or give it away, they would not have been able to see it when opening the car door.

3.1.1 Results of Diagnostic Testing

The diagnostic testing showed that an intervention solely based on stickers **is unlikely to get drivers and passengers to look for cyclists before and while opening doors** and, if cyclists are seen, they are **not likely to wait until cyclists have passed before opening the door**.

3.2 Short questionnaire – initial perceptions

The questionnaire each person completed is shown in Appendix A. One of its aims was to get people thinking about the target streets (reported in an earlier note to RSAGIM). However, it was also illuminating to understand the way people felt when parking as it formed a key part of our understanding of one of the reasons for car dooring incidents. Responses to each of the questions

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[7] Christchurch City Council (1999) *Stop Look Cyclist Evaluation*, unpublished report by Aitken, D, Duffy J and Duffy D. http://www.nzta.govt.nz/resources/share-the-road-campaign/project-examples/stop-christchurch.html

are discussed here. While there were questions for each of the streets, the answers were similar for each street, so they are summarised with street-specific comments highlighted.

How I feel *driving* along the street:

Most people reported always being aware of what is around them, with people feeling least stressed on St Kilda Road and most stressed on Chapel Street. On Chapel and Brunswick Streets people mentioned having to look out for cyclists.

How I feel during and after *parking* on that street:

The most frequent comment was that people felt 'relieved' or as if they had 'got lucky'. One respondent summed it up as 'I find it stressful finding a park and performing a reversing motion – so I'm glad when I'm parked'. People also mentioned words like 'rushed' and 'anxious about getting a ticket'. They noted it was more stressful if they were only parking for a short time.

Things that frustrate me:

There was a wide range of answers to this open question. They ranged from finding a parking spot, to impatient drivers, to cyclists in general, cyclists that don't obey the road rules, 4WDs, trams, drivers, speeding cars. Pedestrians were mentioned most frequently, but the breadth of this question does not really give useful results. Its main purpose was to get people to think about their experiences on these streets.

The other road user that causes me the most concern is:

In this question people seemed to overlook pedestrians (mentioned most frequently as something that frustrates them) and focus on cyclists (Table 1).

Table 1   Frustrations while parking

	Cyclists	4WDs	Motorbikes	Cars	Skateboards	Trams	Pedestrians
Chapel Street	2	1	1	2	1	1	
Brunswick Street	2	1	1	2		1	
St Kilda Road	3	1		2			1

3.2.1 Summary of initial perceptions

This short questionnaire was designed to elicit people's perceptions of the three streets and, more particularly to understand the emotions people report during the park search and while performing the parking task. This context gives clues to the propensity of car dooring by highlighting the levels of frustration and stress that people are feeling as they drive along the streets. This suggests that when they park they are 'relieved' and probably less prone to preparing themselves for the next step which is being aware of passing cyclists. We explored this further in the four group discussions (Section 5).

3.3   Group Discussion

The focus group discussion followed the structure described in Appendix B and is reported in some detail here. Previous research has usually focussed on cyclists' perceptions and, while there were two drivers and passengers who also cycled, the insights below are specifically those reflecting the actual parking task – the moment when car dooring incidents are most likely to occur.

3.3.1 Perceptions of the relationship between different transport modes

Initially, without any specific mention of cyclists, participants were asked to describe the relationship between cars, public transport, pedestrians and cyclists on the street they know best (out of Chapel Street, Brunswick Street and St Kilda Road).

On none of the three streets were cyclists immediately mentioned as the major concern for any drivers. Rather, it was a combination of parking difficulty, distracted drivers, the presence of trams, cyclists and pedestrians that caused concern and frustration for drivers.

Chapel Street in particular was described as 'busy' and 'bustling', particularly around the Prahran Market, with the combination of trams, cyclists and, more recently, the emergence of skateboarders making the street quite stressful.

On Brunswick Street, trams were seen to be a difficulty as they share the right of way with drivers and 'often hold up traffic'. Parking was also seen to be stressful and difficult. For some, a pedestrian suddenly running across the street was a major concern. There was also some concern about cyclists on the street riding too fast.

> *"Chapel and Brunswick...everything's shared. The pedestrians are on one side and decide to cross to a shop on the other side, but instead of using a pedestrian crossing, they'll just dart out."*

St Kilda Road appeared to be the least troubling of the three roads, with some commenting that it was quite nice and relaxing to drive along, although cyclists were a concern for some.

> *"I find [St Kilda Road] is a perfect road. There's designated areas for the trams, there's two or three lanes for the cars. But the only thing that annoys the hell out of me is cyclists who don't obey the traffic lights."*

Feelings about cyclists at this point were mixed. Some recognised the importance of looking out for cyclists as drivers and passengers:

> *"There are a lot more people who are on bikes nowadays, who you do have to make sure you're looking out for. And skateboarders too now."*

However, others resented the fact that cyclists take up road space but do not pay registration. They were also frustrated that cyclists often don't appear to follow the road rules in the same way that drivers do.

> *"The push bike thinks he owns the road, that he has more rights than a car."*

3.3.2 Views on car dooring

Car dooring was not raised as a specific issue, but was discussed in the context of general safety and looking for bikes while driving. When told, participants were very surprised to learn that car dooring was the leading cause of accidents for cyclists in inner Melbourne. They were also unaware of the fine for drivers involved in car dooring incidents.

Those drivers who expressed attitudes to cyclists that might be considered hostile, generally saw it as the cyclist's responsibility to wear high visibility clothing and look out for drivers.

Others saw it as a "collaborative responsibility", with both cyclists and drivers responsible for ensuring cyclist safety. These participants noted that it is important to drive more cautiously and slowly when on inner city streets such as Brunswick and Chapel Streets as there are far more hazards and different road users to look out for than elsewhere in Melbourne.

> I've only been in Prahran two and a half years, and I've had to totally change the way I drive...there are trams there and you drive differently around trams, I've had to change."

However, some did not feel that cyclists take enough responsibility for themselves.

> "On Brunswick Street....anyone who has a bike is not consciously aware that they are sharing the road with drivers and drivers are not necessarily supposed to be the only ones looking out for them, they should also look out for other people who are also sharing the road"

One driver, who had an experience of car dooring a cyclist, said that she did see the cyclist heading towards her. However she did not wait for him to pass before opening her door, and as he was going faster than she anticipated, he collided with the door of her car.

Despite many peoples' intentions to look for bikes when opening their doors, they recognised that there were significant barriers to doing so. One participant commented that '*when you are getting out of your car, you are generally so cluttered and focused on collecting your things that you don't think to look*'.

Further, timed parking was seen to be a barrier to looking for bikes. People said they are often in such a hurry to pay for parking, do what they need to do and return to the car before their parking expires, that they do not take the extra time to look.

It was also commented that drivers are often so focused on finding a park and so relieved when they find one that they immediately relax and are less aware of their surroundings, and may not check for bikes when they open their door as a result.

3.3.3 Suggestions for ways to reduce car dooring

In addition to evaluating one intervention – the VicRoads stickers – another part of the study was to understand if other interventions or approaches could be used alone or in concert with the stickers. Hence people were asked for ideas of ways to reduce car dooring. Even though they were specifically asked to find ways to change their own behaviour, there was a tendency for participants to focus on external solutions, such as infrastructure or behaviour change among cyclists.

External solutions

Several suggested having physical reminders on the street, such as street signs (similar to wildlife signs). People thought that these signs would be particularly effective if they were electronic and flashed.

> "We need constant subliminal reminders of cyclists everywhere"

Many also thought that there was a need for a cultural change across society. A public awareness campaign was suggested as one of the most effective ways of achieving this. People particularly wanted to see graphic imagery, similar to the Traffic Accident Commission motorcycle advertisements. Many participants thought these were attention grabbing and effective. Others

noted that hearing the real stories of cyclists (as some had from cyclist friends) would help achieve change.

> *"Some sort of awareness campaign...we're all good drivers, for me I'm very conscious of cyclists but that's because I have a lot of city living friends who ride bikes, and I hear horror stories of their close calls...so that makes me more aware of cyclists."*

Some also suggested new design features for cars, such as a warning sound when opening the door to remind people to look, or developing padded doors so that cyclists would not be hurt.

Individual solutions

When participants were encouraged to think of things they could do to overcome car dooring, rather than anyone else (such as cyclists or government) they typically found this very difficult, and many continued to focus on external solutions or ways to enforce care among cyclists. However, when pushed, most could think of at least one idea.

One suggested developing a mantra to remind her of everything she needed to take with her out of the car and to look for cyclists. People also suggested messages they could share with passengers in their car, such as "look, open, look", "look to your right, there might be a bike" or "look to your left, look to your right, look out for bikes", or "look before you leap".

> *"You just recite a little mantra to yourself about it...pretty much I already do that."*

> *"What we used to do as children, look to the left, look to the right, look to the left again"*

Another participant liked the idea of making a pledge to always look for cyclists. The woman who had been involved in a car dooring incident said that she would simply wait for cyclists to pass next time she saw one as she opened the door.

Some also focused on the importance of reminding passengers to look out for bikes, particularly children. One commented that whenever he has visitors from Sydney, he reminds them "look before you open the door, there are bikes here", or "they're out there".

Another participant said that she would like something visual in her car to remind her to look for bikes, although did not specifically mention the sticker. Another mentioned having a bell that would ring as they went to open the door.

3.3.4 Further feedback on the Look for Bike stickers

As noted in the diagnostic testing analysis above, there were a range of views on the best place to put the *Look for Bike* stickers. Some said they would put them on their rear vision mirror, others said they'd put them on the back of the car. Some said that their kids would like them and might put them on their bikes.

> *"I'd put them* (the large stickers) *on the bumper bar to educate others"*

Some thought they should go on the door handle, although others thought they wouldn't notice this.

> *"I don't think I ever go to look there, I know where my handle is."*

There was also concern that if you put the sticker on the car window they might rub off when the window was wound up or down. As noted above, one participant who was a cyclist saw them as a sign of solidarity with cyclists, and a symbol of commitment to cyclist safety.

Many people thought that the colour of the stickers should be changed. Green was seen as too serene to encourage people to look out. Some also thought that this colour had too much of a connotation with environmentalism. It was thought that red would be a more appropriate colour, particularly given that in a traffic light system, red means 'stop' while green means 'go'.

> *"It should be red, if you see green, it says 'bikes have all the right of way', but red tells you to stop"*

Few had much interest in putting the stickers on their car, either because they didn't think they would work, or because they didn't like the idea of blemishing their vehicles. There was one suggestion that the logo be developed into a key-ring instead.

> *"I would never put a sticker on my car, I reckon that's tacky."*

Some also felt that the stickers would not be effective because people generally don't look at their door handle or window before opening the door, they just do it automatically.

> *"If someone's grabbing all their stuff and looking around, they're not even looking at the door...they're just opening it and swinging it out. So positioning of something like that would be difficult."*

However, another participant felt that the mere act of placing the stickers in the car would trigger drivers to be more aware of cyclists.

> *"If you've got it there, you're aware that it's there, if you only see part of it, it will remind you. Because if you've put it there, you know it's there and you know what the purpose of it is."*

Further, people didn't think that the stickers would affect behaviour in isolation, but that they'd need to be part of a broader reaching behaviour change campaign. Some suggested sending them with car registration notices.

3.3.5 A variation of VicRoads bike stickers used by City of Port Phillip

DON'T BREAK THE LAW

RULE 269(3) of the Victorian Road Safety Road Rules 2009 states it is an offence to cause a hazard to a person or a vehicle by opening a car door, leaving a door of a vehicle open, or getting off, or out of, a vehicle.

Breaking the rule could result in an on the spot fine of $352 and a maximum court penalty of $1,408.

How to use your stickers

DID YOU KNOW? *
In inner Melbourne 19.4% of all rider injuries were caused by car dooring **.

Every month there's a dooring incident on St Kilda Road. 1 in 3 results in serious injuries for the rider.

Port Phillip recorded the third highest number of car dooring injuries out of ten Melbourne municipalities.

* All statistics relate to the period 2006-2010.
** Inner Melbourne consists of the municipalities of the Cities of Melbourne, Port Phillip, Yarra and Stonnington.

CAR DRIVERS AND PASSENGERS

Should get into the habit of always using mirrors and doing a head check before opening car doors.

Should remember that bike riders travel quickly and may be much closer than they appear.

WHERE TO PLACE YOUR STICKERS

Place your stickers on the inside of the driver and passenger side windows, near the side mirror, to act as prompt to look for bikes when opening doors.

The above notes were added to the bike sticker pack were made by the City of Port Phillip before making the stickers available to their constituents. They were specifically designed to instruct people where to stick them. These were also presented to participants.

Given that people had so many different interpretations of where the stickers should go, it was generally agreed that the sticker should not come with rigid instructions but should encourage people to put them in a location that suits them best to achieve the dual aims of looking and waiting.

> *"I like the suggestion of the place to put it, but it could also say 'or some other place where you'll see it."*

People were very interested in the factual information on the explanation. Most were surprised to learn that car dooring is such a widespread issue. No participants knew that there was a fine for drivers involved in a car dooring incident, and thought this was important information. However, some felt that a loss of demerit points would be more effective.

3.3.6 Understanding drivers and passengers

In summary, this phase of the study gave the following insights:

- The VicRoads bike stickers gave the message of 'look out for bikes', not a message to avoid car dooring;

- Most people reported that the parking task (search and park) was very mind-consuming and that looking for bikes while opening the door was an additional task that could be forgotten;

- Drivers and passengers were not aware of the frequency of car dooring incidents;

- It was possible for people to think up ways to remind themselves – but only after a discussion on the topic.

4.   Testing ways of reducing car dooring

4.1   Introduction

The next stage of the project was to station trained interviewers at the locations chosen in each of the streets with several purposes:

1. To gain a general understanding of the kinds of people who park (as drivers and passengers) on the three streets that experience high rates of these incidents;

2. To enlist people who would be willing to attend one of four focus groups during which different methods of changing behaviour would be explored and evaluated; and

3. To provide all respondents with two alternative ways of reducing 'car dooring' by

    a. giving half the Look for Bike stickers developed by VicRoads, and

    b. challenging the other half of them to think about ways to combat car dooring;

4. To recruit people from those enlisted in 2. above to a focus group or an in-depth interview.

The goal was to interview sufficient people on the three streets to enlist 60 people (20 in each street) who would be willing to attend a focus group (30 having been given the stickers and 30 the challenge). From these 60 people the aim was to recruit four groups of about 8 people in each (2 stickers, 2 non-stickers).

The challenge to those not receiving stickers was framed as follows:

In the discussion group we'll be talking about ways to encourage car drivers and passengers to check for cyclists when they open their car doors as they park. So in the meantime it would be great if you think about ways that you personally could ensure that you and your passengers think about this every time. You can email us with ideas in advance if you like.

4.2   Street interviews

In order to recruit people to participate in the focus groups and to begin to build a profile of the people who park or get dropped off on Brunswick Street, Chapel Street and St Kilda Road, interviewers were stationed at each street to conduct brief intercept interviews with drivers and passengers. The locations were chosen to reflect the incidence of car dooring as shown from the data in Section 2. Initially we had aimed to concentrate interviews on the times of day when incidents had been reported, but in some instances it was necessary to expand these times in order to obtain sufficient responses.

An interviewer was initially stationed on St Kilda Road in front of Flinders Street station, where by the far the greatest number of incidents had been reported. However, gaining responses was not possible because of the brief period when cars set down passengers and hence interviewers focussed on the other locations with high incidents.

The interviews took place between Monday, 27 May and Wednesday, 5 June, 2013.

While the original plan had been to approach only drivers and passengers who were observed to be parking at the time of interview, it was necessary to approach others as well, commencing the interview with the screening question – *Have you arrived here today and parked on <street name>?* and later *Have you been a driver or passenger in a car that parked on <street name> in the last six months?*

The questionnaire for people in scope (i.e. who had parked on the street in the last 6 months) is shown in Appendix C.

4.2.1 Responses

Table 2 summarises the response rates on the three streets:

Table 2   Response on the three streets

Location	No. interviewed	In scope - in last 6 months			In scope as % of interviewed	Able/ willing for focus group	Able as % of in scope
		Passenger/ Dropped off	Driver/ Parked	Total in scope			
Brunswick St	49	4	35	39	80%	20	51%
Chapel St	73	6	27	33	45%	20	61%
St Kilda Road	96	24	28	52	54%	20	38%
Total	218	**34**	**90**	**124**	57%	60	48%

It shows that 218 people were interviewed, with just over half of these qualifying as in scope (i.e. had parked or been dropped off on the street in the past six months). Of these, a total of 60 people said that they would be willing to be re-contacted in relation to the focus groups.

Of the three streets, Brunswick Street had the highest proportion of interviewees that were in scope for the research – 39 out of 49 (or 80%).   Of these, just over half (51%) agreed that they would be willing to be contacted later in relation to the focus groups.

Chapel Street had the lowest proportion of people qualifying for the research. Only 33 out of the 73 approached had parked or been dropped off on the street[8].   However, of those who did qualify, those on Chapel Street were most likely of the three streets to say that they were able or willing to participate in a focus group, with 61% agreeing to take part.

St Kilda Road also had fairly low rates of qualification, with 52 out of the 96 approached in scope for the research. Those approached on St Kilda Road were least likely of the three streets to agree to participate in the research, with 20 out of the 52 approached (38%) saying that they would be able or willing to attend a focus group.

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[8]   Early in the fieldwork period, people only qualified if they had parked there *on that day.* Later the recruitment text was changed to ask if they had parked there *in the past six months*. Chapel Street was the first street where interviews took place, so the lowest proportion qualifying may have been due to this process.

4.2.2 Types of people parking on the streets

The types of people who park on each of the streets can be shown by providing the characteristics of all people approached (Table 3).[9]

Table 3 Characteristics of people parking on the three streets

	Location			
	Brunswick St	Chapel St	St Kilda Road	Total
Approached	**49**	**73**	**96**	**218**
In scope (parked/dropped off)	**35/4**	**27/6**	**28/24**	**90/34**
Male/Female	22/17	16/17	31/20	69/54
Age	<25 1 25-65 38 > 65 0	< 25 1 25-65 32 >65 0	< 25 4 25-65 39 >65 9	< 25 6 25-65 109 >65 9
Today checked bikes? Y/N	35/4	20/13	29/23	84/40
Checking for bikes - frequency	Always 22 Sometimes 16 Never 1	Always 19 Sometimes 10 Never 4	Always 39 Sometimes 11 Never 2	Always 80 Sometimes 37 Never 7

As shown above in Table 3, a total of 218 people were approached – 49 on Brunswick Street, 73 on Chapel street and 96 on St Kilda Road. Just over half of these (124) were in scope – had either parked (90 individuals) or been dropped off (34 individuals). Those who had parked clearly outnumbered those who had been dropped off with the exclusion of St Kilda Road, where the two figures were much more similar than on the other two streets.

Of those who had qualified, more were male than female on each street, with the exception of Chapel Street. Overall 69 males and 54 females qualified. Interviewers were asked to estimate the age of respondents, and the vast majority (109) were aged between 25 and 65.

Brunswick Street had the highest rates of people looking for bikes before opening their door on that day. A total of 35 out of 39 said that they looked for bikes that day, while four said they did not. On the other hand, it was on St Kilda Road where the highest proportion of people said that always checked for bikes (39 of the 52 in scope), despite the fact that the lowest proportion said they had actually done so (29 out of 53).

This information not only gives an indication of differences between streets, but already gives a hint at the different perceptions people have of their own behaviour related to the prevention of car dooring.

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[9] The sample used for this part of the study was quite small and caution is needed when drawing inferences from the data. All results are presented as counts (no. of people providing that response) not percentages.

4.2.3 Types of people available for focus groups

In contrast to Table 3, Table 4 shows the characteristics of those people available for recruitment to focus groups.

Table 4 Characteristics of people able/willing to attend focus groups

	Brunswick St	Chapel St	St Kilda Road	Total
Able/willing to attend focus group	**20**	**20**	**20**	**60**
Male/female	8/12	8/12	10/10	26/34
Age	<25　　1 25-65　19 > 65　　0	< 25　　1 25-65　19 >65　　0	< 25　　4 25-65　15 >65　　1	< 25　　6 25-65　53 >65　　1
Checked bikes when last parked? Y/N	17/3	12/8	12/8	41/19
Checking for bikes - frequency	Always　　11 Sometimes　8 Never　　1	Always　　11 Sometimes　6 Never　　3	Always　　16 Sometimes　3 Never　　1	Always　　38 Sometimes　17 Never　　5
Reason they were on the street	Work　　1 Work related　3 Drop/pick up　1 Study　　1 Other　　14	Work　　0 Work related　3 Drop/pick up　2 Study　　0 Other　　15	Work　　4 Work related　5 Drop/pick up　0 Study　　0 Other　　11	Work　　5 Work related　11 Drop/pick up　3 Study　　1 Other　　40
Park/get dropped off on the street - Frequency	Every day　　0 Weekly,<daily　3 2-3/ month　10 Less　　7 First time　0	Every day　　0 Weekly,<daily　6 2-3/ month　3 Less　　8 First time　2	Every day　　1 Weekly,<daily　3 2-3/ month　5 Less　　11 First time　0	Every day　　1 Weekly,<daily 12 2-3/ month　18 Less　　27 First time　2

A comparison between Table 3 and Table 4 (above) shows that while the majority of those who were in-scope for the research were male, slightly more females than males indicated that they would be interested in participating in research. In total, 34 females compared to 26 males said that they were willing to take part.

The age profile was very similar for those recruited and those being able or willing to attend the groups. Rates of self-reported cyclist awareness among those willing to participate were also fairly consistent with the overall profile of people parking or getting dropped off on the streets outlined above in Table 3. Reports of checking on the day were also consistent with the overall profile.

Interested respondents were asked for the main reason they were parked on the street and how frequently they park or get dropped off on that particular street. Responses are briefly compared with those people who attended focus groups in Section 5.1.2.

4.3   Recruitment for focus groups

Focus group participants were recruited from the 60 people who said that they were willing to take part. These were divided into the 30 that received stickers and the 30 that had been asked to think about ways to reduce car dooring. All participants were called by telephone, and a minimum of five call backs were conducted for all numbers with no response.

5. Measuring and evaluating different approaches

The study used a qualitative, focus group methodology plus some in-depth interviews to evaluate the value of the bike stickers and to explore other alternative or complementary interventions to reduce the incidence of car dooring by changing the behaviour of drivers and passengers. This approach made it possible to speak to a range of people in-depth about the impact of the intervention on their behaviour. It also made it possible to respond to issues raised by participants. Finally this qualitative approach also allowed for interactions between people with different viewpoints and helped to uncover underlying motivations and barriers.

5.1 Structure of focus groups

There were four focus groups – two with those who had received the stickers and two with those who had received the 'conversation'. In addition there were four in-depth interviews, all with people who had received the stickers.

5.1.1 Composition of the groups

Table 5 summarises the times, locations and composition of groups and in-depth interviews.

Table 5 Composition of Focus Groups

Location	Group 1	Group 2	Group 3	Group 4	In-depth Interviews
Type	Stickers	'Conversation'	Stickers	'Conversation'	
Date	Mon 17th June	Tues 18th June	Tues 18th June	Wed 19th June	24th-28th June
Time	6-7.30pm	8-9.30pm	6-7.30pm	6-7.30pm	Various
Location	St Kilda Town Hall	Prahran Town Hall	Prahran Town Hall	Fitzroy Town Hall	Telephone

Focus group participants each received an $80 Eftpos voucher to thank them for their time and cover any costs associated with participating, while in-depth telephone interview participants received $50 each.

5.1.2 Types of people participating in focus groups

Table 6 below shows the demographics and behaviours of those participating in the qualitative research so that we can check if they are similar or different to those approached on the streets. As noted earlier, the data presented in Table 6 represents small numbers and the aim of the focus groups and in-depth interviews was not to collect quantitative data. However, the table is presented to give a brief overview of the type of people included in the groups.

Table 6 Focus group and in-depth interview composition

	Brunswick Street	Chapel Street	St Kilda Road	Total
Participated in a focus group/ in-depth interview	**8**	**6**	**8**	**22**
Sticker/conversation	6/2	1/5	4/4	11/11
Male/Female	4/4	1/5	5/3	10/12
Age	<25 1 25-65 19 > 65 0	< 25 1 25-65 19 >65 0	< 25 4 25-65 15 >65 1	< 25 6 25-65 53 >65 1
Checked bikes when last parked? Y/N	5/3	4/2	6/2	15/7
Checking for bikes - frequency	Always 4 Sometimes 3 Never 1	Always 4 Sometimes 2 Never 0	Always 8 Sometimes 0 Never 0	Always 16 Sometimes 5 Never 1
Reason they were on the street	Work 1 Work related 1 Drop/pick up 0 Study 0 Other 6	Work 0 Work related 0 Drop/pick up 2 Study 0 Other 4	Work 2 Work related 4 Drop/pick up 0 Study 0 Other 2	Work 3 Work related 5 Drop/pick up 2 Study 0 Other 12
Park/get dropped off on the street - Frequency	Every day 0 Weekly,<daily 2 2-3/ month 4 Less 2 First time 0	Every day 0 Weekly,<daily 1 2-3/ month 2 Less 2 First time 1	Every day 1 Weekly,<daily 2 2-3/ month 0 Less 5 First time 0	Every day 1 Weekly,<daily 5 2-3/ month 6 Less 5 First time 2

As shown above, eight of those who participated were recruited on Brunswick Street, six from Chapel Street and eight from St Kilda Road. An equal number of those receiving a sticker and those receiving a 'conversation' (i.e. who were asked to think about ways of changing their behaviour) participated.

The majority of those participating were estimated to be aged between 25 and 65. Females were slightly over represented, particularly given that the profile of drivers and passengers (described in Table 3 above) indicated that there are more males than females parking or getting dropped off on each street. This was most pronounced in relation to those recruited on Chapel Street, where only one male and six females participated. However, the overall profile of drivers and passengers (Table 3 above) revealed that Chapel Street had the highest ratio of females to males of all three streets.

Rates of checking for bikes when they last parked were relatively consistent with all people approached on the street. On each street, people were approximately twice as likely to say they had checked as they were to say they had not. Again, those recruited on St Kilda Road were most likely to say that they 'always' check for bikes – with all eight providing this response.   Those on Brunswick street were least likely to say so – with only half (4) saying that they always check. These rates are lower than those for all people approached.

Those who participated in the groups reported being on the street they were recruited on for a broad range of reasons. They were similar to the population of all those interviewed.

In terms of frequency of using the street, people who participated in the focus groups were slightly more likely to be frequent users when compared to the overall sample of those recruited (see Table 4). This may be due the simple reason that those who the agreed to participate lived closer to the streets and used them more often.

5.1.3 The discussion

A similar plan was used all focus groups and in-depth interviews (Appendix D). In the groups there were 4 main sections: a) complete a short questionnaire to get participants thinking about the target streets (frequency of visit and 'the way they feel'), b) discuss these impressions to share and expand their thinking, c) answer a few questions about whether they thought they had made changes to their risk of car dooring since the initial interview, and d) the main discussion. The survey and questions were abbreviated for the telephone interviews.

Since the questionnaires on frequency of use of the streets were primarily for context setting, the summaries are shown in Appendix D. The other components are discussed below.

5.1.4 Initial perceptions

The initial perceptions about each of the three streets were similar to those recorded in the initial focus group (Section 3.2.1) and describe busy streets requiring a driver's constant attention.

How I feel driving along the street:

On **Chapel Street** comments often related to frustration about traffic and congestion and the need to be alert and aware of other road users.

Responses for **Brunswick Street** were more positive than for Chapel Street– a few mentioned that they felt safe, secure, calm or 'not too bad', although a couple found it frustrating, slow or noted the need to be aware. Cyclists were not mentioned at this stage.

Responses about **St Kilda Road** were fairly neutral to positive, although some said they felt stressed or nervous on the street. Again there was no mention of cyclists at this stage.

How I feel during and after parking on that street:

On **Chapel Street** comments about parking were varied - while some felt relief that they had found a park or stressed about parking fines, others felt 'fine'. One commented that they felt concerned about hitting cyclists:

> *"Concerned about opening the car door and others opening the car door. Concerned that my passenger or myself will hit a cyclist as we open a door or even when parked."*

On **Brunswick Street** people often felt positive, although some noted the need to look out for other road users.

On **St Kilda Road** only a few said that they very often parked on this street, although those who did were generally positive. However, one person commented: "*Parking is more of a hassle here due to high traffic and bike riders etc. Try to avoid it!*" although this was the only mention of cyclists in relation to parking.

Things that frustrate me:

Comments about frustrations on **Chapel Street** related to trams, congestion and parking. Two mentioned cyclists – one of the 22 participants said that there wasn't enough room for bikes, and another that "*cyclists are unpredictable*".

Although people had claimed to feel positive on **Brunswick Street**, there was a very broad range of frustrations were mentioned, several of which related to parking, pedestrians and traffic flow. There were two mentions of cyclists – one stated "*angry cyclists*" were the thing that frustrated them, and another was concerned that pedestrians do not look for cars or bikes before crossing the road.

On **St Kilda Road** frustrations related to trams, traffic and other drivers. There was one mention of cyclists: "*Cyclists riding along the footpath*".

The other road user that causes me the most concern is:

On **Chapel Street** participants mentioned a range of other road users including other drivers, taxis, pedestrians and trams.   Three of the 22 participants mentioned cyclists.

On **Brunswick Street** three people mentioned that cyclists were the other road user that caused them the most concern.

On **St Kilda Road** the other road users that cause most concerns were quite varied, including pedestrians, taxis and other drivers.   Two participants mentioned cyclists.

Summary

As found in the initial focus group, people often mentioned a feeling of some stress in these streets – usually associated with a combination of traffic, congestion (of both traffic and people) and occasionally they mentioned the unexpected movements of pedestrians and cyclists. While cyclists were not front of mind for many people, their initial responses left the impression of a busy environment in all three streets.

5.1.5 Discussion of initial perceptions

The ensuing discussion allowed people to elaborate on what they had written, stimulated by other people's responses. The focus turned to the sorts of things that lead to distractions and describe a context of drivers and 'parkers' dealing with multiple stimuli of other cars, the park search, pedestrians, cyclists, elements of surprise (from all other road users) as well as infrastructure characteristics such as width of the road or choice of lanes.

Multiple stimuli

These comments highlight the drivers' description of the multiple stimuli they need to deal with on these three streets:

- *"There are pedestrians everywhere." (similar comments on Brunswick and Chapel Streets)*
- *"People are wearing phone ear-plugs and you're not sure what they'll do." (Brunswick/Chapel)*
- *"Can get stuck in the centre as a driver, so then you're paying full attention to getting back to the right place." (St Kilda Road)*
- *"The street is narrow, there are multiple traffic lights, plus trams and trucks - that's a lot to think about." (Chapel Street)*

- *"It's an obstacle course – you have to be hyper aware, negotiating everything." (Chapel Street)*

- *"There's way too much signage." (Brunswick Street)*

- *"On weekend nights pedestrians aren't looking so you have to be extra aware." (Brunswick Street)*

Complex tasks involved in the park search

The park search and parking itself is a complex task and people reported that their attention *"cannot be on everything at once".*

- *"Parallel parking is particularly difficult on Chapel Street – when you swing out you're near trams."*

- *"You're lucky when you find a park – and then often people are banking up behind you so it's more pressure." (Chapel Street)*

- *"Passengers are often looking out for parks for the driver so you have to pay attention to them."*

Element of surprise

Another characteristic of the three busy streets was the element of surprise, which added to the multiple stimuli and the complexity of parking.

- *"There's a propensity for people to put their indicator on at the last minute and duck into a car park." (Brunswick Street)*

- *"Pedestrians just duck out." (Brunswick Street)*

Familiarity with the area is important

Finally, this discussion led several people to mention the importance of familiarity with an area in increasing or reducing tension as a driver on these busy streets.

- *"I feel more comfortable on Brunswick Street than the other two – I've lived and worked in the area for ages."*

- *"I grew up in the country so not used to it - the interplay of cars, people and bikes."*

- *"Cyclists – we don't have them around Greensborough. It's a totally different road." (Chapel Street)*

5.1.6 Reported behaviour change - written

In the next part of the discussion, participants were first asked to write down how often they looked for cyclists before opening their car door as a driver and as a passenger both before and after being interviewed on the street for this research (Appendix E). The aim was to give a rough indication whether the interview itself had any impact on behaviour – in particular whether the distribution of the bike stickers had changed behaviour. Findings are illustrated below in Table 7 and Table 8.

Table 7 Looking for cyclists as a driver

	All of the time	Most of the time	Some of the time	Never
Before the interview	12	5	2	0
After the interview	13	5	1	0

Table 8 Looking for cyclists as a passenger

	All of the time	Most of the time	Some of the time	Never
Before the interview	2	7	9	1
After the interview	4	10	4	1

Table 7 and Table 8 show that while most participants said that they look for cyclists as a driver 'all of the time', passengers rarely looked this frequently. This reflects a general finding of the research that many are not aware of the need to look out as a passenger, as it is generally assumed that cyclists will only be passing on the driver's side of the car.

Overall, these tables also show that while the interview had a minimal effect on encouraging people to look all the time as a *driver* (although there was a small amount of migration from 'some of the time' to 'all of the time'), it did appear to influence people's behaviour in terms of looking as a *passenger*. While 10 people said that they looked for cyclists as a passenger only 'some of the time' or 'never' prior to the interview, only five people said the same after the interview.

The one person who migrated from looking for cyclists as a driver 'some of the time' before the interview to 'all of the time' after the interview had received a conversation.

Of the seven research participants who increased their frequency of looking for cyclists as a passenger after the interview, four had been asked to think about ways to avoid cyclists and three had received stickers. This may suggest that it was the impact of simply being asked - on the street - if they look for cyclists before opening the car door that had an impact on the behaviour, not the sticker or conversation itself. This finding is also consistent with much of the feedback provided by respondents in the focus groups and in-depth interviews.

5.1.7 Impact of the intervention

In this project the 'intervention' essentially consisted of the interview where people were either given a pack of stickers or asked to think about ways to become more alert for cyclists when parking. Hence the next part of the discussion focused on people's memory of that occasion.

Recollection of the stickers: Of the eleven people who received the stickers four initially claimed that they had no recollection of receiving them at all. In all four cases, however, they did recall them during the discussion – one person, in fact, still having it in her bag. One person had used the stickers. Clearly, if stickers are to be used as an intervention, it is not useful to simply hand them out without discussion.

Recollection of the intervention: Several people mentioned that the questions they were asked (did they look for bikes at the time) were important to them and that they felt they had been alerted to being more aware of cyclists.

- *"I remember getting out of taxi, running late, so I didn't look for bikes that day!"*
- *"I think I was told to be more aware."*
- *"I was interested that the people getting me to think about it were just ordinary people, not those in a position of authority."*
- *"It was good to see someone trying to make a change – you realise it must really be a big issue."*

- *"The questions made me feel a bit guilty – I know heaps of people who ride bikes and I don't always look."*

A key finding appears to be that the most important part of the intervention was questioning peoples' current behaviour in a face-to-face context by 'ordinary people'.

Did they take action after the intervention? One of the eleven people who received stickers put one on each of their rear view mirrors and another person taped the whole pouch onto her car's bonnet as she did not realise it contained stickers. This was the case for a number of people. The remainder who reported having taken an action were all from those who had not received the sticker but who had been asked to think about the issue. It is interesting that most of these could not specifically recollect the 'conversation'. The actions reported were:

- One rang his brother in law who is a keen cyclist and asked him what his issues were, talked about it. He said to start thinking about cycling safety around parking and ways to improve it
- *"I talked to my boyfriend who cycles about issues he's had. We didn't come up with 'grandiose' ideas but I got a better idea of it."*
- *"I started to think about methods for improving driver's awareness of cyclists. In fact I brainstormed the issue with friends and we talked about how the culture needs to change. Once we would have driven after drinking; now we wouldn't think about it. It needs to be like that."*
- One person thought of her brother-in-law who was involved in a dooring incident as a driver on Blythe Street. She said that it was rather nasty, with the cyclist being hospitalised. "*He (brother-in-law) was very annoyed. He ended up getting involved in the process which was a lot of trouble. He thought his involvement should cease when he called the ambulance.*"
  She said she has been careful since that time.

While the stickers were used by one person (out of eight) they were forgotten half of the time. Again this suggests that the most important impact of the intervention was to get people talking, and in fact, that it might require something as simple as some questions and a short personal challenge to achieve that. To roll this out on a large enough scale will require initiatives that get people issuing that challenge to others as part of their day-to-day lives.

5.1.8 Usefulness of stickers to avoid car-dooring

Next, groups who had not received the stickers were handed one set each and they were able to comment in the light of previous discussion. Those groups that had received the stickers were also given stickers. It was at this stage that the two people who claimed not to have received them remembered that they had.

The key topics generated in this discussion related to whether or not people would use them, where they would put them and how useful they believed they would be.

Would people use them?

One person who received the stickers had read the 'instructions' on the VicRoads' pouch and put two of them on her rear view mirrors.

Another person had received them previously at a defensive cycling course in Port Phillip (and had therefore received the insert (Section 5.1.9) and had 'stuck them on the four doors of the car'. He reported that people often asked what they were and hence *"my awareness has been raised more by*

being confronted and having someone ask questions". Passengers had sometimes asked what they were and commented that *"the sticker doesn't really tell you what it wants".*

This again points to the stickers most likely having an effect when accompanied by some understanding.

Other comments on whether people would use them or not included some who would never use them:

- *"The day I get my own car I'll be very particular about the kind of stickers I put on my car."*
- *"I wouldn't commit to that."*
- *"I don't have stickers on my car, I just don't like them."*
- *"The big one is just too big for inside."*

Others said they would put them up for varying reasons:

- *"I was in a hurry when I got it - so now I might be more inclined to use it."*
- *"I will put it on, even though I always look - just in case."*
- *"My children borrow the car – hopefully they'll see it and do just as I do – look every time."*
- *"It's good if someone borrows your car. If they stop and look twice, it's successful."*
- *"I'll still use it, why not? It's not harmful."*

Where would they put them?

As in the early focus group, people suggested numerous different places to locate the small and large stickers.

- *"I'd put it on the mirrors I suppose ."*
- *"Perhaps the back of the seat for people behind you."*
- *"I'd put it on the top of the front window screen."*
- *"I'd put it next to the next service sticker."*
- *"The small ones are more useful. Where would you put the bigger ones? It won't remind you if you stick it on back of car."*
- *"I'd put it on my bumper - it might spark up a conversation."*

The overall consensus was that *you've got to put it somewhere you're actually going to see when you get out* and that this is going to be different for different people and different types of cars.

Would they increase the amount of times you look for cyclists?

An important part of the evaluation is not only whether or not people say they would use the stickers but whether they would reduce the incidence of car dooring (measured in part by whether people believe the stickers would increase the number of times they look for cyclists when getting out of a car.

Here is a summary of the comments.

- One person said *"Absolutely! It would change my behaviour at least some of the time."*
- *"Maybe it would increase my awareness."*

- *"Even if some people go from never looking to sometimes looking, it's achieved something, although you really need everyone to look all the time."*

- *"They wouldn't help me remind a passenger – I might if it was a kid but I would feel weird about telling an adult."*

- *"It wouldn't work as a reminder because soon it would be 'the way that my car normally looks'. The only benefit might be that other people can see it on the car."*

- *"I can't see that it works beyond 2 weeks. It'd be a foreign object for a while. But perhaps you could use it to adopt the behaviour and hope you can form a habit in 2 weeks!"*

- *"As a driver I'd need more than a sticker. It would be more helpful to be aware of the rules - it's all a bit haphazard and difficult to predict."*

The following is a summary of the key points from all groups:

- The stickers might work (to increase alertness) for a while but then they would lose their effectiveness;

- They would work differently for different people;

- They might be useful if you can develop a habit in a couple of weeks (but will vary by person-type and frequency of driving etc.);

- They would not work without a series of other measures.

Comments of the stickers

In a discussion on people's impressions of the stickers themselves, the following comments were raised:

- Some thought that the bike reduced the clarity of the word 'look' ;

- Some did not pick up the 'look message' on first glance;

- Others thought it said 'I look';

- Some pointed out that perhaps if it creates confusion they might look again, which could be positive;

- *"If you put them on the windows, they won't work for smokers because they wouldn't see them if they have the windows down."*

- *"The green colour makes it look like advertising from a government body – put out your bins, fines, concession cards and all that sort of thing!"*

- *"Brighter colours would be better – perhaps yellow, black, red, or orange. What about glitter! Or luminous?"*

- *"The lettering on the pouches is way too small."*

- *"It looks quite light hearted but it's a really serious, kill people kind of issue!"*

- *"The stickers aren't all that self-explanatory – they don't cover what to look for, when to look or even why."*

- *"They could catch on – maybe once lots of people had them they'd be better!"*

The overall feeling was that, in their current form and as a single approach to bring about behaviour change, the stickers are not ideal for many reasons. But as shown from the comments, as part of a multi-pronged approach and with further testing and modification, some form of visual reminder may well be included.

5.1.9 Provision of additional information

Once there had been a robust discussion of the stickers, and as in the initial focus group, participants were given the notes that the City of Port Phillip had developed for distribution with the stickers (Section 3.3.5).

Comments were similar to those in the initial group and included:

The statistics

Participants were generally surprised by the frequency of car dooring incidents:

- *"I had no idea of the statistics that were in there."*
- *"It's quite serious."*
- *"I'm really surprised that's all it is!"*
- Some would have preferred the actual number of incidents – *"20% doesn't mean that much if there aren't that many total accidents."* Others liked the percentages.

The law

Most people were unaware of the law and were keen to have the information, although some felt that it should not be the key message:

- *"A lot of people think it is the cyclist fault if the bike hits the door. This clearly tells you that drivers are legally required to check.*
- *The law doesn't do much here really – there wouldn't be much policing anyway – how would you do it in a preventative way?*

The fine

While almost no-one knew of the fine and were interested to learn of it, the majority of people felt that the fine per se would not change behaviour.

- *You don't need to remind people that there will be fines. There are too many fines already in Victoria."*
- *"The fine's not going to change people. The fact that you could kill or seriously injure someone is more of a motivator. People aren't going to say 'I don't want to get a fine, better look for bikes'. They're going to think, 'I don't want to hit a cyclist'."*
- *"I don't think it would increase their likelihood of actually using stickers."*

However, one or two people thought the fine would make them change:

- *"You should highlight the fine – it really jumps out at you."*

The term 'Car Dooring'

By this point in the discussion, when people felt free to express themselves, many commented that they had never heard of this term before the discussion. Several, in fact, said that when they first heard of it they thought it had something to do with scratching a door with a key, and others with opening doors in front of other cars. Clearly future information needs to include an explanation.

Overall

While one person might well have reflected the views of busy people – *"I think it has limited usefulness, is passé, and people might not have time to read it"* - most thought the type of information presented was very useful, summarised by this comment:

- *"Solves everything about why you would use these, what they are trying to say."*

One person added:

- *"If you got this and didn't put the stickers on you'd still find out a bit about it."*

This discussion highlighted the importance of providing information as well as – and possibly before – giving people instructions or ideas on ways to combat car dooring.

5.1.10 Other ideas

The final part of the discussion allowed participants to come up with alternative or complementary methods for achieving a reduction in car dooring incidents. As in the early discussion, people found it easier to find ways for external change than for their own behavioural changes. However, an interesting discussion in one group who felt that cultural change was needed led to some particularly positive ideas. All ideas are summarised here.

Individual change

There was a range of ideas of things that would and had changed people's behaviour.

Creating a habit

- *"Perhaps I could do a little routine 'park, keys, bag, check'"*
- *"For me it's already a habit – take keys, look, open a little bit, have another look!"*
- *"I could put stickers somewhere else – perhaps the fridge where you look every day."*

Things that have or would make me change:

- The experience of not looking and then having the survey. *"It bought to my attention that no, I don't look."*
- *"Talking about it tonight has made all the difference!"*
- *"If I witnessed someone getting car-doored, that would do it!"*
- One person almost had an experience – *"I thought I looked but the bike came out of nowhere."*
- One person first realised it was in issue when she was in Mount Martha and the family of the cyclist killed by a car door were holding an event. *"It made me more vigilant – the family were devastated, but determined for it not to occur to anyone else. I wouldn't have even thought about it before that!"*

Observation by a cyclist

- *"That's the difference – being a cyclist – you have experienced it."*

It became clear in the discussions that people are very different in terms of what would change them. Often when one person came up with an idea, someone in the group would nod in agreement, and someone else would say 'that wouldn't work for me'.

Cultural change

Most people agreed that there was no current culture where avoiding car dooring was part of 'what everyone does'.

- *"It's hard to get across when there's no culture. In Sweden and countries like that it's just built in – pedestrians, cyclist and drivers are all important."*
- *"To change behaviour you have to have the belief behind it – not just that you should look, but that someone could be killed or seriously hurt, it could be someone you know. If you really believe in it, you just do it!"*

- *"If the majority do something, it becomes a new norm."*

- *"I spent time in Belgium and Copenhagen – it's phenomenally better for cyclists. The main thing is that it's a cultural norm there. There's understanding, awareness and forgiveness!"*

Building on this idea, people noted that once you know people who cycle or who have had bad experiences, your behaviour changes.

- *"My friends have kids who live in inner Melbourne and use bikes – I care because I know riders."*

- *"My partner rides so I think about it all the time."*

External change

There were also numerous suggestions for changes that could be made by others.

- *"You could put the stickers in all taxis so people get used to the concept."*

- Car dooring could specifically be included in driver's licence tests. *"Cyclists are stressed when you get your licence, but there's nothing about getting out of the car as far as I can remember."*

- *"How about an App with different questions every day about getting out of the car? That's how I'm learning Spanish."*

- A key tag that does something when you turn off the ignition – *"anything that makes a sound would make a difference."*

- A tactile solution: *"The only other thing I've thought of is a decal/sticker with raised lettering or some sort of tactile surface that would be placed on and around car door handles themselves, such that you feel the reminder each time you touch the door handle to open it. This improves on the "LooK" stickers since you don't always have the sticker in your field of view when you open the door. But the tactile decal would be felt 100% of the time."*

Several of these may be relatively easy to implement and fulfil the principles of change described in the recommendations (Section 6).

Potential messages

Participants were then asked to consider elements of messages that they thought might assist them and others make them and others constantly aware of cyclists when opening car doors.

Potential messages:

- ***You need personal stories, personal experiences, to make people realise it's a common occurrence and they could be involved.***

  - *"I thought the stats were a great addition to the stickers. However, when I was a smoker, stats on the packets didn't really hit home. But what really got me wanting to quit, was the personal experience of people who had been diagnosed with cancer as a result of their tobacco use. Possibly there's room on those handouts to at add stories from riders and drivers who have been involved in dooring accidents?"*

- *"I think not wanting to injure someone is the more powerful message."* This was reinforced by someone else:

  - *"No one deserves to have a serious injury because you've opened your door...it's so preventable."*

- *"Perhaps you could show good examples from other places around the world – to show it can work!"*

- *"An audio message in the car would be good – for example an ad on the radio."*

- *"I think ads associated with the logo might help."*

- *"I like the TAC ads that show you the consequences. "* (Though some people said they turned off from gory advertisements).

- Some recall an advertising campaign *"before Christmas with someone opening the door".*

- *"The law doesn't do much for me – there wouldn't be much policing at the time."*

6.   Findings and Recommendations

In general, the aim of the work described in this report was to 'understand more on the efficacy of interventions to reduce car dooring'. More specifically the aim was to understand if the existing stickers:

- Encouraged drivers and passengers to look for bicycles every time they park and

- Encouraged them to wait for them to pass before opening the door.

In the course of establishing the answer to this question, we understood that the aim was to find indications of both external measures (e.g. provision of information [stickers, facts, messages] or infrastructure changes) and internal triggers or prompts that might make it easier for people to always check for cyclists when they are parking.

Furthermore, during the discussions it became clear that people felt that only when there is a total culture of *awareness of the issues* of car dooring and *associated preventative behaviour* will there be widespread behaviour change. To this end we have also made the cultural change a subject of our reporting.

Distribution of incidents

The occurrence of car dooring incidents is different on different streets. This is an important finding and it needs to be understood as there may be different external measures needed (e.g. Chapel Street all day but a focus on lunch times and also some on weekends, Brunswick Street – mostly spread over the day on weekdays, and St Kilda Road in mostly in the morning and evening weekday peaks).

It is notable that each street had at least one section (Chapel -Malvern/Commercial, Toorak; Brunswick - Johnston; St Kilda - Flinders St) where incidents were more likely to occur and these locations share characteristics. These characteristics include intersections, tram stops and potentially zones where people are dropped off or picked up.

Testing the stickers

The diagnostic testing showed that an intervention solely based on stickers **is unlikely to get drivers and passengers to look for cyclists before and while opening doors** and, if cyclists are seen, they are **not likely to wait until the cyclist has passed before opening the door**.

The concept of a sticker does have some potential if it is used as a conversation point by drivers although currently this appears to only happen rarely.

Views on the stickers

In addition to the stickers not achieving their stated goal, the following views were expressed:

- A subset of the population will never put stickers on their cars;

- Most people thought that only cyclists or friends of cyclists used them at the moment;

- There was debate about many aspects of the stickers – colour (looks like government), size (large one is too big for inside, too small for outside), message (does it mean 'I look', or 'you should look') and target (drivers and/or passengers);

- People did not know where to put them. All agreed it would have to be somewhere that 'made you look every time', but they also agreed that that location would be different for different people and different cars;

- For the subset of people who might find them useful, they would need to have more information associated with them.

State of mind when parking

People are generally in somewhat of a tense state of mind when driving along these busy streets due to the congestion and the multiple stimuli of other cars, people, bicycles, signs and anticipated unexpected occurrences:

> *"The street is narrow; there are multiple traffic lights, plus trams and trucks, that's a lot to think about."*

Cyclists were not reported as the top frustrations along any of the streets. On the one hand this is positive, but on the other hand it also showed that cyclists were not at the top of people's minds as street users, something that is likely to be a goal in gaining a culture of awareness.

The tense state of mind, coupled with the difficulty of finding a parking space, often means that they are so relieved when they find one that they immediately relax and are less aware of the surroundings – with opening doors and checking for bikes not on their mind.

Suggested ways for changing people's own behaviour

People generally found this task quite hard; finding it much easier to say what others should do (e.g. signage). However, it was found that:

- people, given time, could come up with something that they could do (e.g. recite a mantra) – though it would not be the same for everyone;

- they recognised it needed to become a habit; and

- it would be easier if it was part of the culture (what people do).

Suggestions for external solutions

Measures that could lead to behaviour change from external sources were broad – at the encouragement of our team. Hence some are likely to be more feasible than others, although all aspects are reported to show the extent of thought possible.

Messages

In order to bring about a culture where car dooring is not acceptable and where all people are aware and able to prevent it the following is relevant.

- People, in general, do not understand the phrase 'car dooring';

- It is important to state some facts are important as most people have no idea of the frequency of car dooring incidents;

- Personal stories are more likely to bring about change;

- Not wanting to injure someone is probably a better incentive than fines;

- There is a need for constant subliminal reminders.

Visual reminders

Visual reminders need to be associated with other reminders such as audible or tactile measures

The value of conversation opportunities

During the discussions, and certainly at the end, most people said that they were able and willing to change their own behaviour (either start to become vigilant or become even more vigilant and talk to others about it) as a result of the group conversation itself. In fact, several people even noted that the initial interview had alerted them to their own negligent behaviour. People who had had previous conversations or interactions with others on the topic (e.g. done a defensive cycling course, talked to other bike riders) were much more likely to be vigilant and spread the word to others.

This reinforces the importance of creating a culture where people know about the issue of car dooring, know what they can do about it, and start practising constant vigilance.

In some respects the most important part of the intervention was not the stickers but the questions. The survey itself, particularly being asked if they look for bikes seems to have had a bigger impact and speaks of the power of word of mouth.

The research showed that what is needed is an approach that is likely to change culture. This will be a multi-faceted approach including reminders through careful media messages (focusing on stories rather than threats, but also giving information), multiple tools – prompts (some visual, some audio, some tactile for people who respond to different mechanisms), possible increasing focus of the effects of car dooring in driver's licence tests, and the use of public opportunities to spread the word (e.g. at schools, at events which might demonstrate the speed and distance covered by cyclists compared to the time it takes to open a car door) and so on. The approach also needs to focus on a message of 'not hurting someone' rather than on fines.

It is also recommended that any of these measures are tested before implementation using simple tests such as diagnostic testing to avoid the creation of mechanisms that do not fulfil the intended function.

Appendix A
Focus Group 1: Diagnostic Testing and Questionnaire

concepts of change

Bike Sticker Diagnostic Testing Guide – Focus Group 1

May 7th   Name: _____

1. Hand them stickers, watch them pick up stickers or take them out of the pouch. Observe facial expressions and note any comments they make. Observe and note the order they look at them.

	Answer	Correct answer
Did they look at and read 4 sides of the pouch?		Yes
Did they look at both sets of stickers?		Yes
Comments		

2. *Show Look for bike riders first.*

	Answer	Correct answer
1. What do you think this is?		1) To look for cyclists as you are getting out of the car 2) wait till they have passed before opening the door
2. What do you think this means?		*No correct answer*
3. Why do you say that?		*No correct answer*
4. Where would you put it if you received one of these?		Somewhere that attracts my attention and that of my passengers when they get out of the car

3. *Then show Look sticker.*

	Answer	Correct answer
1. What do you think this means?		1) To look for cyclists as you are getting out of the car 2) wait till they have passed before opening the door
2. Why do you say that?		*No correct answer*
3. Where would you expect to see this sticker?		*No correct answer*
4. Where would you put it if you received one of these?		Somewhere that attracts my attention and that of my passengers when they get out of the car

concepts of change

Name: _____   7 May, 2013

1. How often do you travel on each of the following streets? *(Please tick one box for each way of travelling down the street)*

Chapel Street	How often do you travel by each of the ways listed down the left-hand side?					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car						
Car Passenger						
Tram						
Bus						
Bicycle						
Walking						

Brunswick Street	How often do you travel by each of the ways listed down the left-hand side?					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car						
Car Passenger						
Tram						
Bus						
Bicycle						
Walking						

St. Kilda Road	How often do you travel by each of the ways listed down the left-hand side?					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car						
Car passenger						
Tram						
Bus						
Bicycle						
Walking						

2. Please write down how you feel about travelling along these 3 streets – by whatever ways you travel most often (e.g. car, taxi, bicycle). *Leave blank if you rarely use that street.*

Street name: **Chapel Street**	Write in the way of getting around that you are describing
How I feel driving along the street:	▪ ▪
How I feel during and after parking:	▪
These things frustrate me:	▪ ▪ ▪
The other road user that causes me most concern is:	

Street name: **Brunswick Street**	Write in the way of getting around that you are describing
How I feel driving along the street:	▪ ▪
How I feel during and after parking:	▪
These things frustrate me:	▪ ▪ ▪
The other road user that causes me most concern is:	

concepts of change

Street name: **St. Kilda Road**	Write in the way of getting around that you are describing
How I feel driving along the street:	▪ ▪
How I feel during and after parking:	▪
These things frustrate me:	▪ ▪ ▪
The other road user that causes me most concern is:	

Appendix B
Focus Group 1: Discussion Guide

From	Liz Ampt	**Date**	6 May, 2013

Subject **Focus Group Discussion Guide**

Aim

The aim of the focus group is to gain a good knowledge of the context of car dooring from the perspective of drivers and passengers of vehicles who have alighted from vehicles in the 3 target streets in the last 6 months.

A secondary aim is to carry out an initial test of the bike stickers that are available through VicRoads using the diagnostic testing technique. Finally we will get participants to assist in designing a conversation based on the way they might do it with their friends/family.

Discussion Guide

1   Before introductions

1)   As people arrive: very short diagnostic testing of the stickers– see attached guide. (*1:1 - 8 people x 2 mins = 8 mins if done by 2 people*)

While this exercise may slightly bias initial discussions (in 3 below), it is important that we discover whether people associate the stickers with car dooring so this cannot occur after discussion on that topic.

2)   Written task: "to describe feelings when you a) travel along (by whatever ways you travel most often) and b) park on any one of the 3 streets *(see attached Hand-out -1)*

2   Introductions

Describe purpose in brief (more detail later) – to understand experiences in travelling along and parking on 3 streets. Introduce people briefly – understand where they mostly travel on target streets. Provide map to them and mark on our own.

3   Concept of Car dooring

1)   Not mentioning car dooring, ask them to describe the relationship between cars, public transport, pedestrians and cyclists on the street they know best. *Listen for relevant importance of the bike-car relationships in their perception. Any mention of car dooring? Any personal stories – get details of where, when, etc. Driver/passenger's perspective only – if cyclist save till later.*

2)   Ask their perceived purpose of the bike stickers they have seen in Exercise 1. Allow extensive self-organised discussion. *Prompts: What types of people would use them? Where would they put them? What would you think if you saw the sticker in different places (e.g. window, bumper bar etc.?)*

3   Suggestions for ways to reduce car dooring

In all cases focus initially on personal experience rather than generic solutions.

1)   Review bike stickers – work alone first, then discuss ideas – *take pens, paper*

2)   Develop a conversation to tell others how/why there is an issue.

3)   Consider alternative solutions (e.g. alternate hand door opening)

4   Purpose of the Program

Explain, offer them an email address to give further ideas, then close.

Appendix C
Intercept Survey Questions

New Screen
F2F Interviewer to select location option:
- **Chapel St**
- **Brunswick St**
- **St Kilda Road**

F2F Interviewer to select whether respondent receives Conversation or sticker sample option:
- **Sticker**
- **Conversation**

S0 Do you have around 2 minutes to go through a few questions?

Yes	1	Continue
No	2	Terminate and thank

DP NOTE: Can you please insert the above question on the same screen as selection of location and sample.

New Screen

S1 Have you arrived here today and parked on or been dropped off on **CHAPEL STREET**? IF NO, Have you parked or been dropped off on CHAPEL STREET in the past six months?

Yes, parked	1	Continue
Yes, dropped off	2	Continue
No	3	Terminate and thank.

S1 Have you arrived here today and parked on or been dropped off on **BRUNSWICK STREET**? IF NO, Have you parked or been dropped off on BRUNSWICK STREET in the past six months?

Yes, parked	1	Continue
Yes, dropped off	2	Continue
No	3	Terminate and thank

S1 Have you arrived here today and parked on or been dropped off on **ST KILDA ROAD**? IF NO, Have you parked or been dropped off on ST KILDA ROAD in the past six months?

Yes, parked	1	Continue
Yes, dropped off	2	Continue
No	3	Terminate and thank

New Screen

S2 Did you happen to check for bikes when you got out of the car here today? <mark>IF PAST SIX MONTHS: Last time you parked/got dropped off here, do you remember looking for bikes?</mark>

Yes	1	Continue
No	2	Continue

New Screen

S3 Would you always/sometimes/never check for bikes?

Always check for bikes	1	Continue
Sometimes check for bikes	2	Continue
Never check for bikes	3	Continue

S4 Our company has been contracted by the Council to conduct a series of focus group discussions with people who park here.
The group discussions will be held the week commencing 17th June and you will receive $80 for your time. The group discussions will last between 1½ to 2 hours.

Is this something you would be interested in?

Yes	1	Continue to S5
No	2	~~Terminate and thank~~ Continue to S4a

New Screen

S4a Thank you for your time.

Programming Note: open cells for interviewer to enter details

Record refusal:	
Record gender:	
Record age *Age – less than or 25; 25 – 65; >65*	
Record time of day:	

END OF INTERVIEW

New Screen

S5 What is the main reason that you are parked here today? <mark>IF NOT TODAY: For what reason would you typically park on this street?</mark>

Work- my office	1	Continue
A meeting or part of work	2	Continue
To study	3	Continue
To drop something off/or pick something up	4	Continue
Something else	5	Continue

New Screen

S6Would you park here

Almost every day	1	Continue
Weekly, but less than daily	2	Continue
2-3 times a month	3	Continue
Less than that	4	Continue
First time	5	Continue

New Screen

S7 Thank you for that. I need to take some details from you now so that one of our researchers can contact you to finalise your availability.

Programming Note: open cells for interviewer to enter details

First name	
Surname	
Best contact number to reach you	
Suburb you live in	
Age – less than or 25; 25 – 65; >65	
Gender (Do not ask)	

Programmer instruction: Please show Sticker Sample if interviewer selects option 'Sticker' at start of interview.
Sticker Sample
Finally, here are some stickers that you might like to use in the meantime.
Conversation Sample
In the discussion group we'll be talking about ways to encourage car drivers and passengers to check for cyclists when they open their car doors as they park. So in the meantime it would be great if you think about ways that you personally could ensure that you and your passengers think about this every time. You can email us with ideas in advance if you like.
Email address: Julia.knapp@ipsos.com.

Thank you again. We'll contact you in about 2 weeks.

END OF INTERVIEW
New Screen

S9 **Programming Note: open cells for interviewer to enter details**

Record time of day	
Notes	

**Appendix D
Main Focus Groups – Discussion Guide**

Bike Sticker Evaluation

concepts of change

From	Liz Ampt	**Date**	17th June, 2013

Subject	**Focus Group Discussion Guide**

Background

In May there was an initial focus group held with car drivers and passengers to gain an understanding of the context of car dooring from their perspective, to carry out an initial test of the VicRoads bike stickers and to get participants to design words/phrases for themselves and others to remember to check for bikes.

Since then 60 people were recruited (20 on each of St. Kilda Road, Chapel Street and Brunswick St)

- half were given a set of stickers with the instruction: *Finally, here are some stickers that you might like to use in the meantime* and

- half were asked to do the following:

  In the discussion group we'll be talking about ways to encourage car drivers and passengers to check for cyclists when they open their car doors as they park. So in the meantime it would be great if you think about ways that you personally could ensure that you and your passengers think about this every time. You can email us with ideas in advance if you like.

Aim of next Focus Groups

The aim of these focus groups is to evaluate the difference between the two methods of bringing about changes in the way people get out of their cars in order to avoid car dooring incidents.

There will be 4 groups – 2 who have received stickers and 2 who had the conversation option.

Discussion Guide

1   Before introductions

   Written task 1: "to describe feelings when you a) travel along (by whatever ways you travel most often) and b) park on any one of the 3 streets *(a repeat of that used in Focus Group 1 for comparison)*

2   Introductions

   Describe purpose in brief (more detail later) – to talk about your experiences since you were recruited.

3   Discussion arising from Written task 1 – general feelings about the street

- General discussion about how people feel driving on those streets to see how top of mind cyclists are. In particular record emotions raised (e.g. frustration, relief, fright). Record the frequency with which cyclists are raised as part of the experience.
- Record how they feel about cyclists arising from these discussions – but not prompting specifically.

4   ***Written Task 2***

Before you were interviewed the other week

Before you were interviewed on the street a few weeks ago in May, would you say you looked for bikes when you (as a driver) got out of the car:

- All of the time
- Most of the time
- Some of the time
- Now and then
- Never
- Never drive

Repeat question for when you are a passenger

Since you were interviewed the other week

Since you were interviewed on the street a few weeks ago in May, would you say you looked for bikes when you (as a driver) got out of the car:

- All of the time
- Most of the time
- Some of the time
- Now and then
- Never
- Never drive

Repeat question for when you are a passenger

5   ***Impact of intervention (includes discussion arising from written task 2)***

Do they remember receiving sticker/having the brief conversation.

If stickers

What did they do with them? Did they/who used them? Did they discuss it with others (in family, other places – looking for ways that word of mouth is used)?

What was the key reason that they used them? (e.g. the interviewer, the description on pack, something else)

Listen for ways in which they spread messages.

Listen for ideas of using stickers.

Record the number of people who used them and those who did not.

Did they result in looking for cyclists more – all the time? In some places only?

If conversation

Do they remember the gist of what the interviewer said? Did they think of any imaginative ways to look for cyclists? Did they discuss it with others (in family, other places – looking for ways that word of mouth is used)?

What was the key reason that they made any changes? (e.g. the interviewer, the interview itself, something else)

Listen for ways in which they spread messages.

Record the number of people who thought of ways as a result of the conversation.

Ask for ideas of further spreading the conversation or turning it into a message.

Did the conversation result in looking for cyclists more – all the time? In some places only?

Show these people the bike stickers – would they be useful?

6 *General discussion*

In general, has your attitude to cyclists or awareness has changed as a result of the intervention? *(People might not have gone quite so far as to always look when they open their door, but they might be more aware of cyclists generally...)*

7 *Purpose of the Program*

Explain, offer them an email address to give further ideas, then close.

Appendix E
Main Focus Group: Questionnaire and Summary Results

concepts of change

Name: _____ June 17-19, 2013

1. How often do you travel on each of the following streets? *(Please tick one box for each way of travelling down the street)*

Chapel Street	**How often do you travel by each of the ways listed down the left-hand side?**					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car						
Car Passenger						
Tram						
Bus						
Bicycle						
Walking						

Brunswick Street	**How often do you travel by each of the ways listed down the left-hand side?**					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car						
Car Passenger						
Tram						
Bus						
Bicycle						
Walking						

St. Kilda Road	**How often do you travel by each of the ways listed down the left-hand side?**					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car						
Car passenger						
Tram						
Bus						
Bicycle						
Walking						

2. Please write down how you feel about travelling along these 3 streets – by whatever ways you travel most often (e.g. car, taxi, bicycle). *Leave blank if you rarely use that street.*

Street name: **Chapel Street**	Write in the way of getting around that you are describing
How I feel driving or being driven along the street:	▪ ▪
How I feel during and after parking or being dropped off:	▪
These things frustrate me:	▪ ▪
The other road user that causes me most concern is:	

Street name: **Brunswick Street**	Write in the way of getting around that you are describing
How I feel driving or being driven along the street:	▪ ▪
How I feel during and after parking or being dropped off:	▪
These things frustrate me:	▪ ▪
The other road user that causes me most concern is:	

Street name: **St. Kilda Road**	Write in the way of getting around that you are describing
How I feel driving or being driven along the street:	▪ ▪
How I feel during and after parking or being dropped off:	▪
These things frustrate me:	▪ ▪
The other road user that causes me most concern is:	

3. On which street were you asked to join this focus group ?

Chapel Street . . . . ☐

Brunswick Street . . . . ☐

St.Kilda Road . . . . ☐

Exercise 2

Before you were interviewed the other week

1. Before you were interviewed on the street a few weeks ago in May, would you say you looked for bikes when you (as a driver) got out of the car:

    I never drive . . . . ☐

    All of the time . . . . ☐

    Most of the time . . . . ☐

    Some of the time . . . . ☐

    Now and then . . . . ☐

    Never . . . . ☐

2. Before you were interviewed on the street a few weeks ago in May, would you say you looked for bikes when you (as a passenger) got out of the car:

    I am never a passenger . . . . ☐

    All of the time . . . . ☐

    Most of the time . . . . ☐

    Some of the time . . . . ☐

    Now and then . . . . ☐

    Never . . . . ☐

Since you were interviewed the other week

3. Since you were interviewed on the street a few weeks ago in May, would you say you looked for bikes when you (as a driver) got out of the car:

    I never drive . . . . ☐

    All of the time . . . . ☐

    Most of the time . . . . ☐

    Some of the time . . . . ☐

    Now and then . . . . ☐

    Never . . . . ☐

4. Since you were interviewed on the street a few weeks ago in May, would you say you looked for bikes when you (as a passenger) got out of the car:

    I am never a passenger . . . . ☐

    All of the time . . . . ☐

    Most of the time . . . . ☐

    Some of the time . . . . ☐

    Now and then . . . . ☐

    Never . . . . ☐

Table 9 Mode use on Chapel Street

Chapel Street	How often do you travel by each of the ways listed down the left-hand side?					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car	2	0	2	7	5	2
Car Passenger	0	0	3	6	6	3
Tram	0	0	3	5	6	3
Bus	0	0	0	0	4	13
Bicycle	1	0	1	1	6	9
Walking	0	2	2	5	7	1

Focus group participants had a broad range of experience travelling on Chapel Street using a variety of different modes of transport.   Participants most commonly had frequent experience driving or walking on the street, and were least likely to catch the bus.   Two people were regular cyclists.

Table 10 Mode use on Brunswick Street

Brunswick St	How often do you travel by each of the ways listed down the left-hand side?					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car	1	1	2	9	5	1
Car Passenger	0	0	2	8	3	4
Tram	1	2	1	5	1	7
Bus	1	0	0	1	0	15
Bicycle	2	0	2	2	2	10
Walking	2	1	3	3	3	5

Almost all participants had some experience as a driver of a car on Brunswick Street.   Experience of buses was limited, and a few regular cyclists on this street were included.

Table 11 Mode use on St Kilda Road

St Kilda Rd	How often do you travel by each of the ways listed down the left-hand side?					
	Most weekdays	Most weekends	1-2 times a week	A few times a month	Less than that	Never
Driver of a car	3	1	2	3	8	2
Car Passenger	0	1	1	6	7	2
Tram	1	0	2	3	5	6
Bus	0	0	0	1	3	13
Bicycle	0	0	1	1	6	9
Walking	2	0	0	4	4	7

Again, almost all participants had some experience as a driver or a passenger of a car on St Kilda Road.   Experience of buses was limited, and most did not cycle on the street.