



People power: the path to low carbon transport
18 -19 March 2024
Tākina Convention Centre
Te Whanganui-a-Tara Wellington

Researching the Urban Realm - A mixed-method approach

In the pursuit of transforming Aotearoa's streets into welcoming spaces that foster well-being, social cohesion, active transportation, and sustainability, it is essential to develop a deep understanding of the intricacies of our urban areas, including their impact on people. Traditional research methods, like surveys and basic counts, often fall short of achieving this objective. They frequently overlook the 'why' behind the numbers and fail to capture the quieter voices within our communities. In response to this, there has been a movement towards more adaptive mixed-method approaches, successfully implemented in programs such as Streets for People.

The upcoming presentation, delivered by [FOLKL](#), delves into the potential of blending quantitative and qualitative research techniques to unearth a deeper level of insight. Through real-world examples, FOLKL will underscore the effectiveness of a mixed-method approach and show the benefit of looking beyond conventional research and engagement methods to obtain a comprehensive and nuanced understanding of urban environments. This understanding, in turn, equips decision-makers to make informed choices regarding the development of pedestrian and cycling infrastructure.

Key themes covered in the presentation include method selection, integrated data analysis, behavioral insights, and active community involvement. By embracing mixed-method research, attendees can gain insights from real-world examples of approaches that unravel the dynamics that shape urban landscapes.

FOLKL is a research company that has specialized in monitoring and evaluation, communication, and engagement within various Innovating Streets for People, Streets for People, and Transport Choices projects. While our base is in Napier, we collaborate with councils throughout the country.



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