

irresistible cycling



Building a cycle culture for the Supercity

CYCLE ACTION AUCKLAND AND AUCKLAND COUNCIL

Cycle Action Auckland



“Everyday cycling” – people making everyday trips and leaving their cars at home.

Skills, safety and style

Cycle Action aims for *more everyday cycling* – by:

- ✓ **Advising** on cycle safety and infrastructure
- ✓ **Promoting** public transport and cycling
- ✓ **Supporting** cycle training for transport
- ✓ **Promoting** safe road sharing with all road users
- ✓ **Creating** family rides and cycle style events
- ✓ **Changing** the public image & language of cycling
- ✓ **Partnering** on projects (e.g. National Cycleway) to allow more people to enjoy Auckland by cycling.





TRY MY BIKE

Wine & Cheese Evening

Wednesday 10 Mar, 6.00pm

Lake House, Takapuna

Join us for a fun, relaxed evening of cheese, wine, and bicycles! Test ride a wide variety of female-friendly bicycles and learn 'what's hot' from seasoned cycle divas and bicycle experts. Indulge your passion; try different colours, shapes and designs and find out which bike is perfect for you. See you there!

FROCKSONBIKES





BusnBike encounters

A workshop to promote awareness
between cyclists and bus drivers

Presented to

On completion of the Bus Driver and Cyclist
workshop on 16 September 2010

With thanks for your participation and
contribution to increasing understanding
between bus drivers and cyclists.







BE CYCLE AWARE
pass bikes wide and slow

UB484

1.5 metres

BCB349

WINNER OF THE 2009 NZTA AWARD FOR
CYCLE-FRIENDLY COMMITMENT BY A BUSINESS

 **Fullers**
We'll take you there



Building a cycle culture for the Supercity



Cycling for transport in Auckland

Cycling is an important part of Auckland's transport mix:

- It's **fast and easy for short trips** (3km or less) around the CBD, local suburbs and shopping areas.
- Often it's **quicker and easier** than driving and parking.
- Cycling is **cheap and energy efficient**. It means freedom from rising fuel and vehicle running costs.
- It's an effective way to **combat congestion, pollution and health problems** caused by physical inactivity.



Cycle Culture for Auckland

Cycling is an essential part of creating the livable city promoted by our mayor, Len Brown. Cycle culture change is under way, delivered by:

- ✓ People in everyday clothes, cycling for transport
- ✓ Our leaders
- ✓ Our media
- ✓ More women and older people; and
- ✓ Clever use of our roads to make cycling safe, easy & fun.

Cycle Action Auckland is part of the mix.

Canvas

Weekend Herald February 13, 2010

CARRY ON CAMPING
Alan Perrott pitches his tent

AFTER THE MOB
Drea de Matteo on
her new life as a
desperate housewife



EASY RIDERS The cyclists choosing style over speed



Building a cycle culture for the Supercity













This footpath now
welcomes bikes.

Travel
Smarter.





Auckland cycling on the move 2009 - 2010.

| | |
|---------------|-------|
| Auckland City | +40% |
| North Shore | +10% |
| Waitakere | + 5% |
| Manukau | +36% |
| Papakura | +10% |
| Franklin | - 31% |
| Rodney | +39% |

Auckland region av. +27%

*ARTA regional count
of av. total cyclist
movements 2009 -
2010 % change*

Where to from here?



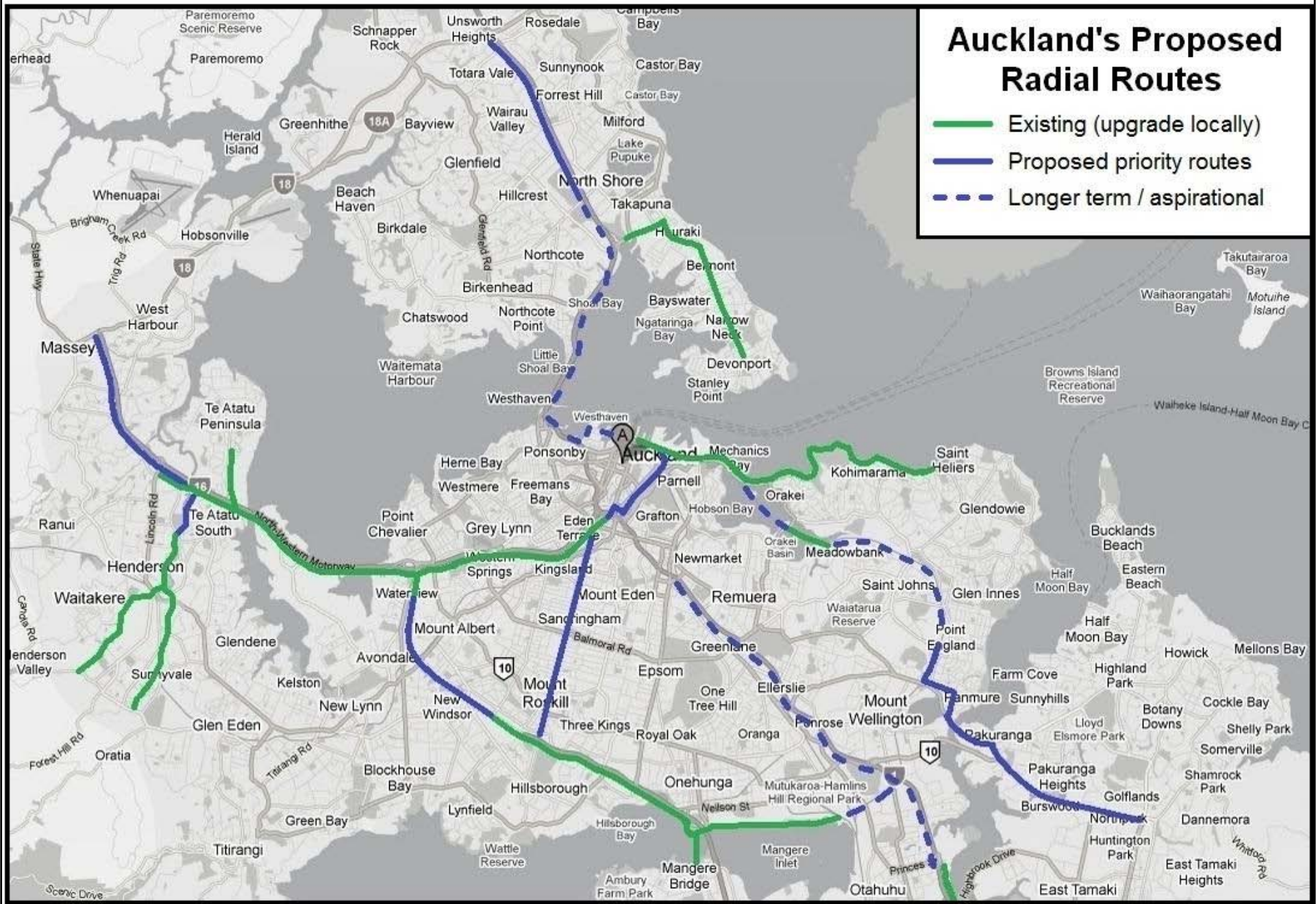
Keeping up the momentum when money is hard to come by.

It's all about **skills, safety and style**, by:

- ✓ Providing connected, convenient and completed cycle networks.
- ✓ Integrating cycling with use of public transport
- ✓ Collaboration and partnership in planning and delivering events, programmes and projects.

Auckland's Proposed Radial Routes

- Existing (upgrade locally)
- Proposed priority routes
- Longer term / aspirational



Benefits of central area cycling:

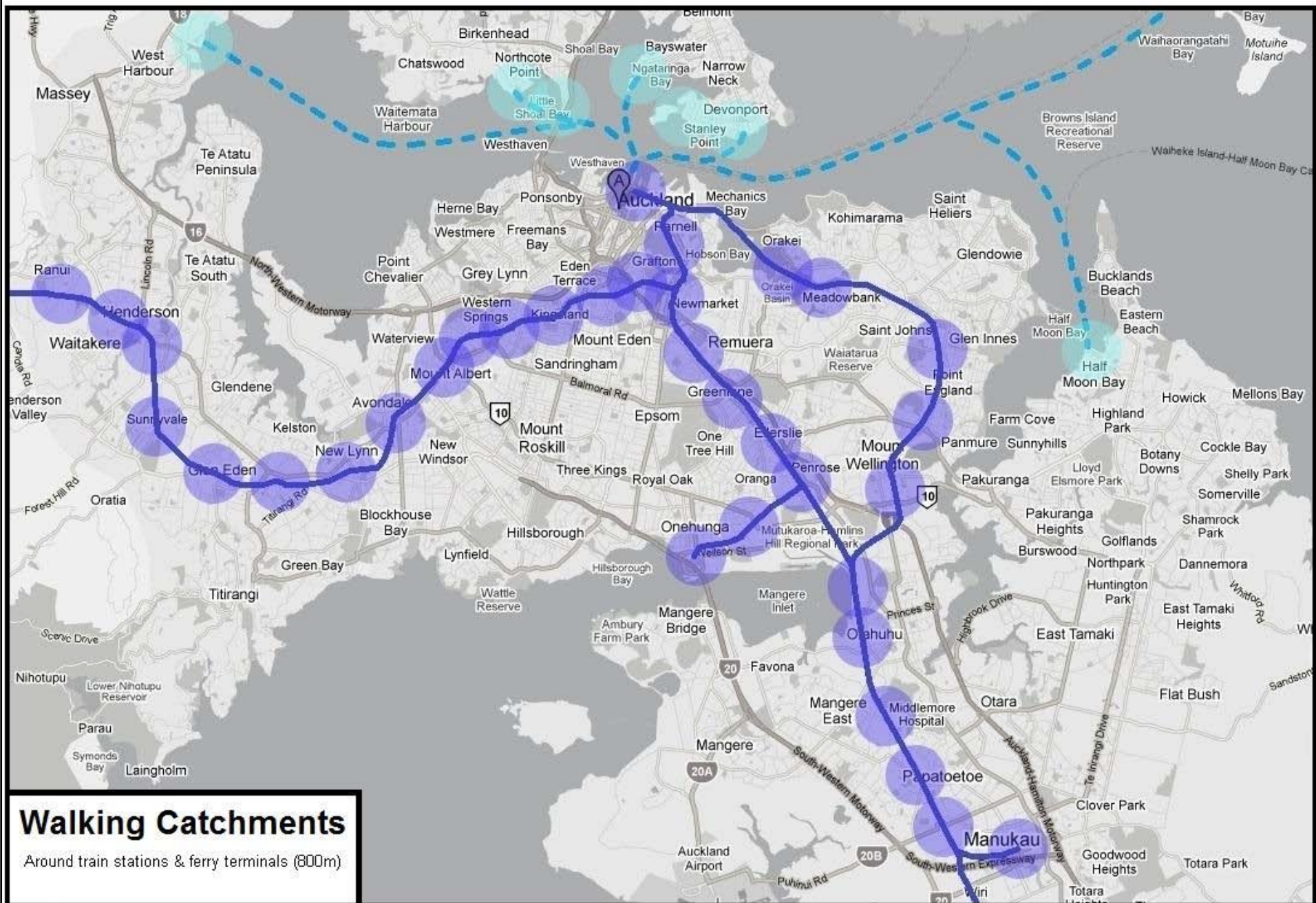
- ✓ It has the **highest concentration of cyclists** now, using 8 of the region's 10 most popular cycling routes
- ✓ It has the best **train, bus and ferry** connections.
- ✓ Its residents are **most likely to cycle**
- ✓ It allows us to **showcase the best** of our city's cycling to visitors and local residents.

Benefits of a radial cycle route network:

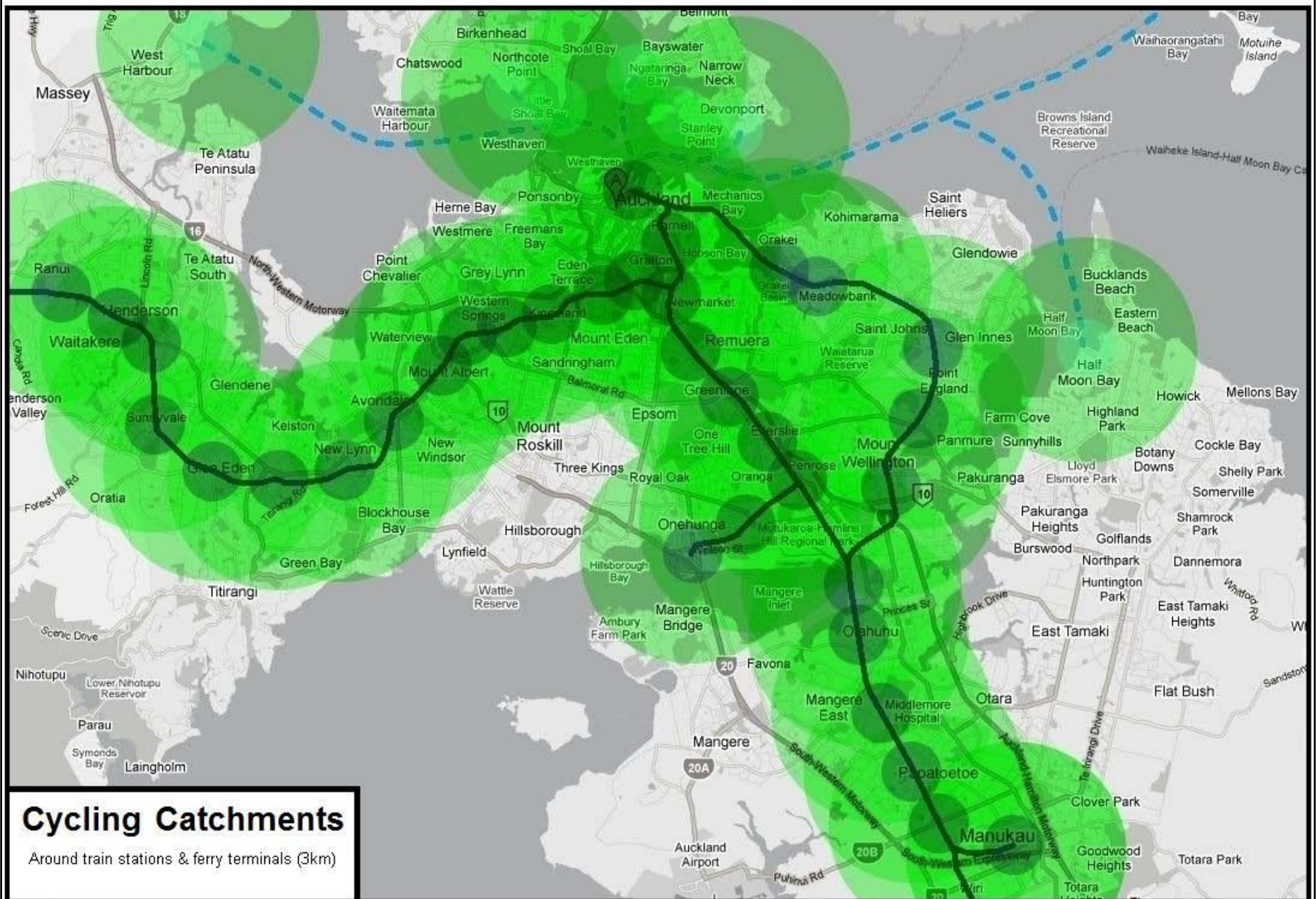
- ✓ Caters best for **existing high public demand** for cycling
- ✓ **Builds on the strength of existing infrastructure** by closing gaps
- ✓ **Works in tandem** with public transport
- ✓ Helps to **satisfy public demand** for more cost efficient transport choices.







Walking Catchments
 Around train stations & ferry terminals (800m)



Cycling Catchments
 Around train stations & ferry terminals (3km)

Benefits of combined cycling and public transport use

Public transport benefits

- ✓ **Increases the flexibility & reach** of public transport networks.
- ✓ **Significantly expands the choice of destinations** available to non-car users.
- ✓ **Increases catchment** around train stations by **10–14 times** compared with walking.

Cycling benefits

- ✓ Allows cyclists to **avoid unsafe road conditions**.
- ✓ Cycling and exercise can be **built into the daily commute**.
- ✓ Expands cycle touring and recreational choice.







Collaboration and Partnership







Cycle Action seeks Auckland Council's support to assist in the **planning and delivery of the radial routes, and integrated cycling and transport nodes.**

We also hope that **collaboration and partnership** will be a hallmark of the Supercity for **continued cycle culture change** for the region

