



Improving Safety of Cycling Public Education Programme Report, July – September 2010

To: Gerry Dance, New Zealand Transport Agency
From: Cycling Advocates' Network
30 September 2010

The aims of the Improving Safety of Cycling Public Education Programme are to:

- a. deliver a national safety education and promotional programme in the high priority walking and cycling communities at risk areas, directly contributing to high priority areas of the Government's Safer Journeys Strategy: Safer roads and roadsides, Safer speeds and Increasing the safety of all drivers;
- b. provide information for professionals about best practice for planning and designing for cyclists; and
- c. reduce peak hour congestion and increase economic productivity through nationally coordinated promotional programme and educational material to encourage more people to cycle to work and to school.

We are delighted to report on another successful programme, and thank NZTA for your support.

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Objectives	Actions	Expected Outcomes	Measure of Success	CAN activities July - Sept
1) Support Safer Journeys programme: cycling aspects of the Safe Roads and Roadsides and the Safer Speed components	<p>1a) Develop and disseminate resource material on implementing lower speed limits in New Zealand, in consultation with NZTA staff, with a particular focus on school zones, urban centres, and rural areas that are used by recreational cyclists and have a high crash record.</p> <p>Develop material for Councils, CAN/ BikeNZ and local cycling groups, other road user groups (Automobile Association, Road Transport Forum, Living Streets Aotearoa, etc), NZTA, media and individuals.</p> <p>Provide variety of media to deliver key messages, e.g. website, printed material, training courses, video, etc.</p>	<p>All councils have access to the resources.</p> <p>Contact is made with major road user representatives to initiate dialogue about the effect of lower speed zones on cyclists.</p> <p>Information about lower speed zones is promoted wherever possible during contact with media representatives.</p>	<p>Resources are available.</p> <p>Progress on dissemination outlined in Programme Report.</p>	<p>Resource created at http://can.org.nz/implementing-slower-speed-limits, and attached below.</p> <p>Case studies of lower speed zones: http://can.org.nz/article/slower-speed-limits-new-zealand-case-studies</p> <p>Major road users written to, 30 Sept</p> <p>Assisting local groups with safer speeds submissions e.g. Wellington's golden mile</p> <p>Stop at Red campaign developed and funding application made to Road Safety Trust: http://can.org.nz/stopatred</p> <p>CAN Do (Oct 30-31) will include training on introducing safer speeds</p>
	<p>1b) Provide training workshops on cycling issues for significant road user group, e.g. Police, truck drivers, driving instructors, bus drivers, large workplaces (e.g. Councils, hospitals)</p>	<p>Targeted workshop programmes are developed, in consultation with relevant NZTA staff.</p> <p>Marketing material is prepared for sector workshops, and contact made with major employers of road users.</p>	<p>Progress outlined in Programme Report.</p> <p>Number of employers contacted.</p>	<p>Being Cycle Aware workshop developed at http://can.org.nz/being-cycle-aware</p> <p>Major road users written to, 16 Sept.</p> <p>Auckland: workshop held 16 Sept. Feedback v positive.</p> <p>Wellington: Regional Council is planning a workshop, and is negotiating with two bus companies.</p> <p>Nelson: enquiry received</p> <p>Christchurch: ECAN plans a bike and bus drivers' workshop on 21 Oct.</p> <p>Safety tips for cyclists, truck and bus drivers</p>

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				brochure developed with NZTA at http://www.nzta.govt.nz/resources/safety-tips-cyclists-truck-bus/index.html
	1c) Enable safety messages to get through without distractions by preparing 'pre-emptive' material addressing recurring issues like "cyclists don't pay", "cyclists break the law", etc.	Fact-sheets are produced, and disseminated with the lower speed resources.	Number of times the 'distracting' issues need to be explained.	Cycling Facts and Fiction http://can.org.nz/article/cycling-facts-and-fiction News releases sent to ODT and NZ Herald. Daylight saving release, 23 Sept. Give way rule release, 29 Sept. Big Bike Fix Up release, 29 Sept.
2) Cycle training coordination	Co-ordinate meetings between CAN, BikeNZ and the NZTA Cycle Training Implementation team, to ensure that the activities of cycle trainers are aligned. Expand the number of cycling skills trainers, thereby increasing the number of cyclists trained.	A robust framework for co-ordination of cycling skills training is prepared. More cyclists are trained in safe cycling techniques. Provide input on a preliminary list of potential assessors and participants for the pilot testing (Serene Tng)	Co-ordination progress outlined in Programme Report. Number of training courses run.	Talked with John Willmer from Bike NZ to discuss coordination. CAN/ CAA member Barbara Insull appointed to BikeNZ Board. Prepared two proposals for cycle train the trainers programmes, in Nelson and with NZ Police (pilot workshop held 24 Sept in Petone) Updated Instructors' guides, at http://can.org.nz/article/can-bikeability-instructors-guide Input on potential assessors has been provided to NZTA.
3) Model Communities: engagement with council(s)	Arrange and facilitate meetings with local cycle user groups and other organisations (e.g. Living Streets Aotearoa). Provide cycle audit support and guidance. Provide volunteer resource and training for Model Community monitoring (cyclist surveys, cycle counting, measuring behaviour change), both for baseline statistics, and for ongoing measuring.	Local user groups are given the tools to participate effectively in the development of their Model Community project.	Contribution outlined in Programme Report.	Toolkit of resources is at http://can.org.nz/article/model-communities-toolkit Meetings Hastings DC: Patrick and Liz, 6 August Graeme meeting NPDC, 28 July NPDC: Patrick, Graeme, Liz, 1 Sept, 28 Sept Staff have been trained to do cycle auditing, with training in Chch 24 July

Resources:

Implementing slower speed limits, <http://can.org.nz/implementing-slower-speed-limits>

Slower speed limits - New Zealand case studies, <http://can.org.nz/article/slower-speed-limits-new-zealand-case-studies>

Being Cycle Aware road safety workshop, <http://can.org.nz/being-cycle-aware>

Cycling facts and fiction, <http://can.org.nz/article/cycling-facts-and-fiction>

Model Communities Toolkit, <http://can.org.nz/article/model-communities-toolkit>

About CAN

The Cycling Advocates' Network (CAN) was formed in 1997 as New Zealand's national network of cycling advocate groups. It is a voice for everyday cyclists - recreational, commuter and touring. CAN works with central government and local authorities, on behalf of cyclists, for a better cycling environment.

Further information about CAN's aims and policies can be found at can.org.nz

CAN has 23 affiliated groups and more than 500 individual members throughout New Zealand, and links with overseas cycling organisations. In addition, many national, regional and local government authorities, transportation consultancies, and cycle industry businesses are supporting organisations.

CAN works closely with the national advocacy organisation for pedestrians, Living Streets Aotearoa, and has strong links with organisations in the health, sport and recreation, transport, tourism, and environmental sectors. CAN also works with BikeNZ (largely responsible for competitive cycling in NZ) and its constituent organisations for track, road, MTB, BMX cycling; and BIANZ (the bicycle industry association). CAN is a member of the Bike Wise Advisory Group.

CAN has formed an informal Health and Active Modes Working Group with Living Streets Aotearoa, Cancer Society and the Heart Foundation.

CAN has established special interest groups, operating via the CAN website:

- Activities and Events
- Cycle Training Network
- IT Support
- Legal
- Media and Communications
- Rail Trails and Pathways
- Submissions and Central organisations relationships
- Technical and Policy

- Volunteer and Group Development

The CAN website is a valuable resource for local cycling groups and the general public.

CAN is a member of:

- Environment and Conservation Organisations of NZ (ECO)
- Association of Non-Government Organisations of Aotearoa
- Health Promotion Forum
- Healthy Cities
- Safe and Sustainable Transport Association (SASTA)

CAN is a signatory to the NZ Urban Design Protocol.

CAN is administered by an Executive Committee, and has employees based in Wellington and Christchurch.

CAN is an incorporated society (registration number 1139912) and a registered charity (registration number CC36909).

CAN's Achievements

Some of CAN's significant achievements since it was formed in 1997 are:

- Developed a comprehensive national cycling advocacy network through individual members, local cycling groups and supporting organisations.
- Regular representation of cyclists at meetings with key Government Ministers, MPs, Ministry of Transport, NZ Transport Agency, NZ Police, Ministry for the Environment, Ministry of Health and other agencies.
- Made high quality submissions on legislation, strategies and policies affecting cyclists. These have led to many victories for cyclists.
- Credible voice on cycling and transport issues in the news media.
- Made a crucial contribution to the establishment of Getting There, NZ's first Walking and Cycling Strategy and helped shape the implementation process.
- Raised awareness of cycling in the NZ Road Code.
- Successfully lobbied for creation of the NZ Transport Agency dedicated Walking and Cycling Fund.
- Successfully lobbied for the consideration of health benefits in the funding of cycling projects.
- Successfully lobbied for the establishment of Transfund's Cycling Advisory Group (now replaced by the Getting There National Advisory Group and working groups).
- Developed the Cycle Friendly Employer Guide for SPARC.

- Developed and delivered the Bikeability cycle training programme, including a train the trainers course
- Developed and delivered the Being Cycle Aware Workshop resource kit.
- Produced a wide range of resources for cyclists and advocates to use at a local level.
- Set up the annual CAN Cycle-Friendly Awards which recognise business, NGO, individual, and government agency support for cycling.
- Developed CAN's magazine Chainlinks (first issued in July 1997) into a widely read and respected source of cycling-related information.
- Established a frequently visited website and regular e.CAN electronic newsletters which provide invaluable information and resources.
- Helped secure the future of and increased funding for Bike Wise. CAN continues to play an active role in Bike Wise as a member of the Bike Wise Advisory Group.
- Won the Bike Wise Challenge in 2008, 2009 and 2010 in the relevant category
- Made a major contribution to the establishment and ongoing success of NZ Cycling Conferences.
- Made a major contribution to the development and delivery of in-service training on cycling issues for transport professionals (the Fundamentals course).
- Lobbied successfully for and contributed to NZ Supplement to Austroads 14, the standard design guide for cycle facilities in NZ.
- Cycling representation on key bodies, including the NZ Transport Agency Research Reference Group.
- Set up the CAN library, used regularly by members, students and transport professionals.
- Delivered papers and presentations, and attended national and international conferences,
- Developed a range of quality cycling merchandise.
- Nurtured cycling culture and projects such as Frocks on Bikes, Bikes in Schools and Cycle Style events.

