

Our Vision Making Walking and Cycling Irresistible



A Dozen Reasons to Choose Hastings

Our approach connects communities, targets key users and uses evidence based tools to validate our approach.

- ✓ Focused investment on four key walking and cycling arterials
- ✓ Completed routes, networks and access to the Commuter Express Bus
- ✓ Targeted travel planning with four key user groups
- ✓ Facility improvements at key destinations
- ✓ Cycling education in schools
- ✓ Footpath renewal, connectivity and lighting enhancement
- ✓ A network of walking and cycling information, signage, bike stands and seats
- ✓ Improved accessibility to and within lower socio economic areas
- ✓ Walking and cycling routes marketed to potential users
- ✓ Utilising our micro-simulation model to guide decision making
- ✓ A best practice guide developed to assist transferability to other communities
- ✓ A pilot community on which to test ideas and monitor results

OMAHU ARTERIAL

- ✓ Links two significant population centres
- ✓ Busiest commuter link in the district
- ✓ 45% of trips less than 8km
- ✓ Significant employment node
- ✓ Links to Regional Sports Park and Rotary Pathway network to Flaxmere
- ✓ Links with Commuter Express terminal on Omaha Road
- ✓ Services the HB Regional Hospital
- ✓ Links with significant past investment
- ✓ Construction cost \$735k – leverages \$3.4m of recent investment

FLAXMERE ARTERIAL

- ✓ Links Hastings lowest socio-economic community
- ✓ 70% of trips less than 8km
- ✓ Significant demand for education based trips to Raureka and Akina
- ✓ Considerable off-road facilities already in place on York Road
- ✓ Enhances a highly used and key existing vulnerable user route
- ✓ Provides a link across a major community severance (SH50a)
- ✓ Construction cost \$546k – leverages \$1m of linked programmes and planned investment

Our Four Arterials



KEY

- Where we live
- Where we work
- Where we learn
- Industrial
- Cycle/walkways

WHAKATU/CLIVE ARTERIAL

- ✓ Links Hastings to a key industrial area
- ✓ Links Hastings with coastal communities and Napier City
- ✓ 40% of trips less than 8km
- ✓ Potential to tackle intercity commuting – 40,000 vehicles at morning peak
- ✓ Services several large employers – good opportunity for targeted travel planning
- ✓ Construction cost \$1m – leverages \$1.3m of planned investment

HAVELOCK ARTERIAL

- ✓ Links our two largest population centres
- ✓ Second biggest commuter link in the district
- ✓ 75% of trips less than 8km
- ✓ Strong community demand for this link
- ✓ Links with significant past investment
- ✓ Important safety improvements will be advanced
- ✓ Flagship route for model community promotion
- ✓ Construction cost \$1.35m – leverages \$1.5m of recent investment

Our Four Target User Groups

Walk and Cycle to Work

Largest proportion of trips on the network at peak times and group with smallest propensity to walk & cycle = significant opportunity.

Interventions:

- Targeting large companies and organisations served by our core arterials – offering an attractive package of advice, grants and services.
- Targeting the Napier Commuter Express service, providing high quality bus stops incorporating bike parking facilities.
- Partnering with HB Regional Council for provision of bike racks on buses, and fare concessions for “park & riders”.



Walk and Cycle for Fun

Leisure cycling encourages people to start cycling and is a basis from which to encourage cycling for other journeys.

Interventions:

- Attractive leisure routes marketed via our existing “Calorie Maps”.
- Rollout of consistent network signage.
- Rollout of comprehensive network of bike parking facilities.
- Development and marketing of network walkability and cycleability maps.
- Travel planning with larger churches to become walking and cycling friendly.



Walk and Cycle to Shop

Little attention has as yet been focused worldwide on how to encourage cycling to shops. HDC wants to focus on this and develop strategies to encourage cycling to shops.

Interventions:

- Signing of cycle routes to nearest local shopping areas.
- Provision of cycle parking at the front entrance to stores.
- Providing cycle parking at regular intervals.
- Campaigns to encourage people to shop local and “follow me home shopping” schemes.
- Provision of walking and cycling information points in our CBD’s linked to significant future investment proposals.



Walk and Cycle to School

Most vulnerable user group, but generally the group most willing to walk or cycle. Work with schools in Hastings suggests that the number of students cycling to school is considerably lower than the number who would like to cycle to school.

Interventions:

- Active engagement and travel planning with schools, particularly larger schools on core arterials.
- Focusing investment on key vulnerable user routes.
- Priority crossing opportunities for pedestrians.
- Raised platforms at crossing points.
- Cycling proficiency training and certification in schools.
- Education and driver awareness campaigns in partnership with Roadsaw Hawke’s Bay.



Our Proposal at a Glance

OUR PROPOSAL

1 The Fundamentals

"Making walking & cycling irresistible" is our vision developed with the community and a fundamental part of our sustainable development approach" **Mayor, Lawrence Yule**

Here in Hastings

• A compelling vision underpinned by a sustainable development approach – this is not an add on, its central to everything we are planning for.



St Mary's bike track - opened by Prime Minister John Key

- **Outstanding climate and topography** – this is walking & cycling country.
- **Great bone structure** – There's lots of it and its connected:
Significant investment to date includes 14 roundabout nodes, 6.4km Off-road cycle paths, 15.5km On-road cycle lanes, 3 walking/cycling 'clip-on bridges', 67km of Rotary Pathway Network.
- **Great bone structure** – Its permeable, allowing walkers and cyclists to follow desire lines on low volume roads.
- **Community momentum** – There's a lot going on here.

NZTA GUIDANCE

Location, Leadership, Vision

OUR PROPOSAL

4 Smart Investment

This is a \$6.37 million proposal with the Council's contribution of \$2.39 million already provided for within it's Ten Year Plan budgets.

A NZTA share of \$3.98 million will ensure the proposal becomes a reality.

It's a smart investment:

- ✓ The strategy has an evaluated BC of 2.54
- ✓ Significant associated investment of over \$9 million is leveraged
- ✓ We have a dedicated project delivery team
- ✓ State of the art transportation model tests scenarios to assist decision making

Transferability

- ✓ Our collector network approach is low cost and highly repeatable
- ✓ Our integrated network approach based on accessibility and land use mapping is logical and highly repeatable
- ✓ Our proposal incorporates new NZTA tools and processes
- ✓ Applying overseas learnings ensures transferability of international experience
- ✓ We propose to develop a "How To" guide to assist transferability
- ✓ Promotion through the INGENIUM Land Development Engineering Group.

Ultimately it's a smart investment. We propose to use our transportation model to help guarantee success. Our intended approach is shown below:



NZTA GUIDANCE

Programme of Activity, Partnering, Integrated Investment

2 Integrated Planning

We are well planned. Our proposal places considerable attention on the integration of planning. We think this is key to optimising investment in walking and cycling infrastructure and supporting programmes.



Urgency

Hastings is a community with massive potential in which to make a real difference:

- Conclusions which can be drawn from crash data .
- Our people – low deprivation areas and health statistics which need to turnaround and pedestrian and cycling rates which need to improve.
- Integrating the creation of a model walking and cycling community with the large volume of strategic planning Hastings District is currently undertaking.

Policy Alignment, Population

5 Continuous Improvement

We intend to take a partnership approach to ensure we meet NZTA objectives. We also intend to use our transportation model to undertake advanced modelling assessments.

Our comprehensive performance monitoring model can be condensed down to measuring progress towards a small number of primary and sub-level indicators:

Primary Level Indicators

- W&C Mode Share is Increasing at 8%pa.
- Number of injury crashes involving pedestrian and cyclists is trending downwards, especially in the 0-14 age group.
- Community perception of Cycling Safety has trended upwards by at least 50% over 3 years.

Sub-Level Indicators

- Average traffic speeds on routes with cycling facilities is trending downwards.
- 100% uptake of travel planning within target organisations and quotas are being met.
- Patronage of the Commuter Express is trending upwards.
- Model Community Marketing Awareness exceeds 50%.
- Percentage of residents achieving recommended weekly physical activity target of 2.5hrs is trending upwards.

Monitoring and Evaluation

3 The Package of Action

We are proposing a mix of infrastructure and community programmes.

1. Infrastructure

- ✓ Delivering the networks in the existing walking and cycling strategies in a compressed time period
- ✓ Providing good trip end facilities and information points
- ✓ Enhancing walking environments through footpath renewal and connectivity programme

2. Community Programmes

- ✓ Initial project launch publicity campaign
- ✓ Targeted around key user groups
- ✓ Advertising and marketing campaigns around opening of each new route
- ✓ Targeted travel planning with potential users of each new route
- ✓ Adopting a pilot community in which to trial initiatives and to explore effects of the project in more detail.



Bringing walking to the fore - Part of our local road strategy

Programme of Activity, Partnering, Integrated Investment

6 The Power of Two

• Two of the largest provincial population bases within one greater urban locality – That's **100,000 plus urban inhabitants.**

• Model community successes in Hastings are easily transferable to Napier City – That's making **investment work hard for you.**

• The potential benefits of increasing sustainable transport choices between the cities are significant – **40,000 vehicles per day.**

• It's all achievable – **Regional partners are up for the challenge.**

• Improving access to and provision of facilities at the commuter express bus stops are central to our proposal.

• \$100,000 is budgeted for investigation of opportunities for Park and Ride and bus priority measures.



Intercity Commuter Express Service

Other Initiatives

Simply Irresistible!

- ✓ A community already engaged and ready to go
- ✓ A well planned, compact and connected community
- ✓ Major employers ready to embrace change

- ✓ Cycling skills being grown through schools
- ✓ Significant momentum in community programming
- ✓ A pilot model community to test and monitor innovative approaches

A partnership approach with NZTA and regional partners