



Cruise the Waterfront: a courtesy campaign from Cycle Aware Wellington

Report

24 May 2010

Prepared by Transport Liberation Ltd

Campaign objective

Cruise the Waterfront was a Cycle Aware Wellington campaign targeted primarily at people who ride bikes around the shared space of the Wellington waterfront. It aimed to promote courteous behaviour, reducing the conflict between people who cycle and people who walk in this area. It also aimed to foster more positive attitudes towards people who ride bikes, and raise the profile of Cycle Aware Wellington.

Summary of key outcomes

Cruise the Waterfront achieved:

Relationship building

Cruise the Waterfront provided excellent opportunities for Wellington's cycling community to build important relationships with Wellington City Councillors, council staff and Wellington Waterfront Ltd.

Starting a bell culture

While in many countries a bike bell culture is well developed, New Zealanders do not often use a friendly bell to signal their presence. More than 300 bells were distributed.

"I had someone ring a bell at me on my way home from work last night! First time **ever** in the 6 years I've been living round there!"

- Oriental Bay resident

Spreading good will

The campaign received positive feedback from cyclists and the wider community.

Recruiting more cycling advocates

250 people requested more information from Cycle Aware Wellington.

Key campaign messages

1 'Cruise the waterfront' – ride slowly, be well lit and well heard like a cruise liner

2 'Reduce the whoosh' – Just like it can be scary when cars 'whoosh' by cyclists, walkers experience the same discomfort when people on bikes 'whoosh' by. Slow down and give walkers space.

When: May 2010

Where: Wellington Waterfront and Oriental Parade

Primary audience: People who ride bikes around the Wellington Waterfront.

Secondary audience: People who walk around the Wellington Waterfront.

Campaign funding

The majority of the campaign was funded by a Cycle Aware Wellington member who anonymously donated \$5000. In addition, \$1800 was provided by Wellington Waterfront Limited, the key campaign partner.

In-kind support was received from:

Kapiti Island Alive: Donated the major competition prize of an overnight stay for two on Kapiti Island (approx \$600)

On Yer Bike: Donated 200 free bicycle bells and gave a discount on light (approx \$600)

Costume Company: Donated the cruise liner costumes used in movie and waterfront events (\$200)

Kapiti Tours: Donated free return boat tickets to Kapiti Island for prize winners (\$140)

Campaign events and resources

A Cruise the Waterfront **logo** was designed and used throughout all campaign communication.

A business card-size **courtesy code** was created with four main courtesy tips (see below). 1200 copies were printed.

A campaign **webpage** was created.

A 4 minute demonstration **movie** was filmed, covering the four courtesy code tips. The movie featured 'Captain Aaron,' in a Love Boat captain's costume. He became the mascot of the campaign and was also involved with the waterfront events and media stories.

Media releases were distributed and **articles** placed in cycling newsletters.

Campaign events took place in the week of May 10-14. On Tuesday the 11 and Wednesday the 12 of May, Cycle Aware Wellington volunteers were stationed on the waterfront next to Frank Kitts Park, and then outside Freyburg Pool on Oriental Parade. A table with a CTW poster was set up and volunteers, including Captain Aaron, were equipped with courtesy codes, competition sign up sheets, free bicycle bells and screwdrivers to place them on bikes.

More than **300 bells** were given out, with as many as possible placed on bikes. The first 200 bells were given out in 40 minutes on May 11, so several hundred more were collected from bike shops around Wellington and distributed.

More than 500 courtesy codes were distributed, with more to go to Waterfront locations, and bike shops.

355 people entered the **competition**. The winner, Sherman Smith was announced on 24 May. The prize is an overnight stay for two with Kapiti Island Alive, with transport provided by Kapiti Tours.

Budget

Item	Income	Expenditure
CAW member donation	\$5,000.00	
Wellington Waterfront Ltd donation	\$1,800.00	
Kapiti Island Alive		No charge
Kapiti Tours		No charge
Costume Company		No charge
Contribution to CAN for project planning, oversight and support, and donor communication		\$1500
Project coordination fee, Transport Liberation Ltd		\$1600
Graphic design of logo, Design Haus		\$600
Graphic design of code and poster, Decisive Flow		\$425
Printing of 1200 codes and A1 poster, Decisive Flow		\$555
10 discounted bike light sets, On Yer Bike		\$170
Video production, Matt Wood		\$1000
Actors' reimbursement		\$300
Contribution to CAW project: courtesy campaign		\$650.00
Total	\$6,800.00	\$6,800.00

Campaign coverage

Cruise the Waterfront received coverage from:

- A 6 minute clip on the Classic Hits radio station on the morning of the campaign launch, Tuesday May 11
- 1,143 views of the Cruise the Waterfront campaign video on You Tube, as at May 24
- A brief article on page 13 of Capital Times, 28 April
- An article and photo on page 4 of Capital Times, 12 May
- An article, with a photo of Captain Aaron, on the Capital Day page of the Dominion Post on May 15
- Article in ChainLinks magazine, June 2010
- Article and link to video on the Wellington blog 'Wellingtonista' <http://wellingtonista.com/comment/reply/1438>
- Article and link to video, on cycling website Vorb <http://www.vorb.org.nz/post2278081.html#p2278081>
- Mention, and link to video, on weekly cycling PNP newsletter
- Presentations to Greater Wellington Regional Council and Wellington City Council
- Presentation to Wellington Region Active Transport Forum, 20 May
- Webpage, and link to video, on Greater Wellington Regional Council <http://www.gw.govt.nz/shared-space-courtesy-code/>
- Webpage on Cycling Advocates Network www.can.org.nz/cruise
- Facebook page <http://www.facebook.com/Cruise-the-Wellington-Waterfront/114336491930191>

Campaign outcomes

Relationship building

The Cruise the Waterfront campaign provided an excellent opportunity for Wellington's cycle community to build some important relationships. Wellington City Councillors have commented in the past on bad cyclist behaviour and how it affects their desire to promote and provide for the transport mode. Councillors Ian McKinnon and Ray Ahipene-Mercer very positive about Cycle Aware Wellington running a campaign promoting good behaviour. It also provided an opportunity to work closely with Wellington Waterfront Ltd, and increase the chance of Cycle Aware Wellington being involved in future cycling-related waterfront projects.

Starting a bell culture

While in many countries a bike bell culture is well developed (bells being compulsory in some), New Zealanders do not often use a friendly bell to signal their presence. With more than 300 bells distributed during the campaign, this has begun to change. The main media article in the Capital Times put strong emphasis on the 'bell culture' aspect of the campaign and there are reports that people are using their new bells to alert pedestrians.

Spreading good will

The campaign received positive feedback from cyclists and the wider community. Pedestrians and politicians, in particular, appreciated the effort of cyclists themselves promoting good riding behaviour. As a pro-active campaign, targeting an issue of concern in advance of any major incidents, Cycle Aware Wellington proved its commitment to improve conditions for cyclists while taking responsibility for, and trying to curb, negative behaviour.

Recruiting more cycle advocates

In addition to collecting names and email addresses for the Kapiti Island Alive competition, people were asked whether they were interested in receiving cycle advocacy information in the future. 250 people answered yes, strengthening the voice for cyclists in Wellington and boosting Cycle Aware Wellington members.

Courtesy Code

Outside:



Inside:

Pedestrians:

- Cruise with an ear out for other cruisers (one earphone out or low volume)
- Keep kids and pets in close proximity



Bikers:

- Cruise at a leisurely pace
- Give pedestrians a wide berth
- Make yourself heard (a friendly bell or call out)
- Be well lit at night

