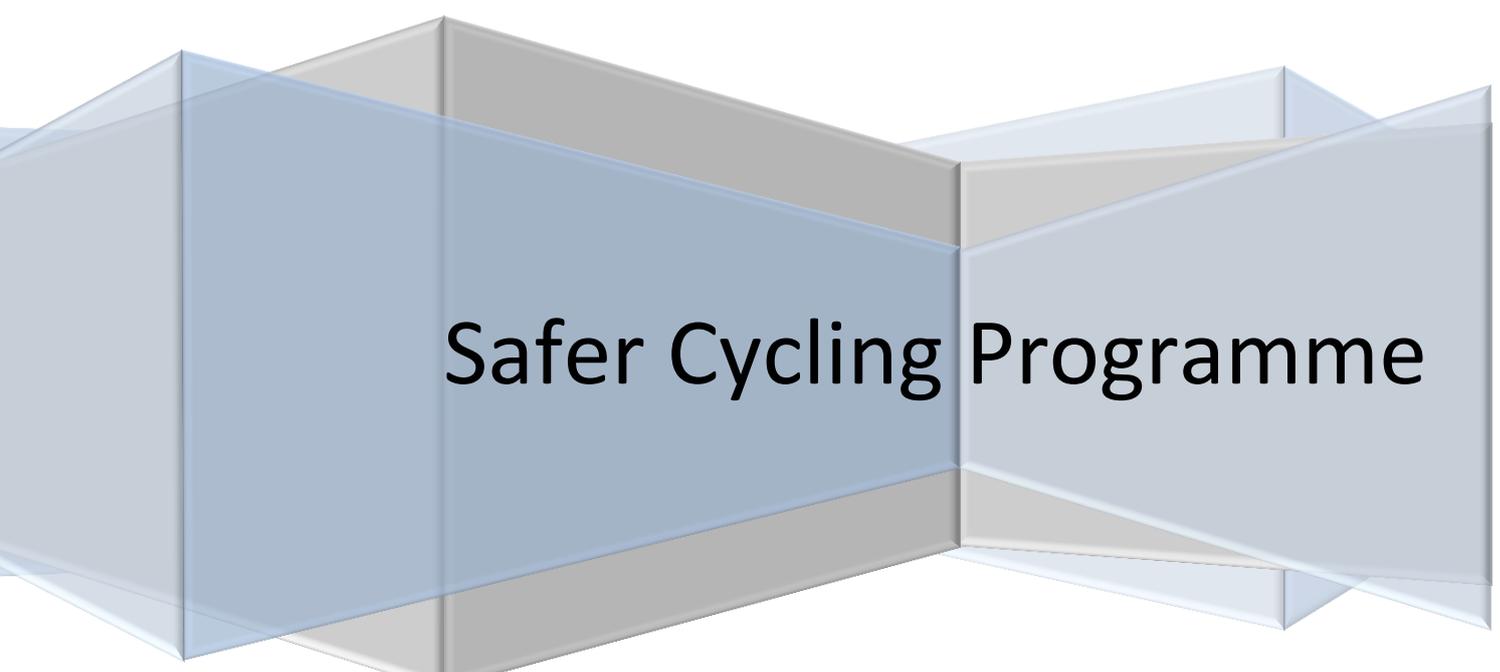


30 JUNE 2012

Road User Workshops and Share the Road Initiatives

Report to the New Zealand Transport Agency

**Jena Western for Cycling Advocates Network and
BikeNZ**



Safer Cycling Programme

EXECUTIVE SUMMARY

This report outlines the current status and outcomes of two initiatives funded by the New Zealand Transport Agency (NZTA) and conducted by the Cycling Advocates' Network (CAN) and BikeNZ under the Safer Cycling Programme. These two components are the *Road User Workshops* and *Share the Road*, which includes the "Good Bunch" pilot.

The Road User Workshop (RUW) is a half-day road safety workshop for bus and truck drivers, which aims to give participants an understanding of the issues that face cyclists every day. The purpose of the workshop is *"To bring professional drivers and cyclists together to increase awareness and empathy for the road safety issues that face cyclists in the city"*. Eight bus driver and seven truck driver workshops were proposed. Due to initial issues with finding trucking companies willing to participate, only two truck workshops were delivered and resources were reallocated to deliver 13 bus driver workshops instead. Discussions are ongoing with the potential for up to seven additional workshops (two bus and five truck) to be completed.

A total of 163 individuals completed the Road User Workshop in one of fifteen sessions from the 30th May 2011 to the 1st of June 2012. Of these, 147 were employees of NZBus, seven of Fuller's Waiheke Bus Company, and nine were truck drivers from Smith & Davies Ltd and Dunedin Cartage Ltd.

There were difficulties translating the workshop format to the trucking industry, which continue to be overcome. Although programme targets for truck/bike workshops were not reached, work was refocused on building relationships within the trucking industry. As a result, two truck/bike workshops were completed and opportunities for further workshops continue to develop.

Development of a sustainable business case for the workshops continues to be a struggle. A large bus company like NZBus sees value in the training and has the employee base to run a series of full workshops. However, smaller providers and those providers outside Auckland are more reluctant to invest in the programme and rely on funding from charitable trusts and local councils. Additionally, by marketing the workshop as a "two-way conversation" for both cyclists and drivers, it does infer that the benefits are shared. However, opinions from the trucking industry indicate they think that the benefits are greater for the cycling community. Therefore, at this time there is little willingness by individual companies to pay, or contribute to the costs of the workshops.

If funding can be secured (even on an individual workshop basis) it is highly recommended that:

- Workshops continue to be funded throughout the country in high risk areas or where recent events or incidents prove the work to be necessary to increase awareness of safety and tolerance.
- Development of Truck/Bike Workshops continues to include other professional road users' workshops such as taxis and driving instructors.
- Relationships with key stakeholders are maintained and fostered.

Although set-up as a separate programme, the RUW programme has helped to inform the investigations into new "Share the Road" (STR) messaging and behaviour change initiatives. Work in the RUW programme has showed the importance of personal engagement, developing predictable cycling behaviour and courtesy.

This parallels the cycling behaviour change project, which aims to increase cyclist safety and to influence motorist attitudes and behaviour. The vehicle for this was the "Good Bunch" initiative, developed in cooperation with partners Cycle Action Auckland and Auckland Transport to inform cyclists of appropriate bunch riding strategies so as to improve safety and drivers' perceptions in Auckland's Tamaki Drive. Tamaki

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Drive is one of the cycling “black spots” in Auckland. It is also a key route for commuters, both car and bike and is one of the most prominent roads for road cycling training. An observation study was conducted in conjunction with this pilot to observe cyclist volumes and bunching behaviours on Tamaki Drive, plus intersection compliance at two sites on Quay St and at the Port of Auckland.

The project engaged with road cyclists from informal riding groups, schools and bike shops who regularly ride Tamaki Drive. “Good Bunch” was developed as an etiquette concept to help guide road cyclists in their role as road users. The fundamentals of the concept revolve around: space (limiting bunch sizes), communication (within the bunch and with other road users), adherence to the road rules, and courtesy. Although the programme has been thus far limited to Auckland’s Tamaki Drive, buy-in from the road cycling community continues to grow and the concept is received positively by stakeholders including Auckland Police, AA and the transport industry.

It is highly feasible that the programme could also thrive in the Waikato Region, as there is support within the local cycling community and the local Road Transport Association and interest from the regional council. This has been further explored at their bi-annual walking and cycling forum on July 12. This area will continue to be an extremely busy training area for both local and national level cyclists with the Cycling Centre of Excellence and BikeNZ national headquarters being established in Cambridge.

Further development of the programme’s on-line presence needs to be undertaken in order to encourage and inspire road cyclists to want to claim their personal and collective responsibility as road users. Support of leaders within the road cycling community is vital. However, many senior riders of informal groups, although safety conscious, balk at taking on a formal leadership role and do not want the responsibility of disciplining or “baby-sitting” peers. Emphasis needs to be put on the importance of individual responsibility through peer networks to create a solid base for the programme and help encourage more to take on a leadership role and ride leader training.

It is therefore recommended that the “Good Bunch” programme continues to grow and develop and extend to the wider Auckland area. It should involve equal emphasis on social media and cycle training, and coincide with the increase of road cyclists training for summer events throughout spring. At the same time the pilot should be extended into the Waikato region.

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1. INTRODUCTION

This report outlines the current status and outcomes of two initiatives funded by the New Zealand Transport Agency (NZTA) and conducted by the Cycling Advocates' Network (CAN) and BikeNZ under the Safer Cycling Programme. The goals of the Safer Cycling Programme are improving safety of cycling via road user education and information initiatives.

The two components focused on in this report are the *Road User Workshops* and *Share the Road* Investigations, which includes the "Good Bunch" pilot. A third project to provide national resources and training for Cycle Training Instructors has been reported on separately.

The objective of the Safer Cycling Programme is to promote and develop stand-alone resources that standardise existing ad-hoc activities to achieve a consistent message for improving the road user behaviour around cycling, and reduce the rate of cycling incidents (relative to usage).

2. ROAD USER WORKSHOPS

The Road User Workshop (RUW) is a half-day road safety workshop, which aims to give participants an understanding of the issues that face cyclists every day. It has both classroom and practical aspects. The workshop includes:

- A discussion about professional drivers experiences with and attitudes to cyclists
- An experience of cycling in real road conditions, guided by experienced cyclists
- A facilitated discussion and feedback to review attitudes in relation to that experience

2.1 GOALS AND ACTIVITIES

Road User Workshops “bring professional drivers and cyclists together to increase awareness and empathy for the road safety issues that face cyclists in the city”. The goals for the project over the past 15 months have been to develop the workshops from their original ad-hoc format to a structured format in order to create consistent messages about safer road user behaviour.

The traditional half day workshop, which involves taking drivers on a bike ride continues to be seen as best practice. However, alternate forms have been explored to help adapt to a wider audience and overcome the issues of maintaining company operations, drivers’ schedules and maximum work hour/day regulations.

The workshops delivered in Auckland typically catered for 15 drivers and operated with 4 ‘cycle buddies’. Trials have also been undertaken using a 1:1 driver to cycle buddy ratio. This ratio is recommended for smaller urban centres that may only run one to two workshops per year, in order to maximise the dissemination of workshop learnings to both the driving and cycling communities. As well as cycling activity for the professional drivers, in the workshops it is important to run a truck/bus demonstration for the cyclists that focuses on vehicle blind spots, vehicle movement and stopping distances.

The workshop is structured to spend equal time seeing the world from a driver’s point of view, from a cyclist’s point of view and finally from a more objective point of view that can reveal the best way to share the road. The content and discussion is provided by the drivers’ stories from the road when working and the experience that they have when out riding. This gives the participants much greater ownership of the learnings.

1. Initially drivers are asked to share an experience they have had on the road with a cyclist that they would like to understand better. This helps to clear the air and puts them in an inquisitive state. This experience is revisited and resolved at the end of the workshop.
2. Drivers are then shown pictures of various types of cyclist that they might see whilst driving. They are given the chance to try and draw some conclusions on their likely riding style, as this may give them an extra second of reaction time and hence time to avoid an incident.
3. Drivers are then fitted with bikes/helmets, skill checked and given a safety briefing. Where possible, the ride takes quiet roads and cycle paths leading to progressively busier roads and intersections. Ideally the ride (4km - 6km) will make use of a local park or stretch of water so that drivers can “get” why cyclists might choose to ride (i.e. attractive riding environments).
4. Half way around the ride, drivers are given the chance to discuss the risks they might have seen and the way that experienced cyclists will manage these. For example, the majority are unaware that cyclists are encouraged to ride 1m from the kerb or parked vehicles and how important this is to improve their predictability and safety.

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5. Lunch is typically served next, this allows the drivers to rest, talk more informally with the cycle buddies and helps to put them into a receptive state for the final discussion.
6. Drivers are then asked to revisit the experience they had with a cyclist that they want to understand better. They are asked to sketch the intersection and use laminated images of vehicles and cyclists (provided from the resources) to "redirect the movie", so that both the cyclist and driver change their actions. The end movie should be "very dull", just a cyclist and a vehicle sharing the road well together.

It is necessary that the facilitator is skilled at getting participants to talk, managing conversations and drawing conclusions that are in line with the workshop purpose and structure. In particular, the facilitator should be able to build rapport, pace and lead states, open and close learning loops, understand the concept of 1st, 2nd and 3rd positions and be able to draw on past learnings in future discussions. The workshop is supported by a script and a set of resources. The script is a single document that can be thought of as a timeline of actions that the facilitator needs to follow to keep the workshop structured. The resources are a single document with all of the physical hand-outs and tools that are referred to in the script.

2.2 PROJECT DELIVERABLES

This section summarises the deliverables of the Road User Workshop Programme.

PROGRAMME START UP INCLUDING RECRUITMENT OF STAFF

10 MARCH 2011

Status: Completed.

Jena Niquidet Western hired as project manager. Julian Hulls hired as key facilitator and workshop coordinator. An additional core of 7 cycle buddies was used to help deliver workshops.

DEVELOP ROAD USER WORKSHOP PROGRAMME

1 MARCH TO 30 JUNE 2011

Status: Completed.

This task required the initial training and development of RUW presenters, including presenter training sessions and development of associated resources. Julian Hulls developed the resource material.

Additionally engaged with David Laing, who originally developed the programme as part of "Be Cycle Aware" and who continues to run approximately four workshops a year in Wellington. Presenters and participants from "Be Cycle Aware" workshops in Christchurch and Auckland were also consulted.

Initial workshops in May and June 2011 highlighted the benefit of using only cycle buddies who possessed cycle skills training. Often drivers have not been on a bike in years, or have low fitness levels, and cycle buddies need to be able to assess skill level and be competent in on road instruction. A core group of seven cycle buddies, along with the key facilitator, undertook Grade 2 & 3 cycle skills training run by BikeNZ in Auckland.

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DEVELOP AND DELIVER AT LEAST TWO (2) BUS/BIKE ROAD USER GROUP WORKSHOPS 1 MARCH TO 30 JUNE 2011

Status: Completed.

Bus driver workshops completed with NZ Bus Mt Roskill depot and Fuller's Waiheke Bus Company staff.

DEVELOP AND DELIVER AT LEAST TWO (2) TRUCK/BIKE ROAD USER GROUP WORKSHOPS 1 MARCH TO 30 JUNE 2011

Status: Not Completed.

Numerous independent truck companies were contacted throughout the Northern Triangle region. Contact was also made with local representatives from the Road Transport Association and National Road Carrier Association. Although no workshops were held, an encouraging dialogue was begun with the trucking sector.

ON-GOING MENTORING AND SUPPORT OF ROAD USER GROUP WORKSHOP PRESENTERS 1 JULY 2011 TO 30 JUNE 2012

Status: Completed.

A number of strong facilitators and workshop leaders have emerged through participation in this programme. Megan Blank (Auckland based) is a very effective facilitator and knowledgeable cyclist. She co-facilitated the workshop June 1 for NZBus with Julian Hulls. She has cycle skills training and has been working with Big Foot in both Hamilton and Auckland. There are other strong potential facilitators throughout the country such as Marilyn Northcote in Wellington and Julie Roe in Hamilton. However, schedule conflicts have to date prevented them from attending our workshops.



In Whangarei, Bike Northland had a previously established relationship with the local Accident Compensation Corporation (ACC) Freight Forum and companies such as Smith & Davies. Therefore, a collaborative workshop was run that incorporated previously trialled workshop elements from Bike Northland (truck rides with drivers and cyclists) with behaviour change concepts from the revamped traditional workshop.

It has become apparent that the mentoring of local groups to help them build on-going relationships with local bus and truck companies is equally as important as the mentoring of new facilitators.

In Dunedin, it was very effective having a facilitator from outside the region run the workshop. The facilitator was perceived to be more neutral, placing cycling and driving participants on a more even footing. Cycle buddies from the Dunedin workshop continue to develop a relationship with their driving partners from the workshop and have been taken out as passengers in the drivers' trucks. Some drivers have bought bikes and asked for advice on cycling from the local advocacy group.

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

A good base of cycle buddies has developed in Auckland. Jay Ng is a quiet leader and a great asset to the team. Although his quiet personality does not immediately translate to facilitator, some of the best personal results with drivers have come about from interactions with Jay. This has identified the importance of a cycle buddy's ability to listen, empathise with drivers, and analyse and direct dialogue as it unfolds.

Catherine Scoular has been a strong leader in the Auckland workshops and has been doing the follow-up interviews with participants. The follow-up interviews have been a very valuable tool as they have allowed for further encouragement and personal connection. Catherine says she is always amazed by the warm welcome she gets when she returns to the depots and how all the drivers (even some who did not take the workshop) are keen to talk. Summaries of Catherine's interviews have been included in Appendix A of this report.

DELIVER SIX (6) BUS/BIKE ROAD USER GROUP WORKSHOPS

1 JULY 2011 TO 30 JUNE 2012

Status: Original scope completed. Scope expanded to thirteen workshops overall, with eleven bus workshops completed in this period: NZBus Metrolink (5), Go West (2), Waka Pacific (2), Northstar (1) and North Bus (1).

Two additional workshops were booked but cancelled:

- **Howick and Eastern** – H&E had a workshop on hold but have decided not to participate in the programme. Their Training team stated the company believes bikes should not be allowed in bus lanes and therefore does not want to invest resources into training drivers; this issue is being resolved internally at present. This response was a surprise as initial conversations had been very positive prior to setting a workshop date with their training department.
- **Dunedin.** The bus workshop in Dunedin was cancelled due to lack of participation, caused by the largest public transport (PT) provider in the area being unable to attend due to current operations constraints.

Work under development:

- **Hamilton:** Waikato Regional Council is still interested in workshops for 180 of their bus drivers. Talks will continue with the Waikato Regional Council in regard to this.
- **Tauranga:** Positive contacts were made at the Walking and Cycling Conference in Feb 2012 but no further progress has been made to date.

Deliver Five (5) Truck/Bike Road User Group Workshops

1 July 2011 to 30 June 2012

Status: Partially complete.

Completed:

- **Northland** (Whangarei)
- **Dunedin** (With a second workshop requested for spring 2012)

Work under Development:

- **New Plymouth:** The good news of the Dunedin truck workshop is currently being packaged into a proposal to be presented to the local Road Transport Association (RTA), with the intent to generate more interest. Participants are also being sourced through the ACC Freight Forum. Although funding has been secured, there is currently a lack of drivers willing to take part.
- **Nelson:** A local trucking company has inquired about the workshop and the council is willing host the workshop. Arrangements are being made currently between CAN and Nelson City Council.
- **Ports of Auckland:** Still pursuing. Waterfront Auckland has requested a proposal.
- **Rotorua:** Two officers from the local cycling group Rotorua Cycling Inc., met in June 2012 with the health and safety officer from Rotorua Forestry Haulage, and subsequently with facilitator Julian Hulls in July 2011. Rotorua Forestry Haulage has also agreed to promote the workshop to other local groups and a workshop date is being scheduled.
- **Kerikeri:** No date has been set due to weather issues and participant conflicts but the ACC Freight Forum is still backing the programme.
- **Gisborne:** No progress has been made.
- **Tauranga City:** No interest found to date.
- **Hamilton:** The local RTA has come on board to help.

DEVELOP 6-8 HIGH QUALITY PRACTICAL LEARNING VIDEOS TO COMPLEMENT THE RESOURCE MATERIAL

Status: Complete

A series of short (~90-second) videos have been developed for public dissemination (e.g. via Youtube). Presented by our main workshop facilitator and a bus trainer from NZ Bus, the videos highlight common interaction issues between bikes and buses (e.g. at intersections, travelling on narrow roads) and illustrate using on-road examples desirable behaviours for both cyclists and bus drivers. The videos have been delivered separately to NZTA and are available from CAN on request.

2.3 DOCUMENTS AND RESOURCES GENERATED

Part of the brief of this project was to develop complementary road user interaction resources for a wider audience that can be used by councils, CAN/BikeNZ, local cycling groups, other road user groups, NZTA, media and individuals.

The following is a list of resources generated for use in the Road User Workshops and general public dissemination. Electronic copies of these resources have been provided to NZTA separately and are also available from CAN on request.

Resources produced to date:

- Introductory Flyer: One page information sheet and description of the Road User Workshop.
- Facilitator's Resources and Script.
- Electronic promotion kit: Comprising the introductory flyer, promotional video, photos and references.

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- Promotional and “How to Videos”: a series of six 90-second videos based on practical learnings from the bus driver workshops (see previous section).
- Scenario guide book: complementing the “how-to” videos with graphics and scenarios.

Resources pending:

- Bumper stickers for graduated drivers (options being evaluated).

2.4 ROAD USER WORKSHOP OUTCOMES - BUSES

A total of 154 individuals completed the bus Road User Workshop on one of thirteen sessions from May 2011 to June 2012. Of these, 147 were employees of NZBus and seven were from the Fuller’s Waiheke Bus Company.

Eighty-two percent (n=126) of the graduates of the programme were qualified bus drivers, while the remainder were trainee bus drivers (n=23), duty supervisors, health and safety officers, human resource advisors or operations managers.

The NZBus staff were based fairly evenly across the seven Auckland and one Whangarei depots, and represented five sub-set brands: Metrolink, Waka Pacific, Go West, Northstar and North Bus.

A strong relationship with NZBus has developed, which enabled the scope of the bus workshop programme to expand from eight to twelve workshops. In general the outcomes were very positive. Drivers achieved a better understanding of cyclist behaviour, in particular how to anticipate cyclists’ actions and to know why they engaged in certain activities such as “taking the lane”.

Drivers reported responding to courtesy, respect and communication with increased dialogue between road users. The workshop has produced some instances where drivers have:

- passionately defended a cyclist and chastised a fellow driver;
- diffused a previously stated hatred of cyclists;
- exclaimed “we need more cyclists to free the roads”; and
- asked how they could do more cycling because it was so much fun.



With the move to their new Onehunga depot, NZBus had inquiries from both staff and union representatives about transport options. Given that the Onehunga depot was located next to excellent cycling facilities and that the workshops generated a high interest in cycling again (60%), it was suggested to NZBus that they might consider Auckland Transport’s corporate journey planning programme. Auckland Transport was very receptive to this opportunity and targeted NZBus depots to trial workplace travel planning with an emphasis on bicycles for transport. In 2012 Auckland Transport delivered journey planning programmes to the Onehunga depot and

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

the Panmure depot with great success. These programmes included 'loan bikes' for one month for drivers with no access to a bicycle, in conjunction with basic riding skills, bike maintenance and route finding support. The uptake of drivers into this programme greatly reinforces the Road User Workshop learnings. Auckland Transport's follow-up surveys of drivers also noted an increased awareness and empathy for cyclists on the road.

POST WORKSHOP QUESTIONNAIRE

A questionnaire was distributed to Road User Workshop participants at the end of each session to evaluate and provide feedback on the programme. The questionnaire collected responses from 93 bus drivers across ten sessions from May 2011 to May 2012.

Eighty-seven drivers who responded worked for NZBus, the remaining six worked for the Waiheke Bus Company.

When asked how often they cycled, 49% responded "never", 38% "occasionally" and only eight individuals (9%) indicated that they cycled "regularly" (one a week or more). Therefore, the clear majority of respondents were either novice cyclists or did not cycle at all. When asked "would you be interested in learning more about cycling" 60% responded yes, 30% responded no and 10% responded that they would be interested in learning more at some point in the future.

Participants were asked to note what they found most valuable in the workshop. The most frequent response was that it gave them some new insight or understanding of the road from the cyclists' perspective (n=29). Comments included their discovery of what it feels like to be a cyclist on the road, their new awareness of why cyclists ride the way they do and the 'eye opener' for them of what cyclists have to go through to stay safe. The second-most common response was that the participant had enjoyed the experience of cycling (n=24), with many noting that they hadn't ridden since they were a child and some having never ridden at all. Comments included that they found it to be a fun activity, good exercise and an enjoyable mode of transport. Seventeen participants responded that they found the clarification of rules and cycling practices most valuable, in particular the 1.5m "rule", taking the lane, group riding behaviour and strategies for safe urban riding. Twelve participants replied that discussion on sharing the road between cyclists, buses and other road users was most valuable.

BUS DRIVER INTERVIEWS

Detailed interviews were undertaken with twelve bus drivers and one driver-trainer from the Penrose and Onehunga depots of NZBus.

Most drivers had cycled at some point in the past, some doing so regularly for commuting, however none were regular cyclists at the time of starting the programme. A few drivers had not cycled in decades since their childhood, and one had never previously ridden a bike.

Drivers typically reported previous frustrations or incidents with cyclists on the road, some saying they had resented seeing bikes on the road. However, drivers generally reported a new understanding of cyclists and cycling as a result of the course. They found that having a better understanding of cyclist's actions, motivations and vulnerabilities helped them to see how they could share the road with cyclists more safely. Generally, drivers indicated they had modified their driving style to accommodate cyclists.

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Most drivers reported finding the cycling activity personally worthwhile and enjoyed trying cycling again, particularly the fitness and fun aspects of it. Several reported they intended to continue cycling for transport or recreation.

More detailed summaries of the individual interviews have been included in Appendix A.

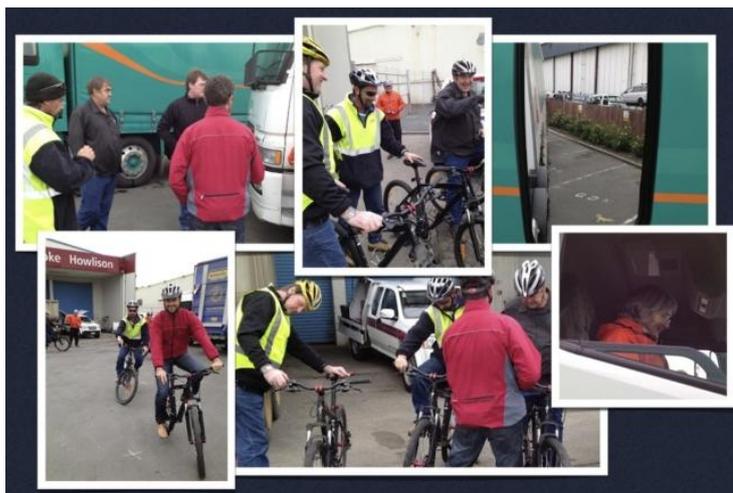
2.5 ROAD USER WORKSHOP OUTCOMES - TRUCKS

A total of nine truck drivers completed the truck Road User Workshop on one of two sessions from May 2011 to June 2012. The drivers were from Smith & Davies Ltd (in Northland) and Dunedin Carrying Company Ltd (in Dunedin).

WHANGAREI TRUCK ROAD USERS WORKSHOP

This workshop was organised by a Bike Northland representative in cooperation with the ACC Northern Freight Forum. Representatives from the local cycling community and drivers the forestry company Smith and Davies Ltd took part. The Bike Northland representative has a seat on the Freight Forum and has developed a good working relationship with the local trucking community. Six drivers and trucks turned up for the after-work session, and a similar number of cyclists were able to sit in the drivers cabs and were taken for a short drive into town and back. Drivers were then given the opportunity to ride a bike with the cyclists along the same stretch of road. Although there was no formal facilitated discussion or learning conclusions made during the session, the cycle buddies were encouraging and guided positive conversation.

Bike Northland continues to enjoy a good relationship with Smith and Davies and has run three similar sessions. The workshop has also provided the cycling and trucking communities within the region with communication channels for resolving conflicts that arise outside of workshops and encouraging a broad and pro-active approach to sharing the roads.



DUNEDIN TRUCK ROAD USER WORKSHOP

The Dunedin workshop was organised by a local CAN advocate and run by the Auckland Road User Workshop facilitator. The local CAN group, Spokes Dunedin, which had no prior relationship with any trucking companies in the region, worked very hard to bring together all the interested parties and get the workshop happening. The workshop followed the same structure that had been successfully used with buses in Auckland. Three drivers from one trucking company, Dunedin Carrying Company, attended the Saturday morning session along with a similar number of cyclists. Another company that was unable to provide drivers for the event supplied a truck for use on the day.

This has provided an excellent start to an on-going relationship between the Dunedin CAN group and the Dunedin Carrying Company. A number of cyclists have since taken rides with the drivers along routes used by

cyclists and truckers. Two of the drivers have signed up for the programme “Fit for the Road” and one has purchased a bike. The truck company has indicated it would be willing to help with submissions for improved cycle lanes. At least one driver has decided to buy a bike and the trucking company has asked Spokes to help him make the best decision.

SUMMARY AND LOOKING FORWARD

Despite truck freight companies being generally not forthcoming in response to requests to participate in road user workshops or interviews, a good deal of traction has been made in communicating and relationship building with the industry. As well as the workshops conducted in Northland and Dunedin, negotiations have been on-going with eight other organisations without any firm commitment for workshops to date. Work is also continuing in Hamilton with the RTA to better adapt the programme to the trucking industry.

These are tangible outcomes from 18 months of research into the nature of the industry’s relationship to cyclists and attitudes and readiness or otherwise to engage. It would be most beneficial to keep this momentum by continuing this line of discussion and increasing the number of workshop opportunities for the truck driving community.

It would also be beneficial in the future to review how a RUW programme for truck drivers could become partnered with existing programmes for truck drivers such as “Fit for the Road”, in the same way as Auckland Transport’s journey planning programme has given added value to the Road User Workshops for bus drivers.

3. SHARE THE ROAD INITIATIVE AND “GOOD BUNCH”

Poor understanding of the needs of other road users and even aggression (road rage, bike rage) results in a less pleasant and less safe roading environment for New Zealanders. CAN and BikeNZ seek to develop a “Share the Road” culture where everyone understands their responsibilities on the road/path and how they impact on others. This part of the Safer Cycling project aimed to investigate means for best delivering that “Share the Road” message to target groups.

“Share the Road” (STR) initiatives need to include both targeted activities (particularly road user workshops) and widespread promotions to cover the wider population. CAN has undertaken considerable dialogue with public and representative groups for other road users in order to develop credible messages. As a result of that research and consultation, CAN and BikeNZ have partnered with local authorities in Auckland on the development of an initial pilot “Good Bunch”, see Section 3.5.

3.1 GOALS AND OBJECTIVES

The original objectives and tasks for this project were to:

- Undertake stakeholders’ workshops to seek feedback from key road user group representatives (Automobile Assn, Road Trpt Forum, Bus & Coach Assn, etc) on various STR issues, audiences and messages with reference to NZTA resources and work to date.
- Compile a record of previous and current road user campaigns that have relevance to cyclists and cyclist interactions with other road users.
- Develop a report on the priority audiences, the key issues with which to address these audiences and possible messages to deliver to these audiences.
- Pilot one or more specific STR campaigns in conjunction with NZTA and their recommended agencies.
- Disseminate, trial and monitor STR campaign materials, as discussed with NZTA

Although the initial thinking for this task was around the development of more conventional mass-media STR messages, particularly to motorists, subsequent investigation and discussion shifted the focus to how more targeted campaigns could be used instead. In particular, attention was initially focused on how improving cycling behaviour could influence other road users.

3.2 PROJECT DELIVERABLES

This section summarises the deliverables of the Share the Road Initiative.

“SHARE THE ROAD” CAMPAIGN PHASE 1 1 MARCH TO 30 JUNE 2011

Status: Complete.

This phase of the programme had three components:

- Stakeholders’ workshops to seek feedback from key road user group representatives

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

- Compilation of a record of previous/current STR campaigns relevant to safer cycling
- Preliminary development of a report on target audiences, issues and messages

The scope of the work was adjusted in April 2011 to focus first on developing a behaviour change approach. An internally focused workshop on behaviour change, led by Jonathan Daly, of GHD Melbourne, was held in June 2011 and informed the subsequent process. Meanwhile, discussions with other key stakeholders have been ongoing informally.

Concurrently, a record of previous and current road user campaigns that have relevance to cyclists and cyclist behaviour was compiled and this had been included in Appendix B. Although the majority of campaigns had limited data on the success of their campaign, two documents in particular proved useful in determining effective elements of a campaign or programme. These two documents have been outlined below in Section 3.3.

“SHARE THE ROAD” CAMPAIGN PHASE 2

1 JULY 2011 TO 30 JUNE 2012

Status: Completed but development is ongoing.

In finalising the report on the priority audiences, issues and messages, consultation with stakeholders showed a motorist preoccupation with rebel behaviour by so-called “Weekend Warrior” road cyclists who participate in informal club and bike shop rides. These cyclists are seen as recreational or sports focused and primarily have remained outside of the cycling community’s communication channels. The “Good Bunch” initiative (described later) evolved to attempt to change cyclist behaviour in the first instance. A pilot campaign along Auckland’s Tamaki Drive was developed for trialling and monitoring.

A separate study by the University of Otago’s Injury Prevention Research Unit was also commissioned to investigate the characteristics of at-fault drivers and cyclists involved in cyclist-motor vehicle collisions in New Zealand. This was aimed at identifying any particularly over-represented attributes of at-fault road users that could help inform targeted STR campaigns. From eight years worth of cycle crash data (> 5900 crashes), no significant trends were identified (relative to the amounts of travel/exposure) other than a greater likelihood of younger road users being at fault; this is in keeping with general road safety findings. The report also provided some useful suggestions for implementing STR campaigns; a copy of the final study report is available from CAN.

UNDERTAKE A COMPREHENSIVE REPORT ON THE ‘SHARE THE ROAD’ PILOT ON TAMAKI DRIVE

Status: Completed.

For the report, refer to Sections 3.3 to 3.8 inclusive and Appendix C.

3.3 CREATING A SUCCESSFUL “SHARE THE ROAD” PROGRAMME

In any Share the Road behaviour change campaign it is important to start a dialogue, as illustrated by the success of the Road User Workshops. Too often, a group of road users are stereotyped based just on one or two isolated experiences. The vast majority of people -- whether driving or riding bikes -- want to do the right

thing, to share the road, and to just get along. The intent with the STR programme was to develop a dialogue that would bring the same level of sincerity and empathy that emerged from the RUW programme. The objective in each case is to get all road users to exercise goodwill, a little more patience and a little more civility on the road, resulting in safer more pleasant New Zealand roads.

A record of current road user campaigns that have relevance to cyclists and cyclist behaviour has been compiled (see Appendix B) and has provided information on common themes associated with successful campaigns. Although the majority of programmes had limited data on the success of the campaign, two documents in particular proved useful in determining effective elements of a campaign or programme, and they are discussed below.

U.S. BICYCLE SAFETY CAMPAIGN REVIEW

This review asks: What do successful bicycle safety campaigns have in common and what tactics should be used in the future to achieve success? To help answer this, Bikes Belong (USA) conducted a review of campaigns, primarily used in the U.S.

In the U.S., most bicycle safety campaigns focus on informing road users rather than on convincing behaviour change. It's easier and cheaper to provide information (laws, suggested behaviour, etc.) than to develop a campaign that captures peoples' emotions. However, comprehensive studies of road safety campaigns conclude that emotional campaigns are more effective at increasing safety than informational campaigns, i.e. people will not necessarily change their behaviour on the basis of new information alone.

Important conclusions included in this report:

- Emotional campaigns are more effective at increasing safety than informational campaigns
- Safety campaigns that personalise and humanise cyclists without creating fear are ideal
- Messages should be targeted at wide audiences that include both motorists and cyclists
- Indirectly encourage more people to cycle; there's safety in numbers
- Explain cyclist behaviour
- Get into the system

NZTA ACTIVE TRANSPORT RESOURCES REPORT

NZTA commissioned a report by advertising agency Y&R NZ Ltd on existing international, national, regional and local campaigns for Active Transport Safety & Promotion Campaigns.

The report noted several different typical campaign approaches, which included:

- **Advertising based** - with an emphasis on visual media to show the terrible consequences of accidents
- **Education** - aimed at raising skills of pedestrians or cyclists to help them be safer. These are often integrated with active transport promotion.
- **Enablement** - resource kits for local government or communities

Most campaigns used traditional media and showed the dire consequences of accidents but the report noted a number of successful exceptions that utilised:

- **Creativity** to encourage viewership and dissemination of the message
- **A Focus on children** and even pre-schoolers to develop lifelong behaviours

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- **Specific** executions for specific issues
- **Address the 'why'** as well as the consequences behind unsafe behaviour

However, it is also worth noting the different features of transport promotion campaigns. These campaigns ranged from a very narrow to a very broad focus and typically used the following approaches:

- **Attitude changing** - success is difficult to ascertain, as actual behaviour change is not measured
- **Education Focused** - improve people's skills, safety, and therefore confidence.
- **Enablement** - these are not campaigns by themselves, but a set of resources or networks that encourage communities to lobby for or facilitate active transport in their area.
- **Social marketing campaigns** - these are often complex, multifaceted campaigns, usually in confined geographic areas.

The report found that although each campaign is different, a consistent theme emerged from successful campaigns:

- **Tightly focused** target groups – with an approach designed to appeal to that group
- **A combination of approaches** – education, encouragement, backed up by engineering and enforcement
- **A broad reaching programme** – with narrower individual programmes within it
- **A focus on personal benefits**
- **Community** involvement
- **Strong leadership**, vision and commitment within the community to make the area walk/cycle friendly
- **Creativity** to generate interest and viewership for messages
- **Enabling** others to easily use resources

DEVELOPMENT OF TARGETED STR CAMPAIGN STRATEGY

Taking on board the above messages, a day-long workshop on behaviour change, led by Jonathan Daly, of GHD Melbourne, was held in Auckland in June 2011. A number of cycling representatives from CAN, BikeNZ, and local cycling groups were involved. Jonathan was subsequently also involved in the ongoing development and monitoring of the final campaign.

Based on the above discussion, and the successes found in the Road User Workshops, it was identified that a strategy of "Changing Hearts & Minds" would be more successful in achieving behaviour change than just an information-based campaign. Within this, a number of behaviour goals were identified for any such campaigns:

- **Understanding of Road Rules:** Both understanding your role as a Road User, and understanding others' role/needs
- **Safe Movement by and around other Road Users:** This requires understanding of the movement of other road users, e.g. giving cyclists space (1.5m), knowing trucks' blind spots
- **Less Aggression:** This is achieved when all Road Users are seen as other *people* and everyone can empathise with other Road Users and their needs

These successful attributes were incorporated into the development of a pilot campaign; "Good Bunch". In particular:

- **A tightly targeted focus group: Road cyclists on a particular location (Tamaki Drive, Auckland in the first instance)**

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- Address the “why” as well as the behaviour: research on group dynamics and viewing behaviours through the eyes of other road users
- Community involvement: working with the local board, police, media and a local café on Tamaki Drive
- Strong leadership: guidance from Ride Leaders/Bunch Leaders/“Reference Group” Representatives in developing messages and initial dissemination within groups.
- Enabling road cyclists to be a part of the solution rather than the target of enforcement

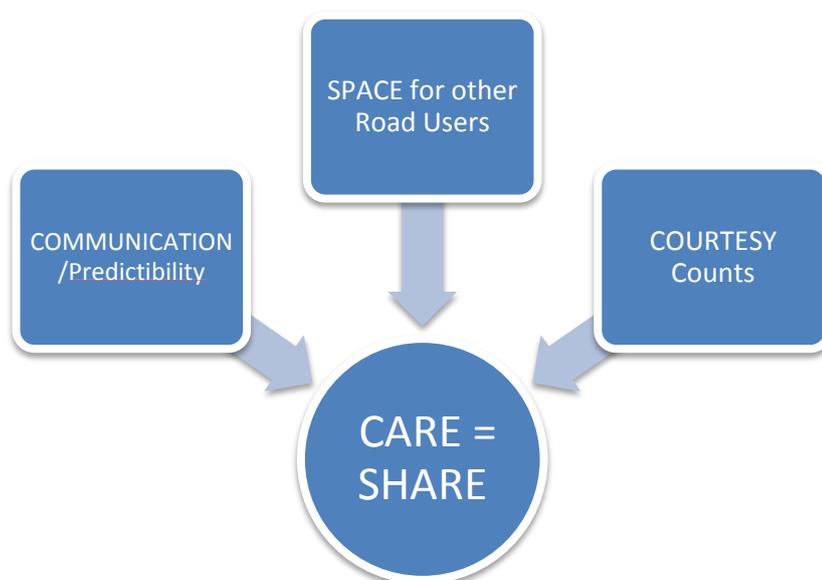
Road cyclists are a prominent and visible group of road users in many areas. Anecdotal evidence suggests that road cyclists (i.e. lycra-clad sports enthusiasts) are the greatest source of angst directed against cyclists and the most visible focus of negative driver and pedestrian perceptions. Furthermore, they represent the stereotypical first impression noted by representatives of motoring groups.

Research suggests there are two main cycling behaviour factors that contribute to these perceptions: riding in large bunches more than two abreast (or perceived to be), and running red lights. The purpose of the Good Bunch initiative is primarily to address these issues by creating a programme aimed at encouraging a culture of personal and collective responsibility as road users when riding.

Recommended elements to be incorporated into further development of “Good Bunch” include:

- Creativity: The majority of both cyclists and motorists are aware of how they should act but messages get lost and quickly stale. The evolution of new material is vital.
- Combination of approaches: there is no silver bullet solution
- Explain cyclist behaviour: consistent bunch behaviour will help motorists better anticipate
- Target both cyclist and motorist behaviour with similar messages about etiquette

Although “Good Bunch” is a programme targeted specifically at road cyclists, the fundamentals of the concept revolve around: space (limiting bunch sizes), communication (within the bunch and with other road users), adherence to the road rules, and most of all courtesy, which motorists named as having the most influence over their desire to share the road with cyclists and other road users.



“The “Good Bunch” initiative, therefore, could sit within a larger overall Share the Road campaign that focused on etiquette. The format could be tailored to other cyclists: commuters, everyday cyclists and children. Similarly these same messages could be directed at motorists in their interaction with each other and with cyclists or pedestrians. This is a lot easier to do once it is seen that cyclists are demonstrating similar responsible and courteous behaviours.

3.4 ENVIRONMENTAL SCAN OF TARGET GROUP

An environmental scan in June 2011 highlighted Tamaki Drive as a problem area for cyclists. This road, used by at least 1500 cyclists a day, is one of Auckland’s black spots (in fact, a number of locations along Tamaki Drive are among the worst cycling black spots in the country). A fatality in December 2010 was followed by a series of injuries and near misses through the autumn of 2011, all of these highlighted by *The New Zealand Herald*. In particular, a number of injuries were attributed to sports cyclists slipping on painted road markings in wet conditions. Auckland Transport (AT) was already actively addressing infrastructure problems with the input of stakeholders. Auckland Police reported, during an AT review of Tamaki Drive, concerns with bunches riding in groups of thirty plus. BikeNZ, at the same meeting, noted the growth in informal (non-club) groups and bike shop organised rides that regularly used Tamaki Drive.

Informal groups are usually formed by social networks of recreational riders looking for informal social rides. These groups traditionally rely on senior riders for leadership. Although groups liked to maintain their individuality, generally they all aimed to develop a standard bunch etiquette.

Bike Shop Rides have become very popular for beginner adult riders and for regular training. Even formal competitive clubs such as Counties Manukau and Auckland Central Cycling, who do not hold training rides, direct beginner and regular riders alike via their websites to Bike Shop Rides for training. This typically results in large numbers taking part and a wide spectrum of skill. Numbers traditionally surge in the spring with finer weather and the build-up to summer events like the Lake Taupo Cycle Challenge. These are free rides and their drop-in status sometimes makes it difficult to assess a rider’s skill level and on-road skills. There is also a problem of riders “joining in” along the way. Rides provide the bike shops with networking opportunities but are often running over capacity and rely on senior riders to help on an informal basis.

3.5 “GOOD BUNCH” DEVELOPMENT

In June 2011 the owner of Mt Eden Cycles, who leads regular informal bunch rides on Tamaki Drive, approached Cycle Action Auckland about helping to make Tamaki Drive a safer place to cycle and to seek help from the local authorities for help with infrastructure and behaviour problems. Two cyclists from his bunch rides had been injured an hour apart on the same section of Tamaki Drive, bringing a fair amount of media attention. He also recognised that, as road cyclists, they were a very visible group to motorists who were unsympathetic due to bunch size and cyclist behaviour at red-lights and pedestrian crossings.

As a result the Tamaki Drive Working Group (TDWG) was convened in July 2011 by Cycle Action Auckland. At the same time, as part of the Safer Cycling Programme’s Share the Road investigations, Cycle Action Auckland had attended the Jonathan Daly workshop at which problems on Tamaki Drive were discussed. The Safer Cycling project manager was invited to participate in the TDWG. Additionally, Auckland Transport and the Auckland Police were also invited to partner the TDWG.

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The original concept centred around consulting with bike shop owners in order to come to some agreement on the key messages regarding acceptable bunch sizes and the two abreast rule. The key messages on agreed behaviour could then be communicated to the bike shop customers and followed up by enforcement/warning along Tamaki Drive.

During August 2011 the TDWG began engaging with a forum of road cyclists on issues of road safety and behaviour change. Representatives from 16 active Tamaki Drive groups attended a presentation and open discussion on the current state of bunch behaviour.

Representatives were encouraged to hear from others and all felt as if they were pushing on an “open door” and that they had been “considering for a long time” the same issues.

The dialogue centred on:

- This being the first step in a multi-pronged approach
- Focussing on road cyclist behaviour
- What can cyclists do to make cycling along Tamaki Drive safer?
- Specifically what can be done to defuse tensions with motorists?
- When we cyclists change, the emphasis will then be on motorists to respond

The discussion raised the following issues for bunches:

- Group Size: What is an appropriate bunch size for Tamaki Drive and in urban centres?
 - e.g. what is the time it takes for a motorist to pass a group of 12 riders going single file
- Infrastructure problems that made it difficult to pass parked cars in single file
 - Many groups felt that riding 2 abreast through a pinch point beside parked cars better enabled them to “own the road” and get through the trouble spot quicker, therefore not holding up motorists.
- Specifically what can be done to defuse tensions with motorists
- When we change the emphasis it is then on motorists to respond

The key elements of good bunch behaviour were agreed:

- Follow the Road Code – in particular-
 - Stop for red lights
 - Stop at Pedestrian Crossings
 - Do not use the pedestrian signal to ‘jump the lights’
- Limit bunch size to 20: most groups preferred 12 or less but recognised that this was difficult for many bike shop rides. Everyone could agree on no more than 20 as a trial.
- Single file, in addition to passing, on hazardous sections:
 - Between St Heliers and Mission Bay
 - Kelly Tarlton corner
 - Ngapipi Road intersection
- Communication: signal, ride as a unit, standardise calls within bunches
- Practise common courtesy with all road users: motorists, fellow cyclists and pedestrians.
- When stopped at traffic lights/pedestrian crossings stay in the queue do not ride in between cars
- Designate a ride leader for each ride
- At all times ride to the conditions: weather, traffic, skill level, road, etc.

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Furthermore, discussions on group culture revealed the importance of senior riders and ‘the good old days’ when more experienced riders would come alongside beginners and “mentor” them. BikeNZ’s development of a “Ride Leader” programme was discussed and further details requested.

Dialogue continued by email and included representatives from five other groups who were interested but unable to attend. In September, this “Reference Group” of key cyclists, after discussing topics further with peers and group members, reconvened to finalise a set of protocols for Tamaki Drive.

The Reference Group reiterated their desire to take the first step towards better cyclist/motorist interactions; “the bunches we run could be run better” etc., as “there are too many near misses on Tamaki”. The group was aware of “frustration” between cars and bikes and felt they could “take the lead” with behaviour change - starting at Tamaki Drive, then moving throughout the rest of Auckland.

It was also noted by many in the Reference Group that after the initial meeting it was “amazing what you see” when they were back out riding, and that the discussion session created an increased awareness of safety and the motorist’s opinion. Workshop discussion quickly began to extend through the Reference groups’ social circles to a wider community and to influence daily practice.

All representatives said their groups had readily available standard protocols. Although many versions exist, all aim to show similar message, however, these become lengthy, get lost and become stale. They agreed that any programme needed to choose six key items to focus on and emphasise.

It was decided that six core protocols could be printed on business cards, designed to fit in a rider’s “zip-lock wallet” with ID and money, and be easily distributed amongst riders. Pairing the card with an ID/Emergency Contact card was also suggested.

The concept of Ride Leaders was again discussed. The group envisioned a 2 hour evening programme that would reinforce a standardised protocol, give the opportunity for peer encouragement amongst leaders and provide ride leaders with the tools to better communicate with their groups. A meeting with BikeNZ was set up to progress this.

Most importantly, the Reference Group believed that in order to reinforce key protocols and “give authority” to those ride leaders or representatives attempting to mould behaviour, support should be provided by local authorities. Suggestions made were:

- Gateway signs on Tamaki Drive advertising the programme and protocols
- Police distribution of the cards to “naughty” cyclists
- Police presence on bikes

The TDWG forum identified the six key protocols they wanted to promote from which the concept of “Good Bunch” was developed. The name “Good Bunch” was suggested with the thought it could be applicable to all cyclists and not only infers group-riding “safely” but also that cyclists are a “good bunch” of friendly, responsible people.

Two thousand cards were printed with the following protocols:

1. 2 Abreast max (keep a tight and orderly bunch)
2. 20 Riders max per bunch (smaller preferred)
3. 200 metres min between bunches
4. Follow the road code...
 - a. Stop at red lights

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- b. Stop for pedestrians at pedestrian crossings
- c. Don't ride across green "pedestrian-crossings" lights
5. Follow bunch leader's instruction
6. Follow your bunch's protocol

The programme would aim to:

1. Improve the behaviour of road cyclists on Tamaki Drive, improving goodwill with other road users
2. Streamline cyclist behaviour towards best practice that could be consistently explained to motorists
3. Then identify leaders to lead by example.
4. Support such leaders to influence as widely as possible best behaviour.

A secondary but important aim of the programme was to foster in motorists a more favourable view of cyclists and thereby encourage safer and less antagonistic interactions with motorists.



The image shows a promotional card for 'Good Bunch' cycling protocols. On the left side, there are logos for 'Good Bunch' (with a graphic of three cyclists), 'a voice for cyclists cycle action auckland', 'Auckland Transport An Auckland Council Organisation', and 'CAN cycling advocates network' and 'bikenz' (with a bicycle wheel graphic). The right side of the card has a blue background with white text. At the top right is the website 'www.goodbunch.co.nz'. Below that is a list of six bullet points: 'Ride 2 abreast max', '20 riders max per bunch (smaller preferred)', '200 metres min between bunches', 'Follow the road code - stop for reds, stop for peds, the green man is not for you', 'Follow your ride leader's instruction', and 'Courtesy works - a wave and a smile'. At the bottom right, it says 'To report a hazard or incident call Auckland Transport (09) 355 3553'.

The "Good Bunch Protocols" were revised again in March (see card above):

1. Ride 2 abreast max
2. 20 riders max per bunch (smaller preferred)
3. 200 metres min between bunches
4. Follow the road code – stop for reds, stop for peds, the green man is not for you
5. Follow your ride leader's instruction
6. Courtesy works – a wave and a smile.

Throughout the process the Reference Group emphasised the importance of courtesy and that an important element of the programme to recognise the needs of motorists.

TRAINING BUNCH SKILLS

The Reference group identified that part of the problem for bunches is how to best upskill riders. Riders are often directed to shop rides that do not have the resources or time to properly coach beginners. It was seen as beneficial to ensure that new riders started with "good habits" and that intermediate riders were trained and mentored.

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In November 2011 Auckland Transport subsidised the delivery of two three-hour Bunch Skills Workshops in Point England. The course was targeted at new riders training for events such as the Lake Taupo TelstraClear Cycle Challenge. These cyclists were training on the road where they were not entirely comfortable, or riding in informal groups or with friends when not yet competent at riding in a group.

For beginner participants it set a standard for personal responsibility, safety and behaviour in a bunch *“I feel safer in the bunch situation now, it’s crucial to understand the rules of engagement”*. For intermediate participants the sessions reinforced the need for personal and collective responsibility, and how that translated to road safety on the road. *“I got a lot out of it and understanding the dynamics of bunch riding has given me confidence to take more of a leadership role within a bunch especially if it’s all over the place”*.

Eighteen participants took part in the first Sunday session and 25 the following week. There was a 50/50 male/female ratio. The sessions were taught by Daymon Shack, coach for Takapuna Grammar assisted by the organisers, Murray Vaile and Catherine Scoular of the Tamaki Drive Working Group, with Mt Eden Cycles and other riders for support. The workshop was advertised in the local suburban paper and was highlighted in *The NZ Herald’s* weekend events section. The cost to participants was \$10.

THE RIDE LEADER COURSE

In October 2011 the Reference Group met with BikeNZ to learn more about their development of a Ride Leader course. A request for a pilot Ride Leaders course was made to BikeNZ with a list of suggested topics and format requests in order to keep the training as accessible as possible to groups and potential leaders and of a short duration as there was little interest in a workshop much longer than 2 hours. The TDWG and the Reference group also decided to pursue a pilot for Ride Leader training in the New Year. To keep up “Good Bunch” momentum for the participating bunch riders, and after reviewing the timing, format, duration, and costs of the proposed BikeNZ Ride Leader Course, pro cycling coach Tony O’Hagan and Murray Vaile put together a draft version of a programme to train bunch leaders in a two-hour format. Auckland Transport agreed to sponsor two of these pilot courses in April 2012:

- Diocesan School: the pilot was well received. The 10 participants included staff and parents who had a positive discussion and high level of interest.
- Mt Eden Cycles: Although this workshop was advertised in the newsletter and informal leaders were personally invited, there was a poor turnout, difficult discussion and little ‘buy in’. Post evaluation showed a lack of interest or incentive for becoming “ride leaders.” BikeNZ’s review of the pilot course also highlighted the absence of information on a ride leader’s personal liability in the course material.

As a result of feedback on the pilot courses, the TDWG decided to align the further development of course material with BikeNZ, who suggested the material could be modularised to make the course more accessible to those being encouraged to become ride leaders and who had limited time.

Although the feedback indicated that the course material offered best practice, it highlighted cultural barriers to taking such a course. Many felt they already had a culture of senior riders and the key issue for their bunches was tightening up bad behaviour, especially around the running of red lights.

The other main issue was how the programme could encourage individual riders to take on responsibility for a group when riders were unwilling to take personal responsibility in the first instance. By putting too much emphasis on the need for a Ride Leader there was the possibility that others would abdicate personal responsibility.

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"It comes down to how interested individuals are in improving not only their own skills but learning bunch riding & communication skills to be able to inform / instruct / guide others. I would suggest that the majority of people will not want to put themselves in a position of taking the responsibility. In saying that, keeping up the communication, talking about improving bunch riding & keeping the issue 'alive' is paramount."

Feedback also showed a lack of interest in training to lead bunches if:

- A cost was involved
- It resulted in leaders taking on liability for the group in any way (BikeNZ clarified that there was a very limited chance of a Ride Leader ever being prosecuted – but the possibility still instils fear in the group)
- The course was over 4 hours in length (shorter preferred).
- The course took place before or after work on weekdays
- 75% of groups would consider sending a representative to "support the initiative" but *"While I support the basic idea of this, and I am happy to contribute, I would never take part as a leader due to the references to ride leader responsibilities."*

Although more work needs to be done in order to encourage riders to take personal and collective responsibilities within informal groups, there is seen to be more opportunity within the more directive school groups to link coaches and parents with Ride Leader programmes. *"The change we are seeking is an attitude shift, which will be progressive but slow – much like the use of helmets. Obviously the audience is anyone who is ready and interested. I think that the greatest long term gain will be a focus on younger riders – and for this group it has to be short, relevant and if possible, the cool thing to do."*

OUTCOMES AND LOOKING AHEAD

It is recommended that "Good Bunch" continue to focus on encouraging personal and collective responsibility from the base up. This can be effected with social media, including testimonials and positive examples of "Good Bunches", living resources that help to keep the best practise "fresh", and a variety of training that meets riders where they are at and will encourage them to grow into positive senior riders who are actively practising "Good Bunch" behaviour. Tamaki Drive observations to date have been positive showing that bunch behaviours in the targeted timeframe (Monday to Friday, peak hours) are improving. Although one bunch was spotted in early March 2012 with 25 riders, all other observed groups are riding under the 20 rider limit with the average bunch size being 5.8. No groups were recorded riding more than two abreast although a number of school groups were noted as having poor form, which caused the illusion of more than two abreast.

A key element in the development of the "Good Bunch" programme has been increased internal communication within these informal bunches, and shop bunches in particular, and increased external dialogue between the Reference Group and the local roading authorities, via the Tamaki Drive Working Group. Bunches were encouraged to take responsibility for reporting road hazards and near misses via Auckland Transport's hotline. Acknowledging their legitimacy as road users and demanding they be responsible road users, are helping to empower bunch leaders and their groups. Those who have taken part in the "Good Bunch" process are encouraged that "change can happen". Another benefit resulting from bunch leaders discussing safety issues in a forum setting is their awareness that they are not alone in their concerns and the problems they face. Typically the TDWG would seek the opinions of Reference Group members who would then discuss the material with their larger groups (shops with senior riders and in their newsletter communications). This process enabled not only the TDWG to survey opinions but also helped groups to

evaluate their current practices in order to find solutions and raise awareness about being more responsible and safe road users.

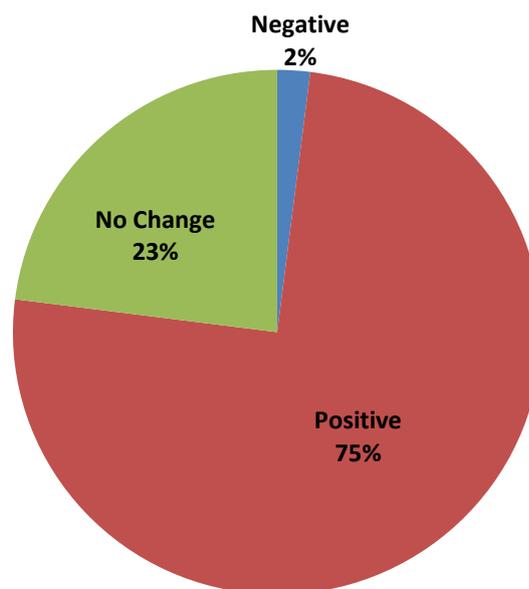
3.6 GOOD BUNCH SURVEY

A survey was conducted to gather the responses of individuals who had been approached on Auckland's waterfront area and invited to learn about the Good Bunch initiative. Fifty-seven individuals completed the survey after being briefed on the goals and advice of the Good Bunch programme. Thirty-seven respondents were male and twenty female. Sixteen were aged in their twenties, 12 in their thirties, 9 in their forties, 6 in their sixties and 4 in their seventies and eighties. Nine respondents chose to not supply their age.

Ninety-one percent were regular drivers, 74% regular walkers (of distances greater than 1km) and 25% regular cyclists. Drivers reported driving on average 6.1 days a week, walkers walked 4.1 days a week and cyclists cycled 1.4 days a week. All participants that reported cycling regularly and all but five that reported walking regularly were also regular car drivers.

When asked what effect a programme like Good Bunch would have on their perceptions of cyclists, 43 participants (75%) believed it would have a positive effect, thirteen (23%) believed it would not change their perceptions and one (2%) believed it would have a negative effect.

Good Bunch's influence on Motorists

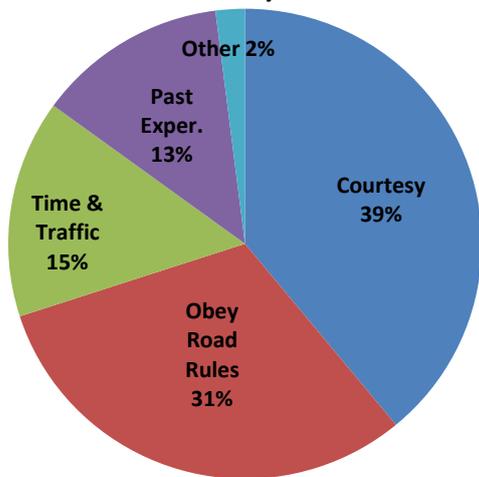


Participants were asked to answer the question “*what would have the greatest effect on your willingness to share the road with cyclists?*” by circling one of five possible options. “Common courtesy” was selected by 39% of respondents, “Cyclists observing the road rules” by 31%, “The time of day and traffic conditions” by 15% and “past experiences with cyclist” by 13%. Three respondents also selected the “other” category, two suggesting that they were already perfectly willing to share the road with cyclists while one suggested that they would be more willing to share if cyclists paid ‘road tax’.

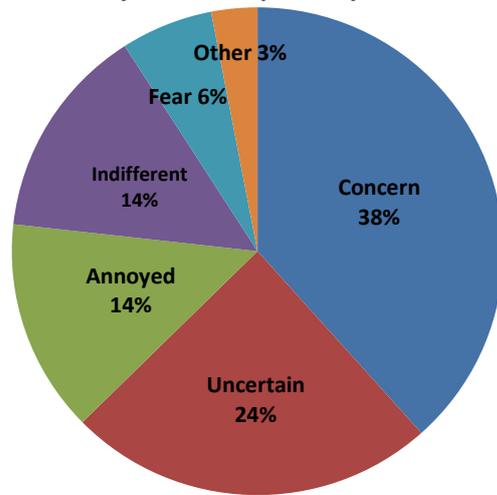
Participants were also asked to select from a list of five options what their initial reaction was when they encountered a cyclist on the road. Thirty-eight percent selected “concern”, 24% “uncertainty”, 14% “indifference”, 14% “annoyance” and 6% “fear”.

The final question asked was “*what is the recommended safe distance at which to pass a cyclist?*” Almost three quarters of the replies were correct at 1.5 metres (65%), while 19% replied one metre and 12% suggested two or more metres. Four percent of those surveyed did not answer the question.

What would have the greatest effect on your willingness to share the road with a cyclist?



What is your initial reaction when you come upon a cyclist?



3.7 CYCLIST OBSERVATION STUDY

A series of field observation studies were conducted across sites on the Tamaki Drive waterfront. Detailed time series observations of cyclists' volumes and bunch activity were collected on Tamaki Drive in Kohimarama and adjacent to Kelly Tarlton's Underwater World, while additional observations of intersection activity were made at Quay St and Solent Drive.

INTERSECTION COMPLIANCE OBSERVATION

Observations were made of two central city intersections during the morning peak to record road users (motorist, cyclist and pedestrian) compliance with traffic signals and road rules.

Observations were made at the intersection of Quay St and Queen St on two occasions in late May 2012. On the first occasion the intersection was monitored for a 60-minute period during the morning rush hour. Observed infractions included eight instances of vehicles continuing to cross the intersection during the green pedestrian phase, six pedestrians crossing the street during the red pedestrian phase, two cyclists crossing the intersection against a red signal (during the perpendicular pedestrian phase), two cyclists riding across the road with the pedestrian phase. One cyclist was observed dismounting to cross with the green pedestrian phase.

On the second occasion, the intersection was monitored for a 30-minute period during the morning rush hour. During this period fourteen vehicles were observed continuing to cross the intersection during the green pedestrian phase, four pedestrians crossed the street during the red pedestrian phase, three cyclists crossed the intersection against the red signal during the pedestrian phase and one cyclist ran a red light during another vehicular phase.

Observations were also made during one hour of the afternoon peak at the Solent St – Tamaki Drive intersection, which forms the main access point to the port. Forty-six trucks were observed leaving the port during the hour, five of these exited the port against a red signal. It was observed that trucks moving on the orange could not actually enter the intersection before the phase went red. Furthermore it was observed that

the green phase for trucks exiting the port was very short, allowing an average of only 1.6 trucks per phase. Therefore if there were more than one or two trucks waiting to exit they would run the red light. Many truck drivers anticipated the signal and had their vehicle moving into the intersection before it had actually turned green. During the period three eastbound cyclists were also observed to be jumping the green light in the eastbound direction, adopting the same strategy as the truck drivers by anticipating the short green phase.

This data provides some baseline information to check against any later monitoring of road user behaviour. General observations across all sites included that pedestrians regularly start crossing on the red in anticipation of the green pedestrian signal, westbound vehicles were often queued across the intersection when the green pedestrian signal was activated and that cars stopped in bus stops caused buses to back up across the intersection.

BUNCH BEHAVIOUR OBSERVATION STUDY

Bunching behaviour observations were made at the Tamaki Drive, Kohimarama site on eleven occasions. See Appendix C for the summary tables. In total, over 3000 cyclists were observed along Tamaki Drive on eleven days between March 2012 and June 2012 during the morning periods (typically 6.00-8.30am). Some key observations about cycle numbers:

- Average hourly cycle flows were ~120 per hour near Kohimarama and ~100 per hour near Kelly Tarlton's.
- Approximately 70-75% of cyclists were travelling in the peak (westbound) direction.
- About 75% of cyclists were identified as "roadies" by being dressed in lycra kit and riding racing bikes, with the balance largely identified as "commuter" cyclists by wearing work clothes or riding utilitarian bikes, and only a few identified as "recreational" cyclists. It should be noted that a roadie appearance does not necessarily mean the cyclists were riding for sporting purposes only, many commuters ride to work on race style bikes in roadie attire.
- The peak flows for roadies were prior to 7am (and tapering off rapidly after 7.30am), with most commuters riding between 7-8am.
- About 90% of all cyclists were using the road, with the balance using the shared pathway.

Summary across all observations:

Across all observation dates, 2,554 roadie cyclists were observed using Tamaki Drive during the morning peak. Of these 1,642 were riding in bunches, indicating that on average 65% of roadie cyclists using Tamaki Drive in the morning peak ride in a bunch.

327 bunches were observed overall, 208 (64%) were two abreast and 119 (36%) were in single file. Overall the average bunch size was 5.0 cyclists per bunch, with a range from 2 to 25 cyclists. There was only one recorded occurrence of a bunch over the 20 rider limit. The size for two-abreast bunches (average 5.8, max 25) was typically higher than single file bunches (average 3.6, max 20),

Two-thirds of bunches were observed westbound (218, 67%) in the morning peak, and one-third eastbound (109, 33%).

3.8 SHARE THE ROAD SURVEY

A survey was taken of individuals randomly approached on Auckland's downtown waterfront area. Responses from eighty individuals were collected. Forty-five respondents were male and thirty-five female. When asked about their travel patterns, 91% reported driving regularly, 79% walked regularly (distances greater than 1km) and 24% cycled regularly. Drivers reported driving on average 5.5 days per week, walkers walked on average 3.9 days per week and cyclists cycled in average 3.1 days per week. Most cyclists and walkers were also regular car drivers, however approximately half the regular drivers never cycled and seldom or never walked distances greater than 1km. A small proportion of individuals reported regularly using all three modes of travel.



Participants were asked to rank five issues in the order of which had the greatest effect on their willingness to share the road with other road users. *“Common courtesy (i.e. if someone gives the wave of thanks)”* and *“Their observance of the road rules”* were the highest ranked options, accounting for 58% and 44% of first rankings and 31% and 32% of second rankings respectively. *“Past experience (i.e. with a bike or bus)”* and *“My time”* were next highest ranked, while the least highly ranked option was *“The person themselves (i.e. their age or gender)”*. These results indicate that a willingness to share the road with other road users is mostly dependent upon the other party obeying the rules and conventions of the road (and acknowledgement of this), however that individual's perceptions may be prejudiced by past experiences with other road users. Personal factors appear to be less influential, be they those of the individual or the other road users.

Participants were also asked to rank four options for describing their greatest motivation for sharing the road. The most highly ranked options were *“Safety of family and friends”* and *“Personal Safety”*, accounting for 56% and 51% of first rankings and 34% and 32% of second rankings respectively. The other options of *“What goes around comes around”* and *“to decrease stress or annoyances”* were ranked much lower on average. This indicates that safety is the primary concern when sharing the road.

Two open ended questions were also asked:

The first asked participants what was *“the number one thing all users could do to make New Zealand roads safer”*. The most common responses were that drivers could slow down or better observe speed limits (n=16), follow the road rule properly (n=11), or show more courtesy or consideration for other road users (n=10). Less common responses were that road users could pay better attention (n=6), be more patient (n=5), never drink-drive (n=4), indicate properly and consistently (n=4) and maintain an appropriate following distance (n=3). Other responses included providing more cycle priority, getting cyclists off the road, no texting while driving, more motorways and less local roads and improved signage.

The second open ended question asked what the participant thought was *“the number one thing all users could do to make New Zealand roads more pleasant”*. The most frequent responses were about being courteous and considerate on the road (n=23), being patient (n=8), and letting people in to a queue of traffic

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or “merging like a zip” (n=6). Other responses included a less car dominated environment, greater pedestrian priority, increasing vehicle speeds and minimising the level of road works.

4. EXTERNAL STAKEHOLDER SUMMARY

Throughout both the RUW and STR works, key stakeholders have been engaged with on a continual basis. This has been outlined below.

Road Transport Forum (RTF): An initially difficult start with the RTF has developed into a positive and extremely helpful relationship. They have provided feedback on workshop format and information on the day to day operations of the transport industry. They have highlighted a number of key aspects in the truck/bike relationship:

- The need to understand the size and movement limitations of a truck.
- Restrictions on drivers' hours and maintenance of schedules and business operations.
- Regular problems involving key rural routes that seem "quiet" but are busy dairy or quarry routes. Specific mention was made of road cycling pelotons.
- Requests for cyclists to take responsibility for their visibility and to be considerate as a slow moving vehicle and pull over to let traffic pass.

The RTF has been extremely helpful in making connections with regional groups of the Road Transport Association (RTA) and New Zealand Trucking Association. The Waikato RTA has agreed to introduce the RUW programme to Fonterra and facilitate a meeting. They have also embraced the concept of "Good Bunch" and are encouraging its spread to the Waikato region, including creating a list of leaders in the trucking industry who are also road cyclists.

While setting up the Truck workshop in Dunedin, RTF provided encouragement to the local RTA office and the new representative there supports a 2nd RUW taking place in Dunedin during the spring of 2012. RTF also introduced the programme to the CEO of the New Zealand Trucking Association who graciously gave his feedback on key problems and encouraged dialogue between the two road users. NZ Trucking and RTA promoted the Dunedin workshop to their members.

New Zealand Bus has been an enthusiastic partner for the RUW programme, not only with the workshops but also in the creation of course material including the videos. The workshops have been well received and supported by staff and management, even within a changing corporate structure. They have found great value in the courses and a new partner on the road. A strong relationship has developed at the local and national level. Company management has even demonstrated the trust to reach out for help when mediating reoccurring problems with an angry and vocal cyclist. Work has also extended to liaising with Auckland Transport to incorporate drivers with a new found interest in cycling into local journey planning. A review of the programme going forward is in progress, including the delivery of a trial workshop with new NZBus recruits.

Representatives of RUW will be exhibiting the programme at the New Zealand Bus and Coach Associations Annual General Meeting July 8-11 in Rotorua. Arrangements have been made to take delegates on cycle tours in order to demonstrate aspects of the programme and discuss benefits. Bus & Coach has also run an article on the RUW programme in its magazine.

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Auckland Transport (AT) has been a very effective and collaborative partner; for example, promoting the bus/bike workshops in their summer cycling campaign, “Cycling’s the Go.”

With the move to their Onehunga depot, NZBus had inquiries from both staff and union reps about transport options. Knowing that the Onehunga depot was located next to excellent cycling facilities and that the workshops generated a high interest in cycling again (60%) it was suggested to NZBus that they might



consider Auckland Transport’s corporate journey planning programme. Auckland Transport was very receptive and in 2012 delivered journey planning programmes, including ‘loan bikes’, bike skills and maintenance training, to both the Onehunga and Panmure depots with great success. Auckland Transport added a great deal of value to the drivers’ workshop experience by extending their bike riding opportunities and reinforcing the RUW learnings. AT’s follow up surveys of drivers also noted an increased awareness and empathy for cyclists on the road.

Furthermore, Auckland Transport, as part of the Tamaki Drive Working Group, has been instrumental in the development of “Good Bunch.” AT staff participation in the group has ensured alignment of the initiative with Auckland Transport goals, in particular their work in the early piloting of Bunch Skills and Ride Leader Workshops. They have also been diligent in liaising with road safety operations on the removal of boat trailer parking along Tamaki Drive, communications regarding upgrades to Tamaki Drive infrastructure and have been receptive to suggestions of engaging with motorists. The AT marketing team is currently working on “Thank-you” notes for trailer owners who park responsibly and legally, and their efforts to spread the word about their hotline service has been a key element in empowering road cyclists to be an integral part of the system.

The Auckland Police (especially the Glen Innes department) are another participant in the Tamaki Drive Working Group and have participated diligently, offering up information and support for initiatives and on-going dialogue. They have distributed “Good Bunch” protocol cards to cyclists on Tamaki Drive and within their departments, which has resulted in offers of help from local officers in regard to planning and the creation of a lycra-clad police training squad. They are also facilitating dialogue with Ports of Auckland on holding a truck/bike workshop. Their on-going feedback regarding day to day road user behaviour has been vital.

The New Zealand Automobile Association has been an on-going partner, supporting the Safer Cycling Programme initiatives and lending a hand with research although, due to workloads, timing and deadlines, all regret more collaboration was unable to take place. They have constantly reinforced their support for the “Good Bunch” pilot and the development of innovative campaigns that take a fresh approach, as they have noted in their praise for NZTA’s “Ghost Chips” advertisement. They have also provided great encouragement to dig deeper, sharing previous research on motorist/cyclist interactions. They noted a survey done for Waitakere City in 2009 in which the submitted responses do not appear to match day to day practice around sharing the road. Their membership magazine is an excellent opportunity for conveying on-going work to motorists and we are continuing discussions on that front.

5. RECOMMENDATIONS

Overall the Safer Cycling Programme, through the Road User Workshops and Share the Road campaigns, have seen increased awareness and empathy by road users for road safety issues. The focus on engagement with stakeholders and target audiences has proved fruitful and it is hoped will have a long and lasting effect on the people involved and their behaviour on New Zealand roads. However, both projects are in the development stage and have the capacity to change the behaviour of many more professional drivers, bike riders and general motorists. Therefore, further development and expansion of both projects is recommended.

ROAD USER WORKSHOPS

Road User Workshops continue to demonstrate their contribution to safer and more positive interactions between the transport industry and cyclists. Individual cyclists along Tamaki Drive and Dominion Road have noted a change in bus driver's behaviour, citing an increase in passing and following distances. The workshops also establish connections between local transport and cycling groups in order to address issues before tensions and tempers rise.

Therefore if funding can be secured (even on an individual workshop basis), it is recommended that:

- Workshops continue to be marketed and funded if possible throughout the country in high risk areas or where recent events or incidents prove the work to be desirable to increase awareness of safety and tolerance. They also offer a "kick-start" to local and regional dialogue and relationship development.
- Existing relationships in the Auckland area are used to promote on-going workshops for the bus companies willing to have their drivers be part of such workshops.
- Efforts are put into focusing a year's effort into one new location, similar to the 10-workshop programme for NZBus. The opportunity for this exists in Hamilton, subject to funding support.
- Development of Truck/Bike Workshops continues, in addition to other road users such as taxis and driving instructors as possible other target groups. This is most likely in locations where there are on-going difficulties for road users and ensuing publicity encourages those in conflict to work together.
- Relationships with key stakeholders are maintained and fostered. The undertaking of this work will be complicated by funding issues as it can be difficult to fund relationship work directly.
- Where new local workshop programmes are being developed, consider using an outside (non-local) facilitator to help foster a neutral atmosphere between the cyclists and professional drivers, particularly if there has been public tension between these groups locally before.
- Given the general increase in interest about cycling by drivers following workshops, look for opportunities to tie in workshops with subsequent workplace travel plan initiatives such as company bikes and support for riding to work.

Appendix D provides an indication of those areas of the country where there appears to be greater-than-average prevalence of cycle crashes with specialist motor vehicles (taxis, buses, trucks). This information could be used to guide likely future RUW initiatives around New Zealand. An application to the Road Safety Trust for further RUW development and implementation by CAN and BikeNZ is currently pending.

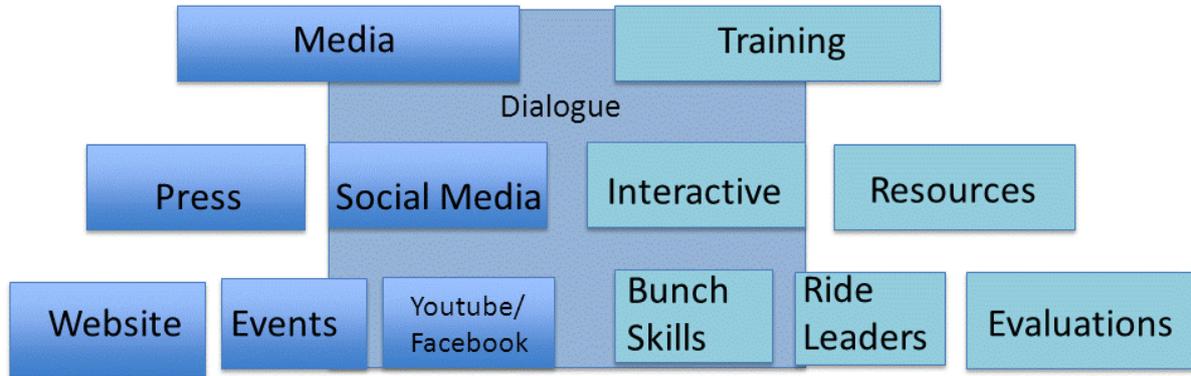
SHARE THE ROAD AND “GOOD BUNCH”

Road Users want to see more courtesy on New Zealand roads. Courtesy and adherence to the road rules are the two elements most influential on motorist’s view of sharing the road with others. These principles have been built into the “Good Bunch” pilot. However, although safety conscious, many senior riders of informal groups balk at taking on a formal leadership role and do not want the responsibility of disciplining or “baby-sitting” peers. Therefore if funding can be secured, it is recommended that:

- Further development of the programme’s on-line presence is undertaken in order to encourage and inspire road cyclists to want to claim their personal and collective responsibility as road users.
- With the goal of encouraging individual responsibility and potential leaders, development of social media resources is recommended: for example video testimonials or training guides and tie-ins to training applications (apps) are explored. As bunch numbers surge during the spring training for summer events, messages should be channelled through coming events. Short consistent messages can be distributed through bike shops and supporting groups via their email lists, websites and social media involvement.
- Support needs to be given to existing leaders and those wanting to upskill. A diversified training programme to meet people where they are at whether that be learning best practice for individual participation within a bunch or training by one’s self, or participating in a Ride Leader course to better guide your bunch. Like a shop ride, riders within the informal road cycling community have a diverse skill and experience level.
- The programme continues to expand in Auckland, putting equal emphasis on social media and training with the increase of road cyclists training for summer events through the spring and at the same time extending the pilot from Auckland into the Waikato area.

The diagram below illustrates how the Good Bunch concept can be rolled out as a broader media and training based approach. Although the initial concept has been focused on road training cyclists and bunches, a similar structure can be used elsewhere for other people cycling. The media aspects would be similar in their use of both conventional and modern communication methods to disseminate standard messages of courtesy and respect. Bunch skills training can be replaced by standard cycle skills training that is starting to be offered in a more consistent manner nationally (and with a growing development of such courses for adult cyclists). Ride leader and online resources can also be developed to present common scenarios for (say) a typical commuting rider, or a group on a social ride. A good example of how some of this could be implemented is seen in CAN’s recent “Stop at Red” campaign, aimed at encouraging cyclists to obey STOP signs and red signals.

Good Bunch



Encouraging
Personal & Collective
Responsibility



Supporting
Personal & Collective
Responsibility

APPENDIX A: BUS DRIVER INTERVIEWS

PANMURE DEPOT



Josh. 36, New Zealander. Has been driving buses for 2 years following being a bus inspector (and being made redundant). Good thing with driving buses is seeing the sights around the city and also the people. Josh has been biking for a long time, although not a great deal recently. Very much into his fitness, running and doing regular gym work. He is conscious of his weight and very keen to keep fit.

Josh has attended both the Panmure workshops. They have made him more aware both as a cyclist and as a bus driver. He used to ride close to the left of the road and now understands why as a cyclist it is much safer to ride the 1 to 1.5m out from the curb, and as a bus driver understands why bikes are doing this. As a driver this helps us better understand the cyclist behaviour. I know why I am giving them this space and it also gives the cyclist room to move in case they need to.

One cyclist Josh sees every morning is a lady commuter, travelling very slowly along Grafton Bridge and onto Symonds Street. She overtakes buses when they are stopped but never looks when she does this. He has seen her almost get squashed between buses. Josh gives her plenty of clearance. She needs to be politely given some advice about her riding.

Josh had had an incident where a cyclist had clipped the back of his bus coming along Carrington Rd. The rider whipped onto the road from the footpath at an intersection and misjudged the narrowness of that part of the road. It was very much the rider's error; however Josh has learned to always give riders space, even if they are not obeying rules themselves.



Piho. 57 years old, been in NZ 54 years but family originally from Cook Islands. Has been a bus driver for 5 years, previously a corrections officer. Used to ride a bike regularly including biking to work from Carbine road to Kingsland but hadn't been on once for a long time before the workshops. He had fallen off about 4 times, the last time ending up with an ambulance ride after being hit by a car that didn't see him in Newmarket. He has in the past been an avid fitness fanatic and after talking to him for this interview he reckons his passion has been rekindled and if he gets back on a bike he may never get off again! He used to walk or run up Mt Wellington in his breaks but his fellow drivers have swayed him into playing chess and pool and he has got lazy. He did get chased by a cop on his bike once and got ticketed for running a red light – it was about midnight and the cops had nothing better to do.

Piho really enjoyed getting back on a bike for the workshop. He does have access to his son's bike at home. But it is padlocked to a table and he can't find the key. Hopefully he has gone home and had a thorough search for the key and he is back riding around the neighbourhood already.

What he learnt from the workshop was maintaining your line and being predictable. He says he used to go in and out around obstacles so now understands why this is not a good idea.

He realises now that when sharing lanes with cyclists that he probably didn't give them enough room. They would give him the fingers or yell at him. He now understands and is more relaxed and happy to share the road. The regular cyclists just do their own thing. Although he does think cyclists should not be using the road

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in peak hour traffic. They should be on the footpath and out of danger. “Those courier bikes though – they are scary – they come out of nowhere and are totally unpredictable”.



Nardeep. 29 years old and been driving buses for 2 years. He has been biking to work, from Otahuhu about 6kms, for the past 6 months. Until his bike was stolen a month ago. He is missing his bike and is now looking to replace it with a road bike – one with the skinny tyres! His other one was a mountain bike.

Nardeep is from India and has been in NZ for 11 years. He did own a bike in India. Nardeep realises biking is not only good exercise, and a way to keep the weight down but a very good way to beat the traffic.

As a driver he used to hate cyclists but since the workshop he has a new understanding of cyclists. He looks at bikes also as one less car with lots of benefits to a bus driver. The workshop has taught him the importance to a cyclist of moving out 1 m from the curb. He used to ride close to the curb to stay well clear of cars. This also helps when he is the bus driver as well.

He understand cyclist better now and the photos from the workshops have helped so he can appreciate that there are different types of cyclists and they will be behaving differently on the road. He sees lots of riders along Riddell Rd in the mornings. He is usually going the opposite way, and does realise how fast they are often moving. He has been impressed with bunches in St Heliers – they will be riding 2 abreast and automatically change to single file when they hear a bus approaching them from behind.

Nardeep has a good understanding of cyclists and has had no incidents with them before or after the workshop.



Joseph. 56 years old from India. Been driving buses for 5 years. Came out to NZ 6 years ago so that his children could go to university here. Enjoys bus driving because of the variety. He shares running the office as well as driving.

Had been riding bikes in India but the workshop was the first time in NZ. He liked riding the Nextbikes, nice and comfortable. Enjoyed the workshop and has had a Nextbike for a month, riding it every weekend on the Rotary walkway and round about. The workshop has enabled Joseph to relate mentally to the cyclists. Biggest learning was to ride 1 – to 1.5m out from curb. I used to ride much closer to the curb but now I can see that by riding further out the cars behind me do have to move around me, or wait. Previously they would try and squash past me. Now I know why the cyclists are riding where they are and don't need to get frustrated and ask myself why they are riding in 'the middle of the road'. They aren't riding in the middle of the road – but it seemed like that sometimes. Now I understand why they behave like they do.

Had issues previously with bikes riding straight out across pedestrian crossings – mostly kids he is referring to – without stopping. Now he says he can see them and predict what they are going to do so he relaxes, even though they should not be doing this, and gives them space.



Tua. 49, from Samoa. Been driving buses for 5 years. Came to NZ from Samoa 20 years ago.

The workshop was the first time Tua had ridden a bike since being in NZ. Really enjoyed getting back on bike. Before the workshop Tua had had a run-in with a cyclist he had overtaken on Grafton Bridge. Cyclist yelled at him and gave him the

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fingers for no reason. He now has a better understanding of cyclists. There are mean cyclists and there are good ones. Now he says “just let them be”. As a driver he is more relaxed and gives them space. “Don’t worry about it” sort of approach now, happy to share the road.

Tua does seem to think that cyclist behaviour has changed for the better over the past 6 months or so.

The workshop did teach him to allow the 1 – to 1.5m space from the curb. This is safer for the rider and also helps bus driver understand why to give them space. Don’t be in a rush. Best thing with having a bike for the month is that I ride down my street and everyone waves and says hello to me, and they didn’t even know me before.

Tua has had a Nextbike for a month and has ridden it every day. I asked what he was going to do when he has to give it back next week and he said he would have to start walking again. I have given him the contact list for cheap bikes so I really hope he can find a way of buying one. The bike has obviously given him lots of enjoyment and a sense of pride.



Munish. Age 36, been in NZ for 11 years. Used to ride bikes a lot in India, with very memorable experiences of riding between hill stations in his home province of Punjab. Since being in NZ Munish has driven taxis for 3 years and been a bus driver for 7 years, so has been facing cyclists on the road for a long time. Munish does have a bike in his garage but it hasn’t been used since being in NZ.

Munish really enjoyed the workshops, and had no issues with getting back on a bike. He feels he gets sick readily when he is out in the fresh air, but hopes that in the summer time he will get the bike working again. Tua has been keen to buy it off him, but he is hesitant because he still feels an attachment to having a bike, even though he is not using it, yet!

The workshops have made him do lots of thinking about cyclists; he finds he is really patient with cyclists now, which he admits he wasn’t before. He also has a much better appreciation of the different types of bike she sees on the road, and can appreciate the speeds that particularly the ‘roadies’ travel at as he passes lots of them regularly going in the opposite direction to him on Riddell road in the mornings.

As a bus driver sometimes you have to be a bit selfish with the road, purely because of the size of the bus, but he is not in a rush to get past cyclists. The workshops have been very helpful in making him think about sharing the road.



Sefir. Sefir is originally from Samoa, almost 58 years old and before the workshop he had not been on a bike since 1967! Before Sefir got on a bike he proudly showed us the scars on his knee from when he last rode a bike as a fearless 13 year old! Sefir has lived in NZ for over 20 years, driving buses for 8 years and a few years taxi driving prior to this.

Before the workshop Sefir was very nervous about getting on a bike. He says he was very wobbly initially but by the end of the ride he had the biggest smile on his face. His relationship with the bike has been renewed and he now has a “warm heart towards all the cyclists”. He recognises that the cyclist has the feeling of a big truck following them so as a driver is really understanding. When he comes across a cyclist he really holds back and finds safe places to pass. Before the workshop he said “he was not really a good friend of them (cyclists)”. He sees them and does not want to panic them.

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Sefir does have a stationary bike at home but really wants to get back out on the road. He has a helmet and a high vis. jacket – all ready and waiting for the bike his daughter left in his garage, to get fixed. He only lives probably 15 minutes bike ride from the depot, and is keen to ride to work. He notices bikes all the time now, at the warehouse, at flea markets – before he never even considered them.

ONEHUNGA DEPOT



Mala Rangarajan: Mala is 48 years old and has been driving buses for most of the 11 years she has spent in NZ. Mala used to ride as a school kid in India but had not been on a bike for 35 years before riding at the workshop. She enjoyed being back on a bike and was excited to find that there were so many cycle tracks around the depot and her home area of Mangere Bridge. Mala did have access to a bike for a month after the workshop and regularly rode around her neighbourhood. She even encouraged her husband to use the bike as well. The loose dogs around the neighbourhood were a bit off putting. She is keen to find a bike to buy at some stage now.

As a bus driver, the workshop has shown Mala that she needs to give a lot of space to cyclists, now that she knows what it feels to be a cyclist. Yesterday she was behind a bike on Dominion Road and was patient just to follow it until it was safe to pass. She didn't worry about the passengers having to wait, appreciating now that the cyclist is a road user as well.



Ene Mataupu. Ene is 51 years old, originally from Samoa, and has been driving buses in NZ for 21 years. Ene had never ridden a bike before doing the bike workshop and was really scared getting on the bike for the first time. Apart from being a bit wobbly initially he managed well although it was scary being on the road with the traffic. Ene had access to a bike after the workshop and it took a few days to get used to riding around his neighbourhood, but he soon was riding every day and would really like to buy a bike now. He started off just riding on the footpath but is now happy riding on the road as well.

As a bus driver Ene has found the workshop, and being on a bus himself has changed the way he drives. He admits he used to hate seeing bikes on the road and now he feels different because he knows what it is like and is happy to give way to bikes when he needs to. Ene has noticed that things have changed a lot over the last few years, previously there was arguing between bus drivers and cyclists and now everything flows better with good sharing of the road.



John Hughes. John is 63 and has been driving buses for nearly 2 years, previously selling real estate and building. His dad used to make buses and John used to help paint them as a youngster. John has a strong background also with bikes, riding to school as a kid and his father represented NZ back in the 1950s. John has been a regular gym goer and rider for over 20 years appreciating the health benefits of being fit. He still rides his bike at least a couple of hours every week.

Although a regular cyclist John found the workshop has made him more aware where he should ride on the road and what he should be looking out for, such as car doors opening. This has also helped while he is driving

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buses as he can better predict what a cyclist is going to do and allows space for this to happen. John is always looking out for bikes when driving however is concerned about the safety issue and sees that there is a lot that could be done to make cyclists safer on their bikes.



Sefa Tuimoala. Sefa is 39 years old, originally from Tonga and has been driving buses for 6 years. Sefa did ride a bike as a kid but had not ridden for a long time before we had the workshop. Sefa really enjoyed getting on the bike again for the workshop and has had one of his kid's bikes to ride since the workshop and rides often around the neighbourhood.

The workshop taught Sefa about safety on the road and how important it is to check on vehicles behind him. Now that Sefa has been back on a bike and riding on the road he is very patient with cyclists, although he can be scared by bikes as they sometimes come from nowhere." Now when cyclists are in front of me before the next stop, I do stay behind them rather than trying to rush past. Some bikes stay in the middle of the lane. As a driver I used to hate this but now I am very careful because I understand what they are doing".



Fili Malu. Fili is 51 years old and been driving buses for a year and a half, and driving taxis prior to this. Originally from Samoa but has lived most of his life in NZ. Fili has had bikes most of his life although doesn't own one at the moment. Fili says the workshop taught him the proper rules about riding. Even though he rode previously he just did what he liked and now he knows where he should be riding on the road. He has ridden quite a bit since the workshop, enjoying the exercise and even taking his dog for a run with the bike.

Before the workshop, as a driver he always felt the cyclists should be giving the buses space. Previously he said cyclists would sometimes yell abuse at him, now he understands the cyclist better, allows them space and is happy to share the road.

HALSEY STREET DEPOT



Jeff Roberts – Bus driver trainer. Jeff is 57 years old and has now been training bus drivers for nearly 20 years, previously a bus driver himself and always been in Auckland. Jeff has participated in 3 road user workshops and has to admit that he now does have a tolerance for cyclists on the road. A positive attitude change, although it has been a slow process! Jeff has not had a lot of experience with bunches of cyclists and courier cyclists are no issue because they just whip in and out and you have no time to react – they do their own thing and then they are gone.

Jeff enjoyed the biking experience after the first workshop and went out and bought his own bike. He is still only biking on the footpaths, but the rewards he gives himself by getting on the bike, and the exhilarating feeling of going downhill is the beginning of his desire to progress, albeit slowly, to venture out onto the road in the future.

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Prior to the workshop programmes Jeff has to admit he had no tolerance for cyclists sharing the road. The fact that having workshops between bus drivers and cyclists acknowledges that there is an issue between the two parties and this has made a big difference to Jeff's attitude. It has been a gradual process and he admits even after 3 workshops, that cyclists can still 'piss him off'. The workshops have shown Jeff that – someone cares.

We are now all being recognised and he feels he can crank the anger back, whereas previously there was no understanding and no tolerance. Now he can roll his eyes realizing he has to share the road and just sit here and wait behind the cyclist. What else can we do? He stresses this to his trainees as well.

There are big blind spots for a bus – he refers to it like the Bermuda Triangle. Cyclists coming up on the left are of particular concern. You don't see them then suddenly they are there. He doesn't feel any driver needs the fright this causes. Jeff stresses to his trainers that they keep the left rear wheel out of the cycle lane. Blind spots are predominantly around each of the 4 wheels. When Jeff is out on the road his focus is on work. And yes time is important. He does not want to be held up. He does not appreciate being held up by an inconsiderate cyclist and if they did have an option of moving out of the way this would be a fair sharing of the road.

Jeff admits he was pretty negative towards cyclists. The road user workshops have given him a change of mind. If they have been able to change his mind, with just the awareness that people do care, then he thinks this must have changed many of the bus driver's minds. Jeff's negativity stems from many years of having to put up with frustration from bikes. People don't appreciate the big blind spots that exist and the fright the driver gets from seeing a cyclist appear from a blind spot.

Jeff is starting to accept that "cycles are vehicles and have as much right on the road as you to be on the road". (From the Auckland Transport Share the Road card).

As a trainer for drivers – the trainees have to work hard to get their licence - what training does the bike rider have? Yet they are allowed to share the road as equals! There are cyclists that this is a fair comment about. When Jeff sees cyclists running red lights and coming up on his left his respect for them totally changes and who can blame him? Progress has definitely been made as result of the RUW and Jeff is a good person to be able to pass this onto all his new trainees.

APPENDIX B: RECORD OF PREVIOUS SHARE THE ROAD CAMPAIGNS



Share the Road

Report on campaigns already in existence both NZ & international

1. WHAT WORKS?

Bicycle Safety Campaign Review

What do successful bicycle safety campaigns have in common, and what tactics should be used in the future to achieve success? To help answer this, Bikes Belong (USA) conducted a review of campaigns, primarily used in the U.S.

In the U.S., most bicycle safety campaigns focus on informing road users rather than on convincing behaviour change. It's easier and cheaper to provide information (laws, suggested behaviour, etc., etc) than to develop a campaign that captures peoples' emotions. But, comprehensive studies of road safety campaigns conclude that emotional campaigns are more effective at increasing safety than informational campaigns.

Important conclusions include:

- emotional campaigns are more effective at increasing safety than informational campaigns
- safety campaigns that personalise and humanise cyclists without creating fear are ideal
- messages should be targeted at wide audiences that include both motorists and cyclists
- indirectly encourage more people to cycle; there's safety in numbers
- explain cyclist behaviour
- get into the system

Active Transport Resources report

This was prepared by Y&R NZ Ltd in 2009 for NZTA.

Purpose

NZTA has a suite of Share the Road resources for territorial authorities to use, and STR initiatives have been running in New Zealand for the past 8-9 years. Increasingly, however, Territorial Authorities are developing their own safety messages, and many are starting to initiate active transport promotions.

As part of a review of the STR messages, the NZTA have commissioned a stock-take and analysis of existing international national, regional, and local campaigns for:

- active transport safety
- active transport promotion

This review forms the first two stages of a four part programme, culminating in a recommendation on a set of key messages and approaches that promote both safety behaviour and encourage uptake of active transport.

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

This audit was not intended to be exhaustive of all campaigns worldwide. Rather it was to inform on initiatives that are better, broader, narrower, more or less effective or creative than the current STR approach.

Where initiatives are well known, and operating in New Zealand as well as overseas (such as Walking School Bus programmes) they have not been detailed.

The audit was also not intended to include specific Share the Road campaigns, as the NZTA already has high awareness of these.

2. NZ CAMPAIGNS

Share the Road campaign guidance



NZTA, 2006

This publication contains a list of existing share the road resources and projects and outlines new ideas to promote good practice share the road projects. It is envisaged that this resource will be a reference document to help practitioners motivate and encourage community groups and project teams to plan good practice promotional projects to address issues identified for action in their communities.

<http://www.nzta.govt.nz/resources/share-the-road-campaign/>

HTML: <http://www.nzta.govt.nz/resources/share-the-road-campaign/share-the-road...>

PDF: <http://www.nzta.govt.nz/resources/share-the-road-campaign/docs/share-the...>

Includes Share the road project examples:

Speed campaign | Tauranga City Council and Western Bay of Plenty District Council

Speed campaign | Auckland Region

Speed stopping distance events | Christchurch

Teenage pedestrians | United Kingdom

Turning traffic give way to pedestrians | Christchurch

Sunny gets smart road safety drama | Nelson

Mobility scooter workshops | Ashburton, Waimakariri

Helping hands: a guide for parents and caregivers | NZ Police

Red and green people pedestrian project | Wellington Region

Driveway resource | Waitakere

Driveway display | Christchurch

Cycle Safe | Christchurch

Be safe be seen | Tauranga

Don't burst their bubble | Waimakariri

Share the road | Tauranga City and Western Bay of Plenty

Stop. Look. Cyclist. | Christchurch

Share the road | Christchurch

Share the road | Victoria

Share the road | Queensland

Cycle lanes campaign | Christchurch

Wellington

<http://www.gw.govt.nz/mind-the-gap/>

Following on from the 'Don't Burst their Bubble' and 'Share the Road' courtesy campaigns, Greater Wellington launched a 'Mind the Gap' campaign in June 2010. This promotes safe overtaking distances, primarily between bikes and cars, but also between pedestrians and cars, and pedestrians and bikes.

Wellington Waterfront

[Cruise the waterfront](#)



Wellington cyclists are cleaning up their act with a courtesy campaign aimed at curbing bad biking behaviour on the waterfront.

Waterfront courtesy code

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

CAN

stickers



ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

Southland

Welcome to the site of the Share the Road campaign, which runs in Southland as part of the Powernet Tour of Southland.

"Share the Road", incorporating the Powernet Tour of Southland, is a campaign funded by Road Safety Southland and delivered by Sport Southland. The unique nature of the campaign is using a professional cycle race, and the riders, to promote the road safety message. The main aim is to promote the Share the Road messages of road safety while getting more people active through safe cycling.

http://www.sportsouthland.co.nz/sharetheroad_new

Email: brendon.mcdermott@sportsouthland.co.nz

New Plymouth

<http://www.sharetheroad.co.nz/>

Share the Road is a campaign, started in London in 2008 that speaks to all road users as people. We advocate simply that we all respect each other's equal right to use the road.

Contact: benefieldn@npdc.govt.nz

Roadsafe Auckland



<http://www.roadsafeauckland.org.nz/campaigns/index.cfm?id=1035>

Franklin



Mind the Gap

http://www.franklinmtb.org.nz/news_letter.htm

Selwyn, Canterbury

<http://www.selwyn.govt.nz/services/roading/road-safety/share-the-road>

Old Tai Tapu Road is a well cycled route for many cyclists, as part of the 'Share the Road' promotion we have installed a 'Share the Road' billboard on Old Tai Tapu Road for three months. It's a reminder for both cyclists and cars to practice mutual respect towards each other.

News media

[TV3's Campbell does Share the Road](#), including this advice



Taking the lane

Look, signal, move

Courtesy

1.5 million people ride bikes in NZ

Advice for group riding (use less busy routes, less busy times)and more.

The driving instructor's advice was also pretty sound: scan for people on bikes and anticipate that the rider may need to take the lane at pinch points. Make sure you hang back a few seconds

3. NZ RESEARCH

Literature review

Alliston, L. and Cossar, D. (2004). Walking and Cycling: Education and Promotion Initiatives to Improve Road Safety: a Literature Review. Report prepared for the Land Transport Safety Authority, Wellington, NZ.

This review outlines the information available on education and promotional initiatives that aim to improve road safety for pedestrians and cyclists. The focus of this review is on educational programmes.

Author(s): Lousie Alliston and Debbie Cossar

Publisher(s): Land Transport Safety Authority

Reference #: BRC # 2953

PDF: <http://www.livingstreets.org.nz/node/wrduploads/Walking%20and%20cycling%...>

LTNZ, 2005: Research Report 273 Balancing the needs of cyclists and motorists

<http://www.nzta.govt.nz/resources/research/reports/273/>

Between 2002-2004 a four-part research programme was undertaken to identify hazards to cyclists from features of the road network that are designed to benefit motorists. The four studies were:

- 1: the effects of roadside obstacles on cycle stability
- 2: the effects of trucks passing on cycle stability
- 3: the effects of roadside obstacles on cyclists' behaviour
- 4: parents' perceptions of cycle safety for high-school children.

The perspective of the research is to recognise and understand the conflicting needs of cyclists and motorists who share a road corridor. The outcome is to facilitate more informed decision-making in design, maintenance and management of the road corridor by balancing the needs of cyclists and motorists.

4. INTERNATIONAL CAMPAIGNS

UK: Share the Road |

<http://www.sharetheroad.org.uk/>

Share the Road aims to get us thinking about road users as people, and thus help turn the roads into a level playing field. It is explicitly not anti-car, yet the more of us who walk and cycle, the safer it gets, which may encourage more motorists to give it a try.

International campaigns

<http://www.sharetheroad.org.uk/international.html>

Share the Road initiatives are most popular in countries where, like the UK, walking and cycling have a low modal share. The citizens of continental Europe appear to share the road without having to be asked.

The Australian government's imaginative use of TV commercials ([It takes two to tango](#)) rewards considerate road behaviour with respect and status.

Queensland Transport: <http://www.tmr.qld.gov.au/~media/a89e0710-2cf2-4cfb-8d58-5b98e532bd5a/p...>

UK: Do the Test

<http://youtu.be/Ahg6qcgoy4>

How many passes does the team in white make? Test your awareness and Do the Test! TFL cycling safety advert! Count the number of passes the White team makes.

USA, Marin, California



<http://www.marinbike.org/Campaigns/ShareTheRoad/Index.shtml>

The Share the Road campaign is educating bicyclists and motorists to share the road courteously and safely.

Co-exist

The Coexist Campaign is a citywide effort to encourage greater respect between bicyclists and motorists, hopefully resulting in safer roads for all users.

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

Why Is This An Issue?

With more traffic congestion on city streets and more people turning to bicycling as a transportation alternative, we need to make sure all road users understand safe and proper road behaviour -- particularly how motorists and bicyclists should legally and safely share the road.

How Do You Expect A Campaign Like This To Change People's Behaviour?

We expect to start a dialogue between motorists and bicyclists about their interactions on the streets. Too often, we stereotype a group of road users based just on one or two isolated experiences. This campaign will remind us that the vast majority of people -- whether driving or riding bikes -- want to do the right thing, to share the road, and to just get along. By starting a public dialogue about co-existing on the streets, we hope more people will show a little more patience and a little more civility on the road.

APPENDIX C: BUNCH OBSERVATION DATA

MANUAL COUNT KOHI CAFE 6am to 9.30am	WESTBOUND		EASTBOUND		TOTAL	Commuter	Roadie	Rec
	Road	Path	Road	Path				
MONDAY 12TH MARCH 2012	65	33	25	10	133	50	69	14
TUESDAY 13TH MARCH 2012	303	29	113	4	449	76	369	4
THURSDAY 15TH MARCH 2012	383	15	163	1	562	59	498	5
FRIDAY 16TH MARCH 2012	166	25	72	11	274	64	198	12
THURSDAY 17TH MAY 2012	229	24	57	8	318	72	232	14
THURSDAY 22nd MAY 2012	374	44	127	3	548	78	446	24
FRIDAY 1ST JUNE 2012	169	23	114	4	310	48	250	12
TOTAL:	1689	193	671	41	2594	447	2062	85
AVERAGE:	241.3	27.6	95.9	5.9	370.6	63.9	294.6	12.1

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

MANUAL COUNT KELLY TARLTON'S	WESTBOUND		EASTBOUND		TOTAL	Commuter	Roadie	Rec
	Road	Path	Road	Path				
6am to 9.30am								
TUESDAY 20TH MARCH 2012	94	27	18	2	141	62	75	4
THURSDAY 22ND MARCH 2012	203	25	72	3	303	70	223	10
FRIDAY 23RD MARCH 2012	150	24	114	1	289	53	230	6
TOTAL:	447	76	204	6	733	185	528	20
AVERAGE:	149.0	25.3	68.0	2.0	244.3	61.7	176.0	6.7

SOLO ROADIES & BUNCHES (SINGLE FILE AND 2 ABREAST)

Monday 12th March Wet overnight, but dry						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	2			1		
6.15-6.30	3			6		
6.30-6.45	2			1		
6.45-7.00	2		2,2	9		2,2,2
7.00-7.15	5	2		4		2,2
7.15-7.30				2		
7.30-7.45	2			3		
7.45-8.00				1		
8.00-8.15						

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

Tuesday 13th March Dry						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	7		3,2,14	6		
6.15-6.30	14		3,12,14	32		4,2,3,14
6.30-6.45	3	9,7	2,2	22	7	2,2,2,4,11,3
6.45-7.00	2	2		11	4,13	9,17
7.00-7.15	12			9	2,2	12,9,13
7.15-7.30	1			2	20	
7.30-7.45	3			3		
7.45-8.00	1			5		
8.00-8.15						
8.15-8.30						

Thursday 15th March Calm dry morning						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	9	4	2	16	2	2,2,8
6.15-6.30	23	9,7	7,17,2,2,2,15	26	3,5	4,4,8,4,2,3,3,2
6.30-6.45	12	2,2,4,3	4,3,4	18	2,2,4,7	6,9,2
6.45-7.00	8			13	2,2,2,2,5	4,4,4,9,7,9,17
7.00-7.15	7		2,2,2	10	2,3	3,5
7.15-7.30	2			8	2	25,19,24
7.30-7.45	3			6		
7.45-8.00	3			3		
8.00-8.15						
8.15-8.30						

Friday 16th March Dry						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	5			6		
6.15-6.30	14		2,4,5,7	6		2,4
6.30-6.45	7			8		2,4,7
6.45-7.00	3			9		4,9,2,2,3,10,7
7.00-7.15	2		11,3	5		9,2,3,4,5,7
7.15-7.30	3			2		
7.30-7.45	3			3		
7.45-8.00	1			1		
8.00-8.15						

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

Monday 19th March Wet				West of Mission Bay lights		
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	1			1		
6.15-6.30						
6.30-6.45				2		
6.45-7.00						
7.00-7.15				1		
7.15-7.30				2		
7.30-7.45						
7.45-8.00						
8.00-8.15						

Tuesday 20th March Wet, rained all night				Kelly Tarltons		
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	2			1		
6.15-6.30	1	4	2,3	5		
6.30-6.45	1			3	2	
6.45-7.00	3			1		2,11,13
7.00-7.15	1			2	2,3	
7.15-7.30	1			4	4,2	
7.30-7.45				2		
7.45-8.00						
8.00-8.15						

Thursday 22nd March Fine morning				Kelly Tarltons		
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	12		4	8		2
6.15-6.30	10		6,3	7	2,4	4
6.30-6.45	9	3,3	3	5	2,5	11,5
6.45-7.00	4			3	2,5,2,2,6,2	2,2,3
7.00-7.15	7	2,2		5	4	3,2,2,11
7.15-7.30		2		9	2,4,4,2	3,19
7.30-7.45				4		
7.45-8.00						

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

Friday 23rd March						
Kelly Tarltons						
Started off fine, then occasional drizzle						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
6.00-6.15	8		3,2,5,7	6		4,3
6.15-6.30	7		3,5,2,7	6		2,2,4,3
6.30-6.45	3	5	3,2,2	8		2,3,5
6.45-7.00	3			2		
7.00-7.15	5	4,3	13,6,3,5	2	7,3	11,10,5,5,9,3
7.15-7.30	5			4	3	
7.30-7.45	1			2		
7.45-8.00	1			1		

Thursday May 17th						
Kohi Cafe						
8 degrees, fine - lots cones with road works						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
5.40-5.50			4	1		
5.50-6.00	1		2	4		
6.00-6.10	2			2		
6.10-6.20	3			7		2,2
6.20-6.30	5		16	8		3,4,6,6
6.30-6.40	3		3	7	5,5	4
6.40-6.50	4			8	5,2,6,4	4
6.50-7.00	4			2		
7.00-7.10	5			3	3	18,3
7.10-7.20	1			4		13,12
7.20-7.30	2			3	10	
7.30-7.40	1			3		
7.40-7.50			3			
7.50-8.00				1		
8.00-8.10						
8.10-8.20	1			1		
8.20-8.30	1			1		

ROAD USER WORKSHOPS AND SHARE THE ROAD INITIATIVES FINAL REPORT

Tuesday May 22nd						
Kohi Cafe						
7 degrees, still and dry - lots cones with road works						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
5.40-5.50	4			2	5	
5.50-6.00	4			2		
6.00-6.10	4	2	2	1	4	
6.10-6.20	5	2,6	6,9,15,	18	2,3	4
6.20-6.30	11	2		12	3,6	9,7
6.30-6.40	4	2,8	4,7	14		15,12,7,10
6.40-6.50	3			4	9,9,6,8	6,5
6.50-7.00	6		7	7	5,8	7,10,17
7.00-7.10	2		3	7	2	4
7.10-7.20	4			6	13,3	
7.20-7.30				3	17	17,3
7.30-7.40	3			3		
7.40-7.50				4		
7.50-8.00				2		
8.00-8.10						
8.10-8.20				1		
8.20-8.30	2			1		

Friday June 1st						
Kohi Cafe						
6 degrees, dry - lots cones with road works						
	East Roadie	Bunches Single	2 abreast	West Roadie	Bunches Single	2 abreast
5.40-5.50				3		2
5.50-6.00	2	2	2	3	2	
6.00-6.10	4	2,2		5	2	
6.10-6.20	4	2,2		11	2	4,2
6.20-6.30	6	2,2	13	5	2,	7,3,2,4
6.30-6.40	3	2,8		1	3,2	9,3
6.40-6.50	8		2,7,15	4	2	7
6.50-7.00	1	3		2	7,3,8	
7.00-7.10	1	2	13	1	2,3,6	
7.10-7.20	1			4		
7.20-7.30				2	3	11
7.30-7.40	2			1		
7.40-7.50				2		
7.50-8.00	1		2	2		2
8.00-8.10			2			
8.10-8.20						
8.20-8.30	1			2		5
8.30-8.40				1		5

APPENDIX D: CYCLE CRASH DATA – INTERACTIONS WITH OTHER VEHICLES

This table (from Crash Analysis System data for 2007-11) summarises reported cycle crashes by other motor vehicles involved for each Territorial Local Authority (TLA). TLAs with higher-than-normal numbers or proportions of specialist vehicles involved (taxis, buses, trucks) are highlighted as potential locations to target future Road User Workshop initiatives. Those TLAs identified by NZTA as high or medium risk for cycling crashes overall (and thus more able to receive funding subsidy targeting these crashes) are also indicated.

TLA - <i>High Risk - Med Risk</i>	Taxi	Bus/Sch.Bus	Truck	Other Vehs	Grand Total	%Taxi	%Bus	%Trk
Ashburton District		1	1	27	29	0.0%	3.4%	3.4%
Auckland	16	30	40	1301	1387	1.2%	2.2%	2.9%
Buller District				3	3	0.0%	0.0%	0.0%
Carterton District				8	8	0.0%	0.0%	0.0%
Central Hawkes Bay District				2	2	0.0%	0.0%	0.0%
Central Otago District		1	1	14	16	0.0%	6.3%	6.3%
Christchurch City	11	12	30	735	788	1.4%	1.5%	3.8%
Clutha District				1	1	0.0%	0.0%	0.0%
Dunedin City	1	5	9	150	165	0.6%	3.0%	5.5%
Far North District				15	15	0.0%	0.0%	0.0%
Gisborne District			3	80	83	0.0%	0.0%	3.6%
Gore District				10	10	0.0%	0.0%	0.0%
Grey District			1	10	11	0.0%	0.0%	9.1%
Hamilton City	2	7	9	206	224	0.9%	3.1%	4.0%
Hastings District		3	1	150	154	0.0%	1.9%	0.6%
Hauraki District		1	1	6	8	0.0%	12.5%	12.5%
Horowhenua District				28	28	0.0%	0.0%	0.0%
Hurunui District				6	6	0.0%	0.0%	0.0%
Hutt City	2	3	6	122	133	1.5%	2.3%	4.5%
Invercargill City	1		3	85	89	1.1%	0.0%	3.4%
Kaikoura District				1	1	0.0%	0.0%	0.0%
Kaipara District				10	10	0.0%	0.0%	0.0%
Kapiti Coast District				45	45	0.0%	0.0%	0.0%
Kawerau District				1	1	0.0%	0.0%	0.0%
Mackenzie District		1	1	1	2	0.0%	50.0%	0.0%
Manawatu District			1	27	28	0.0%	0.0%	3.6%
Marlborough District	1		3	71	75	1.3%	0.0%	4.0%
Masterton District	1		1	46	48	2.1%	0.0%	2.1%
Matamata-Piako District				15	15	0.0%	0.0%	0.0%
Napier City	1	1	6	109	117	0.9%	0.9%	5.1%
Nelson City	2		7	122	131	1.5%	0.0%	5.3%
New Plymouth District			3	70	73	0.0%	0.0%	4.1%
Opotiki District			1	3	4	0.0%	0.0%	25.0%
Otorohanga District				3	3	0.0%	0.0%	0.0%
Palmerston North City	3	1	6	142	152	2.0%	0.7%	3.9%

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TLA - <i>High Risk - Med Risk</i>	Taxi	Bus/Sch.Bus	Truck	Other Vehs	Grand Total	%Taxi	%Bus	%Trk
Porirua City	1		3	30	34	2.9%	0.0%	8.8%
Queenstown-Lakes District		2		29	31	0.0%	6.5%	0.0%
Rangitikei District			1	5	6	0.0%	0.0%	16.7%
Rotorua District	1		3	92	96	1.0%	0.0%	3.1%
Ruapehu District	1			6	7	14.3%	0.0%	0.0%
Selwyn District			2	18	20	0.0%	0.0%	10.0%
South Taranaki District				10	10	0.0%	0.0%	0.0%
South Waikato District			2	14	16	0.0%	0.0%	12.5%
South Wairarapa District				3	3	0.0%	0.0%	0.0%
Southland District		1		2	3	0.0%	33.3%	0.0%
Stratford District			1	3	4	0.0%	0.0%	25.0%
Taranua District			2	6	8	0.0%	0.0%	25.0%
Tasman District		1	2	51	54	0.0%	1.9%	3.7%
Taupo District			3	41	44	0.0%	0.0%	6.8%
Tauranga City	5	3	7	155	170	2.9%	1.8%	4.1%
Thames-Coromandel District			1	22	23	0.0%	0.0%	4.3%
Timaru District		1	3	49	53	0.0%	1.9%	5.7%
Upper Hutt City			1	49	50	0.0%	0.0%	2.0%
Waikato District		1	4	28	33	0.0%	3.0%	12.1%
Waimakariri District		1		19	20	0.0%	5.0%	0.0%
Waimate District				3	3	0.0%	0.0%	0.0%
Waipa District			1	36	37	0.0%	0.0%	2.7%
Wairoa District				4	4	0.0%	0.0%	0.0%
Waitaki District			1	23	24	0.0%	0.0%	4.2%
Waitomo District			1	4	5	0.0%	0.0%	20.0%
Wanganui District			1	52	53	0.0%	0.0%	1.9%
Wellington City	24	16	12	335	387	6.2%	4.1%	3.1%
Western Bay Of Plenty District			3	13	16	0.0%	0.0%	18.8%
Westland District				2	2	0.0%	0.0%	0.0%
Whakatane District		1	1	21	23	0.0%	4.3%	4.3%
Whangarei District		1	2	55	58	0.0%	1.7%	3.4%
Grand Total	73	94	190	4805	5162	1.4%	1.8%	3.7%