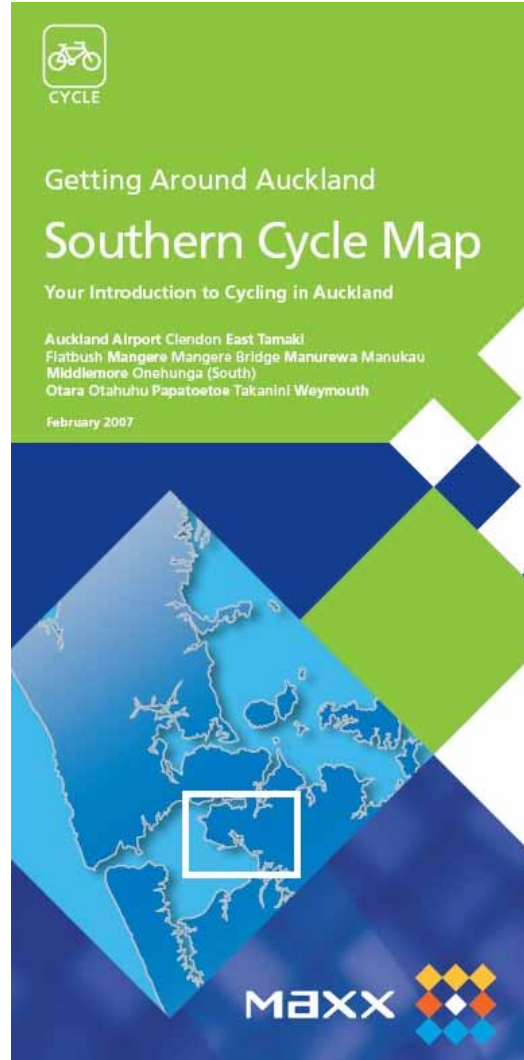
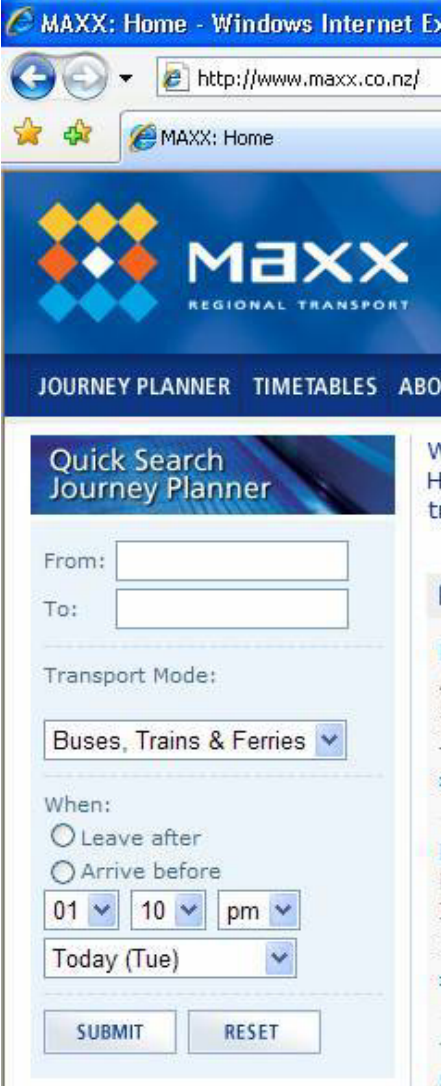


ARTA Southern Cycle Map



Who is ARTA?

- Plans and funds public transport
- Promotes alternative ways to get around Auckland
- Coordinates and integrates transport across the region
- MAXX is the public face of ARTA



The screenshot shows a web browser window with the URL <http://www.maxx.co.nz/>. The page features the MAXX Regional Transport logo and navigation links for 'JOURNEY PLANNER', 'TIMETABLES', and 'ABOUT'. The main content area is titled 'Quick Search Journey Planner' and contains a form with the following fields:

- From:
- To:
- Transport Mode:
- When: Leave after, Arrive before
- Time:
- Date:
- Buttons: SUBMIT, RESET

Project partners

- Auckland Regional Transport Authority (ARTA)
- Manukau City Council (MCC)
- Auckland City Council (ACC)
- Papakura District Council (PDC)
- Cycle Action Auckland (CAA)
- Terralink International Ltd (Terralink)
- Core Communications Ltd (Core)

Objectives

- Promote opportunities for people to choose to cycle, by giving them the information they need to get to their desired destinations
- Produce a series of maps to promote cycling at the beginning of a significant programme to improve cycling infrastructure across the region
- Produce a map that is easily recognisable (like Wises) and fits in with the other MAXX guides
- Plug a gap in the market

ARTA's Vision

- To double cycle trips by 2016
- To build more than half the Regional Cycle Network by 2016
- To promote cycling as a healthy way to save money, get fit, avoid congestion and have fun
- To make cycling as commonplace as driving
- To incorporate cycle routes into Wisers maps
- To incorporate cycle routes into online journey planning

Target Audiences

- Non-cyclists
- Beginner cyclists: those who have started cycling and want to know more
- Confident cyclists are not the primary audience



Why was Manukau first?

- Recent investment in cycling infrastructure
- Current promotion of cycling an opportunity to change behaviour
- Low levels of cycling and physical activity
- Flat terrain



Primary data collection

- Surveying led by Cycle Action Auckland
- Cyclists surveyed in pairs for objectivity
- Paper based recording
- All roads coded
- Routes followed cyclist 'desire lines' to connect key points of interest and destinations
- Non-connecting routes removed

Route choices

- Yellow – quieter road
- Light blue – busier road with space
- Dark blue – bus/bike or cycle lane
- Green – signed off-road route/ped link
- Pink – future infrastructure
- Red – dangerous roads

Input from councils

- Councils provided information on future infrastructure
- Cut-off for infrastructure to be built and open December 2007



Mapping

- Create digital file
- First proof included disconnects
- Refinements and peer review

The cycle guide

- Adapting cycle guide copy
- Public transport links
- Getting started
- Safer biking
- Cycle groups
- Regional cycle network



Staying Safe

Be seen – day and night

- Wear bright coloured or reflective gear so you can be seen
- Fit front and back lights so other road users can see you coming. It's illegal to cycle without lights in the dark.
- Carry spare batteries
- Use your lights in heavy rain, on overcast days and at dawn and dusk.
- Use the same judgement you would as a pedestrian when judging the safety of shortcuts at night.

Wearing your helmet

- Wearing a helmet is compulsory and can save your life
- Make sure it fits and sits square on your head without tilting
- Fasten your helmet securely under your chin

Maintenance

If you have concerns about the cycling environment, particularly maintenance issues such as potholes, please contact the relevant local council. Your feedback will improve conditions for all cyclists.

- Manukau City Council
09 252 5104
www.manukau.govt.nz
- Auckland City Council
09 302 0200
cycle@aucklandcity.govt.nz
www.aucklandcity.govt.nz
- Papakura District Council
09 295 1300
www.pdc.govt.nz



Feedback

From Cycle City in Manukau:

“Very enthusiastic. Gives them out to all sorts: commuters, local riders, fitness riders, racers, tourists. Thinks they are a great idea and very useful. Please send more maps AND more of the "Bike & Ride with Maxx" leaflet (with cycle locker info)”

Learnings from London

- Positive feedback – London to consider incorporating ARTA ideas into their maps
- A robust tracking system
- Limit the range of colours
- Tailor-made for cyclists – cycle friendly attributes
- Use fewer cyclists
- Utilise new technologies
- Local cyclists for local knowledge

Changes to production process

- Streamlined production process – 6 months per map (excluding Southern Cycle Map update)
- CBD insert on front of all maps
- Electronic data capture for accuracy
- Simpler peer review process – comprehensive numbering and template system

Five more maps for Auckland



- Central Cycle Map
 - North Shore Cycle Map
 - Western Cycle Map
 - Eastern Cycle Map
 - Northern Cycle Map
 - Southern Cycle Map update
- Completed by July 2008

Conclusion

- Achieving a tangible result
- Working together region-wide
- Creating customer focussed tools
- A New Zealand first!