



Cycling Safety and Promotion

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Presentation Outline

- About CAN / BikeNZ
- What are the Key Issues?
- Proposed Solutions or Actions
- Questions



About CAN

(Cycling Advocates Network - www.can.org.nz)



- NZ's voice for people who cycle for transport
 - Commuting, recreation, utility, touring

Vision: Cycling is an everyday activity in NZ

- Started in 1997
 - Volunteer group with 3 paid staff
 - Supports 24 local advocacy groups around NZ
 - >600 paid members and >4000 email members
- Work with central/local government and others for a better cycling environment

About BikeNZ

(www.bikenz.org.nz)



- National Sporting Organisation representing:
 - Road and Track (4k)
 - BMX (2k)
 - MTB (approx. 8k)
 - Schools (approx. 4k competing)
 - Ridestrong (recreation) (15k)
- Focus on guiding NZ Cycling to success by:
 - Getting more people riding more often
 - Winning on the world stage
 - Developing sustainable revenue to invest in cycling



How CAN and BikeNZ work together



- Different sets of skills and focuses
- CAN - everyday/touring cycling
 - Planning/design technical expertise
 - Advocacy with central/local government
- BikeNZ - competitive/recreational cycling
 - Event management
 - Programs and skill development
 - Public/media relations and Marketing

*Both organisations want a safe environment
conducive for all cycling*

What are the Key issues

- Speed
- Attitude, Culture and Education
- Funding and joined up thinking



Problem: Speed

- 100km/h and 50km/h often inappropriate
 - Little take-up of lower speed limits in NZ
 - Priority of mobility over safety?
- Speed has significant impact on crash severity
 - Also affects number of people choosing to cycle



Attitude/Culture

- *"The Car is King"*
 - ➔ *"We need to provide for motor vehicles first"*
 - ➔ *"Don't hold me up!"*
- *"Cyclists don't Pay"*
 - ➔ *"They shouldn't be on the road"*
- *"Cyclists are lawbreaking rogues"*
 - ➔ *"They deserve what they get"*



Problem:
Education

- We have a generation of children now whose parents haven't cycled themselves
 - And no training for adults taking up cycling either
- Motorists don't have sufficient guidance on how to safely interact with people cycling





Problem: **Lack of Infrastructure and Joined-up thinking**



- We have invested relatively little in cycle-friendly environments, even lately
 - <1% of National Land Transport Programme
- *"Only more roads can get us out of the economic mire"*
 - *Need to delay further investment in cycling for now*



Problem: **Fragmented Funding and Execution**



- Many agencies trying to achieve the same aims using cycling, creating duplication:
 - Lots of ad hoc learn to ride but little impact
 - RST and SPARC funding v NZTA funding
 - Bikewise
- Still a silo mentality between Govt agencies
 - Cycling affected by policies in Transport, Health, Education, Environment, Local Govt, Police, Economic Development, Tourism to name a few



Proposed Solutions or Actions



- Lower speed limits in urban/rural areas
- "Share the road" and "1.5m space" campaigns
- National Bike Skills programme in schools
- Confirm the benefits of providing for biking
 - And put money there!
- Aligning Govt investment with those organisations already in the cycling space

Lower Speed limits in urban/rural areas

- Speed zoning in rural areas
 - 60/70/80/90 km/h where needed
e.g. limited shoulder space or sight distance
- 20/30/40 km/h areas in key urban areas
 - Near schools & playgrounds
 - Busy shopping streets
 - Residential areas

*Key is to improve guidelines
for making this happen*



"Share the road" and "1.5m space"



- Mass media campaigns
 - Legitimising rights of all road users
 - Encouraging good behaviour by all
- Supporting policies/laws such as:
 - Tougher distracted-driving and drink-driving laws
 - Raising the driving age + mandatory driving lessons
 - Compulsory 3rd party insurance
- 1.5 metres of passing space as a legal requirement or promoted guideline



National Bike Skills programme in schools

- Linking NZTA & SPARC funding to create a world first
 - Using existing CAN and BikeNZ networks to deliver
- Having one framework and programme
- Leverage RST's, TLA's local networks
- Link to events



Benefits of providing for cycling

- More investment in biking reduces existing inefficiencies to the country
 - Traffic congestion , Health burden, Road building & parking costs, Crash/pollution damages, Oil imports
- The research evidence is already there!
 - Economic productivity increases in those regions with more balanced transport systems
 - NZ could save \$200m per year in health costs if only 5% of car trips were replaced by bike
- The value of recreation facilities

Aligning Govt Investment with those already in the cycling space

- Easy wins for cycling investment:
 - Providing generous shoulders on main routes, esp. where there are no quiet road alternatives
 - Integration of cycling with public transport
 - Fixing small gaps or danger spots
 - School/workplace Travel planning
 - Investment in CAN/BikeNZ
- Model Walk/Cycle Communities is a way to bring the various parties together





Key Points to Take Away



- It's not about "Motorists" vs "Cyclists"
 - Focus on encouraging **Cycling** for anyone
- It's not just about Cycle Facilities
 - (but more cycling infrastructure investment helps)*
 - Lower traffic speeds and volumes are important
 - Road user behaviour/training is key
- Cycle provision makes good economic sense
 - Benefits across a range of sectors
- Alignment of investment for maximum return

What are the Key issues

- Speed
- Need to change attitudes, culture and increase education
- Inefficient funding and lack of joined up thinking





Thank You for your Time



- Any Questions?

