

ChainLinks

The newsletter of the Cycling Advocates Network (NZ)

Oct/Dec 01



The Mayor of Christchurch (“driving”) and *Cycling 2001* keynote speaker Karel de Roy (back seat behind Mayor) on a quadricycle (helmets not required) during the opening of the Railway Cycle Path in Christchurch.



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NZ Cycling Conference Highlights

In the Netherlands, about 85% of Dutch residents own at least one bicycle and in total there are as many bikes as there are people. Around a quarter of residents daily trips are made by bike. The bike is especially popular for trips less than eight kilometres.

These are just some of the facts that Karel de Roy, senior traffic policy co-ordinator for Utrecht's regional group of local authorities, told the over 200 delegates attending the third NZ Cycling Conference – Transport for Living – held in Christchurch last month.

His advice to New Zealand advocates, policy makers and transport officers included:

- Change the perception of the bike merely as a toy employed casually on a weekend, ruggedly at a sporting event, or elegantly during a race. “Promote it instead as an ordinary, but useful means of transport providing daily benefits to the rider and the environment. In the Netherlands everyone bikes – old and young. It is quite out of the question to imagine the Dutch being forced to wear helmets; biking is as normal as walking,” he said.
- de Roy said cycling should be encouraged for short distances of five to eight kilometres. “You should build an adequate infrastructure of safe and attractive paths, provide efficient and low cost storage facilities and encourage city employees to use their bikes wherever possible. Projects like safe routes to school deserve special attention. Make biking appear cool, fun and inclusive from an early age and then these children are hooked for life,” he said.

Other conference highlights included

- Perth's TravelSmart programme success where the first stage of an individualised information campaign targeting 17,500 households achieved a 61% increase in trips by cycling, a 35% increase in walking and a 17% increase in public transport trips. The project reduced car-as-driver trips by 14 per cent. The Perth TravelSmart programme also featured at EECA's recent Marketing Public Transport conference, with Socialdata's Werner Brog and the Department of Transport's Gary John, outlining the scheme's successful formula.
- The TravelSmart programme has now received A\$2.4m of government funding to deliver stage two of a A\$26m programme to over half of Perth's metropolitan area (650,000 people). The project has a benefit: cost ratio of 30:1 – \$30 of benefits for every dollar spent, with \$1billion in savings to the community over 15 years. Visit <http://www.travelsmart.transport.wa.gov.au/marketing.html> for more information and details of the projects cost: benefit analysis or email Bernadine.Walsh@eeca.govt.nz for a copy of the paper presented at EECA's “Marketing Public Transport” conference.

- Pippa Pettigrew from Villa Maria College presented the results from a survey of 200 pupils at various Christchurch secondary schools. It showed 14% of girls cycled to school and 23% of boys. Pippa's research showed that incentives and rewards may be the best way to encourage youths to cycle. "Promotion and motivation are the key."
- Interesting fact to ponder: Automobile Association surveys show about 73 percent of its members have a bike in the garage!

For further information on papers presented at the cycling conference email <cycling@ccc.govt.nz>. 🚲

EECA

CAN Plan For 2001-02

At the CAN strategic planning meeting on 23rd September, those present spent an intense morning establishing a framework within which CAN will work for the next year. We identified areas to focus on and prioritised them, and then the people at the meeting identified which areas they were prepared to work on, and at what level of commitment.

Three levels were used: full participation, giving feedback, and being kept informed.

If you weren't at the meeting, it is your turn now! Please read through the CAN Plan below, and then contact Jane (Email: dawbell@actrix.gen.nz; Phone/Fax: 04-385 2557; or PO BOX 6491, Auckland) to let her know what you would like to be involved in, and at what level. Be in to win!

Theme: Networking

1. Do now

- working relationship with IPENZ Transportation Group
- maintain links with political parties at a high level
- links with the media
- links with the Automobile Association (regular cycling feature; survey; breakdown system)
- improve communications with affiliate groups
- work towards next conference
- links with tourism agencies (Ministry, Board, Industry Assoc., TranzRail, funding agencies, politicians, Transit NZ, cycle route map, Min. of Economic Development, local councils)
- liaison with health agencies

2. Do soon

- website resources (plan for development of CAN's website)

3. Do sometime

- more cycling events (can be done locally)

4. Do as needed

- links with 'green' transport groups
- links with overseas groups
- work on next cycling conference
- attend other conferences



Theme: Operations

1. Do now

- ensure co-ordination between organisations involved in cycling issues e.g. CSNZ, BIANZ
- funding of CAN
- new local groups (BUGs)
- bicycle riding
- celebrate (always!)
- continue what we've been doing well

3. Do sometime

- membership card (as receipt?)
- increase membership (reprint brochure & distribute; focus on key membership groups rather than quantity)
- gift voucher for membership
- paid administrator
- consulting work
- discounts at shops (local issue)
- legal advice (list basics on website)
- survey membership

Theme: Profile Raising

1. Do now

- Bike The Nation ride
- newsletter (look at presentation, distribution; add membership form; look at tie-up with Australian Cyclist magazine)
- raise CAN's image



- branding
 - educate drivers (road sharing kit; work with Automobile Assoc)
3. Do sometime
 - cycling calendar (on website; hard copy)
 - more cycling events
 - social marketing (changing public perceptions)
 4. Do as needed
 - merchandising & t-shirts (BIANZ might do?)
 - media campaigns (reactive & our own; local people can write them and get OK'd by CAN)



Theme: Advocacy

1. Do now
 - ensure funding available for cycling
 - lobby national politicians
 - develop research strategy
 - helmet issue (make CAN's position clear each time it comes up in *ChainLinks*)
 - represent cyclists on government agencies
 - 'how to' guides for local groups; for government; lobbying toolkit
 - assist & encourage development of new & existing standards & guidelines
 - establish & strengthen laws relating to the vulnerability of cyclists
2. Do soon
 - lobbying city & regional councillors (lobby kits)
 - identify & celebrate good practice
3. Do sometime
 - arrange legal advice
 - support national cycle touring routes
 - Kiwi Rides
 - tax incentives for cycling
4. Do as needed
 - submissions



A Bicycling Mystery: Head Injuries Piling Up

Millions of parents take it as an article of faith that putting a bicycle helmet on their children, or themselves, will help keep them out of harm's way.

But new data on bicycle accidents raises questions about that. The number of head injuries has increased 10 percent since 1991, even as bicycle helmet use has risen sharply, according to figures compiled by the Consumer Product Safety Commission. But given that ridership has declined over the same period, the rate of head injuries per active cyclist has increased 51 percent just as bicycle helmets have become widespread.

What is going on here? No one is very sure, but safety experts stress that while helmets do not prevent accidents from happening, they are extremely effective at reducing the severity of head injuries when they do occur. Almost no one suggests that riders should stop wearing helmets, which researchers have found can reduce the severity of brain injuries by as much as 88 percent.

Still, with fewer people riding bicycles, experts are mystified as to why injuries are on the rise. "It's puzzling to me that we can't find the benefit of bike helmets here," said Ronald L. Medford, the assistant executive director of the safety commission's hazard identification office.

Some cycling advocates contend that rising numbers of aggressive drivers are at fault, while others suggest that many riders wear helmets improperly and do not know the rules of the road. Some transportation engineers say there are not enough safe places to ride.

Many specialists in risk analysis argue that something else is in play. They believe that the increased use of bike helmets may have had an unintended consequence: riders may feel an inflated sense of security and take more risks.

In August 1999, Philip Dunham, then 15, was riding his mountain bike in the Great Smoky Mountains National Park in North Carolina and went over a jump on a trail. As he did, his back tire kicked up, the bike flipped



Two bicyclists, one without a helmet and the other wearing hers improperly, go for an afternoon ride on a Santa Monica, Calif., bike path. (Kim Kulish/Saba for NYT)

over and he landed on his head. The helmet he was wearing did not protect his neck; he was paralyzed from the neck down.

Two years later, Philip has regained enough movement and strength in his arms to use a manual wheelchair. He has also gained some perspective. With the helmet he felt protected enough to ride off-road on a challenging trail, in hindsight perhaps too safe.

“It didn’t cross my mind that this could happen,” said Philip, now 17. “I definitely felt safe. I wouldn’t do something like that without a helmet.”

In the last nine years, 19 state legislatures have passed mandatory helmet laws. Today, such statutes cover 49% of American children under 15.

And even some professionals have embraced helmets. While most of the riders in the Tour de France have worn helmets infrequently, Lance Armstrong, the American cyclist favored to win the race today, wore a helmet through most of the race.

“I wouldn’t do something like that without a helmet”

Altogether, about half of all riders use bike helmets today, compared with fewer than 18 percent a decade ago, the first year the safety commission examined helmet use.

During the same period, overall bicycle use has declined about 21 percent as participation in in-line skating, skateboarding and other sports has increased, according to the National Sporting Goods Association, which conducts an annual survey of participation in different sports. Off-road mountain biking is often considered more risky than ordinary bicycling, but it is unlikely to account for the recent increase in bicyclists’ head injuries. Participation in off-road mountain biking has declined 18 percent since 1998, the association said.

Even so, bicyclists suffered 73,750 head injuries last year, compared with 66,820 in 1991, according to the safety commission’s national injury surveillance system, with the sharpest increase coming in the last three years. Children’s head injuries declined until the mid-1990’s, but they have risen sharply since then and now stand near their 1991 levels even with fewer children riding bikes.

The safety commission is investigating why head injuries have been increasing. Officials hope that by examining emergency room reports more closely and interviewing crash victims, they can find out if more of the injuries are relatively minor, and how many people suffered head injuries while wearing helmets. Some bicycling advocates have doubted the statistics on participation in cycling, and the commission plans to re-examine those as well.

Dr. Richard A. Schieber, a childhood injury prevention specialist at the Centers for Disease Control and Prevention and the leader of a national bicycle safety initiative, said public health officials

“You would be well advised to wear a helmet provided you could persuade yourself it is of little use”

were realizing that in addition to promoting helmet use, safety officials must teach good riding skills, promote good driving practices and create safer places for people to ride.

“We have moved the conversation from bicycle helmet use to bicycle safety,” Dr. Schieber said. “Thank God that the public health world is understanding there is more to bicycle safety than helmets.”

Promoting bicycle helmets without teaching riders about traffic laws or safe riding practices can encourage a false sense of security, according to several risk experts. Helmets may create a sort of daredevil effect, making cyclists feel so safe that they ride faster and take more chances, said Mayer Hillman, a senior fellow emeritus at the Policy Studies Institute in London.

“You would be well advised to wear a helmet provided you could persuade yourself it is of little use,” Dr. Hillman said.

One parallel, risk experts said, is anti-lock brakes. When they were introduced in the 1980’s, they were supposed to reduce accidents, but government and industry studies in the mid-1990’s showed that as drivers realized their brakes were more effective they started driving faster, and some accident rates rose.

Insurance companies have long been familiar with the phenomenon, which they call moral hazard. Once someone is covered by an insurance policy there is a natural tendency for that person to take more risks. Companies with workers’ compensation insurance, for instance, have little incentive to make their workplaces safer. To counter such moral hazard, insurers may give discounts to companies that reduce hazardous conditions in their factories, said Robert Hartwig, chief economist for the Insurance Information Institute.

“People tend to engage in risky behavior when they are protected,” he said. “It’s a ubiquitous human trait.”

Even cyclists who discount the daredevil effect admit that they may ride faster on more dangerous streets when they are wearing their helmets.

On May 5, Noah Budnick, a 24- year-old New York resident, was wearing a helmet and cycling on Avenue B in Manhattan when he had to pull out from the side of the street to avoid a double-parked car and a taxicab idling behind it. As he moved to the left, the cab pulled out, striking Mr. Budnick. He broke his fall with his hands and did not hit his head on the ground, but the accident left him with a deep cut on his leg and a badly strained knee.

“People tend to engage in risky behavior when they are protected”

Although the cab was at fault for the accident, Mr. Budnick said, if he had been riding more slowly he might not have had the accident.

"I probably would have ridden more cautiously and less aggressively without the helmet," he said. "I don't know if I would ride in Manhattan at the speed I was going."

Still, many cycling advocates contend that it is not bicyclists but drivers who are more reckless. Distractions like cell phones have made drivers less attentive, they say, and congestion is making roads more dangerous for cyclists. They also believe that some drivers of sport utility vehicles and other trucks simply drive too close to cyclists.

Brendan Batson, a 16-year-old high school sophomore in central Maine, had been knocked off the road twice by drivers, so as he entered the home stretch of a 60-mile ride on May 26, he was wearing his helmet. But as he passed through Norridgewock, Me., riding along the shoulder of a rural highway, a pickup truck struck him from behind. It hit Brendan with enough force to rip the helmet from his head, the straps gouging his face before tearing off. Brendan was dragged along the road, past a friend he was cycling with, then thrown to the side. He was killed instantly.

It is difficult to show statistically that drivers have become more reckless in the last decade. The percentage of fatal bicycle accidents that involved cars has declined, falling from 87 percent in 1991 to 83 percent in 1998, according to the C.D.C.

Thom Parks, a vice president in charge of safety for the helmet maker Bell Sports, said safety standards could be upgraded and helmets could be designed to meet them. But that would make helmets heavier, bulkier and less comfortable. "There are limits to what a consumer would accept," Mr. Parks said, adding that if helmets became bigger, fewer people might wear them.

Dr. James P. Kelly, a neurologist and a concussion expert at Northwestern University Medical School, said that even as helmets were currently designed, patients who were wearing them when they were injured were much better off than those who were not.

"Bicycle helmet technology is the best we have for protecting the brain," Dr. Kelly said. "The helmets serve the function of an air bag."

But the most effective way to reduce severe head injuries may be to decrease the number of accidents in the first place.

"Over the past several decades, society has come to equate safety with helmets," said Charles Komanoff, the co-founder of Right of Way, an organization that promotes the rights of cyclists and pedestrians. "But wearing a helmet does not prevent crashes." ❧

*Julian E. Barnes
from The New York Times, 29 July
(With thanks to a number of our readers)*

An Interesting Survey

As part of our continuing process to try to develop better cycle lanes, the lanes marked on Armagh Street and Manchester Street, marked next to parking meter areas, were marked slightly wider than normal. In addition, a solid white line was marked about 0.4m away from the parked cars. The aim was to provide a space between where cars park and cyclists cycle, so that doors could be opened with minimum impact on cyclists. Sadly, it hasn't worked as intended. It seems that drivers are now choosing to park further out from the kerb.

I suppose the only consolation for cyclists in that is that the drivers now have further to walk to the kerb!!

We are considering other options to deal with the cycle lane/car door situation. ☺

From CCC's Bike Boy Bulletin

CAN Annual General Meeting: 22 September 2001

Held at: Tower Room, Chateau on the Park, Christchurch, 5:10 pm

Present: Adrian Croucher, Christine Cheyne, Merrett Smith, Glen Koorey, Axel Wilke, Aaron Phillips, Liz Mikkelsen, Ray Christmas, Richard Hayman, Steve van Dorsser, Chris Todd, Jason McGregor, Sally McAra, Robert Ibell, Jane Dawson, Nigel Perry, Iain Dephoff, Robert Parsons, Clare Ryan, Roger Boulter, Patrick Morgan, David Laing, Daniel Mohr, Paul de Spa, Michael Oxer

Apologies: Joy Burt, Robert Hynson, Marilyn Northcotte, Bruce O'Halloran

Chairperson's Report

It has been a busy, successful year & a bit since July 2000. We started the period with lots of energy from the last conference and CAN Do, and progress has been made on several fronts.

Membership Campaign: CAN's membership is up to 415 from 229, and we have good coverage around country. Thanks to Robert for coordinating the toast event, and everyone else who helped. It was fun, but it also highlighted the difficulty of getting attention from the main media.

CAN Exec: The executive has been a strong committee, with its strength coming from the diverse skills of members, and from being able to share the load. We have set up good lines of communication, mostly by email group but we have also had 2 teleconferences. At times we maybe had too many ideas, and have had to accept that we can't follow them all up. The Exec very much appreciates the support & help we have had from members during year.

Incorporation: After consultation with membership & agreement on CAN rules, we applied to become an incorporated society, and were granted that status in May.

Website: The CAN website has been developed & upgraded – many thanks to Tony for his ongoing work.

Communication: Lines of communication have been developed from the committee to members & affiliated groups – thanks to Liz for this. Communication back from groups to CAN is still patchy, though. Many individual members have contributed views on issues raised during the year which means the network is working!

ChainLinks has developed as a good means of communicating – thanks to Nigel for getting it together, and to those who have organised the printing and sending during the year. A wide range of issues have been covered, and there has been a good mix of contributors. *ChainLinks* has been used as marketing tool, to get information to outside organisations. It is still CAN's biggest ongoing cost, and we have not had much success in getting sponsorship for it.

Activities: We have successfully made ourselves known officially and developed contacts. We have a good working relationship with Transit, Transfund, Hillary Commission and the Ministry of Transport. Some results have been seen already, and we are working on more. We are in communication with Land Transport Safety Authority and the Police but progress has been slow. We have also initiated dialogue with the Ministry of Health and the Automobile Association.

In May we published the document 14 Key Cycling Issues and sent multiple copies to all Local Authorities. We only had one negative response (Thames Council asked us to take them off our mailing list).

CAN members have had articles published in outside publications (e.g. an article on roundabouts in the Transfund newsletter).

We have continued making submissions on issues affecting cyclists, with input from members. The biggest ones lately have been the Road Safety Strategy, National Energy Efficiency & Conservation Strategy, and the Big Trucks proposal.

Cheers everyone, and here's to another successful year!

Jane Dawson

Treasurer's Report

The Treasurer's Report for 2000-01 (available as a separate document) was presented by Glen Koorey.

Discussion ensued as to ways of reducing the cost of producing *ChainLinks*-including distributing printable version by email (Paul de Spa). This issue to be discussed at the CAN strategic planning meeting on 23/9/01.

It was inquired (Daniel Mohr) as to how tax/GST was taken into account in the Treasurer's report. CAN will be applying for tax-free status, but has not yet done so.

The Treasurer's Report was accepted (moved: Jane Dawson; seconded: Axel Wilke).

Election of Officers

Glen Koorey indicated that he wished to step down as CAN Treasurer, but could remain on the executive committee.

Clare Ryan volunteered to take up a position on the CAN Exec (and was hastily joined up to CAN on the spot). Nominated by Liz Mikkelsen; seconded: Axel Wilke.

Steve van Dorsser was nominated for Treasurer (Jane Dawson; seconded: Axel Wilke), with workload to be covered by Ground Effect staff when Steve himself is absent.

In summary, Jane Dawson moved that the CAN Chairperson, Secretary and Treasurer positions be filled by Jane Dawson, Adrian Croucher and Steve van Dorsser respectively, with Axel Wilke, Glen Koorey, Robert Ibell, Liz Mikkelsen, Nigel Perry and Clare Ryan as additional Exec members. Seconded: Richard Hayman.



Jane, Clare, Adrian, Liz, Nigel, Steve, Glen
Axel, Robert

Subscription Fees

Adrian Croucher moved that, in order to help cover the cost of producing *ChainLinks*, subscription fees be amended to \$15 (unwaged), \$20 (waged), \$25 (family) and (\$50) supporting organisation, and that affiliated group levies be raised to \$7.50. This represents a \$5 increase over the current fees for individual and family memberships, with no change to supporting organisation membership, and a \$2.50 increase in the affiliation levy.

Steve van Dorsser suggested that CAN investigate putting up the fees for supporting organisation membership, as they can generally afford more and current fees are low. Supporting organisations such as TLAs also benefit significantly from joining CAN.

Jane Dawson seconded the original motion to increase individual and family fees and affiliation levy – carried.

Jane Dawson also moved that CAN investigate increasing supporting organisation fees (seconded: Richard Hayman).

Other Business

- 1) Next NZ Cycling Conference- discussion of possibility of holding a one-day workshop in 2002, rather than a conference, and the next full conference in 2003. Michael Oser noted that there will be an Australian cycling conference in Brisbane, October 2003.
- 2) There was an enthusiastic vote of thanks for the CAN webmaster, Tony Bewlay, for redeveloping and maintaining the website since March 2001.

Meeting closed 6:20pm. 🚲

Adrian Croucher, Secretary

Progress Of Cycle Facilities In Hamilton

As the chairperson for Cycle Action Waikato (CAW) for nearly 3 years I thought it was time for me to write a few words in *ChainLinks*. CAW has been a very active cycling advocacy group in Hamilton. Its members can claim to be a big part of why Hamilton is moving ahead with providing cycle facilities in one of the most topographically and climatically ideal towns in NZ for cycling.

Encouraging the City Council to provide cycle facilities (& think cycling) has not been easy. There were times when even the most determined of CAW members thought the obstacles were too great. With member's determination, persistence, self-belief, and the increasing help of Hamilton City Council and Transit staff, progress is being made. The key is not being deterred by obstacles continually being put in the way, and to realise that working together (cycle advocates and other agencies) ultimately gets results.

The Cycleway network: The main goal of CAW is for Hamilton to have a cycleway network throughout the whole city. A network will enable people of all ages to use a bicycle more safely and for cycling to be a more enjoyable activity and means of transport than at present. Creating a network is a huge task and will mean Hamilton will have almost 200 km of on-road and off-road cyclelanes/paths (as documented in “Hamilton’s Cycle Network Strategy”). Even with the general support of HCC staff and Councillors no one was sure where to start building the network. CAW members realised the scale of the project was actually inadvertently delaying a start on the cycleway network.

How to start building a cycleway Network: The answer CAW came up with is what has been coined as the ‘Web’. The web is simply the main arms (links) of a network. The result has been that instead of getting bogged down with where to start the ‘network’ work has begun on building the web (or main links) of a cycleway network first. In Hamilton this means the 5 main links radiating out from the Central Business District (CBD) would be the first focus of cycle facility building. There will also need to be a central link joining all links within the CBD.

The web concept has been accepted in principle by the HCC staff and Councillors and the first link will be built by the end of January 2002 – this is the University to CBD link. The other 5 links will be progressively worked on over the next 10 years, ensuring that all Hamiltonians have access to at least some cycle facilities. The Web has enabled people to visualise a goal which is achievable within a manageable period of time. Concentrating on the main links does not mean that opportunities will not be taken up in other areas as they arise. For example, as roads are being resealed HCC is looking at changing the road marking to better accommodate cyclists. The result of this over the past 2 years has resulted in roughly 3 km of extra cycle lanes being created at very little cost. As many advocates already know there is no single way to design and build a cycleway network, but it is important to take opportunities as they arise.

Providing adequate funding: The other main ingredient to building cycle facilities is securing enough money in the City’s annual budget. CAW realised that a city can have all the cycling policy in the world, but ultimately any policy needs to be backed by securing adequate funding. Fortunately, HCC has made progress in providing a budget which will ensure cycle facilities can start to be built at a reasonable pace.

Funding became easier to obtain once the Councillors and Council staff became aware of the issues surrounding cycling and the desperate need to change the current situation. The support from Councillors and Council staff/management resulted in the 2001/2002 cycling budget being increased to \$450,000. Importantly, HCC management, and key Councillors have said that they will push for a continued annual budget of \$450,000, with this amount to be secured in the city’s 20-year strategic plan.

The key aspects we have learned in CAW is to create achievable medium-term goals that will support the long-term goal, and for funding to be at a level

which will enable these goals to be realised. Our hope is that the current momentum will increase over the next few years and that a sound foundation for a cycleway network will be laid. In future, more Hamiltonians should be able appreciate the benefits of cycling and participate in it.

Finally, cycle advocacy is about working together, having some good ideas & debate, learning from each other, and being willing to change and improve our cities. 🚲

Eion Harwood

Letters

ChainLinks,



Thanks for the Aug/Sept newsletter. I read it with interest.

Certainly I am not looking forward to being passed by the a logging truck of the proposed size.

The common place that makes me most nervous is passing lanes.

There is only about 30 centimetres between the outside white line and the edge of the tarseal, not enough for this cyclist's comfort. Have tried riding a meter out in the slow lane but have found the reaction to both truck and car drivers is completely different in a two lane situation to that on the normal open road. On the normal open road, when one is a meter out from the white line, vehicles normally move over and give the cyclist room. In a passing lane situation they refuse to move into the passing lane and come literally within inches of the cyclist. [Then logging trucks and high truck & trailer units are unpleasant.]

When making passing lanes there should be just over 1 meter of tarseal to the left of the outside white line. Cycling on main roads would then be more comfortable. 🚲

Ross Lake

ChainLinks,

I take issue with your banner headlines "Cycling Decimated – Helmet Law Fails" (*ChainLinks* June/July 01). The article provides no facts whatsoever to support the claim made that the helmet legislation has completely failed. You simply assume that the reduction in cycling injuries is due to a similar reduction in cycling hours.

How about other factors influencing the statistics? Over the past decade there has been a noticeable increase in aggressive driving. Cheap second-hand Jap imports have resulted in zoomy cars being driven quite recklessly around residential areas. The capacity of the roading network has not kept pace with the growth in vehicles. Simply, the roads are not as safe as they used to be.

Who is to say that if cyclists were not wearing helmets there would not have been a dramatic rise in injuries? One friend, hit by a car reversing out of a parking bay, was concussed for many hours, later to be told by hospital staff that the helmet probably saved her life. Another came off his roadbike and gashed his helmet, was hospitalised but with no head injury. OK, so the same number of accidents would have been reported whether helmets were compulsory or not.

How does your negative attitude to the cycle helmet regulation fit in with the tremendous increase in the popularity of mountain biking here in New Zealand? So many people of all ages are having a go. Everyone wears a helmet; it is accepted as part of the sport. MTBs are often seen on the roads. Many people like myself ride on the highways and byways, on gravel roads in the forests and the occasional track. Wearing a helmet on all rides makes sense: no need to carry out a risk assessment before each ride.

It would be madness for any of our politicians to entertain the idea of revoking the helmet law without first having very substantial evidence relating to the situation in this country. Any such evidence would need the backing of the police and medical professionals. Do you really believe that ACC, schools and parents would support a reversal of the law?

CAN is doing a great job in many areas where the cause of cycling needs to be promoted. This preoccupation with the helmet law will detract from other worthwhile objectives and in fact turn some people off your organisation.

May I suggest that CAN get rid of this “negative image” and concentrate its energies on matters which are most likely to get results. 🚲

David Wigley, Taupo

[Please see Editorial for a response. Ed.]



Rush Hour. But Where Are The Cars?

“Shall we bike into town for the meeting?” I was in Den Haag, Netherlands and the question was being asked by Edy Altes – a retired ambassador. We had just eaten breakfast and had a meeting at Parliament House at 9am. I thought the suggestion pretty cool – imagining two guys in business suits and with briefcases cycling into town. But it was rush hour and I expressed concern about the narrow roads and all the cars. “Don’t worry,” he laughed. “We won’t be seeing many cars.” And he was right. The 4-kilometre ride from his suburb to the centre of town was done virtually all on bike trails through parks and green belts. What a relaxing way to travel to a meeting – chatting with a former ambassador about politics, spirituality and life, while enjoying the tree lined trails and then popping up in the centre of town.

I had a similar experience a few days later when I was visiting friends in Copenhagen and they suggested biking to the beach. The latter part of the journey was on bike lanes through fields out of sight of cars. However, the journey started on the inner city streets. Well, not on the streets themselves, but on cycle lanes which run along the streets. These are not the sporadic, fainthearted, semi-surreptitious bike lanes we know – or a few of us know – in Wellington, i.e. those virtual lanes created with a quick line painted on the road or footpath and easily violated by a parked car or pedestrian. No, these are genuine, stand-up-and-be-counted, don't-mess-with-me bike lanes with curbs to stop vehicle infringements, traffic lights for the cyclists (who are often let across intersections before the cars), large pictures of cycles (just in case anyone from cycle-depraved countries like New Zealand wonders what these lanes are for) and lots of cyclists. Yes indeed – thousands of cyclists. Not because of a sub-standard public transport system – the buses run every few minutes. Not because Danish people can't afford cars – most of them can. But because the cycle lanes make cycling a safe, efficient and enjoyable way of travelling small and medium distances.

In New Zealand we are often told that there are not enough cyclists to warrant cities putting anything more than a token effort into bike-lanes. However, it's no wonder that people choose not to cycle, when to do so is to place oneself in the pathways of speeding half-ton vehicles operated by people not particularly renowned for driving expertise or on-the-road sobriety. The experience in Netherlands, Denmark and many other Western European countries shows that if a city plans properly for cyclists and provides suitable cycle lanes, then people will choose to cycle in large numbers.

Wouldn't this also be a good way to solve road congestion and parking problems, reduce carbon emissions and provide more exercise for many people? 🚲

*Alyn Ware, CAW
(from Windy Wheels)*

Safe Routes To Schools – Youth Mobility Now An International Priority

Interest in Safe Routes to Schools (SRTS) and other initiatives to promote safe, clean and independent mobility for children is growing.

Part of the international popularity of SRTS has been prompted by the need to reduce pollution and energy consumption. Car travel in the school journey has been identified as a key component of the growth in transport's contribution to carbon dioxide emissions.

In Europe, the Green Paper "Towards a European Strategy for Energy Supply" stated that while CO2 emissions across the European Community rose by 2 per cent between 1985 and 1997, the contribution by the transport sector grew by 43 per cent.

Safe Routes to Schools projects provide a unique opportunity to modify transport behaviour – and to influence the travel habits of the next generation.

The European Commission has supported two research projects looking at school travel. The SUN project sets out to save energy by using mobility management in schools. Results from four countries (Austria, Germany, Italy and UK) showed typical energy savings of 20-30 per cent.


Similarly the TARGET project is exploring new forms of mobility and travel awareness and a work group has been set up to investigate school travel plans.

The Commission is also set to include school travel plans within its Citizen's Network Benchmarking Initiative. A group of around six cities or regional authorities will be asked to share their experience, research baseline data and develop a joint framework of indicators for progress.

According to Paul Osborne, SRTS Project Director at Sustrans, recognition of the educational value of SRTS projects is growing. "In the UK, advice and resources have been issued to schools on how to reduce reliance on the car for school journeys and promote road safety. Teaching guidance makes links between the school journey and sustainable development, citizenship and health lifestyles".

Health is also a key objective of many international projects. In the United States, around 25 per cent of 6-17 year olds are overweight and just 10 per cent of children walk or bike to school. Consequently pilot projects to promote walking and cycling to school have been established in a number of states.

In 1999 California launched its \$20 million SRTS programme which was nearly seven times oversubscribed.

Details of the TARGET project can be found at <<http://www.eu-target.net>>. For the Citizen's Network Benchmarking Initiative see <<http://www.eltis.org>>. For details of Sustrans' UK SRTS programme see <<http://www.saferoutestoschools.org.uk>>. 

[Source: Safe Routes to Schools International Newsletter, Summer 2001, Sustrans, UK]

SRTS in the USA – Fed Up With Sitting In Cars

Dramatic shifts in school travel from car to walking and cycling have been achieved within 12 months in a national Safe Routes to Schools pilot programme in Marin County, California.

The number of children walking and cycling at nine schools rose to 34 per cent – a 57 per cent increase in those walking and a 50 per cent increase in those cycling.

Other results included a 58 per cent increase in car-pooling by the end of the year, and a 29 per cent decrease in the number of children arriving alone in their parents' cars.

Debbie Hubsmith, of the Marin County Bicycle Coalition, which runs the project on behalf of a partnership of organisations, said Safe Routes to Schools had captured the imagination of parents.

"Parents are overwhelmingly enthusiastic," she said. "We have found that people are spending so much time in their cars that they now want to stop. There is an inherent feeling that kids are missing out on something that the parents remembered as joyful when they were young."

Special events such as Walk and Bike to School Day, bicycle rodeos, safety training in the classroom, and contests such as the Frequent Rider Miles programme have all been organised. Parents and other community representatives mapped the streets, recommended safety improvements for footways, bikeways and street crossings and formulated strategies to slow down traffic.

California has allocated \$20 million in each year as part of a two-year programme.

Ms Hubsmith said the Federal evaluation of the programme had just been completed, but she expected it would now be repeated in other parts of the US.

Contact:

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Tel. +1-415-488 4101, wkallins@icg.org



Advocacy from the Receiver's End

[Text of the speech given by Ruth Dyson MP at the NZ Cycling Conference, 22 September 2001]

Most of my experience as one of the lobbied has of course been as a member of Parliament. But I'm sure the key points to make about lobbying are pretty much universal, whether we're talking about local politicians, local or national government officials, other relevant organisations, or even to some degree the media.

Probably the simplest and most useful way to approach the topic is to look at what is good effective lobbying.

The first point to make is don't assume that the person you're lobbying knows nearly as much about the subject as you do. And don't assume that some of the words that you may use necessarily mean the same to the people you are lobbying. Words can be slippery creatures, so be sure you are speaking the same language.

If I were one of a team of local councillors being lobbied, say, to establish a cycle lane along a certain stretch of road, I'd want information on a whole range of things.

What is a cycle lane?



First I'd want to know precisely what you wanted:

- what do you mean by a cycle lane?
- are you wanting a margin of the existing road to be separated by a painted line?
- do you want barriers between the road and the lane?
- are you talking about a lane totally separated from the road?
- where, exactly, does the lane begin and end?

Why do you want this lane?

If it is a safety issue, I'd like to see the record of accidents along this stretch of road. I'd also like to hear any anecdotal evidence relating to safety – the near misses and so on (but keep it brief).

Is there statistical evidence from other parts of the country or overseas that demonstrates that the type of lane you are talking about reduces accidents?

How do I know these accidents can't be prevented through other, cheaper means, such as reducing the speed limit along that stretch of road?

If you want a separate lane simply because it makes cycling that much more pleasant, that's fine. But do others share your view?

What support do you have for your proposal?

I'd want to know what evidence you have to show your proposal is well supported by the community.

You can add considerable weight to your proposal when you can show widespread support. This will involve lobbying other organisations and community groups before lobbying at the political level.

Support demonstrated through public meetings or petitions can be useful. Or it might be easier logistically to get endorsement for your proposal from other organisations.

Any number of organisations might be willing to sign up to the establishment of a cycle lane. For example, organisations linked with safety and injury prevention, environmental groups, those concerned with promoting exercise and good health. Who knows, you might even get a tick from the Heart Foundation.

Then there are local residents and any establishments along the route that may see benefits of a cycle lane, especially if they include a school or an employer of large numbers of workers.

Budget matters

As we all know, politicians – whether local or national – do not have access to unlimited budgets. They have to balance budgets against competing demands. They will want to know why money spent on your project should have priority over other proposals.

They may need to hear the arguments – not just to be convinced themselves of the merit of your proposal, but also in order to convince their colleagues who collectively make the decisions.

If you can demonstrate widespread support for your proposal, then you've got a head start. Nevertheless, you could strengthen your case if you had some idea about the ballpark costs involved in your proposal and what could offset those costs.

For example, the establishment of a cycle lane in this particular stretch of road may not only increase use of cycles but may help to reduce traffic. If there is evidence to show this from experience elsewhere, then put it forward. The internet is a wonderful resource in this respect.

This may mean less congestion in the city centre, less need, perhaps, for that planned multi-million dollar bypass – whatever.

How would a lane fit in with current plans?

It would be useful to know how your proposal fitted in with the local authority's vision for transport and the environment. If it complemented that vision, then that's another point in your favour. But you will need to state that explicitly. Don't assume that it is acknowledged.

Also, check you as much as you can the position of the people you are lobbying have taken on matters relating to cycle facilities in the past. Get an idea of where their sympathies lie.

Compromise plan

It would be prudent also to consider some acceptable compromises, should your initial proposal get turned down. For example, you might be able to compromise on the type of cycle lane, or you could look at a longer timeframe for establishing the lane.

Perhaps it could be established gradually, in sections, over a number of years. You will need to be clear about what your priorities are.



Homework

All of this means there is a lot of homework to be done. Once you've done your homework, the next step is to look at how you are going to present it.

Presentation

At this point it's handy to remember that the person or people you are lobbying most likely spend their days hopping from one issue to another, often from one place to another.

If they are politicians, they will probably be on the receiving end of an endless stream of faxes, letters, emails, newspaper clippings, internal memos and telephone calls.

So while on the one hand your task is to fully inform, it is important that your presentation is short and snappy. This might sound a little contradictory, but you might also be surprised at how, with a little work, you can hone down a lot of vital information into a few paragraphs.

At the meeting

Before you arrange to meet the people you are lobbying, send a succinct letter outlining your proposal and why it's so good that they would be crazy to turn it down. The meeting itself will then be so much easier.

To start with, it gives them an opportunity to get a briefing on the issues from their officials, and time to think it through. (Give them a few weeks if you can.)

It also means you don't have to waste time at the meeting starting from square one; rather, you are reinforcing and perhaps clarifying the points already made in your letter.

It's usually a good idea to leave them something that sums up the points you have discussed. You don't have to load them up with reels of paper and reports. But you should have any relevant documents on hand and explain that they are available on request.

Remember, you'll probably just get half an hour to convince the people you are lobbying that your proposal is a great idea. Once you've negotiated that hurdle, you can deal with more of the specifics, as need be, later.

Plan for the follow-up

If you can, leave the people you are lobbying with some action to undertake. And keep the channels of communication open, even if you haven't initially achieved what you wanted.

Follow up your meeting with a thank you note or phone call. Forward any information on request. Don't plague them with phone calls but keep in touch.

There is of course a lot more that could be said about effective lobbying. When you go along to meet someone, don't overwhelm them with lots of people – make sure that everyone has a task or role.

If the message is complicated, or if the task of persuasion is hard, then meet and do a dry run beforehand.

I could give you many more practical tips but Labour's Christchurch Central MP Tim Barnett has already done the work for me by producing a very informative resource document called "Political Lobbying".

It covers the sort of issues that I've covered today, plus much more. I'm sure Tim would be happy to provide anyone with a copy on request.

Don't give up! Every conversation you have raises our awareness. Talk to us as if it's the first time you've presented the issues. And good luck with your lobbying. 🚲

Transfund To Establish Cycling Advisory Group

In response to representations made by CAN and in recognition of the need for co-ordination and communication among industry stakeholders to address cycling issues, Transfund proposes to establish a Cycling Advisory Group (CAG) to identify issues and priorities, facilitate discussion and advise on cyclists' concerns at a strategic level. The group will be the cycling equivalent of the Passenger Transport Advisory Group currently chaired by Transfund. Transfund proposes that the group will consist of the following members:

Transfund New Zealand
Transit New Zealand
Land Transport Safety Authority
Local Authority Representatives (one RCA, one Regional Council)
Local Government New Zealand
Ministry of Transport
Three members from cycling industry/advocate groups.



The CAG will provide a forum for discussing cycling issues in terms of safety, evaluation, funding, road design and planning, and is intended to encourage sector groups to work together to support cycling as a transport mode. The focus will be on providing advice and sharing information on different approaches. The responsibility for decision making will remain with the respective agencies. Working groups may be established as necessary to work through issues of a technical/operational nature.

The group will meet up to three times per year, as and when required. Transfund will contact industry stakeholders and other interested parties once details have been finalised. They envisage that the first meeting of the group will be held before the end of this calendar year. 🚲

Transfund & Health Benefits

Transfund New Zealand (Transfund) has developed two alternative proposals for implementing the health benefits of cycling into its Project Evaluation Manual (PEM). Alternative A proposes a generic value for all cyclists, while Alternative B proposes a value for new cyclists only. Transfund estimates that implementing either alternative would increase the BCR for cycle projects by approximately one third.

Following representations by CAN and discussions with those involved with the provision of cycling facilities, Transfund have prepared a consultation paper outlining the advantages and disadvantages of each option, and indicating the anticipated impact on the benefit-cost ratio (BCR) of cycling projects and the resulting potential level of Transfund expenditure. Transfund seeks views on these proposals, including the preferred option, by Wednesday 31 October 2001, to enable them to make recommendations to the Transfund Board in November 2001.

Electronic copies of the consultation document can be obtained from CAN (can@actrix.gen.nz) or paper copies from Kate Collins, Transfund NZ, 04-473 0220, PO Box 2331, Wellington, <kate.collins@transfund.govt.nz>. ☺

Another Open Season For Meetings



Hardly had we finished the conference...

Axel Wilke, Robert Ibell, Jane Dawson and Patrick Morgan (in various groupings) met with Transit NZ and Transfund on October 1st and 2nd. These meetings will be reported on fully in the next issue of *ChainLinks*.

We also had an introductory meeting with officials from the Ministry for the Environment, to explore opportunities for us to help each other achieve our goals. This was a meeting to make contact, let them know who we are and what resources we have available, and find out what they do and how they work. We will be exchanging newsletters with them.

Meeting notes of the meeting of CAN with LTSA, held at the LTSA offices on 1st October 2001.

And that same day we met with the new Director of Land Transport Safety, David Wright, as well as Martin Small and Michael Cummins (also LTSA officials).

CAN's aim was to explore ways that the working relationship between LTSA and us could be improved. Several options for improvements were discussed, and good will to work together was expressed.

Items discussed included the following:

LTSA Work Programme – Cycling: Cabinet is currently setting policy directives, and depending on the outcomes, LTSA might be able to initiate

a structured work programme with regards to cycling issues to support the Road Safety Strategy 2010 goals. Martin to report back.

Rules Process: CAN expressed the desire to be consulted in the initial stages of the rules process, with LTSA agreeing that this could be beneficial. Martin to initiate contact between LTSA and CAN. Formal and informal contact between the two organisations can be beneficial. CAN can offer links to an extensive network of information and expertise. CAN would also appreciate feedback on our inputs, particularly when suggestions have been implemented.

Accountability for Safer Roads: Road Controlling Authorities have the ultimate responsibility for creating a safe roading environment. Safety Management Systems (SMS) may be the appropriate legislative tool to ensure that safety is designed into roading networks.

Cycling Advisory Group: This group, to be set up by Transfund, is intended to have LTSA representation. CAN suggested that LTSA may use this forum to introduce innovative concepts from overseas that could potentially make a contribution to road safety in NZ. LTSA are happy to be part of this group.

LTSA Cycling Champions: CAN suggested that LTSA may look at the concept of appointing Cycling Champions in their regional offices and at head office. LTSA to consider.

General Policy Making: CAN expressed a strong interest in general transport and safety policy, extending beyond the immediate interest area of cycling. CAN said that this might be accommodated by representation on the Industry Consultative Group. David to consider.

The atmosphere of the meeting was very positive, based on a strong desire to work towards the common goal of creating a safe road environment for cyclists. Good progress has been made, for which CAN would like to thank the LTSA Director and staff. 🚲

Editorial: Time To Bite The Bullet



Two things struck me at Cycling 2001: despite efforts to the contrary by many, as a whole cycling is still being falsely labelled as “dangerous”, including by some “advocates”; and some people are getting very nervous over the bicycle helmet *legislation* (not wearing as some pro-legislation people try to label it to confuse people) issue, and would much prefer it wasn’t discussed.

It is time to bite the bullet on both.

The safety issue came up time and again. Some would argue that we have to make it safer, then others would point out that it is already safe. A session or two later and somebody would claim it was dangerous again, somebody would counter-argue, and so it went on. By the conference

closing session people were still claiming it was dangerous, despite all the evidence to the contrary.

Yes, many people out there *think* cycling is dangerous, a position boosted by too many Government campaigns. But its not. Simply put, if a person chooses to travel by cycle there is *no better* mode in terms of health, safety, independent mobility, social interaction, educational achievement, child development, economic welfare, environmental effects, traffic management etc., etc., that they should be persuaded to switch to.

By constantly referring to making cycling safer, we maintain the lie that it isn't – and while we're doing that people choose other modes of transport which are worse. After years, even decades, of misinformation, it is not going to be easy to sell the truth to the general public – its clear even many “advocates” are not prepared to accept it yet – but in the end the truth is better than trying to sell a “dangerous” activity which is better for you than the common alternative – the car.

The bicycle helmet legislation issue was first raised by the keynote speaker, Karel de Roy, in the very first session. Till then people sitting close to me and been murmuring noises of approval at his words, but then they suddenly turned to grunts of disapproval. “There are none so deaf as though who will not hear” came to mind. Karel ended the conference by bringing up the issue again; recommending, I must modestly report, that anybody who missed my presentation should get a copy – for those interested check the web at <<http://www.cosc.canterbury.ac.nz/nigel/cycling2001>>, where the annotated slides should have appeared by press time...

So what, it seems to many, if Dutch bicyclists are safer than New Zealand ones, us Kiwi's are doing it right! Quickly the excuses flow, “Holland has better bicycle facilities”, “Dutch drivers respect bicyclists”, etc. What is conveniently forgotten is that, according to the Government, the NZ legislation exists not because our roads are dangerous, but because *bicycling* is so dangerous *in of itself* that the legislation is required. If that is the case it would be true everywhere, including The Netherlands. Unless of course they were subject to different gravity/friction/etc. than us, which is clearly not the case. The fact that it is safer to cycle in other countries should make as all think, and shows the lie that justified our legislation.

In the *Letters* section David Wigley takes issue with *ChainLinks*' report on the failure of the legislation. In suggesting other factors may affect the injury rates he is of course correct, injury analysis and prevention is certainly a complex issue. However his suggestions that bicycle helmets may have stopped an increase in injuries due to more dangerous road conditions is not supported by the facts.

Compare the head injury rates of bicyclists to those of the whole population over the period of the legislation and you find they both fall, and there is

no apparent significant difference between them. Furthermore if the roads were more dangerous, but bicyclists were protected by their helmets, then we would see an increase in motorists and pedestrian head injuries which wasn't matched by those of bicyclists. This is not the case. The simple fact is the legislation has failed to improve the health and safety of the *population*.

This does **not** mean it should be abolished. An attempt could be made to fix it – the choice depends on your personal assessment. David's belief in the bicycle helmet legislation concept is clear, and he should be unhappy it has failed, and he should want it fixed. I strongly encourage him, and others of like mind, to go out and do so. Ignoring the failure is wrong, and dangerous, whatever your views and CAN should certainly not give in to the Government's apparent wish to suppress debate on the topic.

Finally may I assure David, while disappointing others, that CAN is not preoccupied with helmet legislation, however hard people think I may personally try to make it so! *ChainLinks* presents news and views, it is not a statement of CAN's policy (just like *Directions* is not a statement of AA policy). The failure of the helmet legislation is certainly news that should be published. Rest assured *ChainLinks* will continue to report on bicycle helmet legislation, positive or negative, as appropriate. 🚲

Editor

If Bush Were A Pedestrian Or A Cyclist

[WARNING: To find humour in times of trial helps some to cope/think/rationalise, others find it offensive/upsetting. Read this only if you fall into the former category. Ed.]

“Today, as every day, our fellow pedestrians and cyclists, our way of life, our very freedom came under attack in a series of deliberate and deadly terrorist acts. The victims were on foot, or on their bikes; secretaries, businessmen and women, military and federal workers; moms and dads, friends and neighbors. Thousands of lives were suddenly ended by evil, despicable acts of terror.

The pictures of cars ploughing into pedestrians and cyclists have filled us with disbelief, terrible sadness, and a quiet, unyielding anger. These acts of mass murder are intended to frighten pedestrians and cyclists into chaos and retreat. But they have failed; we are strong.

Great people have been moved to defend a fair and just way of life. These acts shattered steel, but they cannot dent the steel of the resolve of pedestrians and cyclists.

Pedestrians and cyclists are targeted for attack because we're the brightest beacon for freedom and sustainability in the world. And no one will keep that light from shining.

Today and everyday, we all saw evil, the very worst of human nature.

Our first priority is to get help to those who have been injured, and to take every precaution to protect pedestrians and cyclists from further attacks.

My resolve is steady and strong about winning this war that has been declared on pedestrians and cyclists. It's a new kind of war. And I understand it's a new kind of war. And this government will adjust. And this government will call others to join us, to make sure this act, these acts, the people who conducted these acts and those who provide facilities for them are held accountable for their actions. These people can't stand freedom; they hate our values; they hate what we stand for.

Pedestrians and cyclists join with all those who want peace and sustainability in the world, and we stand together to win the war against the terrorism of motorists.

This is a day when all pedestrians and cyclists from every walk of life unite in our resolve for justice and peace. We go forward to defend freedom and all that is good and just in our world."

To put numbers in context:

Estimated deaths in the plane attacks on 11 Sept: 6000

Pedestrians and cyclists deaths, United States 1999 = 5656. Each year over 9,300 pedestrians and cyclists die on EU roads.

Our thoughts go to all innocent victims of terrorism. ☸

Andrea Casalotti, <<http://www.workbike.org/>>, via Iain Dephoff

Police Community Roadwatch Reports

A reminder that the Police are very interested in feedback from cyclists on motorist behaviour. In the first instance they suggest using the existing Community Roadwatch forms to let them know about such incidents. This one-page form is for reporting dangerous behaviour by motorists, who are then sent a warning letter about the transgression.

CAN encourages cyclists to use the forms to provide feedback. They are available from Police stations, from CAN's Web Site, or the Police website:

<http://www.police.govt.nz/service/traffic/roadwatch_form.pdf> (51kb)

You can post, fax or hand them back to the Police. Note that you'll need to record some details about the vehicle for a letter to be sent out. We hope to go back to the Police soon to follow up on how well this system is working. Come on, let them know what's happening out there!

Please note that if you feel that the incident was particularly dangerous, or involved injury or property damage, you should still report this directly to the Police for follow-up and possible prosecution. ☸

From The Membership Secretary

CAN now has over 400 members. The table below is a break down of where new members who joined CAN using the new brochure between 10/1 and 21/9 came from. It may be helpful to you in your work to increase membership. Like previous years, members signed up during October, November and December will remain members throughout 2002.

Number	Category	% Success
38	Local Group	21.97%
21	Bike Event	12.14%
16	CAN exec members	9.25%
12	Bike shop	6.94%
10	Friend	5.78%
10	Mail-outs w.other orgs	5.78%
9	CAN direct member	5.20%
9	Events/stall	5.20%
8	Brochure seen	4.62%
7	Work colleague/noticeboard	4.05%
6	Library Display	3.47%
6	Symposium	3.47%
6	Word of Mouth	3.47%
5	Shops - other	2.89%
5	Website	2.89%
3	Articles Newsp/magazines	1.73%
1	Enquiry	0.58%
1	Other cyclists	0.58%
173	Total	100%

Liz Mikkelsen



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Total \$

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How did you find out about CAN?
.....
.....

Please send with your cheque to: Cycle Advocates Network,
PO Box 6491, Auckland

Deadline for next issue is Dec 14th 2001

Please submit news items, articles, "Letters to the Editor", "comment" etc.
Send to <ChainLinks@can.org.nz>, or post items c/o CAN, PO Box 6491,
Auckland – electronic submission is strongly encouraged. 🚲

