



Chainlinks

MAGAZINE OF THE CYCLING ADVOCATES NETWORK (NZ)
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Effective advocacy: Influencing social change

Clare Simpson

Eighteen months ago I joined the core group of Spokes Canterbury, keen to make things happen. The realisation that our elected representatives are — like all of us — finding their way in post-quake Christchurch made me think about influencing change. I've been wondering who has the power to make a difference and how that power manifests itself.

Roger Fisher and others have written books about principled negotiation (see list at end). The important word is 'principled'. The 'Golden Rule' in negotiation is to treat others as you would have them treat you. The most effective negotiations I've seen acknowledge all parties' needs and fears. Needs and fears underlie the behaviour of most humans, including elected representatives.

There are countless ways to influence change. At the 'pointy' end are threats, coercion and force. At the 'nice' end is avoidance of conflict; simply asking for something to happen. Along the continuum are negotiation, bargaining, petitioning, voting, campaigning, protesting, making submissions, grandstanding, media stunts and so on.

This article outlines my developing ideas and their underpinnings, and how cycling advocates could use them.

Relationships matter

To influence change, we must identify those with whom we need to relate. We don't have to like them, but to work with

them we must know their needs and fears.

Most elected representatives need to be valued by their constituents, to receive their salaries and perhaps to feel a sense of power. Their fears may include ridicule, losing their seats, criticism or being found incompetent. No value judgement is necessary; we must simply identify needs and fears.

To influence its mission of a 'Safe, city-wide cycling network', Spokes Canterbury needs relationships with powerful people. They may hold official titles, work in significant organisations, be volunteers for significant organisations, have access to resources or know others of influence. Their roles and skills may include policy work, gate-keeping (permitting or denying access to others or to information), maintaining networks, lobbying, or influencing those who make things happen. The strongest and most enduring relationships occur between people who trust and respect each other.

Cycling advocacy groups in Christchurch need to understand better:

- ◆ who makes things happen in Christchurch, how they do so, and how we might influence them;
- ◆ the processes at work in the City Council, in earthquake-associated authorities, in community boards and in the city's parliamentary electorates;
- ◆ relationships and lines of communication between these people and groups.

Achieving this influence needs a patient, long term view, but there are many ways to seize the moment. Timing is everything.

As a start, I've listed members of the City Council, community boards and local branches of political parties and their responsibilities. Next I shall identify business community 'movers and shakers'. Core Spokes members are visiting community boards with a submission about cycling and meeting city councillors for coffee. We're learning much by listening.

The better we understand these people, the better we can engage with them. ■



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RESOURCES

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Helena Cornelius & Shoshana Faire: **Everyone Can Win: How to Resolve Conflict.** Simon and Schuster, 1989

Roger Fisher & Daniel Shapiro: **Beyond Reason: Using Emotions as You Negotiate.** Penguin, 2005

Roger Fisher and William Ury: **Getting to Yes: Negotiating an Agreement Without Giving In.** Random House, 1981

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Hikurangi and the Tour of NZ

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Freda Wells

A spine-tingling karanga pierces the air at Cape Reinga, high above the watery handshake where the Tasman Sea and Pacific Ocean collide. According to Maori mythology, this magical place bordered by flax, cliffs and sand is where our souls depart and return to Hawaiki.

But today, blessings from the local Kaumatua send our souls in the opposite direction as the starting gun launches 70 cyclists on a seven day race to the Beehive to meet 200 more racing up from Bluff. And so the inaugural Tour of New Zealand begins!

Sunlight catches the three brand new sunflower-yellow Hikurangi Foundation tee shirts that Alex (Hikurangi's Executive Manager), Ashlee and I wear (generously offered at a special rate from Tineli Clothing). The Foundation is New Zealand's incubator for social and sustainable innovation, finding and equipping change-makers and innovators for smart, future-orientated action. So, what are we doing in our lycras atop Northland cliffs when we could be sitting comfortably at our desks?

The answer goes back to a casual remark by Simon Yarrell to his dad Peter, while they enjoyed a ride back in 2010 — 'why don't we organise a road race the length of the country?' Beautiful scenery and fresh air seems to open doors in the mind, letting everyday life intermingle with daydreams. Health professionals might say an active outdoor lifestyle

should come with the warning that repeated exposure may lead to increased risk of hatching crazy schemes! However, two years and much hard work later, Simon and Peter's vision was realised.

Reflecting the 'everyman' culture emerging as more Kiwis discover cycling, race director Peter Yarrell pitched the Tour at all two-wheeled denominations. Entrants spanned the spectrum from speed demons to sight-seeing tourists, a family on school break and over-80's on tandems (particularly awesome). What other national event can claim such a varied mix of participants from 5 to 84? If the adage 'strength lies in diversity' is true, then the Tour is set to enjoy a permanent place on the calendar.

In keeping with this spirit of inclusivity, Peter made the Tour a fund-raiser with benefits to communities along the route; enter the Hikurangi Foundation, ASB St Johns Ambulance and Westpac Rescue Helicopter.

Riding for a week with the same crew showed me much more effective connection and action are than rhetoric and how this can create a new understanding with your audience. After a very 'cobweb-clearing' day one of 111 kilometres in a stiff head wind, camaraderie and friendship (and pranks!) increased daily both on- and off- road. The benefits of a week's riding was clear in huge smiles and a palpable buzz after the final criterium and prize-giving in Wellington.

In the 1950s, cycling was New Zealanders' dominant mode of transport, but it declined with increasing availability of cars. In other countries cycling

speed demons, sight-seeing tourists, a family on school break and over-80's on tandems



bounced back in the 1970s, but not in New Zealand because we developed car infrastructure at cyclists' expense.

Although we've imported more cycles than cars in the last decade, they aren't visible on our roads. We needed a courageous vision like the Tour of New Zealand to get cycling back over a tipping point. As Rod Oram's recent column pointed out, our country needs to see the community, social, health, transport and environmental benefits of cycling. These are well documented, and yet our government marginalises cycling.

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Alastair Stewart

Nga Haerenga, the New Zealand Cycle Trail, is ramping up towards our goal of all trails open by summer 2012-13.

We've opened many trails over the last few months, including the Mountains to Sea Trail in Ruapehu and Whanganui, the Hauraki Tail Trail and the Motu Trails near Opotiki. We also welcomed the Otago Central Rail Trail — part of the inspiration for the national network — as one of the NZCT's Great Rides.

Success stories keep coming in from trail partners around the country. The Moun-

tains to Sea Trail is bringing its districts up to 20 jobs and \$1 million, increasing over the next few years. Ski shops which used to close for summer now stay open to hire bikes. The trail includes a jet boat ride down the Whanganui River, where one company's business has almost doubled. It has hired four new staff and ordered a purpose-built jet boat to carry bikes.

The Hawke's Bay Trail, still under development, is also booming. For Napier's Fishbike Hire right next to it, sales doubled in the 12 months to February and its bike fleet has grown by half. Owner Brian Fisher expects next summer to be even busier.

Our Network Expansion Project is developing more sign-posted routes linking the Great Rides, other attractions, towns and transport hubs. These will encourage cyclists away from busy highways and spread economic benefits to regional

New Zealand. Six are open, with more in the pipeline.

It's an exciting time for the project, and we expect the next six months to be equally exciting as the finish line nears. The New Zealand Cycle Trail thanks the Cycling Advocates Network and its members for their support. This nationwide network will be a boon for cycling communities, the tourism industry and all New Zealanders.



Bikewise month 2012

Felicity Masters

1 February saw the start of Bike Wise month; the annual initiative that encourages Kiwis to get on their bikes.

Now in its tenth year, it continues to gain momentum by lifting the profile of safe cycling in New Zealand and all the great things that cycling has to offer.

Over 555 bike-themed events were held around the country ranging from bike dress up competitions to romantic rides on Valentine's Day. One of the more popular themes was the Big Bike Fix Up, a new event designed to get unused bikes out of storage and up to a safe, rideable standard.

Come daylight savings, Bike Wise in conjunction with the NZ Police, will pilot a new campaign 'Be Bright' in certain areas to increase awareness of the importance of cyclists being visible during low-light months. This will see a variety of on-the-ground approaches to educate cyclists about the importance of having bike lights.



MWH New Zealand Limited Bike Wise team grant wish

MWH New Zealand Limited rallied together to win first place in the 500+ people category for the 2012 Bike Wise Challenge. One hundred and sixty-five staff members completed 1437 rides and cycled 18641 kilometres during February — the equivalent of cycling from Bluff to Cape Reinga nine times!

As winners of their category, the organisation was awarded a certificate and morning tea voucher for the staff that competed in the Challenge; however, Kasey Halford (team coordinator) made an executive decision that the voucher could be donated to another worthy cause. MWH New Zealand Limited has donated a \$250 Avanti voucher to the Make a Wish Foundation so a little girl called Starr can have her wish come true.

Starr is five years old and has Marfan Syndrome. She is one of three siblings all of whom have the disease and are all in the process of receiving a wish. Marfan Syndrome is a relatively rare condition, especially in New Zealand, with only 12 known cases in the country – three of which are Starr and her two sisters. They lost their mother last year and their

grandfather a few years earlier, both to the same disease. They are now cared for by their lovely grandmother, Aroha.

Starr loves to ride her bike but her condition has caused her limbs to grow at a faster rate than other children her age, so she has outgrown her current bike. Starr has wished for a brand new bike (pink of course) with a bell. She would like a matching pink helmet too!

As part of every wish granted, Make a Wish always aim to add a little bit of magic and sparkle so in Starr's case they hope to also surprise her with her very own fairy dress ... she loves all things to do with fairies!

Congratulations to MWH New Zealand Limited for their awesome effort during the 2012 Bike Wise Challenge, and also for their generous donation to help a young New Zealand girl have her dreams come true.

Cycle commuting made easy with Bike Wise video series

Bike Wise Month 2012 has seen many New Zealanders discover (or rediscover) cycling as a great way to get around, and now the NZ Transport Agency (NZTA) is looking to help those new riders to be confident and safe on the roads.

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A wonderful celebration of urban cycling came together at Shed 10 on Auckland's waterfront in March.

Cycle Style 2012 featured 5 distinct fashion shows on a selection of frock-friendly bikes from Auckland's bike retailers Cyco, T.Whites, the Urban Bicycle Company, Bespoke Bikes and R&R Sports.

Local fashion was showcased from Dalston, Starfish, Hannah-Lee Jade, and We'ar It together with a unique retro show from K Road vintage shops.

The event ended with a finale show of street style selected from the audience who came along on their own wheels.

Entertainment was provided by the Velociteers, Auckland's synchronised cycling group and Auckland Hard Court Bicycle Polo.



CYCLE STYLE 2012



Cycle Action's own Rowan Arahia was the MC for the afternoon festival of fashion and bikes.

Cycle Style 2012 was presented by Cycle Action Auckland and Frocks on Bikes in association with Auckland Transport and Waterfront Auckland.



Rush hour in Copenhagen

When Roger Geller came to town

Claire Pascoe

Roger Geller, bicycle coordinator for Portland (Oregon, USA), has taken on a super-hero status since his visit to New Zealand. I've lost count of how many sentences I've heard (and started myself) with 'Roger Geller said ...'

However, he's a bike advocate's idol for good reason. What has happened in Portland over the last 20 years is what we dream about.

on. So don't get disheartened by painted lanes — unless they're in the door zone.

3. Get business on board. While bike parking isn't the most sexy of facilities, Roger Geller is proud of the Portland's on-street bike corrals, which local businesses asked for. They weren't fighting them or tolerating them, but actually wanting them. When your business sector sees the value of biking, you've made a breakthrough.

4. Get economic figures. Throughout its bicycle revolution, Portland has been capturing data which make a compelling story. Annually, the city now spends US \$1.2 billion less on transportation. About \$800 million of this is spent in the local economy rather than on externally supplied cars, parts and oil. Statistics like that get attention!

5. It's all possible. As Geller points out, Portland has no history of high bicycle use. Granted, it is a liberal green city (if you've seen the TV show Portlandia you'll get the idea), but it's still part of a car-loving culture with 'Carmageddon' highways and large SUVs. If Portland can do it, so can we! ■

Comfort or Safety?

Patrick Morgan

'But it's not safe.'

When people talk about cycling, the issue of safety soon comes up. They mention their last crash or near miss. They say they'd ride more if it was safer. They like mountain biking or social rides, but wouldn't cycle to work because they're concerned about traffic.

It's a mistake for cycling advocates to focus on safety. Instead, we should sell the convenience, efficiency and fun of cycling. In a word: comfort.

People don't join vacuum cleaner clubs

In Denmark last year I met Mikael Colville-Andersen, founder of Cycle Chic (copenhagencyclechic.com), who talks about bikes as if they were vacuum cleaners. People don't put on special vacuum-cleaning clothes. They don't visit vacuum cleaner blogs, join vacuum cleaner clubs and Vacuuming Action Networks, or fetishise the latest hydraulic sucking controls.

They don't define themselves as vacuum cleanists. And they sure don't fret about how vacuum cleaners need to be safer.

Bicycles should be tools to do a job, like vacuum cleaners.

Portland USA cycling planner Roger Geller describes four types of people: the Strong and Fearless, the Enthused and Confident, the Interested but Concerned, and the non-riders or No Way No How group.

Four Types of Transportation Cyclists in Portland
By Proportion of Population



We need to build cycling environments which attract the 60 % of people in Geller's Interested but Concerned group.

Cities where cycling is the fastest, enjoyable and most convenient choice for short trips achieve high levels of cycling, and concern about safety is rare.

Let's create comfortable cycling through quality infrastructure, well-trained drivers and cyclists, bike-friendly laws and positive images of people getting around by bike. ■

Key messages from Geller's talk at February's walking and cycling conference are:

1. Get a political champion. We knew this, but it's a good reminder. It's easy to get the wheels rolling with a person on the inside who supports cycle infrastructure and is an effective politician. Finding and nurturing your political champion is important.

2. Begin with the easy stuff. Start with some paint. Portland didn't start out with Copenhagen-style facilities. They put in some cycle lanes and a few more people used them, which built a bit more support to build a few more, and so

A Crazy Kiwi on a Mama-chari!

Nigel Rushton

Hopefully by the time this issue of Chainlinks comes out, Spokes Canterbury member Nigel Rushton will be well on his way to completing his second big Japan bike ride.

The first one was last year when he took time out from the frying pan of Christchurch's earthquakes and jumped into the fire of Japan's tsunami to embark on an epic 72-day, 4,000 km ride through the country, including a week helping as a volunteer in the disaster area.

A year later with long cold winter nights approaching and the Red Zone cordon still at the end of the street, he decided to do it again.

With more time to prepare there are a number of changes. This time the ride is on a mama-chari, and goes to the four corners of the four main islands. Mama-chari is an everyday shopping bike that many people use — mama (mother) and chari (same as the "ching" sound of a bell).

Last year it was for fun, this year it is to support tsunami survivors, many thou-



To follow his progress, drop a line or even make a donation go to...
<http://tinyurl.com/bigjapanbikeride>
<http://tinyurl.com/nigels2012bigjapanbikeride>

sands of whom are still homeless with little prospect of ever being able to rebuild on their land. The scale of devastation is many magnitudes greater than anything we experienced in Christchurch. Something like 500 km of coastline has been affected with many towns and villages completely destroyed. This includes around the Fukushima nuclear power station, a disaster that alone will equal Chernobyl.

It would be nice to have others along for the ride, either for a few minutes, hours, days or weeks.

iWay: Hastings Model Community update

Owen Mata

iWay, the Hastings Model Community project, is nearing its second birthday. We're working to complete Year Two infrastructure by mid-2012.

The Walking and Cycling conference held here in February gave us a boost. On sunny days, delegates wheeled through town on bikes loaned for the conference. About a hundred parked outside the Opera House during presentations, giving a taste of how Hastings will look in a few years. This great sight motivated us even more to make iWay work!

Presenters offered ideas and inspiration. Roger Gellor's talk about Portland, Oregon offered parallels with what we're doing in Hastings, especially about increasing public acceptance. As iWay becomes part of our landscape, changes that might once have provoked angry phone calls now cause little controversy. Nigel Latta got a reaction with newspaper headlines along the lines of 'Get your kids off their butts,' making the abuse he dished out to delegates worth-while! The conference ended with two awards to iWay; for 'Cycling Commitment by a Public Organisation' (a sweet moment for Deputy Mayor Cynthia Bowers who has championed cycling for years), and 'Best Promotion' for our Share the Road campaign which is attracting interest from

a 23% increase in cyclists

Great Taranaki Wild West Bike Fest



Clive, passing a major employment area. This will be popular with commuters and recreational riders.

We're installing a signage system for pedestrians and cyclists and adding more cycle lanes. We plan big extensions to our network, especially at major intersections. Addition of four new projects to the Council's Long Term Plan will see iWay extended well beyond the original three years, so the future is bright. We didn't

begin from an impressive base, but we're now seeing a 23% increase in cyclists compared with before iWay kicked off.

This is only the start!

Waiheke Bikes on Buses

Barbara Cuthbert

Fullers, the Waiheke Island ferry company, has championed cycling for many years by carrying bikes for free and supporting cycle-friendly initiatives. The company has now added bike racks to all Waiheke Island buses, including the ones that meet ferries.

Fullers began with a month-long trial of three racks each carrying three bikes. However, at the end of the first week bus manager Mike Thomas ordered six more from the USA. Mike's email to Barb Cuthbert (Cycle Action Auckland & Waiheke) conveys his excitement. "They have been a fantastic success, and are used very regularly, particularly by local



Bus arriving with its first bike passengers

cyclists who live a long way off the bus routes or from the ferry terminal. It is always a nice look when I see one of our buses travelling along the road with a bike on the front. They have also helped out some of our tourists.'

Beca Consultants interviewed bus drivers before and after Fullers introduced the racks. Drivers had voiced concerns about safety and width, but experience and management support resolved them.

Barb loves the bike racks. At Easter, she arrived at the island with overladen panniers and carry bags. "I had ten visitors staying, so I had a crazy amount of stuff. On the ferry I fantasised about being met by a bus with a rack—and there it was! The driver leaped out to help me lower the rack and load my bike, but I easily managed on my own."

Auckland Transport is watching to see how it can apply the benefits of racks to its network.

The Great Taranaki Wild West Bike Fest

Nathaniel Benefield

The fourth annual Great Taranaki Wild West Bike Fest was a blast this year, with more of everything for everyone.

Meteorologically speaking, February in Taranaki this year was schizophrenic. Rain upped the ante for the bike trials, adding a dose of white-knuckled terror to an already scary competition. The Super D had to get scrubbed from the dance card further winding up the marginally sane down hillers, but hey—for all of that most of us got an evil tail wind at least one way most days.



elsewhere.

The iWay team is rolling out five projects. Biggest is the Havelock North pathway, a two kilometre off-road route including an ambitious stretch of boardwalk. Progress is good, and we're tempting fate by planning the opening. This route will be heavily used; people are already riding on the completed parts.

Our second project is a mainly rural, off-road route from Hastings to the coast at



LET'S GET GOING

Liz Beck

Let's Get Going is a cycling programme for under-fives, in its first year of development and trial around New Plymouth District.

Sport NZ, New Plymouth District Council and Sport Taranaki are funding the programme to develop pre-school cycle skills training which anyone can run. Its sessions on balance and eye tracking, correct helmet-wearing, basic bike checking and fun skills are getting rave reviews!

Parents say:

'Our whanau think this is a very excellent programme. It's amazing to see all kids participate

in the cycling. Our son has improved heaps on his bike and it has given him lots of confidence in riding.'

'Gave my child a lot of confidence and a renewed interest in her bike. Her knowledge in regards to safety issues, much improved!' ■

Further information is available from the Let's Get Going team at New Plymouth District Council:
letsgo@npdc.govt.nz

Visit CAN website to stay up to date on cycling advocacy

The CAN website has clocked up it's 200,000th page view.

Want to learn how to respond to questions like these —

- › "Cycling's dangerous, isn't it?"
- › "Cyclists should all be wearing hi-viz, shouldn't they?"
- › "Cyclists cause havoc on the roads, don't they?"

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New Zealand news continues

The sweep of events took in the horticultural with Bike Fruit Salad; the haute couture with Frocks on Bikes; the berserk with another off the hook Wild West Bike Party; the visual with bike cinema and the civic with a posse of 800 riders led by the Deputy Mayor along the New Plymouth foreshore. All in all, 33 events called out 1800 riders, 3596 wheels (only four uni-cycles this year) and a decent brigade of spectators too.

We started with an un-official (way more edgy than official) championship called Bike Trials, a jaw-dropping spectacle of bikes triumphing over the unrideable. The course involved 24 tonnes of concrete pipes, a truck, scaffold structures and New Plymouth sea wall boulders. Riders set off individually and had to get round the course within time and with as little body contact to the ground as possible (six touches and you're out).

Bike Party had an irresistible pull for riders longing to thrash about in front of crowds in the heart of the CBD. It kicked off with short circuit racing through a tight, hard course up and down steps and over jumps, within inches of spectators. A table top jump provided opportunity for big aerial moves, while our scooter kids — not to be outshined — pulled out their back flips in displays of dubious sanity.

For the fast we staged Bust the Mountain, a big hill climb. When there's no way round, the only way is up and the fastest wins! This was a first for Bike Fest and the roadies are now talking of a hill climb series on other scenic access roads around our mountain.

Frockoffee spun the wheels and flapped the skirts For the broken, can we fix it? Yes! The last day of January was another big Bike Fix-Up. All manner of zombie bikes were re-lifed and delivered back into the service of their once neglectful but fully repentant riders. Bike mechanics emerge greasy from bike shops all around New Plymouth to work this annual miracle. The shops also ran courses for people to rebuild their own steeds. Our bike shop guys are great, often appearing at events.

For the gals, Frockoffee spun the wheels and flapped the skirts of the New Plymouth frock flock, setting out in the mist to a coffee session at Ozone bean roasters before riding off into the sunset (not really, it was rather damp by this stage but the girls were on the coffee buzz!) Dubious weather aside, Bike Fest had its biggest turnout ever. We launched new events, saw new people on bikes and logged lots of kilometres on the new Let's Go website—but that's another story. Next year we'll go bigger and start earlier. Watch this space!

Cycle commuting made easy with Bike Wise video series continues from p4

NZTA has collaborated with Victoria University lecturer Kah Chan, Greater Wellington Regional Council, and a group of Wellington cyclists to produce a series of videos, following them as they commute to the city from Karori, Miramar, Island Bay, Hataitai, Johnsonville, and Melling.

Each cyclist offers their own insights into the best routes to take (e.g. avoid heading around Oriental Bay in a northerly) plus tips for happily co-existing with rush-hour traffic.

Jennie Gianotti, NZTA's Network User Behaviour Manager, says a lack of con-

fidence riding alongside cars and buses can be an obstacle to some cyclists, and helping riders to relax and enjoy the ride is an important part of the Bike Wise campaign.

"It's not just about getting people riding, it's about making sure they are happy and safe out there on the roads as well," she says.

"The video series is a great resource, packed with helpful information for cyclists around Wellington and is a must-watch for anyone who is new to road riding — experienced riders may also learn a new trick or two." ■

The Friendly Cyclist videos

Mike Townsend

Little Fighter Films is a video production company, which takes a special interest in making cycling videos. Involved in various cycling projects already, they've set about making a series of cycling safety videos for Wellington.

Director Mike Townsend says, "last spring we noticed more new and 'returning' cyclists, including many women, in Wellington. Some, through lack of confidence or knowledge, were riding in ways that may have felt safe but were dangerous, such as going close to parked cars. We thought we might reach these people through videos."

Their goal is to make videos that beginner or returning cyclists will watch, enjoy and share. Often, informative

videos may not reach their desired audience. Producer, Hilleke Townsend, says "We want these videos to be in-

teresting and funny — about etiquette as well as safety. They'll be relevant to New Zealand conditions and laws." The videos will refer people to other resources where they can learn more, rather than overloading them. "It's better for ten thousand people to learn one thing than for fifty people to learn ten things!"

Patrick Morgan of Cycle Aware Wellington helped gain funding from the City Council's Safe and Sustainable Transport Grant. With Patrick, Marilyn Northcote and Claire Pascoe, online surveys were

conducted asking people about what they'd like themselves or others to learn. Top topics are courtesy, intersections, shared paths, road position, communication, passing stopped traffic and bus lanes.

Little Fighters say they draw inspiration from the 1952 film *Monkey Tale*, in which Charlie the Chimp shows children what not to do. Mike says "We're very lucky to have an amazing cast. Comedian Sarah Harpur is our slightly more PC chimp. We were fortunate to acquire the voice acting skills of the amazingly talented Stephen Fry. And we've also shot a cameo with Wellington's cycling Mayor, Celia Wade-Brown."



The videos are in production and only a few months from hitting the Internet. "We hope they'll improve new riders' safety, and perhaps make experienced riders more courteous. We'd like them to be accessible, inform, entertain and offer a different perspective. After all, one of the main reasons we ride is because we love it!" ■

Empowering Women to Bicycle for Transportation (USA) – Ain't technology grand?

Marilyn Northcote

Without leaving home, I recently participated in a seminar about women and cycling.

As part of its 'Women Cycling' project, the US-based Association of Pedestrian and Bicycle Professionals ran a webinar (interactive seminar via the Internet) called Empowering Women to Bicycle for Transportation. The webinar highlighted programmes and approaches that engage, empower and encourage women to bicycle on a more regular basis.

The presenters were engaging and informative, and included:

■ **Kim Cross, founder of women's only MTB group Magic City Cycle Chix** advocates that women learn differently to men, and have a different approach to learning and trialling, so it is important to provide that environment for women new to mountain biking. Magic City's motto is 'Building courage, confidence, and community ... two wheels at a time.'



■ **The Adventure Cycling Association's Membership and Development Director.** The Association's mission is to inspire and educate people of all ages, including women, to travel by bike and explore the landscapes and history of America for fitness, fun, and self-discovery. This presenter phoned in from the road (not driving!).

■ **The Community Bicycle Program Manager of PedNet Coalition,** a non-profit organisation dedicated to creating a pedestrian and pedalling network. PedNet are keen to build the next generation of cyclists with cycle chic events and through its Middle School Bike Brigade programme which teaches 11–13 year-olds to ride to school (even in the winter in the snow!).

■ **The Bike Library Program Director for Cycles for Change,** a volunteer-led Minneapolis organisation that helps women to use bikes as transportation, contributing to building a sustainable environment and community. This engaging programme owns and maintains bikes and helmets, lending them for up to six months.

The webinar

Hundreds of people attended the webinar. I interacted with speakers and had my questions answered, and contributors from around the world supplied additional commentary. Ain't technology grand?

The presenters were mainly from organisations which, if not women-specific, provided for women-only activities such as bike maintenance nights, or women-only nights on the pump track. The webinar gave me a peek into happenings abroad that have parallels to what is going on in NZ, where groups like Frocks on Bikes, Revolve and Girls on Bikes are all getting women out on their bikes more often in a variety of social settings. Go us! ■

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TOURING



Stephen Wood

For years I'd wanted to bike the back road into Southland past the Mavora Lakes. The 100 year old Earnslaw took me across Lake Wakatipu to Walter Peak. Other passengers stayed only briefly before their return trip, but this was the start of my ride.

The road sidled around the lake shore past Mt Nicholas Station and turned into the wide valley of the Von River. It was easy going at first, but as the valley narrowed the road climbed; then rolling ups and downs gave way to a gentle downhill of 10 kilometres. I set up my tent in trees beside South Mavora Lake with just enough time to cook before dark.

The next day dawned with light rain, so I packed in the shelter of the tent. The road ran south through a more intensively farmed valley and the rain cleared for a pleasant, slightly downhill run. I chose left at the junction with the Te Anau road, avoiding a head wind. At a café in Mossburn were two cyclists, heading to Garston to tackle the climb into the upper Nevis Valley. I spent a sunny afternoon at the Mossburn camp ground.

With another wet morning and forecast heavier rain, I abandoned plans to head to Tuatapere and chose a river road heading south past Mossburn's wind farm. A side road took me to run-down Nightcaps and a shop for lunch. I carried on through Otautau and out to the camp ground at Riverton, one of the South Island's older settlements.

True to forecast, the next day was wetter, giving more practice at packing in rain before the relatively short run to Invercargill, from where I'd arranged a ride on a long haul truck back to Alexandra.

Despite the weather, it was a pleasant trip in a region I hadn't explored much before.

The Mavora Lakes route is soon to become one of the trails in Nga Haerenga, the New Zealand Cycle Trail ■



Isabella Cawthorn

Next time you stop at a traffic light, look around. It's far more likely these days that the person on the bike next to you is a woman, wearing regular clothes, and on her way to work, the shops or to meet a friend.

New Zealand women have never been particularly into cycling. Carving down hillsides, negotiating traffic, sweating and helmet hair are not the average Kiwi woman's idea of a good time. So why have the past four years seen an increasing wave of women on bikes, getting from A to B everyday?

At the heart of this phenomenon is Frocks on Bikes. Since its 2008 inception in Wellington, the group's 'show, don't tell' advocacy has struck a chord with Kiwi women. Frocks on Bikes has no fees and no membership. All it cares about is making it easy, fun and stylish for women to use bikes.

Their approach is working: in four years, 13 "flocks" have sprung up around Aotearoa and two in Australia, with more on the way. So what's their trick??

Leah Murphy, from the Frocks on Bikes 'mother ship' in Wellington, says, 'Originally we conceived Frocks as a style-conscious green group, making sustainability sexy. However, we realised that women get on bikes for reasons that have nothing to do with sustainability, or fashion, or fitness, or enjoying cycling for its own sake. Frocks on Bikes celebrates that women are on bikes, not why they're on them. You don't need particular attitudes or interests to ride a bike everyday just as you don't need special clothing.'

This is an unusually agnostic kaupapa, so how does it work?

'We run events and services that are super-accessible — free or heavily subsidised — and dissolve the barriers stopping women from cycling. We do cool little excursions (and big ones like "Love to Roll") that show you can bike to the places you want to go, and do it your way, at your speed, in your clothes and shoes. We also build capability — we make women more confident, safe and competent on the road.

'Uniquely, we make all this appeal to women who just want to commute. There's usually a cafe involved, but the real trick is in our public image which shows you don't have to think, like or be anything in particular to ride every day; just be yourself!'

The Indian summer extended the frocking season, and through winter the 13 (and counting!) Frocks on Bikes flocks will hold indoor events, gather sponsorship and prepare for Frocktober. Events around Aotearoa, including Wellington's runway/cycleway fashion show, Wheel Stylish, will kick off the 2012–13 season.

Check out frocksonbikes.org or look around at your next stop light to see the phenomenon happening in your town! ■

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Temporary traffic signs

Jane Dawson

Many of us were disturbed to read in April of the crash that

left former Cycle Action Waikato chair Robbie Price with severe concussion, after he rode into a traffic sign that had been placed in a cycle lane. We wish Robbie a full and speedy recovery, and we hope that this doesn't happen to anyone else.

Sadly, many fellow cyclists have encountered badly-placed signs, or inadequate provision for cyclists at roadworks, in the past. A few years ago, CAN worked with the national roading agency to make sure that the guidelines included advice for contractors on how to avoid making work sites hazardous for cyclists, and it is disappointing that their use is not being insisted on. The document, called the Code of Practice for Temporary Traffic Management (COPTTM), is available on the NZ Transport Agency website. It also has a supplement written for use on



local roads (downloadable from Training Aspirations).

Section C3-3 of the supplement is unequivocal: "Signs must be located in a manner such that the safety of road users, including pedestrians and cyclists, is not affected. Signs must not be placed in a marked cycle lane or on a footpath unless it is safe to have them there. A delineation device, such as a cone, must be placed next to a sign erected in a cycle lane or on a footpath so that the sign can only be passed on the delineated side."

Local authorities and NZTA are responsible for ensuring that contractors working on the roads adhere to the COPTTM. If you see badly-placed signs in your local area, please phone your local council and ask them to check it out. If it is a really dangerous situation, phone their after-hours number. If the road is a state highway, you will need to phone your local NZTA office. If they don't know about it, they won't act, so we can help by reporting potential problems before someone gets hurt. ■

nzta.govt.nz/resources/code-temp-traffic-management/copttm.html

2 Walk and Cycle

Brian Wolfman

The February 2012 walking and cycling conference in Hastings was enlightening and refreshing. It was the first of its kind I'd attended, and I felt lucky to be surrounded by people with views like mine, who walk, cycle and understand what needs to be done to promote active travel. I wish all New Zealand city councillors could have been there!

Two keynote addresses stood out. Roger Gellar, who spent nearly two decades as a bike coordinator for the city of Portland, said that starting in the early 90s this typical American motor city built its cycle network for 'pennies' — the equivalent of less than two miles of motorway. This was roughly \$60 million, or \$3 million per year over 20 years; less than 5% of Portland's transport budget.

Nigel Latta (of television's Politically Incorrect Guide to Teenagers) said parents should let children have experiences on their own to learn boundaries (p18). They should become familiar with high-traffic environments before they receive

visit www.2walkandcycle.org.nz

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Creates smarter connections
Leads to perfection
Walk and cycle! Greg Cooper

car keys at age 16. Nigel's humour made his presentation memorable and solidified the message.

As a Wellington transportation engineer, I'm keenly interested in public transport and how it can reduce car dependency. Hills, narrow busy roads and long commutes are barriers to cycling. Allowing bikes on buses lets people cycle for parts of their journey and use the bus for the rest, but bus companies need financial incentives. In Christchurch and on Waiheke Island (p7), buses already carry bikes.

I shall use knowledge from this conference to support CAN in pushing for more active mode funding, both in Wellington and nationally. ■

CAN committee and portfolio activities

David Hawke

The Committee has added a new bullet point to the section of our vision statement (<http://can.org.nz/can-policy-statement>) called 'The roading environment must be safer for cyclists.' This reads:

Cycling is an accessible, low cost option for a wide range of people. When vehicle costs are rising rapidly, social equity demands that everyone has safe transport options which suit their budget.

The justification is that car running costs have risen to the point where many New Zealanders are caught between the rock of cost and the hard place of no viable transport alternatives. The ability of less well-off people to participate fully in society is being compromised, and making cycling a safer choice will help this situation.

Your committee met in Wellington over a weekend in March to review the coming year's work, which includes overseeing our government-funded Safer Cycling Programme ('Share the Road' and workshops for heavy vehicle drivers) and our Road Safety Trust funded 'Stop at Red' campaign.

Changing to a June financial year has consumed much energy and necessitated rule changes which will have been put to a Special General Meeting by the time you read this. The Committee is establishing income generating activities and is investigating changing membership categories to make CAN more financially sustainable. Upgrading the website is a continuing task.

At the CAN-Do in Nelson last year, Adrian Croucher and Glen Koorey stood down from their long-standing formal roles within the Committee (although Adrian continues to run the membership database and both regularly help out). Anne FitzSimon and Julie Roe also subsequently resigned. We are hugely grateful for the contributions of all four. We also thank many CAN members outside the Committee who give their wisdom and time, and our staff Patrick Morgan, Jena Niquidet and Alex Revell. ■

Contact a Committee member for more information about any of these items.



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can.org.nz/can-roles

For full contact details go to:

can.org.nz/contact

Mayor Len Brown on bike with Waitemata Local Board members Rob Thomas, Pippa Coom, Christopher Dempsey and Tricia Reade



CAN reaches out to councils by webinar

Patrick Morgan

You are a cycling advocate who needs to communicate with councils and CAN members around New Zealand. Your travel budget is the size of a patch kit. And you didn't brush your hair this morning. What to do?

CAN presented its first webinar on April 24. A webinar is a seminar held over the internet, with presenters showing images and interacting with the audience via the web.

The Society of Local Government Managers runs a series of webinars for its members, and invited CAN to take part. Staff from 17 councils, 12 CAN groups, NZTA and Opus joined in.

"It's not about the bike lane: how cycling projects are a win-win for councils and residents" was the title.

CAN members can contact Patrick if they want to access a recording of the webinar, at no cost.

CAN project manager Patrick Morgan showed pictures from his 2011 Churchill Fellowship study trip to Europe, and discussed examples of best practice planning and cycle infrastructure.

CAN Safer Cycling project manager Jena Niquidet presented the bus and bike Road User Workshops and described The Good Bunch project, where cyclists on Auckland's Tamaki Drive are building a share the road culture.

Owen Mata from Hastings District Council covered the iWay Model Community project, which has already resulted in a 23 percent boost in cycling numbers since 2010. He talked about the successes and lessons learned, including the challenges of getting iWay delivered on time in a local government environment. ■

How Auckland's new community boards work for cycling

Pippa Coom

The Waitemata Local Board is unique amongst Auckland's 21 boards for having four of seven members using a bike for transport every day. This makes perfect sense for a board area covering the central suburbs of Auckland with everything in easy distance.

Unsurprisingly we are committed to bringing balance to the transport agenda after decades of car dominated investment. One of the Board's priorities is "connected, healthy transport options" including making Auckland safer for cycling with a focus on infrastructure and completing the Regional Cycle Network. Just some of the projects we

support include the Auckland Harbour Bridge pathway, public bike hire scheme, installing advance stop boxes with feeder lanes, making intersections safer for pedestrians, connecting our open spaces with "green links" and slower speed zones in residential areas.

The super city re-organisation put Auckland Transport in charge of the transport budget with responsibility for everything in the road reserve. The role of local boards is to advocate on behalf of our communities but they have no direct control over where the money is spent. Notwithstanding the lack of local board powers many positives have emerged from the new structure. Auckland Transport is generally more responsive than the old Auckland City Council transport department, plans are now coordinated across the Auckland region and there are signs that progress is happening with new cycle lanes on the drawing board. We are also seeing improvements that benefit cyclists being more readily incorporated into roading and maintenance projects.

However, even though Mayor Brown is an enthusiastic supporter of cycling, we are yet to see this reflected in how the budget is allocated. Auckland Council's draft Long Term Plan identified a disappointing 0.8% of the transport budget for walking and cycling. If funding is not significantly increased it is very unlikely that Auckland Transport's completion targets for the Regional Cycle Network will be achievable.

Fortunately, submissions on the plan have demonstrated a huge amount of community support for investment in cycling and alternatives to private cars. Now at the half way point of our term, I remain positive that we are heading right direction to unlock Auckland's cycling potential. ■



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Bikers' Rights vs Bikers' Lights

Simon Kennett

Once upon a time, there was no legal requirement for cyclists to use lights during the hours of darkness. Cyclists were more akin to pedestrians — they could use lights if they wanted, but there was no compulsion. Motor vehicles were the new, dangerous users of the road users and it was their responsibility to avoid pedestrians and cyclists.

When a rule for compulsory use of bike lights was proposed in the UK, the Cyclists' Touring Club argued against it. After all, what evidence was there that cycle lights would make them safer; perhaps risk compensation by lights' users would neutralise any safety gains; and wouldn't the expense of lights make cycling less accessible?

More than a century later, lights and reflectors are mandatory. Nearly all cyclists accept that they are a good idea, and cycling advocates promote their use. The debate has moved on to 'Hi-Vis' clothing.

I'm a huge fan of harnessing light from motor vehicles and throwing it back with reflective gear. White reflective material works better than coloured reflectors. Ankle and pedal reflectors attract attention by moving up and down. Fluoro 'hi-vis' material makes cyclists stand out in low light, but not at night because UV light must be present for fluoro to do its magic.

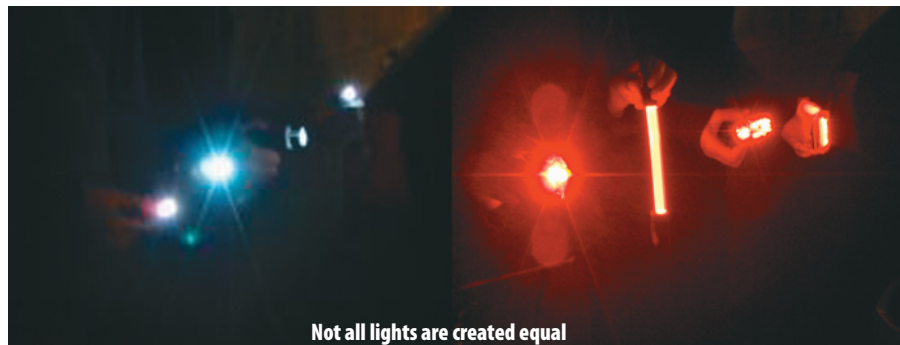
But what about bike lights? The official cycling code states: When cycling at night or when visibility is poor, cycles must have:

- › A steady or flashing rear-facing red light which can be seen at night from a distance of 100 metres.
- › One or two white or yellow headlights which can be seen at night from a distance of 100 metres. If the cycle is fitted with one headlamp, that headlamp may

Simon Kennett is the Active Transport & Road Safety Coordinator at Greater Wellington Regional Council.

be flashing. If fitted with two headlamps, only one of the headlamps may be flashing.

only a handful had a luminous intensity approaching that of a brake light



Not all lights are created equal

Legally, lights are required from 30 minutes after sunset to 30 minutes before sunrise, or at any time when there is too little daylight to make the cyclist clearly visible at a distance of 100 metres (which seems wishy-washy to me).

Are the regulations good enough?

Will a small light which is visible from just 100 metres ensure that you're 'clearly visible', and comprehended to be a cyclist, in a sea of motor vehicle lights?

If not, should we promote better lighting; or do the regulations need amending? We need this debate.

In the UK, regulations require lights be used from sunset to sunrise. In Australia, bike lights must be visible from 200 metres.

Oregon (USA) law requires lights to be used during 'limited visibility conditions'; the front light must be visible from 500 feet (152 m) and a red rear light or reflector from 600 feet (183 m). Not so long ago, flashing cycle lights were illegal in most countries. They are now legal for cyclists. Fast-flashing lights tell motorists, 'ATTENTION! CYCLIST AHEAD!' Some motorcycle advocates want them for motorbikes too.

Testing available lights

Each year, Greater Wellington Regional Council tests commonly available bike lights which cost less than \$100. Last year we viewed them from 100 metres. All were visible and therefore complied with the law (with fresh batteries, at least). However, some were far more effective than others.

This year, we used an illuminometer to measure luminous intensity, or Lux. We tested each light at 0°, 40° and 80° in steady mode, and at 0° in flashing mode. Because some front lights have a very narrowly focused beam, we tested

these also at 20°. Of the 58 lights tested, only a handful had a luminous intensity approaching that of a car's low beam front light or even a brake light. Many struggled to throw significant light much further than arm's length, particularly when viewed at an angle of 40°.

Impressive lights

A few lights impressed us.

The best were:

Front:

- Cateye ROL EL540
- NiteRider Mako 2 Watt
- Moon Rebel headlight
- Moon Mask (USB rechargeable)
- NiteRider Mako 1 Watt
- Blackburn Voyager 2

Rear:

- Moon Shield (USB rechargeable)
- NiteRider Cherry Bomb 1 Watt
- Blackburn Mars 4.0
- Rav X Lumit rear (USB rechargeable)
- Ontrack Beacon II
- Valiente Supreme LD

All these, ranging in price from \$30 to \$100, would easily comply with rigorous Australian regulations.

'Good' or 'street legal'?

We concluded that two good lights (one flashing and one steady, spaced apart) at the rear, with two more at the rear, provide good night visibility in traffic. A cyclist with only one light front and rear can be momentarily hidden behind other traffic or a windscreen pillar, or can be stranded when one light fails.

The New Zealand Code for Cyclists shows the minimum lighting required by law, but affordable modern lights can perform much better. If you ride at night and think you deserve as much attention as motorists, now's the time to consider, 'Do my lights and reflectors demand attention, or are they just street-legal?' ■

'Do my lights and reflectors demand attention, or are they just street-legal?'

GWRC's test results are available at <http://www.gw.govt.nz/be-safe-be-seen/>

TECHNICAL

Spokes Canterbury update

Nigel Rushton

As the curtain of autumn slowly draws across another summer and moves us towards winter, we contemplate both past and future.

Although summer seemed to be an endless run of cold easterly winds, Spokes were busy involved in supporting numerous events, especially during February's Bike Wise Month.

One of the most widely appreciated and popular initiatives we supported was cycle-powered cinema, a Gap-Filler Project on the demolished Cycle Trading Co site. As well as providing participants with a fun-filled evening, it was a good place to meet people.

As a direct result, we now look forward to our AGM in May where Roger Sutton (CEO of Canterbury Earthquake Recovery Authority) will provide his take on the place of cycling in the rebuild of Christchurch.

At the same time we had a Cycling Around the World presentation series, with several local long-distance tourers giving slide show talks on some of their journeys. A late bonus was Alvaro Neil, the Bicycldown (<http://bicycldown.com>) do a show to a full house. He has covered over 100,000 kms in 64 countries over 7 years, and is only half way there! He can be heard talking to Jim Mora on National Radio.

Also during Bike Wise month we supported a number of Big Bike Fix Ups in Opawa, CPIT and Riccarton House plus the regular one by ICEcycles at Linwood.

CCC also kindly helped with funding for mechanics. Recently we held a long delayed one at New Brighton with a couple more (Lyttelton and Linwood) in the pipeline.

We also had two cycling "floats" in the New Brighton and Chch Santa Parades; and members joined several Frocks on Bikes and Tweed rides. One went to the already mentioned Kendal School opening by Gerry Brownlee, Minister of Transport and CERA.

Less positively, on the advocacy front, we continue to submit to plans and strategies but with the knowledge that in recent years almost none of our recommendations have been accepted.

In addition, Spokes have been involved (along with community groups) in seeking CCC approve a judicial review of the way cycling facilities were removed by the developer from a previously approved new subdivision plan. So far a majority of city councillors have resisted, leaving us wondering what they are afraid of or what is there to hide.

Looking forward, the Chch rebuild is starting to gear up but the early enthusiasm of us getting a resilient, sustainable city as envisioned in the Share an Idea project is being replaced by disappointment. There is widespread concern that a small group of property developers are having a disproportionate amount of influence and will deliver us more of the same — a city built for cars and not for people.

Once more, questions of political leadership are aired.



Cycle Aware Wellington update

Alastair Smith

CAW continues to advocate for cyclists in the Windy City.

Our pre-election meeting grilled three candidates: Paul Foster-Bell (National), Gareth Hughes (Greens), and Grant Robinson (Labour) on their transport and cycling policies, particularly funding rates for cycling projects and a more demanding driver licensing regime.

CAW made submissions to the Wellington Regional Council on a proposal to rebuild part of the historic Rimutaka railway line, which would have compromised one of the most cycle friendly off road routes in the region. The proposal has since been withdrawn.

The CAW Xmas meeting saw the inaugural "Roll on Wellington" cycling awards. Recipients included the Wellington Trails Alliance, which develops commuter friendly mountain bike tracks, and Mayor Celia Wade-Brown who earned the Most Courteous Road User award by donating her own spare lights to cyclists who did not have their own.

Go By Bike Day attracted 500 cyclists to the waterfront venue despite the bracing weather. The 2012 cycling counts showed that the number of cyclists entering the CBD had doubled since 2006.



Like other Councils, Wellington City is under extreme pressure to reduce spending. Intensive lobbying saved the cycling budget for the time being, including a proposal for a cycling superhighway from Island Bay to the CBD.

Several CAW members attended the February Cycling and Walking conference in Hastings, and came back inspired by it.

Intensive lobbying saved the cycling budget for the time being,

There are rumours of a viral video promoting cycling, voice-overed by a well-known English actor with a plummy voice and a healthy appetite (especially for broadband). To identify the mystery presenter, keep checking your favourite YouTube channel! ■

Contact the local group nearest you

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MWH NZ Ltd
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Pacific Cycle Tours
Pedaltours
Rotorua Association of Triathletes
Rotorua District Council
Rotorua MTB Club
Tasman District Council
Timaru District Council
ViaStrada
Waimakariri District Council

Get bums off couches and on to bikes, urges Latta

Diane Joyce

In Hastings to speak at a national walk and cycle conference last month, psychologist and television presenter Nigel Latta said un-bubble wrap the kids so they can enjoy bike riding and learn life skills, reports Diane Joyce

Taking kids out of their “bubble wrap” and putting them on bikes, and “god forbid” letting them cross the road by themselves, will make them better people and better drivers, says psychologist and television presenter Nigel Latta.

Mr Latta was in Hastings for the national 2walkandcycle conference during Bike Wise month, addressing a capacity crowd on the benefits of letting, and encouraging, children to get on their bikes.

His presentation, ‘How kids on bikes may just save the world’, said the human race, which not too long ago spent most of its time physically active hunting for food, “has become so mixed up it’s beyond belief”.

“Children are not doing the things they need to learn life skills.”

He said it was “staggeringly astounding” that the first time a lot of teens got out into traffic on their own, was when they climbed behind the wheel of a car. “Some 10 year olds have not even crossed a road by themselves ... unbelievable.”

He acknowledged the dangers inherent in biking in traffic but said it was more likely the children would have shortened lives from getting too fat from lack of exercise than be hurt while biking. “Could they get hurt? Yes. Is it worth the risk? Yes.

“Letting them out on their own will teach them life skills they can’t get if we bubble wrap them.” The health risks from over eating and lack of exercise were higher. “We end up with a fat child, they eat too many pies and do f * * k all.”

He said there was no need for parents to take big risks. He said his children did not bike to school as they lived in the heart of very busy Auckland. But they were encouraged to bike in other areas at

other times and they walked and played outside. He had no sympathy for parents who said they could not get their kids away from electronic gadgets in favour of taking exercise. “A cellphone is fist sized, just reach over and take it off them.” He said removing them from in front of a computer was just as easy. “They’re small: pick them up and turn, put them down. It really is easy.

“Not so long ago kids were climbing trees. In a single generation parenting has undergone a huge change . . . to middle class anxious parenting.

“A classic example was at a park in Auckland where a mum was putting little helmets on her kids’ heads before they went on the flying fox.”

He said parents should think back on their own upbringing and how they seemed to have the brains to not “fall hundreds of feet”.

They should especially recall their best childhood memories, likely to be when they were with a bunch of friends doing something mildly dangerous and exciting. “It won’t be that time we were all sitting there and we had that great new app.”

Lots of, if not most, children walked or biked to school a generation ago. “It used to be taken for granted. “If I’d asked my mum for a ride to school she would’ve laughed her ass off. “If I’d said ‘but it’s raining’ she would’ve said ‘well, bike faster’ ... today’s children obviously dissolve a lot easier.”

He said that maybe breaking a leg “is just the cost of being a child” and had the potential to ensure they were a lot more careful having felt the pain and consequences of their decisions and survived.

He said the same principles applied to allowing a child to walk to school, an activity that brought out the worst parental fear: stranger danger.

It was natural to be concerned. “Do I worry about it with my kids? Yep. Is it the same risk as when I was young? “Yep. “But it’s incredibly rare and I will not let my disproportionate fear of that stop him doing what’s good for him.” ■

From Hastings Mail, 7/3/ 2012 (edited)



A samba carnival band led more than 200 cyclists around Waiheke Island's Esplanade in 2009

Winter reading for cycling advocates

David Hawke

Two books for people wanting to improve their advocacy are *Cities for People* by Jan Gehl (Island Press), and *Why the Garden Club Couldn't Save Youngstown* by Sean Safford (Harvard University Press).

Jan Gehl is an internationally reputed Danish architect specialising in urban planning. *Cities for people* is his latest book about making cities more livable. It presents a readable, logical entrée to the world of urban planning. From what we've seen in post-earthquake Christchurch, the book will be uncontroversial for planners and architects but revolutionary for many business people and councillors.

Chapters on urban psychology discuss how successful cities gather people together. Gehl's case studies contrast mediaeval cities evolving to meet their inhabitants' needs with modern, mobility-focused cities designed around the motor car. A chapter entitled 'The lively, safe, sustainable, and healthy city' addresses these four concerns in turn.

'The city at eye level' emphasises the virtues of walking and cycling in establishing livable cities. Sub-sections such as 'bicyclists as part of city life', 'a whole-hearted bicycle policy', 'a bicycle network from door to door', 'bicycles as part of integrated transport planning', and 'a safe bicycle network, please' provide concise, well-argued cases for facilitating cycling. The final two chapters ('Life, space, buildings — in that order' and 'Developing cities') reiterate that people are the key and that the book's ideas apply to cities everywhere.

Finally, Gehl provides a useful (if elementary) 'toolbox' for assessing a street or neighbourhood for its liveability and its recognition of pedestrians and cyclists.

Why the garden club couldn't save Youngstown is quite different. This is a Chicago Business School economist's engaging explanation of the post-industrial success of one American city (Allentown), alongside another's (Young-



interacting networks at multiple levels opens the way for new ideas

stown's) struggle for economic survival. While in some ways a strange choice for an audience of cycling advocates, it documents the value of networks and networking, which Clare Simpson's article in this issue (p2) also promotes. Sean Safford establishes a historical context for the two steel-making cities, then presents a mathematical methodology that compares the social, business and religious networks of Youngstown and Allentown. Non-specialists in a hurry can skim the mathematics, but the results of the analysis are profoundly important for advocates of social change. Safford traces Youngstown's demise to members of its business, religious and cultural elite talking only to one another (hence the title). When economic trouble struck in the 1970s, they had no contacts with outsiders to propose solutions. In contrast, Allentown's

interacting networks at multiple levels opened the way for new ideas.

Regardless of your views on economic growth as an indicator of social well-being, the moral for cycling advocates is that we need to interact with a wide range of people, potential allies or not. Talking only with one another condemns us to failure. ■

Review of the Enlightened Cyclist

Patrick Morgan

The Enlightened Cyclist: Commuter Angst, Dangerous Drivers, and Other Obstacles on the Path to Two-Wheeled Transcendence, by Bike Snob NYC, published 2012 by Chronicle Books, 217 pages.

Bike Snob NYC is the author of a witty blog (bikesnobnyc.blogspot.co.nz), which is

at its best when he satirises those who take their cycling a tad too seriously. Do you fuss about the chamfer on your Brooks saddle? Are you a bearded engineer riding a recumbent? Are you a cycling advocate whose car bumper is plastered with CAN stickers? Then if you have a sense of humour you'll be amused to see yourself mocked in his blog.

His 2010 book, *Bike Snob: Systematically and Mercilessly Realigning the World of Cycling*, was a cracker. Unfortunately this follow-up disappoints. It contains a few gems, but rather too much filler. It reads like one of those essays you had to write in History 101 when you had a 2000-word limit but not enough ideas to fill it.

The best bits were his thoughts on the cyclist's mental state. He has good advice on how not to let careless drivers, zombie pedestrians or aggressive cyclists spoil your ride.

I also enjoyed his observations of errant cycling habits: salmoneing (riding the wrong way), shoaling (queue jumping at traffic lights), wheelsucking, and circling.

But if you are looking for practical tips on cycling in cities, I would recommend you start with John Franklin's *Cyclecraft*. ■

Hikurangi and the Tour of NZ continues from p3

Will anything change now? For seven days, cycling enjoyed increased visibility—a crucial element in normalising this most civilised transport mode. The Tour's 270 early adopters (and 14 international reporters) will be the best spokespeople for next year's Tour.

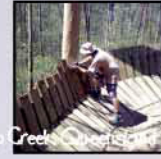
The Tour has so far raised nearly \$75 000. Hikurangi raised \$10,000 of this for our Smarter Transport Challenge Fund, to improve access to cycling. We're keen for other organisations to match this. It's not too late to support the vision of a New Zealand cycle culture! Visit <http://www.hikurangi.org.nz/tourofnz/>.

Hikurangi extends a huge thanks the Fairground Foundation, Tyneli Clothing, All Good Bananas, Commonsense Organics, Yealands Winery and Kapiti Olive Oil for their support.

'A smile and a bicycle are badges of innocence' (Anne Mustoe). ■

Photo: Dave Mitchell

Groundeffect



Gap Creek, Canterbury



Wharfedale



Craters of the Moon, Taupo



Makara Peak, Wellington



Mt. Stromlo, Canberra



Port Hills, Christchurch



Beechworth MTB Park, Victoria



Bermagui MTB Park, NSW



Whare Flat, Dunedin



The Heaphy...with back



Trails for your Treads

Since Adam rode a hard-tail, Ground Effect has provided foot soldiers and cold cash for the cycling revolution. Each year we hand out thousands of dollars from our 'Slush Fund' to help local track builders expand the mountain bike playground. In addition, Ground Effect staff work with other advocates and land managers on local issues and national campaigns like the battle to reclaim access to the Heaphy. **If your club has a worthy project that needs funds to make it real, bang a note to slushfund@groundeffect.co.nz**

gear for the cycling revolution

Only available directly from Ground Effect. Call free on 0800 655 733.

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