



Chainlinks

MAGAZINE OF THE CYCLING ADVOCATES NETWORK (NZ)

2014 ISSUE 2, June



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Articles and local group
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Adam on bike

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cycling

Vote Cycling

Patrick Morgan

Do you love cycling? Want safer cycling? Whether you're a family, a mountain biker, a roadie, a frock-on-bike, a commuter or simply love to ride, now's the time to act!

CAN needs your help to make cycling an issue at

the general election on 20 September. Candidates must realise that a million and a half New Zealanders cycle, and most of them vote. You can help in these ways:

CHECK your enrolment at www.elections.org.nz.

VOTE for the party and candidate that best reflects your views on cycling.

ORGANISE Team up with others. Contact people in your area through can.org.nz/local-groups. You can also find us on Facebook.

SUPPORT CAN Join us! — there's power in numbers.

MAKE A DONATION. Volunteers do most of our work, but we need your support to run an office, produce Chainlinks, maintain our website and campaign for cycling.

GET INFORMED Check out what parties say about cycling. Invite candidates to a meeting and ask about their priorities. Invite them on a ride for a first-hand look at cycling issues.

a million and a half New Zealanders cycle, and most of them vote

HAVE YOUR SAY Talk to friends, family and colleagues about why cycling matters. Write to

newspapers, post on social media, attend election meetings and keep asking questions. ■

See CAN's voting guide at can.org.nz/votecycling

MPs pledge action after crashes

Patrick Morgan

On 2 April, student nurse Sharla Haerewa died when a truck turned into her path and dragged her along a road in Christchurch. Sharla was riding in a cycle lane with lights and high-vis gear. Only four days later, teacher Jocelyn Goodwin died in a crash with a milk tanker in Palmerston North. She too was riding in a cycle lane.

Shortly afterwards, CAN organised a rally at Parliament at which three MPs — Associate Transport Minister Michael Woodhouse, Labour Transport Spokesperson Darien Fenton and

continues p4



MPs pledge continues

Greens Transport Spokesperson Julie Anne Genter — committed to better safety for cyclists.

‘We’re doing too little to protect the 1.5 million New Zealanders who ride bikes’, said CAN project manager Patrick Morgan. ‘Our message to politicians is they can no longer ignore cycle safety. Cycling advocates must keep pressure on them to get action.’

The rally at Parliament drew 125 people to celebrate the lives of those lost while cycling and push for change to stop the deaths. Afterwards they rode to Wellington’s Wharewaka, where the NZTA Cycling Safety Panel was meeting. The panel is considering protected cycle lanes on busy roads, traffic calming, and education for all road users.

‘Its report is due in September, and we want to know what political parties think before the election’, said Patrick Morgan.

Brian Broad, Interim CEO at BikeNZ, said that even one cyclist death is one too many, and that the tragic incidents further highlight the need for immediate change. ‘BikeNZ is committed to cycle safety, and strongly supports CAN’s memorial rides that are likewise committed to bringing about vital changes to infrastructure and road user behaviour,’ he said.

Events were held also in Hamilton and Golden Bay. ■

Bike Wise Month 2014: Kiwis loved riding their bikes this summer



Bike wise

Estelle Reid

While some areas in New Zealand experienced a summer that won’t go down in history as a stunner, many people were still able to enjoy the simple pleasure of getting on a bike and going for a ride. This February marked the 12th anniversary of Bike Wise, the national programme that celebrates cycling and encourages more Kiwis to get on their bikes more often.

A variety of events pulled the crowds

Event numbers are on the up and up, with the over 800 registered this year drawing an estimated 69,000 participants. The cornerstone events in the Bike Wise programme continue to be Bike Wise Month and Go By Bike Day, both of which take place in February. However, coordinators are encouraged to build on the momentum and run a range of events throughout the year.



School cycle safety sessions coordinated by the NZ Police are increasingly popular, as are workplace ‘Go By Bike Day’ events. Six passport challenge-style programmes were piloted around the country and initial feedback has been extremely positive. Events for women are also increasing, especially those that include a bike maintenance lesson.

Be Bright on your bike

Now that daylight saving has ended and the days are getting shorter, the Be Bright campaign is in full swing. Many centres throughout New Zealand are running a series of activities designed to encourage people to be more visible when cycling in low-light and poor weather conditions. Initiatives include using roving ambassadors who stop cyclists without lights and offer to fit lights and reflectors on their bikes at no cost, and safety packs delivered to organisations and sports clubs. The mission is to inspire people to be safe and be seen on their commute.

If you need to brush up about the rules cyclists should follow during hours of darkness, or when visibility is poor, take a look at the Bike Wise website. There are also some excellent value high-vis goodies in the Bike Wise shop.

So while the summer weather may have come to an end, the Bike Wise team is still hard at work making sure New Zealanders have the opportunity to enjoy cycling and the associated benefits! ■

If you have any questions or comments, please contact 0508 BY BIKE or bikewise@nzta.govt.nz.

Cycling, building community and the election

David Hawke

At the recent CAN-Do representatives from each of the three main political parties gave presentations and answered questions. Because only a small proportion of CAN's membership attended, we wanted the political messages to get a wider hearing. We asked each politician to contribute 400 words on the CAN-Do theme of the role of cycling in building community.

Labour

Darrien Fenton, Transport spokesperson

When I was growing up, everyone rode a bike. My parents gave me my first bike on my 10th birthday. It wasn't flash. It was a second hand do-up, but it was the best present I ever had.

From then on, I rode to school every day and spent weekends going on long bike rides with my sister. Cycling safety wasn't something we worried too much about and the worst accident I had was falling off in an embarrassed heap.

Something happened in between. Our cities and towns grew and with them more roads and car dependency. When my son got his first bike and developed a love of cycling, we were cautious.

It didn't seem safe for him to cycle to school. When he went on long cycle trips, we worried. Somehow, everyone had come to believe that cyclists didn't have a right to be on our roads.

But it's changing. People are cycling more than ever — to work, to school, for recreation and on the growing number of cycle ways throughout the country.

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National

Chester Burrows Associate Minister of Social Development

National recognises the important role cycling plays in our society.

New Zealand has seen a significant reduction in the number of serious car crashes in recent years. However, the trend has not been mirrored by

similar improvements for cyclists, so we set up a Cycle Safety Panel to review cycling on our roads.

The panel is tasked with developing comprehensive and practical recommendations for central and local government to improve cycling safety, so we can encourage cycling as a safe transport choice.

Alongside this, the government is continuing on our work to improve safety by investing in separated cycle

paths, improving roading, identifying our highest-risk intersections and making them safer, and lowering the blood alcohol limit for drivers.

The NZ Transport Agency (NZTA) is continuing to promote safe cycling through a range of education programmes, and the National Land Transport Programme (NLTP) 2012–2015 invests into improved road, walking, and cycling infrastructure.

continues next page

Greens

Julie-Anne Genter Transport spokesperson

Cycling is a healthy, affordable and fun way of getting around. It should be seen as a normal and legitimate form of transport, but it has been marginalised by decades of traffic engineering and planning.

A recent report by the Victoria Transport Policy Institute has concluded that investment in cycling and other active transport modes can reduce pollution and congestion, increase property values and support local economic development and overall contribute to the creation of more liveable communities.

Some cities in New Zealand are recognising the benefits of active transport. For example, Dunedin is investing over \$30 million over 10

years to make cycling safer by improving existing cyclelanes and creating new ones.

The Green Party applauds the work that councils such as the Dunedin City Council are undertaking, but central government can do more. That's why we've recently launched our Safe to School policy to create an environment that's safe for kids to walk or cycle to school.

continues next page

Labour continues However, it's not all good news. Cyclists have been killed or injured in terrible accidents in recent months. Cycling infrastructure has made some slow ground, but it still has to be hard fought for.

Cycling is still not seen by many as a legitimate transport form, with cyclists having as much right to be on the roads as cars. Local and national transport budgets spend a miniscule amount compared to the billions being spent on gold plated highways.

Cycle safety must become a priority. Labour looks forward to the recommendations of the recommendations of the Cycling Safety Panel's report, due in September which we will take seriously.

Cycling must become an essential part of transport planning and that means dedicating more funding so cycling is safe, convenient and viable as a transport option.

Legislation, the road code and by laws must protect all road users. One example is the recommended passing distance when a vehicle passes a

cyclist. Driver education and cycling infrastructure are also part of Labour's plan to improve cycling safety.

Cycling is good for New Zealand. It eases congestion, reduces noise pollution and transport emissions improves health and cuts back the never-ending demand for more roads.

More than a million Kiwis now use bikes as a legitimate transport alternative.

They have every right to be safe and Labour will help ensure they are. ■

National continues The NLTP is investing \$79 million into walking and cycling activities. This includes continued support for walking and cycling "model communities" in New Plymouth and Hastings. By focusing on model communities, the aim is to direct significant investment into a few networks, rather than spreading it too thinly across too many locations.

We have also changed how schools can use their capital funding, enabling them to build bicycle or fitness tracks at schools.

In 2009, the Prime Minister announced the creation of the New Zealand Cycle Trail project. At its completion it will offer 23 cycle trails — the Great Rides — around the country, for cyclists of all levels.

The Government invested \$50m into the cycle trails, and local communities have generated a further \$30m of co-funding towards the construction of the Great Rides.

The trail has expanded to include other existing off-road trails that meet the Great Ride standard, such as the Otago Central Rail Trail — the original

Great Ride.

A recent report showed the trails had an estimated 97,000 trail users for January 2014 alone, with a 56 per cent average growth rate in 2013. This is great to hear.

We want all Kiwis and visitors to be able to enjoy our great outdoors, and to be able to choose the means of transport that best suits them. Cycling is a great way to see our country.

National will continue investing into infrastructure to support all our road users and keep us all safer. ■

Greens continues Safety is one of the biggest priorities in our transport policy. Despite the fact that many trips are short distances that can be easily walked or cycled, it's just not safe because we have designed everything around motor vehicles.

Here's what we'll do about it. We'll put \$100m from the National Land Transport Fund to walking and cycling — \$50m specifically to our safe to school programme, and \$50m for community wide protected cycle lanes, protected intersections and off road paths.

We expect this to be matched by Territorial Local Authorities. It would be more than a fivefold increase in investment in cycling. We will also prioritise policies and transport projects that increase the attractiveness of cycling in other ways — like bike share schemes in some of our cities, bike racks on buses, trains and ferries, and showers and bike storage in new buildings.

We will immediately make 1.5m the minimum mandatory passing distance on roads with a speed limit of 60km or higher, and update the road code and driver training to emphasise

safe driving around vulnerable road users. The goal will be to increase the number of people walking and cycling to European levels — as we had in New Zealand in decades past. An integrated transport system will have enormous benefits for New Zealand. Making walking and cycling the priority can save us money, make us healthier and happier, and reduce congestion for trips that require a car.

Help us campaign on safe cycling to schools — please take our survey here: www.greens.org.nz/safetoschool ■

One particular route (between Island Bay and the CBD) has become the first big project, with work to start soon on the first section and consultation under way for the next, and most challenging, section.

We don't have a full network plan yet, or a clear strategy for the inner part of the CBD. Work on this is under way, and will result in an important framework to work to.

Resources to get all this done

The Council has hired some great new people to help deliver this step-up in cycling work. They include Frocks-on-Biker Isabella Cawthorn for engagement work, and one of the consultants from the LoS study for infrastructure design. The Council is also setting up expert panels for its cycling projects, giving a formal framework for input from CAW and other stakeholders.

CAW has needed to step up our activities, first for campaigning, and now to support the new projects. We've beefed up our submissions team, and we're getting more formal about infrastructure design expertise and research. Most importantly, we've hired one of our keen members, Hilleke Townsend, to work part-time as our campaign manager for the Island Bay project. This has dramatically increased the effort we can put into supporting the project and encouraging local residents and businesses to see the benefits (and see past any worries they have). This will only be a long-term solution if we can fundraise effectively enough though — we're not there yet!

Overall it looks like we could be at a turning point for safe, comfortable cycling in Wellington. Watch this space! ■



Riders on the Wellington Easter Night Ride. The lights are (from left) a NiteRider Mako USB200, a Serfas Thunderbolt, and a Blackburn Voyager (in need of fresh batteries). Photo by Claire Hodge.

The lights race

Simon Kennett

The race between manufacturers to have the best bicycle lights is as competitive as ever this year. While the market is still populated with many poor lights, new offerings in the sub-\$100 range are setting new records for brilliance.

Greater Wellington's annual testing of bicycle lights under \$100 is complete. In the absence of New Zealand bicycle lights standards, this testing (now in its fifth year) is aimed to help the buyer be aware that, while appearing bright at a specific angle when held at arm's length, many lights offer little protection from traffic approaching at different angles.

To do its job well, a small bicycle light must stand out in a sea of motor vehicle lights. A standard car's brake light emits 30 Lux at 2 metres, while the headlights (on low beam) emit 650 Lux. Of the 46 rear bike lights tested, only 13 were as bright as a car's brake light when viewed straight-on. Now consider that an overtaking motorist might view a cyclist from an angle of 20–45 degrees. At those angles, two thirds of the bike lights tested emitted less than 2.5 Lux.

Of the 44 front lights tested (which are critical when a vehicle is about to turn across your path) only five were as bright as a car's 650 Lux headlight. Most emitted less than 5 Lux at an angle of 20 degrees, and less again at 45 degrees.

On the positive side, most of the new 2014 lights performed very well. Cateye has introduced its Volt300 front and Volt50 rear lights — both with an RRP of \$80 and both brighter than the best-in-test from 2013. At 1150 Lux up front and 320 Lux out back, these are lights that demand attention! Better still, like most of the best-in-test this year, they are USB rechargeable and have a low-battery indicator.

If you've been considering a lights upgrade, now's the time to do it. With the New Zealand dollar so high and improved technology, you can get better value than ever before. Check out the 2014 lights test results at <http://www.gw.govt.nz/be-safe-be-seen/>

2014 Best-in-Test

Front: Cateye Volt300, Lezyne Macro Drive, Blackburn Scorch, Lezyne Micro Drive, OnTrack Phazer 240, NiteRider Mako 2W

Rear: Cateye Volt50, Lezyne Micro Drive, Moon Shield, Serfas Thunderbolt, Planet Bike Superflash 1W, NiteRider Solas. ■

Ciclovia on Quay — testing the possibilities

Georgina Gilmour

I don't own a bike and I don't often cycle. It might seem strange then that I would advocate for a cycling event as the perfect springboard for discussion on changes to Auckland's city centre waterfront.

Ciclovia events all involve closing of certain streets to automobiles for cyclists and pedestrians. These are usually busy city streets and highways that, by their nature, exclude or marginalise enjoyment or celebration of the place.

My mission as a public engagement and events specialist retained by Auckland Council was to socialise new ways of seeing and using the City Centre harbour edge, in particular Quay Street. So, with the support of the Auckland Council family, including cycling advocates and local board members Pippa Coom and Chris Dempsey, "Ciclovia on Quay" was born.

Ciclovia on Quay gave Aucklanders a taste of the future. On 8th February, cyclists and pedestrians were encouraged to roam and enjoy their city centre waterfront, extending from Silo Park in the west through to Britomart Place to the east. Lane closures were in place to facilitate safe and easy travel, and cycling themed family entertainment provided to enhance the experience.

Auckland Council made the most of the opportunity to profile some the plans underway or in the making at a City Transformation Info Hub. These plans included



People relaxed, meandered along the route and enjoyed their environment

the visionary Sky Path project, the Beach Road Cycle-way Project, the Wynyard Cycle-way and Quay Street Transformation. Auckland Transport was able to promote cycling as an alternative mode of transport, along with community-based cycling initiatives.

It was interesting to see how people interacted with the space without a dominance of cars. Perhaps unsurprisingly, it took a while for the public to trust that the space was safe. Indeed as I walked along the route, I found myself looking over my shoulder, just in case a car should leap the barrier and pounce.

Early in the day the kids were most confident, wheeling about, zipping up and down, negotiating pedestrians, and making full use of the space. Later I saw couples out for a leisurely cycle, traveling along the route to finish their shopping at the Silo Markets

having sampled the delights of the Britomart Markets. Groups paused, leaning on their steeds for a chat. People relaxed, meandered along the route and enjoyed their environment.

All in all, it was a great day that gave great insight into public behaviour in the space as it is, and aspirations for Quay Street as it develops in the future. In terms of lessons for future events, we now know that less is more. While the entertainment was no doubt a draw card for families, providing reason for pause, we could have provided less. The opportunity itself is almost enough, and allowed the public to experience what is already on offer on route. We could do more to prioritise people over cars. We still stopped people to allow cars

through rather than cars to allow people through. We still compromised on set up time to ensure the closure was short and impact on traffic minimised, and we still constrained the route so as not to disrupt traffic flow. We now know that Aucklanders would like to be able to walk and cycle along Quay Street, to enjoy Quay Street as an important part of the harbour's edge and connection between city centre and broader waterfront.

To that end, my work is done. For Auckland, I see Ciclovia as just beginning. ■

See Ciclovia on Quay at <http://goo.gl/nzDBjT> (youtube).

More on Auckland's City Centre Masterplan, including Quay Street transformation visit www.aucklandcouncil.govt.nz. For information on Auckland's community cycling programme visit www.at.govt.nz/cycling-walking/cyclings-the-go

Georgina Gilmour is an event and public engagement consultant specialising in delivery of projects and initiatives with strong community interface.



Taking the battle to the UK

Thomas Stokell

Readers may remember the Bike Wise Business Battle, a national challenge to see which organisations could encourage the most employees to bike to work.

It was piloted in 2002 in Wellington and rolled out nationwide in 2003. At that time, Health Sponsorship Council ran the Bike Wise brand and I led programme development.

In 2007 I moved to the UK and set up Challenge for Change, which designs behaviour change programmes to encourage cycling. After two UK pilots of the Workplace Cycle Challenge in 2008, Challenge for Change has now run more than 92 challenges in six countries and encouraged more than 100,000 people and 3,000 businesses to participate. It has also encouraged more than 30,000 non-cyclists to get on bikes and experience how easy and fun it can be.

Achieving behaviour change

Challenge for Change measures participants' behaviour before the programme and three months after it to see if they are cycling more. Afterwards, an average 40% of former non-cyclists are riding at least once

a week, and 32% of those who didn't ride to work have started doing so at least once a week.

What's the theory?

For their participation to count, people have to ride a bike for only ten minutes a week. They can ride wherever they feel comfortable and whenever they like over the three week Challenge period.

Giving people a fun ten-minute cycling experience quickly breaks down negative perceptions about cycling and replaces them with new, positive attitudes. When people experience what cycling is really like they often say, 'Hey, this isn't so bad after all. Cycling isn't as scary or as hard as I thought. It's actually quite easy to ride a bike, and it's fun!'

Love to Ride

After 12 years of innovating the Challenge concept and how we can apply behaviour change theory to cycling, Challenge for Change has launched 'Love to Ride' — an online community for growing cycling. Check out www.lovetoride.org for more information. ■

Thomas Stokell was the Bike Wise Week Coordinator between 2002 – 2007. He is back in NZ after 6 years promoting cycling in the UK.

A safe ride

Stephen Wood

After the CAN Do in Whanganui I wanted to visit my sister in Masterton. I'd previously cycled in from the north or taken a train from Wellington, so for something different I asked our van driver to drop me in Otaki and rode from there.

I wasn't sure what to expect of the morning traffic on SH1, but didn't find it too arduous. At Waikanae I turned inland on the Akatarawa Hill road, which was soon winding up through scrub and bush. The summit car park had a great view back down to the Kapiti coast and a couple of burnt out cars. After a quick bite to eat, I carried on down into Upper Hutt.

A local was adamant it was too dangerous.



Where was my scariest moment?

Choices: take the train or ride? A local checking the tie-downs on his trailer asked if I was planning to ride over the Rimutakas, adamant it was too dangerous. I asked about the alternative — the old rail route — but he said some of it might be too rough.

With rain starting, the road seemed better. It's a decent winding climb, and motor vehicles always had good passing clearance. There was little to stop for at the summit in steady rain. Even with care on the descent, it didn't take long to roll into Featherston. I searched out hot food and a pot of tea, thinking my best option would be to catch a train; but the rain eased and I carried on. It was a good flat run up to Masterton, but for the last 10km I turned on my LED lights.

Where was my scariest moment? On the Kapiti coast in the morning rush? On the Rimutaka hill road in the rain? Heading into Masterton in failing light? No, it was descending a winding part of the Akatarawa, meeting an oncoming vehicle on one of the many narrow parts of the road.

Risk and the perception of it are not always the same thing. ■

Stephen (a CAN committee member from Central Otago) rode with hi vis. clothing, helmet and rear vision mirror.



Miramar Peninsula Ciclovía

Alastair Smith

'If we open it, will they come?' was the question bothering the organisers as 16 February dawned. But by day's end almost 2500 people had biked, walked, scooted and roller-bladed around the motor-free Peninsula.

Miramar Peninsula is part of the Great Harbour Way / Te Aranui o Poneke, a walking and cycling route around Wellington Harbour. Its winding road skirts the water's edge with views of harbour and city. Because many people are reluctant to bike or walk it with motor traffic, members of the Great Harbour Way Trust, Cycle Aware Wellington, Living Streets Aotearoa and Rotary organised a Ciclovía event so they could experience it as a motor free environment.

We wanted to close the road to motor vehicles from Miramar Cutting to Scorching Bay, but were warned that objections from residents and businesses there would make it hard to get approval in time. We applied in August and got approval in December for the three kilometre section from Shelly Bay to Scorching Bay, which has no residents or businesses. In mid-December we learned of a triathlon scheduled for Scorching Bay the same day. After hurried negotiations with the organiser, we shifted the Ciclovía to the afternoon. As a bonus we shared the costs of traffic management.

Claire Pascoe was event coordinator and Wellington City Council, Rotary, Cycle Aware Wellington and Frocks on Bikes provided funding. To make it attractive to bike or walk rather than drive to the Ciclovía we organised a Wellington Combined Taxis shuttle from the nearest bus stop and had a reduced speed zone between Miramar Cutting and Shelly Bay. Although most drivers behaved well there, many cyclists and walkers felt uncomfortable.

Twenty volunteer marshals spread around the peninsula to offer help and deal with problems, which were few. Cyclists and walkers interacted well. One motorist drove through the barrier and around the course; fortunately colliding with no participants.

A rock-pooling site encouraged families to investigate shoreline life, while children enjoyed a treasure hunt that included finding a 'cloud that looks like an animal'. However, the fine, almost windless day provided no clouds! The pedal bookmobile from Wellington City Libraries brought reading material to Scorching Bay, but the traffic free experience was enough for most people.

Miramar Ciclovía continues p16

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CAN-Do 2014, Whanganui Report

David Hawke

Twenty delegates from Auckland to Otago came to this year's event to hear about the role of cycling in building community. Keynote speaker Carl Whittlestone (Project Leader, New Plymouth Model Communities) emphasised the success of bottom-up improvements driven by community or neighbourhood initiatives alongside the failure of top-down initiatives driven by councils.

For the first time at a CAN-Do, one of our speakers (Robert Thompson, Spokes Dunedin) delivered his talk via skype. Robert updated us on separated cycle infrastructure along SH1 through Dunedin. Garnering widespread public support has been essential, achieved through a flexible, user-friendly online submission system combined with a large database of potential submitters. Both required a lot of time and effort, but have paid off. A similar message came from Patrick Morgan, who described "Love Cycling", the Wellington campaign that drove the election of a majority of cycle-friendly councillors to the Wellington City Council. Here, much thought and planning went into a campaign using social media, strategically placed QR code website links, and various novelty items.

In another first, representatives from the three major political parties (Chester Borrows, Associate Minister for Social Development, National; Julie Anne

Genter MP, Greens; Hamish McDouall, Labour) contributed to CAN-Do. Noting the upcoming election, we wanted their ideas on the place of cycling in community building to be available to the wider CAN membership so invited articles start on page 5.

CAN-Do finished with the AGM. CAN is in a reasonable financial state; for those interested the annual

accounts are available from the Charities Commission website. As well as reviewing CAN's activities over the past year, Graeme Lindup thanked Lyneke Onderwater for organising the CAN-Do, the Quaker Event Centre for hosting the event, CAN's staff and volunteers, and retiring Committee members (Tom Halliburton, Ash Holwell, Lyneke Onderwater). The new Committee is Graeme Lindup (Chair; New Plymouth), Don Babe (Treasurer; Christchurch), David Hawke (Secretary; Christchurch), Jacqui Irwin (Nelson), Alastair Smith (Wellington) and Stephen Wood (Central Otago). ■



Glenn and Kramer

Claire Pascoe

My favourite thing about Los Angeles? You're never the craziest person on the street. You see lots of random things; people walking their iguanas, pogo-stick running along the pedestrian boulevard, walking to work dressed up as a cat. You get the idea.

So I wasn't that surprised when we met Glenn and Kramer at a bike shop. Glenn is a doctor and Kramer is his twenty-year-old scarlet macaw (large red parrot). Glenn has hand-raised Kramer since she was a chick and she goes everywhere with him — including, you guessed it, mountain biking.

She perches on his backpack as he rides and clings on when he's zooming downhill. Sadly Glenn had a crash a few years ago and since then Kramer has been refusing to go on the gnarly rides, but she still enjoys a leisurely jaunt around town.

Glenn uses his unique bike set-up to raise awareness of the plight of scarlet macaws in the wild, where their numbers are dwindling. They are monogamous birds, which you learn when you go to give Kramer a friendly pat. She's only into Glenn.

So what's the moral of the story for cycle advocacy? There's no advocacy lesson here. Glenn is a great guy with some excellent trail tips and Kramer is a bad-ass biking parrot. Sometimes that's just enough. ■



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Nelson

29 – 31 October

2walkandcycle.org.nz



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NZ Transport Agency Cycle-Friendly Awards



Dirk De Lu

CAN originated the Cycle-Friendly Awards to promote ideas, projects and personalities that foster cycling and to bring 'good news' stories to the attention of the media. CAN wants to hear readers' stories about the people and organisations that make cycling happen in your communities. The NZ Transport Agency is the branding sponsor of this year's awards.

The Cycle-Friendly awards ceremony has become a focal point of 2WALK^{AND}CYCLE conferences. This year's conference, in Nelson from 29 to 31 October, will be themed 'Communities on the Move' and will be held jointly with Living Streets Aotearoa, industry consultants and government players, all learning about meeting NZ transport needs sustainably.



We all like encouragement, and nominations can recognise great efforts. Between them, the five categories should fit any of your favourite cycling projects, organisations or people. Now's the time to celebrate and nominate them!

The categories are:

- ◆ CAN Best cycle facility project
- ◆ CAN Best cycling promotion
- ◆ CAN Cycle-friendly commitment by business
- ◆ ViaStrada Cycle-Friendly commitment by a public organisation
- ◆ CAN Cycling champion of the year

Projects completed between 1 July 2011 and 30 April 2014 are eligible. Self-nomination and multiple nominations from one person or group are encouraged. Get recognition for efforts in your community and come to Nelson to learn and celebrate.

Nominations must be in by 25 June. Finalists will be announced by 23 July. An easy-to-use nomination form is at can.org.nz/article/nzta-cycle-friendly-awards-2014

At the same ceremony, Living Streets Aotearoa (LSA www.livingstreets.org.nz) will present its Golden Foot Awards, in three categories:

- ◆ Best walking promotion
- ◆ Best walking facility
- ◆ Best walking project

Both CAN and LSA promote the Auckland Transport Joint Best Walking and Cycling Project. ■

More about our sponsor,
NZ Transport Agency:
nzta.govt.nz/traffic/ways

Conference information:
www.2walkandcycle.org.nz

For more information contact
Dirk De Lu, Awards Coordinator
awards@can.org.nz or 03 337 1790.

Open Streets — the gateway drug to walking, cycling and connecting communities

Claire Pascoe

Thanks to support from CAN and Cycle Aware Wellington, I attended the Open Streets Summit in Los Angeles in April.

The energy and enthusiasm at the conference was palpable, and was unleashed for the CicLAvia event held on the final day where over 100,000 Angelenos came out to enjoy 10km of traffic-free Wilshire Boulevard.

Since Bogota popularized the concept in the 1970s, cities have been discovering the formula: close a street to car traffic, open to it people to walk, cycle and explore and be rewarded by the public for it.

Here are some key messages from the Summit:

Focus on partnerships

Ideally these events would be managed and supported by a mixture of government, non-profits and corporates. There is a lot to gain for each. Governments can achieve outcomes for sustainable transport, economic development, public health and community development. Non-profits often have the enthusiasm and capacity to pull them together, while funding agencies get their name associated with something positive. Corporates get a unique marketing opportunity, as well as something for their employees to get involved with. Small businesses get invaluable exposure and can increase profits on event days (10 – 50% based on UCLA research).

Successful events are well supported financially (from \$25,000

to \$400,000 per event) and have dedicated staff.

Select a good route

Iconic and beautiful streets help attract people. Flat terrain works best, and wide streets with pavements are recommended. A route that links attractions is more appealing for visitors, and commercial areas along the route are key. A densely populated area adds to the buzz. Minimising public transport disruption lowers the cost of an event, but some re-routing may be needed.

One of the messages that resonated with me was the idea of finding a route that links diverse neighbourhoods. Salinas, California is strongly divided into the 'good' and 'bad' sides of town. Their open streets event purposefully crossed the divide with their route and challenged people's perceptions about their town. Good routes can connect communities and create an intimacy within the city.

Branding is key

CicLAvia sells \$34,000 worth of T-shirts at each event. People love their merchandise because the brand is beautiful. They carefully chose the name CicLAvia to pay homage to Bogota's event while keeping a local flavour.

Utilising volunteers, they undertook a large-scale community outreach programme before the date for their first event was set. They built a database of support to call on, and began a marketing campaign growing out of this initial support. They partnered with the public transport agency



to create a one-off event card that gave participants a free trip on the bus or train to get to the event. For many Angelenos, it's their first experience with public transit.

Balance the type and amount of activities

There's a fine line between offering some activities along the route, and creating a 'boring street fair' atmosphere. Each event showcased had a different mixture of free space to roam, and activity hubs. San Francisco has policies that performers at the event must make at least 25% of their performance interactive. For some events, no vending was allowed; others permitted the businesses along the route to expand onto the street; while some needed food trucks in food 'deserts' along the route. Kids zones helped attract families.

Personally, I like the idea of using parks, or car parks, as activity hubs but keeping the majority of the street stretch free to roam. Pedestrian zones at either end help make the event more inclusive and slow cyclists down. The route needs to be long enough to allow this.

Open streets continues p 16

Cycle Safety Summit

Alastair Smith

Although cycling is a safe method of transport, it's never good news when serious bicycle accidents occur. A recent spike in cycling fatalities has led to the formation of a Cycling Safety expert panel to report back to government. An associated Cycling Safety Summit held in Wellington in April appears likely to lead to positive outcomes for cycling.

Late 2010 saw a spike in bicycle fatalities, leading Coroner Matenga to recommend the government form an expert panel to investigate measures to improve cycle

safety. The resulting panel includes several CAN members and associates, such as Simon Kennett (a previous project manager for CAN), Glen Koorey and Axel Wilke (both previously CAN chairs), and Marilyn Northcote. As a first stage in the process of developing the expert panel recommendations, the cycle safety summit brought together a reference group of cyclists and representatives of other transport groups to identify issues to be addressed by the expert panel.

As an aside, It's worth noting that cycle fatalities have halved since 1990. The spike in late 2010 simply bought the fatality rate for the year up to the average. The injury rate for cycling is more than compensated for by the extra life expectancy due to the health benefits of cycling. One of the least safe modes of transport is arguably the private motor car — the crash rate per km is 10 times that of public transport, and motorists miss out on the health benefits of cycling and walking.

However, the issue of cycle safety is difficult for authorities — on one hand it is generally recognised that promoting cycling is good for the environment, health, etc; on the other

hand authorities are wary of promoting a transport mode that is perceived as 'unsafe'. It would be unfortunate if the expert panel process gave rise to recommendations purely focused on safety, such as an earlier coronial suggestion that high visibility clothing be made compulsory for cyclists.

So it was with mixed feelings that I attended the Cycle Safety Summit in April, as a representative of CAN.

a general recognition that cycling is a transport mode with potential to overcome problems such as climate change and obesity

In fact, the attitude was positive: it was recognized that cycling is a basically safe method of travel, and there are positive benefits in getting more people on bikes.

There was a very wide representation in the reference group: cycle advocates, recreational/ sporting cyclists, transport professionals, and representatives of other transport modes such as the AA and Living Streets Aotearoa.

An excellent briefing document has been prepared, collating a wide range of statistics and discussion. I hope this is made more widely available.

The summit raised a number of issues that will be familiar to cycle advocates. The aim of the summit was to identify issues, rather than suggest solutions.

The need for connected cycle routes was emphasized, as opposed to the current situation where cycle facilities are often isolated and not part of a coherent route.

There is a need for education not just of cyclists, but of other road users, so they understand why cyclists behave the way they do.



The New Plymouth and Hastings model communities cycling projects demonstrate the safety in numbers effect, and how the perception of cycling as a transport mode can be turned around.

There are concerns about recreational (bunch) riding and riding on rural roads. Many rural roads lack adequate shoulders.

The decline in cycling to school was raised, along with parents' perception of danger.

My understanding is that the panel will be presenting a preliminary report to the reference group about August, with the final report about September — about the time of the parliamentary elections.

Perhaps the most hopeful indicator at summit was a general recognition that cycling is a transport mode with potential to overcome problems such as climate change and obesity, and that an improvement in real and perceived safety is needed to realise that potential. Although the current government has backed the Nga Haerenga recreational cycle routes, its transport policy has been very much based on the primacy of the motor car, through policies such as Roads of National Significance. If the outcome of the Expert Panel is a greater recognition and promotion of cycling as a transport mode, it will be a watershed in CAN's aim of "more people cycling, more often", and we will have some positive outcomes from the tragic spike in cycling deaths in 2010. ■

Local group news

Kapiti: Time to get tough

Lynn Sleath

Rod Oram says cycle advocates need to get tough. Speaking at CAN Do last year, he argued that change requires people-led activism, while other speakers urged us to campaign and communicate and told us how.

For years, Kapiti Cycling Inc (KCI) has patiently asked our local council's consultation and advisory groups for change, with little result. Staff seemed unable to respond without direction from their political leaders. It was time to get tough — to be assholes, in fact!



We started last June by getting passionate at hearings on the draft annual plan. We told councillors we were sick of waiting for a promised tree-lined boulevard, with pathways for walkers and cyclists, in association with our new airport. We used words like 'disgraceful' and 'appalling', and the media picked them up. Since then, council staff have been marking bike lanes better and restricting parking on them, reducing speed limits and making cycle stop boxes at intersections. However, action on separate pathways is still a way off.

We gained several new councillors at the 2013 elections, so we made our presence felt with them. We now attend the monthly full council meetings rather than advisory groups, using the public speaking time to raise issues. As a result, several councillors want to work with us.

We're also increasing our profile by handing out flyers and business cards at meetings, dropping them at cafes and bike shops and attaching them to parked bikes. It's too early to claim victory, but we think it's working.

Cycle Aware Wellington

Alastair Smith

Two recent initiatives, the Miramar Peninsula Ciclovía, and the Love Cycling election campaign, are separate Chainlinks articles. In December, the now traditional 'Roll on Wellington' awards recognised several Wellington organisations and personalities, including Statistics NZ for Most Cycle Friendly Employer, and Ashley Burgess for her efforts with WORD, Revolve and Pedal Ready. Consultation continues on fixing the Petone–Ngauranga gap — the consultants have narrowed the choice to an upgrade of the existing cycle track, and a seaward cycle path. The seaward option is more expensive, but the reclamation required provides resilience for the railway line — potentially preventing washouts that disrupted rail services in the July 2013 storms. CAW has been submitting on the cycle path proposed to be attached to the Basin Reserve flyover — the 3m width will be inadequate for commuter traffic. The February Go By Bike Day saw several hundred cyclists sharing breakfast, despite inclement weather. ■

Miramar Ciclovía continues

A major attraction was the opportunity for children as young as three to cycle on the road, which is normally difficult in Wellington.

A survey showed that 80% would participate in another Ciclovía. There were concerns that it could adversely affect businesses, but 60% of respondents said they'd patronised cafés — or would have if the queues had been shorter! One café reported a 40% increase in trade. Seventy-five per cent would like the Miramar Cutting to Scorching Bay section made motor free.

Where to from here? We've proposed to Council that the road be closed to motor vehicles every Sunday, like the road to Red Rocks on the south coast.

We learned to allow plenty of time for obtaining legal road closure, and to be clear about the times when motor vehicles will start to be cleared, when all will be clear, and the timing of the event itself. We need to check for clashes with other events. We need to consider how people will come; the aim is to promote motor-free transport, so it's paradoxical if they drive there! ■

More information, including photographs and an aerial video, is at www.ciclovía.org.nz

Open Streets continues

Transformation

The organisers of the summit strongly believe Open Streets events are more than a 'one-off'. Los Angeles has witnessed the transformational power of CicLAvia that has undoubtedly opened political doors for walking and cycling since it began in 2010. ■

Contact the local group nearest you

Bike! Whangarei

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Cycle Action Whakatane

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Cycle Action Tauranga

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BOOK REVIEW In the City of Bikes: the Story of the Amsterdam Cyclist

Reviewed by David Hawke

By Pete Jordan (Harper, 438 pp., \$25)

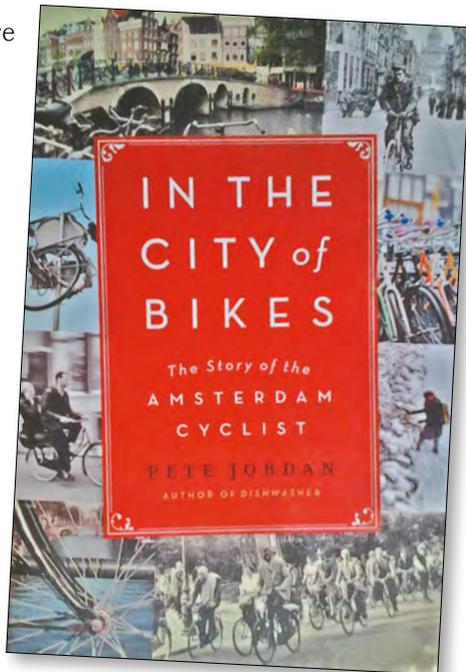
Pete Jordan's *In the City of Bikes* is a personal memoir intertwined with a social history of cycling in Amsterdam. It fits the ideals of sustainability, community resilience and living lightly ('eco-thrifty') that Nelson Lebo promoted at the Whanganui CAN-Do.

Jordan describes a thirty-something American drifter (himself) searching for a culturally attractive place to live car-free with his bike. Having tried various US cities, he decides on Amsterdam. He and his fiancée (Amy Joy) and their expanding family embed themselves in Amsterdam life. Biking around the city facilitates personal contacts, one of which places Amy Joy as an apprentice in a bike shop. Later she buys it from the elderly owner. Although this is in some respects just another American Dream story, it's nevertheless endearing.

Local government officials often tell us we're unrealistic to expect facilities like those in Amsterdam or Copenhagen, 'because they've always been cycling cities, so it's easy for them'. In *In the City of Bikes* convincingly refutes this argument. After World War II, Amsterdam people took to cars

enthusiastically, and only determined street protests and civil disobedience turned the automotive tide. This book's lesson for New Zealand cycling advocates is (unfortunately) that mere reasoned argument is not enough. Auckland's Harbour Bridge campaign and Dunedin's campaign for separated cycle-ways have shown the need for mass mobilisation.

The most heart-wrenching part of the book is about life in Amsterdam during the German



occupation of 1940–45. The need to travel to the countryside in search of food, lack of bike parts (especially tyres) and confiscation of bikes toward the end of the war made life extraordinarily difficult. Remarkably, another long-standing feature of cycling in

Amsterdam — bike theft — continued unabated.

In the City of Bikes complements Richard Sennett's *Together* (reviewed in *Chainlinks* Feb. 2014), which I read at the same time. I enjoyed Pete Jordan's personal approach and highly recommend this book. ■

Supporting Organisations

Abley Transportation Consultants
Adventure South Ltd
Auckland Cycle Touring Association
Avanti Plus Kapiti Coast
Bicycle Junction & Crank Cargo
Bike Taupo
Black Seal Imports
Canterbury District Health Board
Christchurch City Council
Cycletech NZ
Cycle Touring Company Ltd
Cycle Tour Operators NZ
Engineering Outcomes
Environment Canterbury
Greater Wellington Regional Council
Green Jersey Cycle Tour Company
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Kapiti Coast District Council
Lincoln University
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