

Report for Feb 2020

Richard Barter

Numbers

| | Totals all time | | Totals for the 2018-2021 contract | | Totals by date Range | |
|-------------------------------|----------------------------|----------------|-----------------------------------|----------------|----------------------|----------------|
| | | | 01/07/2018 | 29/2/2020 | 1/2/20 | 29/2/2020 |
| Activities Delivered | Total # Activities to Date | # Participants | Total # Activities to Date | # Participants | Total # Activities | # Participants |
| Driver/Trainer Workshops | 66 | 654 | 17 | 141 | 0 | 0 |
| Toolbox Workshops | 30 | 417 | 20 | 255 | 0 | 0 |
| Cyclist Workshop | 48 | 692 | 21 | 343 | 4 | 168 |
| Blindzone Workshop | 60 | 1077 | 36 | 680 | 0 | 0 |
| VR Workshop | 8 | 63 | 6 | 48 | 0 | 0 |
| Total Workshops | 212 | 2903 | 100 | 1467 | 4 | 168 |
| Event Activities | 37 | 5142 | 19 | 2615 | 1 | 80 |
| Presentations to Stakeholders | 220 | 3415 | 144 | 1877 | 8 | 182 |
| Total # | 469 | 11460 | 263 | 5959 | 13 | 430 |

Activities

| | | | |
|----------------------|-----------------------------|------------|------------------|
| Meeting Presentation | PTS Logistics | 08/02/2020 | Palmerston North |
| Meeting Presentation | Triple Teez | 18/02/2020 | Auckland |
| Meeting Presentation | Auckland Transport | 19/02/2020 | Auckland |
| Meeting Presentation | Global Cycling Programme | 21/02/2020 | Auckland |
| Blindzone Demo Event | Hamilton City Council | 23/02/2020 | Hamilton |
| Meeting Presentation | Wellington Regional Council | 25/02/2020 | Auckland |
| Meeting Presentation | Higgins Contractors | 26/02/2020 | Auckland |
| Meeting Presentation | Linfox Logistics | 28/02/2020 | Auckland |
| Cyclist Workshop | Diocesan School for Girls | 28/02/2020 | Auckland |
| Meeting Presentation | Cycling Action Network | 29/02/2020 | Cambridge |

Highlights:

- **Covid-19 update:** While this report is for the month of February, given the significant changes that are taking place I am reporting now on our plans. We will not be conducting face to face meetings, workshops or presentations until travel restrictions are lifted, and it is safe to do so. However we will step up our communications with key stakeholders, work on the development of online resources. Note we have significantly revamped the Share the Road website. All our resources can now be accessed on the website so all we have to do is send people links.

Updates since last report:

- **Profit and Loss to Feb 29th 2020:** See attached report.
- **Share the Road Multimedia Resource.** The Key stakeholder meeting held in early March so that Strategy Creative can get an understanding what operators, trainers and drivers are using or would like by way of training resources

and delivery methods was very successful with lots of ideas coming from the group. Interestingly though there were few new ideas. But for NZTA to back the new concept we have developed, they needed to go through the process we did. Of course the concepts we have been working on were strongly supported. I have not been able to get any information about where things are at present, and at the date of writing this report (Mon 23rd March) with the announcements about restricted movements, I can imagine the whole project will be put on hold for some time. Over the next 4 week lock down period I will be researching effective online tools that have a proven record of achieving behaviour change.

- **Tragedy in Christchurch.** Further to the report last month about the work I have been doing re keeping cyclists safe when riding through roadworks, I have been asked to work with the Auckland Airport company on the huge second runway project which will see new roads and other changes taking place in the airport area.
- **Children sharing the road with motor vehicles.** The presentation to 150 Higgins staff was very successful.
- **Online Study with University of Amsterdam “Unravelling the cycling city”.** The final essay is at the end of the report.
- **Further Study:** I have enrolled (self funded) at Massey University for a paper “An Introduction to Social Policy” through (fortunately) their distance learning programme. My long term goal is the promotion of transport equity in New Zealand. This paper and others in the Social Policy programme will give me a good grounding in the history of social policy in NZ and how the government and legal system works that will I hope provide a good grounding for taking the Govt policy makers on in an attempt to reduce transport poverty, and provide better foundations for modal choice.
- **The VR Headsets** continue to travel around the country. We have connected with Linfox one of the very large operators, they are keen to integrate the Share the Road into their Health and Safety and Driver training programmes.

Report Kelvin Aris: Kelvin STR February

Kelvin STR Jan/February

Great start to the year and now a forced hiatus in our public facing events, what has 2020 got in store for us all ? A handful of workshops scheduled for the last week have been postponed until later in the year so work is going to be focussed on maintaining relationships and developing great online resources for the public and those who deliver road safety and cycling training.

Workshops

Diocesan School

BZW for the School Activities week with diocesan was a great success. Second year of my involvement and a great chance to deliver this high impact workshop to an on the whole very receptive group of students, teachers and parents. It was great to combine the truck workshop with the cycle skills and ride across to pink path, fun and challenging and inspiring to see a lot of interest in riding in all groups.

Hamilton Love your Bike Day

Blind Zone Demonstration with Fonterra Milk tanker and 2 great drivers. Huge event with lots of people and really good opportunity to meet the very diverse cycling community of the Waikato.



Training of Hawkes Bay Cycle Instructors

Hawkes Bay Cycle Instructors have been trained up on delivering the BZW and I delivered a BZW with USO in January. It was really well attended. A great result has been that there have been 2 Blindzone events hosted in Napier since our workshop. What a great result ! USO delivered one and Sport HB delivered a BZ demonstration at the Hawkes Bay walking and cycling conference on 13th March. This is a great result. We have sent a BZW kit that will be accessible for more BZ work! Well done Sport HB and USO for running with it.



USO are a wonderful and very generous group. Talalelei Senetenari Taufale is one of the key USO team and is really keen that STR does runs a BZ demonstration @ Pasifika Festival in 2021. USO is planning to ride the length of the country next summer to raise money for cancer research and plan to arrive at Pasifika by bike and participate in the BZ demo.

New Connections and Future Events

Hamilton

Great one day trip to Hamilton on the run up to our BZ demo met with some cool bike scene stakeholders for a morning tea meeting at the Go Eco Waikato Environment Centre hosted by Tania Ashman with some local bike advocates, enthusiasts, Sean Christian School Travel Co-ordinator and Chris Power Road Safety Co-ordinator from HCC. Interest in running BZW's with some of the local riding groups later in the year.

I rode with a riding group for a twilight tour of the city's bike paths. Great fun:)

Auckland

I've finally met up with the legendary Mr T and plans afoot to combine a BZW with his riders in Mangere later the year. Auckland Transport keen to collaborate to get the BZW to groups and events in the Auckland Region over the coming year (time TBA;)

Great to meet Cliff Wilton, Simon Vincent, Active Modes Coordinator and other members of their team with a really strong desire to connect STR with groups across the city.



In East Auckland, I Had the pleasure of spending a good part of the afternoon with Tyson Hobson the new coordinator of the EcoMatters Glen Innes Bike Hub - exciting project and location - lots of local people getting into bikes and we are planning a BZW later in the year.

Wellington

Meeting and planning with GWRC and Pedal Ready Staff to discuss the years collaboration has resulted in some great ideas and Share the Road is supporting GW to develop some compelling stories of Wellingtonians sharing the road. Aim is to collate some short written/video pieces of good messaging from Wellington people (drivers/riders/both ideally) giving some positive perspectives on sharing the road with other road users. This is going to form a pretty solid part of coming months work.

School Road team work will be on hold

Stay Tuned

Profit & Loss
Cycling Action Network (Inc)
For the month ended 31 January 2020

| | Actual | Budget | Var NZD | Var % | YTD Actual | YTD Budget | Var NZD | Var % | YTD Actual July 2018 to Feb-20 | Overall Budget July 2018 to Jun-21 | Budget Remaining |
|--|--------------------|--------------------|-------------------|------------------|---------------------|---------------------|--------------------|-----------------|---|---|---------------------|
| Income | | | | | | | | | | | |
| STR - Income from NZTA | \$24,709.11 | \$28,207.00 | \$3,497.89 | -12.4008% | \$204,722.29 | \$222,034.00 | \$17,311.71 | -7.7969% | | | |
| Total Income | \$24,709.11 | \$28,207.00 | \$3,497.89 | -12.4% | \$204,722.29 | \$222,034.00 | \$17,311.71 | -7.8% | \$532,784.89 | \$999,000.00 | \$466,215.11 |
| Gross Profit | \$24,709.11 | \$28,207.00 | \$3,497.89 | -12.4008% | \$204,722.29 | \$222,034.00 | \$17,311.71 | -7.7969% | | | |
| Less Operating Expenses | | | | | | | | | | | |
| 1-STR- Workshops | \$4,606.35 | \$3,793.00 | \$813.35 | 21.4434% | \$36,655.31 | \$30,338.00 | \$6,317.31 | 20.8231% | \$111,485.31 | \$136,515.00 | \$25,029.69 |
| 2-STR- Presentations | \$0.00 | \$2,149.00 | \$2,149.00 | -100.0% | \$7,246.47 | \$8,195.00 | -\$948.53 | 11.5745% | \$28,030.21 | \$39,665.00 | \$11,634.79 |
| 3-STR-Events (Blind Zone Demo) | \$287.81 | \$593.00 | -\$305.19 | -51.4654% | \$4,135.72 | \$4,742.00 | -\$606.28 | 12.7853% | \$9,719.65 | \$21,314.00 | \$11,594.35 |
| 4-STR-Stakeholder Engagement | \$503.46 | \$810.00 | -\$306.54 | -37.8444% | \$3,989.16 | \$6,484.00 | -\$2,494.84 | 38.4769% | \$12,130.10 | \$29,170.00 | \$17,039.90 |
| 5-STR-Tool Box of Workshops Resource Materials | \$442.00 | \$556.00 | -\$114.00 | -20.5036% | \$5,494.25 | \$6,515.00 | -\$1,020.75 | 15.6677% | \$21,793.02 | \$25,874.00 | \$4,080.98 |
| 6-STR-Monitoring and Evaluation | \$2,761.86 | \$2,624.00 | \$137.86 | 5.2538% | \$16,700.30 | \$20,997.00 | -\$4,296.70 | 20.4634% | \$42,037.14 | \$96,465.00 | \$54,427.86 |
| 7-STR-Office and Workshop Misc Costs | \$1,022.63 | \$453.00 | \$569.63 | 125.7461% | \$8,071.08 | \$6,931.00 | \$1,140.08 | 16.449% | \$17,059.74 | \$29,273.00 | \$12,213.26 |
| 8-STR-Contractor Services | \$12,985.00 | \$15,129.00 | \$2,144.00 | -14.1715% | \$105,630.00 | \$121,032.00 | \$15,402.00 | 12.7256% | \$249,729.72 | \$544,641.00 | \$294,911.28 |
| 9-STR-CAN Contract Monitoring and Management | \$2,100.00 | \$2,100.00 | \$0.00 | 0.0% | \$16,800.00 | \$16,800.00 | \$0.00 | 0.0% | \$40,800.00 | \$76,083.00 | \$35,283.00 |
| Total Operating Expenses | \$24,709.11 | \$28,207.00 | \$3,497.89 | -12.4% | \$204,722.29 | \$222,034.00 | \$17,311.71 | -7.8% | \$532,784.89 | \$999,000.00 | \$466,215.11 |
| Net Profit | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | \$0.00 | \$0.00 | | \$0.00 | | |

Final Essay for the Unravelling the City On line University of Amsterdam Course.

Power and Politics: Influences on Transport Policy in New Zealand

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Introduction

Of the many themes running through the Unravelling the Cycling City course, the subject of political power seemed to be associated with significant change. The Netherlands took a crucial step when the Stop de Kindermoord and the Cyclists' Union movements convinced prime minister Den Uyl to urge the country to rethink issues such as car dependency and energy use. New transport policies emerged and were supported by successive governments using their powers to create legislation which continued the change process (Zee, 2015). This essay will examine how political power has driven policy and legislation affecting New Zealand's streetscapes and modal choices.

Background

Cycling was common in much of New Zealand post WW2. With its small spread-out population developed around ports (Jones, 2011) limiting effective public transport, urban growth has been based on automobility. The country was affected by the oil crises in the 70s, but there were no widespread protest movements over the development of car centric towns and cities.

Power Plays

Oldenziel & de la Bruhèze (2011) stated that transit environments are shaped by policies that affect land use. A visionary Mayor of Auckland City (from 1959 to 1965 and 1968 to 1980), Sir Dove-Myer Robinson had a plan for the city to build high-density low-cost housing along inner and outer rail loops in the central isthmus. This would have resulted in a compact city where people had little need for cars. His plan was thwarted by land developers (supported by central government) who sought greater profits through motorways enabling them to build houses on cheap rural land. Auckland's spatial character was subsequently set when a 100kms of motorway was built to the north and south of the city. The resulting low-density environment meant that public transport still struggles to be viable. Residents of these outer suburbs need cars to access their day to day needs (Morris, 2006). A few years ago, Auckland went through a highly contested process to change land-use rules. The result was what is called the "Unitary Plan" (Auckland Council, 2013). It took brave local and central governments to stand up to the prevailing 'we-feelings' (Kuipers, 2013) and begin a process of housing intensification and investment into public transport and active modes.

The implementation of the Unitary Plan is making slow progress towards the 'Transit Environments' outlined in the course video presentation and paper by Bertolini & le Clercq (2003). Today's government in New Zealand is still not ready to turn on the red light to cars as happened in Europe described by Pucher et al. (2008). While allocation of road space remains a vexed issue particularly when the subject of removing parking is raised, a recent by-law was passed by Auckland Transport (2019). As a result, in time 30kms per/hour will be the maximum speed allowable in town centres and the central business district greatly balancing the issues of on road equity set out by Nello-Deakin (2019).

While many New Zealanders ride bicycles for recreation, prevailing views of those riding for transport and sport are influenced by the description Oldenziel & de la Bruhèze (2011) quoted in their paper as being "*careless, unpredictable, undisciplined and unskilled traffic participants, who hindered motorised and public transport*" p. 39. The tone of this language is built into rules, regulations, laws, driver training manuals and relentlessly propagated by populist media targeting the majority who do not ride. This has led to a disempowering of cyclists and reinforcing driver attitudes that contribute to unsafe road sharing behaviour (Kuipers, 2013). There is hope though, while our Prime Minister doesn't ride like her Dutch counterpart (Reid, 2019), our Associate Minister of Transport Julie-Anne Genter gained much attention internationally when she rode to the hospital to give birth to her first child (NZ Herald, 2018).

Discussion

New Zealand's journey described in this paper has resulted in a social, economic, land use and legislative environment that is not about to change quickly. Though the power to make these changes rests with government, the democratic system of elected representation requires voter support. Our policy makers understand the issues but are yet to significantly influence the 'we-feelings' that prevail. The presentations, videos and papers contained in this course have made it clear that there is much to learn from countries like the Netherlands, but New Zealand will need to develop its own path to sustainable and equitable transport policies. I am left with two questions; do we need to heed the call of Macromarketing academics like Wooliscroft (2020) to present a more compelling culturally relevant way forward? And finally, a topic that was not covered in this course is, how will New Zealand cyclists survive until the current environment changes in their favour?

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