

What Councils can do to encourage cycling

This guide has been developed by Cycling Advocates Network to help Councils get more people cycling and support those who already cycle.

Key reasons why we want better conditions for cyclists and thus more people cycling include:

- reduced traffic congestion and pollution
- a healthier population
- more people on the streets, creating safer communities
- cost-effective and efficient use of roading
- realistic alternatives to car ownership

So how can your Council help?

The checklist below provides key actions for your council. There is overlap across the roles, so you'll need to know what others are doing and work with them in order to make our community more cycle friendly.

Councillors

- ❑ Think beyond bike lanes! Think about the place you want to live in. Will it be one dominated by busy roads and traffic noise or a community where people regularly cycle and walk?
- ❑ Build your own awareness of the issues around sustainable transport, traffic calming and good urban design.
- ❑ Ensure sufficient resources and political approvals are provided to staff to enable the actions below.

Transport Planners

- ❑ Facilitate a Cycling & Walking Advisory Group which includes representatives from urban design, traffic engineering, road safety and local cycling and walking advocates.
- ❑ Articulate a clear strategic role for cycling within the Regional Land Transport Strategy and Council LTCCP.
- ❑ Include cycling projects in every annual budgeting round and require cycle planning and design in all new land developments and road alterations.
- ❑ Participate in national "Bike Wise" week in February and celebrate with a Bike to Work Day breakfast. ⁽¹⁾
- ❑ Appoint a cycling officer and provide them with adequate support and resources.
- ❑ Introduce staff travel plans incorporating secure cycle parking, showers, lockers and fleet cycles.
- ❑ Publicise cycle facilities such as cycle route networks (direction signs and maps) and cycle parking.



Road Safety Co-ordinators

- ❑ Encourage cycle-skills training for younger riders and the provision of off-road cycle facilities.
- ❑ Promote speed reduction initiatives on local and collector roads.
- ❑ Encourage employers, schools and tertiary institutions to develop travel plans and safer routes that include cycling.

Traffic Engineers

- ❑ Use Austroads Guide to Traffic Engineering Practice Part 14 Bicycles 1999 and the NZ Supplement to Austroads Part 14 2004. ⁽¹⁾
- ❑ Utilise the LTSA's Cycle Network and Route Planning Guide 2004. ⁽¹⁾
- ❑ Attend NZIHT's "Fundamentals of Planning and Design for Cycling" (Ph 06- 759 7065).
- ❑ Design all roading projects with cyclists in mind and include cyclists in consultation on all major projects.

Enforcement & Customer Service Officers

- ❑ Strictly enforce parking restrictions on cycle lanes and routes.
- ❑ Establish systems for reporting cycling hazards (e.g. phone hotline, freepost hazard reporting card, e-mail) with prompt feedback to the initiator.

Want more information?

Join CAN and receive our "Chainlinks" newsletter. A fuller version of this document, entitled "50 Ways to Please Your Cyclists" and an extensive library is listed on our website, available for you to utilise.

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⁽¹⁾ Resource available on line, see www.can.org.nz for up-to-date links.



A simple guide to Campaigning for Cycling Advocates

Vision.

What is your vision for cycling in your region in the year 2030?

Key objectives

So what must be accomplished by 2010, if we are to achieve our vision for 2030? These objectives must be "SMART" (Specific, Measurable, Achievable, Realistic, and Time-specific):

Now prioritise them...

1. _____
2. _____
3. _____
4. _____

What's already happening?

Understand the Council's transportation and/or cycling strategy and compare to your SMART objectives above, identify the **key discrepancies** and decide from these which will be your focus.

Now who are your target audiences?

Councillors. Are they a council that is aware of and committed to sustainable transportation? Can you meet with them one on one, identify who is well-informed about sustainable transportation policies, who holds the power, what will sway them?

Traffic Engineers & Transport Planners. Can you meet with them one on one, who are helpful, how do they make decisions? Who is likely to be an ally?

General public. Do you need the general public behind you? If so, then you may need to consider a public campaign. Writing letters to the local paper and doing media releases is a key part of this. See www.campaignstrategy.org. CAN's media kit is online at www.can.org.nz

The prime time to have input on council budgeting process is November to February (in March the draft annual plan or draft LTCCP is adopted and put out for public consultation). Get to know the Chair of the Committee that deals with roading and cycling and ask to make public comment and take depositions to this Committee so that the committee members become more informed about the concerns of cycling advocates in your community. Get involved in the Community Outcomes Process when it happens in your community,

Try meeting with the Council Transport Planning and Traffic Engineers and go through CAN's "What can you do to encourage cycling?" with them (You can customise for your group if you'd rather).

Good luck and go for it!

If you have any questions or suggestions, please contact Bevan Woodward, CAN Exec member... bevanw@can.org.nz