

Draft Regional Cycling Strategy May 2003

Vision

The strategy envisions the evolution of a regional **cycling culture** where cycling is a recognised and valued transport mode with health benefits that is safe, accessible and pleasant throughout the region.

Purpose of the Strategy

The purpose of this strategy is to signal key regional intentions for cycling; setting out a blueprint for making progress in the development of a cycling culture.

This strategy seeks to enable a 'proactive interactive' culture among agencies for the development and advancement of cycling in the Greater Wellington region. It intends to clarify and coordinate the roles of Road Controlling Authorities, the Land Transport Safety Authority, health authorities and Greater Wellington – The Regional Council in working toward the vision and goals.

This strategy frames cycling issues from a regional perspective and identifies key objectives and actions that are, 1) directly aimed at resolving regional cycling issues; 2) achievable at regional and local levels; and 3) measurable to enable an adaptive and ongoing strategy for cycling.

Goals

Throughout the region we aim to:

- Create an **advocacy** ethic that demonstrates proactive coordination and interaction among lead agencies.
- Enhance cycling **safety** throughout the region.
- Increase the **accessibility** of cycling.
- Improve the **awareness** of all forms of cycling - commuting, educational, recreational and tourism.

Objective Areas

- Advocacy
- Safety
- Accessibility
- Awareness