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Committee Regional Land Transport
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Draft Regional Cycling Strategy

1. Purpose

To present to the Committee the draft Greater Wellington Regional Cycling Strategy (**Attachment 1**) for consideration and approval to release the draft for public consultation.

2. Comment

The vision of the draft Regional Cycling Strategy is “the evolution of a cycling culture where cycling is a recognised and valued transport mode that is safe, accessible and pleasant throughout the region”.

The strategy has been developed with a working group comprised of representatives from Greater Wellington Regional Council Access Planning, the region’s territorial authorities, Transit New Zealand, the Land Transport Safety Authority (Wellington Region), Cycle Aware Wellington and the Regional Public Health Service. Pending approval from the Committee, the draft is to be released on 25 August 2003 for public consultation. The final date for submissions will be 20 October 2003. A revised strategy will be presented to the Committee for consideration and adoption on 13 November 2003.

The purpose of the strategy is to signal key regional intentions for cycling; setting out a clear action programme for progressing the development of a cycling culture. This strategy frames cycling issues from a regional perspective and identifies key objectives and actions that are:

- Directly aimed at resolving regional cycling issues;
- Achievable at regional and local levels; and
- Measurable, to enable an adaptive and ongoing strategy for cycling.

This strategy seeks interaction among agencies for the advancement of cycling. It intends to clarify and coordinate the roles of key agencies in working toward the vision and objectives.

The objectives of the strategy are to:

1. Create an advocacy ethic that facilitates coordination among lead agencies;
2. Enhance cycling safety throughout the region via education initiatives;
3. Increase accessibility, integration and safety for cycling; and
4. Improve awareness of all forms of cycling.

Three critical interventions are outlined in the action plan:

1. Increased political advocacy by Greater Wellington at local and central government levels to seek ongoing funding availability for cycling programmes.
2. The development of Road Controlling Authority cycling work programmes to provide direction for cycling works and a base from which to direct our advocacy efforts.
3. The establishment of a Regional Cycling Coordinator (RCC) based at Greater Wellington to enable the delivery of educational and promotional interventions. Successful promotional and educational activities rely upon ongoing and active support from key agencies, which can be best facilitated by a position dedicated to coordinating relevant strategy actions. Basing the RCC at Greater Wellington reinforces our commitment to achieving an interactive culture among key agencies, and to our role in political advocacy. Funding for the RCC exists within the 10 year business plan.

The strategy action plan extends to 2006/07 and will be monitored against performance measures linked to specific interventions. An annual monitoring programme is also in place to measure system wide indicators for cycling. The strategy will be reviewed by November 2006.

3. Timeframe

- Draft strategy released pending approval by the committee 25 August
- Submissions close 20 October
- Revisions considered by the technical group, strategy amended as necessary 21 October – 6 November
- Revised strategy received and considered by RLTC for adoption 13 November

4. **Communication**

The strategy will be communicated to the public for consultation via:

- Media release
- Public notice
- News articles in *Contact* and *Elements*
- Greater Wellington website (strategy available as a pdf file)
- Mail out to RLTC technical group.

5. **Recommendations**

That the draft Greater Wellington Regional Cycling Strategy be:

1. *Received by the Committee; and*
2. *Be released for public consultation.*

Report prepared by:

Report approved by:

Report approved by:

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Attachment:

1. Draft - Greater Wellington Regional Cycling Strategy