▪ report

Scoping Report for a Regional Cycling & Walking Strategy

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Prepared for

Environment Bay of Plenty (Client)

By

Beca Carter Hollings & Ferner Ltd (Beca)

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Attention: Garry Maloney

Dear Sir

Scoping Report for a Regional Cycling & Walking Strategy

Please find enclosed the final copy of the 'Scoping report for a Regional Cycling and Walking Strategy' for your review. We hope this meets with your approval.

If you have any queries please contact the undersigned.

Yours faithfully
Keith Frentz
Associate Planning

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Approved by	Keith Frentz		18-08-07
on behalf of	**Beca Carter Hollings & Ferner Ltd**		

Table of Contents

1 Executive Summary

The purpose of this report is to identify whether Environment Bay of Plenty should develop a regional pedestrian and cycling strategy. Contained in Regional Land Transport Strategy Action 4.8, is the mandate to explore a regional cycling and walking document, and what its likely purpose and benefits maybe.

Firstly, the benefits of more cycling and walking are:

- Reduced traffic congestion.
- Reduced parking problems.
- Road and parking facility cost savings.
- Consumer cost savings.
- Reduced crash risk to other road users.
- Increased health and fitness.
- Air and noise pollution reductions.
- Supports strategic development objectives.
- Energy conservation.
- Increased local employment due to reducing expenditures on petroleum and vehicles.
- Creates more liveable communities.
- Improved public realm (public spaces where people interact) and increasing social cohesion (interactions between people in a community).
- Improved mobility options for non-drivers.
- Improved community health.

Derived from experience and research, these benefits are the reasons why transport planners around the world are turning to these modes to satisfy the sustainable transport objectives in national, regional and local policy documents. In Australia, Western Europe, the United Kingdom and the United States, transport policy is increasingly embracing sustainable transport principles.

The New Zealand Transport Strategy and Land Transport Management Act are New Zealand's examples where sustainable transport principles have been integrated into policy. The goal set for the transport sector in this country is:

By 2010 New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system.

In New Zealand, a balanced approach to land transport and now requires those involved in land transport planning and operations to focus not just on the roads themselves but the land transport system/network as a whole.

This means for funding to be obtained, Land Transport New Zealand specifies that activities which encourage the use of these two modes of transport must aim to:

- reduce the number of short car trips.

- encourage safe and friendly roading networks for walking and cycling.
- enhance public health, fitness and tourism.
- integrate walking and cycling with other transport modes.

Consequently, many regional and local council's have prepared strategies to align with this requirement.

Analysis of local strategies and international best practice revealed that a focussed policy plays and important part in the success of cycling and walking. The Netherlands example shows that cycling is considered as a main mode of transport mobility and is achieved through focussed cycle policy. It also revealed that a separate focussed policy for cycling and walking assists in increasing the use of these modes.

As policy makers the Regional Council's role in transport policy is similar to the Traffic and Transport Infrastructure department in the Netherlands. Their role is to negotiate with the lower level municipalities and set policy AND guide implementation. The Regional Council has a similar function, through its administration of the Regional Land Transport Committee and its facilitation of the discussion and agreement on regional transport matters. Directing and negotiating cycling and walking policy is a role where Council can shape the contribution of cycling and walking to the land transport system.

The Bay of Plenty poses some interesting challenges for the provision of transport networks and infrastructure. For cycling and walking these challenges are magnified. In short cycling and walking as the main means of travel to work has declined over the last 10 years in the Bay.

In addition, the challenges the region faces are around the perception of it being unsafe for both modes; the integration of these modes with public transport and cars; the lack of linkages between local strategies and gathering direction and data for education and promotion projects.

Resolution for these issues is best addressed through a strategy. The answer to the question, "Should Environment Bay of Plenty prepare a regional cycling and walking strategy", is yes because it will address actions that currently fall between the different tiers of responsibility as well as developing efficiencies and minimising duplication in activities while working towards these goals.

The role of a cycling and walking strategy is to facilitate increased cycling and walking in the Bay of Plenty by developing plans and actions to focus and coordinate the efforts of the two levels of government towards a set of common goals. It aims to establish strategies for increasing cycling across the transport, planning, environment, health, sport and recreation and tourism areas.

It will make it possible for agencies to minimise the duplication of initiatives and maximise efforts to reach common goals - and for the Strategy to be supported by programs that cross traditional responsibility boundaries, such as health and transport. A strategy should focus on establishing targets for the identified actions arising from a collaborative approach.

2 Introduction

2.1 Purpose of Report

Beca Carter Hollings & Ferner Ltd (Beca) has been commissioned by Environment Bay of Plenty to undertake a scoping report for a regional pedestrian and cycling strategy. The purpose of this report is to identify whether Environment Bay of Plenty should develop a regional pedestrian and cycling strategy and, if so, to outline the initial process for any next steps.

Scoping will include establishing the current national and regional policy context; identification of broad issues and trends for cyclists and pedestrians in the region; a brief overview of best practice and international examples; a gap analysis of policy and implementation measures in the Bay of Plenty regarding these modes; and providing Council with advice on the purpose and scope of any regional pedestrian and/or cycling strategy.

The report is intended to assist Council to make a decision regarding the development of a strategy and determine the level of detail that may be required should the regional pedestrian and cycling strategy proceed. This report builds on work previously completed by Environment Bay of Plenty staff and presented to the Regional Land Transport Strategy Implementation Team on June 14th 2007.

The final output will be a recommendation from Beca to Council about the need for a strategy and the rationale for this recommendation.

2.2 RLTS Action 4.8

The Bay of Plenty Regional Land Transport Strategy (RLTS) provides the rationale for undertaking this scoping report. The key action under the sustainability outcome is:

Sustainability

4.8 Investigate and implement a regional pedestrian and cycling strategy initiative		
Explanation	*This action carries forward from the current RLTS. The territorial authorities in the region and Transit are working individually to develop and implement pedestrian and cycling strategies, but there is a need to ensure that all opportunities are coordinated. The best way to do this is through a regional pedestrian and cycling strategy.*	
Secondary Outcome(s)	*Will contribute to safety and personal security, energy efficiency, access and mobility, public health*	
Timing	**Responsibility**	**Funding**
2006/07	*Environment BOP to lead, all implementing agencies to contribute*	*Environment BOP LTCCP*

The Regional Land Transport Strategy Implementation Plan (May 2007) adds further detail to the RLTS action. The plan identifies the following issues to be included in the scope assessment:

- The need to align with local strategies.
- A focus on intra and inter-regional routes,
- Regional coordination,
- What needs to be done at the regional level to achieve walking and cycling modal shift targets
- The need to consider the regional pedestrian and cycling package from the demand management strategy as part of strategy development.

2.3 Scope of Work

The following outlines the scope of work undertaken:

- Initial liaison with the Environment Bay of Plenty transport team to discuss and agree on report deliverables.
- A brief review of the national and regional policy framework.
- A brief review of best practice.
- Identification and analysis of current regional pedestrian and cycling issues (including any gaps, overlaps and inconsistencies in the current context).
- Provision of advice to Council on the purpose and scope a regional pedestrian and/or cycling strategy and the appropriate policy mix (i.e. whether to treat modes separately, include them in one integrated strategy; or develop a 'sustainable transport' strategy).
- An outline of an initial process and requirements for developing any strategy (ies).

This study has been undertaken primarily as a desktop assessment with input from the RLTS implementation team. No survey work or public consultation has been undertaken.

Recumbent bike[1]

Pedestrians on Lambton Quay.[2]

The morning commute in Copenhagen. [3]

1 kentsbike.blogspot.com

2 Wellington City Council

2.4 Definitions and Assumptions

In this report, pedestrians and cyclists will be referred to as cyclists and walkers to align the terminology with national documents. The terms will have the same meaning as pedestrians[4] and cyclists as defined by the RLTS.

For the purposes of this report it is assumed that the objective of any Regional Cycling and Walking Strategy would be to increase the number of people cycling and walking. By improving these statistics the outcomes of the RLTS can be better achieved and targets met.

It is also important to consider the distinction between "walking and cycling strategies" and "walking and cycling strategic plans". Land Transport New Zealand stated in 2005 that: "A walking and cycling strategy is a high level document that provides for the framework and direction of walking and cycling" [5]. A walking and cycling strategic plan is a document at the local level that has the purpose of identifying activities that encourage more people to walk or cycle." This approach is a notable distinction for this scoping exercise and when considering the potential purpose of a regional cycling and walking document.

3 www.i-sustain.com

4 Pedestrian includes walking, those on mobility scooters and other forms of mobility transport.

5 New Zealand walking and cycling strategies – best practice 2005.

3 Policy Context

3.1 The New Zealand Transport Strategy - 2002

The New Zealand Transport Strategy outlines the government's position on transport. Its overall vision is: By 2010 New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system.

Principles that underpin this vision include:

- Sustainability
- Integration
- Safety and
- Responsiveness.

The government's objectives for transport are

- Assisting economic development
- Assisting safety and personal security
- Improving access and mobility
- Protecting and promoting public health
- Ensuring environmental sustainability.

These objectives are now enshrined in the Land Transport Management Act 2003 (LTMA).

Promoting walking and cycling is recognised as one of five priority areas because of their contribution to the strategy's vision and objectives. Cycling and walking provide health, access, mobility and transport choice benefits. While walking to and from public transport stops is an essential component of most public transport journeys, and cycling can extend the catchment area of public transport.

Walking and cycling also contribute to community liveability, support other government strategies for health and active living, are amongst the most environmentally friendly forms of transport, free up road and parking space, can provide benefits to local economies, and can make streets safer for people.

3.2 National Walking and Cycling Strategy: Getting there – by foot, on cycle

A New Zealand Walking and Cycling Strategy entitled 'Getting there – on foot, by cycle' was released by the Ministry of Transport in February 2005. The aim of this Strategy is to improve environments for walking and cycling, improve safety for pedestrians and cyclists and increase the use of walking and cycling in the day-to-day transport options for New Zealanders. It recognises that, while not all trips can be made by walking and/or cycling, the scope is there for more of us to walk and cycle more often, particularly for short trips.

3.3 Other Relevant Strategies

National Energy Efficiency and Conservation Strategy 2001

Road Safety Strategy to 2010

New Zealand Walkways Policy 1995

Healthy Action Healthy Eating Strategy

Pedestrian Network Planning and Facilities Design Guide 2005

Cycle Network and Route Planning Guide 2004

Transit New Zealand's 10-year State Highway Forecast

3.4 Land Transport New Zealand - Walking and Cycling

The LTMA seeks to provide a more balanced approach to land transport and now requires those involved in land transport planning and operations to focus not just on the roads themselves but the land transport system/network as a whole (including walking and cycling networks).

Road Controlling Authorities can obtain for walking and cycling strategies and/or infrastructure development. For funding to be obtained, the Manual specifies that activities which encourage the use of these two modes of transport must aim to:

- reduce the number of short car trips
- encourage safe and friendly roading networks for walking and cycling
- enhance public health, fitness and tourism
- integrate walking and cycling with other transport modes.

The process of applying for this funding is through an application to Land Transport New Zealand's National Land Transport Programme.

3.5 New Zealand Regional Strategies

New Zealand now has an environment where the preparation of regional walking and cycling strategies is seen as a more central part of overall transport strategy development. This has generated a lot of energy around the country for the development of strategies, resulting in some good examples.

Auckland, Wellington, Canterbury prepared the first regional cycling and walking strategies followed by Taranaki (DRAFT), Waikato (Discussion document stage) and Environment Bay of Plenty. A summary of these documents follows.

3.5.1 Wellington Regional Council (2004)

This separate cycling strategy forms a part of their Regional Land Transport Strategy. It seeks an interactive culture among agencies for the advancement of cycling in the Wellington region.

The objectives of the strategy are:

- Create an advocacy ethic that facilitates coordination among lead agencies
- Enhance cycling safety throughout the region via education initiatives
- Increase accessibility, integration and safety for cycling
- Improve awareness of all forms of cycling.
- Integrated management.

3.5.2 Environment Canterbury (2005)

The Environment Canterbury (Ecan) strategy focuses on supporting the development of a regional network of cycle routes. The aim of the network is to link districts, regions and places of interest in a manner that will encourage cycling and promote regional development, for example by increasing leisure and tourism opportunities.

This strategy contains a guidelines document for the development of the regional cycling network. It is the most narrowly focussed strategy published at this time.

3.5.3 ARTA Sustainable Transport Strategy (2006)

Auckland Regional Transport Authority (ARTA) contains cycling and walking with in its Sustainable Transport Strategy. The strategy is all encompassing and includes a host of other TDM measures and actions not only related to cycling and walking i.e. travel planning, safe routes to school, road safety.

Pursuing a Bay of Plenty Sustainable Transport Strategy, would almost certainly require a broader set of objectives and is not currently supported by an action in the Regional Land Transport Strategy. However a Regional Cycling and Walking Strategy can be structured to integrate with a future strategy if required. ARTA developed its strategies in this order.

3.5.4 Taranaki Regional Council (2006)

The Taranaki Regional Council released its Draft Regional Walkways and Cycleways Strategy for Taranaki in 2006. It is the most recent regional strategy to be produced and reflects current thinking for a regional cycling and walking strategy.

The vision for Taranaki is:

To provide greater transport choice and opportunities for people to discover and enjoy Taranaki's unique environment through walking and cycling.

The vision shows the linkage to the concept of transport choice and is supported by the purpose of the Strategy. The purpose for Taranaki is twofold:

1. To promote walking and cycling in Taranaki.
2. To identify current and possible future walkways and cycleways as part of an integrated, region wide network that connects Taranaki's natural environment and provides linkages with other walking, cycling and roading infrastructure, as well as population centres.

Taranaki Regional Council has combined both walking and cycling in one strategy. It has identified role for a regional and cycling and walking strategy and structured it to reflect a gap in the delivery of cycling and walking policy.

The structure of the strategy is important in that it sets out an implementation plan for delivery, which is unusual for a strategy. The strategy structure establishes the benefits and barriers to walking and cycling and analyses walking and cycling in Taranaki. It also outlines policies, targets and methods and funding opportunities and monitoring requirements.

Strategies are usually high-level and not implementation plans that deal with detail. However in the Council's experience[6] in promoting cycling and walking in the Bay of Plenty, it is beneficial to have a series of actions. An action plan leads to more efficient delivery and use of resources, and better alignment with objectives.

6 Involved in Bikeweek 04 - Bikeweek 07

4 International Experience: Bicycle Use in Europe

Europe is often cited as the world leader in encouraging cycling and walking. The following sections briefly outline the European experience to demonstrate the potential of these modes. The focus is on mode share of cycling because cycling statistics are easier to collect and therefore more widely available than pedestrian figures.

Bicycle Parking in Amsterdam

Bicycle Parking in Geneva train station

4.1 Bicycle share (in all journeys)

In 2006, a number of figures relating to the use of bicycles in European cities and countries were compiled. The statistics below always start from figures that are known to relate to the bicycle share in all journeys (by inhabitants of the city or country concerned). These figures originate from many sources; at least two per city (minor differences have been erased)[7].

National figures Approx		Picture at the municipal level
The Netherlands	27%	The top municipalities score between 35% and 40%; cities with the lowest bicycle use rate between 15% and 20%.
Denmark	19%	The differences among the larger cities are relatively small: in general at the level of 20% of all trips.
Germany	10%	The western federal states have a higher average bicycle use, especially Nordrhein-Westfalen. Several cities with bicycle shares between 20% and 30%.
Austria	9%	Top: Graz (14%) and Salzburg (19%).
Switzerland	9%	Several cities at a higher level, like Bern (15%), Basel (17%) and especially Winterthur (approx. 20%).
Belgium	8%	Many cities in Flanders approach 15%. Top: Bruges - almost 20%

7 Cycling in the Netherlands., Ministry of Transport, Public Works and Water Management Directorate-General for Passenger Transport.

National figures Approx		Picture at the municipal level
Sweden	7%	Cities: 10%. Extremes: Lund and Malmö 20%. The small city of Västerås: 33%.
Italy	5%	A few striking exceptions, especially in the Po Plains, with places like Parma (over 15%) and Ferrara (around 30%). Another top-city: Florence (over 20%).
France	5%	Top: Strasbourg 12% and Avignon 10%.
Ireland	3%	Virtually no upward extremes (Dublin 5% at most).
Czech Republic	3%	A few cities with some degree of bicycle use (Ostrava, Olomouc and Ceské Budejovice, between 5% and 10%) and some with an even higher bicycle use (Prostejov 20%).
Great Britain	2%	Some isolated cities with a much higher degree of bicycle use (York and Hull 11%, Oxford and especially Cambridge nearing 20%).
New Zealand [8]	**1.8%**	**Cycling trips dropped from 3.6 to 1.8% of household travel trips**

Source: Cycling in the Netherlands (2006). Ministry of Transport, Public Works and Water Management Directorate-General for Passenger Transport.

4.2 A cycling case study: The Netherlands[9]

The Netherlands is a country where cycling is very popular but from the 1950s to the late 1970s, there was a serious decline in cycling due to the increasing dominance of the motor car. From the oil-shocked 1970s, car use was increasingly controlled by authorities in the Netherlands and this has continued. Now more cycling is undertaken there than anywhere else in Europe due to the importance placed on making cycling a major part of transport mobility.

In relation to walking, the 'approaches' used to encourage cycling in the Netherlands can be applied to walking also. The emphasis the Netherlands have placed on improving the safety and 'bikeability' of their transport network can be carried through to the 'walkability' of streets and the 'shorter trip' (0-2 km) thereby improving integration.

Fact: the largest indoor bicycle parking is at the new central railway station at Leiden, and has a capacity of 7000 bikes.

8 Based on a survey of household travel undertaken in 1997/98 for the New Zealand Travel Survey (Land Transport Safety Authority, 2000). In household travel data, every 'leg' of a journey is referred to as a 'trip'.

9 The Englishman and the walking renaissance: Publication: LTSA 2003

4.3 Modal split

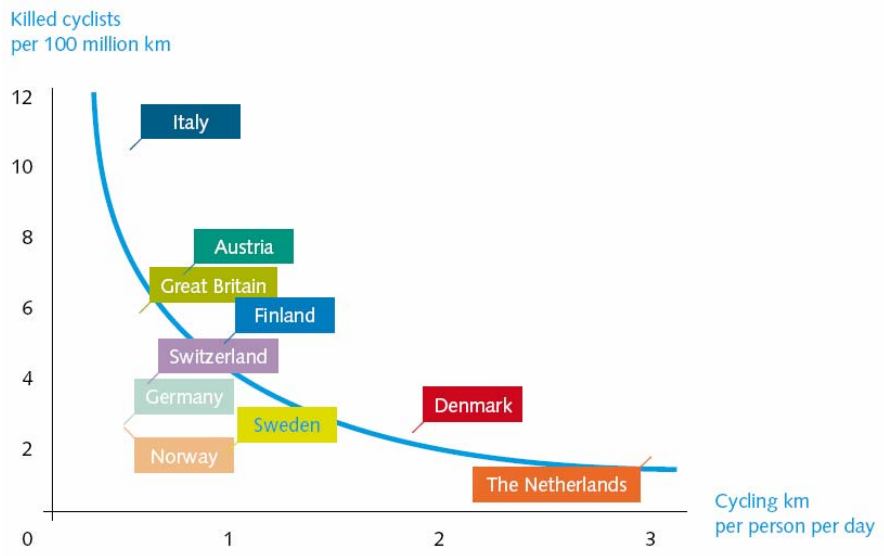
Bicycle use very much depends on the distance covered. As 70% of all journeys in the Netherlands are still shorter than 7.5 km, the strong position of the bicycle over short distances (35%) also extends into the total modality split (27% bicycle). At the same time, it is interesting to note that the bicycle is regularly chosen above 7.5 km: 15% of journeys in the category 7.5-15 km.

Fact: The Netherlands is the only European nation with more bicycles than people.

4.4 Cycle safety

Addressing safety is a crucial factor in the success of the Netherlands experience and the graph below clearly shows that the risks for cyclists are lower in countries with considerable bicycle use. The same pattern is visible when you drill down to the Dutch municipality level.

In municipalities with high bicycle use, the risk of a cyclist being injured in a traffic accident is an average 35% lower than in municipalities with fewer cyclists. The same pattern recurs in other studies (examples to follow later in report): the higher the bicycle use, the safer it is for cyclists.



There are a number of explanations for this, involving the conduct of road users and the attention that policy-makers pay to the bicycle. Firstly, higher bicycle use leads to modified conduct on the part of all traffic participants, because cyclists are more dominant in the overall road picture and because more traffic participants have cycling experience.

Secondly, higher bicycle use often goes together with lower car use, thus reducing the chance of conflict with car traffic. Finally the policy explanation: high bicycle use creates more support for bicycle policy, so that more is invested in a safer cycling infrastructure.

The argument for focussed cycle policy could be considered circular in this example but it demonstrates the importance of the understanding relationship between bicycle policy and achieving increased cycling.

Fact: Cycling fatalities decreased by two-thirds from 1977 to the present.

4.5 The City of Amsterdam: An extensive bicycle policy and complex organisation

In Amsterdam (with around 742,000 inhabitants) promoting bicycle use is the responsibility of the Traffic and Transport Infrastructure department (DIVV)[10]. This department has similar functions at a city scale as the regional councils Transport section. Responsibility for the bicycle policy lays with the 14 city areas which implement their own policy. This creates differences in implementation, producing problems in coordinating the bicycle network similar to the situation in the Bay of Plenty. To achieve good policy, the policy officer spends a considerable time in negotiation.

The city of Amsterdam focuses on seven areas for policy implementation through the City of Amsterdam bicycle policy plan. They are:

1. Creating more and better bicycle parking facilities.
2. Persistently combating bicycle theft.
3. Constructing the missing links in the 'Hoofdnet Fiets' bicycle network.
4. Promoting traffic safety for cyclists.
5. Proper management and maintenance of the 'Hoofdnet Fiets' bicycle network.
6. Reinforcing weak links in the 'Hoofdnet Fiets' bicycle network.
7. Formulating and implementing a communication strategy directed at specific target groups and themes.

This agency ensures an unambiguous bicycle policy for Amsterdam. This is to be a bicycle policy geared towards transforming the bicycle into a fully fledged mode of transport; a rival for the motorcar. And that means, for example, having good cycle routes, adequately planned intersections and sufficient bicycle sheds.

The Netherlands and also United Kingdom examples show the advantages of a focussed cycling policy clearly backed by group intent on increasing the use of cycling as a mode of transport. As will be discussed later in the report, this can be a model that is deployed in the Bay of Plenty to provide data, direction and impetus for a safe and efficient cycling and walking network.

Fact: With a fleet of 18 million bicycles some 750,000 bicycles are stolen in the Netherlands every year.

4.6 Linking with public transport: The Public Transport Bicycle

In the Netherlands, renting a bicycle at the station has always been possible but it was not cheap and took some time because of the administration: a deposit had to be paid, you had to show a valid identity document, a form had to be completed and you had to pay in cash. This could take at least five to ten minutes. Enter the Public Transport Bicycle. After scanning the travel pass or public transport ticket, the traveller gets a bicycle. On returning it, the bicycle key is scanned.

10 Infrastructuur Verkeer en Vervoer (dIVV)

The rental price of € 2.85 per twenty hours is automatically debited. The subscription charge is € 9.50 a year. Customers are happy, particularly about the convenience, the speed and the low price. Since its launch in 2003, the Public Transport Bicycle now sees 200,000 rentals annually, by 25,000 pass-holders at 100 rental sites/stations. The Public Transport Bicycle is used most for business purposes (49%). Thanks to the Public Transport Bicycle, 35% of pass-holders travel more often by train and 12% forsake their cars occasionally or regularly.

It is important that cycling and walking are integrated with public transport at the level and scale that the regional council currently operates. This example, while not immediately applicable in New Zealand, shows the level of detail and efficiency expected from cycle users when integrating with public transport. The Regional Council can demonstrate how it believes this should happen through a strategy and show detail on how local authorities can link with public transport.

4.7 Lessons Learnt

Why is cycling so popular in the Netherlands? A difficult question – although the answer clearly lies in a combination of factors. Morphological and spatial factors are obviously involved: cycling is more enjoyable on a flat land than in hilly areas. The Dutch cities are compact and many trips can more easily be covered by bicycle in terms of their distance. Historical-cultural factors also play a major role.

However, the Bay of Plenty also enjoys reasonably good topography for cycling, excellent climate and an increasing popularity of these modes for recreation and exercise. As policy makers the Regional Council role is similar to the Traffic and Transport Infrastructure department in the Netherlands. A role in negotiation and setting direction based on accurate data analysis and a regional view on the role of these modes in the Bay of Plenty land transport system.

> *A direct link is visible in the Netherlands between bicycle policy and bicycle use. In the first place, good bicycle facilities are simply a necessity to facilitate the many cyclists. These good bicycle facilities keep bicycle use high and continue to grow. High cycle usage also means that many citizens could enjoy a good cycling climate. One of the main achievements of our cycling policy is to make it part of the general mobility policy in a way that it is part of the solution for mobility.* *Pex Langenberg - Directorate-General for Passenger Transport, Ministry of Transport, Public Works and Water Management*

5 Cycling and Walking in the Bay of Plenty

5.1 Overview

The Bay of Plenty poses some interesting challenges for the provision of transport networks and infrastructure. For the modes of cycling and walking these challenges are magnified. The following information is mean to provide a snapshot of the available information.

In the Bay of Plenty region the car is still by far the most popular way for people to travel. Cycling and pedestrian travel are primarily identified as urban travel modes for short trips. The 2006 census data (Table 1) shows that at the regional level only 7.5% of people traveled to work by these modes.

Using census data, cycling and walking as main means of travel to work has declined over the last 10 years in the Bay of Plenty (see Table 2) and while generally in line with the rest of the country, is declining at a faster rate. This trend is a significant issue for the Bay of Plenty and needs to be comprehensively addressed.

Table 1: Mode share 2006 Census

	Vehicle	Public Transport	Cycling & Walking	Other
Western Bay of Plenty District	93.4%	0.4%	5.5%	0.6%
Tauranga City	91%	1.0%	7.0%	0.6%
Rotorua District	91%	1.3%	7.4%	0.6%
Whakatane District	89%	0.3%	10.5%	0.5%
Kawerau District	87%	0.2%	12.8%	0.5%
Opotiki District	89%	0.5%	9.8%	0.5%
Regional Total	**91 %**	**0.9%**	**7.5%**	**0.6%**

Table 2: Census Data Mode Share Comparison 1996 - 2006

Year	Vehicle		Public Transport		Cycling and Walking		Other	
	BOP	NZ	BOP	NZ	BOP	NZ	BOP	NZ
1996	86.1	82.6	0.5	4.8	12.2	11.4	1.1	1.3
2001	89.7	83.7	0.5	5.2	9.1	10.2	0.7	1.0
2006	91.1	84.3	0.8	5.2	7.5	9.5	0.6	1.0
Trend	**5.0**	**1.7**	**0.3**	**0.4**	**-4.7**	**-1.9**	**-0.5**	**-0.3**

6 The Challenges

6.1 Perception of being unsafe

In the more urban local authorities of Tauranga City, Rotorua District, and Western Bay of Plenty District, lower proportions of people travel by cycling and walking. There may be several reasons for these trends, but a report[11] indicated that 74% of respondents thought the Tauranga /Western Bay area was not a cycle friendly place.

It appears the safety in numbers principle applies to cycling and walking Australian[12] research shows a decline in the rate of accidents for cyclists and pedestrians is related to the number of people cycling and walking[13]. It found that if cycling doubles, the risk per kilometre falls by about 34%; conversely, if cycling halves, the risk per kilometre will be about 52% higher. It would seem that increasing the number of cyclists and walkers would help improve the safety of these modes. Environment Bay of Plenty is in strong position to address this perception.

6.2 Integrating the modes

Environment Bay of Plenty's role in public transport provision means that a regional cycling and walking strategy can increase the integration of these modes with public transport. Cycling and public transport integration supports both public transport and bicycle transportation. Cycling and public transport integration has proven successful in attracting new riders and public transport agencies find that a significant portion of bike locker and rack users consist of new public transport riders. For example, 30% of users of Vancouver's bike lockers at a transit station had not previously used public transport to commute (Planning and Marketing Division, 1992).

The travel impacts of a particular cycling and public transport project depend on whether it significantly improves access, and whether conditions are conducive to cycling and public transport. Cycling and public transport integration can be an important part of overall cycling and public transport improvements, and can be particularly important for encouraging public transport use in lower-density suburbs.

Cycling can bring significant benefits to the public transport network by increasing the patronage catchment of bus, tram, rail and ferry interchanges. The European Community[12] notes that, on the basis of a typical journey time of 10 minutes to get to public transport, cycling rather than walking increases 15-fold the catchment area for public transport services.

6.3 Local Strategies

TLA strategies and action plans generally focus on planning or promoting cycling and walking infrastructure at a local level for local communities. It is important that any

11 Cycling in the Bay of Plenty - A Cyclists' Perspective (2004). Kay Kristensen

12 Jacobsen PL. Safety in numbers: more walkers and bicyclists, safer walking and bicycling. Inj Prev 2003;9(3):205-9.

13 http://www.bikenz.org.nz/Resource.aspx?ID=1068

regional cycling and walking strategy not overlap the activity taking place at this level but complement it.

Four of the Bay of Plenty's territorial local authorities (TLAs) have prepared or are preparing cycling strategies. None have separate walking strategies but where it is covered (2 areas); they generally include walking as recreation and/or a mode for short trips.

An imbalance of resources available to the TLAs has resulted examples of poor integration between strategies and policy, for example, cycling lanes not continuing across district boundaries and little consideration of linking infrastructure between sub regions. In establishing regional networks of cycleways and walkways it is critical to achieve this integration early in the construction and planning phase. In defence of the TLAs, this can be considered a function of the Regional Council and not the TLAs.

The Regional Council, like the TLA's seeks to contribute to the vision of the NZTS. Like the Regional Land Transport Strategy, a cycling and walking strategy should help to form the 'big picture' view by providing broader strategic direction for these modes at the regional level. But in addition to this a regional cycling and walking strategy should also produce actions, like regional opportunities for walkway and cycleway development. A strategy can also provide a framework for cycling and walking policy development, infrastructure provision and promotion.

By linking local documents strongly to a vision and guidance in a regional strategy, Environment Bay of Plenty has an opportunity to improve the integration of cycling and walking infrastructure, and the integration between infrastructure and other activities that encourage cycling and walking.

6.4 Education and Promotion

In education and promotion, there is a lack of guidance on the priorities for cycling and walking. At this time, the only major promotional activity is Bikeweek Bay of Plenty, delivered through the cooperative efforts of Environment Bay of Plenty, Sport Bay of Plenty and the TLAs. However priorities for action are lacking in this project and it is difficult to measure the performance of these campaigns as no regional data is collected about cyclist and pedestrian numbers, attitudes, behaviours and travel patterns.

In the area of travel planning, there is also no clear guidance about how these documents will contribute to the travel demand management objectives in the Regional Land Transport Strategy. The actions currently being employed by private businesses and public sector agencies are being developed without the surety of good data to measure progress against at a regional scale.

6.5 RLTS Submissions

Environment Bay of Plenty received a number of submissions on cycling and walking during its recent RLTS review. Sport Bay of Plenty, a significant partner in cycling and walking promotion, emphasises that:

"…consideration needs to be given to communication and education programmes that encourage people to use active transport[14]".

Central government has indicated that funding assistance for walking and cycling projects is only to be forthcoming with the presence of strategic plans at the regional and/or local level. This demonstrates the importance of addressing the issue from the strategic level.

Another submission highlights the importance of a consistent approach to the design of cycling infrastructure:

"Suitably wide shoulders of the same surface (smooth chip) would give an added safety margin and also can provide a safer place for cyclists….we have many cyclists in the Bay of Plenty as well as local users and consideration should be given to a segregated cycleway alongside the Pacific Highway route[15]"

While the issues associated with mobility scooters and the need to take them into account in the provision of transport infrastructure were highlighted in a third submission:

"Mobility scooters and power chairs are a growing issue in and around all towns and cities, and as Tauranga and the Bay is a very attractive place for our more senior citizens, it follows there will be a huge growth in this means of transport[16]"

The legislative framework within which transport is planned and funded requires that alternative modes be provided for. A regional strategy would be well placed to consider these issues and consider these alternative modes.

6.6 The Data Barrier

So named because of the difficulty in obtaining robust consistent data about cycling and walking in the Bay of Plenty. The Census offers a journey to work analysis every four years but this is not detailed enough to provide councillors, engineers, promoters and policy makers with good information to make decisions.

Funding for the promotion and provision of infrastructure is strongly linked to the analysis of available data i.e. cycle counts and similar measures. It is clearly important to establish reliable and consistent data collection and analysis.

For example TLAs collect data about cycling but do so in different manner and at different staging, not allowing useful comparisons at the regional level. A strategy can address this. Even the simple task of mapping the locations of regional and local cycling and walking facilities is not possible as all the required data does not exist. What is lacking is consistency of information.

Understanding the type of trips, and the benefits and barriers to change will increase the likelihood of success at the regional and local level thereby increasing the likelihood of achieving the desired RLTS outcomes. Setting minimum standards for data gathering and establishing a consistent data gathering programme will improve decision making at all levels and will assist with attracting and prioritising resources.

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[14] Submission to the 2007 Regional Land Transport Strategy by SPORT BOP

[15] Submission to the 2007 Regional Land Transport Strategy by member of the community

[16] Submission to the 2007 Regional Land Transport Strategy by member of the community

6.7 Regional Council Approach

The Council is able to link at the strategic level with partners like Transit, Land Transport New Zealand, the District Health Board, Sport Bay of Plenty and others to develop prioritise and coordinate policy, funding and the promotion of cycling and walking.

Providing this kind of leadership further enhances quality cycling and walking outcomes with better chances of achieving the objectives of the New Zealand Transport Strategy.

6.8 Travel Demand Management (TDM)

A demand management strategy has also been developed as part of the RLTS (2007). The demand management strategy contains the following mode share stretch targets (for the two main urban areas):

Table 3: TDM Targets for Tauranga and Rotorua

Sub-Region / Time	Public Transport	Cycling	Walking	Total Non-Car Based
Rotorua 2001	0.9%	3.5%	5.7%	10.1%
Rotorua 2011	5.0%	4.0%	6.2%	15.2%
Rotorua 2021	6.0%	5.5%	6.5%	18.0%
Tauranga 2001	0.5%	3.3%	4.6%	8.4%
Tauranga 2011	5.5%	4.0%	5.0%	14.5%
Tauranga 2021	10.5%	5.0%	5.5%	21.0%

These targets need to be addressed by a comprehensive programme of cycling and walking promotion and encouragement supported by the provision of infrastructure and education. The Eastern Bay of Plenty is not considered in this target setting which could be considered a weakness in this approach. Smaller flat townships are perhaps the most physically likely to encourage cycling and walking trips and are places where significant gains could be made.

7 Should Environment Bay of Plenty prepare a regional cycling and walking strategy?

7.1 Yes

Environment Bay of Plenty should prepare a cycling and walking strategy for the following reasons. To:

1. Provide the impetus and framework for those involved in cycling and walking to coordinate their activities.
2. Collect and analyse information on cycling and walking performance indicators.
3. Collect and analyse information regarding the needs of cyclists and walkers.
4. Develop a regional cycling and walking network to provide an overall regional picture linking regions, cities/districts and places of interest.
5. Promote a regionally consistent set of design standards for cycling and pedestrian infrastructure for both territorial authorities and developers.
6. Improve the interface between cyclists and pedestrians and other sustainable modes e.g. public transport.
7. Provide for mid to long distance cycling and walking routes.
8. Encourage further cycling and walking advocacy in the Bay of Plenty.
9. Ensure continuity and consistency in cycling and walking routes.
10. Address the question of how to deliver on modal shift and determine the sources and levels of funding required.
11. Provide the rationale for applications to funding bodies.

The role of a cycling and walking strategy is to facilitate increased cycling and walking in the Bay of Plenty by developing plans and actions to focus and coordinate the efforts of the two levels of government towards a set of common goals.

In doing this, it aims to address actions that currently fall between the different tiers of responsibility as well as developing efficiencies and minimising duplication in activities while working towards these goals.

A regional cycling strategy is an agreement to collaborate, rather than to prescribe as to what any one level of government should do. It aims to establish strategies for increasing cycling across the transport, planning, environment, health, sport and recreation and tourism areas.

The approach taken will make it possible for agencies to minimise the duplication of initiatives and maximise efforts to reach common goals - and for the Strategy to be supported by programs that cross traditional responsibility boundaries, such as health and transport. Such opportunities include Bikeweek, climate change and travel demand management measures, health and fitness, and road safety programs.

A strategy should focus on establishing targets for the identified actions arising from a collaborative approach.

7.2 Benefits of a Strategy

Good decision making is usually backed up by accurate and timely information. The desktop analysis that this report engaged in displayed the difficulty in drawing conclusion because of the lack of hard data for the region for cycling and walking. Currently the provision of cycle lanes, bike parks, walk ways, encouragement campaigns and related infrastructure is taking place with out thorough analysis of data on cycling and walking. A regional strategy is high level enough to collect enough information to analyse and draw conclusions from.

This regional strategy can shape the provision of cycling and walking infrastructure, by linking sub regional strategies to a regional document that gathers data, provides analysis and recommendations based on the data and reducing the need and workload in the local authorities in this area.

It also makes good economic sense to encourage more cycling. The Norwegian Institute of Transport Economics calculated that investments in a continuous cycle path network in three towns would yield a net benefit of over three times the cost[17]. It is estimated that the cost savings to society of substituting bicycle trips for short car trips can be of the order of 60 c/kilometer[18]. A regional strategy will improve cycling and walking infrastructure policy makers to encourage these modes and the efficiency in which they will be delivered.

Local policy has been developed around cycling (predominantly) because of the lack of direction from the regional level. Comments from policy makers at these levels identified this as a difficulty in the development of these strategies and expressed a desire to see a regional policy.

Conventional transport planning has tended to undervalue the contribution of cycling and walking to transport polices and objectives. For example standard travel data collection ignores or undercounts short trips, children's travel, recreational cycling and walking between trips[19].

A strategy will also assist local Councils in applying for and deploying Land Transport New Zealand funding in cycling and walking projects. The inclusion of data collection and analysis in the strategy will enable the measurement requirements for funding applications to be satisfied with out cost to the particular projects.

It is proposed that a regional cycling and walking strategy can act to fill the gap in this knowledge by providing information to inform and guide decisions on these modes. Transit NZ, the Regional Council, local councils, the District Health Board cycling and walking advocacy groups/clubs and the community all have an interest in seeing these modes become successful contributors to the transport system.

A regional cycling and walking strategy will aid Environment Bay of Plenty in contributing to these goals by assisting local councils to encourage more cycling and walking in and a more efficient and focussed manner. A strategy will set the direction for cycling and

17 Norwegian Public Roads Administration (2003), Making Cycling Safe and Attractive

18 Shayler, M. Fergusson, M. & Rowell, A. (1993) Costing the Benefits: The Value of Cycling

19 http://www.vtpi.org/act_tran.pdf

walking in the Bay of Plenty and the development of cycling and walking policy, promotion and provision of infrastructure.

Environment Bay of Plenty is well positioned demonstrate the kind of leadership that will assist all transport and partner agencies in the Bay of Plenty to increase the amount of people choosing to cycle and walk.

8 The Way Forward

8.1 Strategy Purpose

The purpose of the strategy will need to be developed further in consultation with RLTS partners. However, the reasons for needing a strategy will go some way to forming the purpose of a strategy.

8.2 Role definition

To begin with a regional cycling and walking strategy should adopt the same role for the modes as the current Regional Land Transport Strategy. The role of cycling and walking is to in the short to medium term, improve access and mobility and promote public health, and in the longer term to play a much more significant role in terms of modal shift and encouraging more sustainable and energy efficient transportation.

Further refinement of these roles can take place as the strategy progresses.

8.3 Operational Framework

To deliver transport policy and programmes an organisational structure that could be a useful example for the regional Council is the sustainable transport agency 'Sustrans' in the United Kingdom (UK) and DIVV in the Netherlands.

A charity organisation, Sustrans has been the lead agency in creating the UK National Cycle Network consisting of a mixture of traffic-calmed streets, quiet roads and traffic-free routes in communities all over the UK, helping people to work, shops, school and play.

This agency builds and develops national cycle networks and is engaged in the promotion of sustainable transport modes (cycling and walking) and is focussed on encouraging more people to use these modes.

For the Bay of Plenty, a similar group established regionally consisting of regional and local council representatives, community and interest groups and assisted and funded by transport agencies could work collaborative to develop the role of cycling and walking in the Bay of Plenty. A regional strategy document could play an important part in the establishment of such a group.

8.4 Policy Mix

The Council should address the modes of cycling and walking in a single strategy but in separate sections. The issues and barriers can be dealt with in these separate components but the contribution to the outcomes and targets in the Regional Land Transport Strategy can more easily be identified if the two modes are considered together, local strategies can further refine each role as they see fit.

Combining the documents has the advantage of more efficient information gathering processes and less document clutter. In addition, we view that this document will provide an input into any future Regional Land Transport Strategy review.

8.5 Process

The following process can be used for the development of a strategy. The steps identified are considered the best practice for New Zealand and are recommended for the development of the Environment Bay of Plenty strategy.

The process for developing a strategy is:

1. Scope/confirm need
2. Identify responsibilities and stakeholders
3. Identify and confirm issues
4. Identify options
5. Evaluate options
6. Confirm preferred option
7. Monitor, review, and repeat.
8. Consultation is continuous through this process.

8.6 Potential Partners & Stakeholders

District Councils	Opotiki DC
	Whakatane DC
	Kawerau DC
	Rotorua DC
	Western Bay of Plenty DC
	Tauranga CC
Regional Council	Environment Bay of Plenty
Funding	Land Transport NZ
State Highway Network	Transit NZ
Health Promotion	BOP DHB
	Lakes DHB
	Sport BOP
Community	Cycle Action Tauranga
	Community interest groups
Inter regional partners	Environment Waikato
	Gisborne District Council
	Waikato region, city and district councils
ONTRACK	
Tourism agencies	

8.7 Monitoring and Review

A regional cycling and walking strategy must be reviewed constantly to move with the changes in funding and policy. As can be seen by other regional council examples, policies and actions can become quickly out of date. Reviewing the strategy every three years is recommended at the same time as the Regional Land Transport Strategy.

A regional cycling and walking strategy is also intended to be a chapter of the Regional Land Transport Strategy. The objectives can then be annually measured to establish data baselines that feed into the Regional Land Transport Strategy.

An implementation plan as part of or result of a regional cycling and walking strategy will also require constant review and measurement.

8.8 Possible Timeline

The development of a strategy would take approximately six months if no delays in the process were encountered. This would include consultation with stakeholders and the public, survey and analysis and presentation to the regional council transport committee and regional and transport committee if needed.

The time frame for the development of the strategy will largely depend on the timings of the meeting mentioned above and approval to proceed. The constraints on a process would be the collection of accurate data to define the scope of the issues faced by the users of these modes and the location of infrastructure in the region.

An approximate timeline is enclosed below.

Action	**Duration**
Scope/confirm need	**Complete**
Identify responsibilities and stakeholders	
Meeting with key client/ council to discuss the operational framework of the strategy other issues.	1 day
Identify and confirm issues	
Collection and establishment of baseline data	4 weeks
Preliminary Consultation with key stakeholders	2 weeks
Write Draft Strategy	4 weeks
Stake holder review of Draft Strategy	2 weeks
Identify and Evaluate options	
Present options to committee for approval to consult	1 day
Public Consultation	4 weeks (at the same time)
Reconfirm Base line data for comparison	4 weeks (at the same time)
Confirm preferred option	
Rewrite Draft Strategy	4 weeks
Stake holder review of Draft Strategy	2 weeks
Present to committee for approval	1 day

Consultation and communication is continuous through this process

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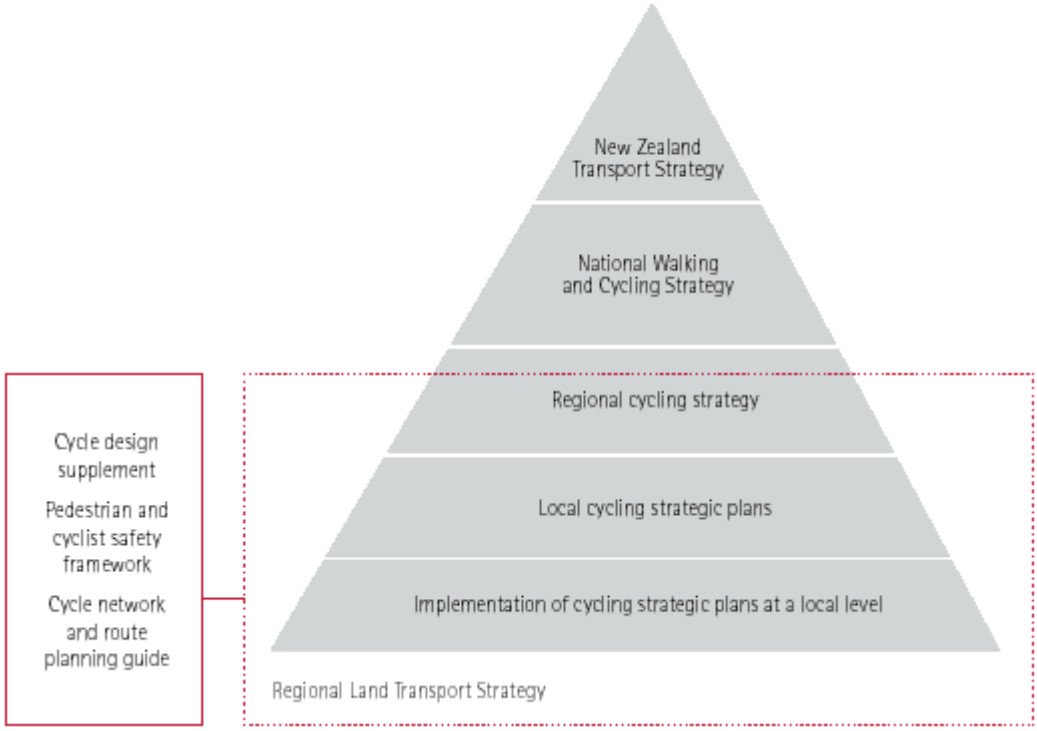
▪ Appendix One

National Policy Context

The following diagram shows how cycling strategies at regional and local levels relate to some of the other policy and strategy documents referred to in this report.



New Zealand Transport Strategy 2002

The New Zealand Transport Strategy (2002) contains the government's position on transport. Its overall vision is: By 2010 New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system.

Broader objectives include:

- creating an integrated mix of transport modes
- protecting and promoting public health
- assisting safety and personal security
- enhancing economic, social and environmental wellbeing
- ensuring environmental sustainability
- improving access and mobility, including walking and cycling.

Promoting walking and cycling is recognised as one of five priority areas because of its contribution to the strategy's vision and objectives. This priority is now enshrined in the Land Transport Management Act 2003, so Land Transport New Zealand now funds the promotion of walking and cycling in a separate output class.

Getting there – On foot, or by cycle

In February 2005 the government released its walking and cycling strategy, Getting there – on foot, by cycle (MOT 2005), confirming its commitment to walking and cycling at a national level. The strategy states:

Our vision for walking and cycling is simple:

A New Zealand where people from all sectors of the community walk and cycle for transport and enjoyment. Achieving this vision will, in turn, help to ensure a healthier population, more lively and

connected communities, and a more affordable, integrated, safe, responsive, and sustainable transport system.

The draft strategy in October 2003 contained similar sentiments and its existence has encouraged the development of walking and cycling strategies since that time. Getting there provides guidance on walking and cycling policy for both national and local use. The New Zealand Transport Strategy (NZTS) (MOT 2002) moved New Zealand towards sustainability in transportation. This strategy outlines the government's vision that New Zealand has an "affordable, integrated, safe, responsive, and sustainable" transport system.

Walking and cycling are:

- the most sustainable modes of transportation;
- easily affordable relative to private motor vehicles and public transportation systems;
- easily integrated with other transport systems and modes;
- responsive and adaptable to changes such as fuel shortages and price increases;
- intrinsically safe – only when motor vehicles dominate in terms of speed or traffic volumes do walking and cycling have negative safety implications.

The Land Transport Management Act 2003 (LTMA) (NZ Govt 2003) was enacted in November 2003. The LTMA translates the NZTS vision into planning and funding requirements for transport in New Zealand. It attempts to provide a more balanced approach to land transport, and places increased emphasis on walking and cycling.

The objectives of the Ministry of Transport, Land Transport NZ and Transit New Zealand (Transit) are consistent with the NZTS. Each of these government agencies is now required to assist in the development of an "affordable, integrated, safe, responsive, and sustainable" transport system, which will need to pay more attention to walking and cycling.

New Zealand ratified the Kyoto Protocol in 2002, confirming its commitment to managing greenhouse gas emissions. Greater emphasis on providing for and encouraging walking and cycling will assist in meeting New Zealand's Kyoto Protocol obligations.

A walking and cycling project must be identified, either specifically or generically, in a current cycling or walking strategy to qualify for Land Transport NZ subsidy[20]. This requirement encourages the development of walking and cycling strategies.

Land Transport New Zealand

Land Transport NZ has developed the following trends to measure the success activities that it funds. It will know that progress is being made towards sustainable and safe land transport following are shown to be developing trends. The relevant trends to cycling and walking are:

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20 "To be eligible for funding the work must be identified, either specifically or generically, in a current cycling or walking strategy." PEM Simplified Procedure No. 6 – Walking and Cycling Projects, Project Evaluation Manual Amendment No. 8, 1 October 2004, Transfund New Zealand.

- Development of towns and cities, design of networks, and operating rules provide a safe and convenient environment for walking, cycling and other personal travel options.
- More people choose active modes of transport.
- People drive in a way that uses less energy and is safe in the conditions.
- Fatal and serious injury crashes reduce.
- People use private vehicles less at congested times.
- Traffic flows more efficiently with greater reliability on the road network.
- The proportion of business and household expenditure on land transport reduces.
- The commercial and private vehicle fleets become more energy efficient, safer and have improved environmental performance.

To qualify for funding a walking and cycling project must be identified, either specifically or generically, in a current cycling or walking strategy to qualify for Land Transport NZ subsidy. This requirement encourages the development of walking and cycling strategies.

Transit New Zealand Strategic Plan 2004

Key Goal 2: Provide safe state highway corridors for all users and affected Communities

3) Improve safety for cyclists and pedestrians on state highways, and contribute to national and regional cycling and walking strategies, by actions to

(a) remedy the top 30 cycle and pedestrian black spots on state highways, at an estimated cost of $3.5M
(b) ensure all new projects make appropriate provision for cycling and walking
(c) provide an ongoing programme of cycling and walking facilities on existing state highways

Bay of Plenty Regional Policy

Bay of Plenty Regional Land Transport Strategy

The vision of the Regional Land Transport Strategy is as follows:

Our vision is an integrated, safe, sustainable land transport system that meets the current and developing needs of the people of a vibrant and growing region.

The strategy seats the modes of cycling and walking as a contributor to the outcome of Sustainability. The strategy seeks to achieve this outcome by making a real effort to manage travel and transport demand, make people aware of the transport options available and the consequences of using each mode. Is seeks a 'land transport system is consistent with live, work and play principles'.

The actions that accompany these outcomes include Action 4.8 (the reason for this document). In addition to Action 4.8, there are several other actions in the RLTS that need to be implemented as part of this process. They include actions that contribute to Safety and personal security, Energy efficiency, Demand Management.

RLTS Policy Context

- The RLTS (2007) provides the rationale for undertaking the project, the key action is:

Sustainability

4.8 Investigate and implement a regional pedestrian and cycling strategy initiative		
Explanation	*This action carries forward from the current RLTS. The territorial authorities in the region and Transit are working individually to develop and implement pedestrian and cycling strategies, but there is a need to ensure that all opportunities are coordinated. The best way to do this is through a regional pedestrian and cycling strategy.*	
Secondary Outcome(s)	*Will contribute to safety and personal security, energy efficiency, access and mobility, public health*	
Timing	**Responsibility**	**Funding**
2006/07	*Environment BOP to lead, all implementing agencies to contribute*	*Environment BOP LTCCP*

- There are several other actions in the RLTS that need to be implemented as part of this process:

Safety and personal security

2.5 Investigate and implement various road safety initiatives, particularly to enable cyclists and pedestrians to have safe access along and across roading networks		
Explanation	*Various safety measures need to be looked at by the Regional Council, territorial authorities and Transit to make the roading network safer for its users. Such initiatives may include safety areas for cyclists and pedestrian and cycle access across major roads.*	
Secondary Outcome(s)	*Will contribute to sustainability, responsiveness, access and mobility, public health*	
Timing	**Responsibility**	**Funding**
Ongoing (start in 2006/2007)	*Environment BOP, Land Transport NZ, with territorial authorities, Transit and ACC*	*Environment BOP LTCCP* *Individual agencies to fund from annual budget process*

Energy efficiency

6.1 Develop a regional approach to coordinating transport opportunities for educational institutions, such as safe pedestrian routes and cycling	
Explanation	*A key issue in the region is the development of approaches to dealing with the trips generated by educational institutions. This is an area in which a coordinated focus from the partners to the strategy could*

	produce a real difference in the numbers of car trips, and the safety issues, associated with education-related travel. Key issues to cover will include: • *work with schools to develop travel plans and other options to reduce car travel* • *integrating land use and transport planning (e.g. providing off-road pedestrian and cyclist facilities)* • *integrating delivery and funding of public transport and school bus services* • *providing safe pick-up and drop-off points at schools* • *developing proposals such as "walking school buses"* • *working with taxi services to consider ways in which the needs of the transport disadvantaged can be met.*	
Secondary Outcome(s)	*Will contribute to sustainability, integration, safety, access and mobility, public health*	
Timing	**Responsibility**	**Funding**
2006/07	*Environment BOP, territorial authorities, Transit, Land Transport NZ, Police, Ministry of Education, ACC, EECA*	*Environment BOP LTCCP*

Demand Management

10.4 Take a regionally co-ordinated approach to encouraging use of alternative modes of travel to the car		
Explanation	*Environment Bay of Plenty, in partnership with territorial authorities, Transit and transport providers, will identify opportunities for improvements to the transport network which help to deliver greater mode share for public transport, walking and cycling. These may include bus and cycle lanes, bus based park and ride, travel planning, pedestrian crossing facilities, freight/tourist management plans.*	
Secondary Outcome(s)	*Will contribute to all outcomes*	
Timing	**Responsibility**	**Funding**
Ongoing	*Environment BOP, territorial authorities, Transit, transport providers*	*Existing budgets. Individual agencies to fund from future annual budget processes as appropriate*

- A demand management strategy has also been developed as part of the RLTS (2007). The demand management strategy contains the following mode share stretch targets (for the two main urban areas):

Sub-Region / Time	Public Transport	Cycling	Walking	Total Non-Car Based
Rotorua 2001	0.9%	3.5%	5.7%	10.1%
Rotorua 2011	5.0%	4.0%	6.2%	15.2%
Rotorua 2021	6.0%	5.5%	6.5%	18.0%
Tauranga 2001	0.5%	3.3%	4.6%	8.4%
Tauranga 2011	5.5%	4.0%	5.0%	14.5%
Tauranga 2021	10.5%	5.0%	5.5%	21.0%

The demand management strategy contains the following 'package' of activities that need to be implemented (there is a more detailed spreadsheet that sits underneath this summary):

- Regional pedestrian and cycling package
- strategic cycleway network [all];
- inform and educate strategy for identified cycle routes [Environment Bay of Plenty/ all districts];
- cycle facilities on major commuting routes (development of standards and shoulder widening [Transit, TCC, RDC];
- develop regional cycling design standards for commuter routes [Transit/Environment Bay of Plenty];
- narrow bridge assessment and mitigation programme (bridge widening or use of warning technologies e.g. 'cyclist on bridge') [Transit/Environment Bay of Plenty]; and
- develop school travel plans including walking school buses.
- Programme for Regional Pedestrian and Cycling Package

0 – 10 Years	Beyond 10 years
Inform and educate strategy for cycle routes	Strategic cycleway network
Narrow bridge assessment and mitigation programme	Narrow bridge assessment and mitigation programme
Develop regional cycling design standards for commuter routes	
Develop school travel plans	Develop school travel plans

- The **Rotorua –Tauranga linkage package** may also be relevant (i.e. intra-regional routes)**:**

Subcomponents include:

Rotorua Urban

- local and regional public transport service enhancements/quality improvements (e.g. post buses and wiggly buses) [Environment Bay of Plenty/RDC]; and
- pedestrian and cycling strategy (as part of Transport Strategy) [RDC].

Ngongotaha

- pedestrian and cycling strategy (as part of Transport Strategy) [RDC]; and
- local and regional public transport service enhancements [Environment Bay of Plenty/RDC].

Hamurana Road

- pedestrian and cycling strategy (as part of Transport Strategy) [RDC];
- regional public transport service enhancements [Environment Bay of Plenty/RDC]; and
- rural transport strategy (as part of Transport Strategy) [Environment Bay of Plenty].

Tauranga Direct

- pedestrian and cycling strategy (as part of Transport Strategy) [RDC];
- regional public transport service enhancements/quality improvements [Environment Bay of Plenty/RDC]; and
- rural transport strategy (as part of Transport Strategy) [RDC/Environment Bay of Plenty, TCC].

Programme for Rotorua – Tauranga Linkage Package

0 – 10 Years	**Beyond 10 years**
Rotorua Urban	
Transport Strategy (pedestrian and cycling components)	Local and regional public transport service enhancements
Ngongotaha	
Transport Strategy (pedestrian and cycling components)	Local and regional public transport service enhancements
Hamurana Road	
Transport Strategy (pedestrian and cycling components)	Regional public transport service enhancements

0 – 10 Years	Beyond 10 years
Rural transport strategy (as part of overall Transport Strategy)	
Tauranga Direct	
Transport Strategy (pedestrian and cycling components)	Regional public transport service enhancements
Rural transport strategy (as part of overall Transport Strategy)	

- The following actions will also need to considered as the strategy is developed:

4.9 Implement local pedestrian and cycling strategies		
Explanation	*Implement the following Strategies:* • *Integrated Transport Strategy for Tauranga (walking and cycling component)* • *Rotorua Cycleways and the Rotorua Transport Strategy* • *Western Bay of Plenty Cycling and Walking Strategy (being developed)* • *Whakatane Walking and Cycling Strategy (being developed)* • *Opotiki pedestrian and cycling strategy (being developed).* *Building from a regionally-coordinated base, each individual territorial authority should develop and/or implement pedestrian and cycling strategies, in consultation with Transit. These should translate the regional strategy to a more local perspective, and provide the base for a detailed implementation plan.*	
Secondary Outcome(s)	*Will contribute to integration, safety and personal security, responsiveness, energy efficiency, access and mobility, public health*	
Timing	**Responsibility**	**Funding**
2007/08	*Territorial authorities, Transit*	*Individual agencies to fund from annual budget process*

4.10 Develop procedures to ensure new development incorporates pedestrian, cycling and public transport facilities	
Explanation	*This will involve ensuring that developments such as new subdivisions incorporate pedestrian and cycling facilities and facilitate the provision of public transport, where appropriate, as part of the design of the project. This may involve changes to district plans and codes of practice.*
Secondary Outcome(s)	*Will contribute to safety and personal security, responsiveness, energy efficiency, access and mobility, public health*

Timing	Responsibility	Funding
2006/07 - 2008/09	*Territorial authorities*	*Territorial authorities' LTCCP's*

8.5 Actively encourage recreational walking and cycling		
Explanation	*Local authorities need to actively promote walking and cycling as transport activities with public health benefits. Some of this work will be picked up through various transport strategies. An active marketing campaign will need to be introduced in order to encourage recreational walking and cycling.*	
Secondary Outcome(s)	*Will contribute to responsiveness, access and mobility, sustainability, energy efficiency*	
Timing	**Responsibility**	**Funding**
Start 2006/07	*Territorial authorities, Environment BOP, Transit*	*Individual agencies to fund from annual budget process*

The Bay of Plenty Demand Management Strategy

The Bay of Plenty Regions Demand Management Strategy is contained with in the Regional Land Transport Strategy under Chapter Six. It defines the mode of cycling as primarily an urban travel mode for shorter trips. It defines more clearly the role of cycling is to in the medium term, improve access and mobility and promote public health, and in the longer term to play a much more significant role in terms of modal shift and encouraging more sustainable and energy efficient transportation.

The strategy also defines the mode of walking as mainly an urban travel mode for shorter trips. In the short to medium term, the role of walking is to actively promote public health and to improve access and mobility. Pedestrian activity has a somewhat more limited role in terms of modal shift than cycling as most pedestrian trips are for distances of less than 1 km. However, in the longer term this strategy envisages a greater role for pedestrian trips, particularly in conjunction with other transport modes.

A Package approach

In relation to cycling and walking the strategy contains the following 'package' of activities that need to be implemented[21].

- Regional pedestrian and cycling package
- strategic cycleway network [all];
- inform and educate strategy for identified cycle routes [Environment Bay of Plenty/ all districts];
- cycle facilities on major commuting routes (development of standards and shoulder widening [Transit, TCC, RDC];
- develop regional cycling design standards for commuter routes [Transit/Environment Bay of Plenty];

21 Please see Appendix 1 for more detail.

- narrow bridge assessment and mitigation programme (bridge widening or use of warning technologies e.g. 'cyclist on bridge') [Transit/Environment Bay of Plenty]; and
- develop school travel plans including walking school buses.

The Rotorua –Tauranga linkage package may also be relevant (i.e. intra-regional routes).