



NZTA Safer Cycling Programme:

Delivering Safer Cycling Initiatives in NZ



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Cycling Advocates Network



Wgtn, 30 Nov 2012

Cycling Safety in New Zealand



- **~10 Cycling Fatalities/yr**
 - **~1000 Reported Injuries/yr**



- **Traditionally road safety delivery in NZ has been organised by either**
 - **NZ Transport Agency nationally**
 - **Local City/District Councils**



Somewhat ad hoc



gramm

Cycling Advocates Network (CAN)



- **National Organisation representing Everyday/Touring Cycling (since 1997)**
 - **Umbrella org for 22 Local Groups**
- **Various Safety-related activities**
 - ***“Bike-ability” - Cycle Training***
 - ***“Stop At Red” Cyclist Behaviour Campaign***
 - ***Bus-Bike Road User workshops***
 - ***Safety Tips for Cyclists & Truck/Bus Drivers***
 - ***Cycling Safety Audit for New Developments***
 - ***Submissions on National Laws/Strategies***
 - ***Meetings/Advice with Govt Agencies***

- **National Sporting Organisation for Cycling (since 2003)**
 - **Umbrella org for Road/Track/MTB/BMX orgs**
 - **High Performance Program – Elite Athletes**
 - **Develop cycle skills, Coaching, Officials**
 - **More recent focus on Everyday cycling too**
- **Some Safety-related activities**
 - ***“Learn to Ride” Cycle Training***
 - ***“1.5m to Survive”***
 - ***RideStrong online community***
 - ***Advocacy partner with CAN***

Why this Programme?

Cyclist killed

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Third Morrinsville

November 18, 2010

Friends grieve for 'wonderful' nurse

By Vaimoana Tapaleao

Schoolgirl hit amid cycle death spate

Last updated 10:50 18/11/2010

549 comments

Text Size

Print

Share



DEREK FLYNN

INJURY: A school girl was seriously injured after falling under the rear wheels of a truck and trailer unit south of Blenheim on State Highway 1.

A Blenheim schoolgirl was **seriously injured when she was run over by a truck** while cycling this morning, as the cycling death toll in the past five days rose to five.

The cycling deaths have seen the Cycling Advocates Network renewing calls for drivers to undergo testing every 10 years.

The 12-year-old girl was riding with another girl when she was hit by the truck and trailer, which was carrying a tractor, on State Highway 1 just outside Blenheim about 8.20am.

Blenheim St John Ambulance operations team leader Pete Davidson said the girl suffered serious head, chest and abdomen injuries and was taken to Wairau Hospital.

FIFTH CYCLE DEATH SINCE SUNDAY

Kay Wolfe, the third cyclist hit by a car near Morrinsville on Sunday has died in Waikato Hospital.

Wolfe, 45, of Gordonton, had been one of 10 cyclists from the Morrinsville Wheelers Cycling Club travelling in a group along the Morrinsville-Walton Rd when a car driven by a 23-year-old woman crossed the centreline on a corner and crashed into the group.

1 Email Print



VIDEO John Key on cycling deaths (1:28)

- Waterfront cyclist killed in crash named
- Driver forces cyclist off road - lectures him
- Auckland cyclist killed trying to avoid opening door - police
- Spontaneous photo stop ends in tragedy

nzh your views

What needs to be done to make cycling safer?

Share your view »

Read what others think

NZTA: Programme Development



- **Purpose**

- ***“Deliver an education and promotional programme focussed on delivering a safer environment for cycling”***

- **Objectives**

- **Improve Road user behaviour around Cycling**
- **Reduce the rate of cycling Incidents (relative to usage)**
- **Increase the confidence of people to take up cycling**

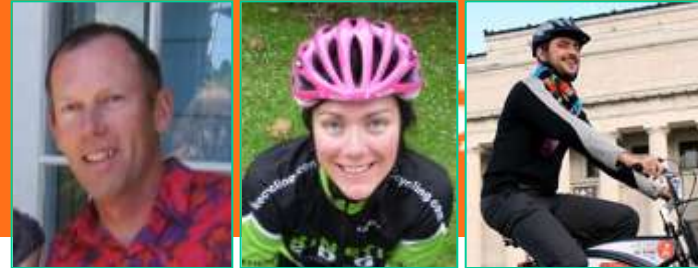


What the Programme Involved



- **16 mth contract: Mar 2011 – Jun 2012**
 - **Joint project with BikeNZ and CAN**
- **Three projects:**
 - 1. Cycle Instructor Training (led by BikeNZ)**
 - 2. Road User Workshops (led by CAN)**
 - 3. “Share the Road” campaigns (led by CAN)**
- **Joint CAN/BikeNZ Steering Group (JSG)**
 - **Regular Teleconfs/Meetings by JSG**
 - **Quarterly F2F Meetings with NZTA**

Joint Steering Group Some of the Team...



1. Cycle Instructor Training



Cycle Instructor Training (CIT) - Overview

National Certificate in Recreation & Sport (Cycle Skills Instructor)



(and other partners)



Cycle Instructor Trainers

Cycle Instructor Assessors

Approves

Trains/Supports

Assesses

Certifies



Cycle Skills Instructors

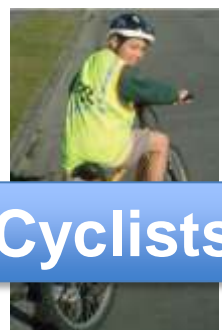
Subsidises \$

- Grade 1 (Off-road)
- Grade 2 (On-road)
- Grade 3 (Advanced)



Instructs

Cyclists



Cycle Instructor Training

- Safer Cycling Prog Tasks



- **Develop Instructor training resources**
 - **Grades 1/2/3**
- **Deliver cycle Instructor training courses**
 - **9x Grade-1 courses by Jun 2012**
 - **3x Grade-2 courses by Jun 2012**
 - **3x Grade-3 courses by Jun 2012**
- **Provide ongoing Instructor Support**
 - **Manage Register of Accredited Instructors**
 - **Prof. Development for Instructors**
 - **Online Resources for Instructors to use**
 - **Marketing Instructors to Funders**



Cycle Instructor Training

- Results to June 2012



- **Instructor Training Resources**
 - **Grade-1/2/3 Training Manuals Produced (includes “how to teach” elements)**
- **Training Courses**
 - **Grade-1 and Joint Grade-1/2 Courses run**
 - **Grade-3 Courses on Hold for Now**
 - ***>230 Participants Trained in 15 courses***
- **Ongoing Instructor Support**
 - **Details of Trained Instructors online**
 - **Online Resources started**
 - **Seven national Assessors now available**



Cycle Instructor Training

- Some Issues to Date



- **Getting the Sector to See Big Picture**
 - **Why should Current Instructors get Trained?**
- **Finalising Costs for Instructors**
 - **Training + Assessment + Registration + ???**
- **Matching Courses with Demand**
 - **Joint Grade 1/2 Courses, New Venues**
 - **Communicating Expectations to Participants**
- **Additional Tasks Developed**
 - **Further Explanatory Resource Materials**
 - **Development of “Ride Leader” Training**

2. Road User Workshops (RUW)









Road User Workshops

- Safer Cycling Prog Tasks



- **Bus/Bike Road User Group Workshops**
 - **Deliver 8x courses by Jun 2012**
- **Truck/Bike Road User Group Workshops**
 - **Develop/Adapt Course Material**
 - **Pilot/Deliver 7x courses by Jun 2012**
- **Ongoing Trainer Mentoring/Support**
 - **Identify/Train New Course Presenters**
- **Other Rd User Interaction Resources**
- **Investigate Delivery to Other RU Groups**



Road User Workshops

- Results to June 2012



- **Bus/Bike Road User Group Workshops**
 - **13 Courses Delivered (most in Auckland)**
- **Truck/Bike Road User Group Workshops**
 - **2 Courses Delivered**
 - **Various contacts made, not all fruitful yet**
- **Other Rd User Interaction Resources**
 - **Additional Learning Videos being developed**
- **Contacts with Other RU Groups**
 - **Taxi Drivers, Short-Haul Delivery Trucks**

Road User Workshops

- **Bus as a “Classroom”**



- **Different Workshop Formats Tried for Trucks**

Road User Workshops

- Other Initiatives



- **Training/Mentoring**
 - **3 New Facilitators**
 - **Attend as “Cycle Buddies”**
 - **Review/Feedback of Course Material**
 - **Co-facilitate Next Courses**
- **“Cycle Buddies” course?**
 - **Abridged Grade-3 On-Road**
- **Analysis of Workshop Formats**
 - **Follow-up Surveys of Participants**

“Today was my day off. I came because cyclists were my enemies – but now they are friends.”



Name: Sefir

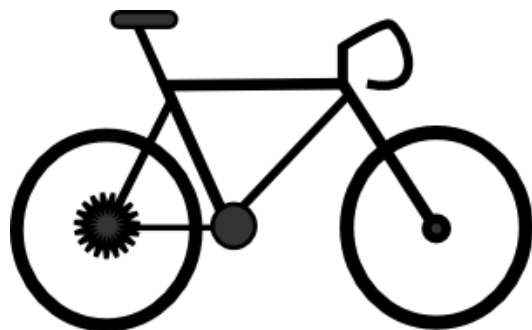
Years driving a bus: 8

Last rode a bike: 1967

Since workshop:

- **Notices bikes “everywhere”**
- **Wants to start riding to work (lives 15 mins away); is fixing up his daughter’s old bike from the garage**

3. Share The Road (STR)



Share The Road

- Safer Cycling Prog Tasks



- **Get Feedback from Road User Groups**
 - **Stakeholder Workshops**
- **Report for NZTA**
 - **Review Previous Road User Campaigns**
 - **Key Audiences, Issues, Messages**
 - **Proposed Campaign(s) to Implement**
- **Pilot One or More Campaigns**
 - **Via NZTA and recommended Ad agencies**
 - **Develop Related Campaign Materials**

Not quite how we did things...

Changing Hearts & Minds...



Behaviour Goals

Understanding of Road Rules

- Understand your Role as a road user
- Understand Others' Role/Needs



Safe Movement by/around other Road Users

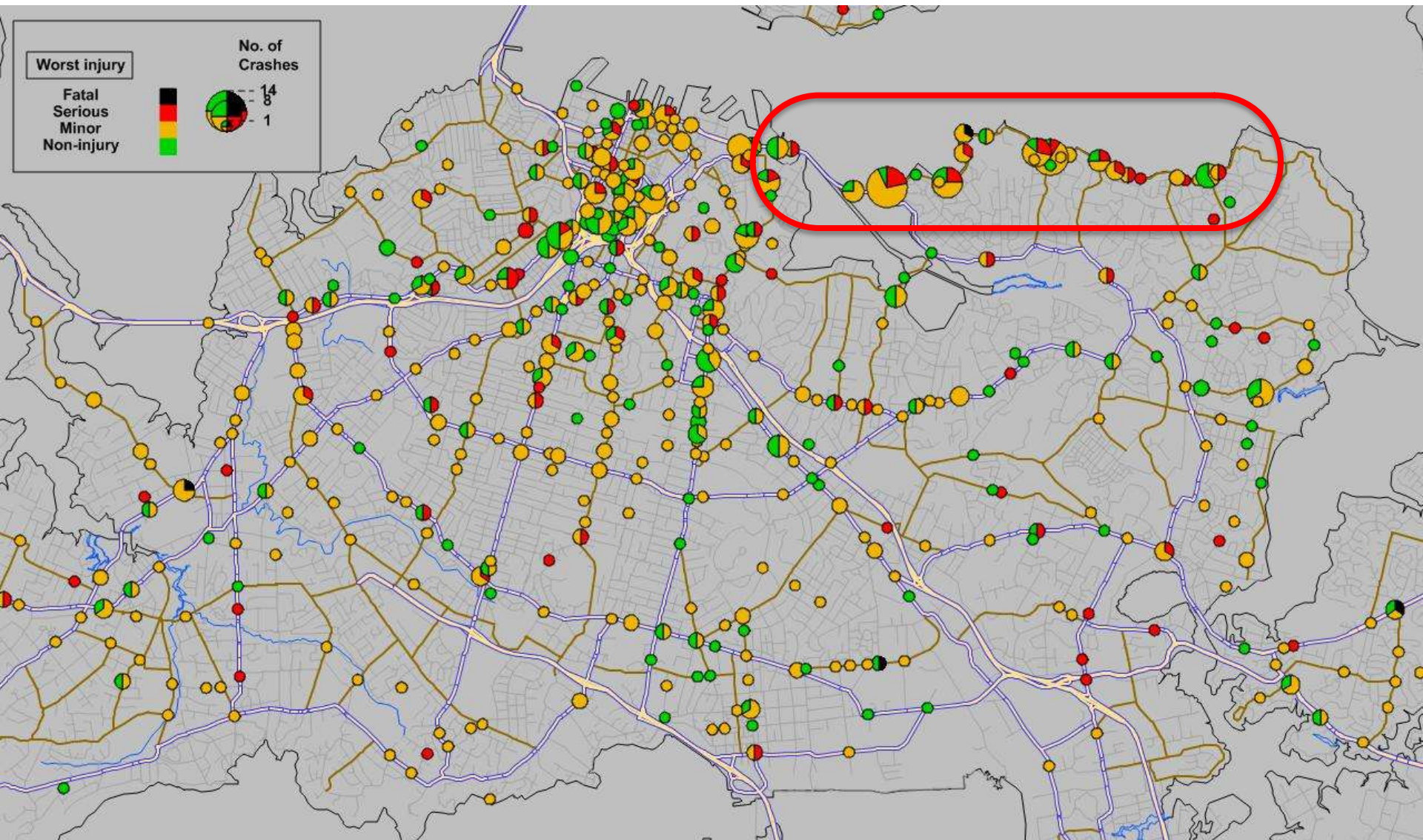
- Understand Movement of other road users
 - Cyclists: 1.5m gap
 - Trucks: Blind Spots

Less Aggression

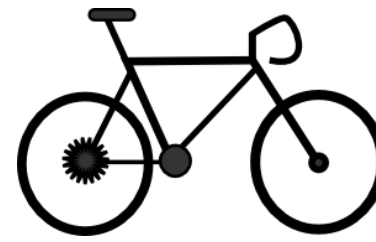
- See all Road Users as *People*
- Empathise with other Road Users & their needs

Tamaki Drive, Auckland

- Popular Bunch Ride Training Route



Tamaki Drive Bunch Ride Organisers



- **Original Group of 4**

- **Desire to do their part**
- **Make things safer (for Them & *Other* road users)**

- **“Take the Lead”**

- **Now a Group of 28**

- **Protocol for bunch riding Mon-Fri**
- **Promotion of Auckland Transport Hotline**
- **Ride Leader Training**
- **Website & Resource Development**



The “Good Bunch”



www.goodbunch.co.nz

- Ride 2 abreast max
- 20 riders max per bunch (smaller preferred)
- 200 metres min between bunches
- Follow the road code - *stop for reds, stop for peds, the green man is not for you*
- Follow your ride leader's instruction
- Courtesy works - a wave and a smile

To report a hazard or incident call Auckland Transport

(09) 355 3553

Building Relationships



Share The Road

- Results to Date



- **Good Bunch publicity rolled out to riders**
 - **Some Local Media coverage**
 - **Akld Trpt also creating “Courtesy Zone”**
 - **Observed Improved Cyclist Behaviour**
- **Survey of Motorists**
 - **Growing Awareness of Campaign**
 - **Positive Influence on Attitude/Behaviour**
- **Possible Automobile Ass’n Surveys?**
 - **Baseline/ongoing Monitoring**
- **Investigation of Other NZ Trials**

Where to From Here?



- **NZTA Funding was a “kick-start”**
 - **Road Safety Trust application submitted**
 - **Aim is for courses to be self-funding**
- **More potential with “Share the Road”**
 - ***Possible* further NZTA funding 2012-15**
 - **Local Council support for ongoing campaign**
 - **Extend to Commuting Cyclists (Videos)**
 - **Focus on Motorist Behaviour when “own house is in order”**
- **CAN + BikeNZ + NZTA has worked well!**

Thank You!

Questions?

For more info:

- *jsg@can.org.nz*

