



**Active Transport
Strategy 2017**
**He Rautaki Waka
Whitawhita**



WHANGANUI
DISTRICT COUNCIL
Te Kaunihera a Rohe o Whanganui

Key Contributors:

Norman Gruebsch, Active Transport Facilitator
Daniel Cairncross, Rooding Traffic Safety Engineer
Alex Staric, Policy Advisor Research & Engagement

Contact person for enquiries:

Rui Leitao, Senior Rooding Engineer

Approved by:

Whanganui District Council

Date approved:

18 July 2017

Date by which a review should be carried out:

Generally within 10 years' time

Policy Inventory number:

672677

Publication design:

Joe Salmon, Online Communications Officer



Contents

<i>Executive summary</i>	5
Why we need the strategy	5
Scope of strategy	5
National	6
Regional	6
Local	6
<i>Strategy context</i>	6
<i>Background and issues</i>	7
Let's Go	7
Current situation (2017)	8
<i>Vision and principles</i>	9
Vision statement	9
Vision Points	9
Principles	9
<i>Goals and strategies</i>	10
Connected	10
Effective & Safe	10
Educated	10
Cultured & Mature	11
Destination	11
<i>UCP Infrastructure development plan</i>	12
<i>Monitoring and evaluation</i>	13
<i>Action Plan</i>	14
<i>Appendices and References</i>	19

Foreword

Tēnā koe,

Thank you for taking the time to read our Draft Active Transport Strategy. This is a document that I'm very proud of and would love to see the residents of Whanganui get behind, as our staff at Council have done already.

I remember as a young boy, never being far from my bicycle and using it to get around Whanganui. Some may know that I spent a number of years in Sweden where the active transport networks are fantastic. These networks helped sustain my love of cycling as it was so easy to get about safely.

I enjoyed cycling as a commuter as it was a great way to keep fit. It was also much cheaper than other modes of transport and I never had to fight for a carpark close to the front door of anywhere I went. It gave me a way to clear the fog from my mind in the morning and helped me to switch off from work as I cycled home. Cycling wasn't just a way to get about, it was a seamless part of my life.

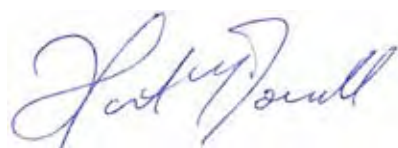
I was saddened when I returned to Whanganui and found people no longer cycled across town to get places as they used to as it was perceived as too unsafe. After feeling uncomfortable on the roads I myself also succumbed to that sense of being unsafe.

I myself have no desire to hang my bicycle up for good so I'm committed to bringing active transport back to this city. Whether you follow my cycling streak, or you scoot, skateboard, walk, or roller skate. Whether you're a commuter, a jogger or a tourist cycling the Ngā Ara Tuhono (Mountains to Sea) Cycle Trail, we all should have infrastructure that is safe and effective.

For me cycling isn't just about the destination, it's about the experiences that come with it along the way. I know my friend Palmerston North Mayor Grant Smith champions his city as having aspirations to be the best place to ride a bike in New Zealand. I think every city in New Zealand should rise to this aspiration and push to have the best infrastructure, education and community culture that supports people to get about.

However, being a competitive person, I would love to see Whanganui District get there first. I want us to be held up as a role model for active transport in New Zealand and in the world. When cities in America and Australia look at their active transport network, I want us to be the example of what a great connected city looks like.

Please join me as we work together as a community to make our Whanganui a template of greatness.



Mayor Hamish McDouall

Introduction

Tangata Tū, Tangata Ora. Tangata Noho, Tangata Mate.
(Making walking, cycling and scootering a popular and safe travel choice for the people of Whanganui.)

Why we need the strategy

The Active Transport Strategy (“this strategy”) establishes Whanganui District Council’s strategic direction for active transportation over the next 10 years. It addresses the need to improve connectivity and mobility in the district through an interconnected roading network that prioritises active transport modes such as walking and cycling.

This strategy aligns with the objectives of the Government’s National Policy Statement on Land Transport towards sustainable and safe transport models, and addresses current and future transport demands. It also aims to realise Whanganui District Council’s Leading Edge Strategy objective in achieving greater accessibility to and within the district for all modes of transport by making our district more walk and cycle friendly.

Scope of strategy

This strategy covers the Whanganui District Council’s approach in providing infrastructure and collaborative partnerships that will deliver sustainable and safe active transport provision, applicable to the district’s roading network and public transport.

It will apply to all residents and visitors of the Whanganui District with initiatives targeting school aged children and their whānau, recreational users, tourists, and local businesses.



Strategy context



National

- › Safer Journeys 2020
- › Cycling Safety Action Plan (NZTA 2015)
- › New Zealand Transport Strategy 2008
- › Government Policy Statement on Land Transport

Local

- › Whanganui: Leading Edge
- › 10-Year Plan
- › District Plan
- › Urban Transport Strategy 2011

Regional

- › Regional Land Transport Plan (Whanganui – Manawatu)
- › Accelerate 2025 Regional Growth Strategy

Background and issues

Whanganui is a great place to live and visit, and has all the perfect ingredients to become a great hub of active transport. Its temperate climate, location, and compact urban landscape make it an ideal place for cycling and walking. Whanganui is easy to get around - most households are within short distance to the city centre, the location of our schools, and areas of attraction, such as parks, sport and recreational facilities, are all in close proximity.

We also have the Ngā Ara Tūhono – Mountains to the Sea cycleway part of Ngā Haerenga, the New Zealand Cycle Trail, right on our doorstep showcasing Aotearoa's unique environment, beautiful landscapes, and our locally diverse culture and heritage.

We have a supportive active transport culture with a local bicycle users group, cycling traditional clubs, walking and tramping and multisport clubs.

A lack of active travel infrastructure has been a barrier for people to be able to engage with cycling and walking options, because in the five years prior to the Te Tuaiwi and City Bridge to North Mole project there were no significant projects undertaken due to a lack of funding availability. With a shift in National Government policy which prioritised active transport models, more infrastructure funding has been made available to local government to support their communities to travel in more healthy and sustainable ways.

Following the achievements of New Plymouth and Hastings, two cities chosen to become model communities to develop cycling and walking initiatives, the government invested heavily in active transport funding in 2015 through the Urban Cycling Programme (UCP) fund. The Whanganui District Council received Central Government and Local Government approval to undertake \$3.3M worth of works to improve active transport in the district between 2015 and 2018.

Let's Go

Let's Go is a programme to make walking, cycling and scootering popular and safe travel choices.

Due to the success of the Let's Go branding, and the desire to work in regional collaboration, in 2016 the Whanganui District Council partnered with the New Plymouth District Council and agreed to share the Let's Go brand and philosophy throughout the area.

Let's Go is a collaboration with the New Plymouth District Council and involves key community organisations in Whanganui to provide the community with infrastructure, opportunities and information required to allow a wide range of active transport choices.

Current situation (2017)

- › 3.1% of trips to work are by bicycle in Whanganui (Census 2013)
- › In 2016, there were seven minor cycle injury road crashes, down from 2015 (14 minor and 12 serious)
- › 34% of residents have used a cycle way or cycle lane ¹
- › A total of four serious and five minor pedestrian injuries were sustained in 2016, compared to five minor pedestrian injuries in 2015
- › 72% of residents said they have used other walkways around the city ²
- › 40% of residents who live less than five minutes to work tend to drive; 64% of residents who live between five and ten minutes to work tend to drive ³
- › The top four reasons that would encourage people to use active modes of transport⁴:
 - Better cycle and walking facilities between home and work (cycle paths and lanes)
 - More people walking, cycling and bussing
 - Safer streets
 - Better cycle and walking facilities at work (cycle parking, showers, storage and drying facilities)
- › The most common means of travel to work on census day for people was driving a private car, truck or van (68%) (Census 2013)
- › 73% of residents want to increase their physical activity levels⁵
- › On average, we spend between 30 minutes a day walking⁶

1 *Community View Survey 2016*, Whanganui District Council

2 Ibid.

3 *How we move around 2016*, Whanganui District Council

4 Ibid.

5 *How we move around 2016*, Whanganui District Council

6 Ibid.



Vision and principles

Vision statement:

A walk and cycle-friendly district that provides healthy and sustainable travel choices for commuting to everyone.

Vision points

- › Increase active transport mode share
- › Make cycling, scootering, and walking safer and more attractive travel choices
- › Support economic growth and reduce our carbon footprint through cycling and walking
- › Normalisation of cycling

Principles

This strategy is guided by the following principles:

- › Walking and cycling can be travel modes that are safe, attractive and convenient means of travel
- › Improved hauora (health and wellbeing) for Whanganui residents by increasing incidental physical activity and reducing obesity and cardio-vascular diseases
- › Encouraging walking and cycling will lead to a sustainable and integrated transport network
- › Reduce our impact on the environment and help reach emission reduction targets
- › Active modes of transport are affordable, inclusive, and encourage social cohesion
- › Health costs can be reduced if people choose active modes of transport more often
- › People who use non-motorised transport tend to spend more time and money at local businesses which help these businesses thrive⁷
- › Walking to and taking walking breaks at work can lead to improved productivity

7 Litman, T. (2014). *Economic Value of Walkability*

Goals and strategies

1. Connected

We will be better connected

- 1.1 Enhance urban cycleway and pathway connections through new projects to encourage active transport
- 1.2 Integrate our pre-existing walkways and cycle paths to make it easier for people to choose active transport
- 1.3 Take a whole-of-journey approach and ensuring public transport is linked to active transport modes
- 1.4 Develop access-friendly cycling and shared corridors that are inclusive of all cyclists and pedestrians

2. Effective & safe

We will have effective and safe active transport modes

- 2.1 Prioritise active transport modes through the employment of local area traffic management measures to influence driver behaviour and reduce the convenience of car use to provide safer streets for everyone
- 2.2 Identify where safety risks are for cyclists and implement traffic controls to mitigate these risks
- 2.3 Create pedestrian-friendly neighbourhoods
- 2.4 Address safety issues in the urban environment for all active modes of travel
- 2.5 Collaborate with partners to ensure public transport stations are accessible by everyone
- 2.6 Implement supporting facilities to increase accessibility and encourage more people to walk and cycle
- 2.7 Investigate and develop programmes that are designed to increase active transport affordability

3. Educated

We will be well-informed about active transport

- 3.1 Promote the health benefits associated with active transport to communities
- 3.2 Increase the community's awareness through targeted messaging to encourage shared road use and active travel modes
- 3.3 Work with communities to increase the district's know-how of maintaining active transport equipment
- 3.4 Collaborate with partners to deliver cyclist skill education programmes

4. Cultured & mature

We will have a strong walking and cycling culture

- 4.1 Advocate with partners to communicate key messages to encourage walking and cycling
- 4.2 Support and encourage all residents and visitors to choose active transportation
- 4.3 Work with our local communities to implement travel planning
- 4.4 Support events which encourage walking and cycling as transport and recreation
- 4.5 Engage the Council and other key organisations to champion active transport in day-to-day operations

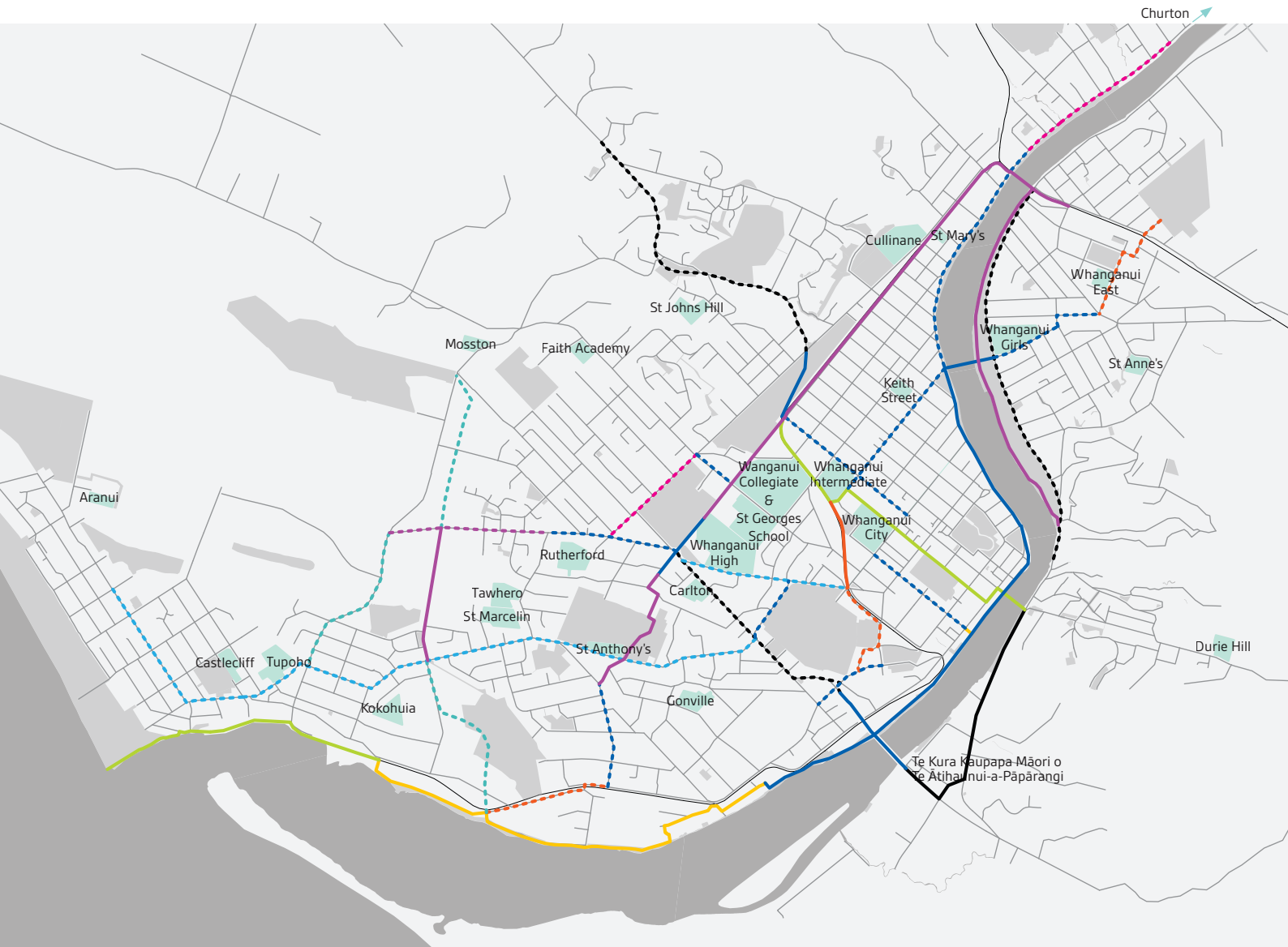
5. Destination

We will be a walking and cycling destination

- 5.1 Market Whanganui as a cycling destination
- 5.2 Ensure the Mountains to the Sea Tourist Cycle Route is presented as a nationally and internationally recognised cycling destination to our visitors
- 5.3 Support the development of walk- and cycle-related business such as bicycle shops, tour companies, accommodation and catering providers
- 5.4 Investigate off-road cycle path development










Urban Cycleways Programme infrastructure development plan



- | | | | |
|--|---------------------------|--|--------------------------------|
| | Completed Shared Pathways | | 2022-2023 Cycle Lanes |
| | Completed Cycle Lanes | | 2023-2024 Cycle Lanes |
| | 2016-2017 | | 2023-2024 Shared Pathways |
| | 2017-2018 | | Beyond 2024 |
| | 2018-2021 Cycle Lanes | | NZTA Roads and Shared Pathways |
| | 2018-2021 Shared Pathways | | School |
| | 2021-2022 Cycle Lanes | | |

Monitoring and evaluation

Related Leading Edge goals	Goal	Outcome	Indicator	Method
  	Connected, Effective & Safe, Educated, Cultured & Mature, Destination	Normalisation of active transport models	Increase the percentage of people cycling to work from 3.1% (2015) to 5% by the next census in 2018, and by 5% following census years	Census data
			Increase the number of cyclists entering the CBD by 30% by 2019	Whanganui CBD monitoring cordon count stations
			Increase percentage of children cycling and walking to school (Benchmark to be established)	Annual 'hands up' survey
			Increase percentage of residents who said they have used other walkways around the city (Benchmark: 72%)	Annual Community Views Survey
 	Effective & Safe, Educated	Active transport modes are safe	90% of cyclists are recorded to feel safe when using shared pathways and cycle lanes	Annual perception survey in October
			Decreasing trend in deaths, serious and minor injuries from crashes involving cyclist and pedestrians	Annual NZTA / Whanganui District Council roading data
	Educated	Our general health improves	Child and adult obesity levels decrease. (2017 Obesity levels: Children 21%, Adults 35%, Māori 43%, Pacific 50%)	Whanganui Regional Health Network
	Culture	Our local businesses encourage active transport	30% of organisations implement travel planning (Benchmark to be established)	Whanganui District Council registry
	Destination	We are seen as a hub of active transport by visitors	An increase of visitors who cycle in the district (Benchmark to be established)	Destination Whanganui data Counting station

Key to leading edge goals:



Community: *deeply united*



Connectivity: *globally connected*



Economy: *works for everyone*

Action Plan

Priority	Cost
▲ Low	💰 < \$10,000
▲▲ Low / Medium	💰💰 < \$100,000
▲▲▲ Medium	💰💰💰 > \$100,000
▲▲▲▲ Medium / High	
▲▲▲▲▲ High	

Goal 1 Connected: We will be better connected

Action No.	Relevant Strategy	Action	Timings / Priority	Partners & responsibility / Costs
1	1.1, 1.2, 1.3, 1.4	Deliver UCP infrastructure development plan 2017-27	2017-27 ▲▲▲▲▲	Roading, Whanganui District Council 💰💰💰
2	1.2, 1.3	Rationalise district walkways to ensure connectivity and maintenance costs are balanced	2017-27 ▲▲▲	Property, Whanganui District Council 💰
3	1.1, 1.2, 1.3, 1.4	Connect popular destinations and activity centres with existing infrastructure	2017-27 ▲▲▲	Roading, Whanganui District Council 💰💰
4	1.3	Collaborate with Horizons Regional Council in its review and ongoing assessment of urban Whanganui services to ensure linkage between public transport and UCP infrastructure development plan 2017-27	2017 Regional Land Transport Plan 2015/25 ▲▲	Whanganui District Council, Passenger Transport Committee Horizons Regional Council 💰

Goal 2 Effective & Safe: Our active transport modes will be effective and safe for all

Action No.	Relevant Strategy	Action	Timings / Priority	Partners & responsibility / Costs
5	2.1	Investigate and trial traffic calming options supportive of active transport modes	2018-28 ▲▲▲	Roading, Whanganui District Council 💰💰
6	2.1	Investigate and trial traffic measures that prioritise cyclists (e.g. cyclists have a head start at traffic lights)	2017-18 (Te Tuaiwi & investigate) 2019-20 (Trial) ▲▲	Roading, Whanganui District Council, Police 💰
7	2.1	Establish clearly defined markings in front of schools to stop congestion, and designate parking for parents away from school gates	Ongoing (aligned with UCP rollout) ▲▲▲	Roading, Whanganui District Council, Police, Local schools 💰
8	2.2, 2.4	Provide clear signage, especially for shared pathways so cyclists and walkers are safe together	2017-18 (Review of existing shared pathway) Ongoing (aligned with UCP rollout) ▲▲▲▲▲	Roading, Whanganui District Council Cost: < \$10,000 💰

9	2.2, 2.4	Undertake perception survey to capture cyclist safety levels and identify risks	2017 (benchmark) Yearly ▲▲▲	Whanganui District Council, Let's Go, Whanganui Bicycle Users Group \$
10	2.2, 2.4	Undertake minor improvement safety projects relating to workplace and school travel planning	2019 ▲▲	Roading, Whanganui District Council \$
11	2.3	Cooperate with and educate dog owners to reduce dogs from being a perceived safety risk to pedestrians and cyclists	2018 ▲▲	Whanganui District Council, Police \$
12	2.3	Review and adopt Speed Limits Bylaw	2017 ▲▲▲	Whanganui District Council \$
13	2.3	Investment Logic Mapping (ILM) workshop to scope options to remedy safety risks to pedestrians caused by trees	2017 ▲▲▲	Pedestrians on Wheels, Tree Advisory Group, Property & Roding Whanganui District Council Horizons Regional Council \$
14	2.4	Crime Prevention Through Urban Design rollout	Ongoing ▲▲▲▲▲	Whanganui District Council and partners, Police \$ \$
15	2.4	Customer Care Strategy adopted including Council's Roding team to review and implement effective request for service protocols	2017 ▲▲▲▲▲	Customer Services, Whanganui District Council \$
16	2.5	Promote service times and days of public transport online and other methods to increase information access	2017 (online) Ongoing ▲▲	Whanganui District Council, Passenger Transport Committee Horizons Regional Council \$
17	2.6	Provide more bicycle parking as an alternative to car parking	Ongoing ▲▲▲▲	Whanganui District Council \$ \$
18	2.6	Encourage employers to provide cycle facilities at work (change rooms, racks, incentives) and fleet of bikes for staff use	Ongoing ▲▲▲	Whanganui District Council and partners \$
19	2.6	Work with local communities to provide facilities that support active transport use such as seating	Ongoing ▲▲▲	Whanganui District Council and partners \$
20	2.7	Learn and deliver from successes of model communities and international best practices in the implementation of bike share programmes	2018 & Ongoing ▲▲▲▲	Whanganui District Council and partners \$
21	2.7	Support cycling businesses and enterprises	Ongoing ▲▲	Whanganui District Council and partners \$
22	2.7	Investigate e-bike supportive facilities with the view of developing a business case for funding if applicable	2019 ▲▲	Whanganui District Council and partners \$

Goal 3 Educated: *We will be well-informed about active transport*

Action No.	Relevant Strategy	Action	Timings / Priority	Partners & responsibility / Costs
23	3.1	Pamphlets, posters, and information toolkits promoting active transport health benefits developed and distributed	Ongoing ⚠️⚠️⚠️	Whanganui District Council and partners 💰
24	3.2	Illustrate activity centres in 2017-27 Infrastructure plan including Hylton Pit, Matipo Park and, Araheke mountain bike park, Lismore forest, Springvale bike park, Velodrome, Kowhai Park and Castlecliff Skate Parks	2019 ⚠️⚠️	Whanganui District Council 💰
25	3.2	Liaise with partners to run Share the Road campaigns, encouraging safe use of the road network by all users	Ongoing ⚠️⚠️⚠️	CAN, Cycling NZ, Let's Go 💰
26	3.2	Support and work in conjunction with National behaviour change campaigns	Ongoing ⚠️⚠️⚠️⚠️	Whanganui District Council and partners 💰
27	3.3	Online toolkit and pamphlets developed	2018 ⚠️⚠️⚠️	Whanganui District Council and partners 💰
28	3.4	Let's Go Programme, Bikes in Schools	Ongoing ⚠️⚠️⚠️⚠️⚠️	Let's Go Collaboration 💰💰
29	3.4	Let's Go Programme, education programme to workplaces	Ongoing ⚠️⚠️⚠️⚠️⚠️	Let's Go Collaboration 💰💰
30	3.4	Present benefits of active transport planning at Whanganui Business Forum	Ongoing ⚠️⚠️⚠️⚠️⚠️	Whanganui District Council, Whanganui & Partners 💰



Goal 4 Cultured & Mature: *We will have a strong walking and cycling culture*

Action No.	Relevant Strategy	Action	Timings / Priority	Partners & responsibility / Costs
31	4.3	Work collaboratively across community organisations to provide 3000 students with scooter and cycle skill training	2019 & ongoing ▲▲▲▲▲	Whanganui District Council, Let's Go, NZTA (\$\$)
32	4.3	Extend the Bikes in Schools Programme to schools in Whanganui, adding two schools per year to the programme	Ongoing ▲▲▲▲▲	Whanganui District Council, Let's Go, NZTA (\$\$)
33	4.3	Provide and assist travel plan implementation for local schools	Ongoing ▲▲▲▲▲	Whanganui District Council, Let's Go, NZTA (\$\$)
34	4.3	Provide and assist travel plan implementation for local businesses	Ongoing ▲▲▲▲▲	Whanganui District Council, Let's Go, NZTA (\$\$)
35	4.1, 3.1	Council and partner organisations Communication teams to develop and deliver a communication plan	2018 & Ongoing ▲▲▲	Whanganui District Council, Let's Go, Whanganui tramping Club, Whanganui Bicycle Users Group, Whanganui Regional Health Network, Te Oranganui, Police, Sports Whanganui, Horizons Regional Council (\$)
36	4.2	Targeted needs assessments of population, with a focus on populations of high deprivation	2018 (assessment) 2018 & Ongoing (implementation) ▲▲▲	Whanganui District Council, Let's Go, Whanganui tramping Club, Whanganui Bicycle Users Group, Whanganui Regional Health Network, Te Oranganui, Police, Sports Whanganui, Horizons Regional Council (\$)
37	4.2	Deliver cycling campaigns and programmes targeting teenagers	2018 & Ongoing ▲▲▲	Whanganui District Council, Let's Go, Horizons Regional Council (\$)
38	4.3	Encourage employers to provide cycle facilities at work (change rooms, racks, incentives) and fleet of bikes for staff use	Ongoing ▲▲▲	Whanganui District Council and partners, Let's Go, Mainstreet, (\$)
39	4.4	Promote the Aotearoa Bike Challenge locally as part of a NZTA endorsed cycle challenge	Yearly ▲▲▲	Whanganui District Council, Let's Go (\$)
40	4.4	Support and promote Open Street Events, Cycle Parades and other initiatives to normalise cycling and walking as an every-day activity and way of commuting	Ongoing ▲▲▲	Whanganui District Council, Let's Go, Mainstreet Whanganui (\$)
41	4.4	Organise and promote school campaigns such as Got'cha, walking/ scootering to school initiatives (Police), Young Cyclist of the Year (Horizons/ Police)	Yearly ▲▲▲	Police, Whanganui District Council, Let's Go, Horizons Regional Council (\$)

Goal 5 Destination: *We will be a walking and cycling destination*

Action Number	Relevant Strategy	Action	Timings / Priority	Partners & responsibility / Costs
42	5.1	Market Whanganui as a walking and cycling destination	Ongoing ▲▲▲	Whanganui District Council and partners, Whanganui & Partners \$
43	5.1	Connect tourist and recreational activities with active transport modes	Ongoing ▲▲▲	Whanganui District Council and partners, Whanganui & Partners \$
44	5.1	Redesign i-Site brochures to promote active transport opportunities to residents and visitors	Ongoing ▲▲▲	Whanganui District Council and partners, Whanganui & Partners \$
45	5.1	Promoting our district's history on shared pathways to include signage, educational activities, and sculptures	Ongoing ▲	Whanganui District Council and partners, Iwi Partners \$\$\$ – \$\$\$\$
46	5.2	Continued liaison and regular meet with Ruapehu District Council (RDC). Promoting Ngā Ara Tūhono/ Mountains to the Sea cycle trail	Ongoing ▲▲▲	Whanganui District Council and partners \$
47	5.1, 5.2	Develop sponsored meetings with service providers of the Ngā Ara Tūhono / Mountains to the Sea cycle trail and Te Araroa walk trails to understand all operational issues and to aid users where possible	Ongoing ▲▲▲	Whanganui District Council and partners \$
48	5.1, 5.3	Support motels/lodgement in providing active transport opportunities like cycle hire	Ongoing ▲	Whanganui District Council, Whanganui & Partners \$
49	5.1, 5.3	Work alongside and support local businesses to implement new active transport initiatives	Ongoing ▲▲	Whanganui District Council, Whanganui & Partners \$
50	5.1, 5.4	Council to work with community organisations to assist maintaining and support the development of off-road tracks and MTB parks	Ongoing ▲	Whanganui District Council, Wanganui Mountain Bike Club \$

Appendices and References

- › Wanganui Cycling Strategy (2003)
- › Wanganui Cycling Implementation Plan (2007)
- › Shared pathway Strategy (2012)
- › Whanganui Visitor Strategy (2013)
- › Let's Go Development Plan
- › National Business Case for investing in making cycling a safer and more attractive transport choice (NZTA, July 2015)
- › Benefits of investing in cycling in New Zealand communities - (Cycle Life, NZTA, March 2016)
- › Fundamentals of Delivering Successful Urban Cycleway Programmes. Notes: One day industry seminar Wellington, 12 Nov 2015 (ViaStrada, NZTA)

