

# Are we 'in the mainstream' yet?

(The NZ Cycling Strategy Foundation Project 10 years on)

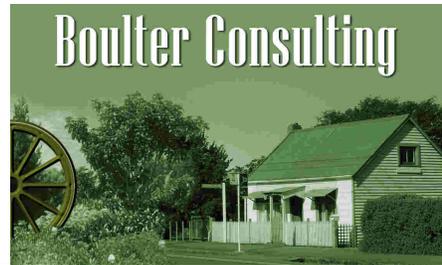
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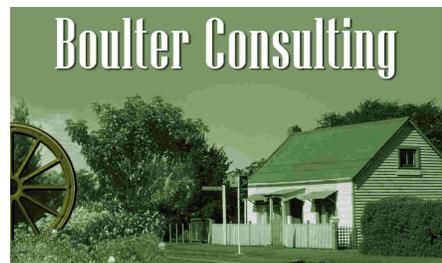
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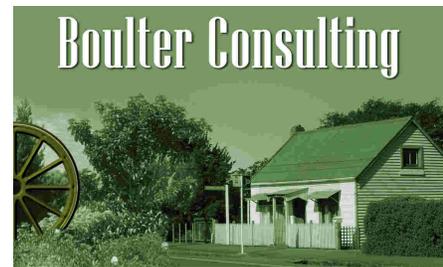
## The Project – Supporters

- IPENZ Transportation Group Study Award
- EECA – Cycling Conference
- Hamilton CC – office facilities
- Cycling Support NZ – summary booklet



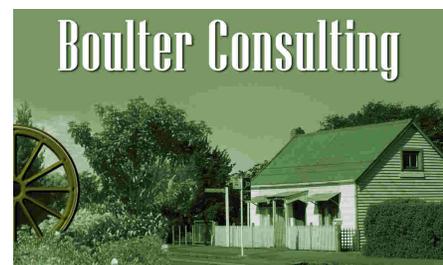
## The Project – Purpose and Background

- *“What would a National Cycling Strategy for New Zealand be like, if the Government decided to prepare one?”*
- *Australia Cycling 1999-2004* (February 1999)
- 1993 almost-adopted NZ National Cycling Strategy (LTSA-led)



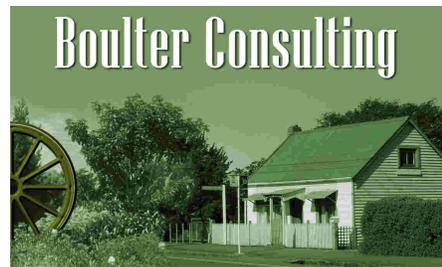
## The Project – Process (1)

- Late 1999, visited seven cities – Auckland, Hamilton, Palmerston North, New Plymouth, Wellington, Nelson & Christchurch
- Talked to (and rode with) local authority officials & cycling advocates
- Met central government (RCAs Forum, Transit NZ, Transfund NZ, LTSA, Cycle Steering Ctee)
- Gathered international data



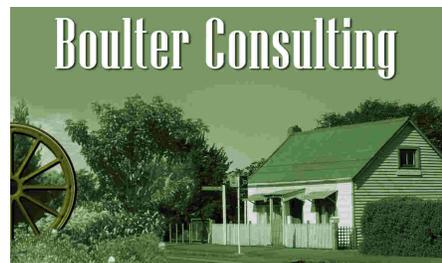
## The Project – Process (2)

- February 2000, *Interim Position Statement*
- ‘Simplified Delphi’ consultation process
- Draft findings (general consultation) to 2<sup>nd</sup> NZ Cycling Conference, Palmerston North
- Gathered comments, October 2000 *Into The Mainstream* provisional edition
- Final edition & summary booklet early 2003



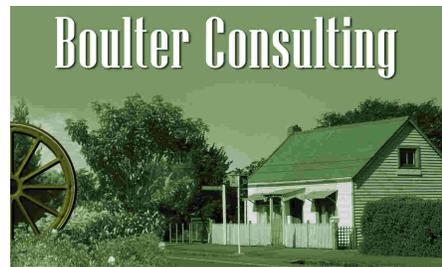
## *Into The Mainstream* recommendations

- Total 33 recommendations:
  - Cycling strategy development
  - Road traffic law/ law enforcement
  - Clarify what is transport funding for, how evaluated
  - Recognise cycling safer with greater numbers
  - Positive promotion (merge road safety & health messages)
  - Cycling in ‘integrated transport planning’
  - Dissemination of expertise (e.g. conferences like this)
  - Support for bodies like Cycling Advocates’ Network
  - Cycle tourism promotion (integrated with rail)
- Most acted on in some way
- So is cycling now part of ‘the mainstream’?



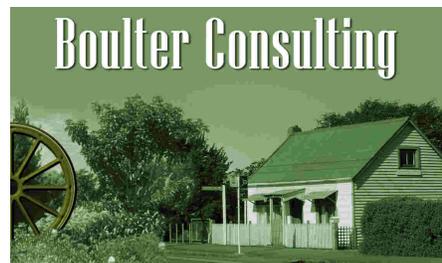
## 'Mainstreaming'

- How are mainstream decisions affected (beware 'cycling facilities budget' or 'NZ Cycleway')?
- 'Cycling's time has come' – have heard for decades, so why doesn't it?
- Role of passionate battlers
- 'Keen' local Councils usually have these in the background (there are exceptions)



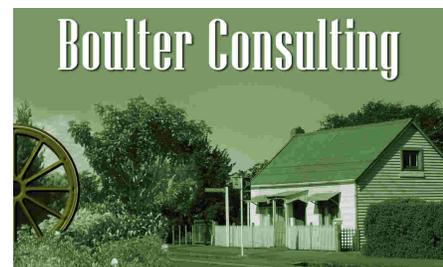
## 'Politics'

- Cycling empowers the poor – 'left-wing'
- Cycling helps the environment – 'green'
- Cycling enables self-reliance – 'right-wing'
- Cycling gives accessibly cheaper than alternatives – so extremely good news for the economy
- Argue according to political context!



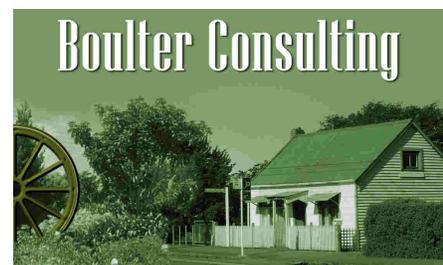
## Two 'Mainstreams'

- 'Post-Labour consensus'
- New government



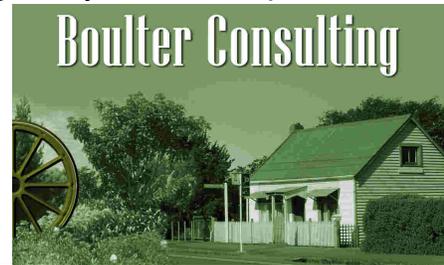
## 'The Labour Years'

- 2002 *Moving Forward* announcement
- *National Roding Programme* becomes *National Land Transport Programme (NLTP)*
- Under NLTP, \$ for public transport, walking, cycling
- NZ Transport Strategy 2002 sets new objectives
- New objectives into new evaluation procedures, Land Transport Management Act 2003
- Road safety and health promotion merge as 'safe and sustainable transport'



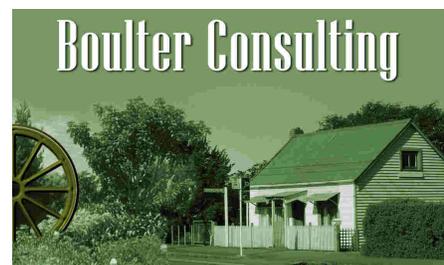
## 'The Post-Labour Consensus'

- Most transport budget goes to roads
- Some for PT/ cycle/ walk good (for everyone)
- Manage, don't just build, infrastructure (e.g. 'travel demand management')
- These are now generally accepted among transport officials (i.e. no longer 'political')



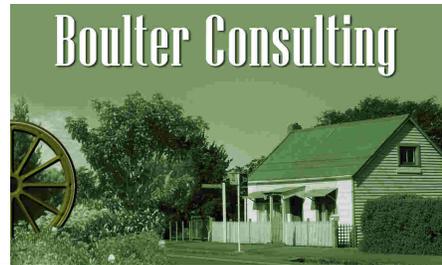
## Enter the 'New Mainstream'!

- Benefits to the economy all-important
- New government leaders 'fresh' (often new to politics), intelligent, very savvy financially (often 'business achievers')
- National Infrastructure Unit – Treasury people
- National Infrastructure Plan – new driver of transport strategy
- Make friends, support and reason with them!



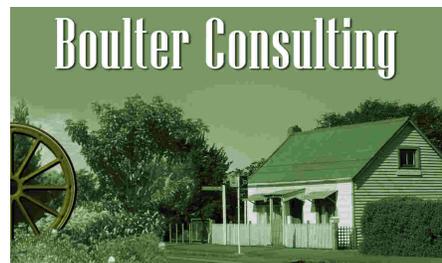
## Some current 'mainstreaming' issues

- \$ for National Cycleway, cut for day-to-day cycling
- = cycling only helps economy as tourists??
- Minister: OK to help public transport/ walking/ cycling, 'but too fast may damage economy'
- = cycling (/w/pt) good, but don't help the economy, and may drain it??
- 'Won't get logs to port on a bike' – but most trips are short
- Recent media reports – 'redneck' motorists' attitudes still around; 'cycling is dangerous' more media-appealing than reasoned statistics



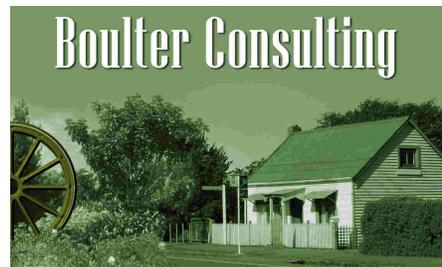
## Some good news

- Roading engineers' knowledge – Axel Wilke's course
- Road safety/ health messages reconciled
- Tim Hughes – often lone official support voice
- Glen Koorey – cycling research
- Robert Ibell – bridge-builder with government
- Local advocates – too many to mention



## Battlers & officials

- *Into The Mainstream & National Pedestrian Project 2000*
- NZ Walking & Cycling Strategy commitment 2002
- *Getting There – On Foot, By Cycle 2005*
- Implementation Plan 2006
- Model Communities Programme 2009 funding
- Battlers ‘drive’, officials ‘sign off’
- Gerry, Jason, Ian & Reena – I’ve been there too!



## Conclusion: There is still work to do!

- Skilled propagandists, & cogent reasoners!
- ‘Cycling doesn’t help the economy much’ - ??
- Our government leaders are new & fresh – let’s see whether they are open to well-reasoned cases carefully (and persistently) put

