

# Great Urban Rides

Developing showcase rides for  
Auckland city



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### Presenters

- **Pippa Coom** - Cycling Action Auckland
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## Two ideas meet

### Ride the ridges - Ponsonby

- Flat and safe, dedicated cycle route for Aucklanders to get around.
- Zone 1 connections that would get to 12 schools, great local shopping, cafes and bars.
- Providing a route that would get riders close to Auckland Hospital, Central Business District, Eden Park Stadium and the University Quarter

### Cycleway gets \$50m - A series of 'Great Rides'

- A national cycleway would be a series of 'Great Rides' says John Key. The shape of John Key's "national cycleway" is becoming clearer, after the Prime Minister gave more details about a "series of 'Great Rides'" in a tourism speech this morning.
- His initial claim of a \$50 million price tag for what was originally pitched as a national cycleway from Cape Reinga to Bluff was thought by many to be unrealistic.

## Great urban ride overview



- Play a complimentary and promotional role for NZ Cycleway projects and deliver distinct benefits to Auckland residents
- Cycling tourists spend more money and spread it further
- Showcase rides to kick-start the transformation of Auckland into a cycle friendly city
- Provide safe roads for the majority of Aucklanders who own bikes and want to cycle

## Proposal to council



A visitor to Auckland, staying in the central city, will be given options to leave the Queen St valley by bicycle to explore Auckland's cultural, historical and entertainment sites.

For locals they provide the "smart" everyday riding routes that give easy access to a range of universities, parks, places of work, hospitals and schools.

## Route selection considerations



- Provide safe and fast transport by bike
- "Ride the ridges" to encourage regular use but still be achievable for the first time rider
- Pass interesting places for tourists
  - Auckland's cultural, historical and entertainment sites
  - Tourist attractions (Zoo, MOTAT, Kelly Tarltons, Auckland museum)
  - Café / restaurant / shopping
- Part of the proposed Regional Cycle Network and provide local and commuter connections:
  - Libraries, CBD and hospital
  - Schools and universities
- Maximise existing infrastructure and leverage off proposed development/plans

## Great urban ride routes



First 3 routes proposed:

- Ponsonby Heritage Ride
- Waitemata Harbour Ride
- Maungawhau Volcanic Ride

Plus option to extend network, as demand increases:

- Remuera Classic Ride
- Point Chevalier Inner Harbour Ride

## Rollout strategy



1. Identify routes
  - Confirm location of signs
  - Install signage
2. Route promotion through appointment of Cycle Ambassadors
  - Riding “bus” for events
  - Guide tourists around routes
  - Promote other NZ Cycleway rides
3. Traffic calming and cycle infrastructure included in planned upgrades
  - Lower speed limits on key roads
  - Rugby World Cup walking corridor
  - SH16 Central Auckland Cycleway
  - Central Connector

## Sources of funding



Range of co-funding options:

- Ministry of Tourism – feasibility funding, infrastructure development
- Auckland City Council and SLIPS - Road signage
- NZTA – 75% of signage and planning work and 53% of any infrastructure development
- ARTA - maps for the routes

## Progress to date



Auckland City Council, Liveable Arterials Plan, 2008

1. The concept of Great Urban Rides endorsed by the Transport Committee Auckland City Council under the umbrella of the New Zealand cycleway project and;
2. Council officials, in conjunction with us, directed to report back to the November Committee;
3. Tourism Auckland and Events Team directed to promote cycle routes for specific events and;
4. \$30k allocated to the project as at Sept 09

Next steps

5. Unified proposal to Ministry of Tourism
6. First routes signed in 2010
7. Process repeated in other major NZ cities