

# Shaping commute choices for vibrant cities

# The challenge...





# The opportunity



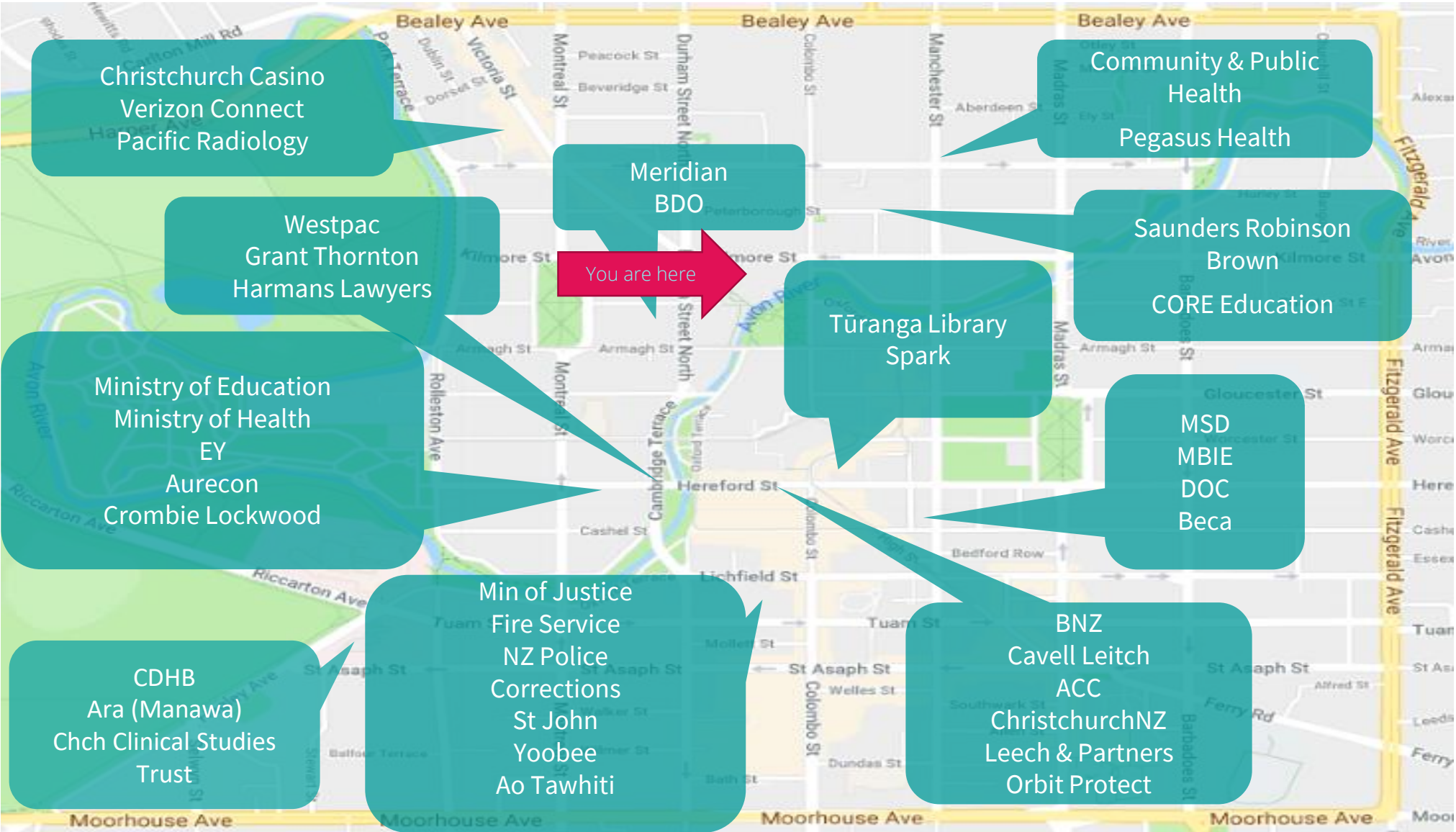


*Introducing...*  
**City Travel  
Planning**

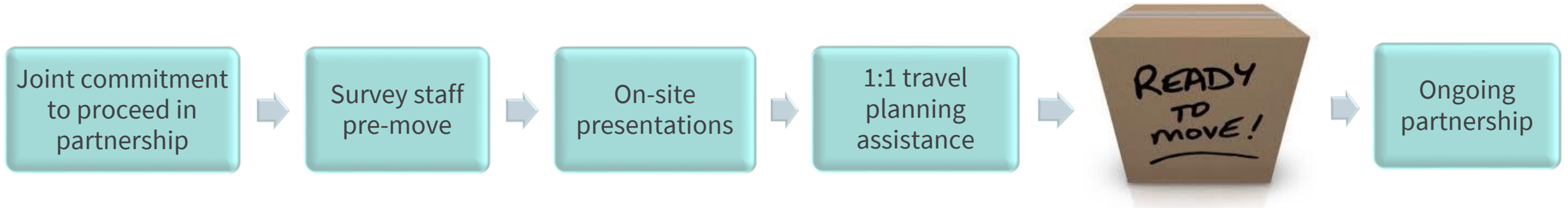




# Who's taken part?



# The process

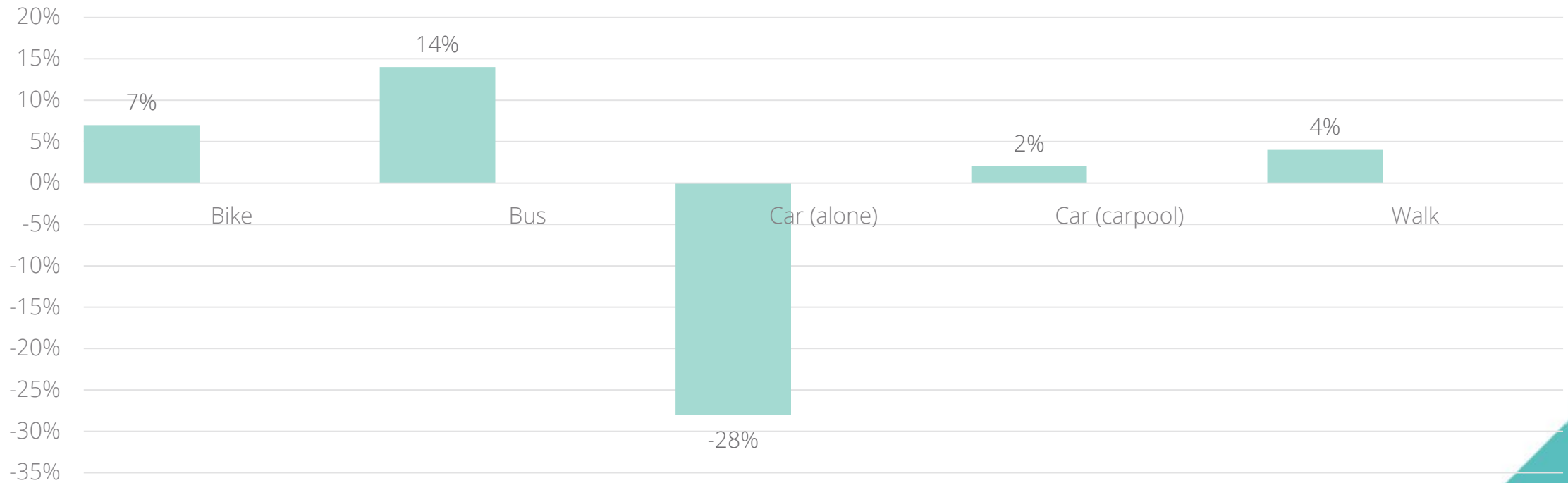


# 1:1 Journey Planning assistance



# Results

Change in staff mode-share post-move  
Combined data from 17 organisations that have taken the full programme





# Case study: Meridian

The screenshot shows the website for the Aotearoa Bike Challenge in Christchurch. The header features the title 'AOTEAROA BIKE CHALLENGE in Christchurch' and a navigation menu with 'HOME', 'ME', 'STORIES', 'PRIZES', 'RESULTS', and 'INFO'. A user profile for 'Anne Heins' is visible in the top right. The main content area is titled 'ORGANISATION PROFILE' and features the 'Meridian Energy Christchurch' logo. Below the logo, it identifies the 'Parent Organisation: Meridian Energy' and the specific challenge as 'Aotearoa Bike Challenge 2020'. A profile picture of Sharon Lea, the 'CHALLENGE CHAMPION', is shown with links to 'Edit Organisation' and 'Export Data'. A statistics section displays four key metrics: 24% participation, 86 out of 356 cyclists, 15 new riders, and 15,011 kilometers cycled. A 'See more stats' link is provided at the bottom of this section.

## AOTEAROA BIKE CHALLENGE in Christchurch

HOME ME STORIES PRIZES RESULTS INFO

Anne Heins

### ORGANISATION PROFILE

# Meridian Energy Christchurch

Parent Organisation: Meridian Energy

Aotearoa Bike Challenge 2020

**Sharon Lea**  
CHALLENGE CHAMPION

[Edit Organisation](#)

[Export Data](#)

**24%** PARTICIPATION

**86** OUT OF 356 CYCLING

**15** NEW RIDERS

**15,011** KILOMETRES CYCLED

[See more stats](#)

## Lessons learned

- ‘Push’ as well as ‘pull’ factors needed
- Have a clear structure, but be flexible
- Aim for ‘opt out’ 1:1 desk visits
- Work with the willing
- Multimodal approach is key