

Fighting the wrong battle

(why focussing on cycling is counterproductive)

ISABELLA CAWTHORN & OWEN MATA



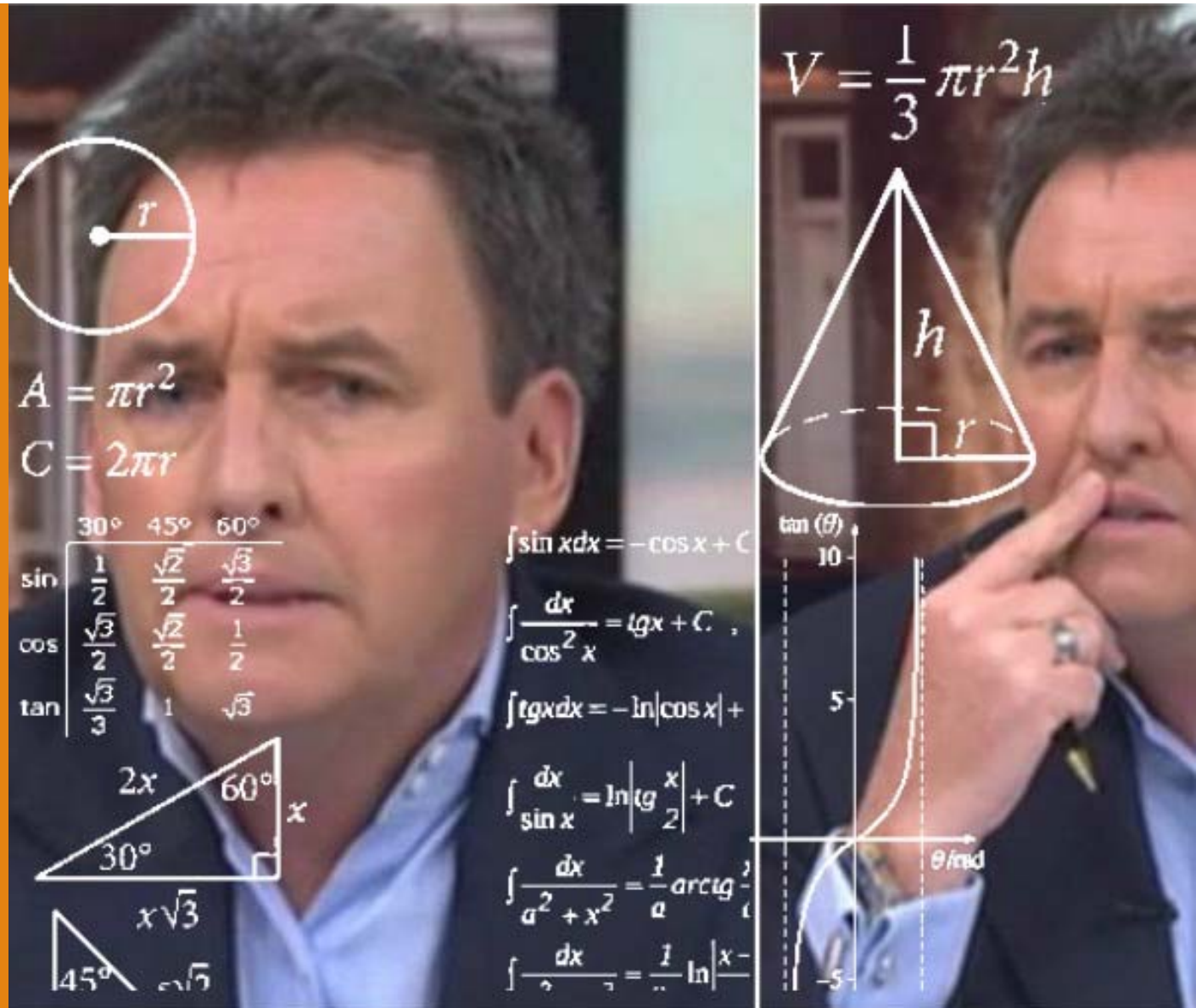


We get it...

They
generally
don't get it



He definitely
doesn't get it



What is your top transport priority for Wellington?



A smartcard I can use to pay on all trains, buses and ferries	37%
A solution for the Basin Reserve's congestion	24%
Getting more quality cycleways built	5%
Fixing the bus network	10%
Improving road safety	2%
Building more highways like the Cross Valley Link	11%
Putting all our energy into making flying cars a reality	11%

7.3K voters

HPESTER

A question of modes?



A choice between outcomes.....

But how do we
achieve that?

A complex
mixture





SUGAR

CARB 2

FRUIT / VEG 1

LIQUID

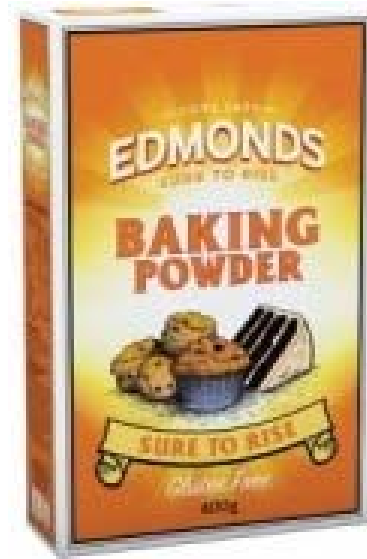
RISING
AGENT

SPICE

FRUIT /
VEG 2

We know the kinds of ingredients that good transport “choice environments” should have

“Let’s have more cycling everyone!
What do you think?”



Context is
everything

(the systemic stuff)





Important, hard work
that we're unfamiliar
with

We've bought ourselves the hardest fight



The challenge: get social licence to change stuff



Centre the conversation on things people care about

Benefits of investing in cycling in New Zealand communities



“You’re not getting the quality of life you deserve.”



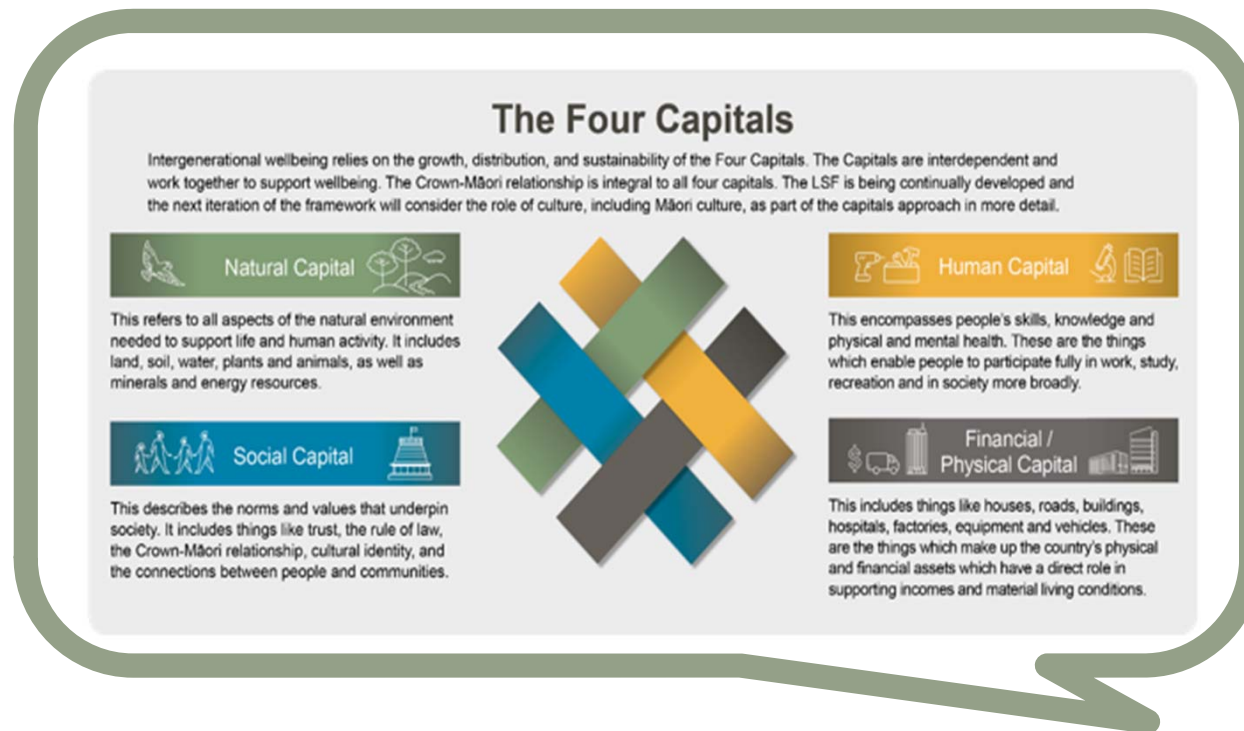
using meaningful evidence



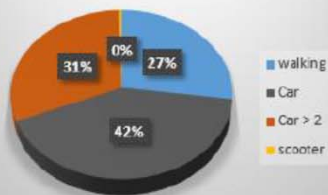
Asset	Region	Hierarchy					Regional Average
		High Volume	National Strategic	Regional Strategic	Regional Connector	Regional Distributor	
Maintenance Costs (no. of pavement and surfing faults per km)	Regional Average for route type	4	2	4	6	6	5
	Napier	4	2	4	-	3	
	Gisborne	-	-	7	5	9	
	East Wairarapa	4	-	4	5	4	
	BOP West	3	-	4	9	8	
	BOP East	-	-	7	5	5	
Culverts (Rural) (no. per km)	Regional Average for route type	8	7	8	8	8	9
	Napier	4	7	9	-	7	
	Gisborne	-	-	8	11	9	
	East Wairarapa	7	-	7	8	11	
	BOP West	9	-	8	6	11	
	BOP East	-	-	9	8	7	
Catchpits (Urban) (no. per km)	Regional Average for route type	8	12	16	10	8	10
	Napier	10	12	11	-	9	
	Gisborne	-	-	0	6	5	
	East Wairarapa	6	-	21	14	7	
	BOP West	9	-	8	6	11	
	BOP East	-	-	16	7	6	
Manholes (urban) (no. per km)	Regional Average for route type	0	0	1	1	1	1
	Napier	0	0	2	-	1	
	Gisborne	-	-	0	1	0	
	East Wairarapa	0	-	0	1	1	
	BOP West	0	-	0	0	0	
	BOP East	-	-	0	0	0	
Subsoil Drain (Rural) (m per km)	Regional Average for route type	10	34	138	27	43	61
	Napier	107	34	223	-	14	
	Gisborne	-	-	151	93	148	
	East Wairarapa	0	-	0	4	2	
	BOP West	0	-	0	0	159	
	BOP East	-	-	8	34	3	
Surfaced SWC (Urban) (m per km)	Regional Average for route type	1388	1447	1820	1176	823	1137
	Napier	1488	1447	1815	-	1623	
	Gisborne	-	-	0	426	784	
	East Wairarapa	745	-	1538	1224	914	
	BOP West	718	-	1427	0	0	
	BOP East	-	-	1637	1237	520	
Earth SWC (Rural) (m per km)	Regional Average for route type	881	628	761	1816	1181	1050
	Napier	313	523	448	-	718	
	Gisborne	-	-	1087	1403	1328	
	East Wairarapa	1307	-	1174	1379	1200	
	BOP West	830	-	1160	642	1362	
	BOP East	-	-	1379	1283	1117	
Signs (no. per km)	Regional Average for route type	22	14	18	18	16	16
	Napier	26	14	16	-	15	
	Gisborne	-	-	19	20	15	
	East Wairarapa	12	-	21	17	18	
	BOP West	22	-	23	12	10	
	BOP East	-	-	18	15	12	
Streetlights (no. per km)	Regional Average for route type	6	2	2	1	2	2
	Napier	17	2	1	-	2	
	Gisborne	-	-	0	1	2	
	East Wairarapa	2	-	4	3	2	
	BOP West	0	-	0	0	1	
	BOP East	-	-	0	0	0	

	Result	Measure	Expected Value	Category
cts completed v RAMM (in last 6 -30 months)	see attached report			-
fety improvement projects v RAMM (in last 6 -30 months)	see attached report			
ioed in RAMM in last year	8.0%	Grade 2	Grade 1	80
t 50% older than expected age	11.5%	Grade 3	Grade 2	
no surfacing	0.3%	Grade 1	Grade 1	
c. % (SAC with chipseal, Low and high widths, Alignment of traffic volumes v pavement use)	0.1%	Grade 1	Grade 1	
ork with layer Information	98.7%	Grade 1	Grade 3	81
y previous 6 – 30 months	2.4%	Grade 3	Grade 2	
avement Layers v Incorrect Surfacing)	1.7%	Grade 1	Grade 1	
l markings by type	see attached report			-
short (< 20m) TLs	4.2%	Grade 1	Grade 1	73
long (> 2000m) TLs	0.4%	Grade 1	Grade 1	
with < 80% coverage of major surfacing	18.7%	Grade 3	Grade 1	
3 years	35.9%	Grade 4	Grade 2	
dated	21/02/2014	-	-	76
ork identified for treatment in next ten years (from FWP)	147.0%	Grade 1	Grade 2	
(% surfacings in last year conflicting with first 2 years of FWP excluding 2nd coats)	4.5%	Grade 2	Grade 1	
MIS strategy, reasons for treatments listed and detailed	52.4%	Grade 3	Grade 1	
n last year	91.4%	Grade 1	Grade 1	91
y standards for roughness, rutting and texture (Roads surveyed in last year)	99.0%	Grade 1	Grade 1	78
y standards for FWD (Roads surveyed in last 5 years)	30.6%	Grade 4	Grade 1	
y standards for SCRIM (Roads surveyed in last year)	99.0%	Grade 1	Grade 1	
A and SU cost groups in previous 4 – 15 months v Regional Average	133.3%	Grade 1	Grade 2	90
in previous 4 - 15 months (proportion located at carriageway start)	0.5%	Grade 1	Grade 2	
ntenance patch sizes by Hierarchy	see attached report			
ntenance Cost Activities	see attached report			
Activity where fault type is "Unknown"	12.9%	Grade 2	Grade 1	100
layer data recorded	58	no.	-	
recorded in RAMM	0	no.	-	
i	31/12/2013	-	-	
tes	28/02/2014	-	-	50
: (i.e. not default)	99.7%	Grade 1	Grade 2	
ype "Bridge" v No. of Bridges > 50m in length in BDS	105.0%	Grade 1	Grade 1	
: v No. BDS	0.0%	Grade 5	Grade 2	
	80	no.	-	51
shed report for locations)	18	no.	-	
(m)	57848	m	-	
RAMM	see attached report			
Regional Average (Rural)	100.0%	Grade 1	Grade 2	48
Regional Average (Urban)	81.0%	Grade 2	Grade 2	
r Regional Average (Urban)	0.0%	Grade 5	Grade 2	
km v Regional Average (Rural)	73.6%	Grade 2	Grade 2	
nstruction Date in previous 4 – 15 months)	0.0%	Grade 4	Grade 2	48
r km v Regional Average (Urban)	42.0%	Grade 3	Grade 2	
v Regional Average (Urban)	25.4%	Grade 4	Grade 2	

“If you don’t measure what you value,
you end up valuing what you measure”

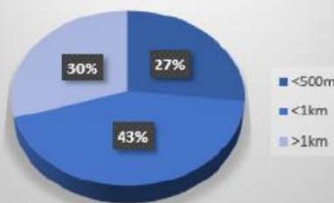


Mode



■ walking
■ Car
■ Car > 2
■ scooter

Distance from school



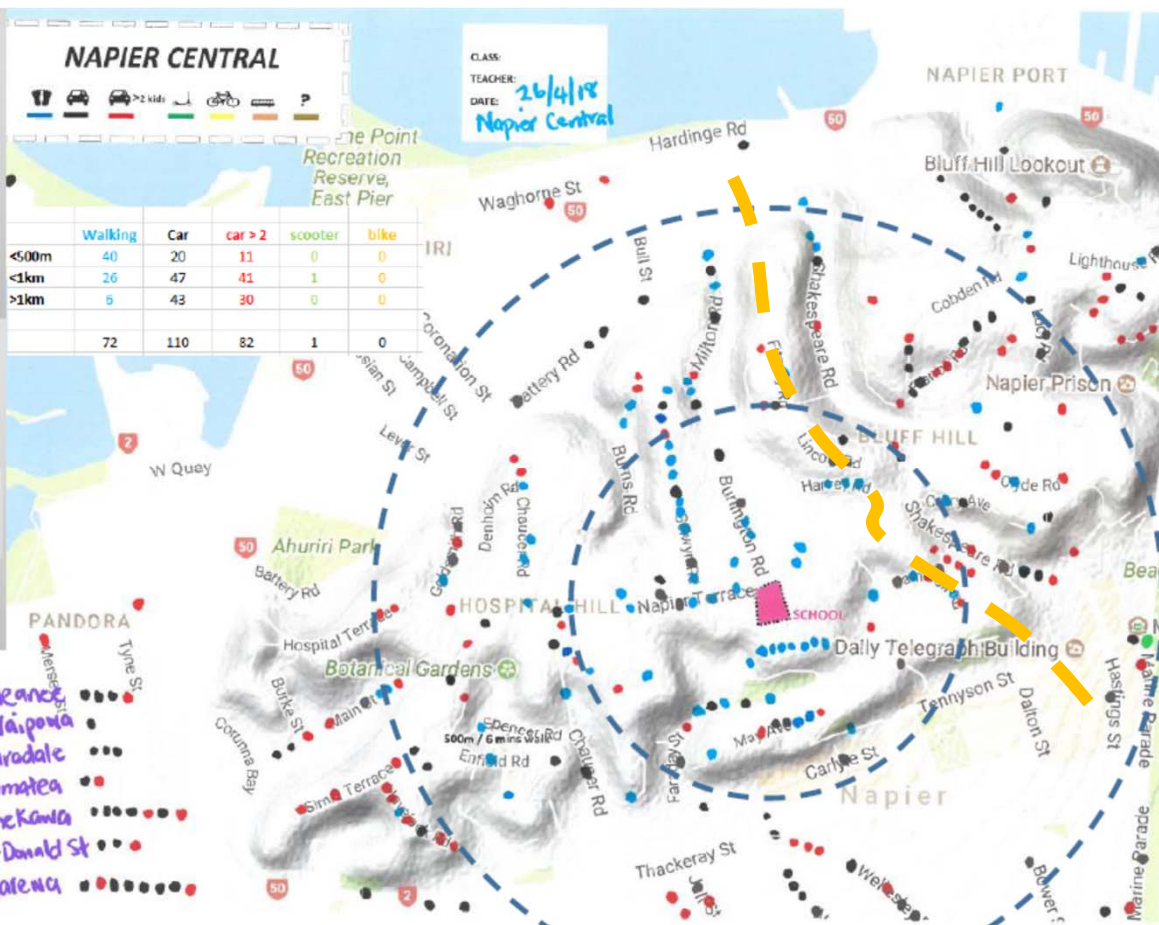
■ <500m
■ <1km
■ >1km

NAPIER CENTRAL

CLASS: 26/4/18
TEACHER: Napier Central
DATE:

	walking	Car	car > 2	scooter	bike
<500m	40	20	11	0	0
<1km	26	47	41	1	0
>1km	5	43	30	0	0
	72	110	82	1	0

Meanee
Waipoua
Taradale
Tamatea
Onekawa
McDonald St
Morewa

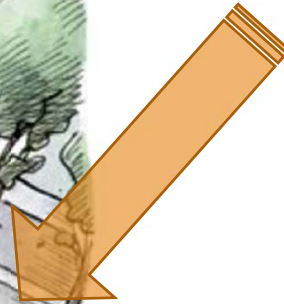


Thanks for doing me the favor of
telling me
something I
already know.



som^{ee}cards
user card

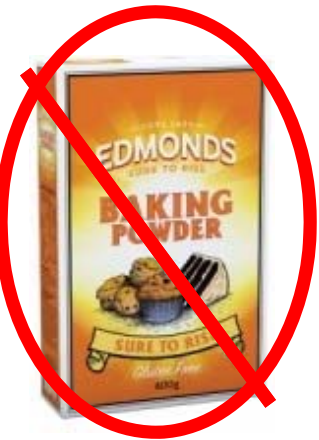
The challenge: social licence to change stuff



Centre the conversation on what people care about

Measure what matters - and ask, ask, ask

Open minded and holistic in solutions



Thank you!
