# Fighting the wrong battle

(why focussing on cycling is counterproductive)

ISABELLA CAWTHORN & OWEN MATA





### <u>We</u> 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	ÄPESTER

## A question of modes?





### A choice between outcomes.....

# But how do we achieve that?

### A complex mixture





We <u>know</u> 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           Maintenance Costs (no. of pavement and surfacing faults per km)         Regional Average for route type (above           Cuiverts (Rural) (no. per km)         BOP West BOP East           Cuiverts (Rural) (no. per km)         BOP West BOP East           Catchpit (Urban) (no. per km)         Regional Average for route type Napler           Catchpit (Urban) (no. per km)         Regional Average for route type Napler           Manholes (urban) (no. per km)         Regional Average for route type Napler           Subsoli Drain (Rural) (m per km)         Regional Average for route type Napler           Subsoli Drain (Rural) (m per km)         BOP East           BOP East         Regional Average for route type Napler           Subsoli Drain (Rural) (m per km)         BOP East           BOP East         BOP East           Regional Average for route type Napler           Subsoli Drain (Rural) (m per km)         Gisborne           East Waikato BOP East         BOP East           Regional Average for route type Napler         Signorne           East Waikato BOP East         BOP East           Regional Average for route type Napler         Signorne           East Waikato BOP West         BOP East           BOP East         Regional Average for route type Napler           Signs (no. per km) <th></th> <th></th> <th>Hierarohy</th> <th></th> <th></th> <th></th>			Hierarohy			
Maintenance Costs (no. of pavement and surfacing faults per km)         Regional Average for route type Gisborne           Culverts (Rural) (no. per km)         BOP East           Culverts (Rural) (no. per km)         BOP East           Catchpit (Urban) (no. per km)         BOP West           BOP East         Regional Average for route type Napier           Catchpit (Urban) (no. per km)         BOP East           Manholes (urban) (no. per km)         Regional Average for route type Napier           Manholes (urban) (no. per km)         Regional Average for route type Napier           Subsoli Drain (Rural) (m per km)         Regional Average for route type Napier           Subsoli Drain (Rural) (m per km)         Gisborne           BOP East         Regional Average for route type Napier           Subsoli Drain (Rural) (m per km)         Gisborne           BOP East         Regional Average for route type Napier           Subsoli Drain (Rural) (m per km)         Gisborne           East Walkato         BOP East           Regional Average for route type Napier         Napier           Suffaced SWC (Urban) (m per km)         Gisborne           East Walkato         BOP East           BOP East         BOP East           Regional Average for route type Napier           Signs (no. per km)         Gisborne	High Volume	National Strategio	Regional Strategio	Regional Connector	Regional Distributor	Regional Averag
Maintenance Costs (no. of pavement and surfacing faults per km) Culverts (Rural) (no. per km) Catchpit (Urban) (no. per km) Catchpit (Urban) (no. per km) BOP East Regional Average for route type Napier Catchpit (Urban) (no. per km) BOP East Regional Average for route type Napier Catchpit (Urban) (no. per km) BOP East Regional Average for route type Napier Manhoies (urban) (no. per km) BOP East Regional Average for route type Napier Subsoli Drain (Rural) (m per km) BOP East Regional Average for route type Napier Subsoli Drain (Rural) (m per km) BOP East Regional Average for route type Napier Subsoli Drain (Rural) (m per km) BOP East Regional Average for route type Napier BOP East BOP East	4	2	4	6	6	
Maintenance Costs (no. of pavement and suffacting faults per km)         Gisborne           BOP West         BOP East           Culverts (Rural) (no. per km)         Gisborne           Culverts (Rural) (no. per km)         Gisborne           Catchpit (Urban) (no. per km)         BOP West           BOP East         Regional Average for route type Napier           Catchpit (Urban) (no. per km)         Gisborne           BOP East         BOP East           Manholes (urban) (no. per km)         Gisborne           BOP East         BOP East           Manholes (urban) (no. per km)         Gisborne           Subsoil Drain (Rurai) (m per km)         Gisborne           BOP East         BOP West           BOP West         BOP West           BOP East         Regional Average for route type Napier           Suffaced SWC (Urban) (m per km)         Gisborne           BOP East         BOP East           BOP East         BOP West           BOP East         BOP East           BOP East         BOP East           BOP East         BOP	4	2	4	-	3	
(inc. of pavement and surfacing faults per km)         East Walkato           BOP East         BOP West           BOP West         BOP West           BOP West         BOP West           Culverts (Rural)         Gisborne           (no. per km)         East Walkato           BOP West         BOP West           BOP West         BOP West           BOP East         Regional Average for route type           Napier         Gisborne           Catchpit (Urban)         Gisborne           (no. per km)         East Walkato           BOP East         BOP East           Manholes (urban)         Gisborne           (no. per km)         East Walkato           BOP East         BOP East           BOP East         BOP East           Subsoil Drain (Rural)         Gisborne           (m per km)         East Walkato           BOP East         BOP East           Suffaced SWC (Urban)         Gisborne           (m per km)         East Walkato           BOP East         BOP East           BOP East         BOP East           BOP East         BOP East           BOP East         BOP East           BOP East         BOP			7	5	9	-
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BOP East           Regional Average for route type Napier           Culverts (Rural) (no. per km)         East Waikato           BOP East         BOP East           BOP East         BOP East           Catchpit (Urban) (no. per km)         Gisborne           Catchpit (Urban) (no. per km)         Gisborne           Manholes (urban) (no. per km)         BOP West           BOP East         Regional Average for route type           Manholes (urban) (no. per km)         Gisborne           BOP East         BOP West           BOP East         BOP West           BOP East         BOP East           Subsoil Drain (Rural) (m per km)         Gisborne           Suffaced SWC (Urban) (m per km)         Gisborne           BOP East         Regional Average for route type Napier           Suffaced SWC (Urban) (m per km)         Gisborne           BOP East         BOP East           BOP East         BOP East <td>4</td> <td></td> <td>4</td> <td>-</td> <td>8</td> <td>-</td>	4		4	-	8	-
Regional Average for route type Napler           Culverts (Rural) (no. per km)         Gisborne           BOP East Walkato         BOP West           BOP East         Regional Average for route type           Catchpit (Urban) (no. per km)         Gisborne           Manholes (urban) (no. per km)         East Walkato           BOP East         Regional Average for route type           Manholes (urban) (no. per km)         Gisborne           BOP East         Regional Average for route type           Manholes (urban) (no. per km)         Gisborne           BOP East         Regional Average for route type           Napier         BOP West           BOP East         Regional Average for route type           Subsoil Drain (Rural) (m per km)         Gisborne           BOP West         BOP West           BOP East         Regional Average for route type           Napier         Gisborne           BOP West         BOP East           BOP East         BOP East           BOP East         BOP East           BOP West         BOP East           BOP West         BOP West           BOP East         BOP West           BOP East         BOP West           BOP East         BOP West		-	-	9		-
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(no. per km)         East Walkato           BOP Vest         BOP East           BOP East         Regional Average for route type           Napier         East Walkato           Catchpit (Urban)         East Walkato           (no. per km)         BOP Vest           BOP East         BOP Vest           BOP East         BOP East           Manhoies (urban)         Gisborne           (no. per km)         East Walkato           BOP East         BOP West           BOP Vest         BOP Vest           BOP East         Regional Average for route type           Napier         Gisborne           Subsol Drain (Rural)         Gisborne           (m per km)         East Walkato           BOP West         BOP East           BOP West         BOP West           BOP East         BOP East           BOP East         BOP East           BOP East         BOP East           BO	4	7	9	-	7	-
BOP West           BOP East           Regional Average for route type           (no. per km)         Gisborne           BOP East         BOP East           BOP West         BOP East           BOP East         BOP West           BOP East         BOP East           Manholes (urban) (no. per km)         Gisborne           BOP East         BOP West           BOP East         BOP East           Subsoil Drain (Rurai) (m per km)         Gisborne           BOP East         Regional Average for route type           Napier         Sisborne           BOP East         BOP East           BOP West         BOP East           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West	-	-	8	11	9	- 9
BOP East           Regional Average for route type Napier           Catchpit (Urban) (no. per km)         Eisborne           BOP East         BOP East           Regional Average for route type Napier         Napier           Manholes (urban) (no. per km)         Gisborne           BOP East         BOP East	7	-	7	8	11	4
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Napier           Gisborne           (no. per km)           BOP Kest           BOP East           BOP Kest           BOP West           BOP West           BOP West           BOP West           BOP West           BOP East           Manhoies (urban)           (no. per km)           BOP East           BOP West           BOP East           BOP East           BOP East           Subsoil Drain (Rurai)           (m per km)           BOP East           BOP East           BOP West           BOP East           BOP West           BOP East           BOP West           BOP East	-	-	9	8	7	
Catchpit (Urban) (no. per km) BOP East BOP East BOP East Regional Average for route type Napler Manholes (urban) (no. per km) BOP East BOP East B		12	16	10	8	
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BOP West           BOP East           Regional Average for route type           Manholes (urban)         Gisborne           (no. per km)         East Walkato           BOP East         BOP West           BOP East         Regional Average for route type           Subsol Drain (Rural)         Gisborne           (m per km)         East Walkato           BOP East         BOP East           Surfaced SWC (Urban)         Gisborne           (m per km)         East Walkato           BOP East         BOP East           BOP East	-	-	0	6	5	10
BOP East           Nanholes (urban) (no. per km)         Regional Average for route type Napier           BOP West         BOP West           BOP East         Regional Average for route type           Nanholes (urban) (no. per km)         Gisborne           Subsoli Drain (Rura) (m per km)         Gisborne           BOP East         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP East         Regional Average for route type           Napier         BOP West           BOP West         BOP West           BOP East         Regional Average for route type           Napier         BOP West           BOP West         BOP West           BOP East         BOP East           Signs         Gisborne           Gisborne         BOP West           BOP West         BOP East           BOP East         Regional Average for route type           Napier         BOP East           BOP West         BOP East           BOP East         BOP East           BOP East         BOP East           BOP East <td< td=""><td>6</td><td>-</td><td>21</td><td>14</td><td>7</td><td></td></td<>	6	-	21	14	7	
Manholes (urban) (no. per km)         Regional Average for route type Napler           Gisborne         Gisborne           BOP East Walkato         BOP East           Subsoil Drain (Rurai) (m per km)         Gisborne           BOP East         Regional Average for route type Napler           Subsoil Drain (Rurai) (m per km)         Gisborne           BOP East         BOP East           Surfaced SWC (Urban) (m per km)         Gisborne           BOP East         Regional Average for route type Napler           Surfaced SWC (Urban) (m per km)         Gisborne           BOP East         Regional Average for route type Napler           Surfaced SWC (Rurai) (m per km)         Gisborne           BOP East         BOP East           BOP East         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP East           BOP East         Regional Average for route type Napler           BOP East         BOP East           BOP East         <	9	-	8	6	11	
Manholes (urban) (no. per km) Subsoli Drain (Rurai) (m per km) BOP West BOP East Regional Average for route type Napier BOP East BOP East Regional Average for route type Napier BOP East Regional Average for route type Napier BOP East BOP West BOP East Regional Average for route type Napier BOP East Regional Average for route type Napier Earth SWC (Rurai) (m per km) East Walkato BOP West BOP East Regional Average for route type Napier East Walkato BOP West BOP East Regional Average for route type Napier BOP East Regional Average for route type Napier BOP East BOP East Regional Average for route type Napier Signs (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier	-	-	16	7	6	
Manholes (urban) (no. per km) BOP East BOP East Subsoli Drain (Rural) (m per km) BOP West BOP West BOP West BOP West BOP West BOP East Regional Average for route type Napier Surfaced SWC (Urban) (m per km) East Waikato BOP West BOP East Regional Average for route type Napier East Waikato BOP West BOP East Regional Average for route type Napier Signs Signs Signs Signs Signs Sign East Regional Average for route type Napier BOP East BOP East BOP East BOP East BOP West BOP East BOP Eas	0	0	1	1	1	1
(no. per km) (no. per km) BOP West BOP East Regional Average for route type Napier BOP West BOP West BOP West BOP East Regional Average for route type Napier Surfaced SWC (Urban) (m per km) East Walkato BOP West BOP West BOP East Regional Average for route type Napier Earth SWC (Rural) (m per km) East Walkato BOP West BOP East Regional Average for route type Napier Signs	0	0	2	-	1	
BOP West BOP East Regional Average for route type Napier BOP East BOP East BOP East BOP East BOP East BOP East BOP East BOP West BOP East BOP West BOP East BOP East	-	-	0	1	0	
BOP East Regional Average for route type Napler Subsoli Drain (Rural) (m per km) Surfaced SWC (Urban) (m per km) East Walkato BOP West BOP East BOP West BOP East Regional Average for route type Napler East Walkato BOP West BOP East Regional Average for route type Napler East Walkato BOP East BOP East BOP East BOP East BOP East BOP East BOP East BOP East BOP East BOP West BOP East BOP East BOP West BOP East BOP West BOP East BOP East BOP East BOP East BOP East BOP East BOP West BOP East BOP East BO	0	-	0	1	1	1 '
Subsoli Drain (Rural) (m per km)         Regional Average for route type Napier           Gisborne         East Waikato           BOP West         BOP East           Surfaced SWC (Urban)         Gisborne           (m per km)         East Waikato           BOP East         Regional Average for route type           Surfaced SWC (Urban)         Gisborne           (m per km)         East Waikato           BOP East         Regional Average for route type           Napier         Gisborne           BOP East         BOP East           BOP East         BOP East           BOP East         Regional Average for route type           Napier         Gisborne           BOP East         BOP East           BOP East         BOP East           BOP East         BOP East           BOP East         BOP East           BOP West         BOP West           BOP West         BOP East           BOP East         Regional Average for route type           Napier         BOP East           BOP East         Regional Average for route type           BOP East         Regional Average for route type	0	-	0	0	0	1
Napier           Subsoli Drain (Rural) (m per km)         Gisborne           East Walkato         BOP West           BOP East         Regional Average for route type Napier           Surfaced SWC (Urban) (m per km)         Gisborne           BOP West         BOP West           BOP West         BOP East           Regional Average for route type Napier         Napier           Earth SWC (Rural) (m per km)         Gisborne           BOP West         BOP West           BOP East         Regional Average for route type           Napier         BOP West           BOP West         BOP West           BOP East         Regional Average for route type           Regional Average for route type         Napier	-	-	0	0	0	1
Napier           Subsoli Drain (Rural) (m per km)         Gisborne           East Walkato         BOP West           BOP East         Regional Average for route type Napier           Surfaced SWC (Urban) (m per km)         Gisborne           BOP West         BOP West           BOP West         BOP East           Regional Average for route type Napier         Napier           Earth SWC (Rural) (m per km)         Gisborne           BOP West         BOP West           BOP East         Regional Average for route type           Napier         BOP West           BOP West         BOP West           BOP East         Regional Average for route type           Regional Average for route type         Napier	10	34	136	27	43	
(m per km) East Walkato BOP West BOP East BOP East Surfaced SWC (Urban) (m per km) East Walkato BOP West BOP East Regional Average for route type Napier Earth SWC (Rural) (m per km) East Walkato BOP West BOP East Regional Average for route type Napier Signs (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier BOP East Regional Average for route type Napier BOP East B	107	34	223	-	14	1
(m per km) East Walkato BOP West BOP East BOP East Surfaced SWC (Urban) (m per km) East Walkato BOP West BOP East Regional Average for route type Napier Earth SWC (Rural) (m per km) East Walkato BOP West BOP East Regional Average for route type Napier Signs (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier BOP East Regional Average for route type Napier BOP East B	-	-	151	93	148	1
BOP West           BOP East           Regional Average for route type           Surfaced SWC (Urban)           (m per km)           East Walkato           BOP East           BOP West           BOP West           BOP East           Regional Average for route type           Napier           Gisborne           BOP East           BOP East           BOP East           BOP East           BOP West           BOP West           BOP West           BOP East	0	-	0	4	2	61
BOP East           Regional Average for route type Napier           Surfaced SWC (Urban)         Gisborne           (m per km)         East Walkato           BOP West         BOP East           BOP East         Regional Average for route type           Napier         BOP West           BOP East         BOP East           BOP De East         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP West         BOP West           BOP East         Regional Average for route type           Napier         Gisborne           BOP West         BOP West           BOP West         BOP East           BOP East         Regional Average for route type           Napier         BOP East	0		0	0	159	1
Burfaced SWC (Urban)         Gisborne           Surfaced SWC (Urban)         Gisborne           (m per km)         BOP East Waikato           BOP East         Regional Average for route type           Napier         Regional Average for route type           Signs         Gisborne           (in per km)         East Waikato           BOP East         BOP East           BOP East         BOP East           Signs         Gisborne           (ino. per km)         East Waikato           BOP East         BOP East           BOP East		-	8	34	3	1
Surfaced SWC (Urban) (m per km) East Waikato BOP West BOP East Regional Average for route type Napler East Waikato BOP West BOP East BOP East BOP East Regional Average for route type Napler Signs (no. per km) East Waikato BOP West BOP West BOP West BOP West BOP West BOP West BOP East Regional Average for route type Napler	1389	1447	1820	1176	923	
Surfaced SWC (Urban) (m per km) East Waikato BOP West BOP East Napier Earth SWC (Rural) (m per km) Signs Signs Signs Signs Signs BOP West BOP West BOP West BOP West BOP West BOP West BOP West BOP West BOP West BOP East Regional Average for route type Napier	1488	1447	1815	-	1623	1
(m per km) East Walkato BOP West BOP East BOP East Regional Average for route type Napier BOP West BOP East Regional Average for route type Napier Signs (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier	-	-	0	426	784	1
Earth SWC (Rural) BOP West BOP East Regional Average for route type Napier BOP East BOP East Regional Average for route type Napier Signs (no. per km) BOP West BOP East BOP West BOP East Regional Average for route type Napier	745		1538	1224	914	1137
BOP East Regional Average for route type Napier Earth SWC (Rural) (m per km) BOP West BOP East Regional Average for route type Napier Gisborne East Waikato BOP West BOP East BOP West	718		1427	0	0	
Regional Average for route type Napler Gisborne (m per km) BOP West BOP East Regional Average for route type Napler Gisborne (no. per km) East Waikato BOP West BOP East Regional Average for route type Napler Regional Average for route type Napler	/16		1427	1237	520	
Napier Napier Earth SWC (Rural) (m per km) BOP West BOP East Regional Average for route type Napier (no. per km) East Waikato BOP West BOP East Regional Average for route type Napier		623	761	1237	1131	
Earth SWC (Rural) (m per km) BOP West BOP West BOP East Regional Average for route type Signs (no. per km) BOP East BOP East BOP East Regional Average for route type Napier	313	523	448	1010	718	1050
(m per km) East Walkato BOP East BOP East Regional Average for route type Signs (no. per km) BOP East BOP East BOP East Regional Average for route type Napier	313	523	1087	1403	1328	
BOP West BOP East Regional Average for route type Napier Signs Gisborne (no. per km) East Waikato BOP West BOP East BOP East Average for route type Napier	1307	-	1087		1328	
BOP East Regional Average for route type Napler Signs Gisborne (no. per km) East Walkato BOP West BOP East Regional Average for route type Napler				1379		
Regional Average for route type Napier Signs Gisborne (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier	830	-	1160	642	1362	
Napier Signs Gisborne (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier	-	-	1379	1283	1117	16
Signs Gisborne (no. per km) East Walkato BOP West BOP East Regional Average for route type Napier		14	18	18	16	
(no. per km) East Walkato BOP West BOP East Regional Average for route type Napler	26	14	16	-	15	
BOP West BOP East Regional Average for route type Napler	-	-	19	20	15	
BOP East Regional Average for route type Napier	12	-	21	17	18	
Regional Average for route type Napier	22	-	23	12	10	
Napler	-	-	18	15	12	
		2	2	1	2	
Streetlights Gisborne	17	2	1	-	2	
	-	-	0	1	2	2
(no. per km) East Walkato	2	-	4	3	2	
BOP West	0	-	0	0	1	1
BOP East	-	-	0	0	0	1

	Result	Measure	Expected Value	Category
cts completed v RAMM (in last 6 -30 months)	see	see attached report		
fety improvement projects v RAMM (in last 6 -30 months)	see attached report		ort	-
oed in RAMM in last year	8.0%	Grade 2	Grade 1	
t 50% older than expected age	11.5%	Grade 3	Grade 2	
no surfacing	0.3%	Grade 1	Grade 1	80
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	
previous 6 – 30 months	2.4%	Grade 3	Grade 2	81
avement Layers v Incorrect Surfacing)	1.7%	Grade 1	Grade 1	
I markings by type	see	attached rep	ort	-
short (< 20m) TLs	4.2%	Grade 1	Grade 1	
long (> 2000m) TLs	0.4%	Grade 1	Grade 1	
vith < 80% coverage of major surfacing	18.7%	Grade 3	Grade 1	73
j years	35.9%	Grade 4	Grade 2	
lated	21/02/2014	-	-	
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	e 1 76
MIS strategy, reasons for treatments listed and detailed	52.4%	Grade 3	Grade 1	
n last year	91,4%	Grade 1	Grade 1	91
standards for roughness, rutting and texture (Roads surveyed in last year)	99.0%	Grade 1	Grade 1	
standards for FWD (Roads surveyed in last 5 years)	30.6%	Grade 4	Grade 1	76
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	
in previous 4 - 15 months (proportion located at carriageway start)	0.5%	Grade 1	Grade 2	
ntenance patch sizes by Hierarchy	-	see attached report		90
Itenance Cost Activities	!			
Activity where fault type is "Unknown"	12.9%	Grade 2	Grade 1	
layer data recorded	58	no.	-	
ecorded in RAMM	0	no.	-	-
	31/12/2013	-	-	
tes	28/02/2014	-	-	100
(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.	-	
shed report for locations)	18	no.	-	50
(m)	57848	m	-	
RAMM	see attached repo		ort	
Regional Average (Rural)	100.0%	Grade 1	Grade 2	
Regional Average (Urban)	81.0%	Grade 2	Grade 2	
r Regional Average (Urban)	0.0%	Grade 5	Grade 2	51
km v Regional Average (Rural)	73.6%	Grade 2	Grade 2	
nstruction Date in previous 4 – 15 months)	0.0%	Grade 4	Grade 2	
r km v Regional Average (Urban)	42.0%	Grade 3	Grade 2	
Desired Austra (Durn)	05.49	0.14	0.10	40

#### "If you don't measure what you value, you end up valuing what you measure"







#### 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!