

HAWKE'S BAY REGIONAL CYCLE PLAN 2015



SEPTEMBER 2015







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OUR Vision

To normalise cycling in Hawke's Bay to such an extent that the region is nationally and internationally recognised as providing the most bike-friendly experience in New Zealand.

**REGIONAL CYCLING
PLAN PARTNERS**

Hastings District Council
Napier City Council



OVERARCHING Strategy

To maximise the financial and social returns from cycling in the areas of:

- **Liveability**
- **Health**
- **Tourism**

Central Hawke's Bay District Council
Wairoa District Council

Hawke's Bay Regional Council
Bike ON (Bikes in Schools)

Hawke's Bay District Health Board
Tourism Hawke's Bay

The New Zealand Transport Agency

Background

Hawke's Bay is a great place to live, with a wonderful climate, space and an abundance of natural resources. Despite large open plains, relatively flat urban areas, minor traffic congestion and natural beauty, cycling rates have been, as with most of New Zealand, in decline until recently. In 1990, New Zealand primary school children were biking an average of 28 minutes per week. Today it is less than 5 minutes per week - with many children not getting to ride a bike at all.

In addition, obesity statistics paint a disturbing picture for Hawke's Bay. In 2006, 26% of the adult population was classified as obese but by 2012, this had increased to 34%, with 12% of Hawke's Bay children now classified as obese, compared with 10.8% nationally¹. Increased physical activity through cycling can make an important contribution to reducing this incidence.

Equally concerning is a drop in physical activity levels in Hawkes Bay. The recommended guidance is for at least 30 minutes of exercise on at least five days in the past week. Recent health survey data¹ shows only 43% of Hawke's Bay people met these guidelines (a 13% drop since 2006), while the New Zealand average is 53%.

In 2002, the Rotary Clubs of Hawke's Bay initiated a major increase in investment in walking and cycling when they formed the Pathways Trusts, and commenced fundraising to construct high quality shared walking and cycling pathways around the region.

Subsequently and due to funding support from the New Zealand Transport Agency's Model Communities Fund, Hastings District Council has made significant inroads on

the above trends over the last five years through its iWay programme. Large areas of the district are achieving an 8% increase in people cycling regularly and the average number of cyclists on one major arterial route (Havelock North to Hastings) has increased from 50 per day to over 200 a day.

Findings from the 'Cycling Safety Panel Report 2014: Safer Journeys for People Who Cycle' support the need for improved cycling infrastructure.

The report states that "The number one priority that will do the most towards achieving the ultimate vision and in the shorter term reduce the incidence of cycling crashes, is providing improved cycling infrastructure, particularly in urban areas where the great majority of crashes occur." This has certainly been the case in Hastings.

Cycle accident rates per kilometre have declined significantly as major infrastructure improvements have been made, and cycle training has improved. Perceptions of cycle safety in the district have improved markedly, and the proportion of people who believe cycling on the Council's network is very safe has increased from 10% to 30% over three years.

Other initiatives are also contributing to reversing cycling trends. Bikes in Schools is a programme initiated by a charitable organisation which builds bike tracks in schools, provides bikes and teaches children to use them. The tracks are extremely popular and the programme increases the level of physical activity children achieve during the day.

The New Zealand Cycle Trails fund has also been put to very good use in Hawke's Bay, with four major off-road trails routes totalling around 200km attracting more than 420,000 users each year.

Learning how to ride a bike in a safe environment is the first step in becoming a cyclist for transport, health and recreation. Napier City Council has installed a children's only bike park on Marine Parade to reinforce this learning.

¹ National Health Survey, Ministry of Health, 2012.



Other activities and developments which contribute to this positive picture include

- extensive mountain-biking facilities and activities through the Hawke's Bay Mountain Biking Club,
- the Hawke's Bay BMX Club with its new community funded track in Havelock North,
- the Wairoa River Path and the Central Hawke's Bay Trails along the river edge, opened in 2014
- the bus service around Napier and Hastings, which has added bike carriers to the larger buses enabling people to bike and ride
- the use of E-Bikes, which is growing and making cycling more accessible.

As a result, the number of local residents and visitors getting on their bikes to make use of the facilities has increased dramatically, tourism operators offering cycling experiences have opened and a number of successful cycling events and promotional campaigns have been run. *(A stock take of cycling facilities, clubs and events in Appendix 1 sets out the many opportunities already on offer)*

These initiatives have largely been developed independently of each other, with each organisation working to its own plans and strategies for cycling. The partners believe that to capitalise on the successes so far, a coordinated regional approach is needed so that resources can be pooled and actions prioritised to achieve the greatest gains for cycling in Hawke's Bay.

Our plan includes infrastructure, marketing and promotion, and actions aimed at changing travel habits. More people cycling creates demand for more investment in infrastructure, leading to greater safety and less real risk of injury. That said, more cyclists without infrastructure development can lead to higher rates of injury and affect the willingness of people to keep cycling².

There is much more to do. For example, one of our highest priorities is to see the iWay urban concept extended region-wide, so that the already significant benefits brought about by this project are compounded and extended.

Napier City Council intends making use of Hastings' successful iWay model and experience to undertake \$6 million of new cycleway construction and promotional programmes between 2015 and 2021.

In summary, the Hawke's Bay region has been successful in recent years in:

- getting more people on bikes more often
- making cycling safer
- making people realise that cycling is safer.

As a region we'd now like to capitalise on this success and make Hawke's Bay the best place in New Zealand to ride a bike.

“ This 10 year plan sets out the region's priorities for further cycling infrastructure. It also contains agreed plans for the promotion of cycling, both for tourism and recreational purposes as a mode of transport for health and liveability. ”

²Macmillan et al, *Environmental Health Perspectives*, Volume 122, Issue 4, 2014

Current situation at a glance (2014)

- 3.3% of trips to work by bike in Hastings (2013 Census), up from 2.6% in 2006
- 2.9 % of trips to work by bike in Napier (2013 Census) , down from 3.1% in 2006
- 201 km of off-road cycle trails in the region
- 107 km of on-road cycle facilities
- 437,000 annual users of Hawke's Bay Trails
- 210 average daily users of shared pathway between Hastings and Havelock North
- 1,523 participants in The Big Easy cycle event at Easter 2014, up from 637 in 2013
- 34% of the Hawke's Bay adult population classified as obese in 2012, up from 26% in 2006
- 170 cycle crashes per million kilometres travelled (Hastings District), down from 370 in three years
- An average of 340 bikes carried on Hawke's Bay buses each month.



Opportunities

TO MAKE HAWKE'S BAY A GREAT CYCLING DESTINATION

As the cycle network in Hawke's Bay has been developed, the numbers of people coming from outside the region to cycle recreationally has increased. Word of mouth and promotional events have combined to create a reputation for cycling in Hawke's Bay and many New Zealand and international visitors combine cycling on our trails and networks with other activities, such as wine and food trails. However there is scope to increase this further through effective marketing and promotion.

There is also great potential to encourage more cycle tourists to pass through Hawke's Bay by improving routes in and out of the region.

TO IMPROVE THE HEALTH OF HAWKE'S BAY RESIDENTS BY INCREASING PHYSICAL ACTIVITY AND REDUCING OBESITY

Hawke's Bay District Health Board overall crude obesity prevalence rates have increased from 26 % in 2006 to 35% in 2012.

TO SUPPORT THE DEVELOPMENT OF CYCLE SUPPORT BUSINESSES SUCH AS TOUR COMPANIES, BIKE SHOPS, ACCOMMODATION AND FOOD PROVIDERS

A stock take of organisations involved in cycling in Hawke's Bay has shown that there are many either directly or indirectly involved in supporting cycling in the Bay. As the number of people coming to Hawke's Bay to make use of our cycling facilities increases, demand for such services will also increase, creating more jobs.

TO REDUCE CONGESTION ON OUR STREETS, ESPECIALLY AROUND SCHOOLS

In most urban areas, peak traffic is significantly affected by school hours, with marked increases in road congestion around 9am and 3pm. The contribution of school traffic to overall congestion becomes very noticeable during school holidays, when traffic flows much more freely. If parents are confident that their children can cycle to school safely, the number of cars ferrying children to and from school will decrease.

TO MAKE CYCLING POPULAR AS A MEANS OF TRANSPORT FOR SHORT TRIPS

From the mid 1980s, the number of people travelling to work by bike in Hawke's Bay steadily declined. In 1996, 6% of the workforce in Napier travelled to work by bike. By the 2013 Census, this proportion had decreased to 2.9%. However in Hastings, where the iWay (Model Communities) project has been underway for three years, journeys to work by bike increased from 2.6% to 3.3% of all trips.

The statistics for trips to school by bike are even more disturbing. In 1989, around half of New Zealand school children walked or cycled to school, with a third travelling by car. Now this situation has reversed, with the trend clearly visible in the absence or emptiness of school bike sheds.

TO REDUCE TRANSPORT COSTS FOR HAWKE'S BAY RESIDENTS

The median income for people over the age of 15 in Hawke's Bay is \$26,100 compared with \$28,500 for all of New Zealand³ and the cost of car transport is high, between 50.8 and 102.1 cents per km, depending on the make, model and age of the car⁴. Cycling, by comparison, is almost free once a bike has been purchased.

TO TEACH PEOPLE TO RIDE A BIKE SAFELY

Many children in New Zealand now grow up without learning how to ride a bike safely on the road because of parental concerns about safety and for socioeconomic reasons (cannot afford bikes for every child). As a result, fewer children ride on the road, furthering the downward trend in cycling numbers. Cycle skills training in schools should help to reverse this trend.

TO IMPROVE PERCEPTIONS OF SAFETY

Perceived danger is a major reason why adults do not cycle and do not permit their children to cycle on the roads. Improving infrastructure has a positive influence on safety perceptions. Hastings District Council has recorded a significant improvement in perceptions of the safety of their network as the iWay programme has been implemented. 32% of survey respondents rated walking and cycling as very safe in 2014, up from 12% in 2012.

³ Census 2013, Department of Statistics

⁴ AA Petrol Car Operating Costs report 2013, based on average annual use of 15,000km

Ten year goals

- A significant increase in the number of school children cycling regularly
- A significant increase in the number of short trips taken by bike
- A comprehensive and safe regional cycling network which connects major amenities and commuter destinations
- A popular, attractive and compelling cycle tourism experience.

MONITORING INDICATOR	2015 (BASELINE)	OUTCOME
Number of kilometres of off-road and onroad cycle facilities in Hawke's Bay	201 km off-road 107 km on-road	
Annual users of HB Cycle Trails	437,000	20% increase on baseline
Satisfaction with cycle tourism experience	To be established – survey results	Increase achieved.
Satisfaction with safety of walking and cycling facilities(Hastings)	32% of survey respondents rated Hastings network as “very safe” for walking and cycling.	50% of respondents rate Hastings cycling network as “very safe”
Satisfaction with safety of walking and cycling facilities (Napier)	Baseline to be established as part of iWay implementation.	50% of respondents rate Hastings cycling network as “very safe”
Mode share of journeys to school by bike Mode Share of journeys to school by bike (13-17 year age group). 2010-14 (Household Travel Survey TP007)	To be completed (no. of bikes in bike sheds as a percentage of the school roll, selected schools Napier and Hastings) Hawke's Bay / Gisborne – 9%	100% increase on baseline 20% mode share
Cycling injuries per million kilometres travelled	170 crashes per million kilometres travelled (Hastings District)	Reduction achieved
Percentage of short trips by bike (Hastings)	5.1%	8%
Percentage of short trips by bike (Napier)	To be established at commencement of iWay implementation	100% increase on baseline
Mode share of journey to work by region 2010-14 (Full-time workers aged 16+, journeys commencing 6am - 9.30am) (Household Travel Survey TP006)	4%	8%

OUR policies

1. PROVIDE CYCLING INFRASTRUCTURE THAT

- i. Connects key destinations throughout Hawke's Bay, linking cities, towns and coastal areas
- ii. Connects urban areas with areas of high amenity value, for the enjoyment of tourists and residents alike
- iii. Improves connectivity for commuters and recreational cyclists, both within and between cities
- iv. Addresses the whole cycling experience by including supporting facilities such as bike stands, rubbish bins, maps, rest areas and signage
- v. Maximises safety for on road cyclists through good design and traffic calming
- vi. Enables children to cycle to school safely
- vii. Is highly visible and 'normalises' cycling, so that motorists come to expect to see cyclists
- viii. Links effectively with other transport modes, such as buses
- ix. Provides a consistent 'no surprises' infrastructure experience across the region for both cyclists and motorists.

(Our cycling infrastructure plan is set out in Section 1.)

2. ENCOURAGE TOURISTS AND RESIDENTS TO CYCLE FOR RECREATION AND HEALTH BY

- i. Organising cycle events which appeal to a range of target audiences and attract visitors to Hawke's Bay
- ii. Keeping the local, national and international community aware of what's happening in cycling in Hawke's Bay
- iii. Ensuring visitors have a complete cycling experience with wraparound services (bike hire, accommodation, cafes/toilets on trails, etc).

(Our plan for promoting cycling as a tourism and recreational experience is set out in Section 2)

3. PROMOTE CYCLING AS A MODE OF TRANSPORT BY

- i. Teaching adults and school children in the region to cycle safely on the road
- ii. Implementing promotional campaigns and competitions which encourage cycling for some trips
- iii. Encouraging employers to provide facilities to support the uptake of cycling.

(Our plan for changing travel behaviour to increase cycling for transport is set out in Section 3)



4. AIM FOR CONTINUAL IMPROVEMENT OF THE CYCLING EXPERIENCE IN HAWKE'S BAY BY

- i. Monitoring and measuring the use of cycling facilities
- ii. Seeking regular feedback from a variety of users
- iii. Acting on emerging issues or opportunities for improvement promptly
- iv. Reviewing the plan every three years to ensure progress towards goals.

³ Census 2013, Department of Statistics

⁴ AA Petrol Car Operating Costs report 2013, based on average annual use of 15,000km

OUR priorities

While there is a wide range of planned activities which will help to achieve the goals of this plan, some are of higher priority than others.

We believe that fixing known safety black spots on the existing cycle network should be one of our highest priorities. It is also very important that we maintain the existing network in top condition and promote its use as much as possible. Resources should be directed to these activities in preference to expanding the network, if there had to be a choice.

However, with the support of funding partners, it should also be possible to complete the already planned iWay network within Hastings District, to commence the extension of iWay to Napier and to complete and implement the Wairoa Cycling Plan.

We consider that expansion of the iWay programme to Napier and suitable cycling improvements in Wairoa and Central Hawke's Bay Districts, will enable the region to capitalise on the success of its existing cycling investments.

PRIORITY 1

- Correct safety issues on existing networks
- Maintain existing networks to a high standard and maximise use through effective promotion
- Hastings – complete planned iWay improvements
- Napier – iWay funding application and commencement of programme
- Wairoa – complete district cycle plan and commence implementation
- Promote cycling in schools, including any necessary infrastructure improvements for safe routes to school
- Promote cycling as an option for transport, particularly commuting
- Complete the Waipukurau to Waipawa cycle path along State Highway 2.

PRIORITY 2

- Investigate improvements to connectivity between towns in the region - for example Hastings to Napier, Havelock North to Waipawa



1.0 Infrastructure plan

This section sets out what the Hawke’s Bay region intends to achieve to maintain and improve its cycling network over the next ten years.

The highest priority is to maintain the existing network in top condition, so that the benefits of the initial investment in off-road and on-road paths and cycle trails can be fully realised. Therefore, all organisations keen to extend cycle facilities must be prepared to allocate sufficient funding to maintain the asset in the years to come.

We are committed to ensuring that, as much as possible, design standards for our improvements (including branding

and signage) are consistent across the region, so that cyclists and drivers in Hawke’s Bay become familiar with the networks and know what to expect.

This will also contribute to improved safety. Infrastructure designs will follow nationally accepted standards, either Austroad standards or any such New Zealand national standards as are developed.

ACRONYM KEY:

- CHBDC** Central Hawke’s Bay District Council
- HBDHB** Hawke’s Bay District Health Board
- HDC** Hastings District Council
- NCC** Napier City Council
- NZTA** New Zealand Transport Agency
- WDC** Wairoa District Council

DESCRIPTION	OBJECTIVE	TIMING	PRIORITY	RESPONSIBLE
Maintain existing cycle network to an appropriate standard	Safety / Connectivity / Health	2015-25	1	HDC / NCC / NZTA / WDC / CHBDC / HBRC
Napier iWay - extend iWay concept to Napier City. 16km of arterial off-road cycle paths, additional 13kms on road cycle lanes. <i>A full list of planned improvements is contained in Appendix 2.</i>	Safety / Connectivity / Health	2015-21	1	NCC
Complete planned iWay improvements in Hastings District <i>A full list of planned improvements is contained in Appendix 2.</i>	Safety / Connectivity / Health	2015-18	1	HDC
Wairoa urban cycle network safety and connectivity improvements - as identified in 2015 update of Walking and Cycling Strategy	Safety / Connectivity / Health	2015-21	1	WDC
State Highway 2 - Meeanee Quay/Watchman Road Intersection. Provide a safe cycle crossing as part of a proposed intersection upgrade.	Safety	2015-16	1	NZTA
Prebensen Drive, Napier. Provide an off-road cycle path which will link the Water Ride with Napier city via Prebensen Drive. Provides safe off-road access from the western hills to the city. To be implemented as part of Napier City Council’s four-laning of Prebensen Drive.	Safety / Connectivity	2015-16	1	NCC

DESCRIPTION	OBJECTIVE	TIMING	PRIORITY	RESPONSIBLE
Waitangi Bridge on SH 2 at Awatoto. Investigate safe cycle access across a very narrow bridge with no shoulder.	Safety / Connectivity	2015	1	HDC / NZTA
Brookfields Bridge - safe cycle crossing to provide a route link with Napier. Variable Messaging Sign and/or other minor safety improvements.	Safety / Connectivity	2015-16	1	HDC
Chesterhope Bridge Clip-On, Pakowhai Road. Safe access across the Ngaruroro River, linking Hastings and Napier.	Safety / Connectivity	2014-15	1	HDC
Karamu Stream Bridge SH2 near Mangateretere, between Hastings and Clive. Improvements to facilitate safe crossing	Safety	2014-15	2	NZTA
Clive River Bridge - improved cycle crossing. Separated cycle path	Safety / Connectivity	2014-15	1	NZTA
Omahu Road roundabout Hastings. Investigation and construction of a safe walking and cycle crossing point.	Safety / Connectivity		1	NZTA
Havelock Road - Southern Side. Duplication of existing off-road facility on the northern side to prevent cyclists crossing to access the path.	Safety	2014-15	1	HDC
Napier Road. Provide an off-road cycle path between Havelock North and the Whakatu Arterial Link - to coincide with a stormwater upgrade.	Safety	2015-16	1	HDC
The Mad Mile - Tandem Cafe to Craggy Range on Te Mata-Mangateretere Road, connecting with the Landscapes Ride. Investigate an on-road solution for an existing safety issue for recreational and sporting cyclists.	Safety		1	HDC / HBRC

DESCRIPTION	OBJECTIVE	TIMING	PRIORITY	RESPONSIBLE
<p>Waipawa to Waipukurau Off-Road Cycle Path. Extend the existing off-road cycle path from the rail over-bridge both south to Waipukurau and north to Waipawa, with safe bridge crossings at either end. An application for funding has been submitted for the 2015-18 Regional Land Transport Plan.</p>	Safety / Connectivity	2015-18	1	CHBDC / NZTA
<p>Safe Routes to Schools. Improvements to defined routes to specific schools in Hastings District. To be undertaken in conjunction with methods to promote cycling to school (refer Travel Behaviour Change plan).</p>	Safety / Health	2015-18	1	HDC
<p>Replacement of the “kissing gates” on the Hawke’s Bay Trails with improved facilities as used elsewhere in New Zealand</p>		2015	1	HBRC
<p>Investigate an off road cycle path alongside HB Expressway to provide a direct commuter link between Napier and Hastings. A major investigation of improvements to the HB Expressway between Pakowhai and Port of Napier is underway as part of the Government Accelerated Roading Package. Subject to the outcome of that investigation it may be possible to incorporate safe cycling facilities on the Expressway.</p>	Connectivity	After 2020	2	NZTA / HDC / NCC / HBRC
<p>Tangoio to Tutira Trail Investigate a cycle trail between Tangoio and Lake Tutira, as identified in Hawke’s Bay Regional Council’s 2011 study Tutira: Ara Ki Uta Ara Ki Tai Trail Concept</p>	Health	After 2020	2	HBRC
<p>Havelock North to Waipawa. Investigate a cycle trail connecting Havelock North and Waipawa via local roads.</p>	Connectivity	After 2020	2	HDC / CHBDC / HBRC
<p>SH2 Esk Bridge improvement - provide a link over the Esk River to enable safe cycling access to PanPac</p>	Connectivity	After 2020	2	NZTA

Napier Hastings Existing and Proposed Cycle Network



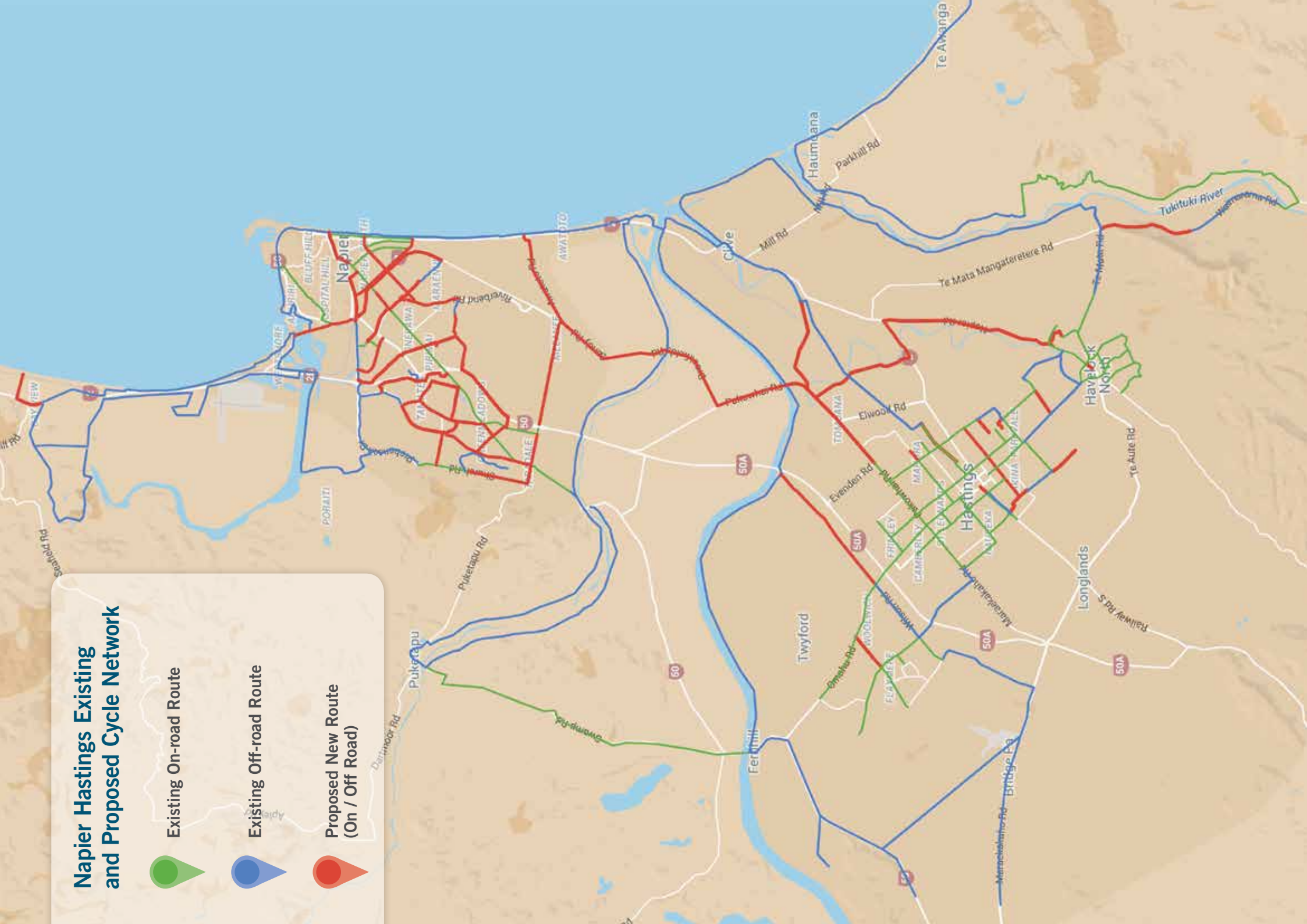
Existing On-road Route



Existing Off-road Route



Proposed New Route
(On / Off Road)



Central Hawke's Bay Existing and Proposed Cycle Network



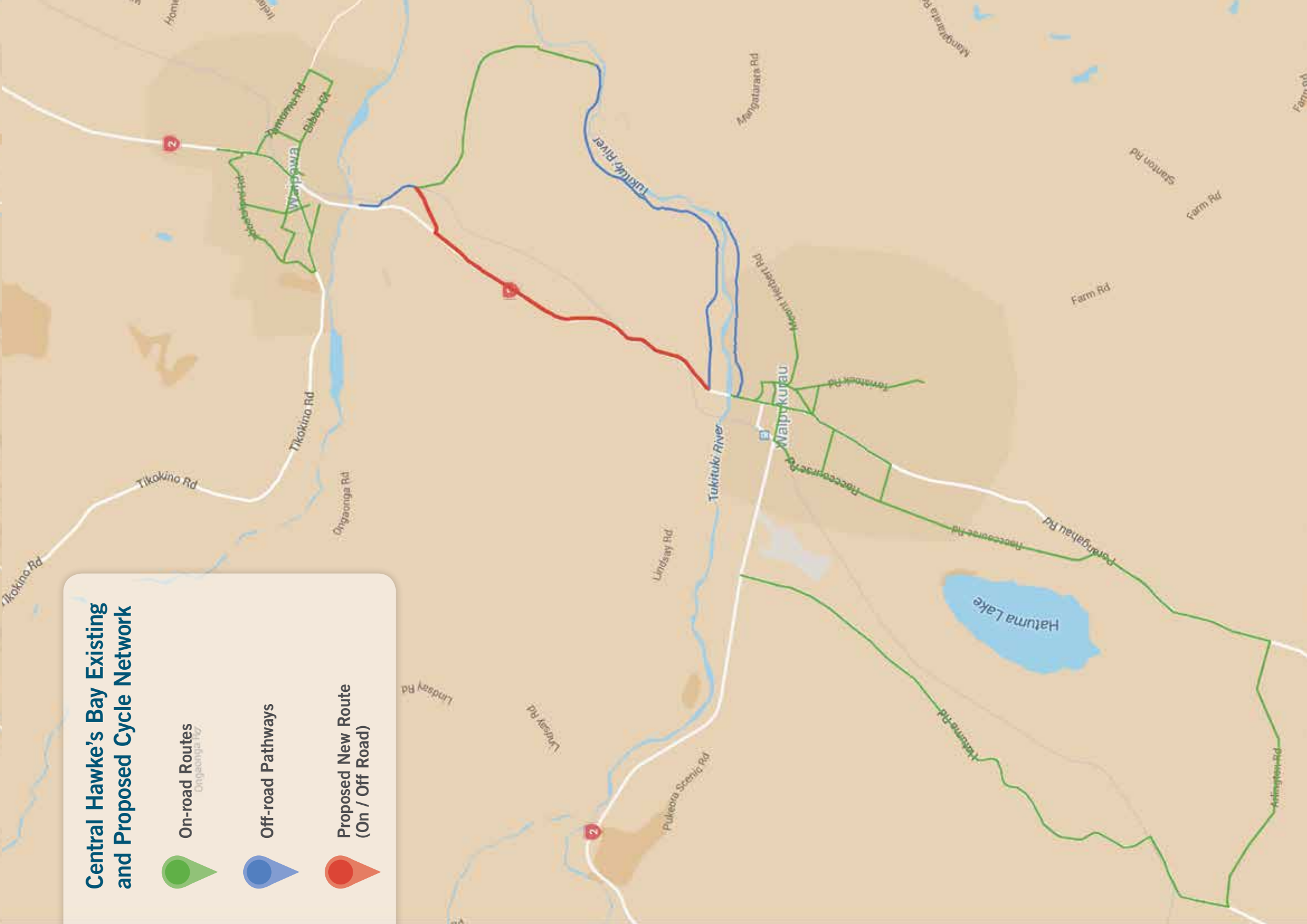
On-road Routes



Off-road Pathways



Proposed New Route
(On / Off Road)



Wairoa Existing and Proposed Cycle Network



On-road Route



Off-road Pathways



Proposed New Route (On / Off Road)



2.0 Marketing and promotional plan

Cycle-relevant marketing, promotion and events in Hawke's Bay will:

- increase the profile of cycling for locals and visitors
- grow awareness of what's on offer for riders,
- deliver quality experiences that reflect positively on our region.

The objective of this plan is to promote the many opportunities in the region for road riding, city cycling pathways, Hawke's Bay Trails, mountain biking, BMX and cycling through clubs and events.

Appendix 1 contains a stock take of the many cycle events, facilities, clubs and opportunities currently available in Hawke's Bay.

THE TARGET MARKET

As far as biking goes, there is something for everyone in Hawke's Bay. Locals have good infrastructure to ride to the shops, work or school, for exercise, plus they enjoy the same opportunities as visitors with connections to activities and attractions. We have created a rough grouping of three different rider classes, where riders will be either locals, visitors from other regions, or overseas travellers:

Easy Rider families and young or less-confident riders: that's riders looking for a range of activities of typically short-and-easy duration. They may have or hire bikes, and their interest is mainly in a safe, off-road ride for an hour or so, without concern for traffic. Riders will tackle Hawke's Bay Trails, be tearing up the BMX Pump or Junior Bike tracks. They appreciate good rest stops (with clean toilets) and food breaks.

Origin: *Locals, Auckland, Wellington, Taupo, Waikato, Manawatu*

Indicator: *Flat White/ Latte/Fluffy*

Explorers are often residents or weekenders in the Bay for 2-4 days with time to fill. Whether couples or groups, 30+ or 45-100, they want to discover Hawke's Bay in their own way, looking for a new or repeat experience and will have or hire a bike. Their interest is for a ride of some duration and will scale from trail or road riding to MTB, club or event rides. They don't want young or slow riders to get in the way, and seek a safe, personally-challenging experience. They want good information at their fingertips and are tech-savvy. They often have money to spend, giving the same attention to boutique accommodation, food and wine as they do to health and fitness.

Origin: *Auckland, Wellington, Taupo, Waikato, Manawatu, International*

Indicator: *Long Black*

Adrenaline Junkies are resident or visitor groups looking for fast-and-furious activity. They have their own bike and gear and want to immerse themselves in a prolonged burst of energy from a challenging road ride, MTB session or an event that will make a good selfie on Facebook.

Origin: *Auckland, Wellington, Taupo, Waikato, Manawatu, International*

Indicator: *Energy drink*



THE PLAN

To increase the profile of cycling, grow awareness of what's on offer and deliver quality experiences in Hawke's Bay. Our plan is set out under 3 objectives:

1. **Promotion** - People who live in, visit and return to Hawke's Bay love our cycling culture and lifestyle, identified by great marketing and promotion. There is quality information online and at suitable locations such as bike shops/hirers, visitor centres, cafes.
2. **Communication** - Everyone in the 'cycling tent' knows what is going on, within and outside of Hawke's Bay – actions, development and event plans, with a clear sense of 'what comes next'. Food and beverage providers, shops, wineries, accommodation providers are also updated.
3. **Experience** - Our cycling is known for being relatively easy (when compared with many of the official trails within the national cycle trails network around New Zealand), enjoyable and safe. People have easy access to riding, complaints are rare and issues get taken care of quickly. Measurement, monitoring and reporting is robust.



OBJECTIVE	STRATEGY	ACTIONS	TIMING	RESPONSIBLE
Promotion	Develop the cycling story for Hawke's Bay which will entice visitors and locals to use our cycling assets. The story will be tailored for each of our target markets	<ul style="list-style-type: none"> • Create a set of images relevant to the target markets • Develop content, written by experts who will enhance our cycling story • Develop collateral including maps that will easily show people the breadth of cycle activity available • In Hawke's Bay Tourism's current media schedule, build in advertising aimed at our identified target markets - will include using online/ social channels • Develop specific search engine objectives 	2015	Hawke's Bay Tourism
Promotion	Build a strong public relations plan to encourage media to visit, experience and tell their own story to targeted channels	<ul style="list-style-type: none"> • Build a target media list covering national and international titles. • Work with national networks, and Tourism New Zealand on international media opportunities • Develop PR stories and relevant angles for the target segments 	Ongoing	Hawke's Bay Tourism
Promotion	Create tools for riders to share their experiences	<ul style="list-style-type: none"> • Use technology to allow experiences to be shared online. Development of a Hawke's Bay Trails app?	2015	Hawke's Bay Tourism/ HBRC
Communication	Build awareness in-region and nationally	<ul style="list-style-type: none"> • Instigate a communication process that keeps the network up to date and encourages interaction 	Year-round	In-region - HBRC Out of region - Hawke's Bay Tourism
Communication	Build service support and wider awareness	<ul style="list-style-type: none"> • Work with local tourism and service providers to "up-skill" and enhance the overall user experience for cyclists, communicating progress and reporting regularly 	Year-round	Hawke's Bay Tourism, HBRC, NCC,
Experience	Embed the experience	<ul style="list-style-type: none"> • Deliver unique events that celebrate cycling in Hawke's Bay Deliver three big events per year – Big Easy and Big Easy Warm-Up CHB, The Wineries Ride and The Elites. • Promote and support specialist sporting events incorporating cycling, such as IronMaori, Tamariki Rangitahi, Tour of the Bay, Tour de Beautiful <i>See cycling related events list in Appendix 1</i>	Year-round	Hawke's Bay Tourism, HBRC, NCC, HDC, Sport Hawke's Bay Te Timatanga Ararau Trust - Iron Maori, Ramblers Cycling Club, CHB Cycling Club
Experience	Deliver a world class experience for visitors and locals	<ul style="list-style-type: none"> • Work with key partners to improve sector capability and service offerings to cyclists - signage, maps, toilet facilities, water stops and rest areas 	Year-round	Hawke's Bay Tourism & HBRC
Experience	Gather feedback, act and communicate	<ul style="list-style-type: none"> • Implement an evaluation process to capture cycling network user comments (possibly through Trip Advisor site) ; follow through with a proactive follow-up programme, feed into communication 	Year - round	Hawke's Bay Tourism & HBRC

3.0 Travel behaviour change plan



Cycling for transport from A to B, even if just for some trips, will save money and improve fitness and health, as well as reducing harmful emissions to the environment.

This section sets out how we hope to encourage more people to cycle to work, school, for shopping, to appointments or even just to the corner dairy.

As part of the iWay programme, Hastings District Council has run a number of successful promotional campaigns, such as TripSwitch (which aims to get more adults substituting

cycle trips for car trips) and Move It (a school based active transport programme encouraging more cycling and walking to school).

Cycle skills training for children is a major part of promoting cycling to school and this has also been run successfully for Hastings schools. This plan builds on the success of such programmes.

DESCRIPTION	TIMING	PRIORITY	RESPONSIBLE
Extend cycle skills training to schools across the region and investigate demand for adult cycle training courses	2015 onwards	1	HBDHB / HDC / NCC / WDC / CHBDC
Continue to run Move It programme in Hastings District twice a year and extend the programme to Napier schools	2015 onwards	1	HDC / NCC
Extend the Bikes in Schools programme to targeted schools in the region, adding 3000 children to the programme annually	2015 onwards	1	Bike On Trust
Extend annual TripSwitch programme to Napier, CHB and Wairoa	2016 onwards	1	HDC / NCC / CHBDC / WDC / HBDHB
Join Share the Road campaigns operating in major urban centres, promoting safe use of the road network by all users.	2015 onwards	1	NZTA / HBRC
Trial a Year 5-8 Cycle Skills Championship event and if successful, run annually	2015	1	Sport Hawke's Bay, Cycling New Zealand
Promote multi-modal trips and more widely promote the ability to carry bikes on buses.	2016 onwards	2	HBRC
Encourage employers to provide cycle facilities (racks, lockers, places to change) and fleet bikes for use by staff, both for 'in work' travel and commuting.	2015 onwards	2	HBRC
Extend the Commuter Cycle Challenge across the region as an annual event	2016 onwards	2	HDC, NCC, CHB, WDC, HBRC
Investigate running Open Streets Events as part of the annual programme of cycling activities in Hawke's Bay	2016 onwards	2	HDC, NCC

APPENDIX 1: Stocktake of cycling facilities

Cycling Stocktake Overview as at January 2015

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
Off-Road Cycle Trails						
1	Hawke's Bay Trails	1	HBRC	HBRC	HB	200kms of trails, major tourist attraction
2	Hastings off road trails	1	HDC	iWay	Hastings	Additional trails added to HB Trails
3	Napier off-road trails	1	NCC	NCC	Napier	Additional trails added to HB Trails
4	Wairoa off-road trails	1	WDC	Wairoa cycle way	Wairoa	Local popular pathway
6	CHB off-road trails	1	HBRC	CHB DC	CHB	Growing asset, will become part of HB Trails
On-Road Cycle Lanes						
7	Hastings cycle lane network	2	HDC	iWAY	Hastings	NZ's best on-road cycle network, NZTA funded
8	Napier cycle lane network	2	NCC	NCC	Napier	Expanding network of bike lanes across Napier
9	Wairoa cycle lane network	2	WDC	WDC	Wairoa	
10	CHB cycle lane network	2	CHBDC	CHB DC	CHB	
Cycle Sport / Recreation Facility						
11	Junior cycle track - Marine Parade	3	NCC	NCC	Napier	popular tourist and local attraction for young children
12	Junior cycle track - HB Sports Park	3	HDC	HB Sports Park	Hastings	tract to be used for everyday use and also cycle skills training
13	Dirt jump track - Clive	3	HBRC	HBRC	Hastings	popular home made track next to HB Trails
14	BMX track - Havelock North	3	HB BMX Club	HB BMX Club	Hastings	large BMX track used as base by local BMX club
15	The Taradale Dirt Park and Pump Track - Pettigrew Green Arena, Taradale	3	HBMTBC	HB MTB	Napier	popular home made track next to HB Trails and sports arena
16	MTB park - Eskdale	3	MTB Club	HB MTB	Napier	Extensive high quality MTB track
17	Ranui Farm Park	3	N/A	Ranui Farm Park	Waipukurau	Mountain biking open days on working farm

APPENDIX 1: Stocktake of cycling facilities continued

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
18	MTB track - Te Mata Peak	3	Te Mata Peak Trust	MTB Te Mata Peak	Hastings	Unofficial MTB track but will be upgraded with more tracks in 2014
19	Pump track - Marine Parade, Napier	3	NCC	NCC	Napier	Large pump track , next to Hawke's Bay Trails
20	Mini-velodrome Windsor Park Hastings	3	HDC	HDC	Hastings	Under used high quality concrete track complete with lighting and stand
21	Havelock North's skate park (used by BMX)	3	HDC	HDC	Hastings	Public skate bowl park used by bmx riders
22	Hastings skate park (used by BMX)	3	HDC	HDC	Hastings	NZ's best quality public skate park in centre of town, hugely popular
23	SK8Zone Skating Club, Napier (used by BMX)	3	SK8Zone	SK8Zone	Napier	Good quality skate part centrally located and well used, run by club
Bikes In Schools Project						
23	St Mary's School, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
24	Peterhead Primary School, Flaxmere	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
25	Riverslea School, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
26	Flaxmere Primary School, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
27	Maraenui School, Napier	4	Bike On NZ Charitable Trust	Bike On Trust	Napier	Complete bikes, helmets, tracks, training and storage package within the school
28	Richmond School, Napier	4	Bike On NZ Charitable Trust	Bike On Trust	Napier	Complete bikes, helmets, tracks, training and storage package within the school
29	Wairoa KKM School, Wairoa	4	Bike On NZ Charitable Trust	Bike On Trust	Wairoa	Complete bikes, helmets, tracks, training and storage package within the school
30	Mahora School, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
31	Bridge Pa School, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
32	Pakipaki School, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
33	Bridge Pa Kohanga Reo, Hastings	4	Bike On NZ Charitable Trust	Bike On Trust	Hastings	Complete bikes, helmets, tracks, training and storage package within the school
Bike Shops						
34	Pedal Power Avanti Plus Napier	5	Business Owner	Avanti Napier	Napier	Established bike shop, trail bikes biggest seller
35	Avanti Plus Hastings	5	Business Owner	Avanti	Hastings	Established bike shop, trail and everyday bikes growing in sales
36	The Hub, Hastings	5	Business Owner	Hub	Hastings	Long established bike shop now selling more trail and everyday bikes
37	Revolution Bikes, Havelock North	5	Business Owner	Revolution	Hastings	Urban and trail bikes the biggest sellers
38	Marewa Epic Cycles, Napier	5	Business Owner	Marewa	Napier	Long established bike shop, sells Trail & Leisure bikes & excellent repair service
39	Bike Barn, Napier	5	Business Owner	Bike Barn	Napier	New (2013) bike shop part of national chain
39	Cranked Cycles, Napier	5	Business Owner	Cranked	Napier	Established bike shop
40	Soul Cycle Repairs, Napier	5	Business Owner	Soul Cycles	Napier	New bike repairs shop
41	Corratec Bikes, Napier	5	Business Owner	Corratec Bikes	Napier	New (2013) bike shop with high quality German designed Road and MTB bikes
41	Angus Gemmell Wairoa	5	Business Owner	Angus Gemmell	Wairoa	Established bike shop
42	Central Suzuki, Waipukarau	5	Business Owner	Central Suzuki	CHB	Selling bikes a growing side line, expected to do well from new pathways
43	Bike and Mower, Waipawa	5	Business Owner	Bike and Mower	CHB	Selling bikes a growing side line, expected to do well from new pathways
Bike Hire / Bike Tours						
44	Fishbikes, Napier	6	Business Owner	Fish Bike	Napier	HB's busiest bike hire business, mostly short hires, located on HB Trails
45	Takaro Trails, Napier	6	Business Owner	Takaro Trails	Napier	NZ's best high-end bike hire business catering for mostly multi-day hires
46	On Yer Bike Winery Tours, Hastings	6	Business Owner	On Yer Bike	Hastings	Established bike hire business targeting growing tourism market
47	Bike D'Vine, Unison Vineyard	6	Business Owner	Bike D Vine	Hastings	Established bike hire business targeting growing tourism market, from vineyard

APPENDIX 1: Stocktake of cycling facilities continued

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
48	Good Fun Bike Rides, H Nth/ Bridge Pa	6	Business Owner	Good Fun Bike Rides	Hastings	Established bike hire business targeting growing tourism market
49	Bike About Tours, Napier	6	Business Owner	Bike About Tours	Napier	Established bike hire business targeting growing tourism market
50	Coastal Wine Cycles	6	Business Owner	Coastal Wine Cycles	Hastings	Established bike hire business targeting growing tourism market
51	Ash Ridge Wines	6	Business Owner	Ash Ridge Wines	Hastings	Established bike hire business targeting growing tourism market, from winery
52	HB Cycle Tours	6	Business Owner	HB Cycle Tours	Hastings	Established bike hire business targeting growing tourism market
Cycle Tourism Support						
53	Official HB Trails maps	7	HB Tourism	HB Tourism Map	HB	Popular high quality map managed and published by HB Tourism
54	HB Trails signage	7	HBRC	HBRC	HB	High quality signage located throughout HB Trails
55	HB Best Bikes Rides Book	7	Kennett Brothers	Kennett Bros	HB	HB Cycle guide book by NZ's best guide writers
56	Hawke's Bay Tourism Website	7	HB Tourism	HB Tourism	HB	Detailed HB Trails information
57	Hastings iWay Map	7	HDC	iWay Map	Hastings	High quality map detailing iWay network
58	Napier I-Site	7	NCC	Napier iSite	Napier	Detailed HB Trails information available
59	Hastings I-Site (inc bike hire)	7	HDC	Hastings iSite	Hastings	Detailed HB Trails information available
60	Havelock North I-Site (inc bike hire)	7	HDC	Havelock North	Hastings	Detailed HB Trails information available
61	Wairoa I-Site	7	WDC	Wairoa iSite	Wairoa	Detailed HB Trails information available
62	CHB Tourism	7	CHB DC	CHB Tourism	CHB	Local cycle information available
Cycle Related Campaigns						
63	iWay Share the Road	9	HDC	Share the Road	Hastings	Ongoing public awareness campaign encouraging improved sharing of the road

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
64	iWay Trip Switch	9	HDC	Trip Switch	HB	New (2013) successful campaign encouraging increased biking and walking
65	iWay Move It	9	HDC	Move It	Hastings	Ongoing programme to encourage more active transport trips to school
66	National BikeWise Go By Bike Day	9	Bikewise / NZTA	Go By Bike	HB	National annual event supported by local councils
67	Commuter Challenge - Hawkes Bay	9	HDC	Commuter Challenge	Napier	Annual 5 day event encouraging people to bike to work and school etc.

Cycle Skills Training

68	Police Cycle Skills Training	10	Police	District police office	All	Ad-hoc cycle skills training provided by Police to some primary and intermediate schools
69	BikeNZ Cycle Skills Training	10	BikeNZ	Bike NZ	All	Ad-hoc cycle skills training provided by Bike NZ to some primary and intermediate schools
70	HDC Cycle Skills Training	10	HDC	iWay	All	Ad-hoc cycle skills training provided by HDC to some primary and intermediate schools
71	Bike On Trust Intro Training	10	Bike On NZ Charitable Trust	Bike On Trust	All	Ad-hoc cycle skills training provided by Bike On as part of Bikes in Schools project
72	MTB Skills Clinics	10	MTB Skills Clinics	MTB Skills Clinics	Nationwide	Nationwide organisation, with a local instructor. Mountain bike specific skills training for all levels.

Cycle Clubs / Associations / Groups

73	Ramblers Cycle Club	11	Ramblers	Ramblers	Hastings	NZ's largest and best run road riding club
74	Hawke's Bay MTB	11	HB MTB	Hawkes Bay MTB	HB	Large and well run MTB club. Largest cycle club in New Zealand
75	HB Cyclo Cross Club	11	HB Cyclo Cross Club	CX HB	HB	New growing organisation promoting cyclo cross
76	Frock's On Bikes / Art Deco Belles	11	Frock's On Bikes / Art Deco Belles	Frocks On Bikes	HB	Informal group of mostly female riders with aim to enjoy everyday riding

APPENDIX 1: Stocktake of cycling facilities continued

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
77	Bike Hawke's Bay	11	Bike Hawke's Bay	Bike HB	HB	Bike advocacy group with input from bike clubs and shops and other interest organisations
78	Cycle Aware Network (CAN)	11	Cycle Aware Network	Cycle Aware Network	HB	Local connect berniekelly47@gmail.com
79	Cycling NZ	11	Cycling NZ	Cycling NZ	HB	Local contact Vicki Butterworth vicki.butterworth@cyclingnewzealand.nz
80	HB BMX Club	11	HB BMX Club Inc.	Facebook HB BMX Club Inc.	HNth	BMX Club for all ages
Businesses Supporting Cycle Tourism						
81	Tandem Café, Havelock North	12	Business Owner	Tandem	Hastings	Newly (2013) re branded café aimed at road riders and users of the HB Trails
82	Bivvy Vineyard Café, Landscapes Ride	12	Business Owner	Bivvy Vineyard Cafe	Hastings	Newly (2012) established summer café on accessible by bike or foot via the HB Trails, very popular
83	Snapper Park Café, Napier	12	Business Owner	Snapper Cafe	Napier	Recently (2012) upgraded holiday park café well used by HB Trail riders
84	Puketapu Pub, Napier	12	Business Owner	The Puketapu	Hastings	Long established country pub well used by HB Trail riders
85	Hastings Golf Club Bunkers Café	12	Business Owner	Bunkers Cafe	Hastings	Popular golf club café located in the middle of the HB Trails Wineries ride area that is well used by cyclists
86	Clearview Estate	12	Business Owner	Clearview	Hastings	Bike friendly winery located on the HB Trails
87	Most cellar doors and wineries	12	Business Owner	Wineries and cellar doors	HB	Most cellar doors are seeing increased business from HB Trail riders
Other Cycle Related Items						
88	Bikes on (public) Buses service	13	HBRC / Go Bus	Go Bus	HB	Very progressive (free) service that allows the taking on bikes on the front of public buses
89	Electronic trail user counters - HDC iWay	13	HDC	iWay	Hastings	High tech equip that is able to count the number of bike riders on different parts of the iWay network

REF	ITEM	CATEGORY	LEAD ORGANISATION	WEBSITE	LOCATION	NOTES
90	Electronic trail user counters - HBRC Hawke's Bay Trails	13	HBRC / Go Bus	HB Trails HBRC	HB	High tech equip that is able to count the number of users on different parts of the HB Trails network
91	iWay Online Report an Incident service	13	HDC	Report an Issue	Hastings	Online tool for public to report issues with the iWay network
92	NZTA local office	13	NZTA		HB	
93	HB DHB	13	DHB		HB	

Supporting Documents

94	iWay Strategy Document (2012)	14	HDC		Hastings	Ongoing
95	NCC Cycle Strategy (2006)	14	NCC		Napier	Currently being updated
96	CHB Walking and Cycling Strategy	14	CHBDC		CHB	Currently being updated
97	Wairoa Walking and Cycling Strategy (2006)	14	WDC		Wairoa	Currently being updated



APPENDIX 2: Planned iWay improvements for 2015-21

Hastings

ROUTES	START	FINISH	ON/OFF ROAD
Traffic Signals Cycle Radar Detection	N/A	N/A	OFF
Caroline Road route upgrade	Alexandra Cresc	Kenilworth Road	OFF
Frederick/Grove intersection	Karamu Road	Karamu Road	ON
Oak Avenue	Omahu Road	Evenden Road	ON
Romanes Drive/Guthrie Park path	Brookvale Road	Napier Road	OFF
Railway Road off-road extension	Lyndon Road	Eastbourne St E	OFF
Railway Road intersection	Railway Road	Eastbourne St E	ON
Havelock Domain - Napier Rd path	Karenema Drive	Columba Way	OFF
Path through Akina Park to schools	Riverslea Road South	Karamu Road	OFF
Huamoana school linkage issues	East Road	Parkhill Road	OFF
Windsor Park schools link	Terrace Road	Windsor Av	OFF
Whakatu extension pathway	Essex Crescent	Pakowhai Road	OFF
Tomoana Road - extend collector	Frederick St	Williams St	ON
Pakowhai Road - Off Road Cycleway	Frederick St	Gilbertson Road	OFF
Willowpark Road collectors	Akina Park	Grove Road	OFF
Sylvan Road off-road pathway	Grove Road	Alexandra St	OFF
St Georges Road off-road path	Ada St	Havelock Road	OFF
Brookfields bridge VMS signs	N/A	N/A	ON
Napier Road off-road pathway	Romanes Drive	SH2	OFF
Ruahapia Road	SH2	Pakowhai Road	OFF
Southland Drain off-road path	St Andrews Road	Riverslea Road	OFF
Chatham Road extension	Flaxmere Avenue	Omahu Road	OFF
Safe routes to schools implementation	N/A	N/A	OFF
Willowpark / St Aubyn - intersection	Willowpark Road	St Aubyn St	ON



Napier

ROUTES	START	FINISH	ON/OFF ROAD
Georges Drain connector	Taradale Road	Geddis Ave	OFF
Old Tutaekuri connector	Ford Road	Chambers St	OFF
Plantation Drain connector	Prebensen Drive	Harold Holt Avenue	OFF
Avondale/Tamatea	Meeanee Road	Prebensen Drive	MIX
Kennedy Arterial	Avondale Road	Wellesley Road	MIX
Prebensen Drive	Meeanee Road	Hyderabad Road	MIX
Guppy/York	Meeanee Road	Durham Ave	ON
Westminster Av	Tamatea Ave	Taradale Road	OFF
Meeanee/Awatoto	Church Road	SH2 coastal	MIX
Wharerangi/Anderson	Church Road	Taradale Road	MIX
Railway route	Prebensen Drive	Owen St	OFF
Expressway link	Meeanee Road	Harold Holt Avenue	OFF
Emerson St	Marine Parade	Tennyson	ON
Latham St	Riverbend Road	Marine Parade	ON
Riverbend Road	Kennedy Road	Bledisloe Road	ON
Coventry Ave	York Ave	Taradale Road	ON
Hyderabad Road	Prebensen Drive	Pandora Road	ON
Osier Road	Guppy Road	Avondale Road	ON
Sandy Road / Brookfields	Meeanee Road	Brookfields Bridge	ON
Austin St	Prebensen Drive	Taradale Road	ON
Nelson Crescent	Kennedy Road	Georges Drive	ON
McGrath/Wellesley Road	Georges Drive	Sale St	ON





For further information visit www.hbrc.govt.nz or call 06 835 9200

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