

<b>Subject</b>	<b>Changes to the definition of the Walking and Cycling Activity</b> <b>Class: Work category 451 and 452: Walking facilities and Cycling facilities – guidance</b>
<b>Circulation</b>	Asset Managers (all Approved Organisations) NZTA (State Highways) Local Government New Zealand Office of the Auditor General
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## PURPOSE

To notify approved organisations and other stakeholders of changes to the definition of qualifying activities under the Walking and Cycling Activity Class that broaden the scope to target behaviour change and promotional activities that encourage community buy-in and facilitate uptake of cycling to cycling networks,

## BACKGROUND

The Urban Cycleways Programme (UCP) was launched in 2014 after the Government announced an additional \$100m of Crown funding for urban cycleways. Together with an increase in investment from the National Land Transport Fund and local authorities, an estimated \$350 million will be spent on cycling between 2015–2018, representing a four-fold increase compared with the previous three year period.

In July 2015, alongside the increase in investment, the Transport Agency announced a new priority to ‘make urban cycling a safer and more attractive transport choice’ with a target to increase bike trips by 10 million in main urban areas by 2019 (a 33% increase).

To meet this target and ensure value for money on the infrastructure investment, wrap around activities will be required to increase community buy-in to projects and facilitate uptake on the new and existing cycle networks.

## MODEL COMMUNITY APPROACH

A Model Communities approach was introduced for walking and cycling in 2009 and involved funding a programme of activities including both infrastructure and accompanying education and promotional measures.

Based on the results of the Model Communities programme in both Hastings and New Plymouth, it is clear that community engagement, communications and promotional activities were crucial to the success of cycling

infrastructure projects, and increased the value for money proposition by helping to attract people to the new and existing cycle network. This change to the scope of qualifying activities under the Walking and Cycling Activity Class will enable this successful approach to be adopted by all main urban centres around New Zealand.

### **CHANGES TO THE WALKING AND CYCLING ACTIVITY CLASS**

The current qualifying activities in the walking and cycling activity class include “project costs associated with attracting users to the new ‘facility’ (eg. signage, markings, lights etc.) and targeted education promotion and/or activities directly linked to the new facility.”

Provision is not made for strategic programmes of community engagement, communications, promotional and behaviour change activity that can be implemented at a network level, to increase awareness and uptake across a city or town.

To ensure activity can be implemented at a network level, the words “cycling network” have replaced the words “new facilities”.

This change allows qualifying activities under the walking and cycling activity class to include targeted behaviour change and promotional activities that encourage community buy-in to a project and increase uptake of cycling on the new and existing cycling network.

Changes to this Work Category definition will take effect immediately.

### **IMPACT ON URBAN CYCLEWAYS PROGRAMME**

All approved organisations with an Urban Cycleways Funded project are expected to be delivering these complementary activities to encourage community buy-in and facilitate an uptake in the number of people cycling. If this work is not currently programmed, additional applications or a project scope increase is possible (NLTP and local share only) to enable the work to be undertaken.

We will be developing further guidelines on how to best develop targeted programmes and how we will to assess these applications against the Investment Assessment Framework. These are targeted for release by March 2016.

Approved Organisations should contact their local Transport Agency Regional Office for further information or assistance in the first instance.