



Innovating Streets featured project

Cambridge

Waipā District Council

The project

The Cambridge Streets for People project trialed low-cost changes to Cambridge streets and intersections, to encourage more walking, cycling and scooting, and safer journeys overall. The study area included four schools, from primary to secondary, and the designs were developed based on surveys and workshops with children, parents and teachers.

Installed in March and April 2021, the project covered approximately 4.8km of streets. Interventions included roadway art and kerb buildouts at intersections, speed cushions and planters; as well as enhanced pedestrian crossings and a protected cycleway. Some street entrances were filtered to exclude vehicles but allow walking and cycling, and part of a two-way street became one-way for general traffic to make space for a separated two-way cycleway.

Wise words from the youth

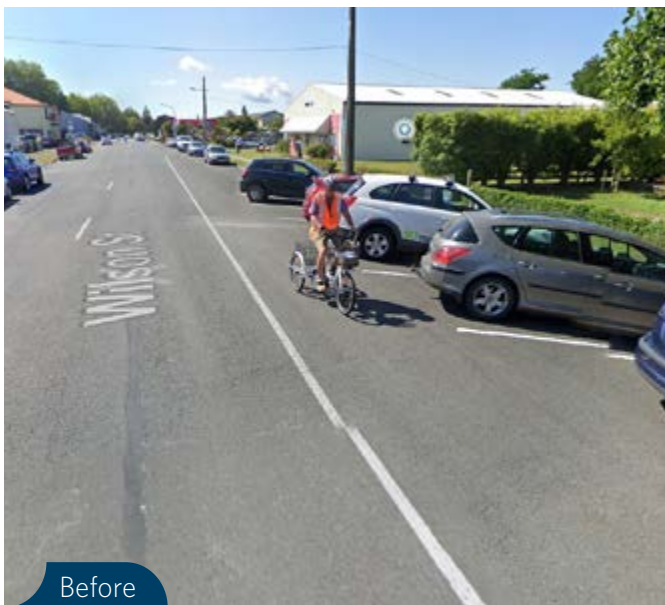
Q. Do you think the separated bike lanes should stay?

A. *Yes. Definitely. Absolutely. 100%. My Mum doesn't like it, but I do.*

Q. What would you change about the separated bike lanes?

A. *Make it go all around Cambridge. Make it go to my house. Add jumps.*

Cambridge Primary School student survey responses



Before

Project outcomes:

- 141 percent rise in active modes at school peak times around Cambridge Primary School, including a 58 percent increase in cycling
- Mean speed reductions of 7-20 percent across all sites (schools and around the township)
- Lower traffic volumes (from 2-68 percent) on three key roads near schools

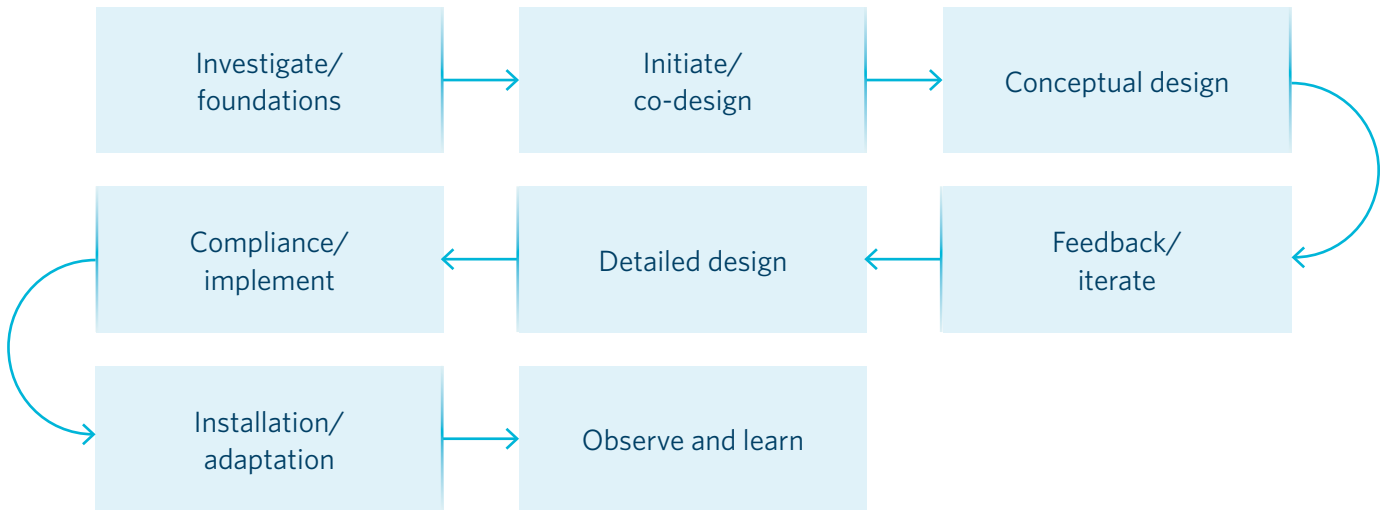
Next step

This work is helping to shape future investment and network planning for active modes in Cambridge. The project also gathered political support and evidence to inform a permanent cycling connection on Duke Street, an outcome that would have been impossible to get over the line otherwise.



After

Process



Workshops

Before the project began, a ‘Safe Ways to School’ survey used online pinpoint maps to identify preferred routes, travel experiences and safety gaps for people walking, biking, or scooting to school.

Co-design workshops were held with students, parents and teachers at each of the four schools in the project area, led by the lead designer and members of the project working group.

Adaptation

Signs were added on Duke Street to alert drivers to the one-way change, and planters were shifted to improve access for bikes. Ultimately, part of the cycleway on Duke Street was removed to restore two-way access for fire service and other vehicles.

Some flexi-posts were removed to reduce visual clutter, while others were moved to allow easier access for people bikes.

Speed cushions on Bryce Street were removed, due to noise complaints. Road art at intersections was also removed after feedback that it was visually distracting.



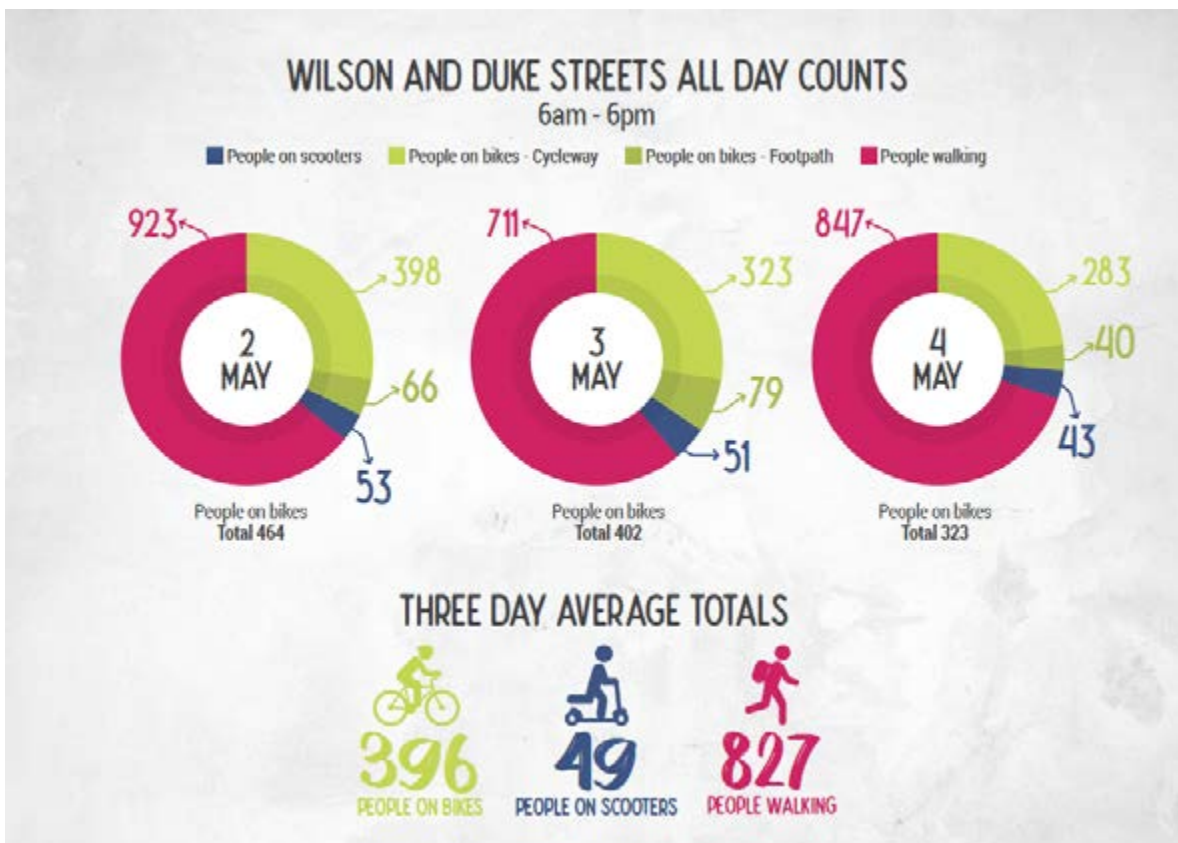
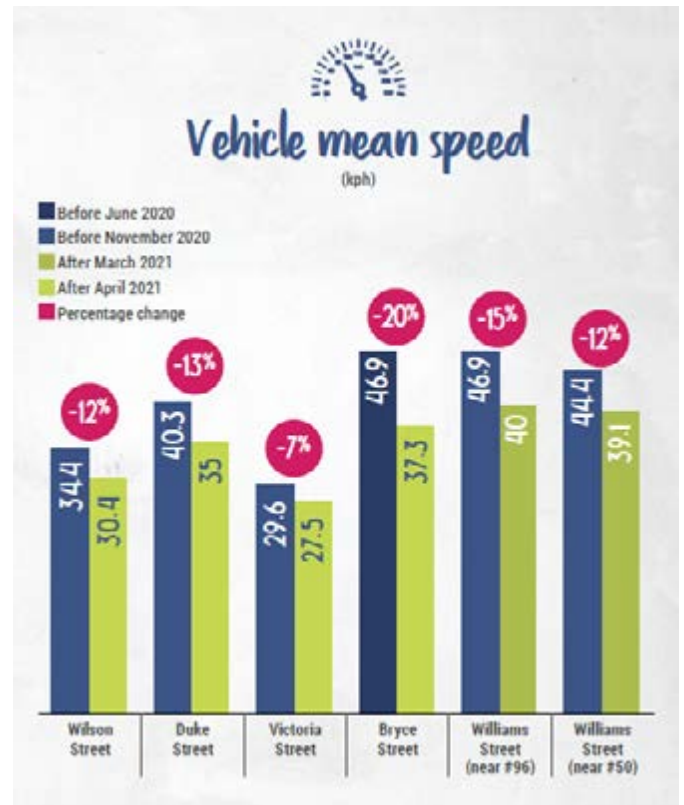
Outcomes

Reduction in speed and traffic volumes and increase in walking, cycling, and scooting

- On Wilson Street and Duke Street, the two-way cycleway saw a 58 percent increase in people on bikes to over 300 trips per day. This included the school run, but also older e-bike riders during the day. Walking also rose by 26 percent on this route.
- Traffic volumes dropped, by 70 percent on Duke Street, and 58 percent on Bryce Street - and the latter saw a 20 percent drop in mean speeds.
- A carpark near Cambridge Primary School was successfully adopted for 'park-and-walk', so parents could walk children the last part of the journey to school, reducing traffic and creating a safer environment at the school gate.

Changes made meaningful difference to families

- People of all ages said they felt more comfortable and more confident biking. Children in particular felt much more comfortable using the protected cycleway than the footpath or road.
- Parents were very supportive of the changes, saying they made a meaningful difference to how their children were able to get to and from school. School bike racks were so full that the school needed to source more.



Tips for Practitioners

Ask for demographic information when gathering public feedback - this project involved four schools and successfully improved children’s travel options, but online discussion and media coverage, leaned highly negative, despite a few vocal community champions. The school communities wanted their supportive voices to be better heard, given they were the target audience.

Aesthetics matter - it became clear that in residential contexts, road art was preferred before and after intersections rather than in the middle. White flexi-posts weren’t available due to supply issues during the COVID-19 pandemic, so orange ones were used instead, but were not popular.

Find a way to demonstrate early on how temporary installations can be adapted to lead to permanent solutions - this will help give the community confidence in the process.



