



ACTIVE WHAKATĀNE

KORIKORI TINANA I WHAKATĀNE

District-Wide Transport and Recreation Strategy 2020
Te Rautaki rohe whānui mō te Waka me ngā Mahi a te rēhia 2020





whakatane.govt.nz/active-whakatane



Document version: March 2020

This strategy has been developed with feedback from communities around the Whakatāne District. Representatives of Eastern Bay Villages and Inclusion Eastern Bay, the Department of Conservation, Bay of Plenty Regional Council, NZ Police, the New Zealand Transport Agency, Bike Trust Whakatāne and iwi have all contributed. The authors thank all community members whose passion for helping others has inspired this strategic effort.

All images in this document are provided by Whakatāne District Council unless stated otherwise.





Contents *Rārangi Upoko*

Summary	2
The Active Whakatāne Project	4
Long term vision: a connected network.....	5
Vision and objectives	7
Strategic alignment	9
Why do we need this strategy?	10
Declining active travel	11
People want better travel and recreation	12
Identified barriers.....	14
Who’s is it for?	16
What will we do and where?	18
Existing network	19
Network vision	20
What we plan to do.....	21
Small towns initiatives.....	25
Other projects	26
Recreational and mountain biking trails.....	28
Ōpōtiki to Whakatāne Coastal Journey	29
Education and encouragement	30
Safe Ways to School.....	31
Adult oriented programmes.....	35
Implementation	36
Action plan	37
Measuring progress.....	38
References.....	39

Summary

Whakarāpopototanga

The Whakatāne District is well-known for the active lifestyle it affords people. Residents and visitors love it for just that reason. Wherever you are in the District you'll see people using our many bike paths, walkways, roads and greenways. That's how it's always been, and that's how we want it to stay. So we're working hard to ensure our walking and cycling networks meet community needs and enable everyone to lead healthy, active lives.

The story starts with our first Walking and Cycling Strategy, which was developed in 2007. This strategy was transport-focused and highlighted our commitment to building active, healthy communities and overcoming obstacles to that vision, including a perception of poor safety, lack of maintenance and balancing the needs of pedestrians and cyclists.

Community needs and expectations have changed since that strategy was developed, so we need to re-define how we can best meet the needs of active users.

Enter the Active* Whakatāne strategy, which recognises all our active user groups, including pedestrians, cyclists, mobility scooter and wheelchair users and skateboarders. This new strategy builds on the work started in 2007 to help us further overcome the aforementioned obstacles and embed active travel into people's lives. It also aligns with our focus on climate change and will help reduce emissions and private car dependency.

We have developed Active Whakatāne in close consultation with the community, to represent a collective vision for active transport and recreation. The strategy envisages a District where active travel improves health, connectivity, the environment and the economy, explains why investment in this area is important and details what we are doing to meet the needs of various groups. Active Whakatāne encompasses feedback gathered during the Whakatāne Ki Mua consultation process, which showed us the wider community is highly interested in active travel and recreation activities. Active Whakatāne is the first step towards improving these activities; it will enable our communities to lead much of this work.

**In this strategy, 'active' travel and recreation means any method of moving around without motor vehicles. This includes people walking, jogging or using mobility scooters, kick scooters, wheelchairs, skateboards and all types of bicycles.*



THREE KEY INVESTMENT AREAS TO BUILD TOWARDS OUR VISION ARE:

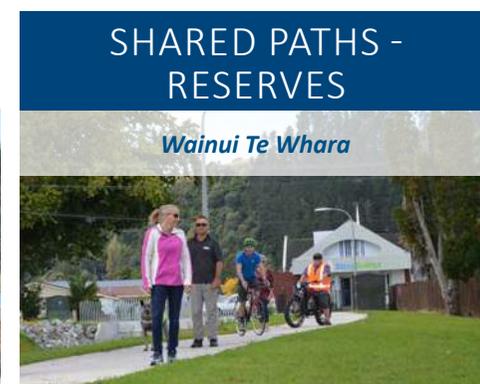
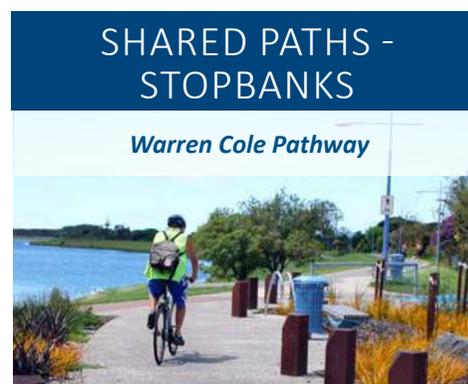
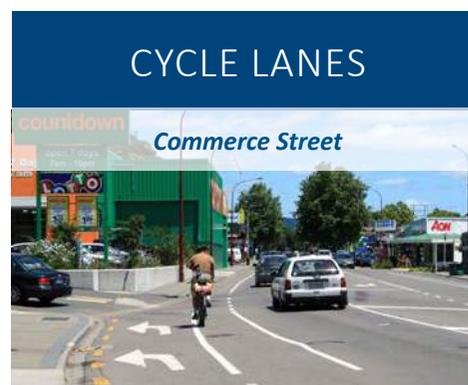
- **Commuter walking, scootering and cycling** – shared paths and greenways along streets, paths through parks and reserves, and improved on-road cycleways. This includes a kerb ramp upgrade programme to make travel smoother for wheelchair and mobility scooter users and additional median refuges to make it easier to cross busy roads
- **Safe Ways to School** – wider, sealed shared paths along key streets to and from schools, which will also form part of commuter routes
- **Recreational walking and cycling trails** – through parks and reserves, stop banks, coastal and harbour reserves. Some of these will contribute to the wider commuter and safe ways to school routes. We may need to work with other authorities such as Bay of Plenty Regional Council, the Department of Conservation and the NZ Transport Agency on these initiatives.

WE WILL ALSO SUPPORT:

- Education programmes, including the safe passing of people on bikes, using roundabouts and courteous path use
- Encouragement activities (community and school events).

With sustained investment, the District will benefit from a more complete network, as the maps show on pages 5 and 6. The strategy is accompanied by an interactive online map that shows the different phases of implementation, how the strategy connects communities throughout the District and how Council is investing in active modes in each town. The online maps will be updated as the implementation plan continues to be developed.

Full details of the improvements we have planned across the Whakatāne District are available at whakatane.govt.nz/active-whakatane.



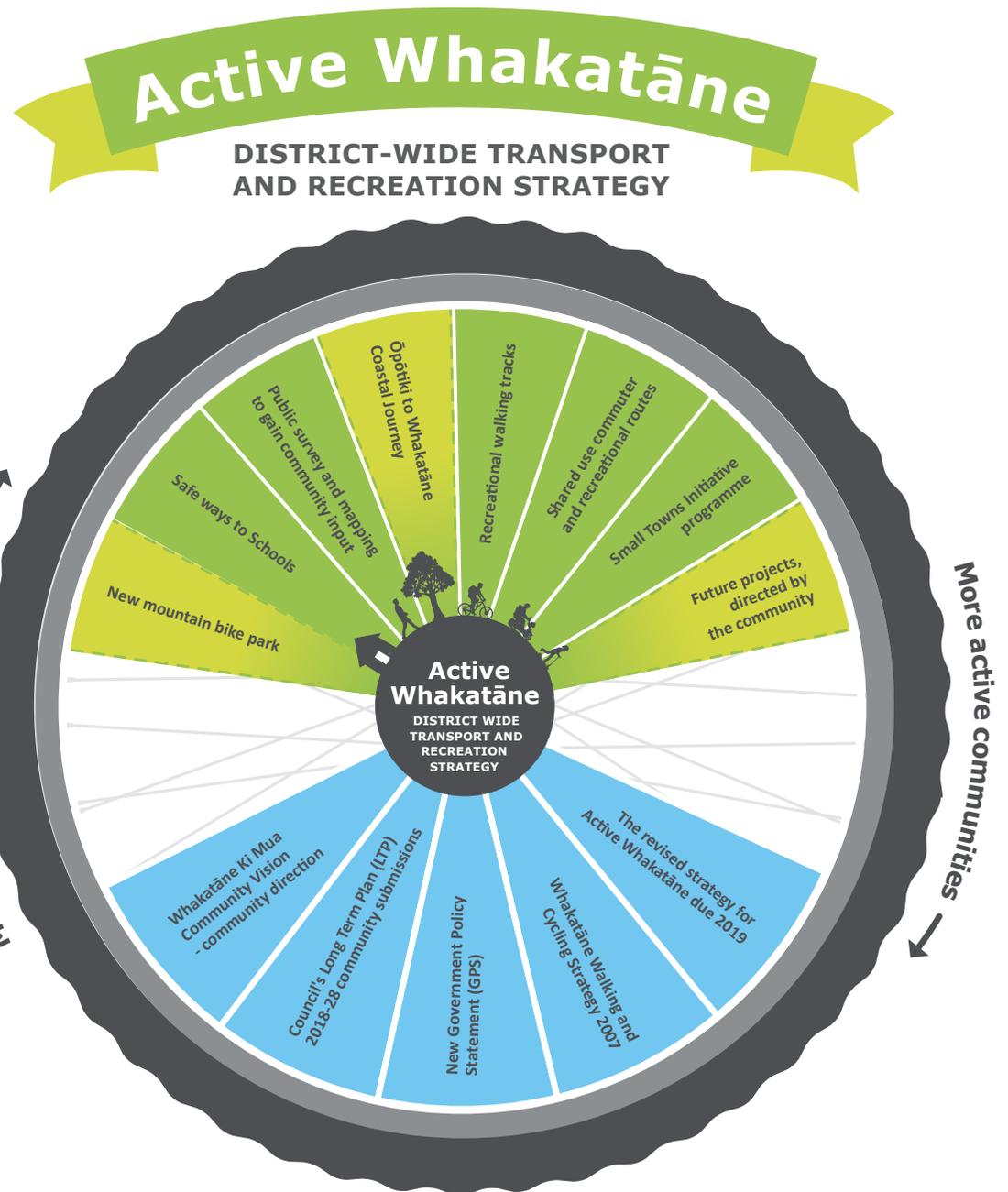
The Active Whakatāne Project *Korikori Tinana i Whakatāne*

This infographic represents the Active Whakatāne Project, showing where it has come from and the direction it aims to take.

The lower blue spokes are the key foundation works that have shaped Active Whakatāne into the holistic community vision it is today.

The upper green spokes represent the key projects and outcomes Active Whakatāne seeks to deliver.

- Foundation work**
- Projects underway**
- Projects evolving**

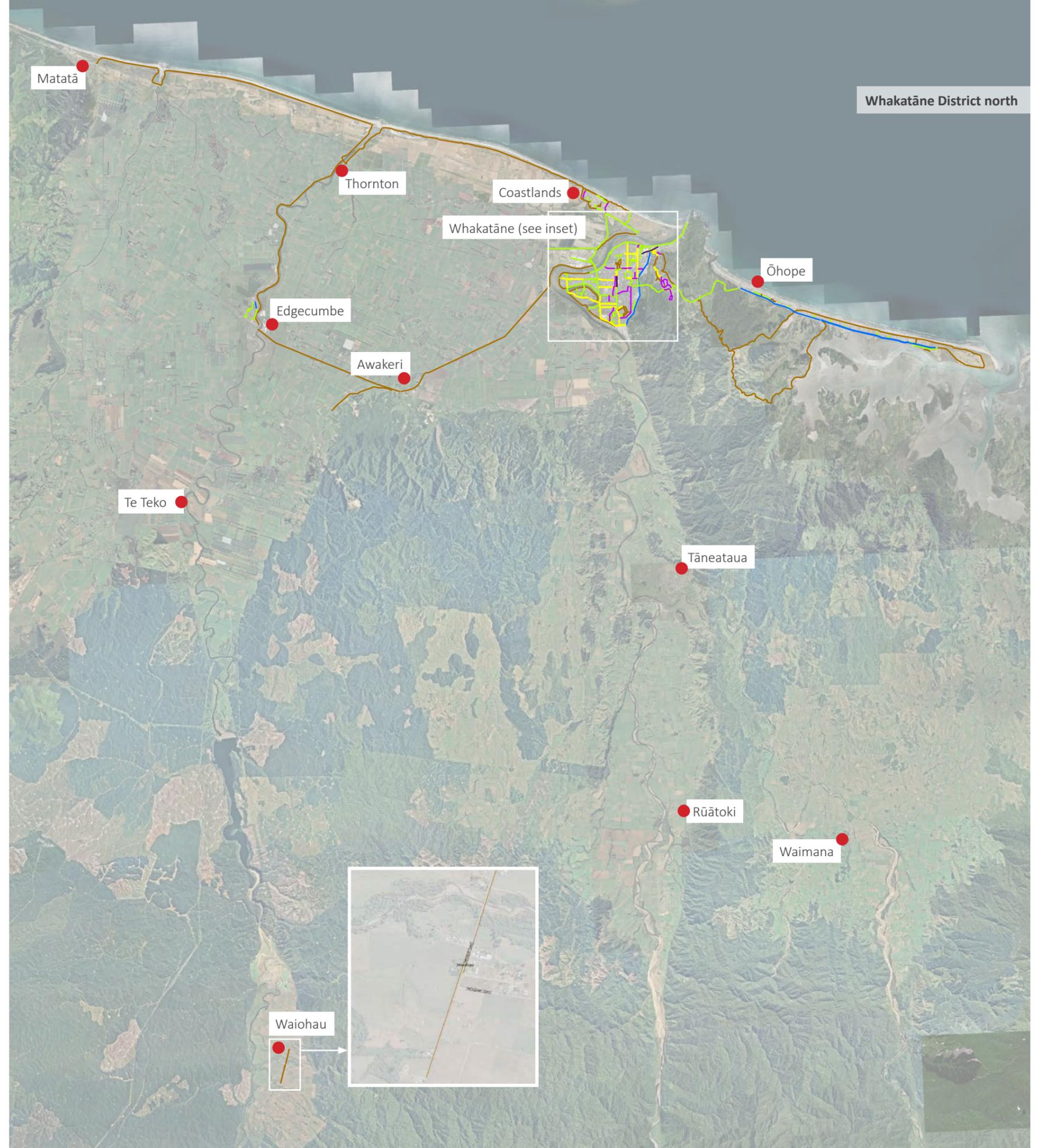
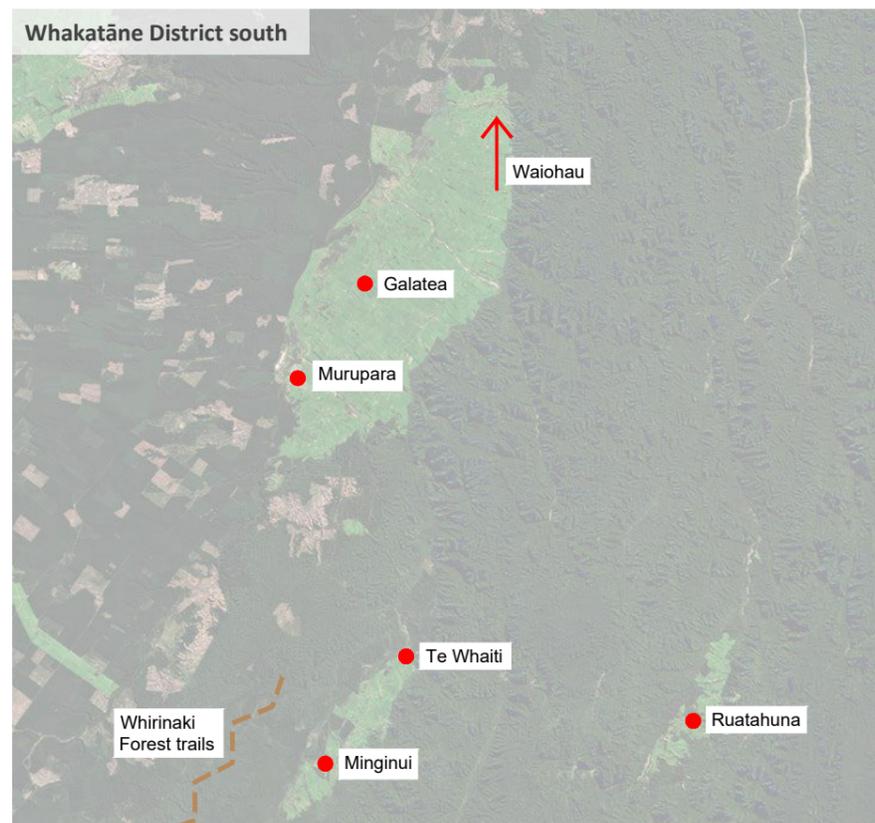


Long term vision: a connected network

Kitenga roa: he tūhononga

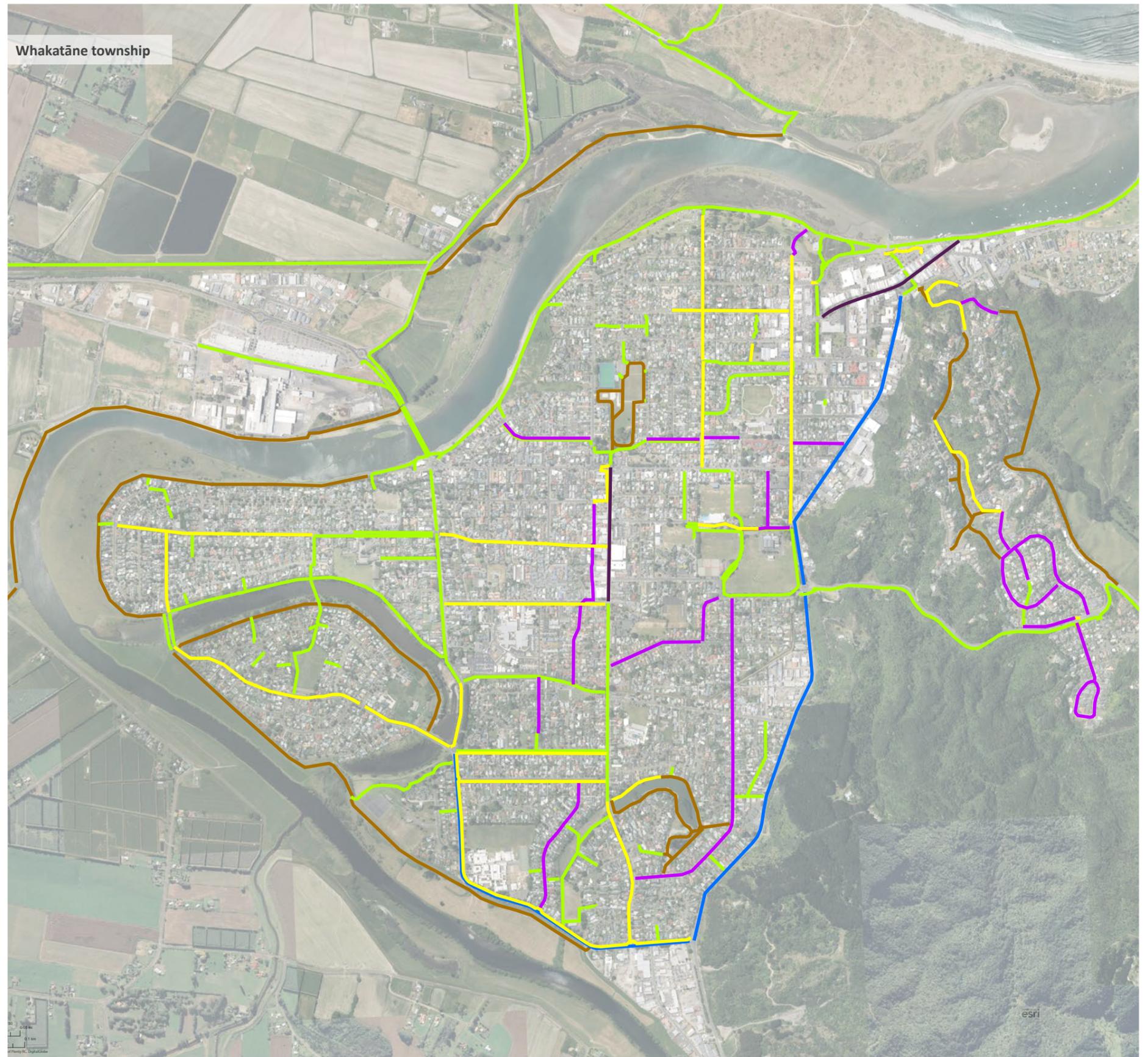
For the full implementation plan maps, visit whakatane.govt.nz/active-whakatane. The online maps are interactive with zoom and panning abilities to zoom into areas of particular interest. The maps shown in this strategy document represent the Active Whakatāne vision, to create a connected network, made up of a series of active travel and recreation facilities spanning across the District.

Facility type	
Cycle lane	
Shared path	
Footpath (cycling allowed)	
Trail	
Neighbourhood greenway	
Low speed commercial	
Small towns initiatives: details to be developed with communities	



Facility type	
Cycle lane	
Shared path	
Footpath (cycling allowed)	
Trail	
Neighbourhood greenway	
Low speed commercial	
Small towns initiatives: details to be developed with communities	

[View the full implementation maps online](#)



VISION AND OBJECTIVES

TE KITENGA ME NGĀ WHĀINGA

Council's vision for the District is to be the place of choice for people to live, work, play and invest. This strategy helps us work towards that vision.



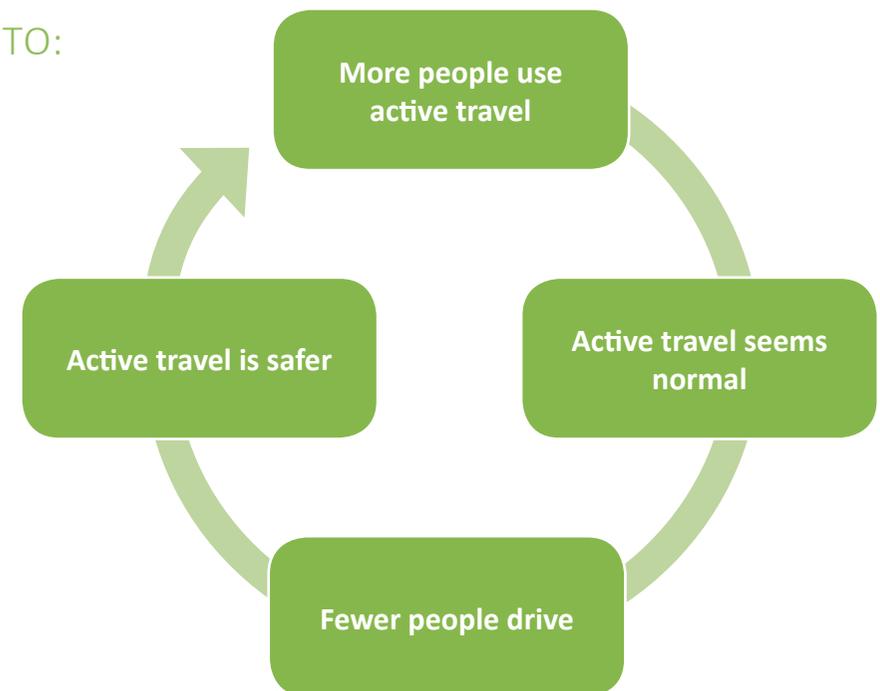
“

A DISTRICT WHERE ACTIVE TRAVEL AND RECREATION IMPROVE HEALTH, CONNECTEDNESS, OUR ENVIRONMENT AND ECONOMY.

”

THROUGH ONGOING INVESTMENT AND FOCUS, COUNCIL AIMS TO:

- ▶ Connect communities
- ▶ Increase equitable accessibility
- ▶ Enable community to develop solutions to ensure community ownership
- ▶ Align Community and Council objectives and actions
- ▶ Enhance safety
- ▶ Achieve sustained cultural change
- ▶ Establish and maintain strong partnerships to deliver on shared aspirations
- ▶ Develop Implementation Plans that ensure the delivery of shared objectives.



Strategic alignment *Tīaroaro rautaki*

Our long term vision:



The place of choice for people to live, work, play and invest.

How Active Whakatāne helps us to realise our vision



Our community is safe and surrounded by people who are friendly and caring.

People who bike or walk have more opportunities to stop and socialise. Busy streets are safer streets.



It's easy to stop and talk when you're on a bike!

Businesses are thriving.

Research shows that people on bikes spend less per visit but shop more often, providing balanced expenditure. Spending less on cars and car consumables frees up money to spend locally.

People walking and cycling typically shop more often, and visit more shops than driving.¹

15% *of the household budget is spent on transport.²*

There is respect for, and pride in, our history.

Pedestrians and cyclists travel slower, giving them more time to engage with and value their surroundings.



You're closer to nature when you walk.

Image: Lisa Davis, Flickr

We are successful guardians of our natural environment.

Walking and cycling have less environmental impact than driving.

We provide safe, efficient and affordable transport.

Facilities and supporting education will increase people's safety when traveling and crossing roads.



We aim to make crossing busy roads easier.

WHY DO WE
NEED THIS
STRATEGY?

*HE AHA TĀTOU
E HIAHIA NEI KI
TĒNEI RAUTAKI?*

By drawing on community feedback and identifying existing trends, Council has developed a strategy that reflects the diverse needs of our communities.



Declining active travel

E mimiti haere ana ngā haerenga korikori tinana

Levels of walking and cycling have been declining in the Whakatāne District and across New Zealand for some time. This could be attributed to identified barriers to travel as outlined on pg 13. Census data shows the rate of active travel to work has halved over the past 20 years, from 20 percent to 10 percent.³ Other than surveys undertaken for this strategy (refer page 14), there are few good data sources and a change to the related questions in the previous Census survey has meant the results can't be combined with the below data. This strategy recommends ongoing monitoring to better understand current statistics, with the aim to get our rate of active travel back to where it was in 1991, by 2030.

ADULTS WALKING AND CYCLING TO WORK

1991



11% OF ADULTS
WALKED TO
WORK



7% OF ADULTS
WALKED TO
WORK

2013



9% OF ADULTS
CYCLED TO
WORK



3% OF ADULTS
CYCLED TO
WORK



20%

OVER TWO DECADES,
THE RATE OF **ACTIVE TRAVEL**
TO WORK **HAS HALVED**

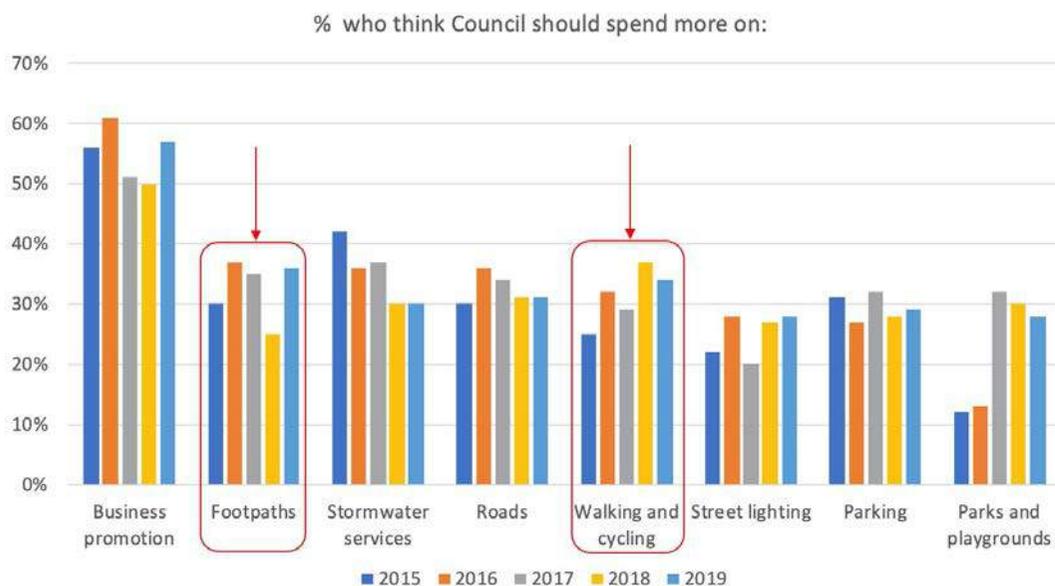
10%

People want better travel and recreation

Me whakawhanake te haere me ngā mahi a rēhia

Previous strategies and community engagement have identified a range of problems and barriers associated with active travel in the Whakatāne District.

In 2017 Council initiated Whakatāne Ki Mua – a community vision and collaboration project. The project has brought people, groups and organisations together to help progress the things they think are important for their communities. Nearly 200 adults and 31 young people included walking and cycling in their community vision. This shows continued demand for walking and cycling opportunities for recreation and as an alternative mode of transport. Walking and cycling facilities benefit locals and help enhance the Whakatāne District and wider Eastern Bay as a visitor destination.



COUNCIL'S ANNUAL RESIDENTS SURVEY INDICATES PEOPLE CONSIDER SPENDING ON WALKING AND CYCLING AS IMPORTANT AS MANY OF OUR OTHER ACTIVITIES.



“

ENGAGEMENT WITH OUR COMMUNITY THROUGH WORKSHOPS AND DROP IN SESSIONS

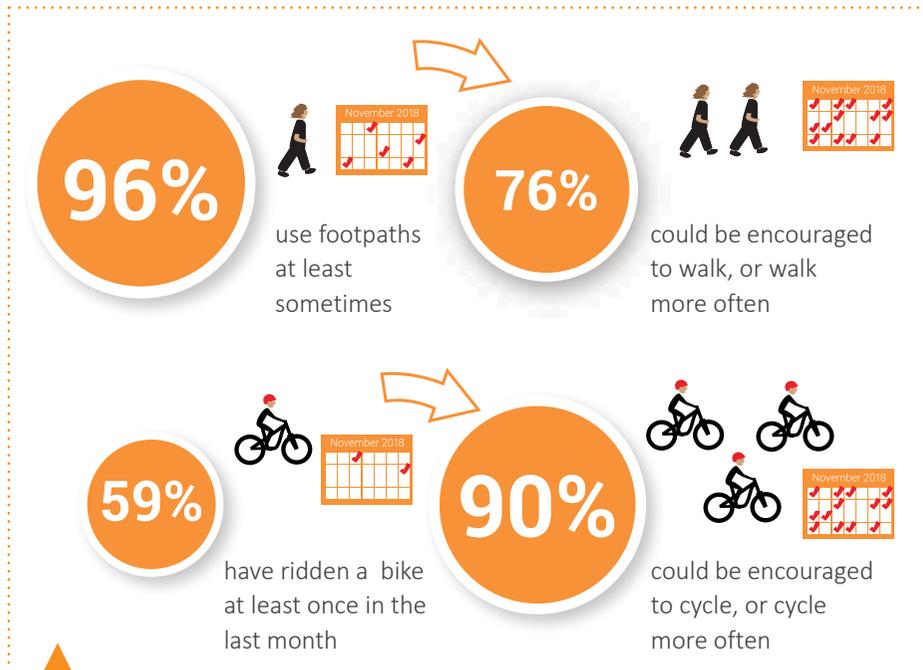
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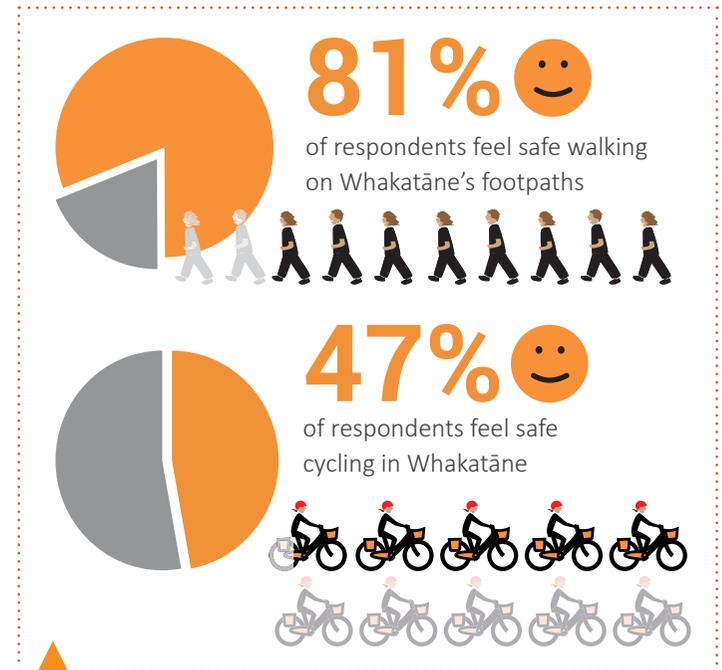
This strategy has been informed by workshops with school leaders, a steering group, numerous public events and an all-day drop-in session at Te Kōputu a te Whanga a Toi .

Identified barriers *Ngā tūmomo ārai*

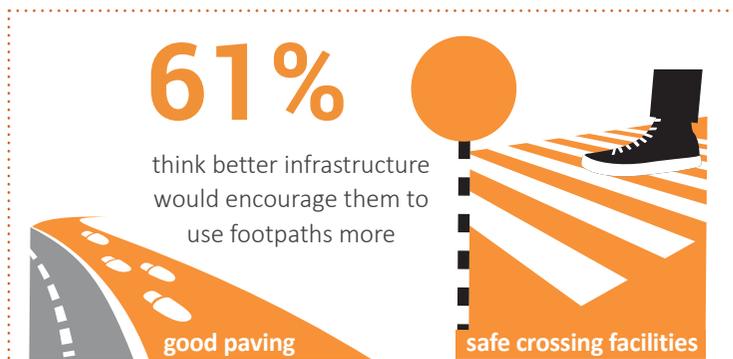
An online survey conducted in late 2018 with more than 400 respondents identified a range of barriers and needs.



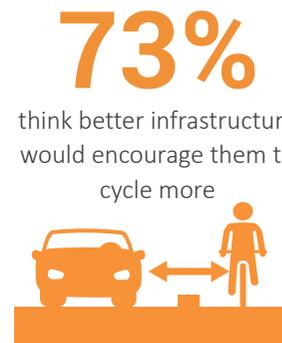
POTENTIAL FOR INCREASED ACTIVE TRAVEL



HOW SAFE DO RESIDENTS FEEL?



INFRASTRUCTURE IMPROVEMENTS WOULD ENCOURAGE MORE ACTIVE TRAVEL



SAFETY FITNESS CROSSINGS TRAFFIC

GETTING KIDS TO SCHOOL

SWEAT KIDS NARROW LANES

PERCEPTION ROADS MONEY

BEHAVIOUR NO PATH LINKS

LANE STOPS LEVEL CROSSING

WET WEATHER TURNING

PEOPLE NO SEATS ATTITUDE

▲ Potential barriers to active travel, from stakeholder workshops



Council continues to work with NZ Transport Agency to find solutions to state highway issues.

Cyclist attempting to turn right at SH30/Gateway Drive Roundabout

“

It is closer to Gateway Drive than my dance class on Valley Road but it feels further because car drivers are so impatient in the multi-lane roundabouts.

”

Young woman speaking at the public drop-in session.

WHO IS IT FOR? *MĀ WAI TE RAUTAKI NEI?*

Through this strategy, Council aims to create a District that's accessible for people of all ages and abilities, whatever their transport and recreation needs.



A diverse group of people ... He kāhui matahuhua

COMMUTES

JOE

CONTRACTOR



Bikes to day care then to job site

EVERYDAY TRIPS

FRAN

RETIRED



Scoots along King Street to meet friends

SCHOOL TRIPS

ABBY

SCHOOL CHILD



Rides with Dad on a tandem to St. Joseph's (and most other places too!)

RECREATION/FITNESS

DIANE

SOCIAL WORKER



Teaches at-risk youth self-reliance and how to mountain bike



... with a wide range of abilities and needs.

WHAT WILL WE DO, AND WHERE?

*KA AHA MĀTOU,
KI HEA MĀTOU
MAHI AI?*

Through field work and public input, Council has identified gaps and opportunities and is using that information to plan and budget for a connected network.



Existing network

Te tūhononga e tū nei

Previous strategies and plans included recommendations such as new cycleways, paths and a public education campaign for safer use of roundabouts. However, funding constraints have meant an ad-hoc build out of the network; our existing walking and cycling network is relatively disjointed.

Fieldwork undertaken for this strategy identified 30 places where we need to improve pedestrian crossing facilities. More details are available in our interactive map.

Many kerb ramps in the Whakatāne District were built 50 years ago, and are in poor condition and not suitable for wheeled devices. Current standards mean kerb let downs should be at least 1.8m wide, with a gentle gradient, a smooth transition at the carriageway and tactile paving for the visually impaired.



Many existing kerb ramps have uneven surfaces and high lips at the road join.



Some cycle lanes lack no-stopping lines and parking enforcement and/or do not connect

Arawa Road, approaching Valley Road



There are footpath gaps near high-pedestrian destinations like Whakatāne High School

Russell Street (west side)

Network vision *Te kitenga tūhononga*

To build towards the vision, Council has three key investment areas.

Commuter walking, scooting and cycling

Shared paths and greenways along streets, paths through parks and reserves and on-road cycleways. This includes a kerb ramp upgrade programme to improve the journey experience for wheeled-device users in particular and additional median refuges to make crossing busy roads safer and easier.



Landing road

Safe Ways to School

Shared paths along key streets around schools, which will also form part of the commuter routes.



Salonika street

Recreational walking and cycling trails

Shared paths and trails through parks and reserves, stopbanks, coastal and harbour reserves.



Warren Cole pathway

An interactive online map shows the proposals in more detail:

whakatane.govt.nz/active-whakatane

What we plan to do

Te mahere mō te wāhi tāone

This is our toolbox of facilities that will be built to fill in the network gaps.

LOW-SPEED COMMERCIAL STREETS

Low-speed shared streets allow pedestrians and people using commercial and town centre streets to cross easily and enjoy wide footpaths for dining, shopping and socialising. For people on bikes, the low motor traffic speeds enable the sharing of the traffic lanes or reduce the number of passing events, improving comfort and access.

- ▶ The Strand
- ▶ King Street in Kopeopeo

Shared-lane markings (sharrows) can be used on such low-speed streets. Sharrows in these places help encourage the acceptability of cycling on-street, rather than riding on these footpaths where there are high numbers of pedestrians. Sharrows also show people on bikes the safest lane position to avoid conflict with cars reversing out of parking spaces or doors being opened.



King street mini roundabout

NEIGHBOURHOOD GREENWAYS

Neighbourhood greenways provide continuous comfortable routes through local residential streets where motor vehicle speeds and volumes are low. They're great streets to live on, too. Some streets need wayfinding signs and markings, while others need traffic calming, and/or prioritisation of active users at major and minor street intersections.

Locations may include:

- ▶ Hikurangi – Tui Streets
- ▶ Salonika – Crete Streets
- ▶ Douglas Street



Before



After: an artist's impression of a greenway concept option.

Tui street

SHARED PATHS ALONG STREETS (Sealed*, wide)

Shared paths along streets provide for all ages and abilities to cycle more comfortably. As they are at least 2.5m wide, they also provide more space for pedestrians and mobility scooters to share. Confident riders will still be able to ride in mixed traffic on-street. Shared paths along streets already exist along Gorge Road and Keepa Road. Footpaths are planned to be widened into shared paths on several routes including:

- ▶ King Street (Stewart Street – Sullivan Reserve)
- ▶ Hinemoa Street (Landing Road – Wainui Te Whara path)
- ▶ James Street (Hinemoa Street – Horrocks Avenue)

* *Sealed means a hard surface such as asphalt or concrete.*



Gorge Road

FOOTPATHS DESIGNATED FOR SHARED USE

Standard-width footpaths designated for cycling will connect to the new wider paths. They will include kerb ramps to increase safety and comfort for people using wheelchairs and mobility scooters.

A safety audit of each proposed route will reveal any issues that would need to be addressed, such as overgrowth or high fences at driveways. Routes will be marked and may have signs encouraging courteous behaviour for all path users. A public education campaign will accompany the designation. Confident riders are still encouraged to travel on roads. Footpaths designated for shared use are for less confident and slower riders as an interim measure while numbers are still relatively low.



Proposed courtesy message for shared use path, etched logo into concrete

SHARED PATHS IN PARKS IN RESERVES

Shared paths in parks and reserves are sealed paths at least 2.5m wide; wider when possible. The Warren Cole Pathway and recently completed Wainui Te Whara Path are good examples. Locations may include:

- ▶ Whakatāne River (extending from Landing Road around Awatapu to Arawa Road)
- ▶ Awatapu Lagoon (on the Whakatāne Intermediate side)
- ▶ Red Conway Park (replacing existing failing path, adding new paths and replacing the old wooden bridge)
- ▶ Rex Morpeth Park (widening and extending to form a circuit path)



Wainui te Whara path

UNSEALED TRAILS

Unsealed trails are suitable for lower volume routes or where stopbanks may need future flood protection works. They are also good as initial path formation, that can then be hard surfaced at a later date when user numbers increase. Locations may include:

- ▶ Awatapu Lagoon (inner loop)
- ▶ Whakatāne River Trail
- ▶ Kope Canal Road
- ▶ Rangitāiki River stop bank trail
- ▶ Burma Road



Waiewe Street Drainage Reserve Trail

CYCLE LANES

Cycle lanes provide organised space for cycling, and are often part of street reconfiguration projects that improve safety and comfort for all users. Cycle lanes are an important tool to improve comfort and safety on streets where the number of passing events is too high for comfortable mixed-traffic cycling, but where kerbside activity, heavy vehicles, and lane encroachment are not significant sources of conflict.

Examples of existing standard cycle lanes are:

- ▶ Commerce Street
- ▶ Arawa Road
- ▶ Valley Road (part)



Cyclists on Commerce Street

BUFFERED CYCLE LANES

Buffered cycle lanes are higher comfort than conventional bike lanes and help position riders away from parked car door opening and/or moving motor traffic. These may be considered where appropriate to the traffic conditions and road space can be reallocated.

Physically protected cycleways

Physically protected cycleways (not shown; often to the left side of any parking lane) typically require extensive street reconstruction and therefore are not likely to offer value for money in Whakatāne at least in the near term.



Cook Street, Palmerston North

Small towns initiatives *Ngā kaupapa mō ngā tāone iti*

In addition to the investment in and around Whakatāne township, a 'Small Towns Initiative' programme is proposed to include minor safety and amenity projects around the District such as pocket parks, town entrance gateways and pedestrian improvements. All small towns around the District are included in this initiative: Awakeri, Edgecumbe, Te teko, Rūātoki, Thornton, Coastlands, Ōhope, Matatā, Tāneatua, Waimana, Waiōhau, Minginui, Ruatāhuna, Murupara, Galatea, Te Mahoe and Te Whāiti.

A budget is planned for each community depending on population, level of need and readiness to construct. The specific improvements will be determined in consultation with each community.

Council will continue to work with community groups to find solutions driven by the public, such as the great work done in Ruatāhuna as part of the Te Uru Taumatua building development, EDIT in Edgecumbe following the 2017 floods and aligning with planned community development initiatives. We will conduct workshops to assess needs and opportunities as part of this initiative.

Potential railway line improvement

A railway trail with interactive amenities and a sealed path along the river in Edgecumbe.



Edgecumbe railway

Potential gateway improvement

A gateway treatment to slow traffic, paths and state highway crossing facilities in Awakeri.



Awakeri

Community engagement

Council will engage with each community on potential improvements.



Community consultation

Other projects *Ētahi atu mahi*

Future trails will continue to be planned and designed with the early involvement of Iwi to help include cultural elements and improve community ownership of places.



Celestial compass at Waitangi Regional Park, Hastings (Photo: F. Rose)

Whakatāne currently has the Rotary Bike Park with some 'pump track' features (mini-jumps) great for youth to hone their bike handling skills. Further path accesses and minor extensions are planned in Warren Park.



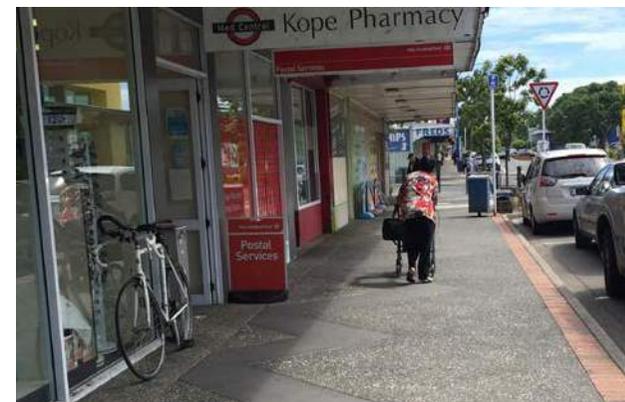
Warren Park pump track

Allandale School has installed a mini-track suitable for slow cycling or scootering. A junior road safety park would provide a safe place for kids to build skills and confidence, including realistic roundabouts and traffic controls like pedestrian crossings. This should be as central as possible, but could be co-located with a mountain-bike park.



Palmerston North Junior Road Safety Park

More cycle stands are planned at high-use destinations in places like Kopeopeo, where people currently have to lean bikes up to shop windows.



King Street Kopeopeo

More secure, weather-protected cycle parking is recommended at all schools to help keep student bikes from rusting or degrading in New Zealand's harsh UV conditions. This is subject to consideration by each school board and budget prioritisation.



Allandale School

Upgraded kerb ramps with smooth transitions (no lip) and tactile paving for the vision impaired.



New kerb ramps along key pedestrian routes

Enhanced crossing facilities with coloured surfacing and line marking or signage.



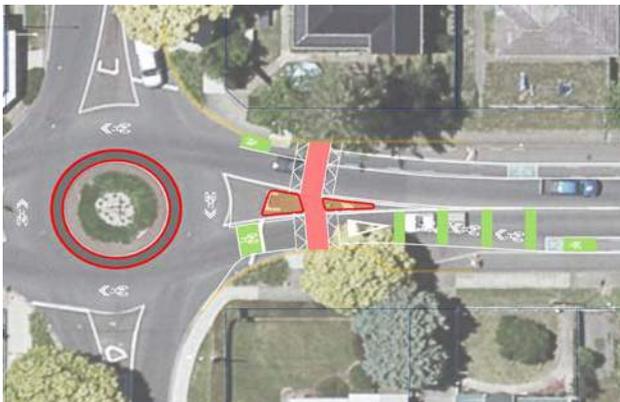
New pedestrian and cyclist-friendly roundabout in Rotorua

Median refuges to help cross busier roads one lane at a time.



New crossing in Ōhope

Roundabout upgrades ranging from sharrow markings to major safety upgrades.



Example roundabout safety upgrade

Barrier removal or modification to enable people on bikes, scooters, and prams to access routes. Some existing barriers keep out mobility scooters and prams.



Accessway in Coastlands has limited accessibility

More benches to stop and rest, at the right height and with armrests to help sit and stand.



Person relaxes at end of Warren Cole pathway, Whakatāne Heads

Recreational and mountain biking trails

Ngā ara paihikara

Bay of Plenty Regional Council, Department of Conservation and Iwi are key partners in the development of these routes. Some routes have already been scoped as part of the EBOP Cycle Trail Strategy and the Whakatāne Greenway Plan. Plenty of opportunities exist for developing more trails, for example along the coastal dunes to Thornton and Matatā, in the Whirinaki Forest and along our rivers and drainage canals. By creating heartland ride options that support the Motu Trails we can further increase the economic benefits that trail rides bring to our District.

Currently, our residents either don't mountain bike or drive to places such as Rotorua. Local mountain bike trails would be designed for all ages and abilities. They offer many other benefits:

- ▶ They engage youth at all ages and abilities
- ▶ They provide conservation, tourism, and cultural heritage opportunities
- ▶ They help retain youth and attract a 'creative class' of people to work, live and play in Whakatāne

The Whakatāne District currently has a mountain bike park in Onepū. Council and community members are also working together to create a larger Mountain Bike Park and skills park closer to the Whakatāne township.



Meremere descent - Motu Road Trail



Whirinaki Te Pua-a-Tāne



Onepū Mountain Bike Park

Ōpōtiki to Whakatāne Coastal Journey

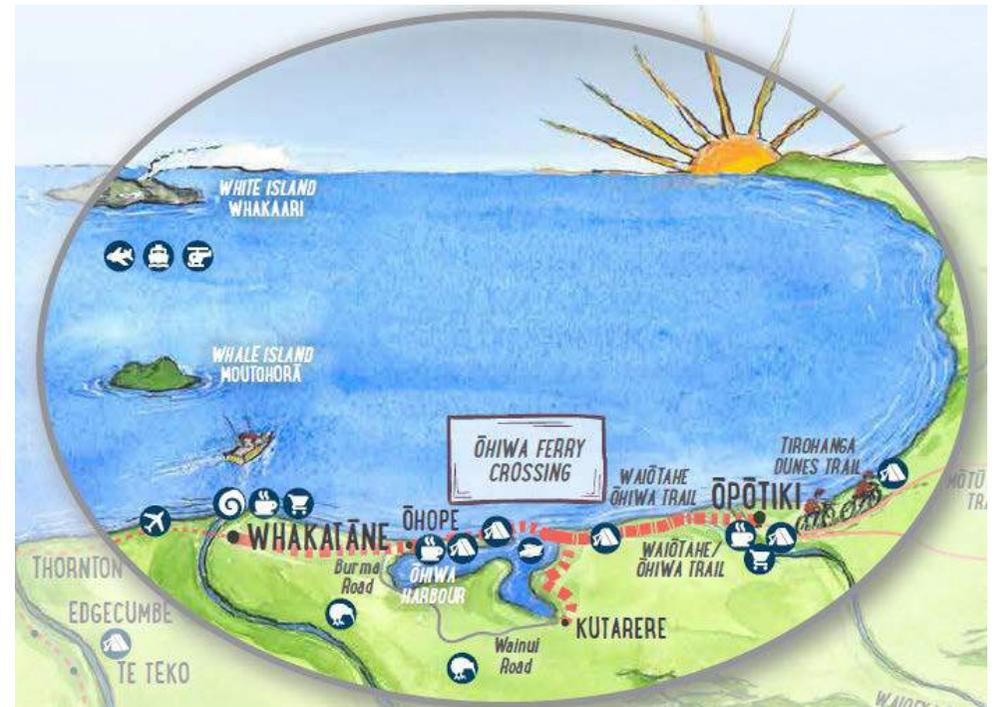
He ara paihikara i Ōpōtiki ki Whakatāne

The Ōpōtiki to Whakatāne Coastal Journey is a proposed 54.5km trail from Ōpōtiki to Whakatāne. Of that, 26km will be within the Whakatāne District at a cost of \$2.1 million.

The proposed trail extends the existing Motu Trail. It will follow the stunning eastern Bay of Plenty coastline, from the already-established successful Dunes Trail at Ōpōtiki, across Ōhiwa Harbour to Ōhope and on to central Whakatāne.

This will be a spectacular journey with wide user appeal, creating a stronger ride destination and cycling presence for the eastern Bay of Plenty. It is highly accessible and can be easily tailored to make the most of the unique cultural, coastal and conservation experiences on offer.

As well as attracting people specifically to ride or walk, the new trail's proximity to Whakatāne will have strong appeal to those already visiting, encouraging a longer stay and the ability to experience other local attractions. The trail extension will ultimately lead to more people visiting and significantly increase the benefits the Motu Trails bring to the District.



Coastal trail, Ōpōtiki



Burma Road

EDUCATION AND ENCOURAGEMENT *MĀTAURANGA ME TE AKIAKI*

Engaging with our communities around how to get the most out of the network will help ensure its success and longevity.



Safe Ways to School *He haerenga haumaru ki te kura*

Safe Ways to School is a travel planning programme that aims to promote safe, active travel to and from school. The programme has started with in-class surveys using geo-spatial mapping and online parent surveys. These surveys engage the school community and gather insights for targeted infrastructure, education and encouragement activities, customised to various age groups.

What is the issue?

Walking, scooting and cycling to school has been declining nationwide, and has largely been replaced with kids being driven. For some parents and kids, driving to school is a must due to distance or other factors. Driving can be stressful, but kids are often driven to school by parents fearful of letting them travel by themselves. But even driving isn't a guarantee of safety - a recent insurance study found that one in four parents have claimed for a crash that happened while on the school run.⁴

In 1990 nearly

45% of secondary school children
USED ACTIVE TRANSPORT



But by 2014

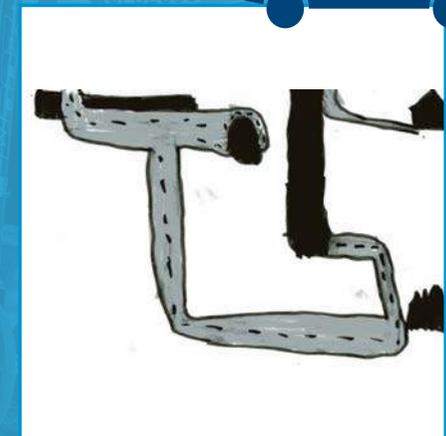
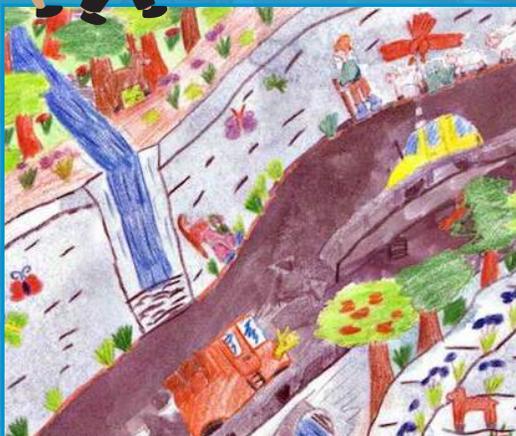
this had dropped to
31%



A national trend – active transport to school has declined over the decades, and although the Census questions have changed such that recent figures aren't included, the recent trends continue to also decline. (source: Ministry of Transport)



HOW **KIDS WHO WALK TO SCHOOL** (LEFT) **SEE THEIR WORLD**, COMPARED TO THOSE WHO ARE DRIVEN (RIGHT)⁵





Safe Ways Travel Plans

Safe Ways to School Travel Plans combine the actions described on the following pages. Council will support participating schools in the creation of travel plans.

What are the benefits?

Walking, scooting, skating, and cycling to school starts a habit that can last a lifetime. The benefits are clear:

- Congestion is reduced near the school, and there are fewer accidents when more children are visible walking.^{6,7}
- Children who are active before school are readier to learn, as shown by improved test scores.⁸⁻⁹
- Daily activity helps hold a healthy body weight.¹⁰
- Active children have lower rates of depression and anxiety.
- Active travel is social and fun for children and their parents.
- Research shows that on-road cycling is safer than other common activities like horse riding, skiing and rugby.¹¹
- Self-directed travel is proven to enhance child development – they acquire road safety skills and confidence. Group travel helps reinforce the 'safety in numbers' effect.¹²
- It saves money: not having to drive some or all of the time.
- It builds community (the school's neighbours aren't keen on all the traffic either!).



TRAVEL PLANS WORK

To support active travel, Councils across NZ are running various education and encouragement campaigns. For example, at the first 15 **New Plymouth** Let's Go schools, **300 kids started walking**, another **300 started biking**, and **600 parents started school run carpools**.¹³ Hastings, Auckland, and Christchurch also have council staff dedicated to helping people try active ways to travel.

In **Christchurch**, council staff have provided **workplace travel planning services** for many central city employers returning to rebuilt premises post-earthquake. This has included one-on-one advice, maps, information, and ongoing support – and it is working. Among targeted employees, **car travel** decreased 31 per cent, **bus use** increased 16 per cent, **cycling** increased 8 per cent, **walking** increased 5 per cent, and **carpooling** increased 2 per cent.¹⁴

What will we do as part of “Safe Ways”?

Walk Smart! 

-  **Look before you cross.** Look right, left, and right again before crossing a street. Look over your shoulder for turning cars at intersections.
-  **Make eye contact.** Don't assume that drivers see you. Make eye contact before you cross the street.
-  **Use crossings.** Cross at zebra or kea crossings if one is nearby (within 20 meters).
-  **Follow the rules.** Follow directions from kea crossing patrol members.
-  **Be visible.** Walk where cars and bikes can see you. Wear a bright rain jacket or vest over your school uniform, and use a flashlight when it is dark outside.

Bike Smart! 

-  **Riding age.** Students under the age of 10 should be accompanied by an adult when riding on-road. Parents should make the decision based on the maturity and skill of their children.
-  **Ride with traffic.** Ride on the left in the same direction as other traffic.
-  **At busy intersections...** at signals, try the 'hook turn' (see the cyclist road code). For roundabouts, ride in the centre of the lane or use shared paths.
-  **Share the path.** Pass walkers carefully; ring your bell or say 'on your right' before passing.
-  **Be alert.** Watch for opening car doors and cars turning across your path.
-  **Be predictable.** Ride in a straight line and always signal your moves to others.
-  **Remember ABC-Quick:** Air in your tyres is up to pressure indicated on sidewall. Brakes are connected and working. Chain is tight (single speeds) and not rusty. Quick release hubs are in closed and tight position.
-  **Wear a helmet.** Helmets should fit snugly, sit level on your head, and always be buckled.

Brochure example.

Audits of each Whakatāne school, (completed in 2018/19) including recommended infrastructure improvements to be investigated by Council's transportation staff and school boards.

Monitoring: preliminary counts of children travelling by each mode, and follow-up yearly in-class 'hands-up' counts of travel modes to assess programme outcomes.

Brochures for all new students and parents of participating schools to include tips on walking, scooting and cycling (as appropriate to the student age range), school policies on travel by car or active modes, and a map showing suggested routes.

Encouragement activities including those hosted in the Education Portal¹⁵ to school administrators and teachers. The Portal has road safety education material designed to integrate with existing curriculums.

Content includes materials for scooter safety instruction and Feet First competitions. There are printable parents' guides (in English and Māori), classroom charts, and certificates of achievement.



WHAKATĀNE KI MUA
COMMUNITY VISION

Road Safety
EASTERN BAY OF PLENTY

SAFE WAYS TO SCHOOL

school →

BE SAFE. BE SEEN. BE ACTIVE.
KIA HAUMARU, KIA KITEA, KIA RANGONA

Bikes in schools

Help provide access to safe cycling within the school environment.¹⁶ More Bikes in Schools tracks may be implemented to expand the programme reach across the District.

Bike ready

The new national cycling skills education programme. These are already being run in our District – additional funding could see more kids getting the opportunity to learn to ride safely and build their confidence.¹⁷

Bluelight

Expanding on existing supervised after-school programmes, Education Outside the Classroom (EOTC) is an initiative where school staff identify students with special needs (e.g. lack of confidence) for experiential learning /outdoor education one day per week¹⁸. To reduce costs, instead of hiring a van to transport the children, the EOTC teacher leads students on foot, by scooter, or by bike to an outdoor learning site.

EOTC programme in Dunedin has grown environmental awareness, helped kids develop confidence and increased positivity among participating children.



Bikes in Schools tracks are already at Apanui and James St School



Kids on bike track at Apanui school



Matatā Public School bike track

Adult oriented programmes

Ngā hōtaka paihikara mō ngā pakeke

Marketing and communications

Council's website has an Active Whakatāne page, with a dedicated section featuring educational material and frequently asked questions. Messaging will be distributed via Council's social media channels, and we'll have community events and grand openings for new pathways. There will also be billboard campaigns and motorist and active user information will be published on our website.

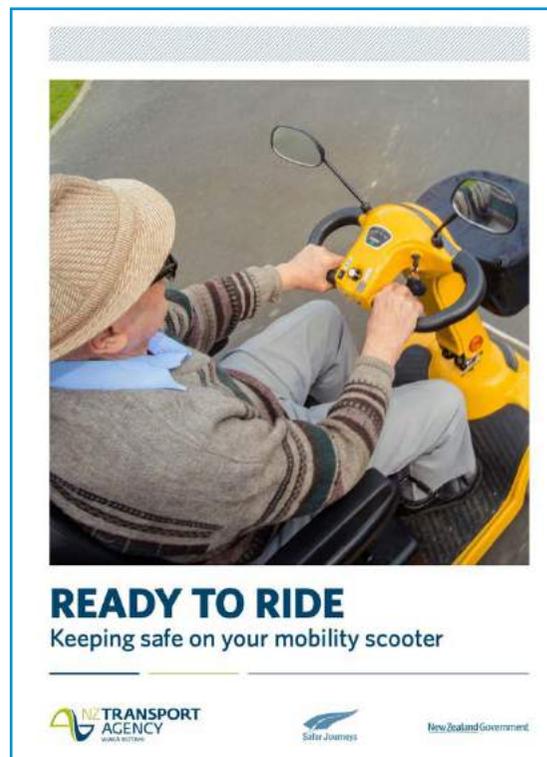
Other non-infrastructure actions include a billboard campaigns promoting safety messages.



A billboard aimed at improving motorist perceptions of people on bikes (source: NZTA)

Ready to Ride

The NZ Transport Agency produces an online guide with tips on staying safe and enjoying your mobility scooter. Given that mobility scooters are very popular in Whakatāne, spreading the safety message is important. This guide will be promoted and may be distributed in hard copy form.



Ready to ride cover (source: NZTA)

Bike with Us – a Green prescription (GRx)

In Hawke's Bay, the Bike with Us programme is open to any adult who has a written physical or mental health prescription.¹⁹ Participants are given a loan bike to use if they don't have one, and a ride leader takes a small group of about 10 people out on easy area trails.

Many participants have gone from only being able to ride 2km to riding up to 40km in just four months. Some have reported making strong friendships and gaining self-confidence. According to the programme organiser from Sport Hawke's Bay, nurturing friendships among the group also helped build a sense of community; this in turn helped create a successful, sustainable programme.

Keys to sustainability include sourcing affordable bikes, forming a regular riding group, finding volunteers to complete the Cycling New Zealand ride leader workshops, and having the resources to offer ongoing mentoring and support to the participants.



Ride with Us: Green Rx group, Hawke's Bay (source: L. Johansson)

IMPLEMENTATION *WHAKATINANATANGA*

Through field work and public input, Council has identified gaps and opportunities and is using that information to plan and budget for a connected network.



Action plan *Mahere mahi*

Refer to our online Implementation Plan whakatane.govt.nz/active-whakatane. The below Action plan demonstrates the actions to be taken to reach the Active Whakatāne Vision.

Objective	Action
Connect communities	Implement pathway and trail projects as per separate phasing map and asset management plan. Active travel and recreation focused developments
Increase equitable accessibility	Kerb ramp replacement programme
	Pedestrian crossing improvements
	Pedestrian benches and water fountains
	Cycle stands, new and upgrade
Align community and Council objectives and actions	Continue Active Whakatāne Steering Group meetings; invite guest participants from schools and community groups
Enable community to develop solutions	Conduct small towns workshops to assess needs and opportunities as part of the Small Towns Initiative
Enhance safety and achieve sustained cultural change	Publish motorist and active user information on website
	Billboard campaign
	Grand opening events
Education & encouragement	Active related promotions
	Bike with Us (Green Prescription)
Monitoring	Conduct mode share survey in a sample of classrooms
	Install permanent walking and cycling counters on Warren Cole Path, Gorge Road and Commerce Street
	Conduct annual manual counts including apparent age range and gender
	Collate mode share, count, and other relevant data from national, regional and local surveys; analyse data and publish an annual report card

Measuring progress *Ngā tātai kauneke*

Problems	Benefits	Measures	Values	Target
Footpath/shared path quantity and quality	People have (and use) more transport choices.	KPI: % walk and cycle to work	10% (2013)	Increasing trend - 20% by 2030
		KPI: active mode user counts	To be established	Increasing trend
		KPI: % of school students who use active modes	44% (2018)	Increasing trend
		KPI: Kilometres of sealed shared paths	13.6 km	Increasing lengths – subject to funding
Network is difficult to navigate, few places to rest; too few/poor quality crossings & kerb ramps	Elderly and mobility impaired people have increased access.	KPI: % very/fairly satisfied with footpaths in 65+ age group – Communitrak survey	66% (2017)	80% by 2021 then maintained
Traffic skills and confidence are lacking	People feel empowered to try cycling/engage in safer traffic behaviours.	KPI: number of students taking Bike Ready	800 (2019)	Increasing trend
		KPI: % of people feeling safe when cycling in the Whakatāne District (3 yearly community survey)	To be established	Increasing trend
People don't have enough local track/trail options	Health and economic benefits of local tracks	KPI: Recreational trail use through tourism survey	To be established	Increasing trend
		KPI: Number of Green Rx participants	To be established	Increasing trend

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