



### The Getting There strategy

- Released February 2005
- Driven by national travel data indicating declines in walking and cycling trips (89-98)
  - Cycling trips dropped from 3.6 to 1.8% of household travel trips
  - Cycling trip numbers declined by 39%
  - Trips among 5–20 year olds dropped by around 50%
  - Walk only journeys dropped from 36 to 26% of all school journeys
  - Factoring in population growth, in 1997/98, New Zealanders undertook approximately 400 000 fewer 'walk only' journeys daily than in 1989/90
- Available electronically at:
  - <http://www.transport.govt.nz/assets/NewPDFs/getting-there.pdf>

### The Getting There Strategic Implementation Plan (2006-09)

- Released 2006
- Outlines 10 New National initiatives to strengthen walking and cycling as modes of transport and for recreation
- A National Advisory Group – with input from TA's and Local Government NZ supports the Ministry and Land Transport NZ
- During 2006 working groups for were convened for strategy initiatives
- Available electronically from:
  - <http://www.transport.govt.nz/assets/NewPDFs/GettingThereA4.pdf>

### Ten New National Initiatives

<ul style="list-style-type: none"> <li><b>Ministry Led</b> <ul style="list-style-type: none"> <li>–Research and Monitoring</li> <li>–Alignment Review</li> <li>–Communications Plan</li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li><b>Land Transport Led</b> <ul style="list-style-type: none"> <li>–Information Centre</li> <li>–Workforce Development</li> <li>–Model Communities</li> <li>–Benchmarking Programme</li> <li>–Strengthen User Groups</li> <li>–Long Distance Cycle Networks</li> <li>–Training/Education Programmes</li> </ul> </li> </ul>
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### Initiative Example

#### Model Communities

- Partnerships between national agencies and local communities
- Comprehensive range of programmes and networks to encourage more people to walk and cycle more often
- Currently in research, scoping and planning phase

Initiative Example

### Education - 'Share the road'

- A national programme focussed on encouraging motorists, pedestrians and cyclists to all 'share the road'



Ministry of Transport

Initiative Example

### Decision Maker Communications Action Plan

- Build awareness and understanding of the benefits and 'place' of walking and cycling within transport and recreation at a national, regional and local level
  - Better market research
  - Engaging with TA's
  - More cohesive coordination of national promotion, awareness and safety messages.

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