

# BIKE BURBS HANDBOOK





## Intro

Welcome to the Auckland Bike Burbs Handbook! This resource will equip you to launch a cycling revolution in your neighbourhood.

Being a part of a Bike Burb is a great way to get involved in a more bikeable future for our city, right where you are. It's the ideal way to help communities rediscover their love of bikes, harness the energy of local movers and shakers, and nurture neighbourhood visions of how to get where we're going, all over Auckland.

What's your inspiration? It could just be that you know your neighbourhood looks better on a bike and you want to share that feeling with others.

Or, you've seen changes happening elsewhere, making it safer and more fun to ride a bike, and want the same for your suburb. Maybe there's a fancy new cycleway nearby, and you're keen to encourage people to get out and use it. Or perhaps there are bikeways on the way for your part of town, and you want to assemble a welcoming committee. Maybe you're fired up about safer streets and want today's kids to be able to roam the 'hood on wheels, like we used to.

No matter your inspiration, we're glad to have you on board!

Within this handbook, you'll find tools to help you set up and maintain a Bike Burb group in your neighbourhood. It offers advice on who to connect with and how, common challenges and how to deal with them, ideas for community bike events, opportunities for funding, and info on how to run engaging promotions and successful campaigns.

Just how you set up your Bike Burb is up to you. Bike Auckland is here to help and we look forward to working with you!

Barbara Cuthbert, Bike Auckland Chair

## What is a Bike Burb?

Bike Burbs are community groups helping neighbourhoods rediscover their love of bikes. Across Auckland, over 24 Bike Burbs with hundreds of members come together to:



Bike Burbs bring together local voices for better streets, and are considered an important stakeholder by Auckland Transport, Auckland Council and Bike Auckland, especially when engaging with the community about new cycle infrastructure. You are key players in the transformation of your neighbourhood.

Joining a Bike Burb is as easy as following a Facebook group and showing up at events. Whether you're joining an existing Bike Burb or setting up a new one, it's a great way to connect with bike-minded people and help create a friendlier neighbourhood.

And it's the perfect time to bring your energy to this movement. Auckland is falling back in love with bikes: a third of us have jumped on a bike in the past month, and 65% of us welcome cycle lanes in the neighbourhood and believe that more people on bikes makes Auckland a better place\*. Connecting with each other and growing this support across Auckland through involvement in a Bike Burb will help shape a bike-friendly future for Auckland.

\*2018 Active Modes research from Auckland Transport. It's a helpful document for insights into growth and change of cycling and perceptions in Auckland.

» You can check it out here «

## What is Bike Auckland ?

Bike Auckland is the nonprofit organisation working for a better city for people on bikes. We **advocate** on behalf of all people on bikes, we **advise** on best practice cycleway design and **activate** a diverse community to experience the joys of riding, via great events.

We are a registered charity, a membership organisation powered by donations and volunteer energy, and we are the key stakeholder for all cycling-related projects in Auckland.

Bike Burbs are independent, but affiliated with Bike Auckland through a Bike Burbs Handshake Agreement which ensures we can support you in the ways you need. From online resources, to connecting you with other groups and communities, opportunities and answering questions, we'll help you make things happen for your Bike Burb. If you are not yet affiliated, contact our Bike Burbs coordinator and we'll get you all set up.

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# Getting Started

## Join!

Find out if a Bike Burb is already established in your area by checking the [» Bike Burb Directory «](#) on Bike Auckland's website. If a Bike Burb is already up and running in your area, get in touch with them and see what they're working on. They may be already full of plans, or your energy and smarts might be just what they've been waiting for.



## Start a Bike Burb

If there isn't already a local group, this is your opportunity to get things rolling. You can start gathering a group in real life, online, or ideally a combination of both.

## Establishing an online presence

It may make sense at first to stay in touch with each other by email, but the bigger the group, the more unwieldy it can become. Facebook and social media are great tools for connecting and organising. Starting a page or group on Facebook is easy and free. Start by picking a name for your Burb, find a great header image, and come up with a short description of what you're about. Check out existing Burbs for inspiration..

Next, invite existing contacts who you think will be interested, and share the page on local Facebook groups. Also, let Bike Auckland know what's happening; we can help spread the word via our social channels and help you find bike folk in your area.

You can then start conversations on the page, use it to arrange meetups, share cycling news in your suburb, organise events, and connect to people you haven't yet met.

Facebook has the advantage of letting you connect easily with Bike Auckland and existing Burbs - but of course there are other online options, like Meetup or Neighbourly, which may also be popular in your community.

## Meeting up

Choose a central location in your Burb, pick a date and theme for an initial meet-up - a bike breakfast or Bike Beers, perhaps - invite a few people you know, and spread the word.

Start where you are. If you're part of the school community, for example, get talking with other parents and with teachers. If you're a commuter, get chatting with other bike folk at the lights. If you belong to a local club, put a notice up or in the newsletter.

Keep things friendly and low key, be patient, and be optimistic. People have busy lives, so not everyone will see your announcements the first time, and not everyone can make every gathering - but they're definitely out there and will gravitate together over time. The more regularly you reach out or organise meetups, the more momentum you'll discover.

## Tips for starting and maintaining a Bike Burb page on Facebook:

- 1 Make it a public group or page, so people can find you, not a private page. (**Note:** you can set it up so that admins approve new members – this can be useful for filtering anyone who's looking for something different, such as motorbike groups or a place to sell things).
- 2 Set preferences so that all your members can invite other people to help the group grow.
- 3 Upload a great cover photo and a description of your group. Clearly state what the group is for, the area you're based in, and any rules about content and behaviour.
- 4 Post and share content: focus on fun stuff about bikes in general, and specific stories connected to your community.
- 5 Establish the purpose of the group and the tone early on. Being mutually supportive, defining issues, and working towards solutions is much more successful than creating a space for online arguments.
- 6 Keep an eye on the page while it's developing a community ethos. Don't tolerate trolls or defamatory comments. As an admin, you can hide or delete comments that cross the line. You can also give people gentle warnings and remind them of the group's purpose.
- 7 Share the load - having a couple of admins can make life easier. It helps to make sure they're as local as you are, and that you're on the same page about your goals.
- 8 Organise in-person meetups and events as soon as you can!

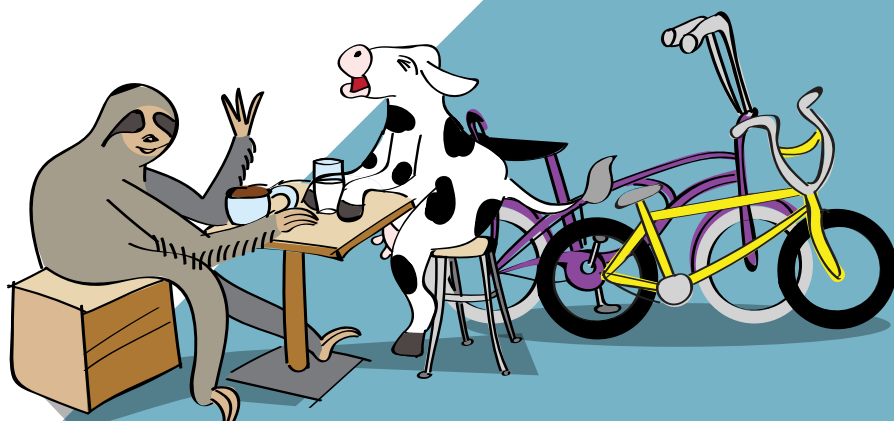


Image: Bike Te Atatu

### Example: Bike Te Atatu

Bike Te Atatu is a well established group and has a large online following via its Facebook page.

» [Check out how it is set up here](#) «



# Key Connections

Getting out and meeting your neighbours, friends and key players in the community is crucial. You're off to a better start if you know who's making decisions locally; who has opinions, budget, and influence; and what existing groups might support you.

The key players in every community across Auckland are:

- 1 » Schools and higher education «
- 2 » Community groups and local hubs «
- 3 » Bike shops «
- 4 » Business associations «
- 5 » Local Board «
- 6 » Auckland Transport «
- 7 » Auckland Council «



## 1 Schools

Schools and higher educational institutions are at the heart of any community. Members of your Burb will likely be part of the school community in some way, whether as parents, teachers, students, or alumni. Schools also provide a great place to run community events.

A good first step is getting an idea of how many kids bike to school and what the school's policy is on riding to school. Many support it, but have safety concerns - while a handful of Auckland schools have banned it, in response to safety concerns. You'll also want to gauge the support for cycling within the school and among parents.

### Tips for working with schools: AT Travelwise programme

Auckland Transport's Travelwise Schools programme works with schools to increase active modes, and provides a link for communication about congestion and safety in the school area. AT knows about previous and ongoing bike skills education at the school, and can share the annual hands-up counts of how many children are riding to school. It can also help you set up a Bike Train (see below).

Bike Auckland's Bike Burbs Coordinator can put you in touch with the Travelwise staff member working in your area.

» [Get more information and find out which schools are already Travelwise schools here](#) «



## School Bike Trains

A Bike Train lets children choose to bike to school. It's like a Walking School Bus, with adult volunteers who are the 'conductors'. The group rides a safe, predetermined route to school, stopping at designated 'train stops' to pick up and drop off children on the way. If you'd like to set up a Bike Train, we can put you in touch with the right team at Auckland Transport which can offer bike skills training, bike checks, and useful gear to help you get a Bike Train up and running.

High schools and higher education facilities are other places to connect with local folk on bikes. While teenagers are on average less likely than other schoolkids to get to school on bikes, it's still a transport option for the age group, and local high schools often have sustainability groups which may be interested in working on local bike projects.

Likewise, many tertiary students find bikes an affordable travel option, and may be keen to connect with you on local bike access, events, and rides.

### Example: Pt Chev Cycle Train

A pilot programme is currently underway at Pt Chev Primary. The Cycle Train is run by volunteers and supported by Auckland Transport.

[» Read the blog post here «](#)



Image: Pt Chev Cycle Train

## 2 Community groups and local hubs

You can work with community and sports groups in your area to advocate for a more bikeable neighbourhood or running bike-related activities.

It makes sense to start with groups with which you already have a relationship, so check with your Burb members to see what groups each person is affiliated with. Some will have children in sports clubs, will be members of service clubs, be part of a church or marae community, or have older relatives in a retirement housing, for example.

Talking with these community groups, you may find that, as well as overlapping concerns, they have issues, interests or perspectives to add to your conversation (e.g. parking, congestion, air quality, opportunities to use different kinds of transport for big events, concerns about encouraging physical activity, etc).

Community venues - whether Council-run community centres and town squares, or other local gathering places like gyms, libraries, repair cafes, markets, historic houses, gardens, service club halls, scout dens - are wonderful venues for local events, as they are already a hub for activities. Consider buddying up with a community group to help 'bike-ify' an existing event.

### Example: Devonport Bike to Soccer

Bike Devonport worked with a local soccer club to run Bike to Soccer, encouraging families to ride instead of drive to their Saturday game.

[» Read the full blog here «](#)



Image: Zane Bray



### 3 Bike Shops

Local bike shops are a natural gathering and information point for bike folk. Your interests will obviously overlap – they want to see more people on bikes as much as you do – so your local bike shop is a strong potential ally. It's also a natural place to advertise the existence of your group and any events or campaigns you may be running.

Start by popping into the shop and having a chat. Find out who the manager is, and ask if they support any community projects or events, or have ideas about local events they'd like to see. Introduce yourself and your Burb, and scope out ideas for collaboration.

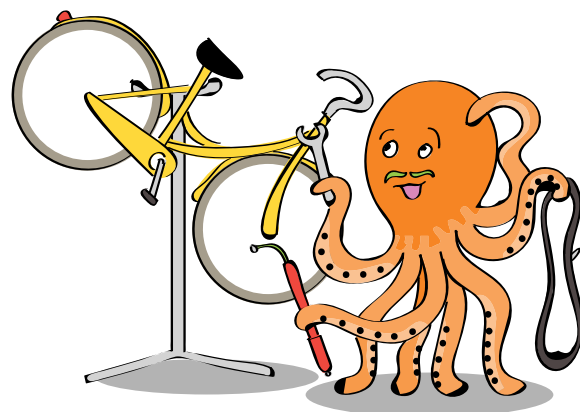
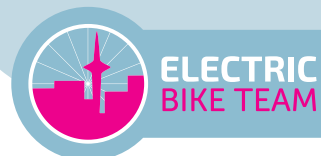
Bike shops may be willing to:

- let you put up posters for events/ fliers or stickers
- help out with mechanical skills at a fix-it event
- donate parts and skills for a repair programme
- offer a small discount for your Burb, or for a specific event or request
- share your details to their local social media page, if they have one

Some bike shops partner with Bike Auckland through our member benefits programme. [» Find them here «](#)

#### Example: Electric Bike Team

Electric Bike Team is a very Bike Burb-friendly shop. When the Grey Lynn Markets held its bike days the Electric Bike Team came out and offered free e-bike trials.



### 4 Business Associations

Business Associations represent the business community and promote their part of town. Their goals often overlap those of the Bike Burbs, in terms of access, liveliness, and a flourishing neighbourhood.

Business Associations come in various flavours – some have a social enterprise angle, for example – and all will have a general manager and are governed by a board or committee. They are part of Auckland Council's city-wide Business Improvement District (BID) Programme, and are funded by a separate rate collected from business and property owners to oversee marketing and events, networking opportunities, and advocacy to local bodies.

#### Example: Bike Te Atatu "Bike Bomb"

Bike Te Atatu demonstrated the value of customers on bikes with a Bike Bomb – a group ride for gelato.



## Tips for working with Business Associations

All Business Associations are unique. Some will be strong supporters of cycling and others may not be there yet. Bike Burbs can help to demonstrate the value of customers on bikes, and to shift the thinking that only car drivers spend money, or that bike lanes will negatively affect parking and thus their business.

» [Find your local Business Association here](#) «

Some ideas for working with your local businesses and business association:

- Set up a regular bike breakfast, bike beers, bike to the food markets or bike to the ice cream shop.
- Work with your local business association to create a Bike to the Shops day.

## Involve Local Retailers

You probably already know local business owners: corner cafes, local dairies and other independent businesses. You can interact with them about their views on cycling and how willing they are to engage. Perhaps you can run a Bike Breakfast to a cafe, ask for a small discount for people arriving by bike, or help the local dairy request bike parking outside.

## 5 Local Boards

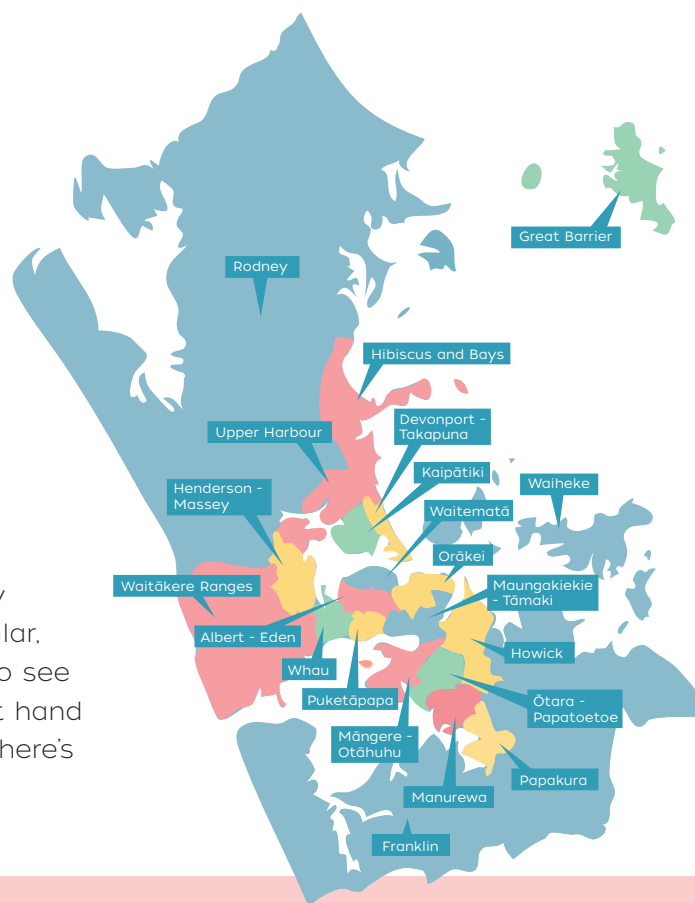
Your local board (LB) makes decisions on behalf of your community, in accordance with the Local Board Plan that outlines priorities for your area. Most LBs have a Greenways plan, and all have a transport and safety fund via Auckland Transport. Your Bike Burb is ideally placed to give feedback on both, and ensure that action lines up with policy.

All communications and area plans, including greenways maps, are available to the public. If you're not already familiar with what your LB is planning – and who's involved – start by visiting your local board's website.

» [You can find your LB area here](#) «

From there, you can search through the website of your LB to identify the members and their portfolios. The board members with transport and event portfolios will be great partners; get to know them early on.

One way to make contact is to invite LB members to a Bike Burb meetup or a ride around the neighbourhood. This is a great way to welcome newly elected members in particular, but long-time members should also be keen to see the area through your eyes, to experience first hand what it is you're concerned about and where there's potential for quick fixes.



Local body elections are held every three years. In election season, you can reach out to potential candidates. Many Bike Burbs have surveyed candidates to rate their bike-friendliness for interested voters.

You can also book a time to present at a local board meeting, which can help push a bike project further up the Transport Capital Fund's list, or can give the board a chance to ask if it could tie into upcoming road renewals, for example. Each LB has an AT liaison person who can help join the dots, and should be aware of upcoming local road renewals and other projects.

Local boards also have a grants programme which funds initiatives such as events, programmes and capital investments in their area which tie into their specific plan. For a Bike Burb, this could help fund an event or project.

» [You can find out what grants are available and the key dates here](#) «

## 6 Auckland Transport

Auckland Transport (AT) is the road-controlling authority for all of Auckland's 'road corridors' except for state highways, which are under the care of the New Zealand Transportation Agency, aka NZTA. This means AT is in charge of the space from the footpath on one side of the road to the footpath on the other. It's also responsible for public transport, public parking, and cycling and walking.

Many departments within AT manage different aspects of the road corridor, from network planning to street lighting, traffic signals, road marking and more. AT is a large organisation which can mean it's sometimes difficult to navigate to the right information or person. Bike Auckland is a key stakeholder with a longstanding relationship with AT. Our Bike Burbs coordinator can help put you in touch with the right people for your query, and can also offer useful context.

### Useful AT links

- **Report a problem** - glass in the cycleway again? Incorrect signage or a pothole popped up? Submit your problem via this link and AT will get onto it:  
» [at.govt.nz/about-us/contact-us/report-a-problem](https://at.govt.nz/about-us/contact-us/report-a-problem) «
- **Travelwise schools** - find out about Auckland Transport's work with schools and which schools are on the programme in your area:  
» [at.govt.nz/cycling-walking/travelwise-school-programme/about-the-travelwise-programme](https://at.govt.nz/cycling-walking/travelwise-school-programme/about-the-travelwise-programme) «
- Request **Bike Safe training** for your local school - Partner with your local school to investigate training:  
» [at.govt.nz/cycling-walking/travelwise-school-programme/bike-safe-training](https://at.govt.nz/cycling-walking/travelwise-school-programme/bike-safe-training) «
- Access the **monthly cycle monitoring** (bike counts) from the 26 counters across Auckland, great for statistics like "251,000 cycle movements were recorded in July 2018, an increase of 15.0% when compared to July 2017":  
» [at.govt.nz/cycling-walking/research-monitoring/monthly-cycle-monitoring](https://at.govt.nz/cycling-walking/research-monitoring/monthly-cycle-monitoring) «

- **Crash Data** - crashes deaths and serious injury data, broken down into different transport modes - drivers, passengers, pedestrians, cyclists, etc.  
» [at.govt.nz/driving-parking/safer-communities-roads-schools/monthly-crash-statistics-road-deaths-and-serious-injuries](https://at.govt.nz/driving-parking/safer-communities-roads-schools/monthly-crash-statistics-road-deaths-and-serious-injuries) «
- Requesting **Bike Parking** – Bikes Welcome collects data about where people want Bike Parking. Auckland Transport uses this to help prioritise and plan bike parking:  
» [bikeswelcome.org/local-authorities/bike-parking-in-auckland](https://bikeswelcome.org/local-authorities/bike-parking-in-auckland) «
- **Planned projects** in your area - cycleways, shared paths and upgrades by area:  
» [at.govt.nz/cycling-walking/projects-upgrades](https://at.govt.nz/cycling-walking/projects-upgrades) «
- Consultations currently underway - **provide feedback and stay informed** about projects that are currently under consultation in your area: » [at.govt.nz/about-us/have-your-say](https://at.govt.nz/about-us/have-your-say) «



Auckland Transport is responsible for:

- 1 Infrastructure.** Planning, designing and building new cycleways; maintaining and upgrading existing ones; and researching where investments should be made and how this will affect people and traffic flow.
- 2 Events and promotions.** Promoting cycling through advertising campaigns, events, free bike skills training, and supporting community groups.

Your Bike Burbs coordinator can help you get in touch with the right person within Auckland Transport.



## 7 Auckland Council

Outside of the road corridor and motorways, Auckland Council is responsible for many waterways, parks and public spaces. It has teams dedicated to parks, council operated venues, and events, recycling and waste management.

Auckland Council's Parks team is the right one to speak to about most greenways, cycleways and footpaths running through reserves or parks. Auckland Council Parks is also compiling the new AKL Paths database, a selection of walking and cycling routes throughout Auckland. » [You can use its website](#) « to find out about cycleways in your neighbourhood and further afield.

Auckland Council manages a number of community centres. This is a good place to start if you are looking to host a local community event.

» [Visit its website for a list of locations and booking info](#) «

### ? Confused? What's the difference?

In general, **Auckland Council** deals with routes that are considered recreational, such as greenway routes through parks, whereas **Auckland Transport** often deals with routes that are part of the wider transport network (for example the North Western Cycleway and Grafton Gully).





# Making Plans for your Bike Burb

- [» Develop a Strategy «](#)
- [» Campaigns «](#)
- [» Events and event ideas «](#)
- [» Event Development Process «](#)
- [» Funding «](#)

Once you've set up your Bike Burb, established a Facebook page or other web presence, and started making contacts in the community, it will be useful to figure out your priorities, talk about what you want to achieve and make some plans.

We've put together a [» simple strategy planning template «](#) to help you get started. When your Burb has agreed on some initial aims, you can begin to plan events, seek funding, run campaigns, and collaborate with your community.

A simple but effective activity can be to get together with your Bike Burb members and look at a map of your area. You can mark up a physical or digital map with safe cycle routes, greenways, and any cycling amenities you have such as pump tracks and water fountains. You can also note danger spots for cyclists and areas for improvement. This information can help shape priorities for action.

## Campaigns

Successful campaigning is about being heard by the right people, on the right issues, at the right time, in the right way. You want to show your people power to the people who can give you what you're asking for or who can influence others to move in the right direction.

Successful campaigns offer a vision of the outcome, not just a request for action. So you want a new crossing, or slower speeds, or a bike path through a reserve? Paint the picture of why: so older residents can cross the road without fear; so pets can be safe from speeding traffic; so kids can bike to school; so everyone can feel more neighbourly.

Great campaigns also appeal to shared principles. Auckland Transport, the council, and all local boards are governed by plans that will contain key language you can call upon.



## Top tips for planning a campaign:

- **Set a goal** – it should be realistic and timely, with a reasonable chance of success. Small wins help strengthen connections and give you the energy to keep going for bigger wins.
- **Assemble your resources** – think widely here! Time and energy, the ability to print and design materials, a good writer, a journalist contact, engineering smarts, etc. Get a realistic idea of what resources you have, so you can use them as efficiently and smartly as possible.
- **Identify your targets** – List everyone who can help change things for the better, and everyone who can influence them. Do some research here – find out who's supported what in the past, and what their stated concerns are.
- **Find your allies** – who else can stand alongside you in your request? A local school, or other groups affected by the issue you're campaigning on?
- **List your tactics** – a petition, one-on-one meetings, letters to the paper, rallies and gatherings, press coverage. Make sure every tactic ties back to your strategy: it needs to reach your target, or reach someone who can influence your target.
- **Do your research** – read up on the background of your location. Collect data on speeds, traffic volumes, crash data; personal stories; historical images; maps. A persuasive argument is always supported by proof points.
- **Stay positive, inclusive, and generous** – a successful campaign results in great stories for everyone to tell. The closer you are to winning, the more people will want to share the victory. That's a good thing!

### Example: Oteha Valley Road

Bike Albany petitioned for a safe cycleway and pedestrian crossing along Oteha Valley Road

[» View the petition  
page here «](#)



### Example: Dominion Road

Bike Auckland ran a petition to garner public support to add bikeways to the light rail route planned for Dominion Road

[» View the petition  
page here «](#)

## Sharing your Campaign

- 1 Create a Petition** – Petitions are a great way to get public support for your initiative. We recommend [» ActionStation «](#) and [» NationBuilder «](#)
- 2 Crowdfunding** – If you need to raise funds for your campaign, setting up a crowdfunding page and telling a compelling story (you can even make a video) about why you need support, can help you achieve your goal.
- 3 Organise an event** – The more attractive, colourful, and illustrative the better. Make it thematically connected to your campaign. For example, you could organise a Ride to the Shops event and add up how much you spent and show that people on bikes are good for business! If you have enough people, make a people-protected bike lane or a soft-toy protected bike lane for kids. Invite key people along.
- 4 Engage the media** – Write a press release or an opinion piece for media. A video can be very powerful. [» See the example event press release «](#)
- 5 Talk to people in your community** – Get the word out about your campaign - talk with your Local Board, local politicians, business association, schools and fellow community groups. Other forums include Neighbourly, Meetup.com and community Facebook pages.
- 6 Follow-up** – set a target date for the end of your campaign and be sure to follow up via email or Facebook with your community and supporters about the outcome!

## Events

Local events are one of the best ways to connect with people, especially around bikes!

A bike event can be static, or moving, or ideally a combination of both. Riding is a feeling of freedom that is better experienced than explained. Sometimes a simple BBQ or pop-up information at the local park is the best way to get to know your community and have them get to know you, too. Bring some bikes, some information, maybe some food and a crowd, some giveaways, and you have an event!



### Example: Mr T's bike

Bike Auckland ran a Givealittle campaign which raised over \$8,000 to replace Mr T's (of Triple Teez Charitable Trust) stolen bikes

[» View the crowdfunding page here «](#)



### Example: St Lukes Rd

A dad filmed his daughter riding on St Lukes Rd, which led directly to the installation of a protected bike lane out of budget for minor safety improvements.

[» See the Stuff article here «](#)

### Example: Bike to the Future 2.0

This ride to support the Grey Lynn cycleways had the chair of the local board and the CEO of Auckland Transport.





## Event resources and ideas to help get you started:

- 1 » [Sample bike event plan](#) «
- 2 » [Sample Health and Safety Plan](#) «
- 3 » [Sample event press release](#) «

## Event Ideas

### Bike-ify an existing event:

- Host a **'Bike to the...'** event. Encourage the community to ride bikes to events already happening, like movies in parks, concerts, farmers markets or festivals. You can ride together from a set meeting point.
- Join major events. Apply for a booth at events like **Pasifika**, **The Grey Lynn Festival** and **Te Atatu Night Markets**. An engaging activity is always a good idea at big events, to attract people and give them a reason to stick around. You could provide a 'bike wash', or have a fun bike people can try or take a picture with, or a service to help out people who ride. Invite people to sign up to stay in touch, sign a petition, or add stickers to a map to identify issues for biking in your area.
- 'Bike-ify' other holidays or events like **Valentine's Day**, **Halloween**, **Christmas** and **Pride Month**.

### Or run your own event:

- Have a **bike picnic** at a public area in your Burb, like a beach or a park. You can agree to meet up and all ride together.
- Run a **sausage sizzle** in your local park, Bunnings, or at the supermarket and talk to people about cycling.
- Run a **big bike wash day**. Encourage people to bring out their old bikes and have a clean up. Better still, invite a bike mechanic along to offer tune-ups. You'll need access to a park or public hall with water.
- Help run a **'wheelathon'** at the local school. Kids ask their friends and families to sponsor them for each lap around the school-yard on their bike or scooter. Raise money for a cause of your choice, like more bike parking for the school.
- Run a **bike kitchen** or **fix-up day** at your community centre, local park, or playground. You'll need a mechanic or two – if you don't have the skills yourselves, you can hire someone for the day. Pick an area where you know people will ride past on a weekend or during commuter hours.

Bike Burbs have run some amazing events in their communities. Here are some examples for inspiration. Feel free to contact the Burb responsible via their Facebook page for tips and advice on how they ran their event.

### Bike Te Atatu: The Presley Pedal



### Bike East AKL: Asian Eats ride



### Bike Devonport: Bike to the Beach



### PATH: Bike fix-ups at the Mt Roskill Bike Kitchen





## Biketober

Biketober is the annual month-long community-led bike fest, held every October in cities around New Zealand. It's a great excuse to gather your Burb group for an event or two.

Visit » [biketober.bikeauckland.org.nz](http://biketober.bikeauckland.org.nz) « for more information.



## Auckland Bike Challenge

This is a fun, free competition held every February as part of the Aotearoa Bike Challenge. It's all about seeing which workplaces can get the most people to ride a bike, and there are prizes for various categories.

Visit » [www.lovetoride.net/auckland](http://www.lovetoride.net/auckland) «



## Go by Bike Day

This is New Zealand's day to celebrate the joys of getting there by bike – ride to work, to school, to the shops or anywhere you need to go. It's held in February every year with pop up celebrations all over the country. Bike Auckland will let you know when it's happening.



## Bike Auckland annual events

Join us and bring your Bike Burb out!

### Bike Rave

A roaming party on bikes. Keep an eye on our calendar for dates and locations.



### Lightpath Festival

A street party in the sky celebrating the birthday of this gem, held on the first Saturday in December on the Lightpath and surrounding streets.



### The Big Bike Debate

Bike Auckland's annual fundraiser held in May.

# Event Development Process

- 1 Develop a viable idea.** Has it been done before? If so, talk to the organisers to see if they have tips. If not, test the idea out on family and friends to see if people would be interested.
- 2 Develop your event plan.**
- 3 Create a budget** - Can you fund the event yourself, or do you need support?
- 4 Looking for funding** - See the [» funding section below «](#) for more information.
- 5 Event Permits** - Events held in public places often need a permit from Auckland Council. [» Check if you need a permit here «](#)

## These are the Auckland Council Guidelines:

### You may need a permit if your event:

- is open to the general public.
- is on a maunga (volcano) or sports park.
- is a commercial activity.
- will be attended by more than 150 people.
- involves bouncy castles, marquees, or more than five barbecues.
- has more alcohol than just a champagne toast.
- has food stalls or vendors (including catering, spit roast, food trucks, etc.).

### Getting an event permit:

- gives you permission to hold your activity on the space, alongside other users - for example, if you get a permit to hold a birthday party on a reserve, other people will still be able to use the reserve.
- means that there aren't any other events booked on the space on that day.
- lets you apply to enter a park with your vehicle.

- 6 Promote your event** - So you have a great event idea, a plan and a permit. Now it's time to get the word out there. Here are some ways to promote your event:

- Add your event to [» Bike Auckland's event calendar «](#) Once uploaded, Bike Auckland will know about your event and can promote it via our social network and e-news.
- Create a Facebook event page, invite everyone you know, and then share it with Bike Auckland on Facebook and on your community Facebook page. You can also put a few dollars towards promoting the event on Facebook, to reach the widest audience possible.
- Print out posters and put them up at local community hubs: library, schools, shops.
- Use your networks - share in online groups, school newsletters, workplace pin boards.
- Engage the media - send a press release to local magazines, newspapers or websites.
- [» See example event press release «](#)

# Funding

The Bike Burb network is supported by amazing individuals who are volunteering their time and passion to improving their neighborhoods. You can do a lot for free, like arranging meetups, however, with a little funding you can boost your Bike Burb events, help grow your group, create engaging ways to interact with your community, offer a unique experience at events and help achieve your goals.

## Places to look for funding under \$3,000

Some funding sources are specific to your area. Others are activity-specific, such as recreation and activity grants.

- **Local Board Grants**

This is a great source for Bike Burb funding in Auckland, with options like the Auckland Council Quick Response Grant of up to \$3,000. Note that grants over \$1,000 need to be received by a registered non-profit. You can ask Bike Auckland to accept the grant on your behalf.

» [More information is available here](#) «

- **Charitable trusts and foundations**

Many charitable trusts and foundations provide funding for local community groups and sports clubs. Search for charitable trusts in your area » [using this helpful search tool](#) «. The Trusts Community Foundation gives out \$11 million annually, and may be a good option if you have a specific project or event that needs funding.

- **Businesses**

Approach businesses in your community about supporting your event. For example, contact your local butcher, bakery or supermarket to see if they can help out with food or drinks, or would like to sponsor your event in some way.

» [See an example letter for requesting sponsorship](#) «

### Example: Bike Te Atatu flag

Bike Te Atatu applied for a very small amount of funding through EcoMatters "Love Your Neighbourhood" fund to get a flag made.



### Example: Triple Teez kai

Triple Teez often ask local businesses to help fund food and drinks for their events.





# Growing, sharing and Learning

## Promote and grow your Bike Burb

Once you have defined your goals and had some meet-ups, the ongoing task will be to **grow and promote** your Burb. Here are some ideas on how to increase awareness of your group.

### Post on social media

Share photos from events, stories from Bike Auckland, and articles about bike culture that you think are interesting. Create polls to see how people feel about specific issues and to help inform your projects or campaigns.

#### Poll examples:

- 'Where would you like to see more bike parking in the neighbourhood?'
- 'What is your favourite bike path?'
- 'What one small thing could be fixed to make biking easier?'
- 'What is your favourite local café to stop off at when biking?'



### Host and attend local events

Take advantage of local events in your area. Make sure you have a clear action or activity people can do.

### Develop an Identity

If you know a designer or artist, commission a logo for your Bike Burb which could make a great profile picture on Facebook and be used on banners, signs, flags or a tent to take to events. Merchandise is another great way to help build awareness of your group and express pride in your Burb. You can make stickers, badges and T-shirts and sell them to help raise money.

#### Example: Bike Te Atatu stickers

Bike Te Atatu had stickers and t-shirts made for the group.



### Telling the story

Whether you are a brand new Burb, or one of the originals, it's great to learn and share with other Bike Burbs across Auckland. The Bike Burb Hui and Facebook pages keep you in contact with the Bike Burb network. If you see an awesome event or initiative run by another Burb, ask them for tips on how they made it work.

Sharing your learnings and successes is important for everyone. Make sure you take great photos and get your story out there.



## Handy Facts for Fighting 'bikelash'

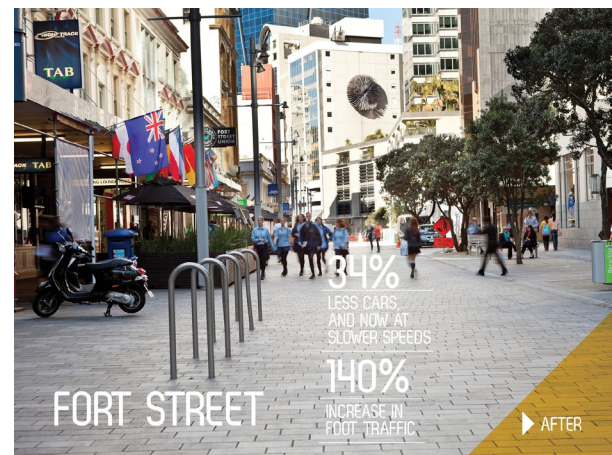
But we all know someone, whether on twitter, *The Herald*, or at your family BBQ who hasn't yet discovered the joy of riding and is always happy to explain why. It can be overwhelming when confronted with these misconceptions. The best way to combat bikelash is to know the facts. Here are some frequently asked questions, common issues, and handy answers:



### MYTH: Cycleways are bad for business because they remove parking spaces

**FACT:** Cars don't shop, people do! Retailers often overestimate how many of their customers arrive by car, and overrate the importance of parking – see for example [» this study on Karangahape Road «](#). And when parking was removed from Fort Street downtown, hospitality spending went way up.

We're still waiting for robust NZ data on the specific effect of cycleways on business, but overseas studies have found that when protected bike lanes are installed on retail streets, sales go up. For example, in NYC, redesigning 9th Ave with protected bike lanes led to [» a 49% rise in retail sales «](#). And, as anyone on a bike knows, it's much easier to stop on a whim and make multiple stops. [» A study from Portland, 2012 «](#) found that people who drive may spend more per visit, but bike riders visit more often and therefore spend more overall.



### MYTH: Cycleways add to congestion by reducing road space

**FACT:** Every person on a bike is potentially one less car, and so by giving more people the confidence to ride, cycleways actually take vehicles off the road. Moreover, they do so very efficiently: the space needed to move 6 people on bikes is less than one percent of the space needed to move 60 people, each in a car.

CPF  
cycling promotion fund



## MYTH: Cyclists don't pay 'road tax' and therefore don't deserve road user rights

**FACT:** Most adults who ride a bike in New Zealand also own a car. Moreover, local roads in New Zealand are funded by both rates and taxes, and so pretty much everyone - except children - pays for the roads. Homeowners and renters alike contribute to rates, and anyone who earns an income or buys goods with GST is paying tax.

Also worth noting: roading and transport spend for bike infrastructure is generally a very tiny percentage of total transport spending. In addition, the main cost for local roads is in maintenance, i.e. fixing the constant wear-and-tear caused by cars and other vehicles, whereas bikes travel lightly and cause very little or no damage to roads.

» [Read more information here](#) «



## MYTH: Cyclists are rude when riding two abreast or cycling in the middle of the lane

**FACT:** » [The New Zealand Road Code](#) « asks people to ride 'as far left as is practicable' - which is often misquoted as 'as far left as possible.' The person on the bike is the best judge of what's practicable, depending on road surface conditions, potholes, drainage, and the risk of dooring. Taking the lane where it's safest to do so and riding clear of the door-zone are rational survival strategies on busy streets that don't have dedicated space for bikes.

Cycling two abreast is legal, unless overtaking other vehicles. Riders shouldn't unnecessarily impede other traffic, and should ride in single file on narrow roads. A driver should approach overtaking people on bikes the same way they would with any other vehicle: wait until it's clear and safe, indicate, and allow plenty of space as you pass. (Also, if passing a 'bunch', the overtaking manoeuvre will be shorter than if riders were riding single file).

Useful responses to drivers who have an issue with you riding in a safe space in the lane, especially in city traffic:

- *'If one of those parked cars opens a door, it's your wheels I'm going under, and then we'll both be late.'*
- *'Wouldn't it be great if I had my own lane, and you had yours?'*
- *'See you at the next red light!'*

## MYTH: But cycleways are expensive and a bad investment

**FACT:** Compared to roading, bike infrastructure is cheap.

The true value is in the long-term cost-benefit ratio - especially the public health benefits, which » [are well-established](#) «.



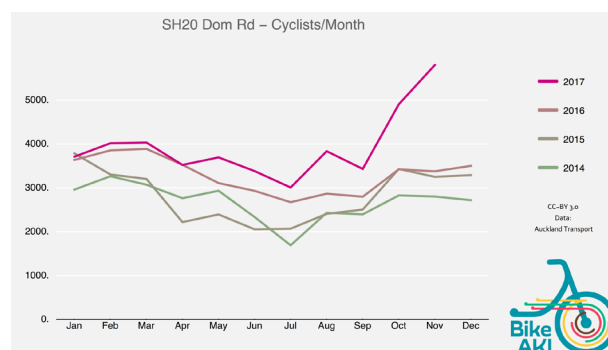
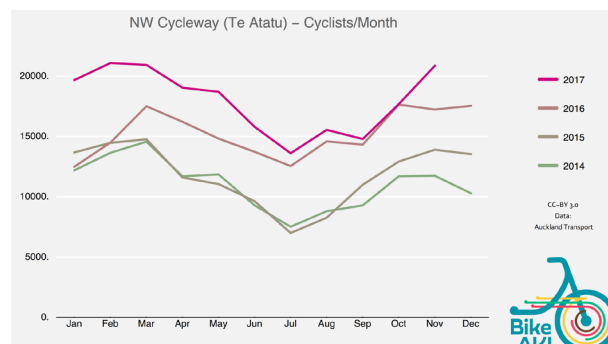
» A 2018 New Zealand study « found that the benefits of better walking and cycling – which include health and environmental outcomes – outweigh the cost by ten to one. And » a 2014 Auckland study « found that making streets safe for biking returns between \$6 and \$24 on every dollar invested. **Also, saving the planet? Priceless.**

## MYTH: But no-one rides a bike in Auckland (aka “I never see anyone in the bike lane”)

**FACT:** The number of Aucklanders who ride a bike » has doubled in the last four years «, as reported by *The Herald* in mid-2018: “Over half a million Aucklanders (38 per cent) now identify as cyclists, meaning that they ride a bike at least occasionally. This is up from 20 per cent in 2014: that’s almost double in five years.”

So why don’t we see cycleways jammed with people on bikes, except at intersections and during rush hour? Because inefficient transport looks full (when you’re in traffic, all you see is other traffic), but efficient transport looks empty: think of how often you see a train on the railway line.

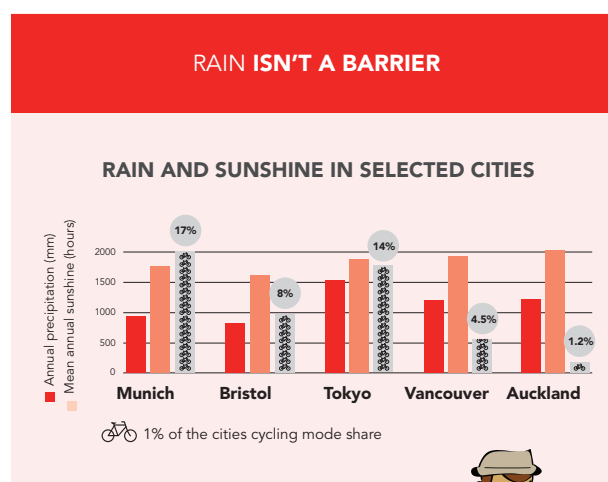
If it’s hard data you’re after, Auckland Transport releases » monthly cycle counts « from counters at several points around the city, as well as an annual Active Modes research report and Cycling Account.



## MYTH: Auckland is too hilly/ too rainy to cycle

**FACT:** Auckland is flatter than you think: 73% of our roads have a slope of less than three percent. In most parts of the city, you can plan a route that doesn’t include big hills. Increasingly, electric bikes are making hills less of a barrier.

Weatherwise, Auckland has a similar climate to many cities where more people bike more regularly. It’s really not about the weather! This image is from Auckland Transport’s Cycling Programme Business Case.



## MYTH: But I need special gear if I want to ride a bike.

**FACT:** You don’t have to! Dress for the destination as well as the journey. Unless your ride involves great distances or lots of hills, you should be fine in comfortable, regular clothes. You can wear lycra if you want to: if you’re going far or fast, light or sporty clothing can be an asset. But it’s totally optional.





## MYTH: But cycling is dangerous

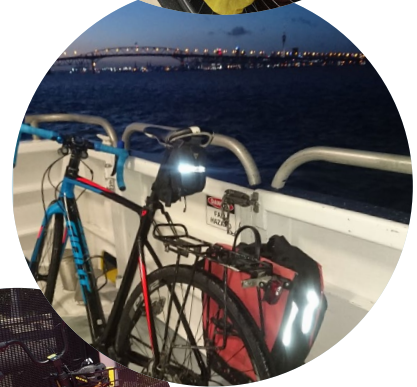
**FACT:** It can feel dangerous, especially on some of Auckland's roads. But in practice, it's no more dangerous than doing DIY around the house, and about 500 times less dangerous than a game of rugby.

» [See this Auckland study](#) «, which compared the risks from a 'standard dose' of riding a bike with other common Kiwi activities.

And making streets safer for people on bikes also makes them safer for everyone, especially for other vulnerable road users. In New York, the » [Prospect Park West bike lane](#) « led to a huge reduction in speeding; overall crashes dropped by 16%, and injury crashes by 63%. In Christchurch, after the city installed a 30kph zone and protected cycleways in the central city, » [crashes overall dropped by 17%](#) «, with a 22% reduction in injuries.

## MYTH: But I can't take my bike on the train, ferry or bus...

**FACT:** Actually, you can. It's free to take your bike on the train or the ferry, and it's an increasingly popular option. You can also take your bike on some buses on Waiheke, but not widely across Auckland, yet. Bikeshare is another option: ride to your public transport hub, park your bike, and then grab a bikeshare bike at the other end of your journey to get where you're going.



## Useful sources of myth-busting data

- **Cycling Facts and Fiction** (CAN) » [can.org.nz/cycling-facts](https://can.org.nz/cycling-facts) «
- **Urban Myths of Cycling** (Cycling in Christchurch) » [cyclingchristchurch.co.nz/urban-myths-of-cycling](https://cyclingchristchurch.co.nz/urban-myths-of-cycling) «
- **The Business Case for Bike Lanes** (Island Bay, Wellington) » [www.islandbaycycleway.org.nz/info-for-businesses.html](https://www.islandbaycycleway.org.nz/info-for-businesses.html) «
- **The Future of the Bike** (a collaborative research effort into bicycles and New Zealand cities, including a study of bikelash, and another on the power of e-bikes). » [futureofthebike.auckland.ac.nz](https://futureofthebike.auckland.ac.nz) «
- **The Benefits of Investing in Walking, Cycling, and Public Transport** (NZTA) » [nzta.govt.nz/assets/Walking-Cycling-and-Public-Transport/docs/benefits-of-investing-in-cycling/cyclelife-benefits-booklet.pdf](https://nzta.govt.nz/assets/Walking-Cycling-and-Public-Transport/docs/benefits-of-investing-in-cycling/cyclelife-benefits-booklet.pdf) «
- **How Bicycling Infrastructure Benefits Non-Cyclists** (AARP) » [www.aarp.org/livable-communities/getting-around/info-2016/why-bicycling-infrastructure-is-good-for-people-who-dont-ride-bikes.html](https://www.aarp.org/livable-communities/getting-around/info-2016/why-bicycling-infrastructure-is-good-for-people-who-dont-ride-bikes.html) «
- **Auckland Transport's Cycling Account 2017** » [at.govt.nz/media/1977129/tra\\_at\\_aklcyclingbooklet2018\\_170x225\\_spreads\\_sml.pdf](https://at.govt.nz/media/1977129/tra_at_aklcyclingbooklet2018_170x225_spreads_sml.pdf) «
- **Auckland Transport's Active Modes Research 2018** » [at.govt.nz/media/1977266/tra\\_at\\_activemodes\\_publicrelease-1.pdf](https://at.govt.nz/media/1977266/tra_at_activemodes_publicrelease-1.pdf) «



# Cycling glossary of terms

» [NZTA have a handy list of cycling terms here](#) «

A street or neighbourhood that is good for people on bikes is good for everyone. Sometimes taking the world 'cyclists' or 'bikes' out of the picture and talking about healthy and safe streets for all people is a good way to get people on board with your message.

## Take care of yourself

Being part of a Bike Burb can be a lot of fun. It's easy to devote a lot of time to your Burb. During this process, it's important to take care of yourself and not over commit. Make sure you take on only as much as you can reasonably do and try to spread the workload between your members.

It's important to remember that just by existing as a Bike Burb, you have already been successful in starting and bringing together a group of passionate individuals committed to making their neighbourhood more bike friendly. Don't place too much pressure on yourself to do everything at once, and there's no need to compare yourself to other Bike Burbs that may appear to achieve more than your group. How much further you take it is up to you and your availability. Activity will ebb and flow - with busy and quiet times throughout the year - just ride the wave and most importantly have fun while you're doing it!



**Bike Auckland is working for you and Auckland's bike community. Through our partnership with Bike Burbs, we are achieving a truly bikeable Auckland together - we couldn't do it without you!**



# Appendix

- » [BB Strategy Planning worksheet](#) «
- » [Event Planning Template](#) «
- » [Health and Safety Template](#) «
- » [Example event press release](#) «
- » [Sample Sponsorship Letter](#) «

## Important links

- » [Bike Burb Directory](#) «
- » [Community friendly bike shops](#) «
- » [Bike Auckland event calendar](#) «
- » [Travelwise schools](#) «
- » [Local Business Association finder](#) «
- » [Local Board area finder](#) «
- » [Local Board grants info](#) «
- » [Useful Auckland Transport links](#) «
- » [Auckland Council walking and cycling paths \(parks\)](#) «
- » [Auckland Council community venues](#) «
- » [Auckland Council event permit guidelines](#) «
- » [ActionStation](#) «
- » [NationBuilder](#) «
- » [Companies Office grants search](#) «
- » [New Zealand Road Code](#) «
- » [Sources of Myth-busting data](#) «
- » [NZTA list of cycling terms](#) «

