

iWay: Delivering Mode Shift in the 21st Century



Introduction



- iWay project
- Monitoring and evaluation methodology
- iWay achievements
- Key lessons
- Where iWay goes next

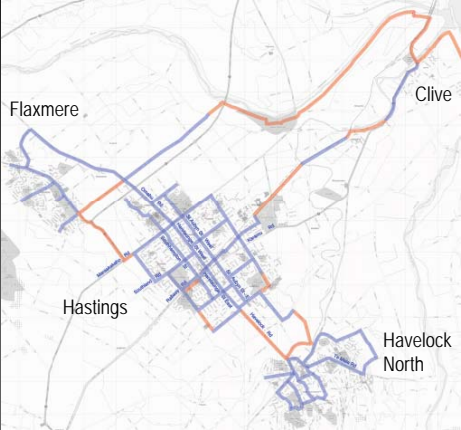
The iWay Project




HASTINGS DISTRICT COUNCIL

TDG

The iWay Project




Flaxmere Clive
Hastings Havelock North


- Road without Cycle Facilities
- On Road Cycle Lanes
- Off Road Cycle Lanes

HASTINGS DISTRICT COUNCIL




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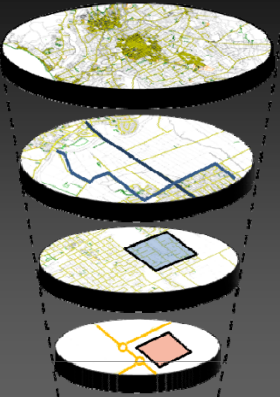
Monitoring and Evaluation Methodology





- Purpose
- Key Performance Indicators
 - Must have
 - Would like to have
 - Interesting questions

Monitoring and Evaluation

- Global Tier: Hastings District Urban area and CBD
- Key Link Tier: arterials and collectors
- Community Tier: community locations
- Organisational Tier: HDC schools travel initiative, 'MoveIt'.

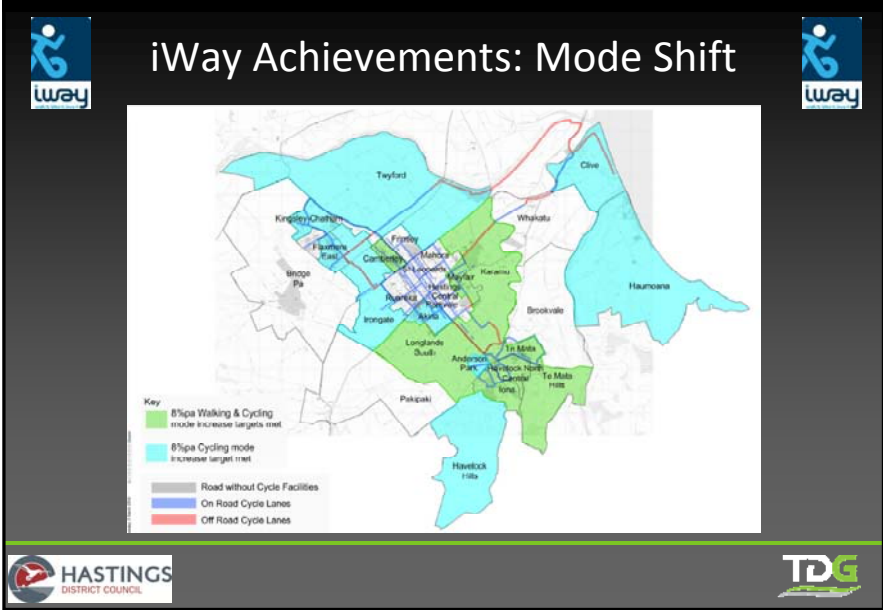
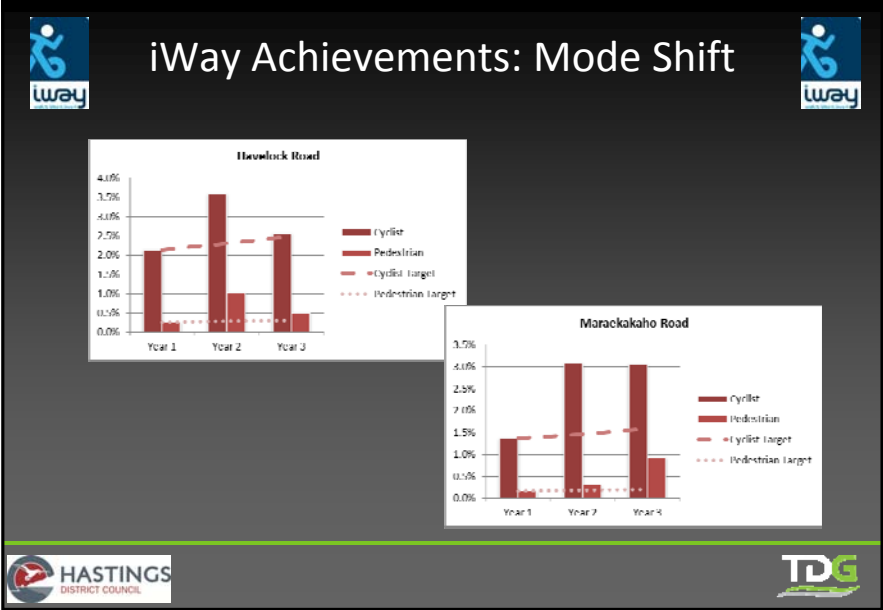



Slide 6

JM4

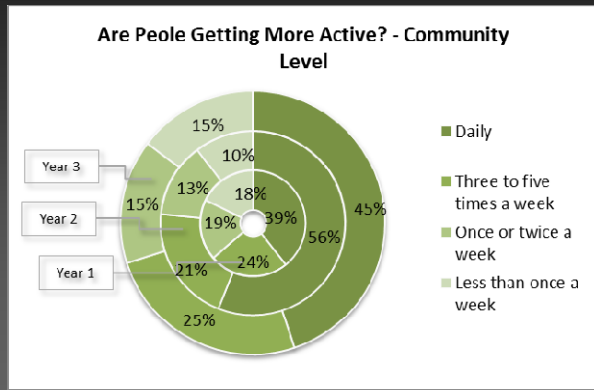
fresh tier diagram file to avoid fuzziness

Judith Makinson, 12/02/2014

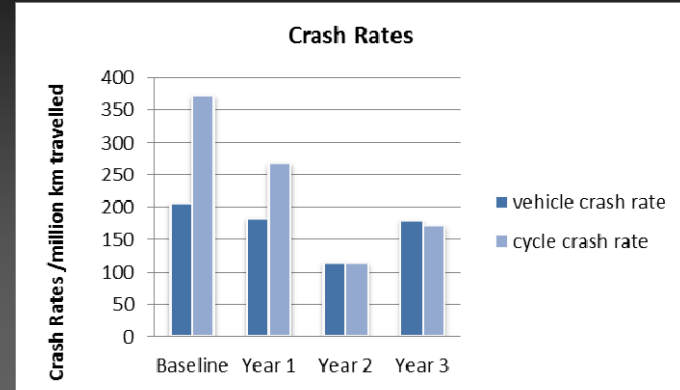




iWay Achievements: Mode Stability

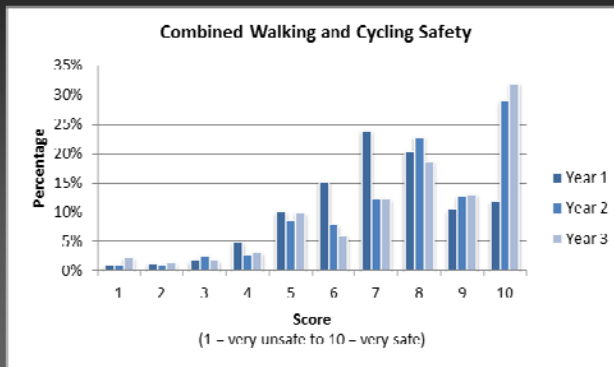


Way Achievements: Actual Road Safety





iWay Achievements: Perceived Road Safety



iWay achievements: Cultural Changes





iWay achievements: Leadership



Top 4 Key Lessons



- Political support
- Right infrastructure in the right place
- Change in perception
- Having the right data



Where next...

Questions?

- K
- E

