

Get your motor running, Head out on the



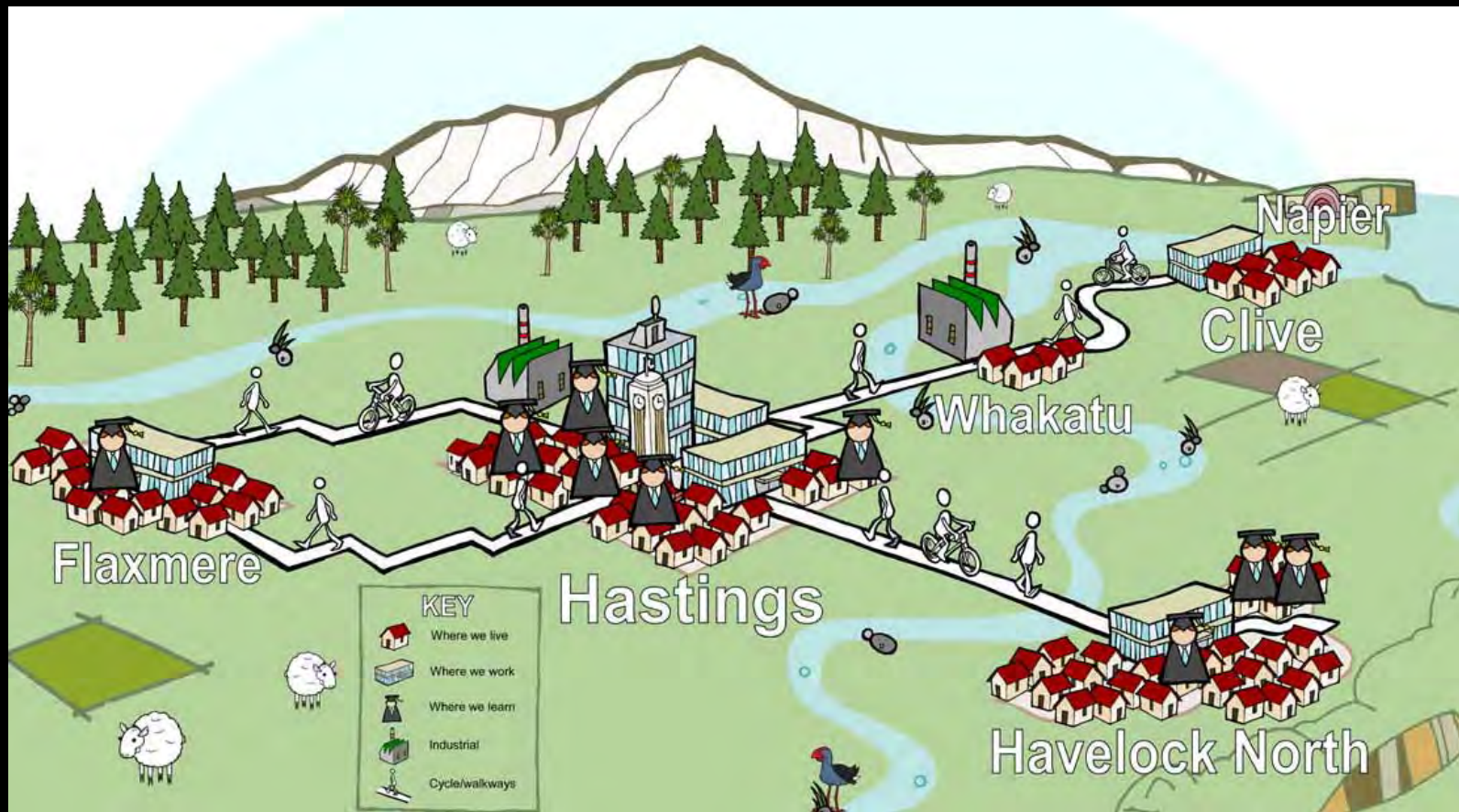
Model Communities

- Initiative started in 2010
- Aims
- Funding
- Hastings and New Plymouth



Hastings Proposal and Vision

“Making Walking and Cycling Irresistible”



iWay Initiatives

- Share the road
- MoveIt Campaign
- Cycle Skills Training

Off to meet your mates

Off to meet your maker

Beam me up!
Get yourself all lit up with our bike light pack and you get the chance to win a brand-new MERIDA Crossride bike and lighting rig.
Simply fill in your details below and drop your entry into the boxes at Te Taihemesa o Heretaunga (Orchard Road) or Hastings District Council reception.

WIN!

Don't be a ghost rider.
Without bike lights, you're doomed.

06

CRUCIAL ROLL
SPEED+4
RANGE+10
AGILITY+5

SHARE THE ROAD
www.iway.org.nz

KAREN IRWIN
Havelock North

Doctor & Mother
Driver & Cyclist

Let's look out for each other

SHARE THE ROAD
www.iway.org.nz

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Join us to complete the picture

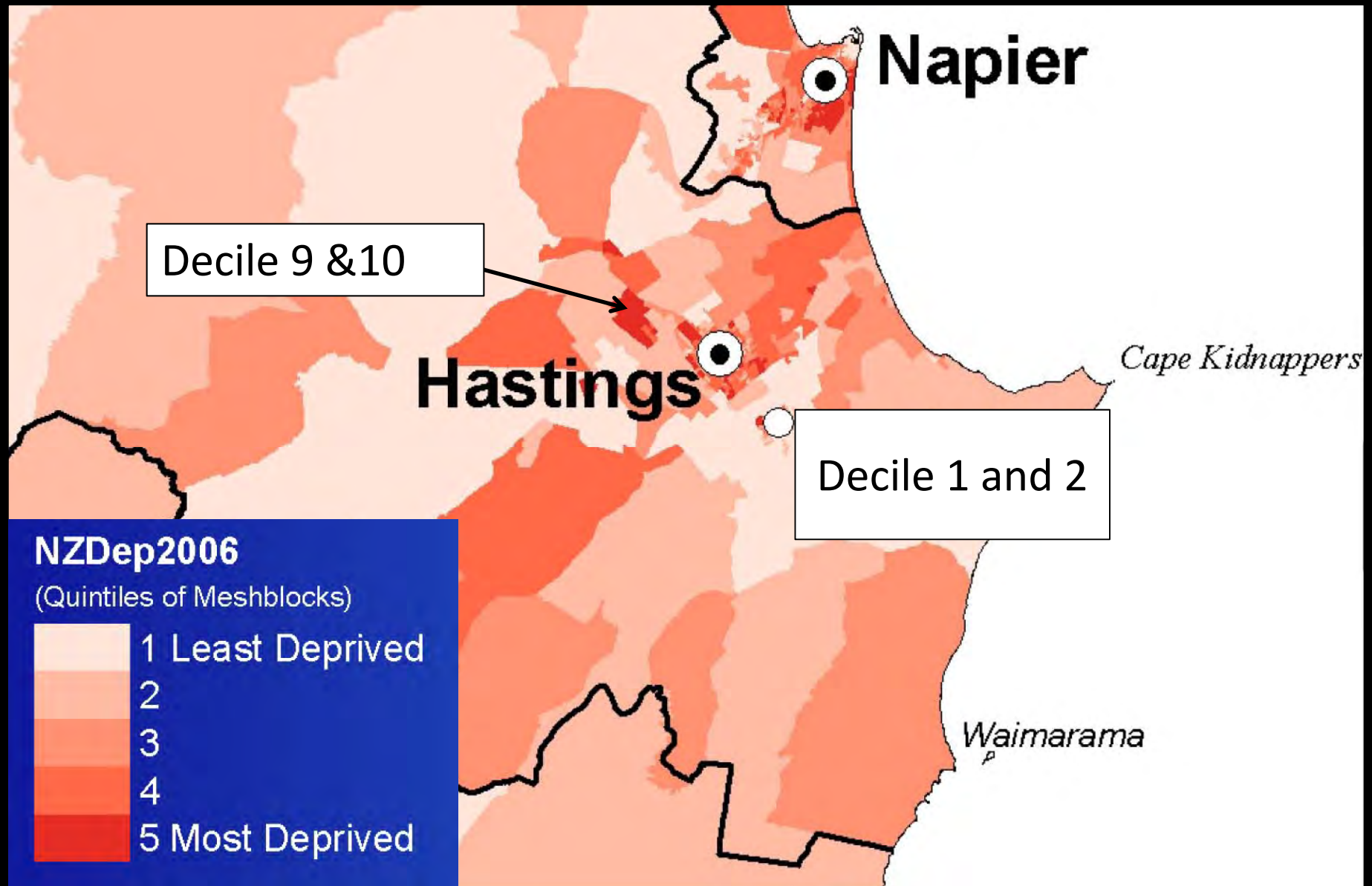
We'll update you on the iWay project one year down the track and will launch an exciting new initiative.

Come along for the ride!

Date: Friday 1st July 2011 • Time: 10am - 11am
Venue: Cinema Gold, Joll Road, Havelock North
Presentation followed by light refreshments

RSVP to Karen Woon by Wednesday 29th July 2011
Phone: 06 871 5000 • Email: rsvp@iway.org.nz

Socioeconomic Deprivation 2006



The Vision for Havelock Road



211 Havelock Road, Hastings, Hawke's Bay, New Zealand
Address is approximate



The Vision for Havelock Road



The Vision for Havelock Road



What makes Hastings special?

- Passionate staff and community leaders
- Clear vision of the future network
- Engagement with the community
- Strong focus on education across the community



A screenshot of a website page titled "CYCLE LANES ON RIVERSLEA ROAD". The page features a navigation bar with "HOME", "ABOUT", and "FACEBOOK" links. A large image shows a person with a red backpack walking on a bridge. Below the image, the text reads: "Home > Cycle lanes on Riverslea Road", "CYCLE LANES ON RIVERSLEA ROAD", "Why is a scheme aimed at increasing the number of people walking and biking to work, school or for fun in the Hastings District.", "HAVE YOUR SAY", "Renamed iWay after Hastings District Council was awarded \$4million from the New Zealand Transport Agency as part of the Model Community Project, we're putting the money to good use by funding new and improved cycle lanes, developing commuter-specific routes, road upgrades and community safety programmes.", "We want to add to our cycle network by creating cycle lanes on Riverslea Road in Hastings. The cycle lanes would be from St Aubyn Street to Copeland Road.", "Tell us what you think", "What do you think? Would cycle lanes on Riverslea Road be beneficial to you and the way you travel and enjoy the Hastings District? We want to hear your thoughts. Have your say below.", "Feedback closes 30 June 2013.", and social media icons for Facebook, Twitter, and Email.

Conclusions

- Lessons learnt
- Knowledge reuse
- Future of the iWay project



Questions

