

Bike There

Let's get you riding in Wellington



Where are you at?



I'm considering riding on the road

That's Me

**Absolutely Positively
Wellington City Council**

Me Heke Ki Pōneke



Shouting erupts as Wellington City Council approves new Island Bay cycleway design

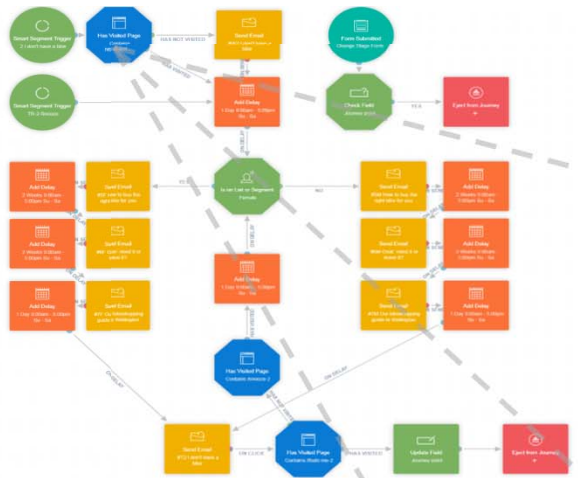
COLLETTE DEVLIN

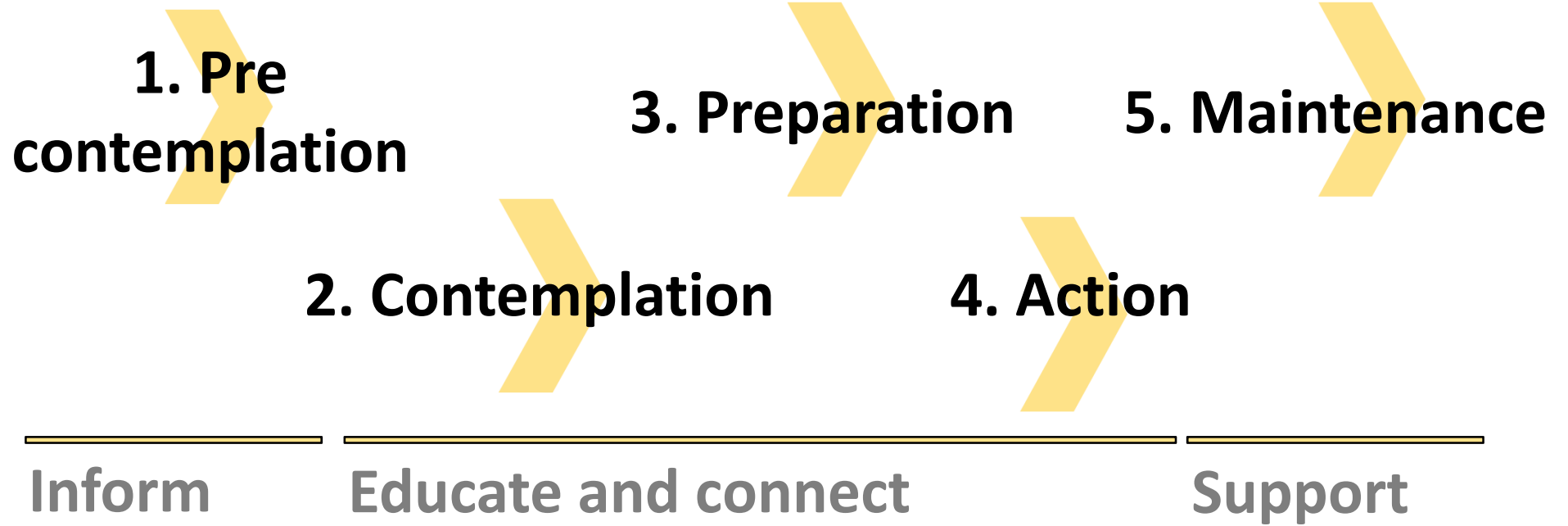


What helped you (or would have helped you) overcome your nervousness?

255 out of 355 people answered this question

1	I saw other people riding	114 / 45%
2	I tried riding in quiet areas or on cycle trails	84 / 33%
3	I talked with a more experienced rider	77 / 30%
4	I found someone to ride with	63 / 25%
5	I felt like drivers and pedestrians were willing to share the road safely	59 / 23%
^	Show less	
6	I used a new cycleway	59 / 23%
7	I found the right bike	48 / 19%
8	I had support or facilities where I work/study	46 / 18%
9	Other	43 / 17%
10	I used a journey planner	33 / 13%
11	I had cycle skills training	26 / 10%
12	I read information on a website	25 / 10%
13	I found information at a community facility (library, recreation centre, etc.)	10 / 4%
14	I saw an advertising campaign	9 / 4%





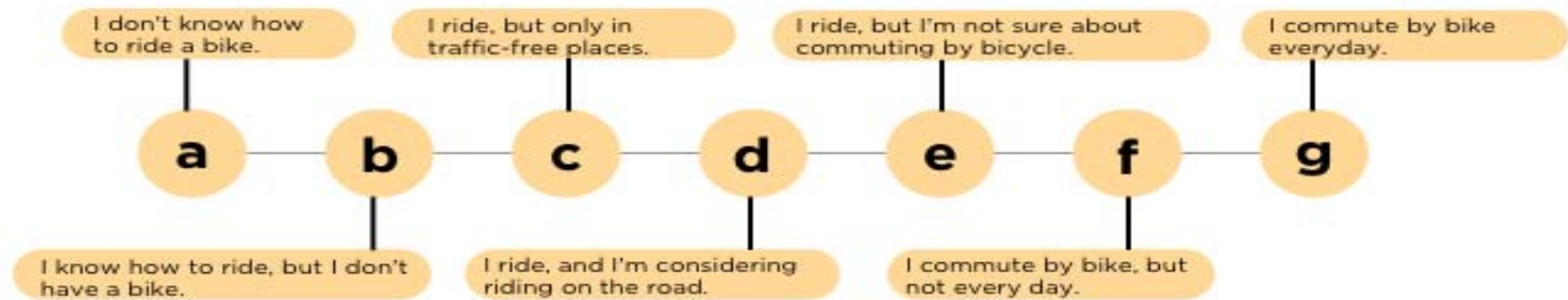
Who or what initially got you into riding?

329 out of 355 people answered this question

1	I wanted to get more exercise or stay fit	216 / 66%
2	I've been riding bikes since I was a kid	151 / 46%
3	I thought it would be quicker than driving/walking/public transport	140 / 43%
4	I wanted to be more environmentally friendly	137 / 42%
5	I wanted to save money	108 / 33%
...	Show more (11)	398 / 121%

Which of the following statements best describes you?

264 out of 264 people answered this question





① I don't know how to ride a bike



② I don't have a bike



⑤ I'm not sure about commuting by bike



⑥ I commute by bike, but not every day



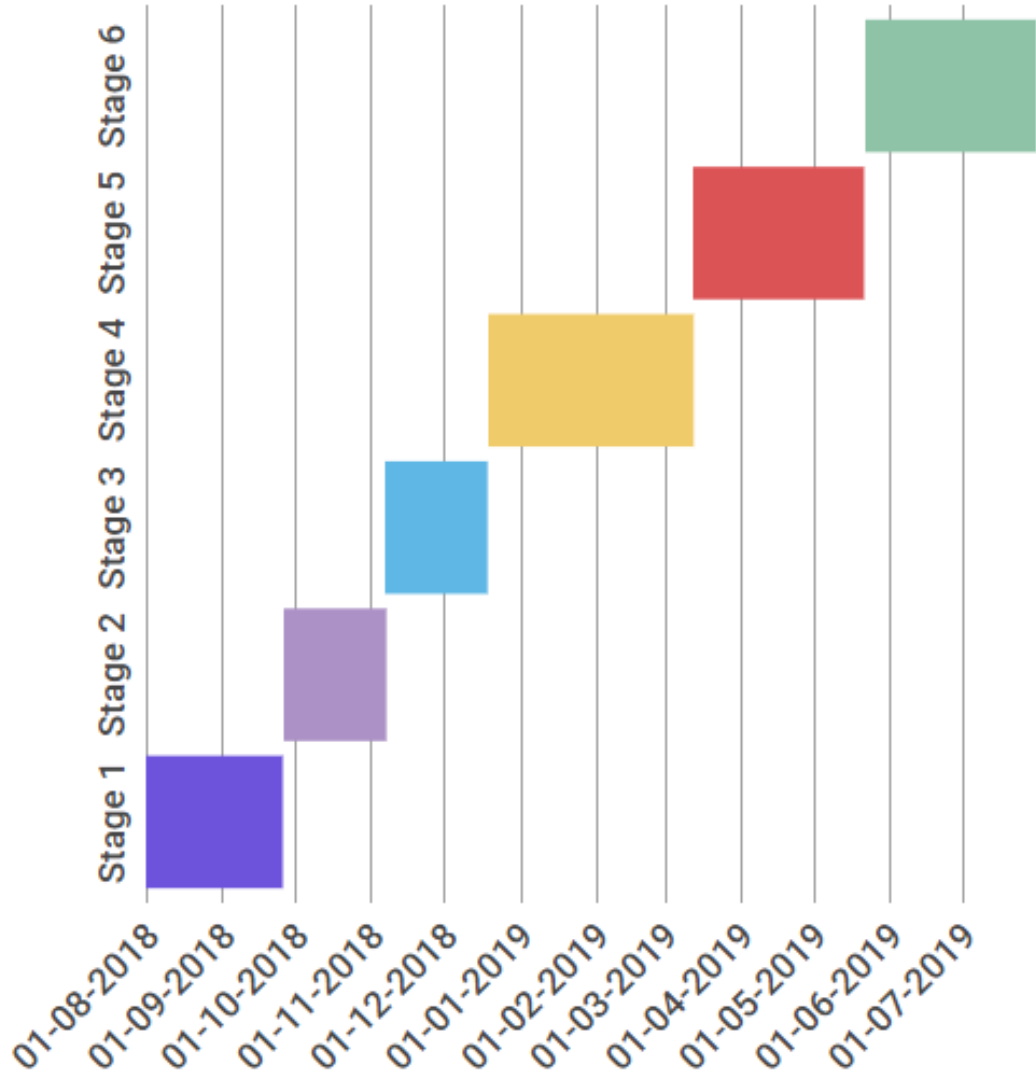
⑦ I ride my bike every day



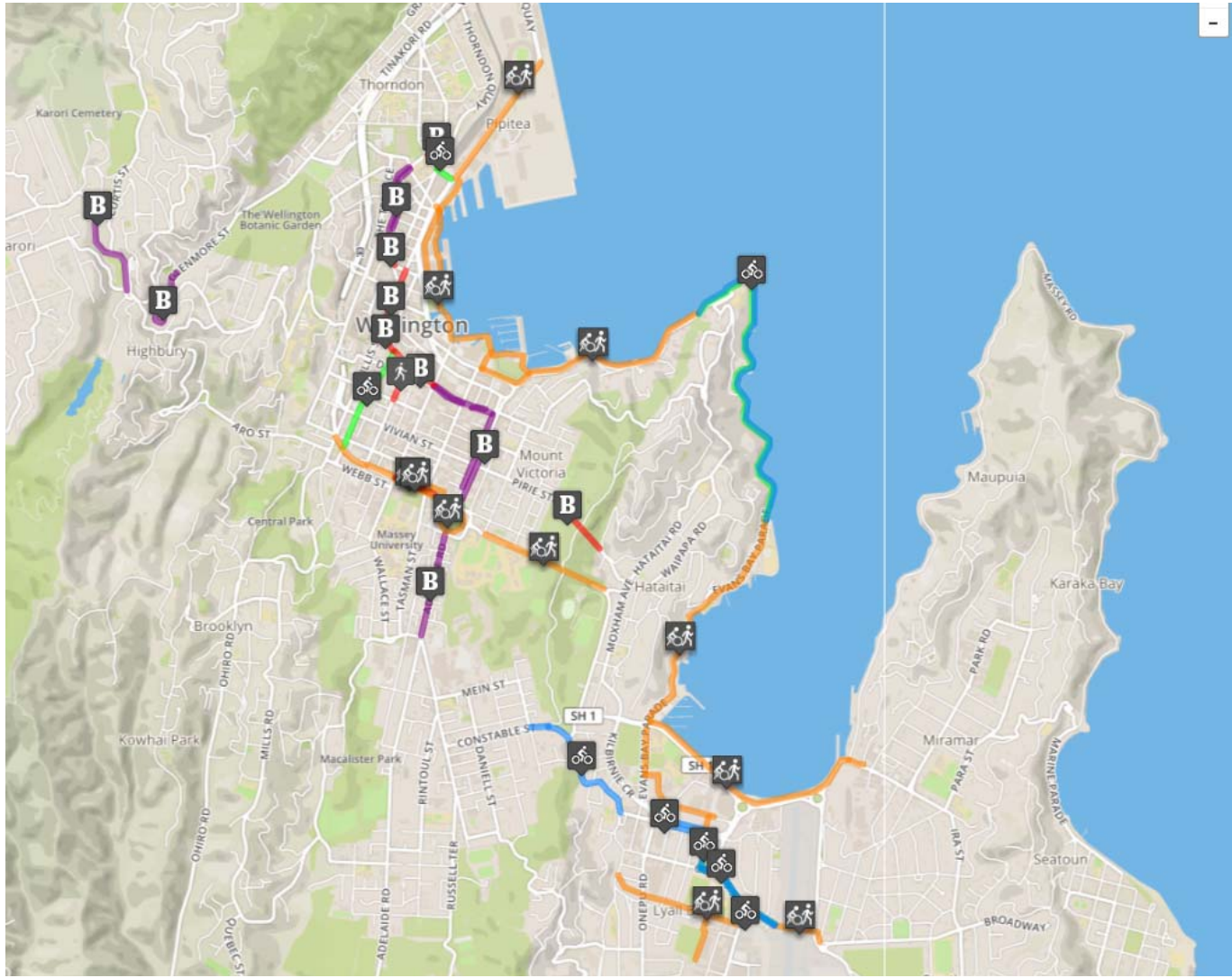
③ I'm riding in traffic-free places



④ I'm considering riding on the road



**Nurture path
timeline**



Events



Tuesdays starting June 5

WACC 6 week mechanical course

Mystified by the inner workings of your bicycle?
Enjoy learning by doing in a relaxed environment?
Keen to learn bike repair skills in a safe, dude-free* space?

[More](#)



Ongoing

Bike Space

Share in the knowledge of others in this communal space. Bring your bike and learn all about bikes, maintenance and even build your own.

[More](#)



Ongoing

Mechanical Tempest opening

Come here to fix your bike, build one out of our bits and pieces, borrow a bike, and learn about what you need to do to keep your bike running smoothly and safely.

[More](#)

[View All Events](#)

Bike There

Let's get you riding in Wellington



Where are you at?



I'm considering riding on the road

That's Me

Who's riding in Wellington?

< June 2018

We counted

5 2 9 7 5

Wellingtonians on bikes in this month

How did we get this number?

We have electronic counters across the city that count people passing on bikes. The total number above represents the number of times we have counted a person passing on a bicycle. If someone passes two different counters or the same counter again, they are naturally counted twice. We currently only have a small number of counters so there are many more trips not counted in the number above.

[View Counters Across The City](#)

As the days get shorter there are plenty of people on their bikes across Wellington. It might not be for you everyday but there are still plenty of opportunities to avoid congestion and enjoy your journey by bike. Not sure how to start? Pick the cage you're at above and start exploring the information to help you on your way.



Riding on windy and busy roads

Navigate Wellington's windy and busy roads with confidence.



Workplace cycling guide

The Workplace Cycling Guide is now online. Produced in partnership between the NZTA and the Sustainable Business Network, it has everything you need to know to get your

May 2018

We counted

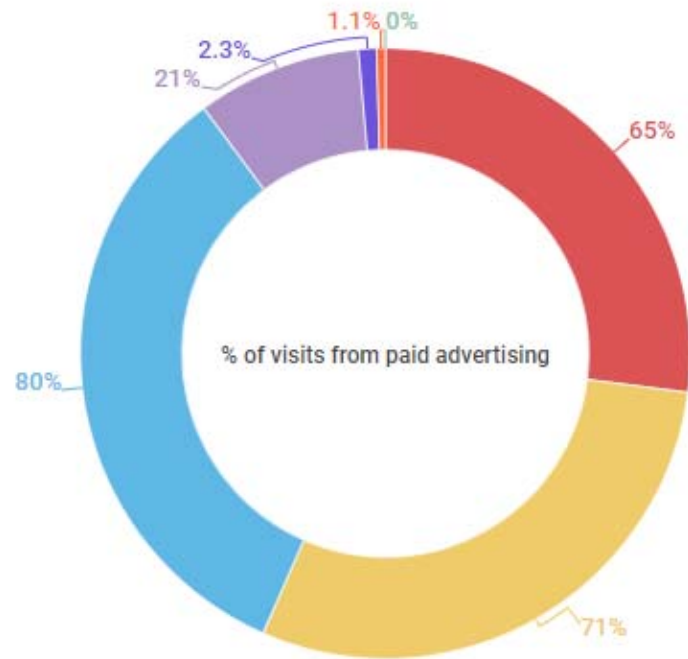
6 6 5 3 1

Wellingtonians on bikes this month

Counter data for the month

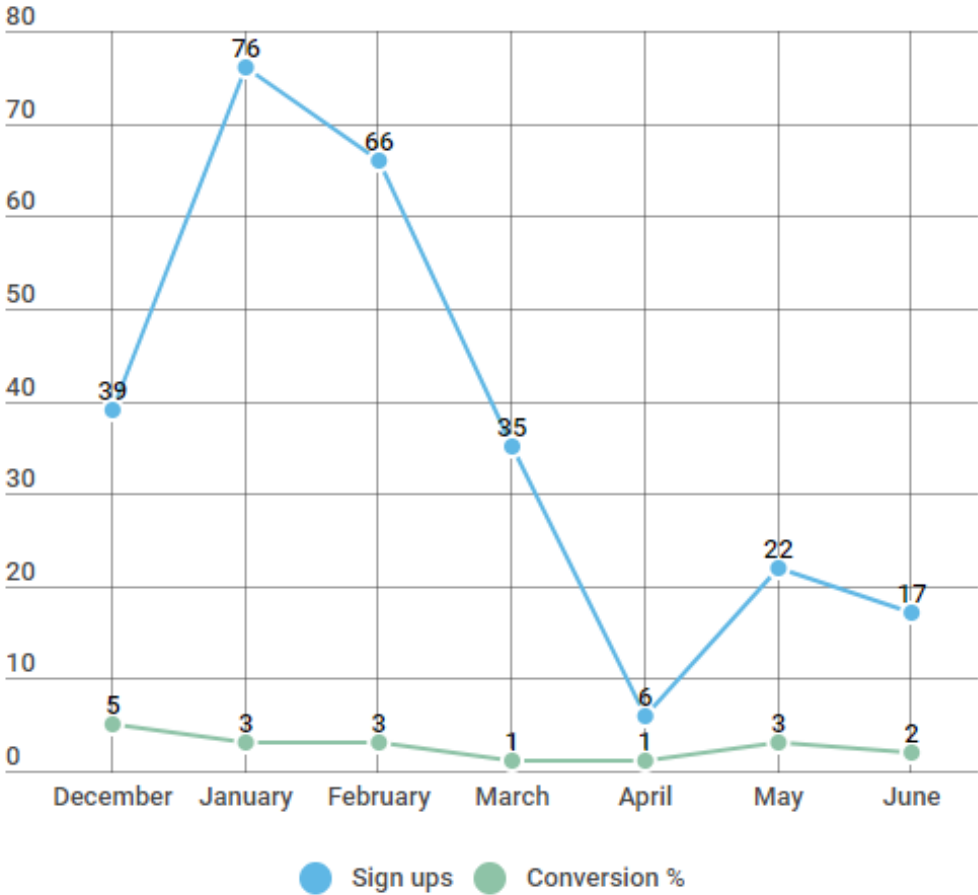
We have bike counters around the city, below shows the number of people on bikes counted at each point over the past month



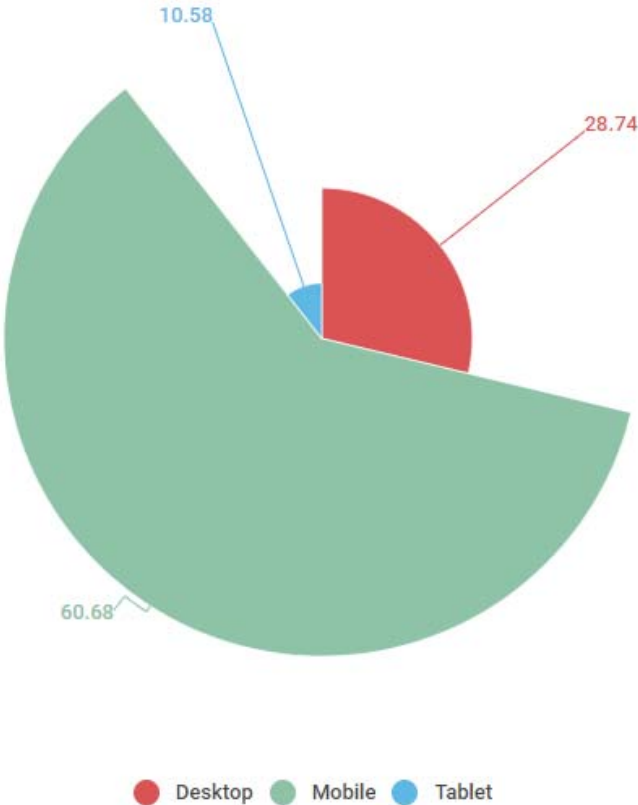


- December
- January
- February
- March
- April
- May
- June

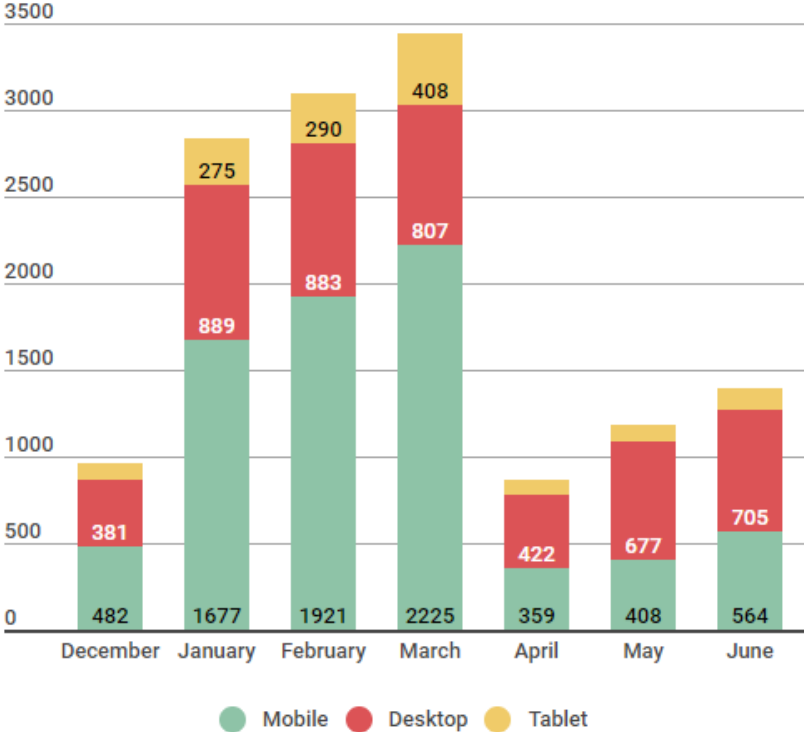
Sign ups and conversion rate



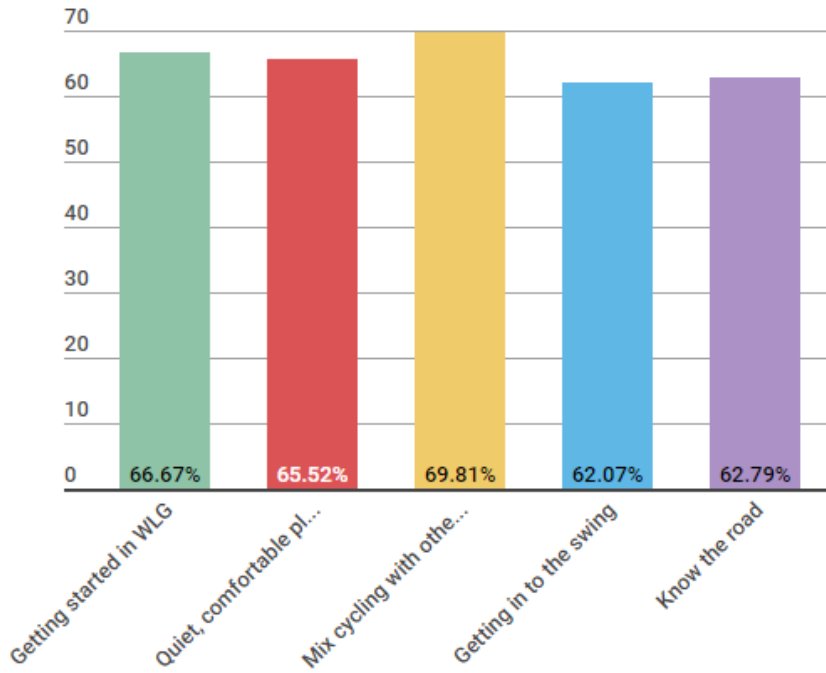
How do users view Bike There?



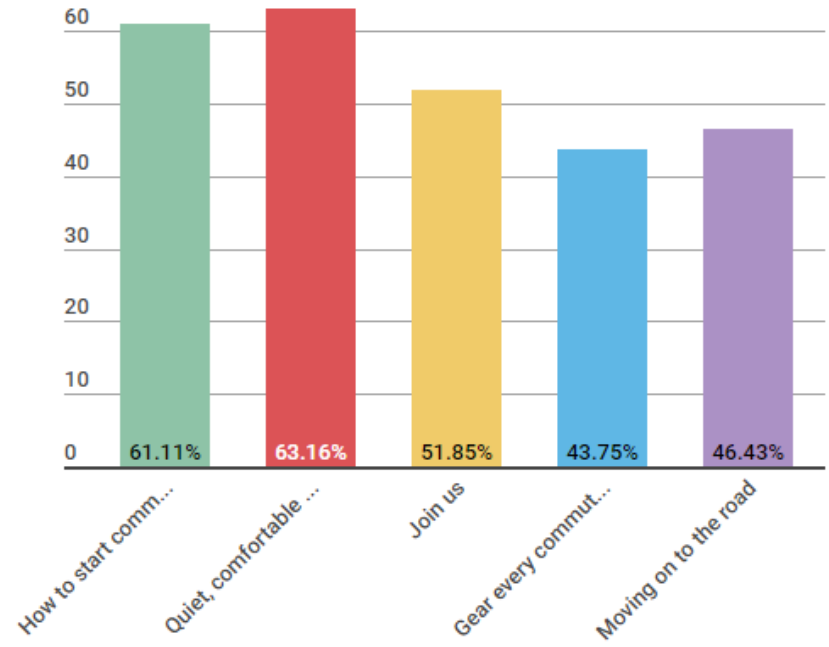
Total users by device



Most opened emails



Most clicks by open





Most viewed pages

- How to start riding in Wellington
- Rider profiles
- Gear giveaways
- Map of cycleways
- Cycling group list
- Routes away from traffic



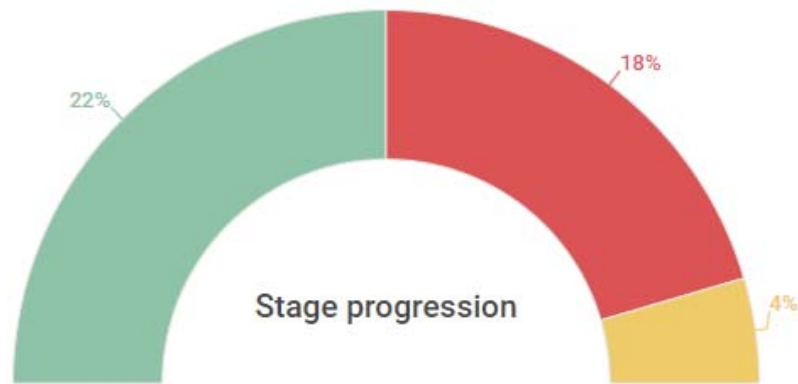
Longest average stay on page

- Local bike shop list
- Map of cycleways
- Ride with family and friends
- M checks and handy tools
- Guide to electric bikes
- Rider profiles
- Cycling group list



Pages to improve

- Gear: need it or leave it
- Walking it out
- Set a date for your first commute
- Bike shopping guide
- Rent a bike



● Engaged at the end of a stage ● Moved forward at the end of a stage
● Snoozed



46%

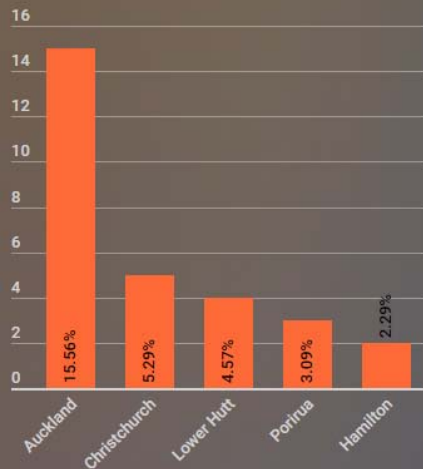
Percentage of stage progressions in the target audience



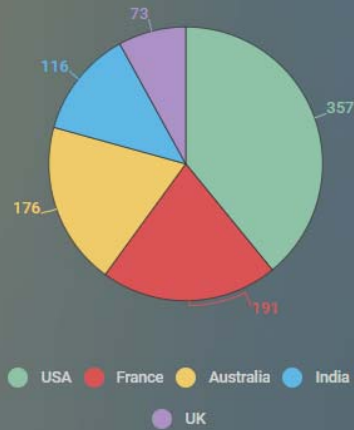
10%

Percentage of progressions in stage 1 and 2

Geo users



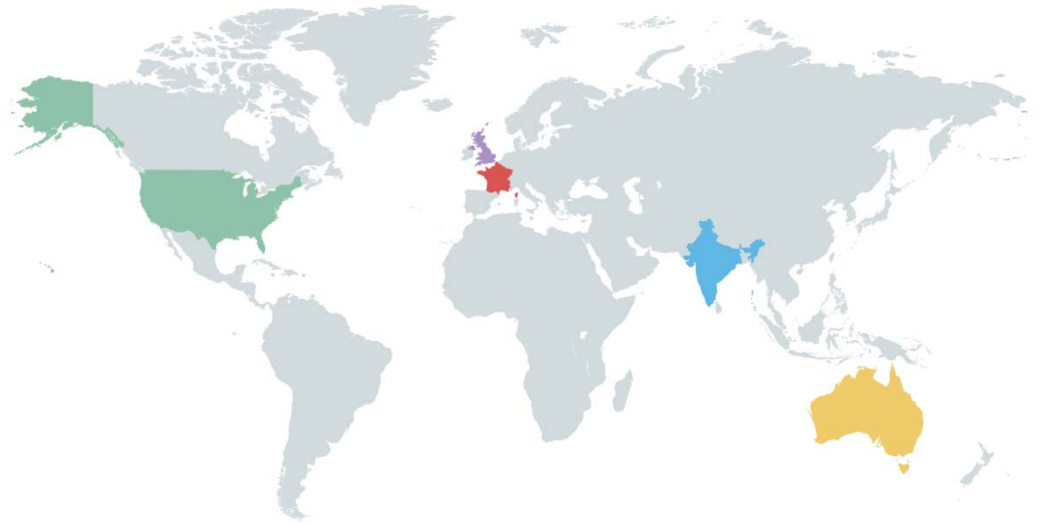
NZ Cities ex
WGTN



Countries ex NZ



The three most searched for (googled) pages are cycling groups list, go by bike day event and how to start riding in Wellington.



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