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Mode Shift (Mahinga Nuku) Initiatives

Strategy and Action Plan



Physical cycle map

Digital cycle map

Journey planning

Wayfinding

Path activation content for website, information centre & board

Path activation marketing campaign and materials

Path activation media opportunities

Path activation events

Path activation 'champions' engagement and support

Path activation competitions, challenges, rewards, giveaways

Adult learn to ride/ cycle confidence classes Bike access/ownership schemes

Bike maintenance and repair initiatives

Workplace initiatives

Monitoring, evaluation, and reporting

















