**Te Ara Tupua: A pathway to mode shift**

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Currently there is no safe walking and cycling route between Wellington City and the Hutt Valley. The Ngā Ūranga ki Pito-One section of the Te Ara Tupua pathway will provide a safe and attractive path connected with other local pathways and separated from vehicle traffic. Te Ara Tupua will unlock the supressed demand of people who are interested in active modes by making it possible for more people to change how they travel. But how do you encourage and accelerate mode shift once the path is completed? How do you ensure people have the knowledge, tools, skills, and encouragement to use Te Ara Tupua once it opens?

With path construction still underway and completion not expected until 2026, mode shift could easily be a consideration for the future. The Te Ara Tupua project team, however, is thinking now about how to accelerate mode shift and enable behaviour change once the path is open. From delivering innovative path design integrated with connections to public transport and key walking and cycling routes, to creating a mode shift campaign consisting of 14 key behaviour change initiatives, the Te Ara Tupua team is going beyond the “build it and they will come” mindset to achieve significant shifts in how people move around the region. The Te Ara Tupua team is working in collaboration with mana whenua, councils, and other partners to deliver the pathway and roll out the mode shift campaign over the next few years and will continue delivering mode shift initiatives even after path construction is complete.

This paper will provide an overview of the shared path design and broader mode shift campaign, including initiatives to be delivered over the next few years and after path completion, that focus on changing the culture around transport and encouraging behaviour change.