

IF YOU LIVE IN TĀMAKI MAKAUURAU, THIS MESSAGE IS FOR YOU.

Auckland is in big trouble. It's now clear we're in a climate emergency. We are also neck-deep in a cost-of-living crisis. With 67% of car trips being less than 5km, the way we travel is both part of the problem and fortunately also the solution. We need simple ideas and bold actions, and we need to do this now with the resources we have at hand.

The humble bike helps solve many of these challenges.

We just need to enable more people to ride more often – this includes our children, who deserve the right to ride to school like their parents and grandparents did.

Everyday, more Aucklanders are switching their short expensive car trips, from being stuck in traffic, to a stress free bike ride. They're saving money on petrol and time on travel, reducing emissions, and getting a better buzz. With e-bike imports set to outnumber car imports into our country, this change has real momentum. It's an exciting urban movement that's happening worldwide – we call The Big Switch.

Let's have better transport options for Aucklanders by:

- 1 Switching on pop-up bike lanes – like they've done in Paris.**
- 2 Switching on allocated safe biking streets – with quick, cost-effective signage.**
- 3 Switching on 30km speed limits for retail areas and quiet suburban streets – as is happening around our schools.**

These initiatives have been delivered in recent years in cities such as Paris, London, Sydney and New York. For Auckland to be a world class city these are cost effective and proven quick fixes. We have a beautiful city and riding an e-bike makes it possible for more of us to access it.

Nobody is saying you have to make every trip by bike, but many short trips can be, and once you start biking most people find it faster and a lot more fun than driving.

IT'S TIME TO MAKE THE BIG SWITCH!

These organisations actively support more biking and believe this change can be made:

Mercury

NGĀTI WHĀTUA ŌRĀKEI

OCKHAM
RESIDENTIAL

commonsense

GREATER
AUCKLAND

Bike
Auckland

LESMILLS

Metro

Fullers360

COCO'S CANTINA

healthy
families
Waitakere

**BIG STREET
BIKERS**