

### 13. CYCLE PROMOTION PROGRAMME

RR 10164

The Transport Projects Officer submitted a report which informed the Committee of the cycle promotion programme that commenced recently. The programme includes cartoons appearing in newspapers until the middle of November, and TV commercials will be shown four times a day, for two weeks in June, two weeks in July and one week in August. The programme is costing \$85,000. This is split \$50,000 from the cycle promotion budget and \$35,000 from the road safety co-ordinators budget. The success of the programme will be measured during October/November, and depending on the outcome it will be possible to extend it in February/March next year, concentrating on child safety issues.

The information was **received**.