

Neighbourhood Accessibility Planning

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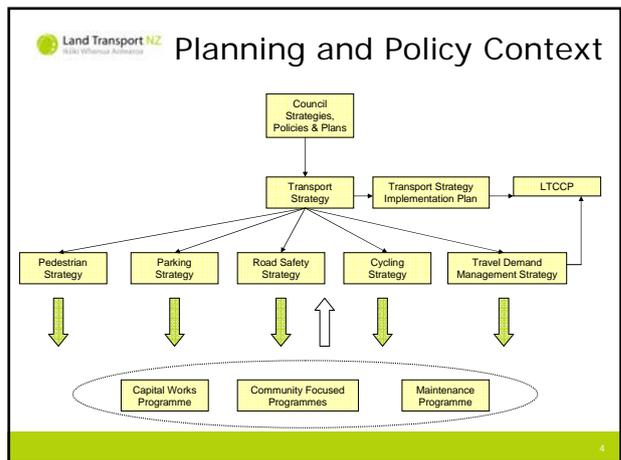
Neighbourhood Accessibility Planning

- A community based means of facilitating the provision of safe access for all ages of pedestrians and cyclists.
- Expands Safer Routes project, so that funding can be applied for in 'strategically significant areas'. E.g. at public transport connection locations.
- Safety focus will be maintained by promoting the application of neighbourhood accessibility planning projects in areas with safety issues. Council Road Safety Action plans are an important promotion mechanism.

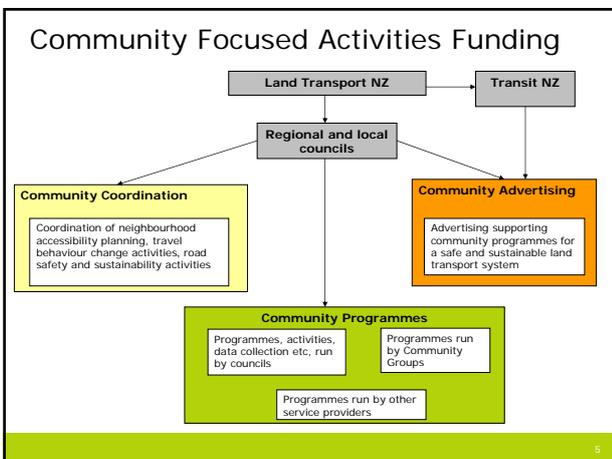
Neighbourhood Accessibility Planning Process



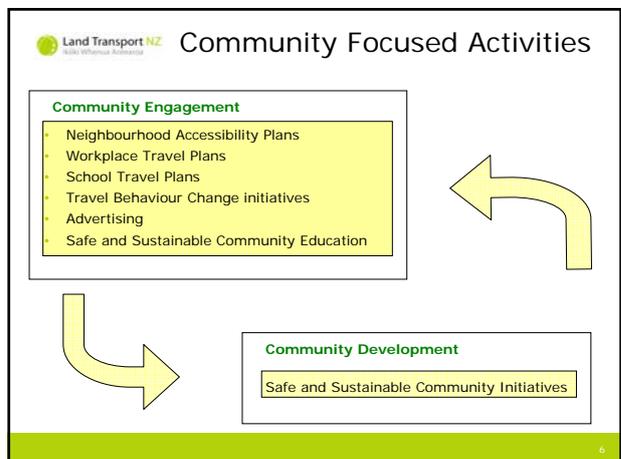
Planning and Policy Context



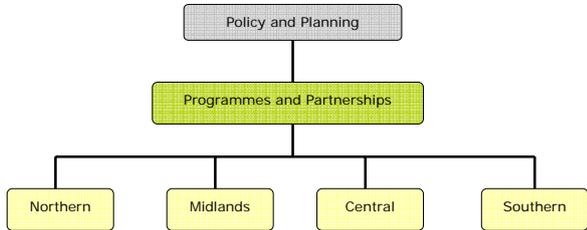
Community Focused Activities Funding



Community Focused Activities



Land Transport NZ structure for advice provision to councils



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Project Benefits and Outcomes - Manukau City Council

- Increased support for infrastructural investment
 - \$650,000 community board approved upgrade of Papatoetoe walkways
- Project influence on work plans of other council teams – improved integration
 - Parking services
 - Parks and leisure
 - Crime prevention



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Project Benefits and Outcomes - Dunedin City Council

- Community Investment
 - Retail
 - Other government agencies
 - Community groups
- Community Buy In
- Media Interest
- Mayoral and Councillor participation



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Project Benefits and Outcomes - Nelson City Council

- Community consultation enabled an improved understanding of actual community issues
- Information collected used to help prioritise and justify actions
- Media Interest



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Project Benefits and Outcomes - Tauranga City Council

- Multi-party involvement in the project
- Community Participation
 - Kids on feet walking initiative
- Information collection used to prioritise and justify infrastructure
- Improved council – community relationship
 - Community involvement in site audits and community surveys



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Project Benefits and Outcomes - Invercargill City Council

- Community Investment
 - Rugby club have donated land to be used for a walk/cycle path
- Community Involvement
 - Initial progress made with establishing advocacy group
 - Walking school bus established
 - Facilitated creation of Mobility scooter/Powered chair association
- Improved inter-department integration and co-ordination
 - New regular meetings to co-ordinate work and resources
 - Intersection campaign programme

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Councils interested in seeking funding.....

- Dunedin City Council
- Manukau City Council
- Invercargill City Council
- Porirua City Council
- Palmerston North City Council
- Whangarei City Council
- ARTA – Draft Sustainable Transport Plan
- Hamilton City Council

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Enderley / Fairfield Overview

- 4 main 'shopping' areas including medical practices, A&E centre, offices, restaurants, community support services, petrol stations, drive-through fast food outlets
- 10 schools, several pre-schools
- 5 pensioner housing complexes, 4 resthomes
- 2 Community Centres, Alt Ed Centre, juvenile boys home, womans refuge, Waikato Migrant Centre
- Residential areas, parks, churches, sporting & recreational facilities
- Notorious '5 Crossroads' intersection



Diverse Cultural Mix



- Large Maori population. Also high immigrant popn, predominantly Somali, Tongan and Iranian.
- Hamilton is one of NZ's top 3 destinations for resettled refugees.

A vision for an efficient transport system in Hamilton.



Insoll (National averages in brackets)

- Resident Population: 2562
- Median Income: \$11480 (\$18500)
- Unemployment rate: 22.4% (7.5%)
- Ethnic groups: 58.6 European (80.1%)
- Avg annual household spending transportation: \$4822 (\$7358)

Chartwell (National averages in brackets)

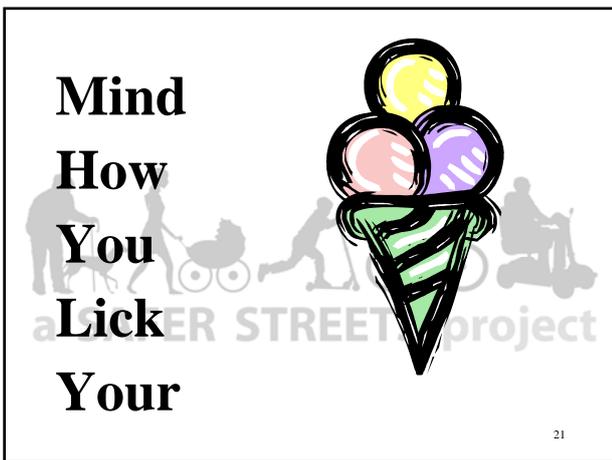
- Resident Population: 2313
 - Median Income: \$24300 (\$18500)
 - Unemployment rate: 6.3% (7.5%)
 - Ethnic groups: 91.7% European (80.1%)
 - Avg annual household spending transportation: \$9362 (\$7358)
- (Source : Census 2001)

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A vision for an efficient transport system in Hamilton.





Our points of difference



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Our points of difference



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Our points of difference



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Branding

- Same shapes used as the logo



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SAFER STREETS PROJECT

THE SOUTH DUNEDIN SAFER STREETS PROJECT is part of a national pilot programme building the Dunedin City Council's Local Transport Plan. The project aims to promote and encourage all Footpath users to be considerate and think about the rights and safety of others using the same stretch of Footpath.

People often do not fully understand the responsibilities of their own mode of transport. Some mobility scooter users in particular. There are some risks in sharing the Footpath, and it's important that you, as a user, are aware of your own and others' responsibilities. The following information offers you a helpful guide to help you share the road.

SAFER STREETS PROJECT

For more information, please contact the project team on 03 478 2222 or visit our website at www.dunedin.govt.nz/saferstreets

FOOTPATHS – USE YOUR SHARE WITH CARE

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Education and Enforcement The Launch - Challenges

- Councillor to sponsor
- Short timeframe
- Needs to be high impact
- Attract media – how?
- Personal invitations
- Menu for all ages
- Sustainability
- Free giveaways
- MC
- Public address system
- Music

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Actual Launch

- Music
- Safer streets display
- Tea, coffee, milo
- Royal NZ Foundation for the Blind
- Mobility scooter demos
- Sport Otago – cycling power output competition
- R & R Sport – free bike checks
- Cargill Enterprises – High visibility gear
- ACC – safety and speed gun display
- Speed stopping display
- Pippity Pop balloons – balloon sculpture
- Pavement artist
- BBQ - RadioWorks
- Councillor MC
- Mayoral support
- Conservative estimate of over 650 people at the launch

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Managing the media

- What's your strategy
- Personal approach
- Catchy things to capture their attention – use your share with care – share or it's not fair
- I never realised just how great the ... community was – the response has been heart warming

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Media

- Target audience
- The Star
- Mark Laughton – Radio talkback
- Otago Daily Times
- RadioWorks – promotion on 5 stations
- DCC Website
- Stakeholder Websites and newsletters
- Invitation drop to schools – over 3000
- Personal invitations sent by working party

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What worked well

- Regular newsletters
- Branding
- Involvement of working party in data collection
- Information sharing and wider understanding of road safety in the community
- Media strategy
- Development of 3 flyers

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What worked well

- Regular meetings
- Invitations to launch
- Power of community involvement – (very significant part of the project resources)
- Mayoral reception at Christmas
- Silhouettes to raise community interest and awareness – much comment over these

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Acknowledgements

• Working Party

- Kristen Beardsmore – Age Concern
- Matt Broad – Forbury School
- Lindsay Campbell – South Dn Businessmen's Association
- Tom Campbell - SPOKES
- Ian Cormick – Macandrew Intermediate School
- Susan Davidson – Age Concern
- Claire Emmerson – Queen's High School
- Christine Gale – Dn Kindergarten Association
- Alex Gosling – Presbyterian Church
- Stephen Hopkins – St Patrick's School
- Tubby Hopkins – St Kilda Community Club and Community Patrol
- Dick Martin - SPOKES
- Teresa Matassa – DCC Transportation Planning
- Phillip McDouall - Police
- Fi McKay - Facilitator
- Jane Mudford – LTNZ – National Project Facilitator
- Diana Munster – DCC Transportation Planning

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Acknowledgements - continued

• Working Party

- Bob Nettleton - LTNZ
- Ruth Parsons – Police – Community Constable
- Mike Prain – Cargill Enterprises
- Graeme Rice - LTNZ
- Max Riley - ACC
- Peter Skjott – Royal New Zealand Foundation for the Blind
- Doug Spittle – DCC – initial facilitator and continuing voluntary interested party
- Di Stewart – Queen's High School
- Geraldine Tait – Senior Link
- Jan Taylor – St Bernadette's School
- Suzanne Te Au – King's High School
- Mike Tonks - Communitree
- Shelly Wilde – St Clair School
- Kelvin Williams – South Dunedin Businessmen's Association

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Acknowledgements

• Helpers

- CB Club: Bill and Arthur
- Otago Mobility Scooters: Tony
- Radioworks: Janet, Trudy and Bruce
- Alan Grindell: Police Strategic Traffic Unit
- The Star: Brenda Harwood
- Mark Laughton and Stephen Duff
- Motory: Radio Talkback
- Christchurch City Council
- R & R Sport
- Sport Otago: Shane
- Southern Honda
- Marc Barnes: Pavement Artist
- Pippity Pop Balloons
- Neville Smith: Video
- Claire Dixon: Auckland CC – silhouette concept

• DCC

- Mayor Peter Chin
- Councillor Bill Acklin
- Staff who assisted

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