



Land Transport NZ
Ikiiki Whenua Aotearoa

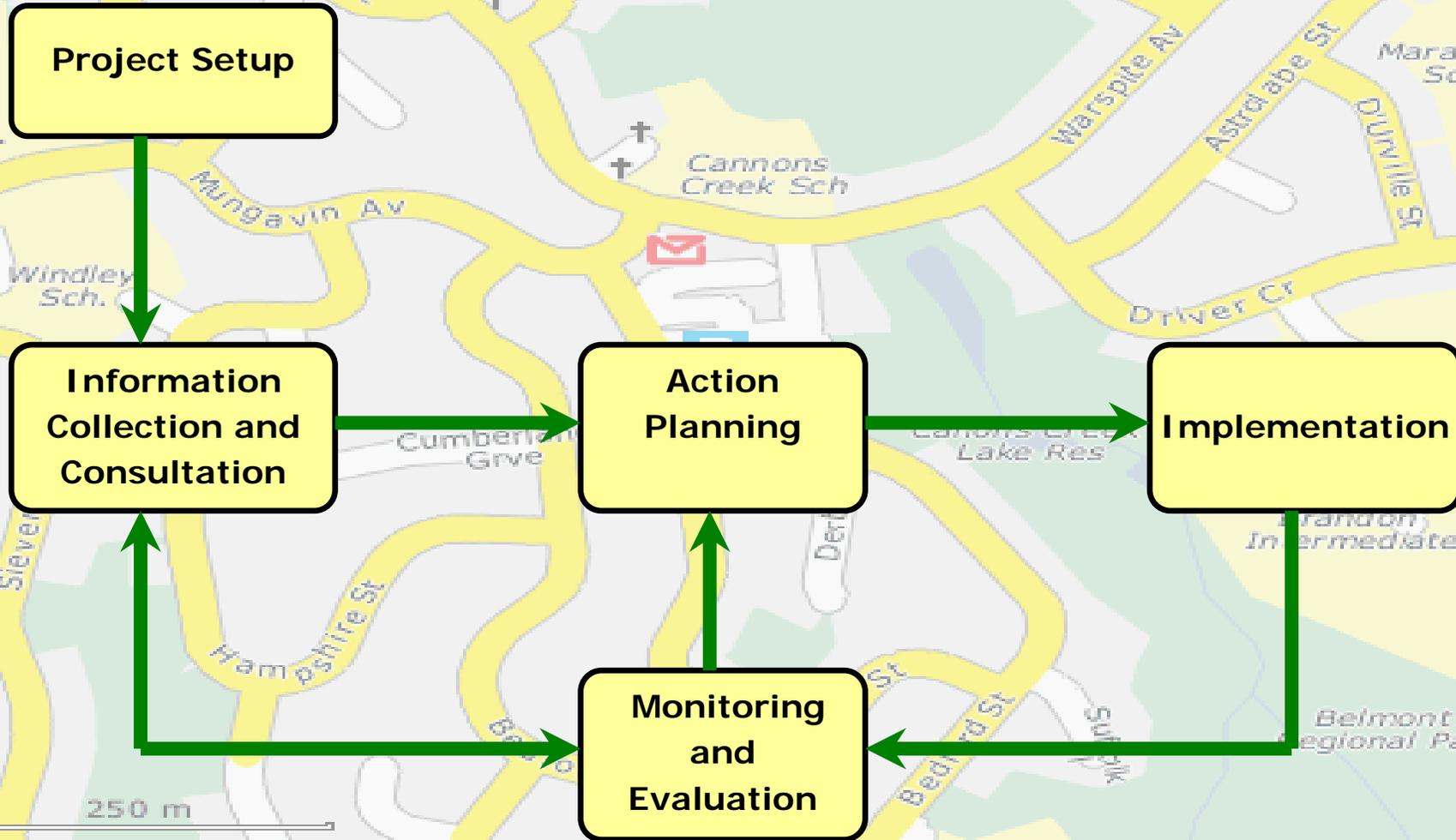
Neighbourhood Accessibility Planning

Jane Mudford, Jo Carling & Fi McKay

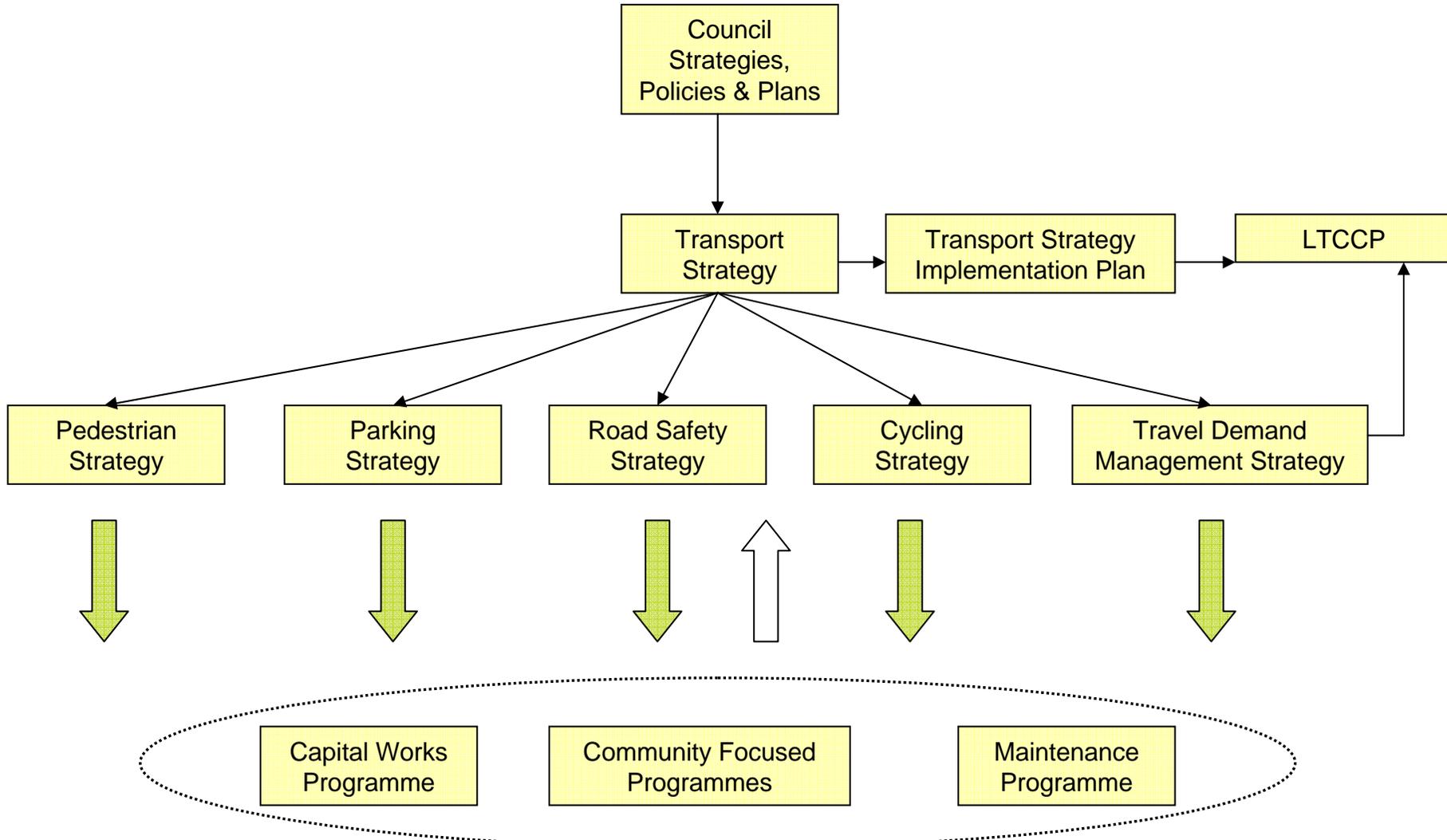
Neighbourhood Accessibility Planning

- 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.

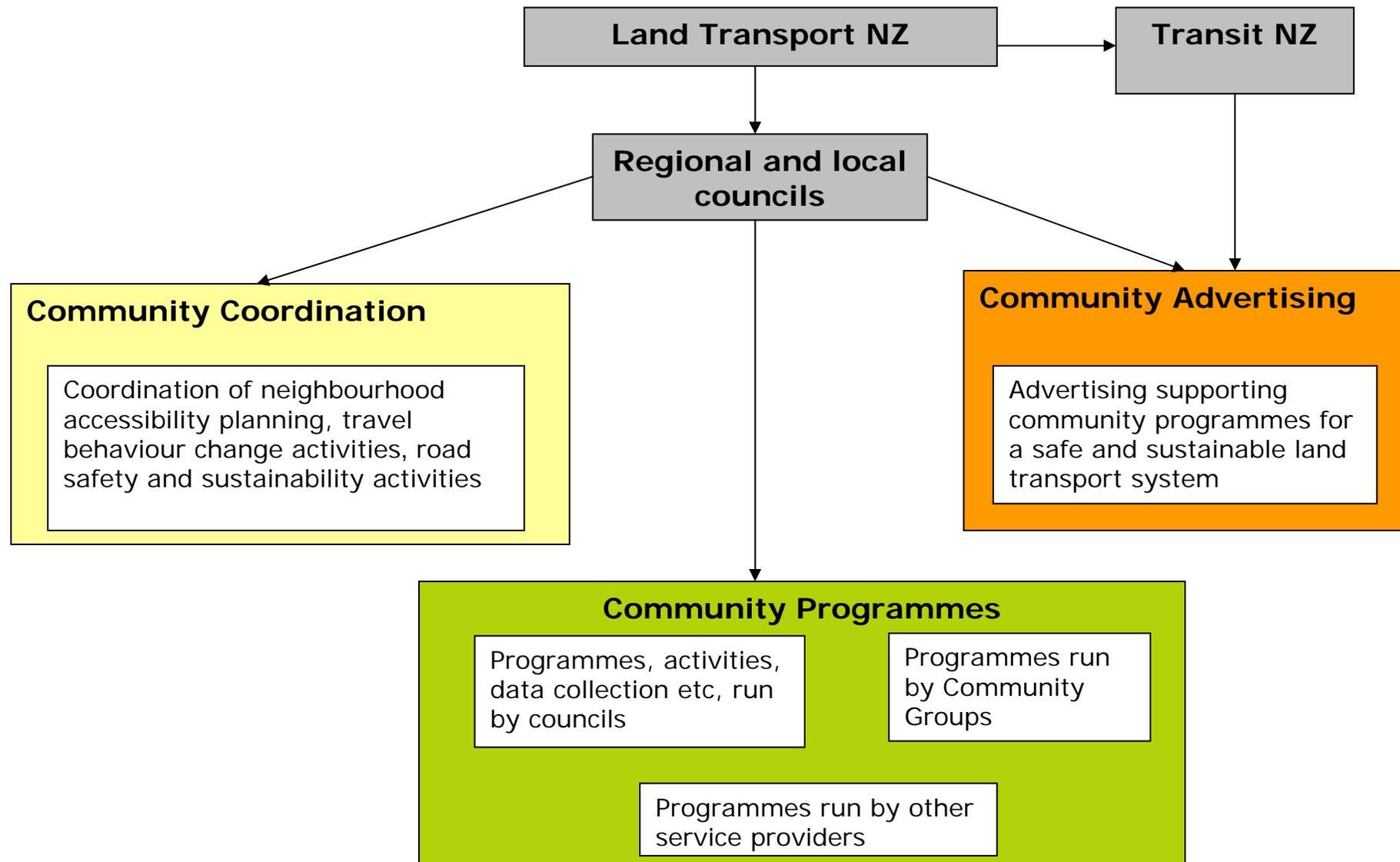
Neighbourhood Accessibility Planning Process



Planning and Policy Context



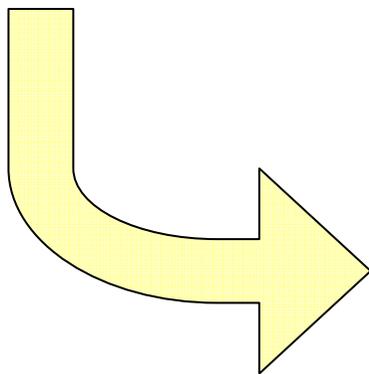
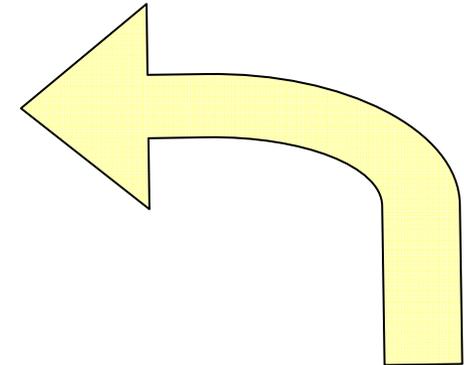
Community Focused Activities Funding



Community Focused Activities

Community Engagement

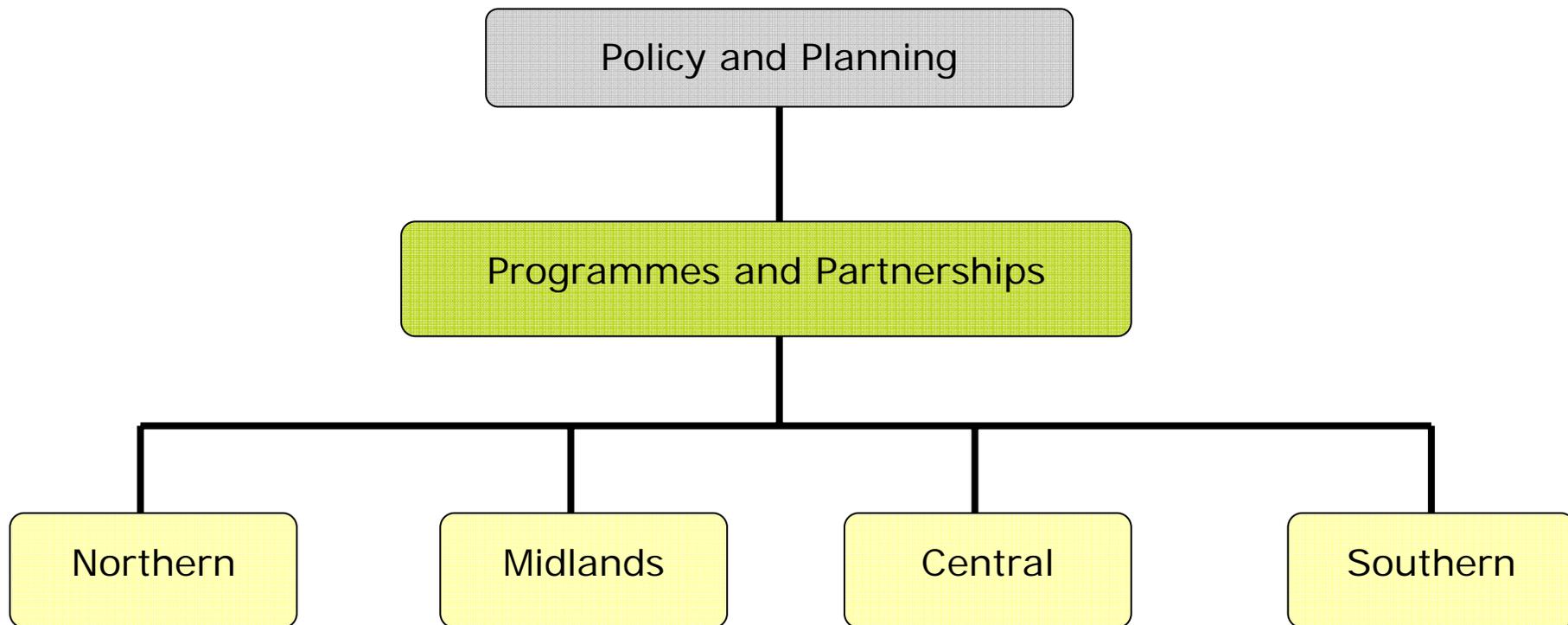
- Neighbourhood Accessibility Plans
- Workplace Travel Plans
- School Travel Plans
- Travel Behaviour Change initiatives
- Advertising
- Safe and Sustainable Community Education



Community Development

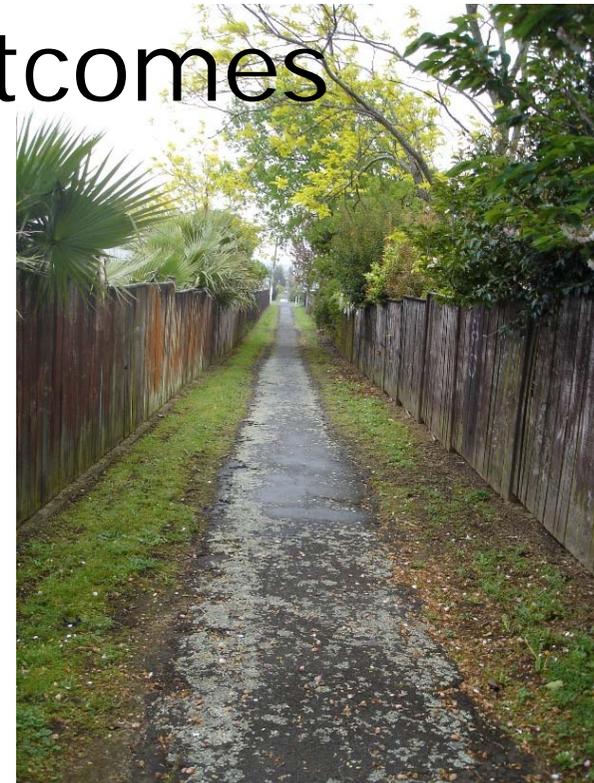
Safe and Sustainable Community Initiatives

Land Transport NZ structure for advice provision to councils



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



Project Benefits and Outcomes

- Dunedin City Council

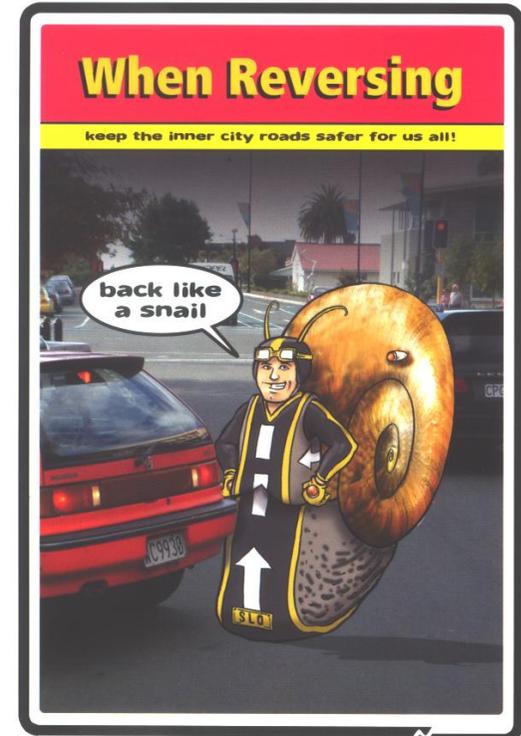
- Community Investment
 - Retail
 - Other government agencies
 - Community groups
- Community Buy In
- Media Interest
- Mayoral and Councillor participation



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



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

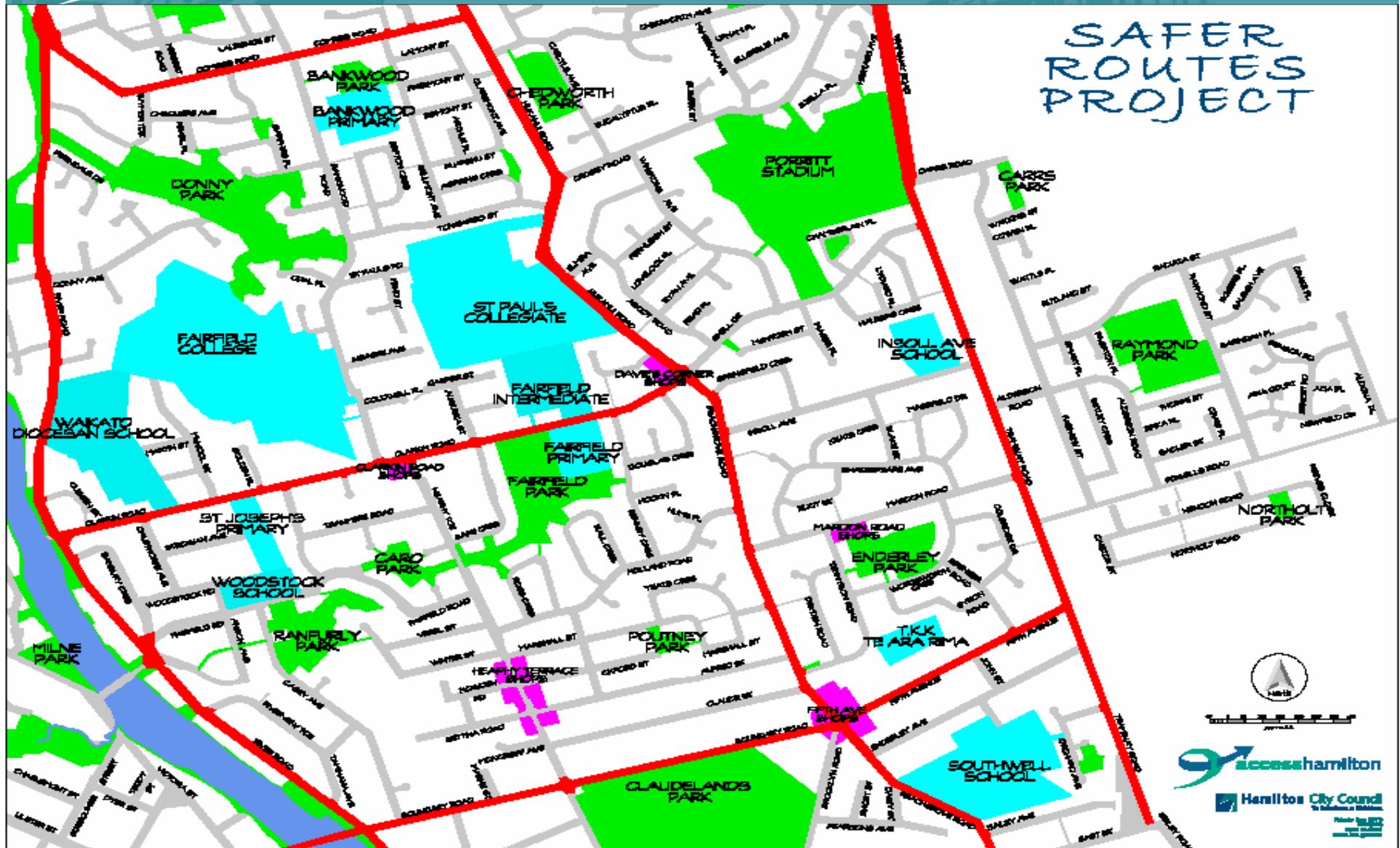


Project Benefits and Outcomes - Invercargill City Council

- 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

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



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 Somalian, Tongan and Iranian.
- Hamilton is one of NZ's top 3 destinations for resettled refugees.

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)



A vision for an efficient transport system in Hamilton.





A vision for an efficient transport system in Hamilton.





a **SAFER STREETS** project

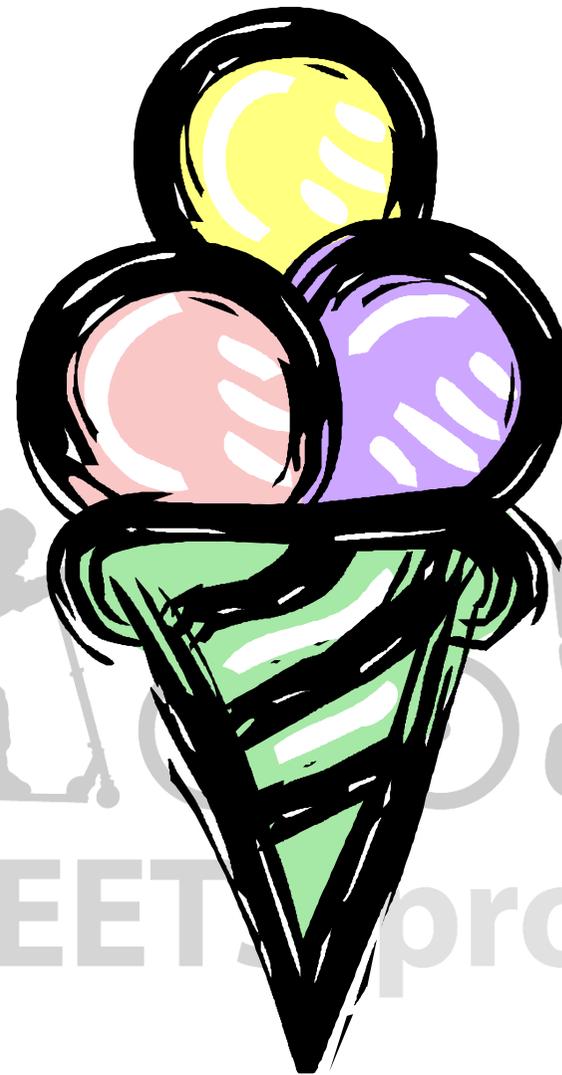
Mind

How

You

Lick

Your



a **SAFER STREET** project

New Zealand Community Safety and Injury Prevention Awards



Our project was one of 300 nominations for
the 4 categories of awards

a **SAFER STREETS** project

Category 1

Outstanding community safety and/or injury prevention



Our points of difference



Our points of difference



Our points of difference



Our points of difference



a **SAFER STREETS** project



Branding

- Same shapes used as the logo



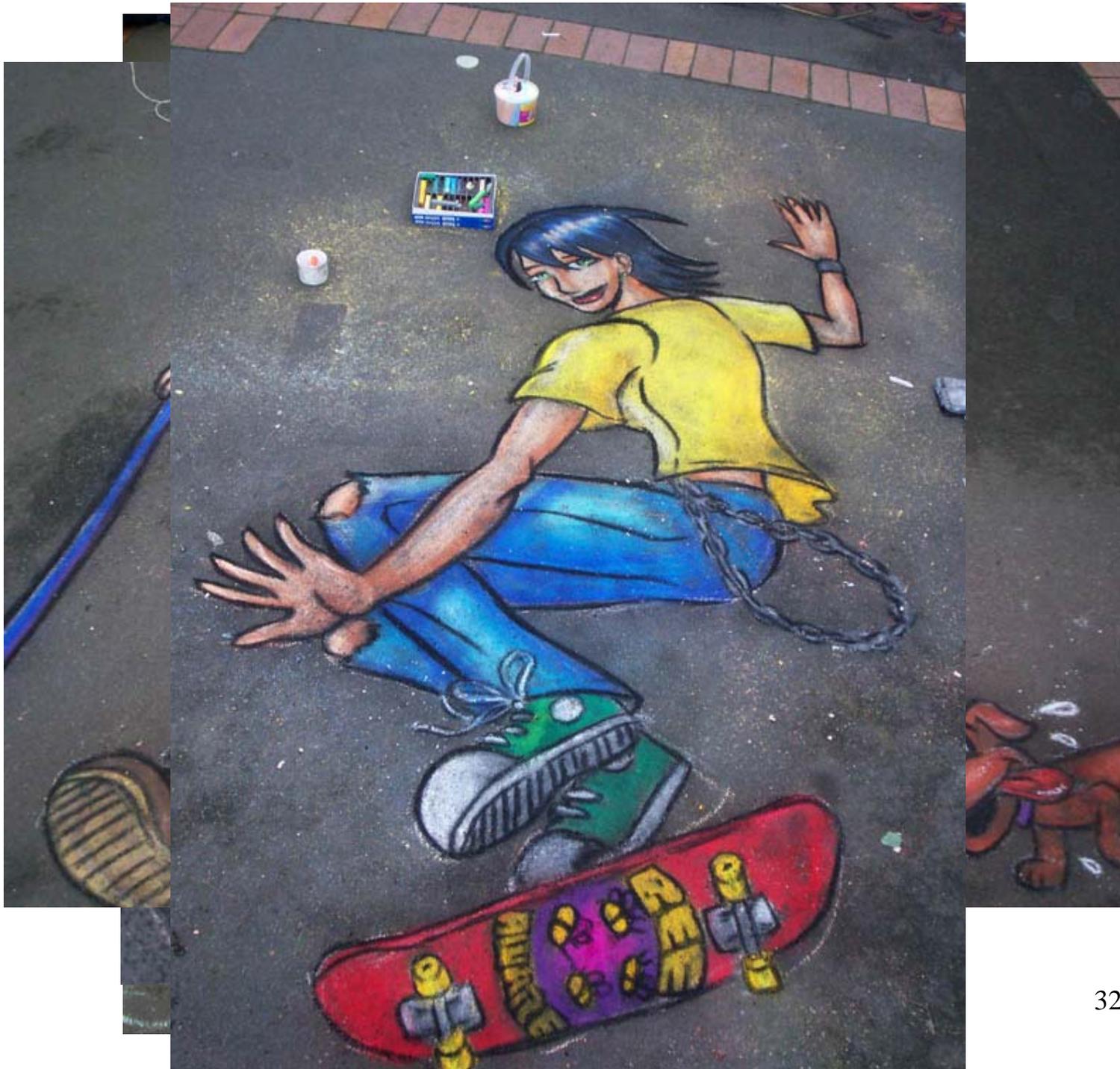
a SAFER STREET





Share the Footpath







THE SOUTH DUNEDIN SAFER STREETS PROJECT is part of a national pilot programme involving the Dunedin City Council, Land Transport New Zealand and South Dunedin businesses, schools and community. Its aim is 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.

Footpaths allow us to move freely around our communities and now have many different people using them – from mobility scooter riders to skateboarders. Whether you are walking or wheeling along the footpath, you will realise that they are a great way to get where you want to go. The key to the continued success of our footpaths rests with you and I using them responsibly, and considering how our behaviour impacts on others. The following information offers a set of helpful guidelines to “use your share with care”.



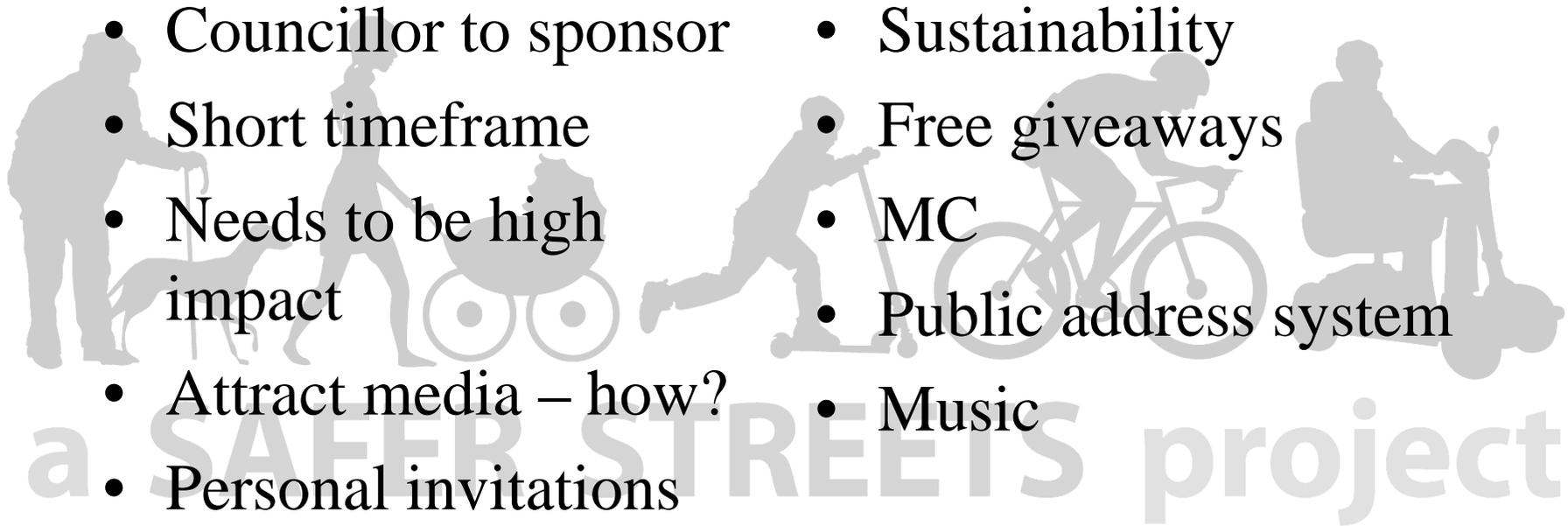
We are happy to discuss ways in which you think Share the Footpath can be implemented in your business, school or community group programme.
Please do not hesitate to contact:
Ff McKay on 03 477 4000 or email: fmckay@dcc.govt.nz



FOOTPATHS – USE YOUR SHARE WITH CARE

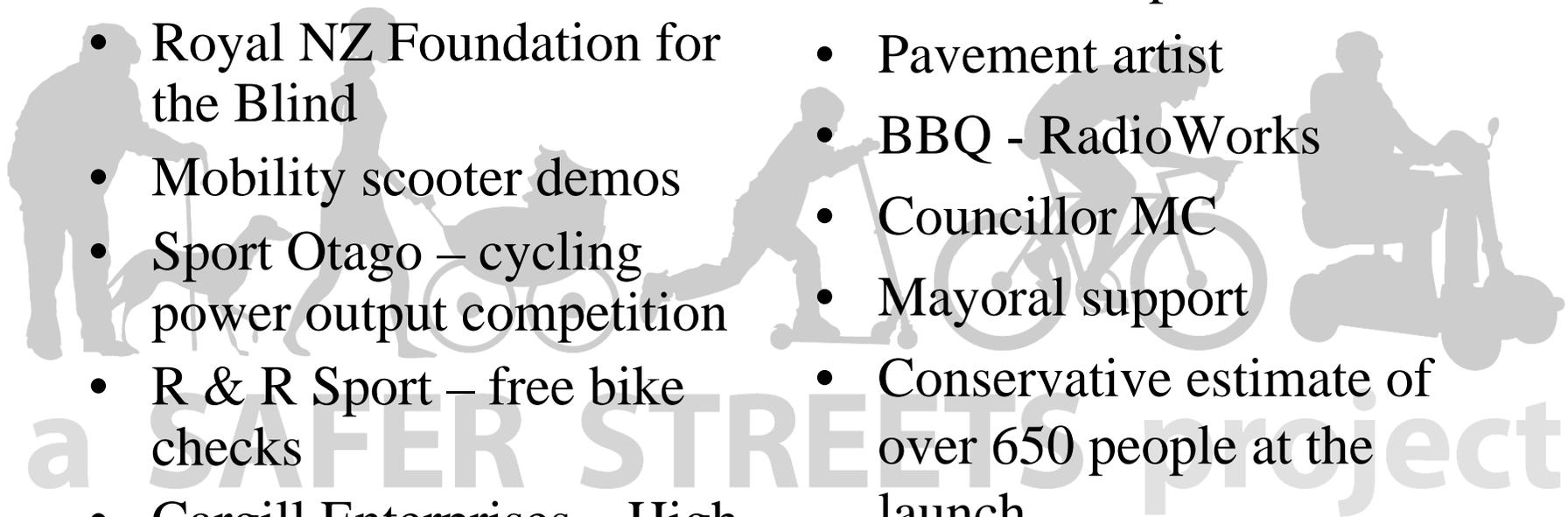
Education and Enforcement The Launch - Challenges

- 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



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



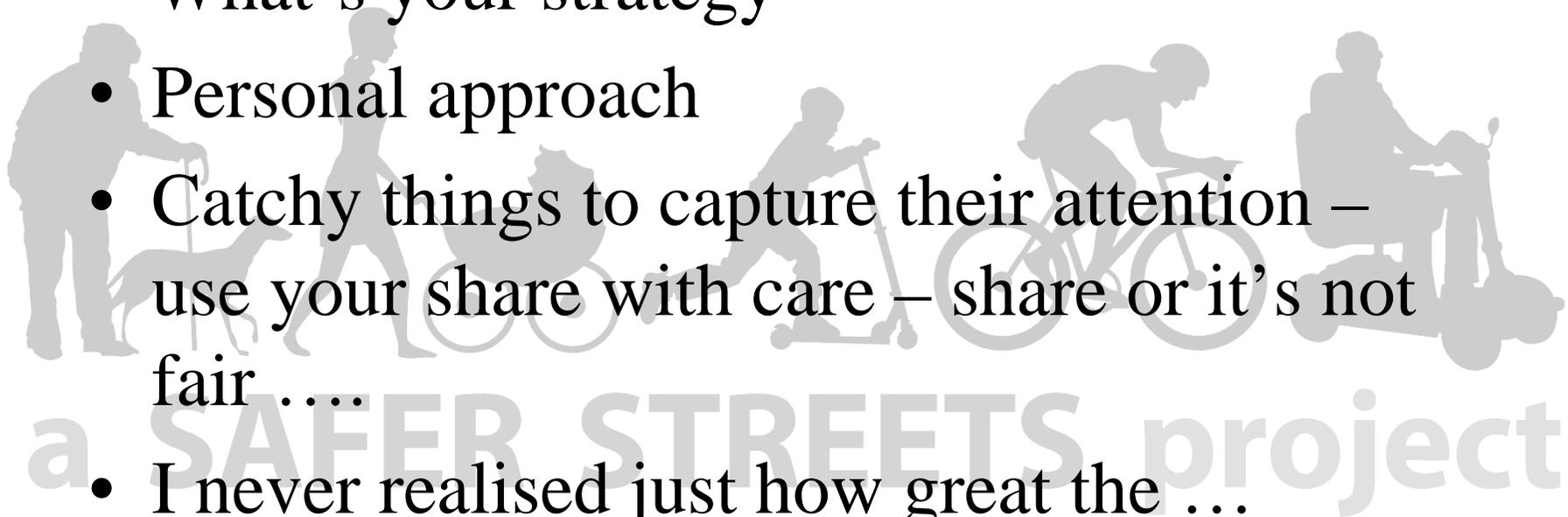






Managing the media

- 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



Media

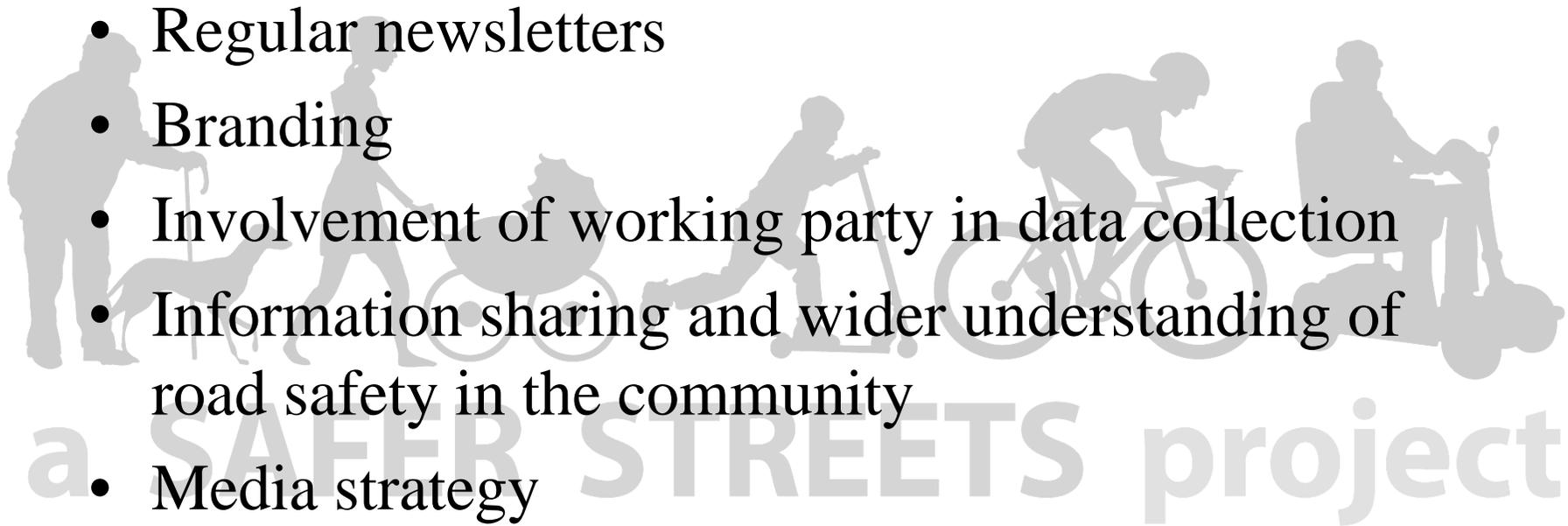
- Target audience
- The Star
- Mark Laughton – Radio talkback
- Otago Daily Times
- RadioWorks – promotion on 5 stations
- DCC Website
- Stakeholder Websites and newsletters
- Invitation drop to schools – over 3000
- Personal invitations sent by working party



a SAFER STREETS project

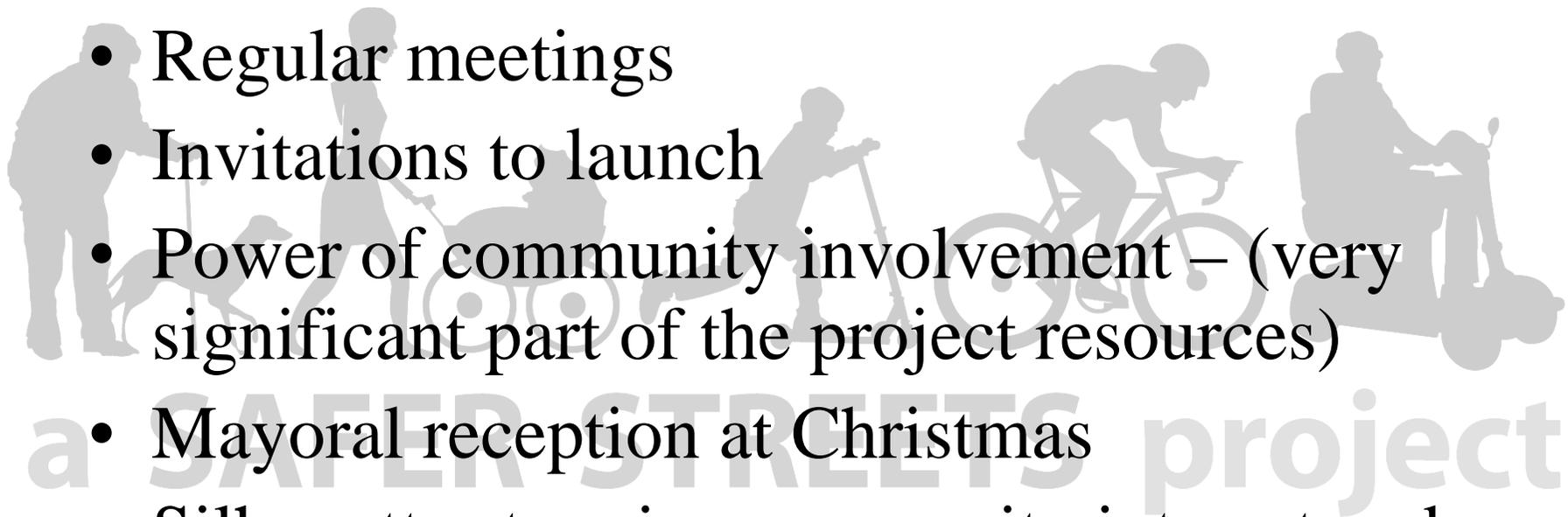
What worked well

- 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



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



Acknowledgements

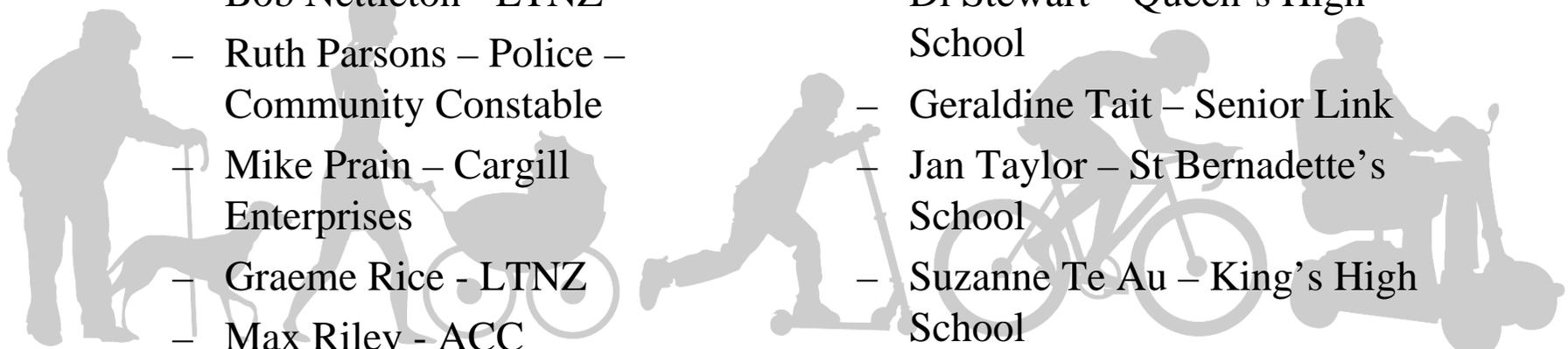
- Working Party

- 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



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

a SAFER STREETS project

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
Motors: 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

