

# Community Transport

EVALUATION REPORT 2014/15



Auckland Transport 

An Auckland Council Organisation



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# Executive Summary

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This report evaluates the comprehensive range of programmes run by Auckland Transport through our work in communities around behaviour change with an emphasis on NZTA-subsidised Road Safety Promotion activities. Throughout the 14/15 period, Community and Road Safety, Travel Demand and Walking and Cycling teams have worked in alignment to improve road safety, promote alternatives to single-occupant car use, reduce emissions and contribute to liveability in Auckland. All activity is aligned with Auckland Transport's goals and contributes to the vision *"Delivering transport choices to get you where you want, when you want"*.

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The essence of our work is influencing behaviour which may include choosing safe road user behaviour, uptake of walking and cycling, finding new ways to travel to work or taking a safe route to school. Regardless of the theme we are working on, people and communities feature strongly in all our activities as we work directly with community members and external stakeholders to achieve success.

In 2014/15 Community Transport underwent changes in structure as the organisation developed to be better aligned to deliver our programmes and services. A key outcome of this change was to better connect road safety engineering with community education and engagement so that each reinforces the efforts of the other rather than working in isolation. Also the key teams of Community and Road Safety, Walking and Cycling and Travel Demand Management are now independent from each other, but remain connected. Having a shared agenda and overarching KPIs that govern our collective efforts means we can present a picture that reflects our commitment to supporting each other and contributing to common goals.

For the Community and Road Safety team, this report also documents a journey towards a new way of working, at the end of a period that has focused on growth and increasing our sphere of influence. Now that extensive coverage throughout the region has been achieved, we can plan to increase the quality and outcomes of our work and offer a more efficient, targeted and integrated approach.

The challenge has been to maintain momentum and high levels of service throughout the region while also managing, and adjusting to, change. This end of year report of achievements, combined with plans for the future, suggests we have been successful in responding to this challenge.

Also included in this document are the lessons learned in 2014/15, and throughout the three year funded period of 2012 – 2015. They signify as an organisation we are becoming increasingly reflective and adaptable as we strive to make positive transport behaviour change in Auckland.

## Highlights

Improving transport safety throughout Auckland has continued to be a priority in 2014/15. The massive social and economic cost of death and serious injury is a key concern for the people of Auckland and the transport system. We have continued to integrate a Safe System Approach which reflects our commitment to best practice.

- The five year DSI (Death and Serious Injury) trend for school aged road users (5-18 years) is encouragingly down, with a decrease by 36% from 80 in 2013 to 51 in 2014. Pedestrian DSI for children aged 5-10 years on weekdays in peak hours (8am-9am, 3pm-4pm) decreased 7% from 14 in 2013 to 13 in 2014, however the five year DSI results are trending upwards.
- In 2014/15 we have engaged in important partnerships that have served to further the direction of Road Safety in Auckland. The RoadSafe Auckland Executive (RAE) structure supports alignment of strategic planning and investment while also facilitating collaborative responses to reactive requests and emerging trends through district Road Safety Action Plans. The priorities identified by RAE for 2014/15 were Intersections, Alcohol, High Risk Communities, Vulnerable Road Users and Speed.
- The 2015 Community & Road Safety Team target of '16,700 morning car trips avoided through school travel planning activities' was exceeded with 17,164 trips avoided. This result is a moderated figure based on the increasing average over the last four years 2012 to 2015 and a revised target will be in place for the 2015/2016 year to address the methodological effects of the growing programme size.
- Crash rates involving children walking and cycling to schools that have implemented Safe School Travel Plans (SSTPs) and Active School Signage reduced by 37% (Flow Report). This was a statistically significant result and compares with a 16% reduction in crash-rates at schools with SSTPs alone and 14% at control schools without any intervention.
- The Travel Demand Management (TDM) team's target was to reduce Single Occupancy Vehicle (SOV) trips during the weekday morning peak by the equivalent of 4,043 trips and this was exceeded with a trip reduction of 5,565.
- The Bike Safe programme was delivered to 113 schools across the region. Where appropriate, this was delivered in partnership with NZ Police School Community Officers (SCOs) or Regional Sports Trusts. Overall 9,449 students received Grade 1 training and 821 received Grade 2 training.
- There were 341 active walking school buses (WSB) across the region at the end of 14/15 at 148 schools. 3297 contacts were made with WSB volunteers across region in 14/15. Walking School Bus volunteer development sessions across the region were attended by 351 volunteers. Volunteer professional development was supported by the creation of two Youtube videos that have received 1354 views.
- The number of people killed or seriously injured on the city's roads has decreased considerably in the last decade. While this is positive there are still on average around 390 road users killed or seriously injured on the Auckland Local Road network each year. While road user mistakes are inevitable, Auckland Transport, The NZ Transport Agency, NZ Police and communities are continuing to work toward a Safe System where these mistakes do not lead to deaths or serious injury.

## Lessons Learned

- Across all our programmes we have learned that greater quality engagement with people and communities is the key to improving road safety and influencing behaviour change. This is a learning that requires further upskilling across AT staff.
- More efficient and timely programme delivery can be achieved through the introduction of processes and upskilling of AT staff.
- Working effectively in partnership with communities and with key stakeholders is also a priority and we need to avoid spreading our resources too thinly throughout the region.
- Focusing on growth and large scale promotion and advertising has been useful for establishing our organisation as a key partner in road safety and a “familiar face” in Auckland but is not sustainable longer-term. A shift towards targeting interventions to areas of greatest crash-risk need may generate greater safety benefits.
- AT’s behaviour change programmes may be under-estimating their ability to deliver additional health and social capital benefits in high-risk communities. This would benefit from further research.
- Our internal collaboration has been improved through the revised AT structure and can be extended and formalised further so our programmes have a collective impact in targeted communities and effectively utilise available resource.
- We continue to extend our thinking about Travel Demand Management (TDM) and develop new approaches to provide new opportunities for the way we engage with organisations, individuals and the public.
- Continued reflection and innovation will be required to promote walking and cycling and widen the audience for skills training.

## Looking Ahead

We look forward to a programme in 2015 – 2018 that reflects a renewed commitment to making a difference to the lives of people living in Auckland. The lives of all Aucklanders are not the same and it is our priority to ensure we work with the most vulnerable road users and in communities where, for a range of reasons the risk of death or serious injury from road use is high. Safety is the primary driver of our work with communities but it is anticipated this focus, along with some supplementary activities will also reduce car use and result in increased uptake of walking, cycling and public transport use, as well as potential health and social capital benefits. Priorities for the 2015 – 2018 period have been aligned with National priorities along with the objectives of the RoadSafe Auckland Executive. Their continued governance of our work will ensure that we have a robust programme that links local and regional priorities to the bigger picture provided by the Safer Journeys Strategy 2010-2020. The introduction of programme monitoring processes and the further upskilling of AT staff will also improve both the quality and timeliness of programme delivery.





# Introduction

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In 2014/2015 Community and Road Safety, Walking and Cycling and Travel Demand teams have worked in alignment to promote alternatives to single-occupant car use, increase road safety, reduce emissions and contribute to liveability in Auckland City. All activity is aligned with Auckland Transport's goals and the vision for Auckland:

**“Delivering transport choices to get you where you want, when you want”.**

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The 2014/2015 year was the third in a three year programme period and as a result it was a time for reflecting on success as well as planning to take the programme forward into the future. The learning from 14/15 has been incorporated into our direction for 2015/18 as we strive to impact even further on transport in Auckland.

The essence of our work is influencing behaviour which may include choosing safe road user behaviour, uptake of walking and cycling, finding new ways to travel to work or taking a safe route to school. Regardless of the theme we are working on, people and communities feature strongly in all our activities as we work directly with community members, businesses, schools and other organisations and external stakeholders to achieve success.

The key activities that have comprised the 14/15 programme are evaluated within this document and include road safety promotion, Travelwise programme in schools, investment in walking and cycling and Travel Demand Management.

## **Three key drivers of all aspects of the programme are:**

- Reducing car trips to schools and workplaces (through walking, cycling and public transport)
- Making the city's roads safer
- Delivering programmes that Aucklanders want.

The Community and Road Safety team delivered a comprehensive road safety programme of education, training and promotion that reflects and incorporates the national Safer Journeys strategy. The strategy has an overarching vision of “a safer road system increasingly free of deaths and injury”<sup>1</sup>. Community Transport programmes have in the past focused on congestion reduction and road safety separately. With recent movement towards a more localised community approach we have become increasingly aligned that safety is paramount to influencing transport behaviour and that access to safe and sustainable transport options is desirable throughout Auckland.

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<sup>1</sup> Ministry of Transport (2010). Safer Journeys: New Zealand's Road Safety Strategy 2010 - 2020



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# What our team looks like

In 2014/15 Community Transport underwent changes in structure as the organisation developed to be better situated to deliver our programmes and services.

A key outcome of this change was to more formally connect road safety engineering with community education and engagement so that each reinforces the efforts of the other for a greater impact. The challenge has been to maintain momentum and high levels of service throughout the region while also managing, and adjusting to, change.

At the start of 2014/2015 Community Transport was comprised of staff working with the following programmes:

- **Travelwise**
- **Road Safety**
- **Travel Demand Management**
- **Walking and Cycling**

In October 2014 a restructure was undertaken and the new Community and Road Safety team was formed, alongside Travel Demand Management and Walking and Cycling teams.

## The new structure of the Community and Road Safety team is now:



This has meant that road safety, engineering, and community teams work more closely together, both in planning and implementation. However, despite a revised structure, Travel Demand Management and Walking and Cycling teams remain key parts of the overall transport programme as our key deliverables and aspirations are inextricably linked. Even with changes, every effort is made for teams to work closely together and inter-departmental communication and collaboration is a priority for our organisation.



# Budget and Finance

The Community & Road Safety Team 2014/15 budget was delivered within 4% of planned expenditure. This included an internal AT request for savings of more than \$1M across the business.

On reflection, at some points in the journey the focus on growth and reaching large numbers of people throughout Auckland has resulted in a more superficial approach rather than impacting significantly on Auckland high-risk schools and communities. A revised focus on quality, combined with principles of collective impact will mean that expenditure can be utilised more effectively and produce even better results.

Our changing direction also created a need for adjustment of scope and cost. This was primarily in the area of Young Drivers where a 2013 increase in DSI and opportunity to partner with providers in high-risk communities in Urban South resulted in additional investment of \$200K to encourage community-based behaviour change with high-risk Young Drivers.

**Total approved spend for the 2014/15 year by Safer Journeys theme was:**

Theme	\$ spend 2014/15	% change DSI 2013-2014	3 year DSI trend (2012/14) and % of all DSI	% of resource allocated to theme
Cycle Safety	\$1,656,188	+ 3%	↑ 7%	18%
Pedestrian Safety	\$952,590	- 2%	↑ 18%	10%
Safe Schools (5-18yr olds)	\$2,960,913	- 36%	↓ 14%	31%
Roads and Roadsides	\$662,888			7%
INTERSECTIONS		+ 13%	↓ 37%	
RURAL ROADS		+ 39%	↓ 16%	
DISTRACTION		+ 19%	↓ 9%	
Safe Speed	\$719,690	+ 8%	↑ 23%	8%
Safe Motorcycle	\$235,731	+ 24%	↑ 18%	2.5%
Alcohol	\$864,005	- 10%	↓ 26%	9%
Young Drivers	\$1,227,332	- 3%	↑ 34%	13%
<b>Total</b>	<b>\$9,279,337.00</b>			



Despite a degree of disruption stemming from formation of the Community and Road Safety team and reprioritisation of activities, the Community & Road Safety Team has achieved a number of positive financial, delivery and performance outcomes during the 2014/15 financial year.

At times an overlap of issues is evident between teams or even between projects both internally and with external stakeholders. We continue to be vigilant with regard to avoiding duplication and working towards a more united effort that has collective impact and synergy.

It is important to note that the Safer Journeys themes include a mixture of locations, travel modes, age groups and contributing factors, some of which are better suited to different mixes of road safety promotion, Police enforcement and safety engineering

interventions. Subsequently, road safety promotion investment in some themes may appear out of proportion to the level of DSI e.g. walking and cycling DSI account for a lower percentage of all DSI but lack strong enforcement levers and therefore require greater road safety promotion investment along with safety engineering. Equally, investment in one theme will also contribute to outcomes in other themes e.g. Safe Schools investment contributes significantly to improved DSI outcomes in the Safe Speed and Roads & Roadsides theme.

Overall, \$9,279,337 of joint NZTA/AT funding was allocated to road safety promotion in 2014/15 to achieve a reduction in DSI, and this investment also contributed to significant congestion reduction, active transport and health benefits across Auckland.

# Travelwis School





# How We Evaluate Our Programmes

In addition to evaluation on a project by project basis we also undertake larger pieces of evaluation throughout the year. Timeframes for programme evaluation are the financial year from 1 July 2014 to 30 June 2015, except for:

- Travelwise School Survey - school calendar year, February to December 2014
- Road safety - crash statistics are recorded for the 2014 calendar year

Other Evaluations completed at the close of the financial year (or currently being completed) include:

- Safe School Travel Plans and Road Safety – Flow Transportation Solutions, June 2015.
- Evaluations of Electronic School Zone Signage and Minor Safety Works projects – Traffic Engineering Solutions, 2015.
- Walking School Bus Focus Group Research – Mobius Research.
- Evaluation report on cycle skills training – Mackie Research.
- External evaluation of the Attitude programme by Mackie Research (underway).
- Road Safety programmes evaluated through online panels and through social media such as Facebook and Snapchat (500 responses to the snapchat survey).
- Recidivist drink driving – pre and post surveys and tracking of reoffending rates run by providers.

Other work that influences our programme includes:

- Auckland Road Safety perceptions survey
- Strategic road safety case for Auckland
- RoadSafe Auckland Executive and Police Road Safety Assessments
- Ministry of Transport Road Safety Surveys (Public Attitudes to Road Safety, Restraint and Cycle Helmet Use, Speed & Cell-phone use surveys)

In 2015/18 a community evaluation framework will be developed to support our work in communities. We will retain the Travelwise survey but also incorporate other community measures to determine success. All our efforts will be evaluated in relation to the uppermost priority of our work, to reduce Death and Serious Injury in Auckland. In addition we will consider our success in reducing congestion and promoting the uptake of other modes of transport other than the car.

Some review of the AT Travelwise evaluation methodology has been undertaken to address the methodological effects of the growing programme size. This review will ensure the methodology is effective in reflecting the impacts of our efforts. Continued work is underway on refining the school survey methodology which will be completed by the end of 2015.

# Our Programmes In Brief

## Road Safety

Death and serious injury crashes have tragic social costs. They lead to serious disruption on the region's road network, which in turn carries economic impacts. Auckland Transport's goal is to provide an efficient, effective and safe transport system that helps make Auckland the world's most liveable city.

The social cost of crashes in 2014 was \$816million, representing a 4.1% reduction from 2013. Road deaths reduced by 29% in 2014, and serious injuries reduced by just 0.46% to 439.

**There were significant reductions in 2014 DSI for the following Safe System outcome areas:**

Safe System Outcome Area	Reduction from 2013 to 2014
School-aged road user DSI (5-18years)	-36%
Local Rural Road DSI	-21%
Alcohol/ Other Drug DSI	-10%
Maori and Pacific road user DSI	-15%
Urban South RSAP area DSI	-15%
Rural South RSAP area DSI	-23%

**There were significant increases in the following Safe System outcome areas;**

Safe System Outcome Area	Increase from 2013 to 2014
Intersection DSI	13%
Rural Road Loss of Control/ Head on DSI	39%
State Highways/ Motorways	42%
Motorcycle/ Moped DSI	24%
Rural North RSAP area DSI	41%

It is important to acknowledge that the above outcomes result from a combination of road safety promotion, safety engineering and Police enforcement interventions.

## Auckland Local Road Deaths and Serious injuries 2010-2014



Chart 1: Annual Auckland Local Road Deaths and Serious injuries (DSI) 2010 to 2014

The majority of Auckland Deaths and Serious Injury (DSI) Safe System outcome areas are trending downwards from 2010 to 2014. However, the overall five year DSI trend for vulnerable road users (Pedestrians, Cyclists and Motorcyclists) is now trending upwards from 2010 to 2014 and made up 47% of all Auckland DSI in 2014. This upward trend is aligned strongly to the increasing use of low-cost, active travel across Auckland, particularly for younger and older road users, when time spent travelling is taken into account.

Auckland vulnerable road user serious injuries, particularly for pedestrians and cyclists, are under-reported in the NZTA CAS system by up to 40% and therefore the current upward trend in DSI should be considered a very conservative measure of road safety performance in this area. Further analysis of this casualty data is ongoing and will be used in the delivery of the 2015-2018 Road Safety Promotion programme.

The 2015-2018 programme sees a transition away from large regional advertising awareness campaigns to a more risk-targeted community based delivery.

**Key additional vulnerable road user interventions for 2015/16 include:**

- Urban Motorcycle demonstration project
- Safer Speeds programme
- Further analysis of vulnerable road user DSI to assist with targeting engineering treatments
- Safer Communities safety improvements in Urban Central, Urban South and Urban North
- Encouraging behaviour change and safer transport choices through road safety promotion and skills training in collaboration with NZ Police enforcement
- Delivering safety engineering programmes at high-risk locations including crash reduction studies, Safer Communities, high-risk intersection and road improvements, speed management and road death investigations.

Improving the safety of the transport network as a whole is a collaborative effort. Community Transport have worked in partnerships with NZ Police, The NZ Transport Agency, ACC, Non-Government Organisations, road user groups and communities in the delivery of the 2014/15 programme.

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## Highlights 2014/15

### ROAD SAFETY PROMOTION

Improving the safety of young driver's remains a high priority for the Auckland Region, on average young drivers are involved in 32% of all DSI crashes in the Auckland Region.

- In the 2014/15 year over 4,000 young people and their parents have participated in the Crossroads young driver programme. This programme evolved from the Make it Home

expo held in previous years. Crossroads aims to improve the safety of young drivers across the region, it includes a student presentation, parent presentation, take home resource and classroom poster. One month after the Crossroads young driver programme was delivered, results indicate positive shifts in knowledge of young driver risks and the proportion of students perceiving specific behaviours as unfavourable (driving unlicensed or in breach, speeding and impaired driving)

- The Young Driver Snapchat campaign was an innovative approach to reaching young drivers with road safety messages. In total there were over 5,000 sign ups to the Snapchat database. Post evaluation showed 82% of users found the Road Safety 'snaps' to be informative and 72% reported it had prompted them to speak with their peers about the 'Snaps'.
- Overall 79 licence courses were delivered to young drivers aged 16-24yrs with an average of 10 students per course. The pass rates for these courses ranged from 50-95%, the key reasons given for low pass rates were young people unable to afford to sit their licence test, low literacy levels and transient nature of young people unable to be followed up.
- The Community Transport team worked in partnership with the Police, Harmony Trust and Ruapotaka Marae in Glen Innes to deliver a successful 20 hour intensive Young Driver programme over two weeks in June called Ready for the Road. The Ready for the Road programme raises awareness of driver responsibility and reduces driving-related recidivism among young unlicensed drivers from the Glen Innes community with a history of traffic offending. The programme assisted 10 high-risk young drivers to cease traffic offending and pass their learners licence.

- Targeted Road Safety promotion through a mixture of both on the ground promotion and advertising continues to provide strong results.
  - Prompted awareness results increased for all campaigns with the Red Means Stop and Back to School campaigns achieving over 40% promoted recall.
  - The #Drunksense radio advertisement won Outstanding Radio Creativity Award.
  - The Driver Distraction 'Oi' campaign received the Trafanz Leadership in Road Safety Award.
- 'Love Being a Local' road safety campaign aims to enable communities to take a lead role in raising awareness of local speed issues. There have been nine communities involved in the campaign this year- Beachlands, Glendowie, Drury, Hunua, Coastesville, Riverhead, Piha, Puhoi, and Clevedon. The campaign encourages local motorists to reduce their speed in these areas through billboards, regional newspapers, direct mail marketing and on the ground promotions at local markets and community events. The campaign incorporates a local flavour by using well-known residents at strategic billboard locations. Evaluation of the Love Your Local campaign found that of those surveyed 45% reported changing their driving behaviour as a result of the campaign.
- Increasing safety for Motorcycle riders is a high priority in the Auckland region due to the number of deaths and serious casualties involving motorcycle riders. Motorcycle DSI is one of the few themes to be trending upward from 2010-2014. The Motorcycle campaign has been running since 2013 and targets both riders and other motorists to increase awareness of motorcycle safety. Interventions include promoting safe riding, skills training, targeted enforcement/ education with NZ Police and the

identification of high risk motorcycle routes to promote safety improvements. As part of the 2014/15 campaign the 'Ride Smart. Never Be Surprised' safe riding video was released in October 2014. This video has since had over 87,000 views and has achieved the highest click through rate of any Auckland Transport campaign to date. This campaign is a collaborative approach with key partners including NZTA, ACC, NZ Police and The Motorcycle Advisory Council.

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## Safety Engineering

Safety engineering improvements implemented by AT during 2014/15 that contributed to the Auckland Safe System outcomes included:

- 98 minor road safety improvements constructed.
- Major safety improvements installed on 3 high-risk rural roads.
- 7 high-risk intersections received new red light camera treatment.
- Urban KiwiRap risk mapping completed for both urban and rural local roads.
- 29 Local Road Death Investigations.

In June 2015 Traffic Engineering Solutions Limited investigated the before and after crash saving performance of 10 Minor Safety Works Projects implemented under the Auckland City 2010/2011 Minor Safety Works Programme. Crash statistics were reviewed at each site for a 5 year period before the works were installed and a 3 year period after the works were installed. The 10 projects combined revealed a lifetime crash savings of over \$6.9million with a benefit cost ratio of 6.7, resulting in an average savings of 0.8 deaths and serious casualties per year.

## Partnerships and Road Safety Leadership and Research

In 2014/15 we have engaged in important partnerships that have served to strengthen the direction of Road Safety in Auckland. The RoadSafe Auckland Executive (RAE) structure supports alignment of strategic planning and investment while also facilitating collaborative responses to reactive requests and emerging trends through three local Road Safety Action Plan (RSAP) clusters. The priorities identified by RAE for 2014/15 were Intersections, Alcohol, High Risk Communities, Vulnerable Road Users and Speed



Key outputs of RoadSafe Auckland for 14/15 have been:

- Coordination of Red Light Camera installation. Auckland Transport, NZ Police and the NZ Transport Agency delivered a total of 7 new Red Light Camera sites in Auckland in the 2014/15 year. This provided an opportunity to align messaging, ensuring the education and enforcement programmes aligned with the installation of the new sites.
- Following the 15.2% DSI increase in 2013/14 the RAE provided the direction and mandate for the partner organisations to deliver targeted local responses to the increases. This saw increased, targeted delivery in Pedestrian and Cyclist safety, school aged road users and Maori and Pacific road users in Urban Central and Urban South.

Safe System area	Project	Responsibility	2014/15 BAU	2014/15 Planned Additional	2014/15 Delivered Additional
Safe Roads & Roadsides	High-risk Ped & Cycle locations	AT	20 High-risk schools & town centres	Urban Central & South focus	Urban Central and South targeted delivery
Safe Road Users	Pedestrian safety campaign	AT	Schools campaign	Central & South focus	Campaign to be delivered May-June 2015
	Cycle safety campaign	AT	Schools & adult training	Central adult focus	Urban Central targeted cycle training delivered
	Older Road Users	AT, Police		Safe With Age	Continued support of Safe with Age
	Maori & Pacific Road Users	NZTA, AT, Police	Urban South and Rural North projects	Mangere project	Continued delivery of Mangere Project

Auckland Transport plays a backbone role in co-ordinating the combined resources of organisations, road users and communities towards RoadSafe Auckland's goal. Through facilitation of the three Road Safety Action Plans (RSAPs) with the NZ Transport Agency, ACC, and New Zealand Police we have been able to provide targeted and agile responses to existing and emerging road safety issues at a local level.

These plans are a key tool in the coordination and delivery of road safety education, engineering and enforcement, and provide a localised lens for analysing road safety risks within smaller geographic areas. There are three RSAP clusters across the region, and these are aligned to the Auckland Road Policing districts.

Alongside this we have also supported the regional effort through research, provision of crash data analysis to Police and contribution to key discussion documents and submissions. In 2014/15 we completed submissions on NZTA Draft Speed Management Guide, Overweight Vehicles Rule, Land Transport Rules and NZ Statistics Census Review.

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## Learnings

- Auckland road safety governance is still evolving and continued work is required to ensure stakeholder efforts are aligned to high-risk themes and locations. This is linked to a noticeable reduction in crash data analysis direction and capacity from NZTA and NZ Police for Auckland, and AT is picking up more of this task. Good gains have been made in successfully advocating for implementation of new camera technology in Auckland.
- Across all our programmes we have reinforced the learning that quality engagement with people and communities is the key to improving road safety and influencing behaviour change. Working effectively in partnership with communities and with key stakeholders needs to remain our first priority.
- In Road Safety, focusing on growth and large scale promotion and advertising has been useful but we can do better.
- In the 14/15 programme we received varying levels of recorded pass rates from community providers delivering driver licence courses. In 2015/16 and beyond we will be bringing a portion of this delivery in-house to provide greater opportunities for follow up and tracking of pass rates. Where external trainers are used, Community Transport staff will work alongside them to ensure effective tracking and follow up is undertaken.
- Significant benefits are being seen from aligning the Safety Engineering Team and Community Transport Team into one Community & Road Safety department within AT including: closer collaboration and alignment of behaviour change and engineering to high risk communities.





# Travelwise

In its 14th year of implementation the Travelwise programme has reached more schools than ever before and contributed to reduction of congestion and improvements to road safety. Key pieces of research undertaken in 2014/15 were the Flow Report<sup>2</sup>, Walking School Bus (WSB) Focus group research<sup>3</sup> and the annual Travelwise evaluation. Along with feedback from participating schools and the annual process of award assessments we have clear insight into how the programme is progressing and how our customers feel about our work.



In 2014/2015 we continued to utilise a Whole School Approach to influence school communities. Together we worked with schools to incorporate Travelwise into their curriculum, ethos and organisation and in their relationship and communication with parents and community. This approach combines a focus on reducing car travel and promoting road safety along with

the associated benefits to health through increased physical activity and to the environment through reduction of emissions.

Included in the Travelwise programme are the Walking School Bus and the Bikesafe school cycle training programme along with a number of smaller reactive campaigns such as Rail Safety and HOP card promotions.

<sup>2</sup> Flow Transportation Specialists (2015) School Travel Plans and Road Safety: 2015 Research Update

<sup>3</sup> Mobius Research (2015) Walking School Bus Research with Parent Coordinators and Volunteers

2014/15 began with an intention to target the remaining schools in Auckland not on the programme. However, it soon became apparent that the programme needed to be changed and that expansion in terms of numbers of schools on the programme was not the best means of impacting on Aucklanders' lives. Therefore the rapid growth of the programme seen in 2012 and 2013 did not occur in 2014/15 as a focus was instead put on developing a quality approach to working with wider school communities most at risk.

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## Highlights

- The five year DSI trend for school aged road users (5-18) is encouragingly down, with a decrease by 36% from 80 in 2013 to 51 in 2014. Pedestrian DSI for children aged 5-10 years on weekdays in peak hours (8am-9am, 3pm-4pm) decreased 7% from 14 in 2013 to 13 in 2014, however the five year DSI trend is showing an upward trend.
- The 2015 Community & Road Safety Team target of '16,700 morning car trips avoided through school travel planning activities' was exceeded with 17,164 trips avoided. This is a substantial increase from 13/14 results, change of 4788 (base 12376). This result is a moderated figure based on the increasing average over the last four years 2012 to 2015 and a revised target will be in place for the 2015/2016 year to address the methodological effects of the growing programme size.
- After two years of rapid growth of the programme 14/15 saw this slowing down as a focus was put on consolidation of approach. We ended the period with 408 schools on the programme (76.2% of all schools in Auckland). 261, 976 Auckland children have therefore been part of Travelwise programmes.
- Crash rates involving children walking and cycling at schools that have implemented SSTPs and Active School Signage reduced by 37% after the implementation of these measures. This was a statistically significant finding and compares with a 16% reduction at schools with SSTPs alone and 14% at control schools with neither.
- A 7.94% increase in the number of children and young people park and walking to school compared to baseline accompanied an 8.06% decrease in family car use in 2014. A 5.44% increase in walking and cycling combined.
- At the end of June there were 341 active Walking School Buses across the region at 198 schools. Audits were completed prior to new WSB commencing, and routes are re-audited on a rolling programme. 82 audits were completed in the 14/15 year. 3297 contacts were made with WSB volunteer coordinators across region in 14/15. 51 new Walking School Buses established bringing the regional total to 341.
- The Bike Safe programme was delivered to 113 schools across the region. Where appropriate, this was delivered in partnership with SCOs or Regional Sports Trusts. Overall 9,449 students received Grade 1 training and 821 received Grade 2 training
- Evaluations completed on the impact of Safe School Travel Plans on child road injury, impact of Crash Reduction Study improvements on road user injury, and the impact of Electronic School Signage on travel speeds.
- 536 students and 77 teachers attended Travelwise Primary & Secondary school workshops
- 82 road safety improvements were implemented at 25 schools and 80 electronic school speed signs were installed at 29 schools.

## Programme Detail

### SCHOOLS

- 4 new schools joined the Travelwise programme creating a total of 408 schools.
- 2 regional Slow Down Around Schools campaigns were delivered.
- 4 high risk schools received rail fare evasion prevention campaigns.
- 8 secondary expos were held to promote road safety and safe and active routes to school.
- Sixteen positive blockades were held at both morning and afternoon peak times, and were supported by School management and the NZ Police to address fare evasion and engage with students around this issue.
- All local schools along the Western and Southern lines received localised safety mail outs prior to the introduction of electric trains. 4 safety presentations were delivered in schools. Regular emails and information in EDM regarding pertinent issues. Rail safety team liaised with 12 secondary schools along the network around general information, safety and fare evasion.
- AT HOP information regarding top up of cards was distributed electronically to all schools in Auckland and a targeted campaign around student concessions involving electronic data and information packs was distributed to all secondary schools in the region.

### SAFETY ENGINEERING

Engineering work supports the Travelwise programme through the provision of 'treatments' or minor physical works that are undertaken outside school gates at selected schools to improve safety for children. New road safety infrastructure is then promoted in schools on an as built/as needed basis.

- Community Transport worked with Road Corridor Operations (RCO) team to deliver a consolidated programme ensuring 50 most 'at risk' schools were signed on to the programme utilising crash risk data.
- In the latest Safe School Travel Plan (SSTP) and Road Safety 2015 Research Update, Flow Transportation Specialists investigated the effectiveness of the relationship between SSTP and Active School Signage's (40km/h Variable Speed Limit or Active School Warnings Signs) to measure crash reductions and improvement in road user safety particularly for school aged children 5-18yrs of age walking & cycling. The study assessed 20 schools exposure to crash risk with a SSTP and the presence of an active school signage, 20 schools exposure to crash risk with a SSTP without active school signage, as well as assessed 20 schools exposure to crash risk without SSTP. At schools with both SSTPs and Active School Signage, the chance of a crash involving children walking and cycling reduced by 49% per pupil, and reduced by 33% per vehicle-kilometre travelled. In both cases the reductions were statistically significant.

### CYCLE SAFETY SKILLS TRAINING PROGRAMME

We work in partnership with NZ Police and School Community Officers across Auckland to deliver cycle training to Auckland children. Our programme provides cycle safety education and cycle training to students across the region. There were no fatal & serious crashes involving 5-18 year old cyclists in the Auckland Region in 2014. Cyclist DSI for children aged 5-18 years on weekdays during peak hours (7-9am & 3-5pm) reduced from 3 in 2013 to 0 in 2014.

- Worked in partnership with the Bikes in Schools programme to deliver cycle skills training to teachers so they can teach their classes safe cycle skills. Training was delivered to 62 teachers in 6 schools.

- A new helmet safety programme was also developed in partnership with Bikes in Schools where all teachers and students will be taught how to fit a helmet correctly with follow-up monitoring to ensure that helmets continue to be fitted correctly after the training. This programme will be rolled out in 2015/16.
- A process evaluation was conducted which has shown that the BikeSafe programme is consistent with the NZTA guidelines, overall the delivery is of high-quality and schools perceive the programme to be very valuable. Key points for programme improvement have been identified and will be integrated into 2015-18 programme
- A new bike heritage and safety follow-up programme was developed and trialled in 3 schools. Cycle safety messages were woven into the programme and a helmet fitting reminder session included.
- Issues on routes to school were identified and investigated for improvements through the Travelwise programme. The Dominion Road cycle routes project provides cycling connections to schools. The new routes cover about 12km, passing 16 schools serving 12,000 students. Cycle skills training was heavily promoted to the schools in the area, with 9 schools taking up the opportunity.
- Cycle safety events aimed at families were promoted to schools via the Travelwise programme.
- Developed area focussed volunteer engagement strategies identifying support and resources required to maintain bus numbers on programme.
- Developed and delivered volunteer development sessions across the region focusing on first aid and network support. Sessions were attended by 351 volunteers. Volunteer professional development was supported by the two Youtube videos this year.
- AT website updated with current WSB information 2058 related page views for 14/15 year. Two WSB videos were produced for Youtube to support volunteers and have received 1354 views.
- Focus Group research was conducted by Mobius Research<sup>4</sup> to further explore issues facing the programme that were identified in previous year's evaluation. Key areas that were explored were experiences of volunteers and coordinators, retention of volunteers and children on the bus, attracting walkers and the merit scheme.

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## Learnings

- In 14/15 it was identified that the Community and Road Safety programme needs to offer a more consolidated approach between engineers and community transport coordinators to increase engagement prior to infrastructure changes and promotion of safe use afterwards. This will form a key part of the 15/18 programme.
- Our attempts to recruit all schools into the Travelwise programme has resulted in a "thin spread" of some of our efforts rather than a quality, targeted approach in key locations. It is felt that more effective gains can be made in high risk communities with an intensive effort.

### WALKING SCHOOL BUS PROGRAMME

In 2014/15 a concerted effort was made to engage with volunteers and provide resourcing to them that offered professional development, new innovation for encouraging students to walk on buses and asked for their input in how to improve the programme.

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<sup>4</sup> Mobius Research Ltd (2015). Walking School Bus Focus Group Evaluation

- For Public Transport, blockades and fare evasion enforcement was undertaken successfully and fulfilled a purpose but in order to provide a more effective network in the long term there should be some consideration of the social context of fare evasion and planning to ensure PT is accessible to all community members. This will be better achieved through a quality community approach in high risk areas.
- The Walking School Bus this year saw improvements to online resources with the inclusion of two safety videos for volunteers. This has increased access of professional development tools to those volunteers unable to attend training sessions. The biggest challenge facing the programme is attracting new parents (and their children) to the Programme. *“They have such a focus on rewarding the kids, they need to hook the parents in”*
- Focus group research revealed there was a strong view that Auckland Transport, along with the schools themselves needs to be playing a far greater role in attracting new parents (succession planning) to the Walking School Bus programme. Parents were also of the view however that significantly more could be done (by the school) to promote and market the programme at a local level.
- For cycling this year we embarked on the development of an overall framework that will monitor the programme for the next three years. This new framework will enable us to better measure the impacts of the programme both on cycle safety and cycle frequency. There will also be short term measures using post-training surveys and tests with students. This year we further explored the concept of cycle trains but the barriers to implementation are still great and we no longer feel this is an avenue to push until such time as there are more safe routes established to certain schools.
- Traffic Engineering Solutions Limited conducted an investigation in July 2015 on the effectiveness of electronic school zone signage (ESZS), this included a mix of both School Speed Zone Signs (SSZS) and active warning signs at 13 schools across the Auckland Region, focusing on their impact during school zone operating periods. The investigation identified issues with the effectiveness of the ESZS. There are problems with ESZS not being switched on when they should be and poor compliance with the SSZS. Auckland Transport (AT) needs to work with schools to improve the reliability and consistency of ESZS operation. This should include exploring opportunities to increase the level of automation in the operation of the signs and remote monitoring of sign operation. AT also needs to work with the Police to improve compliance with SSZS.





# Commute Travel Planning Programme

The TDM team's Statement of Intent target was to reduce Single Occupancy Vehicle (SOV) trips during the weekday morning peak by the equivalent of 4,043 trips – the team's work resulted in a huge 5,565 trip reduction. To put that in perspective – 5,565 cars queued bumper to bumper would stretch for over 22 kilometres. The reduction in SOV trips took an estimated 14 million kilometres of vehicle travel off the network during the year, and reduced annual CO<sup>2</sup> emissions by over 4,600 tonnes.

The team added an additional 17 organisations to the Commute Programme during the 2014/15 year and progressed 23 organisations to the 'launched' or active phase, both above the target of 10 for each category. Newly 'launched' organisations include Auckland Council, Fonterra and Manukau Institute of Technology. The team delivered a massive 181 events, packages or activities resulting in direct engagement with over 13,000 people.

## Travel Demand Management programme targets 2014/15

KPIS AND TARGETS	TARGET		2014/15 RESULT
Reduce in single occupant vehicle trips in the morning peak	4,043	✓	5,565
<b>Increase number of organisations on Commute programme:</b>			
• New sign-ups	10	✓	17
• Progressed to launched	10	✓	23
<b>Increase engagement and participation in the programme:</b>			
• Events, activities and packages delivered	50	✓	181
• Direct engagements			13,000+
• Commute web page views			10,000+
Increase carpooling registrations on Let's Carpool	6,500	✓	7,001
Increase uptake of carpooling		✓	Higher rate of carpooling for Auckland Lets Carpool registrants compared to Census data.
<b>Behaviour change:</b>			
• PJPs	30%	✓	67%
• Give it a Go	30%	✓	46%

## Highlights

- The 2014/15 year saw a further shift away from developing formal travel plans to delivering “packages” of travel initiatives and engaging with organisations, staff and students. The benefit of this approach is that organisations can be provided with what is appropriate for them and their staff / students. The most popular package offered was the Public Transport ‘Give it a go’ package. Continuation of the Personalised Journey Planning programme and a marked increase in the number of events run by the team saw an emphasis on direct engagement.
- The ‘Give it a Go’ package provides a 2-week public transport trial for people who usually drive to work or study. In 2014/2015, over 1200 AT HOP cards were issued through Commute organisations and Personalised Journey Planning (PJP). Ongoing monitoring shows that 46% of cards used in the trial are topped up and have continued use after the end of the trial period. This indicates that long term behaviour change is achieved through this programme.
- The benefit to cost ratio for the Give it a Go package is significant: a ratio of 7.7 to 1 for morning peak trips and a huge 24.8 for all trips.
- The implementation of Personalised Journey Planning (PJP) from the 2013/14 year has been extended into 2014/15, with successful PJP completed in Birkenhead and Titirangi/Green Bay. Evaluation responses for the two PJP showed an average 67% behaviour change (with most transferring to public transport), increased physical activity and an estimated reduction of over 17,000 SOV trips per annum.
- The TDM team manage the Let’s Carpool programme, Facebook page and website for the Auckland region. During June alone, the TDM team held 20 carpooling events to support Let’s Carpool’s main promotion, Kiwi Carpool Week. The Auckland Let’s Carpool website had a total of 7,001 registrations by the end of June, exceeding the KPI of 6,500. Nearly 20% of Auckland Let’s Carpool registrants carpool at least once a week<sup>5</sup>, compared with 4.5% of employed Aucklanders travelling to work as car / van passengers in the 2013 Census (i.e. max 9% carpooled, counting a driver plus 1 passenger).

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## Partnerships

- AT Metro, Customer Service Centre and AT HOP: AT Metro and CSC provide staff to help with queries at Expos when needed. AT HOP provides a quick and efficient service for issuing HOP Cards, and for providing quarterly data on HOP Card use.
- Sustainable Business Network: Initial work is underway on establishing ‘Working Hubs’ – locations where people are able to work remotely, either in their own community or at a location that reduces vehicle pressure on the road network. The TDM team and AT’s Plans Policy and Sustainability Team partnered with SBN on the planning of a Smart Transport Forum (held early August 2015).
- Commute organisations: Partnership with these organisations is essential to help achieve reduction in car use for the commuter trip. This is especially important for larger organisations such as DHBs, universities and Business Associations. Organisations submitting high customer satisfaction ratings included Smales Farm BA, Waitemata DHB, MIT and Unitec.

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<sup>5</sup> Auckland Transport. Let’s Carpool National Survey Results: Auckland Region Summary 2014.





## Learnings

- The evaluation process and calculation of the SOV reduction revealed the need to do more follow-up surveys across a range of organisations. This will add robustness and provide greater confidence in the SOV calculation. An alternative method of calculation was considered and the SOV result would still have exceeded the target but was rejected due to added complexity.
- The package approach provides flexibility for organisations but still leaves the option open to develop a travel plan if appropriate. While quantitative evaluation methods can be applied to the PT 'Give it a Go' package, by tracking HOP card use, it is more difficult to evaluate behaviour change for shifts to other modes such as walking and cycling: evaluation methods for these packages, as well as for new packages such as Flexi-working need further investigation.
- New approaches to the TDM task are extending the way we think about TDM and provides new opportunities for the way we engage with organisations, individuals and the public.

## Looking forward

For 2015/16 we will continue to extend and adjust the way we work:

- Targeting tower blocks in CBD rather than the individual businesses within them.
- Aligning TDM work with transport infrastructure projects to maximise benefits
- Shorter, more focussed surveys for baseline and follow-up.
- Promoting more packages such as Walking and Flexi-working.
- Exploring options to promote car sharing beyond the existing Let's Carpool including the use of new technology and social media.
- Reaching a wider audience through video campaigns.
- Promoting the health benefits of active transport.

This year's PJPs will target locations based on demographic research and capacity / propensity for non-SOV travel.

We intend to expand our work with Business Associations and business areas (including Auckland Airport), and work with new residential areas such as Hobsonville Point and Stonefields. The Resource Consent process for developments may create opportunities for travel plans. The development of Transport Management Associations (TMAs) is also a priority, starting with Wynyard Quarter.

# Walking and Cycling

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In addition to the work around schools and cycle training, the Walking and Cycling team undertook a comprehensive programme of community based activities, cycle training and events. Cyclist DSI increased by 3% from 40 (2013) to 41 (2014). Upwards trends are particularly evident in Urban Central and in Urban South. There was a 2% reduction in pedestrian DSI in 2014 from 2013. However, the five year (2010 - 2014) pedestrian DSI rate is still on an upward trend. The upward trend is particularly evident in Urban Central and Urban South so these areas will continue to be targeted in 2015/16 as will younger pedestrians aged 5 - 19 who are over represented.

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## Highlights

- Delivered the Spring Cycle Safety - Cycling's the Go programme which included cycle safety skills training, local and regional events and a multi-media campaign using print, online and social media channels.
- An intensive external evaluation was conducted on the adult cycle training sessions. The full report has provided very positive feedback as well as recommendations for further improvements. With regard to adult training: "Congratulations to AT for providing such valuable training. An amazing assortment of nationalities and ages at each course. Excellent tutors!"
- The Open Streets event on Quay Street attracted 30,000 people with 2,000 person to person cycling engagements on the day and 64 people trialling cycling. Prompted awareness of the event was 30% and feedback was overwhelmingly positive, with requests to make the event space bigger, and the event longer.
- Active Modes research with Auckland residents was conducted for a third year but followed a new format with questions around key destinations people cycle to, the routes they use, and how they select those routes. For the first time, follow-up focus groups were held with key target groups with more in-depth questioning on route choice. The research will be used to contribute knowledge to develop safe routes between popular destinations.
- The addition of a video to promote the bike bright message attracted a lot of attention. Engaging with cyclists about biking bright in the winter through a Facebook competition was also successful. We received positive feedback about having messages aimed at both motorists and cyclists. This year was the first time we had tried winter cycle training courses. There was demand for maintenance courses which included tips on making sure bikes were safe for winter, so we will continue with these courses in 2015/16.
- Delivered the Winter Cycle Safety - Cycling's the Go programme (still to be evaluated) which included two promotional campaigns, cycle skills training and events.

- Delivered the Summer Cycle Safety - Cycling's the Go programme which included cycle safety skills training, local and regional events and a multi-media campaign using print, online and social media channels. 26% awareness with 36% among regular cyclists, an increase of 7% on last year's campaign (survey results are for combined spring and summer campaigns).
- Delivered 'Bike Bright' campaign targeting cyclists with bus backs, billboards, print media, online, social media competition and video to remind cyclists to bike bright in winter
- Access to winter cycling information included the video, a newly revamped safety tip sheet, links to the Bikewise website, and improved information on the AT website with unique winter landing page.
- A series of 'great ride passports' were developed to show people safe places to ride and build their confidence. The passports were created in hard copy and also put online on a special landing page.
- More work will be done in 2015/16 to develop training pathways as per recommendations in the cycling programme evaluation report.
- After 3 years of the Share the Road bus back campaign it is time to refresh this for 2015/16. This will be done in conjunction with NZTA to ensure alignment to any national campaign. Working with CAN on the Road User Workshops has highlighted an opportunity to provide more education to cyclists about riding near heavy vehicles and ideas for engaging with cyclists on this have been developed.
- The Go By Bike Day activities attracted less people than in previous years. There is opportunity to revamp activity for this day in 2015/16.
- The Great Ride Passports were met with positive feedback when handed out at events. The NZ Herald also ran an article about them. In 2015/16 we will ensure these are more widely distributed through a launch to generate more media exposure.

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## Learnings

- The themed rides continue to be popular and provide people with an opportunity to 'try riding a bike' in a safe supportive environment under the guidance of qualified instructors outside of more formal training sessions. They also provide people who have attended sessions to progress to a themed ride. The 2015/16 programme will build on this initiative to attract a wider audience.
- The new format of the Active Modes research provided richer data than had been received before. This, along with the focus group insights, will enable more effective planning for routes. The introduction of maps showing how to cycle to events generated a lot of interest and we have more event organisers wanting this service provided for future events. More work needs to be done to update the regional cycle maps as these continue to be in high demand.





# Customer Satisfaction

Delivering an exceptional customer experience is pivotal to encouraging Aucklanders to consider alternative transport choices. Community Transport has developed customer satisfaction targets for two of its programmes and for our responsiveness to resource consent and plan change requests.

A number of different measures are used to determine customer satisfaction and given the different teams working with communities they are not comparable with each other. However, they do reflect Auckland Transport's continued commitment to deliver a great customer experience at all times.

Delivering an excellent customer service experience has been a core component of our programme and a priority for Community Transport. Our commitment to generating customer satisfaction is clear in our customer satisfaction ratings in 2014/15.

- 82.6% of teachers felt satisfied or very satisfied with assistance of Auckland Transport over the last 12 months in helping meet Safe School Travel Plan objectives.
- WSB Customer satisfaction was 79.5% (averaged across regions).
- In Travel Demand Management: 88% for PJPs; 74% for Commute Coordinators; 69% for AT support overall.

We will continue to prioritise the people of Auckland, our customers, through continually striving to understand customer needs and interacting with professionalism at all times.

# Looking Forward to 2015/18

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This report has documented a journey towards a new way of working, at the end of a period that has focused on growth and increasing our sphere of influence. Now that our organisation is well established and the direction for Auckland is clearly defined, we can plan to increase the quality and outcomes of our work and offer a more efficient, targeted and integrated approach.

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We are committed to reviewing lessons learned and see this to signify that as an organisation we are becoming increasingly reflective and adaptable as we strive to make change in Auckland. Focusing on growth, large scale promotion and advertising has been useful for establishing our organisation as a key partner in road safety and a “familiar face” in Auckland but we can now aspire to achieve even better outcomes. The key driver behind this is not change for change’s sake but a commitment to increasing our effectiveness and ensuring our leadership in road safety is not in isolation but part of a broader strategy.

In addition to presenting the very successful parts of our programme, this report also identifies that the School Travelwise programme, in existence for more than a decade, has reached maturity and is no longer sustainable in its current form. In 2014/15 we slowed the rapid growth of the programme as it was not seen to be the best way to reduce death and serious injury and offer a quality service to our customers. Staff time and funding has been spread across a large number of schools and resulted in a situation where our programmes

have been less effective as we have not been able to respond to local situations and local people’s needs. Across all our programmes we have learned that more quality engagement with people and communities is the key to improving road safety and influencing behaviour change. There is potential for greater gain if we work with more focus in high risk areas.

The safety of vulnerable road users (motorcycles, pedestrians and cyclists) on the Auckland Network continues to be of concern, making up 47% of all Auckland DSI in 2014 and trending upwards over five years. Further analysis of this casualty data is ongoing and will be used to target delivery of the 2015-2018 Road Safety Promotion programme. Safety is the primary driver of our work with communities but it is anticipated this focus, along with supplementary activities, will also reduce car use and result in increased uptake of walking, cycling and public transport use.



Priorities for the 2015 – 2018 period have been aligned with National priorities along with the objectives of the RoadSafe Auckland Executive. Their continued governance of Road Safety in Auckland will ensure that we have a robust programme that links local and regional priorities to the bigger picture provided by the Safer Journeys Strategy 2010-2020. This will be further strengthened through the establishment of an Auckland Region Road Safety Plan for all roads by the RoadSafe Auckland Executive. The 2015-2018 Road Safety Promotion programme will continue to be delivered alongside our RoadSafe Auckland Executive partners NZ Transport Agency and NZ Police and will see a transition away from large regional advertising awareness campaigns to more risk-targeted community based delivery.

We have increased our capability in terms of analysing and reporting crash data so that we are able to generate information from internal resources rather than relying on accessing it from external sources such as NZTA and the Police. With this increased capacity we are better able to produce more strategic data for our partners and will also foster an increased capability within NZ Police to develop their own crash analysis. Our investigations are highlighting the key areas of risk to be Urban South and Urban Central communities so our work will be more concentrated in these areas in 2015 - 2018. Safe System training has been progressed during 2014/15 in collaboration with NZ Police and NZ Transport Agency to increase understanding amongst our Auckland staff responsible for creating a Safe System free of death and serious injury. This professional development will be continued through 2015/18.



The new structure of Community and Road Safety has created more opportunities for interdepartmental collaboration, particularly between engineering teams and staff working closely with communities. In 2012 – 2015 the various components of the programme have been effective but have not necessarily made the most of collaboration or explored the potential of working collectively to achieve greater impact. To be more effective at a local level, closer alignment and joint planning of road safety work with communities, schools and engineering has been incorporated into a new community based framework. Developing links and understanding with our AT Maintenance teams will be crucial to improving road safety outcomes on our rural network during 2015/18.

In essence we have learnt that integration of departments and of programmes leads to better outcomes. An example is the alignment of our Red Means Stop campaign with the installation of new red light camera sites in Auckland. This required coordination with internal teams as well as RoadSafe Auckland partners, The NZ Transport Agency and NZ Police. This programme delivered media campaigns aligned with enforcement pre and post installation of new sites to ensure communities were informed of the new sites.

For Travel Demand Management a key objective is to maximise efficiency and impact through working in more innovative ways, resource packages and aligning with other AT departments and infrastructure projects. Along with the Travel Demand Management team, there is a need for Community and Road Safety to strengthen the relationship with the Public Transport arena as this becomes a key focus for Auckland. Public transport can demonstrate connections with both road safety and increases in walking within communities.

To support the new direction a community evaluation framework is being developed to better understand the effectiveness of our programme and provide more robust documentation of the impact we are having. At the same time our collective impact approach will be integrated in a way that encourages innovation and allows new ideas and approaches to emerge from our engagement with communities.

To prepare Community and Road Safety staff to work with the more collaborative and quality community based approach we are internally providing a comprehensive programme of professional development and training of staff in:

- Community Consultation and engagement strategies
- Investigating communities – strategies and techniques
- Collective Impact and strategies for solving complex social problems
- Influencing behaviour change
- Community Evaluation and Results Based Accountability

We will also be ensuring all staff are trained in using a Safe Systems approach and explore other training programmes that can assist us in developing a highly skilled workforce well placed to meet our organisation's objectives.

We look forward to a programme in 2015 – 2018 that reflects a renewed commitment to making a difference to the lives of people living in Auckland. The lives of all Aucklanders are not the same and it is our priority to ensure we work with the most vulnerable road users, and in communities where, for a range of reasons, the risk of death or serious injury from road use is high. Most of our work will be at a local level rather than regional and will be focused and collaborative. We look forward to making a significant contribution to our changing city.

# Appendix A: Resource List

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To access all of our online resources, videos and campaign information visit the Road Safety homepage:

[AT.govt.nz/driving-parking/road-safety/](https://www.at.govt.nz/driving-parking/road-safety/)

## Speeding

[AT.govt.nz/driving-parking/road-safety/speeding/](https://www.at.govt.nz/driving-parking/road-safety/speeding/)

## Distraction

[AT.govt.nz/driving-parking/road-safety/distractions/](https://www.at.govt.nz/driving-parking/road-safety/distractions/)

## Young Driver

[AT.govt.nz/driving-parking/road-safety/young-drivers/](https://www.at.govt.nz/driving-parking/road-safety/young-drivers/)

## Drink Driving

[AT.govt.nz/driving-parking/road-safety/drink-driving/](https://www.at.govt.nz/driving-parking/road-safety/drink-driving/)

## Intersections

[AT.govt.nz/driving-parking/road-safety/intersections/](https://www.at.govt.nz/driving-parking/road-safety/intersections/)

## Motorcycles

[AT.govt.nz/driving-parking/road-safety/motorcycle-safety/](https://www.at.govt.nz/driving-parking/road-safety/motorcycle-safety/)

## Safety Around Schools

[AT.govt.nz/driving-parking/road-safety/road-safety-around-schools/](https://www.at.govt.nz/driving-parking/road-safety/road-safety-around-schools/)

For Travelwise, School Travel and Walking School Bus resources and information:

[AT.govt.nz/cycling-walking/school-travel/](https://www.at.govt.nz/cycling-walking/school-travel/)

[AT.govt.nz/cycling-walking/school-travel/walking-school-bus/](https://www.at.govt.nz/cycling-walking/school-travel/walking-school-bus/)

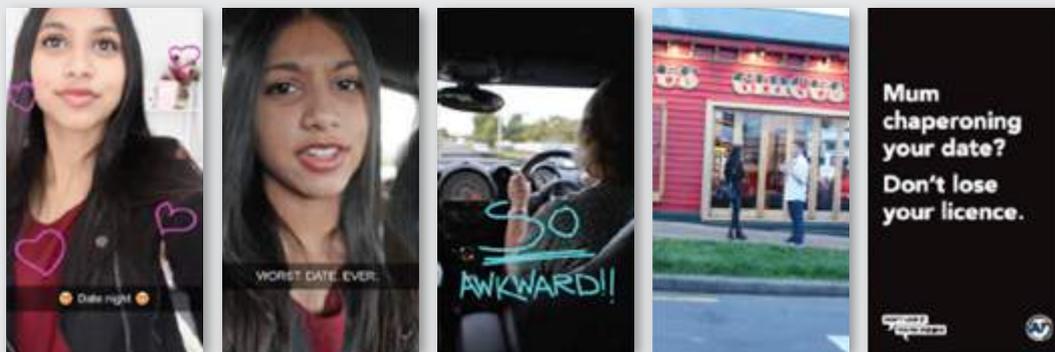
Walking School Bus road safety and hazard identification guidelines video

[www.youtube.com/watch?v=7DX6b64z7ro](https://www.youtube.com/watch?v=7DX6b64z7ro)

## Back to School Campaign – Speed



## Young Driver Snapchat Campaign



## Love Being Local – Speed



## #DrunkSense





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