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**ORDINARY MEETING**

**OF**

**SAFER SPEEDS HEARING SUBCOMMITTEE**

**AGENDA**

**Time:** 3:00pm  
**Date:** Thursday, 4 June 2020  
**Venue:** Virtual Meeting

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**MEMBERSHIP**

Mayor Foster  
Councillor Calvert  
Councillor Condie (Chair)  
Councillor Foon  
Councillor Matthews  
Councillor Pannett  
Councillor Paul  
Councillor Rush  
Councillor Young

**Have your say!**

*You can make a short presentation to the Councillors at this meeting. Please let us know by noon the working day before the meeting. You can do this either by phoning 04-803-8334, emailing [public.participation@wcc.govt.nz](mailto:public.participation@wcc.govt.nz) or writing to Democracy Services, Wellington City Council, PO Box 2199, Wellington, giving your name, phone number, and the issue you would like to talk about. All Council and committee meetings are livestreamed on our YouTube page. This includes any public participation at the meeting.*

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## **AREA OF FOCUS**

The Safer Speeds Hearing Subcommittee is responsible for receiving submissions from the public on the proposed 30 km/h speed limit for the city centre.

**Quorum:** Five members

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## 1. Meeting Conduct

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### 1.1 Karakia

The Chairperson will open the meeting with a karakia.

<b>Whakataka te hau ki te uru,</b>	Cease oh winds of the west
<b>Whakataka te hau ki te tonga.</b>	and of the south
<b>Kia mākinakina ki uta,</b>	Let the bracing breezes flow,
<b>Kia mātaratara ki tai.</b>	over the land and the sea.
<b>E hī ake ana te atākura.</b>	Let the red-tipped dawn come
<b>He tio, he huka, he hauhū.</b>	with a sharpened edge, a touch of frost,
<b>Tihei Mauri Ora!</b>	a promise of a glorious day

At the appropriate time, the following karakia will be read to close the meeting.

<b>Unuhia, unuhia, unuhia ki te uru tapu nui</b>	Draw on, draw on
<b>Kia wātea, kia māmā, te ngākau, te tinana, te wairua</b>	Draw on the supreme sacredness
<b>I te ara takatū</b>	To clear, to free the heart, the body
<b>Koia rā e Rongo, whakairia ake ki runga</b>	and the spirit of mankind
<b>Kia wātea, kia wātea</b>	Oh Rongo, above (symbol of peace)
<b>Āe rā, kua wātea!</b>	Let this all be done in unity

### 1.2 Apologies

The Chairperson invites notice from members of apologies, including apologies for lateness and early departure from the meeting, where leave of absence has not previously been granted.

### 1.3 Conflict of Interest Declarations

Members are reminded of the need to be vigilant to stand aside from decision making when a conflict arises between their role as a member and any private or other external interest they might have.

### 1.4 Confirmation of Minutes

The minutes of the meeting held on 13 May 2020 will be put to the Safer Speeds Hearing Subcommittee for confirmation.

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## **1.5 Items not on the Agenda**

The Chairperson will give notice of items not on the agenda as follows.

### ***Matters Requiring Urgent Attention as Determined by Resolution of the Safer Speeds Hearings Subcommittee.***

The Chairperson shall state to the meeting:

1. The reason why the item is not on the agenda; and
2. The reason why discussion of the item cannot be delayed until a subsequent meeting.

The item may be allowed onto the agenda by resolution of the Safer Speeds Hearing Subcommittee.

### ***Minor Matters relating to the General Business of the Safer Speeds Hearing Subcommittee.***

The Chairperson shall state to the meeting that the item will be discussed, but no resolution, decision, or recommendation may be made in respect of the item except to refer it to a subsequent meeting of the Safer Speeds Hearing Subcommittee for further discussion.

## **1.6 Public Participation**

A maximum of 60 minutes is set aside for public participation at the commencement of any meeting of the Council or committee that is open to the public. Under standing order 31.2 a written, oral or electronic application to address the meeting setting forth the subject, is required to be lodged with the Chief Executive by 12:00 noon of the working day prior to the meeting concerned, and subsequently approved by the Chairperson.

Requests for public participation can be sent by email to [public.participation@wcc.govt.nz](mailto:public.participation@wcc.govt.nz), by post to Democracy Services, Wellington City Council, PO Box 2199, Wellington, or by phone at 04 803 8334, giving the requester's name, phone number and the issue to be raised.

## 2. General Business

# CENTRAL CITY SAFER SPEEDS CONSULTATION REPORT

### Purpose

1. This report asks the Safer Speeds Hearings Subcommittee to recommend the schedule laid out in **Attachment 1** to the Strategy and Policy Committee for adoption.

### Summary

2. The Central City Safer Speeds project is part of the Let's Get Wellington Moving (LGWM) early delivery programme.
3. Currently the default speed limit on Wellington City streets is 50km/h. The main exception to this is the full extent of the Golden Mile where the speed limit is 30km/h. There are no streets in the central city above 50km/h.
4. The early delivery programme focuses on progressing LGWM's vision which is for Wellington to be a great harbour city, accessible to all, with attractive places, shared streets, and efficient local and regional journeys. Setting safer speeds in the central city is an important first step. A safer speed limit will help to make the central city more pleasant and appealing for everyone, especially for people walking, riding bikes and using other forms of micro-mobility.
5. At the 5 February 2020 Strategy and Policy Committee officers were given approval to consult on changing the speed limits on the central city streets outlined in **Attachment 1**.
6. Consultation began on 24 February 2020 and closed on 31 March 2020 (37 days). We received 1712 submissions including 24 from stakeholder groups.
7. 64 percent of submitters supported the proposal while 34 percent opposed it.
8. After analysing all feedback, officers, on behalf of LGWM, are proposing to formally change the speed limit to 30 km/h on streets scheduled in **Attachment 1**. There are no changes recommended to the consultation proposal.

### Recommendation/s

That the Safer Speeds Hearings Subcommittee:

1. Receive the information.
2. Agree to recommend to the Strategy and Policy Committee that it makes resolutions under Part 6 of the Wellington City Consolidated Bylaws to set the speed limits as

stated in **Attachment 1: Proposed Speed Limit Changes**.

3. Note the results of the public consultation process to the effect that 1712 submissions were received.
4. Note that the process to change a speed limit as described in both the Land Transport Rule: Setting of Speed Limits (2003) and Part 6 (Speed Limits) of the Wellington City Consolidated Bylaws, has been followed.
5. Note that in accordance with the Land Transport Rule: Setting of Speed Limits (2003) and Part 6 (Speed Limits) of the Wellington City Consolidated Bylaws, the resolution will be recorded in the Register of Speed Limits and the relevant speed limits on the Council's Speed Limit Plans cease to exist.

## Background

9. This project is being undertaken through Let's Get Wellington Moving (LGWM), a joint initiative between Wellington City Council (WCC), Greater Wellington Regional Council (GWRC), and Waka Kotahi New Zealand Transport Agency (the Transport Agency). LGWM seeks to deliver an integrated transport system that supports the community's aspirations for how Wellington City will look, feel and function. The LGWM programme objectives are to deliver a modern transport system which enhances liveability, access, multimodal transport options, safety and resilience.
10. The programme objectives that directly apply to the Central City Safer Speeds project are to:
  - enhance the liveability of the central city
  - provide more efficient and reliable access for everyone
  - improve safety for everyone.
11. Creating a more equitable and safer transport network is also a key priority of the 2018 Government Policy Statement on land transport (GPS). In particular the GPS supports investment to accelerate the implementation of the Transport Agency's Speed Management Guide.
12. The GPS is supportive of liveable cities by improving walking, cycling and public transport and by increasing transport choice. Having a transport system that promotes equitable access and liveability is vital for creating safer, more attractive and more accessible urban environments.
13. The Wellington Regional Land Transport Programme has a vision of delivering a safer system for all users of the network. Specifically, the programme sets the goal of reducing the number of cyclists and pedestrians killed and seriously injured by at least 50 percent by 2025.
14. The recommended changes are in line with the upcoming transport strategy as well as the previously adopted transport hierarchy. The changes will also contribute to the Council's First to Zero and Wellington towards 2040: Smart Capital policies.

15. As the city's population grows, our transport system will need to change to enable a range of more space-efficient transport choices so all people can easily access employment, education, recreational and social opportunities.
16. The central city already has lower speed areas. Parts of Lambton Quay and Willis Street have been 30km/h since 2006. The rest of the Golden Mile – Lambton Quay north of Panama Street, Manners Street and Courtenay Place – became 30km/h in 2010.
17. LGWM's Early Delivery programme also includes reviewing the speed limits along SH1 east of Mt Victoria Tunnel and the provision of a pedestrian and cycle crossing on Cobham Drive. Early engagement with key stakeholders on the Cobham Drive crossing and safer speeds will start in late May, with wider community engagement to follow.
18. The Council is the road controlling authority for local streets. The Council can formally adopt a new speed limit by passing a resolution under the Wellington Consolidated Bylaw 2008, Part 6, Speed Limits.
19. In this decision the Council is not able to change the speed limits on streets that weren't proposed to change in the consultation. For example, Taranaki Street or streets in Mt Victoria. Any desire for an expansion of lower speed limits throughout Wellington would need to follow a new process, including establishing an evidence base, consultation and engagement, and traffic resolutions.
20. Officer recommendations have been reached in consultation with other LGWM partners and have gained appropriate support from GWRC and the Transport Agency.

## **Discussion**

21. Consultation was open from 24 February until 31 March, a total of 37 days.
22. The consultation was advertised through numerous channels including:
  - letters to all residents, businesses and owners in the affected area
  - Dominion Post ¼ page advert
  - public digital displays
  - public poster displays
  - social media channels
  - targeted internet search results
  - targeted stakeholder briefings.
23. There were 1712 submissions from individuals and organisations. A copy of all submissions is available through Democracy Services.
24. Over half (52 percent) of the respondents strongly support the proposal with a further 12 percent supporting the proposal.
25. A quarter (25 percent) of respondents strongly oppose the proposal with a further 9 percent opposing the proposal.
26. Support for the proposal remained steady through the consultation despite COVID alert level changes.

27. Submitters saw the proposal as favourable to people walking and riding bikes, for people with mobility issues and for people who live and work in the area.
28. The impact on people who own or operate businesses, use public transport or drive a vehicle was seen as less positive however neutral and positive submissions still outnumbered the negative for these demographics.
29. The main reasons people disagreed with the proposal were concerns that lower speeds would add to traffic congestion, and the belief that people already drive at 30km/h because of congestion.
30. Implementing a 30km/h speed limit throughout most of the central city will make Wellington a more attractive and pleasant place to be, through providing a safer, more pedestrian-friendly and less car-dominated environment.
31. Cars travelling at 30km/h produce half the noise of a car travelling at 50km/h.
32. Lower speeds will help improve amenity for street-level cafes, shops and outdoor public spaces and parks, and make it safer and easier to get around the central city by bike.
33. Since the beginning of 2014 there have been 492 crashes attended to by Police in the proposal zone, with 22 of these resulting in serious injuries.
34. Of the 22 serious injuries, 15 have been to pedestrians or people riding bikes.
35. A pedestrian hit by a driver travelling at 30km/h has, on average, an 85 percent chance of surviving compared with a 30 percent chance of survival at 50km/h.
36. Waterloo Quay, Customhouse Quay (north of Panama Street), Jervois Quay, Cable Street, Wakefield Street (east of Taranaki Street), Kent Terrace, Cambridge Terrace and Taranaki Street have been left as they currently are to encourage vehicle drivers on to the main arterials. The proposed consultation option will discourage drivers from using quieter streets to avoid congestion on main streets by clearly indicating where faster vehicles should travel.
37. Officers are recommending two speed limits, 30km/h and 50km/h, for uniformity across the city, making it simpler for people. This will also minimise the number of signs and visual clutter required during implementation.
38. There are a number of other areas within or adjacent to the central area where safe speed limits less than 50km/h will be considered in the future. These will be brought forward as the LGWM programme progresses.
39. All streets where the speed limit is changed will be monitored after any speed limit changes to ensure they are meeting the requirements of the speed management guide.
40. Making physical changes to streets (such as cycle lanes, pedestrian-only areas) is out of scope for this project. It is expected other Let's Get Wellington Moving projects will address the design of streets.

41. Given the current COVID-19 alert level officers have expedited the project timeline. If the recommended option is approved by the full Strategy and Policy Committee on 11 June it is expected new speed limits will be implemented in late July.
42. The full consultation report can be found in **Attachment 2**.
43. Additional rationale and information for the proposal can be found in the case for change in **Attachment 3**.
44. Crash and speed information can be found in **Attachments 4 & 5**. Supplemental information to this can be found in the related documents section of the central city safer speeds website.
45. The full advertising report can be found in **Attachment 6**.

## **Options**

46. There are a number of options available to the Council. Some of these options are outlined below:
  - A. Support the implementation of changed speed limits in late July in line with officer recommendations.
  - B. Leave the speed limits on central city streets as they are currently posted.
  - C. Select individual streets to remove from the recommendation and either change to a different speed other than 30km/h or leave as currently posted.
47. Option A is officers' preferred response. It allows for the quick implementation of more appropriate speeds on the majority of central city streets without the need for physical interventions, while providing for clear direction on where through traffic should travel.
48. Option B is not recommended. As outlined there is a clear public mandate for change, supported by research that shows lower speed limits are safer for vulnerable road users and have positive outcomes for cities.
49. Option C is not recommended. A lack of uniformity in speed limits can lead to confusion and poor compliance from people driving. A key aspect of the proposal is to discourage 'rat running' where people driving use central city streets as quicker routes. Leaving some of these streets at 50km/h encourages this practice while undermining the benefits outlined.

## **Next Actions**







50. If officer recommendations are accepted then the accelerated project plan will be implemented.
51. This will see central city speed limits changed to 30km/h before the end of July 2020, concurrent with some of the COVID-19 response projects approved by Waka Kotahi NZ Transport Agency.

## SAFER SPEEDS HEARING SUBCOMMITTEE

4 JUNE 2020

52. If the status quo is retained, or amendments are made to the recommended schedule, officers will consult with the Council's LGWM partners before outlining what the next steps will be.

### Attachments

Attachment 1.	Proposed speed limit changes <a href="#">↓</a> 	Page 14
Attachment 2.	Public consultation analysis <a href="#">↓</a> 	Page 18
Attachment 3.	Case for change <a href="#">↓</a> 	Page 59
Attachment 4.	Current speed information <a href="#">↓</a> 	Page 82
Attachment 5.	Historical crash information <a href="#">↓</a> 	Page 83
Attachment 6.	Advertising summary <a href="#">↓</a> 	Page 85

Author	Hugh Wilson, Transport Project Engineer
Authoriser	Paul Barker, Transport Planning Manager David Chick, Chief City Planner



## **SUPPORTING INFORMATION**

### **Engagement and Consultation**

Consultation and engagement procedures and results are outlined in the body of the report.

### **Treaty of Waitangi considerations**

Discussions between LGWM and local Iwi occur regularly. There have been no specific issues raised by Iwi in relation to this paper.

### **Financial implications**

There are no new financial implications of this paper outside of what the Council has already agreed to under LGWM.

### **Policy and legislative implications**

Legislative implications are covered in the body of the report.

### **Risks / legal**

There are no legal implications to this paper and the purpose of the proposed changes are to reduce the risks associated with all users of city streets.

### **Climate Change impact and considerations**

Climate change impacts are outlined in the attached case for change.

### **Communications Plan**

N/A

### **Health and Safety Impact considered**

The purpose of the report is to enable Council to consider speed reductions throughout the city's streets to improve the safety of all users.

Street	Legal Description	Speed Limit	Distance (m)
Abel Smith St	From its intersection with Taranaki St to a point 42 meters west of its intersection with Victoria St	30km/h	463
Allen St	For its entire length	30km/h	150
Alpha St	For its entire length	30km/h	112
Athol Cres	For its entire length	30km/h	106
Ballance St	From a point 30 meters west of its intersection with Waterloo Quay to its intersection with Lambton Quay	30km/h	282
Barker St	For its entire length	30km/h	111
Barnett St	For its entire length	30km/h	98
Blair St	For its entire length	30km/h	141
Bond St	For its entire length	30km/h	221
Boulcott St	From a point 5 meters east of its intersection with Kumutoto Lane to its intersection with Willis St	30km/h	502
Bowen St	From its intersection with Lambton Quay to a point 30 metres west of its intersection with The Terrace	30km/h	195
Brandon St	For its entire length	30km/h	194
Bunny St	For its entire length	30km/h	131
Bute St	For its entire length	30km/h	78
Chaffers St	For its entire length	30km/h	90
Chews Lane	For its entire length	30km/h	67
Christeson Lane	For its entire length	30km/h	49
Church St	For its entire length	30km/h	77
College St	For its entire length	30km/h	221
Cornhill St	For its entire length	30km/h	45
Courage Lane	For its entire length	30km/h	57
Cuba St	From its intersection with Webb St to its intersection with Ghuznee St	30km/h	534
Customhouse Quay	From a point 20m north of its intersection with Panama St to its intersection with Lambton Quay	30km/h	231
Dalmuir Lane	For its entire length	30km/h	45
Dixon St	From its intersection with Willis St to its intersection with Courtenay Place	30km/h	464
Dunlop Tce	For its entire length	30km/h	85
Ebor St	For its entire length	30km/h	180

Edward St	For its entire length	30km/h	102
Egmont St	For its entire length	30km/h	186
Ellers Ave	For its entire length	30km/h	41
Eva St	For its entire length	30km/h	58
Farmers Lane	For its entire length	30km/h	49
Featherston St	From a point 59 meters north of its intersection with Bunny St to its intersection with Hunter St	30km/h	763
Feltex Lane	For its entire length	30km/h	214
Fifeshire Ave	For its entire length	30km/h	106
Flagstaff Lane	For its entire length	30km/h	38
Footscray Ave	For its entire length	30km/h	72
Forresters Lane	For its entire length	30km/h	87
Francis Pl	For its entire length	30km/h	58
Frankville Tce	For its entire length	30km/h	44
Furness Lane	For its entire length	30km/h	73
Frederick St	For its entire length	30km/h	222
Garrett St	For its entire length	30km/h	122
Ghuznee St East	From its intersection with Willis St to its intersection with Taranaki St	30km/h	462
Gilmer Tce	For its entire length	30km/h	89
Grey St	For its entire length	30km/h	128
Haining St	For its entire length	30km/h	222
Halleys Lane	For its entire length	30km/h	67
Harris St	From a point 30 meters west of its intersection with Jervois Quay to its intersection with Victoria St	30km/h	130
Holland St	For its entire length	30km/h	108
Hunter St	For its entire length	30km/h	196
Jessie St	For its entire length	30km/h	222
Johnston St	For its entire length	30km/h	198
Kelvin Gr	For its entire length	30km/h	78
Kensington St	For its entire length	30km/h	60
Knigges Ave	For its entire length	30km/h	75
Lady Elizabeth Lane	For its entire length	30km/h	536
Leeds St	For its entire length	30km/h	76
Lombard St	For its entire length	30km/h	78
Lorne St	For its entire length	30km/h	220

Lynn Rd	For its entire length	30km/h	57
Maginnity St	For its entire length	30km/h	104
Maning Lane	For its entire length	30km/h	68
Marion St	From a point 25 meters north of its intersection with Vivian St to its intersection with Ghuznee St	30km/h	155
Market Lane	For its entire length	30km/h	148
Martin Sq	For its entire length	30km/h	236
Masons Lane	For its entire length	30km/h	48
Mercer St	For its entire length	30km/h	84
Opera House Lane	For its entire length	30km/h	117
O'Reily Ave	For its entire length	30km/h	74
Panama St	For its entire length	30km/h	179
Post Office Square	For its entire length	30km/h	53
Post Office Square SL	For its entire length	30km/h	56
Pringle Ave	For its entire length	30km/h	85
Railway Station Dr	For its entire length	30km/h	138
Rosina Fell Lane	For its entire length	30km/h	264
Sages Lane	For its entire length	30km/h	101
Shell Lane	For its entire length	30km/h	53
St Hill St	For its entire length	30km/h	73
Stout St	For its entire length	30km/h	330
Swan Lane	For its entire length	30km/h	171
Tennyson St	For its entire length	30km/h	221
The Terrace	From a point 27 meters south of its intersection with Everton Tce to its intersection with Bowen St	30km/h	801
The Terrace Slip	For its entire length	30km/h	116
Tonks Gr	For its entire length	30km/h	54
Tory St	From its intersection with Cable St to a point 186 meters north of its intersection with Rugby St	30km/h	881
Victoria St	From a point 30 meters north of its intersection with Karo Dve to its intersection with Hunter St	30km/h	1222
Victoria St Slip	For its entire length	30km/h	30

#214			
Victoria St Ext	For its entire length	30km/h	104
Victoria St Slip #175	For its entire length	30km/h	89
Wakefield St	From a point 25 meters west of its intersection with Taranaki St to its intersection with Victoria St	30km/h	364
Walter St	For its entire length	30km/h	142
Waring Taylor St	For its entire length	30km/h	206
Whitmore St	For its entire length	30km/h	292
Wigan St	From a point 30m west of its intersection with Taranaki St to its intersection with Tory St	30km/h	175
Willeston St	For its entire length	30km/h	166
Willis St	From a point 25 meters north of its intersection with Karo Dve to its intersection with Vivian St then from a point 30 meters north of its intersection with Vivian St to its intersection with Lambton Quay	30km/h	618
Woodward St	For its entire length	30km/h	74
York St	For its entire length	30km/h	81



## Central city safer speeds

February-March 2020 consultation report

## Central city safer speeds

# Executive summary

The Central City Safer Speeds project is part of the Let's Get Wellington Moving (LGWM) early delivery programme. The priorities for the early delivery programme are making travel by bus to and through the central city faster and more reliable, and creating a better environment for people walking and on bikes.

Setting safer speed limits in the central city is an important first step. It will help create a more pleasant, liveable central city, and make a start on moving more people with fewer vehicles by encouraging more people to walk and bike instead of using private vehicles.

Following on from the initial engagement in late 2019, on 24 February Let's Get Wellington Moving opened consultation on the proposal to lower central city speed limits in Wellington. The consultation period closed on 31 March, giving people and organisations 37 days to provide their thoughts.

Feedback was sought on reducing speed limits on all central city streets to 30km/h with the exception of the main roads (Waterloo Quay, Customhouse Quay, Jervois Quay, Cable Street, Wakefield Street, Kent Terrace, Cambridge Terrace, Vivian Street, Karo Drive and Taranaki Street) which were proposed to remain at 50 km/h.

There were 1712 submissions that included 24 from stakeholder groups. **Sixty-four percent of submissions supported the proposal** (52 percent strongly supported) and 34 percent opposed the proposal (25 percent strongly opposed).

Submitters saw the proposal as favourable to people walking and riding bikes, for people with mobility issues and for people who work and live in the area. While the impact for people who own or operate businesses, use public transport or drive a vehicle was seen as less favourable, the neutral and positive submissions still outnumbered those against the proposal.

The main reasons people disagreed with the proposal were concerns that lower speeds would add to traffic congestion, and the belief that people already drive at 30km/h because of congestion. Fifty-two percent of those who disagreed with the proposal did not want any change to the speed limit.

Of the submitters who suggested changes to the proposal, 53 percent of this feedback suggested changes to specific streets. When viewed in isolation the street-specific results could be persuasive but need to be seen in relation to the overall support for the proposal. Taranaki Street was clearly the most frequently mentioned street with 132 specific mentions, 92 percent of which wanted it to be changed to 30km/h. After that Vivian Street (55 specific mentions), Kent/Cambridge Terraces (55 specific mentions) and the Quays (52 specific mentions) were the next most frequently mentioned streets. In all these circumstances the majority of submitters wanted them to be included as a street in the 30km/h proposal.

The consultation will help inform Wellington City Councillors' decision on the speed limit proposal.

## Overall response

How many submissions did we get?

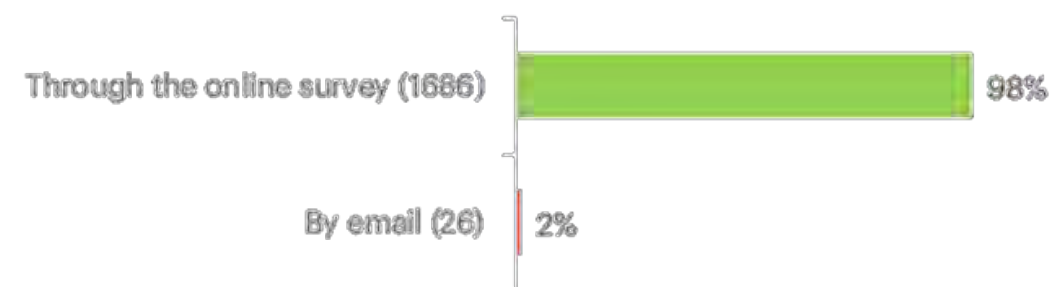
We received  
**1712**  
complete submissions from  
individuals and organisations.

We removed **17** duplicate  
submissions from the data.

Proportion of feedback from individuals and organisations  
n=1712



How feedback was received  
n=1712



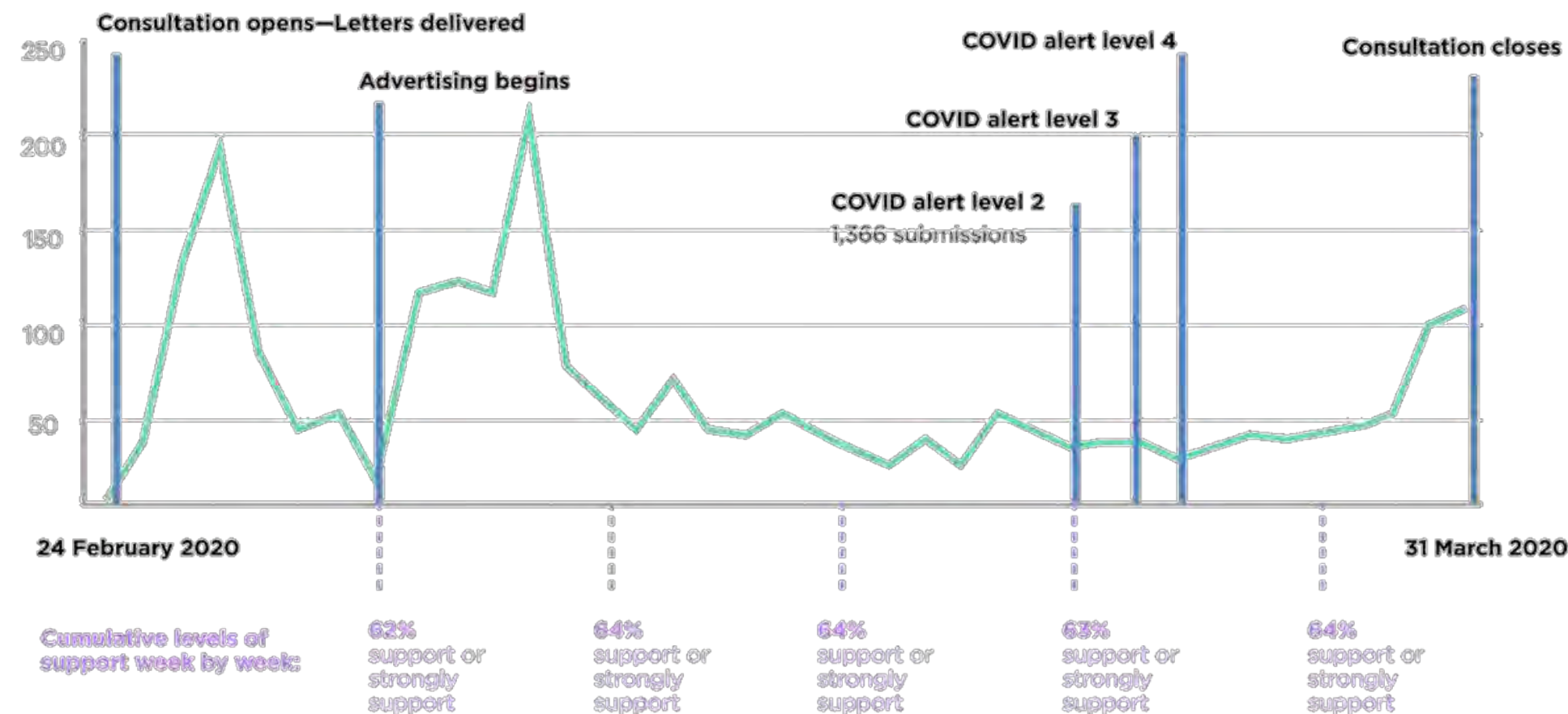


Central city safer speeds

## Overall response

Volume of responses over time (daily)

The average response volume to the consultation was most likely affected by the escalation of the COVID-19 situation, but we still received a spike in submissions before the consultation ended. Levels of support were consistent throughout the consultation.



## Proposal feedback

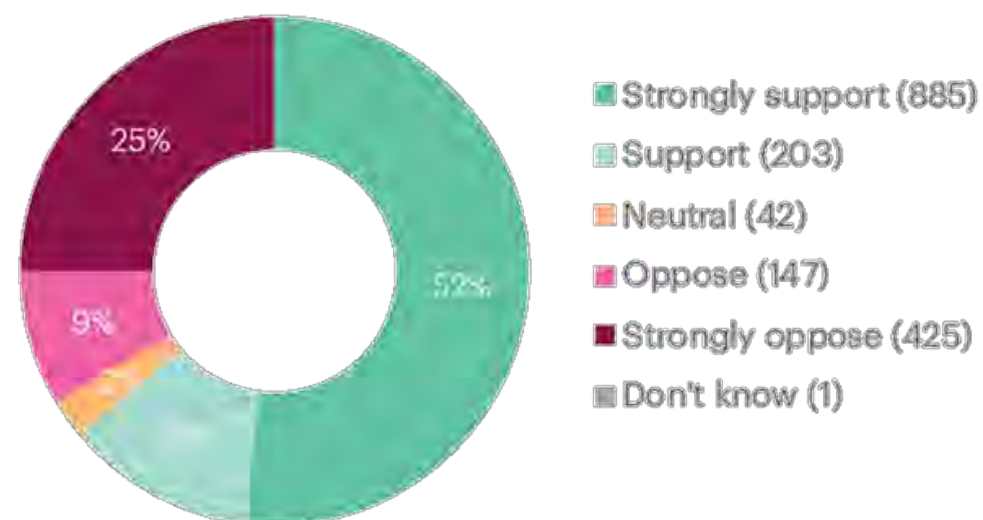
Central city safer speeds

## Proposal feedback

All responses

Do you support the proposal as shown which will lower the speed limit to 30km/h on the proposed streets?

n=1703

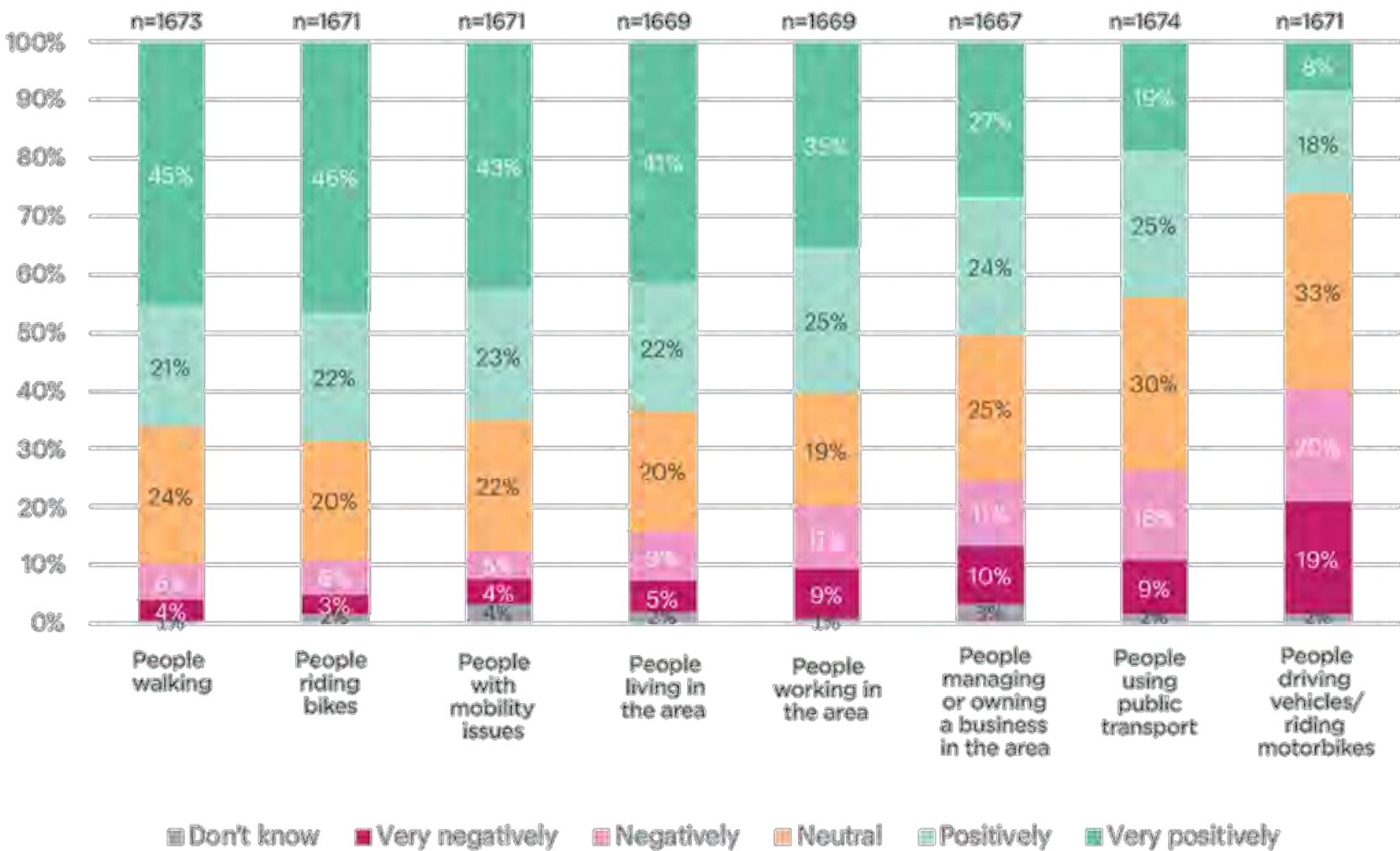


Of all submissions that answered the question "Do you support the proposal as shown which will lower the speed limit to 30km/h on the proposed streets?" **64% supported or strongly supported the proposal.**

34% were opposed or strongly opposed, and 2% of submissions were neutral.

# Impact of the proposal

On different groups



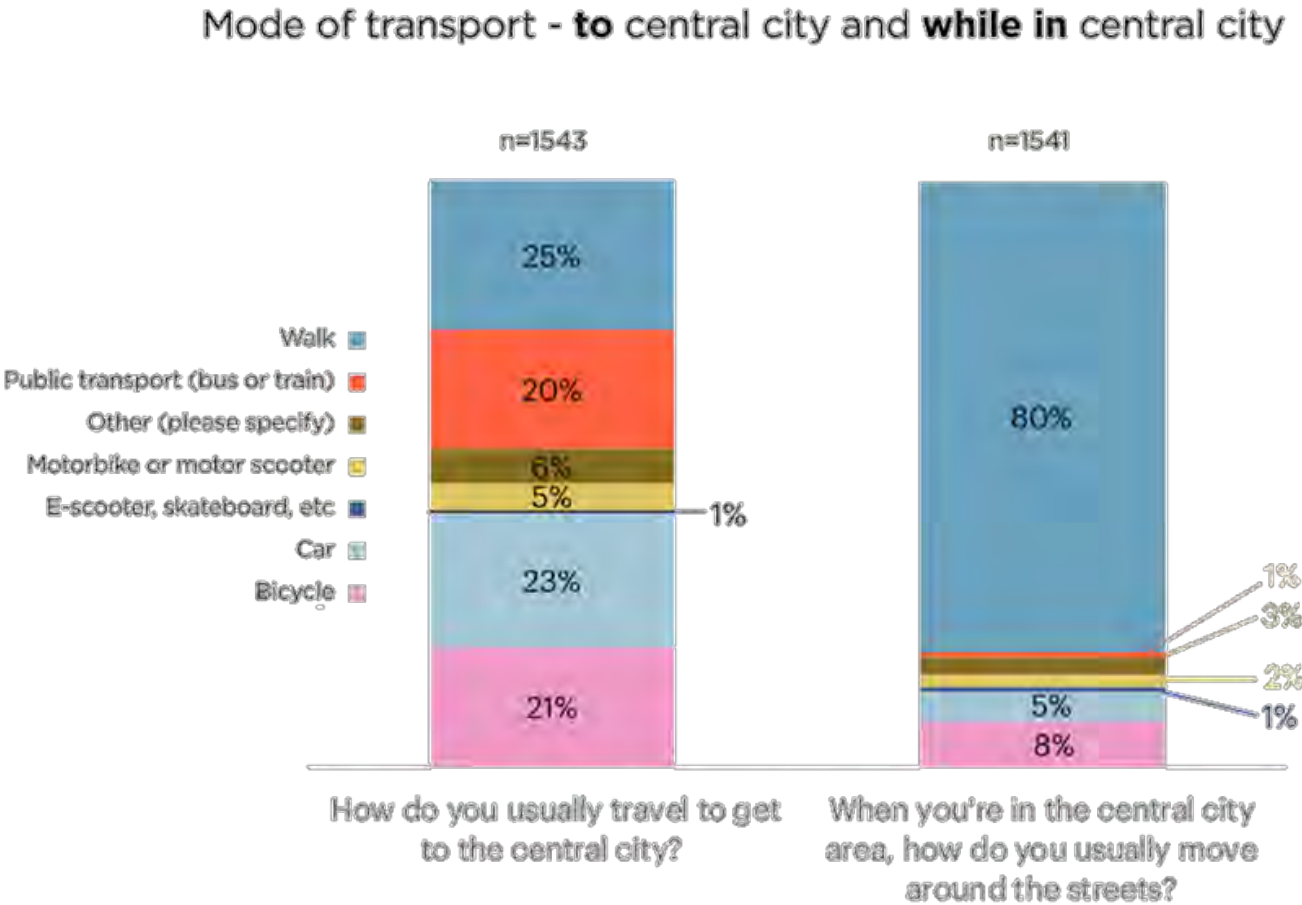
Most submitters thought the proposal would have a **positive or very positive impact** on people walking, people riding bikes, people with mobility issues, those living in the area, and those working in the area.

There was **mixed feedback** on how people thought the proposal would impact public transport or people managing/owning a business, and submitters tended to think the proposal would have more of a **neutral or negative effect** on people driving vehicles/riding motorbikes.

Central city safer speeds

Mode of transport

To the central city and while in the central city



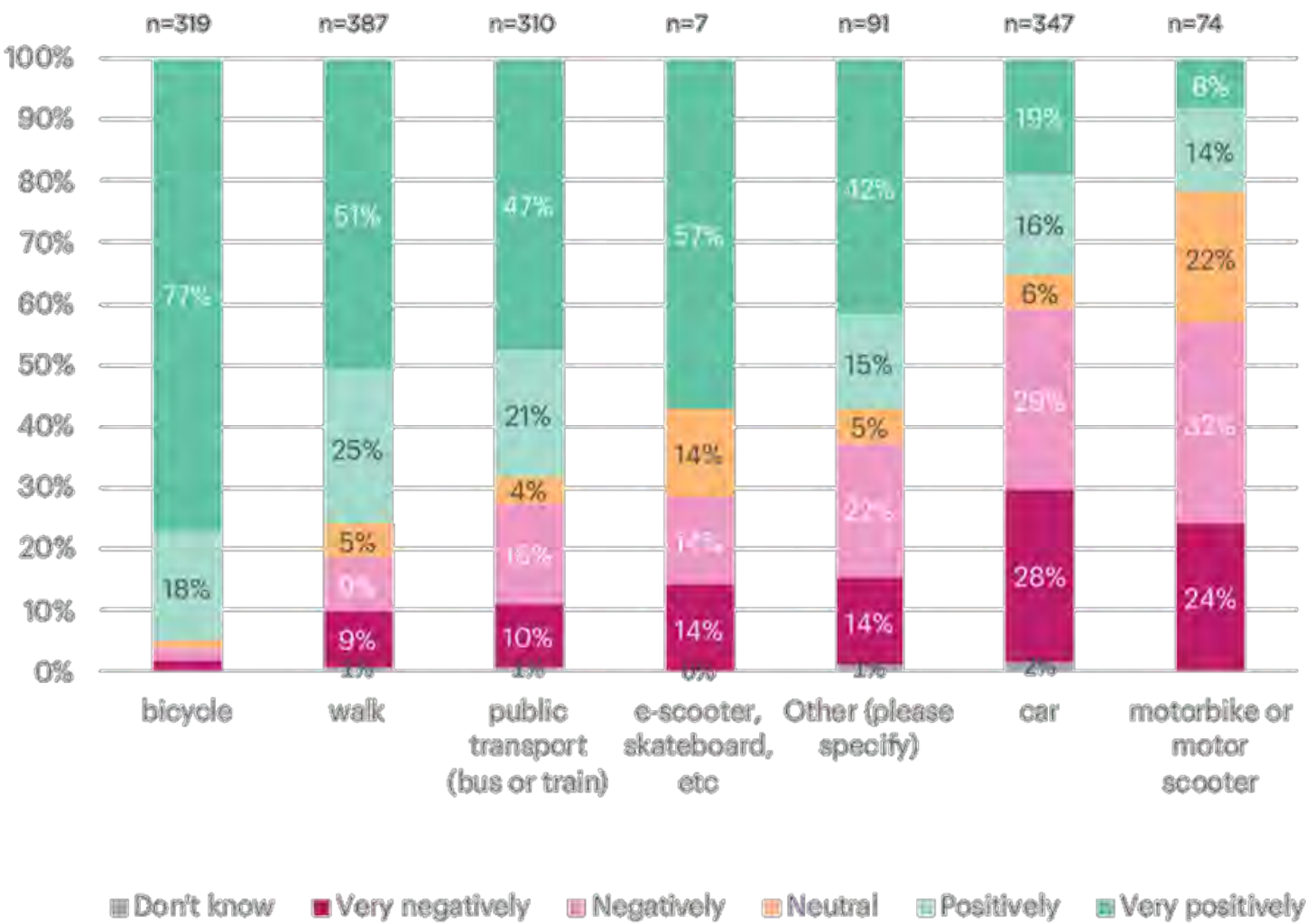
Submitters' mode of travel **to** the central city was quite evenly split between walking, public transport, car, and bicycle.

However, the overwhelming majority said **walking** was their usual mode of travel **around** the central city area.



# Overall impact of the proposal

By usual mode of travel **to** central city



People who used active modes thought the proposal would have a more positive effect overall.

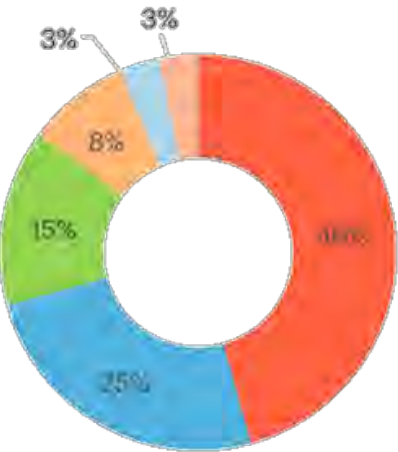
People who used their car or motorbike/motor scooter thought the proposal would have a more negative effect overall.

Central city safer speeds

Proposal feedback  
By relationship to the central city

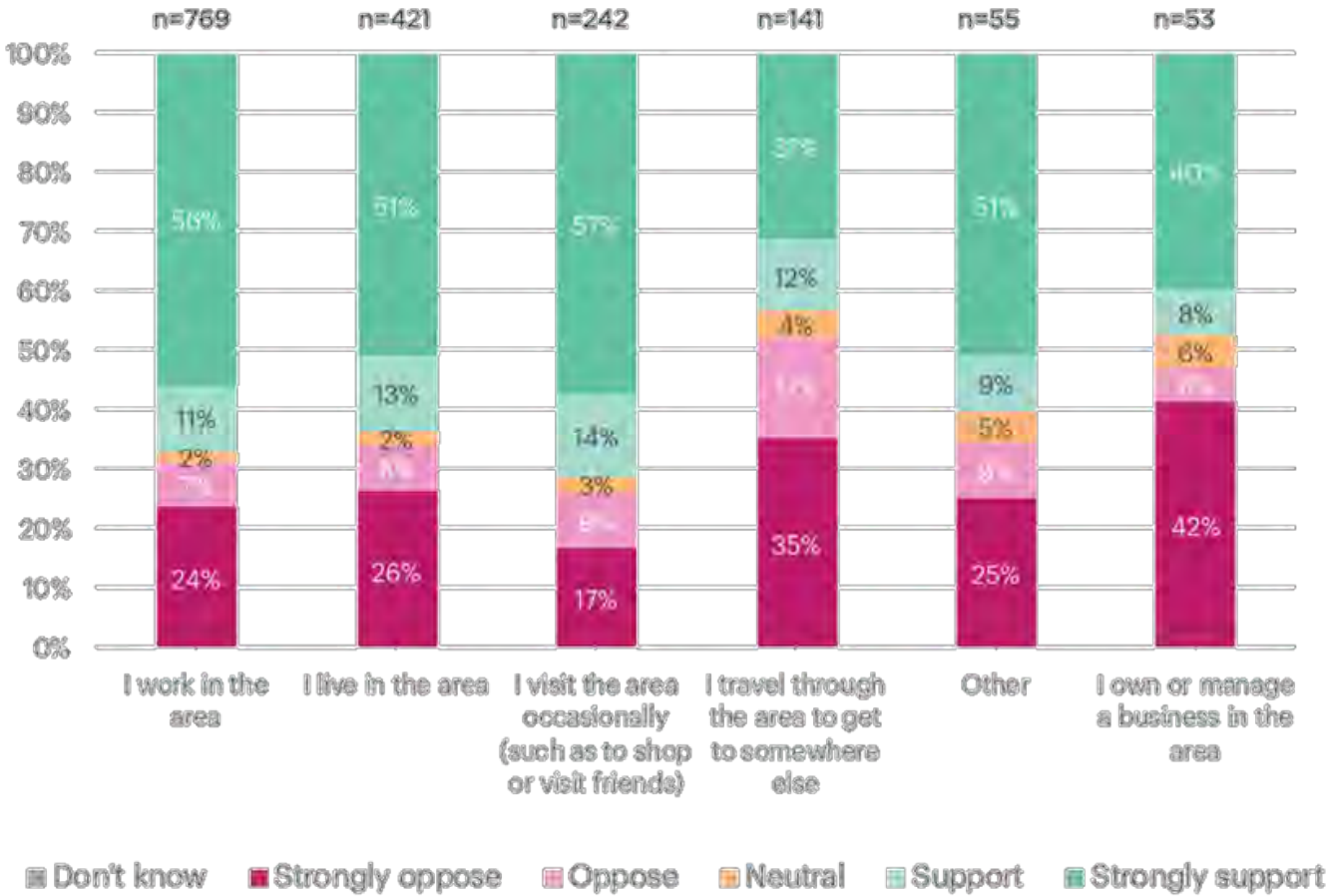
Of people who worked in the area, 67% were supportive or very supportive. Of people who lived in the area, 64% were supportive or very supportive.

Relationship to central city  
n=1682



- I work in the area (769)
- I live in the area (421)
- I visit the area occasionally (such as to shop or visit friends) (242)
- I travel through the area to get to somewhere else (141)
- Other (55)
- I own or manage a business in the area (53)

Proposal feedback -  
Support by relationship to central city  
n=1190



## Proposal feedback

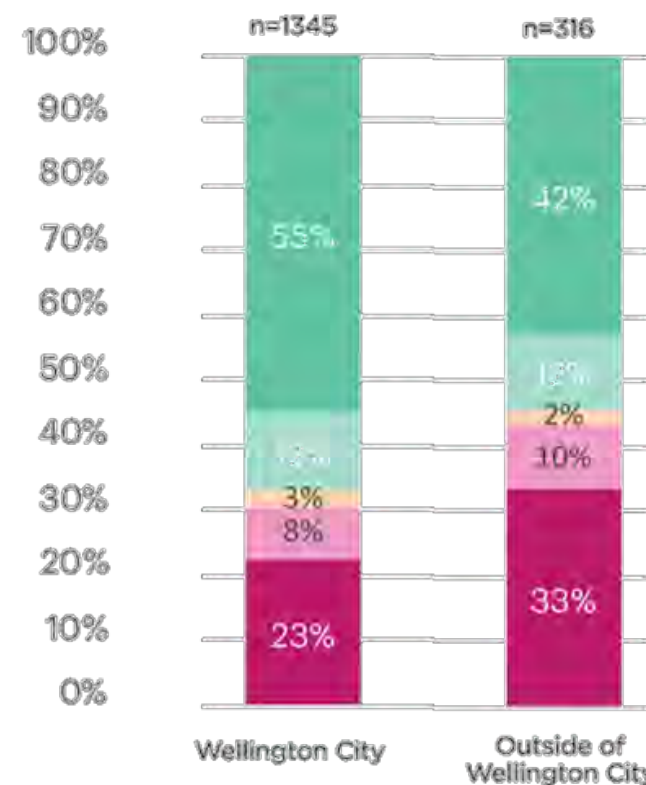
By suburb - inside Wellington City vs outside Wellington City

Submitter suburbs -  
In Wellington City vs outside Wellington  
n=1661



■ Outside of Wellington (316)  
■ Inside Wellington Suburbs (1345)

Proposal feedback by proportion -  
Outside Wellington vs in Wellington City suburbs  
n=1661



Of people who said they lived in a Wellington City suburb, **67% were supportive or very supportive of the proposal.**

Of people who said they lived in a suburb outside of Wellington City, 54% were supportive or very supportive of the proposal.

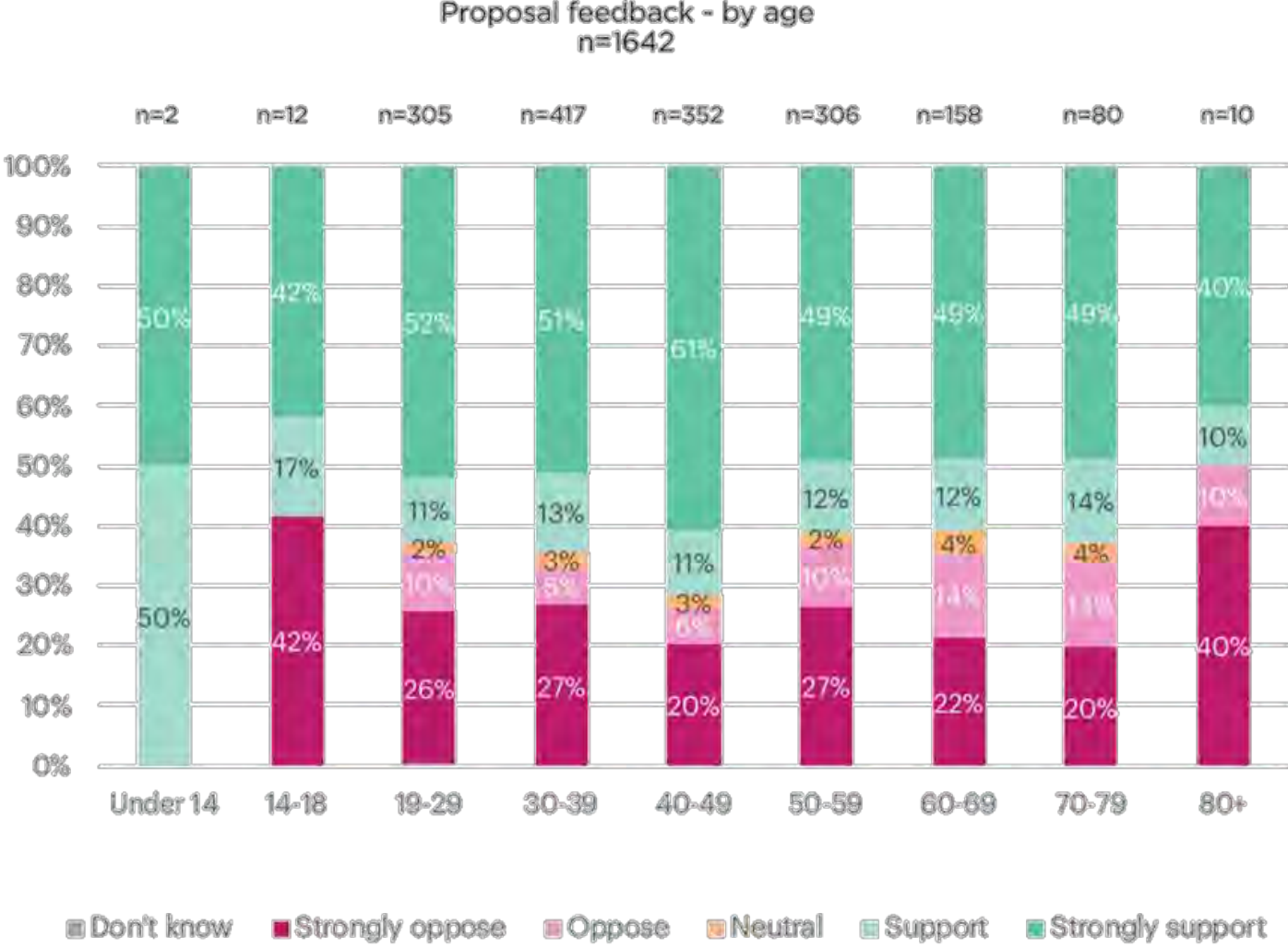
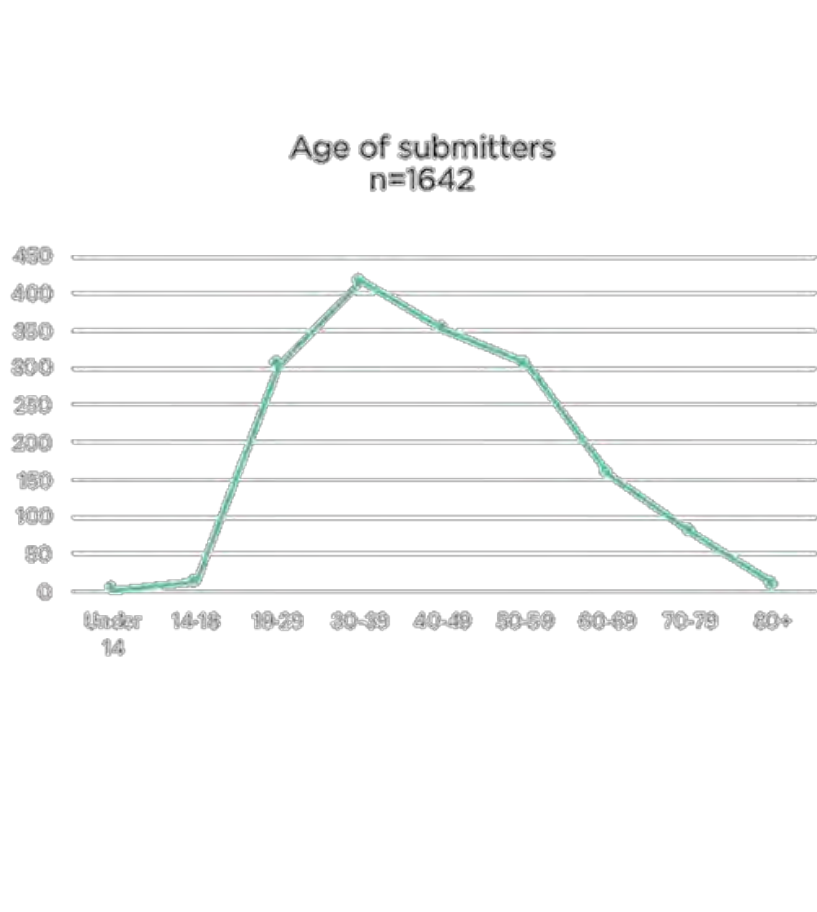
■ Don't know ■ Strongly oppose ■ Oppose ■ Neutral ■ Support ■ Strongly support



Central city safer speeds

Proposal feedback  
By age

Feedback was similar across the age groups (an average of 66% were supportive or very supportive in each age group).

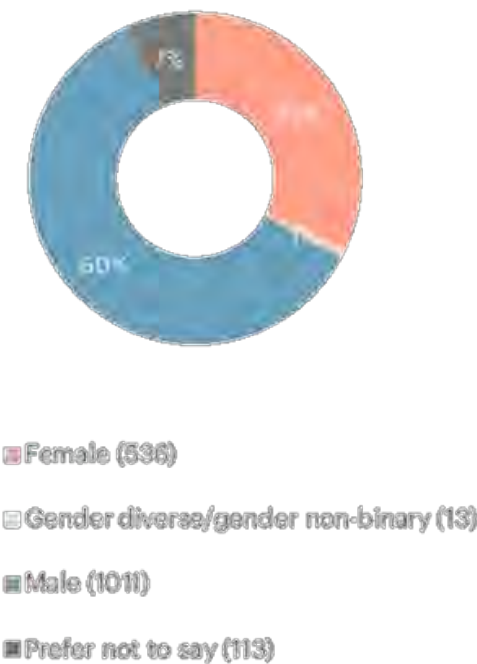


# Proposal feedback

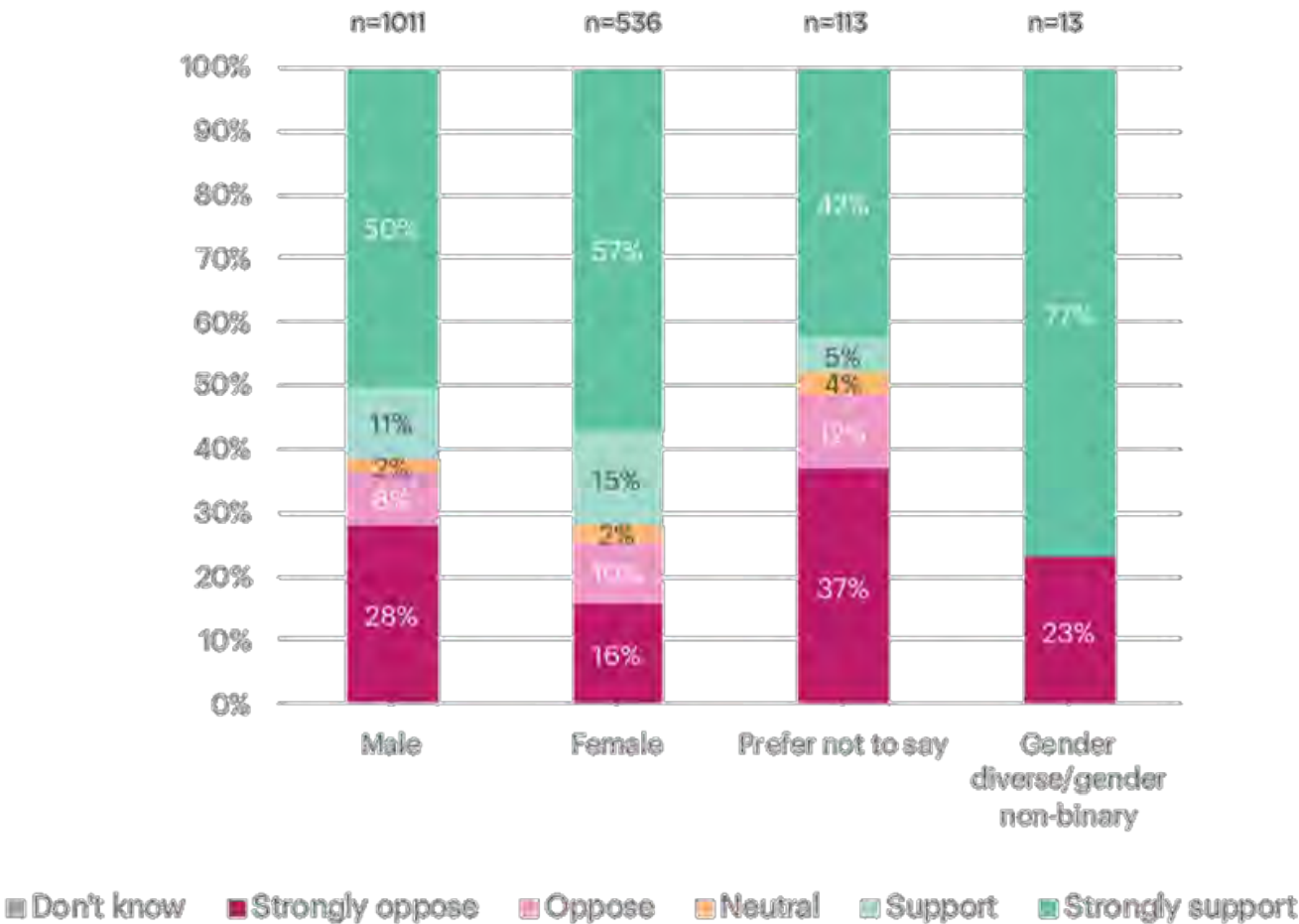
By gender

61% of male submitters were supportive or very supportive, and 72% of female submitters were supportive or very supportive of the proposal.

Gender balance - submitters  
n=1673



Proposal feedback - Support by gender  
n=1673

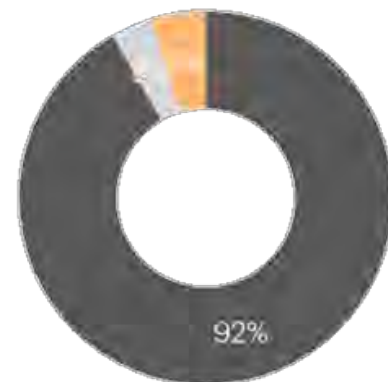


Central city safer speeds

## Proposal feedback

By whether they lived with a disability or accessibility issues

Do you live with a disability or accessibility issues?  
n=1676

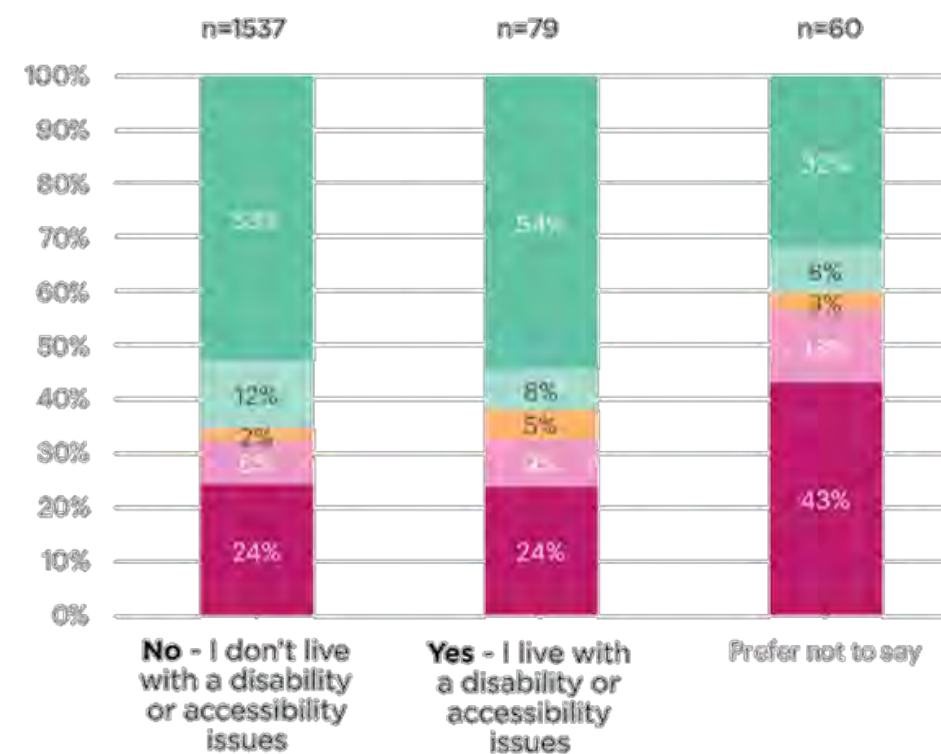


■ No (1537)

■ Prefer not to say (60)

■ Yes (79)

Proposal feedback - by proportion  
n=1676



Feedback was similar for those who said they lived with a disability or accessibility issues (62% of this group said support or strongly support), and those who did not (65% of this group said support or strongly support).

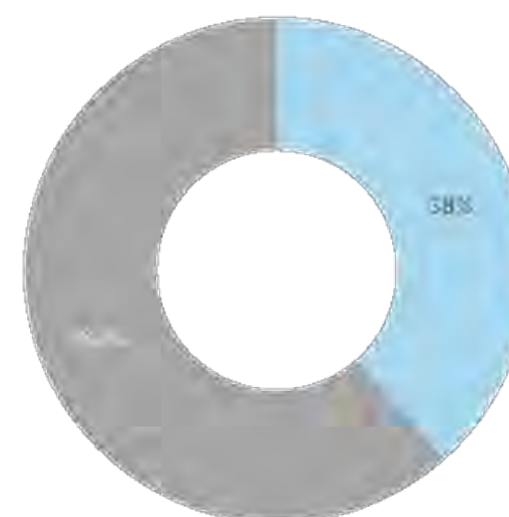
## Changes to proposal

All submitters - 1712

62% of submitters **did not** make a comment about changing anything about the proposal.

38% of submitters made a comment about changing something about the proposal.

Changes to proposal  
n=1712



■ People who made a comment about a change to the proposal (658)

■ People who didn't make a comment about a change to the proposal (1054)



Central city safer speeds

## Please detail any changes you would make to the proposal:

Comments from supportive, very supportive, neutral, or don't know submitters - 476 people

The most common single theme to be mentioned in this group was around making more streets 30km, with 262 people mentioning this theme in their comment.

Note that comments can mention more than one theme.



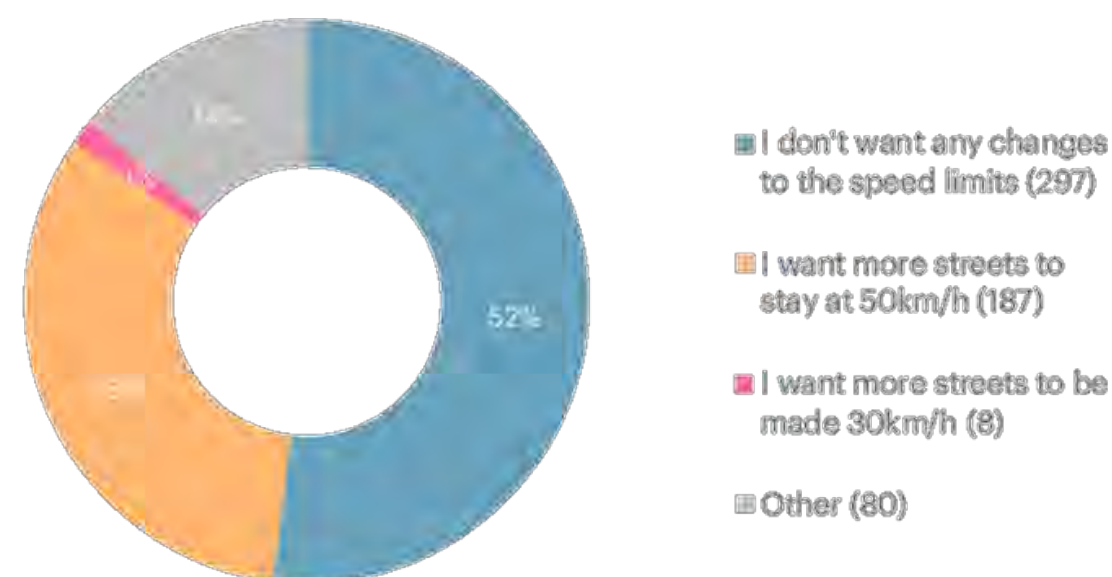
## Why do you oppose the proposal?

From those submitters who chose oppose or strongly oppose - 572

52% of those who opposed the proposal said it was because they didn't want any changes to the speed limits at all.

33% said it was because they wanted more streets to stay at 50km/h.

Why do you oppose the proposal?  
n=572





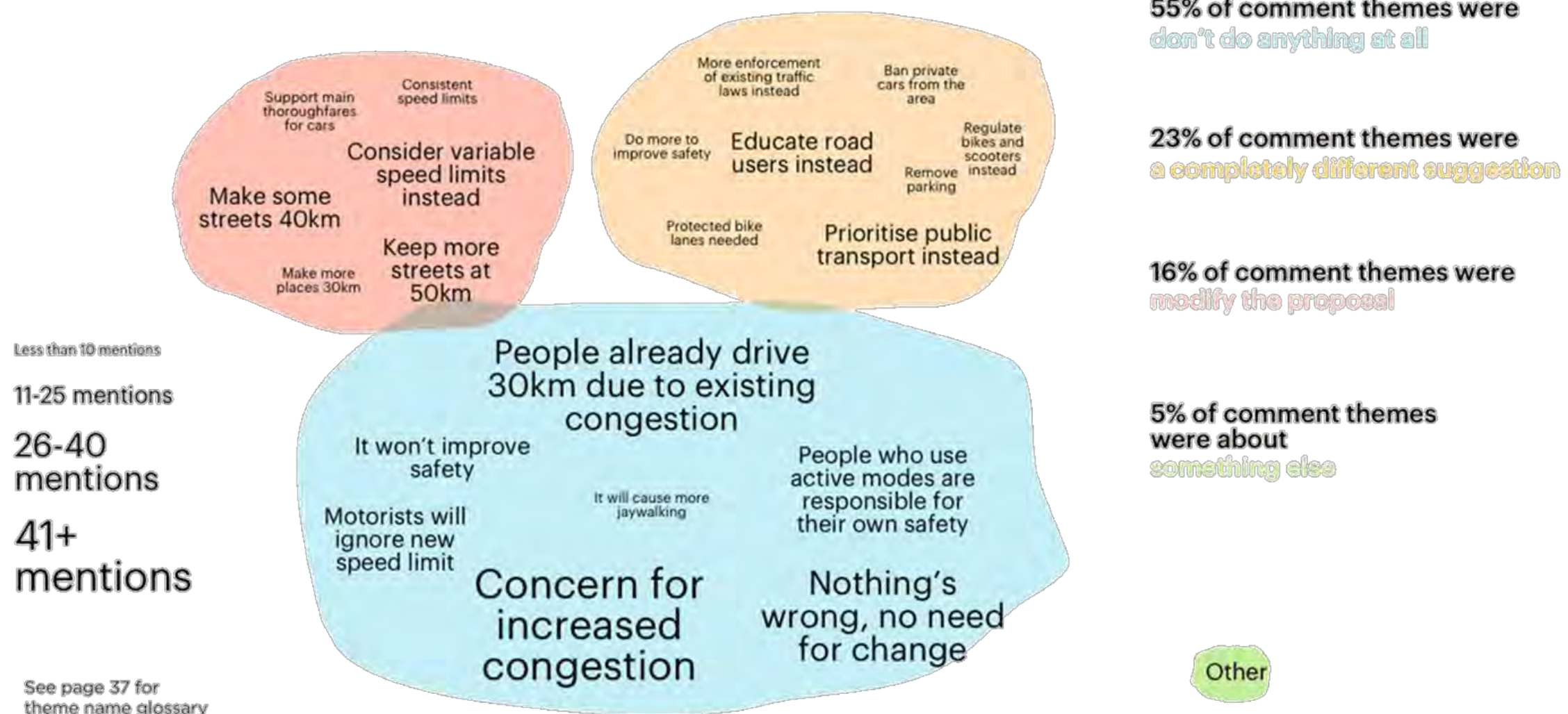
Central city safer speeds

## Why do you oppose the proposal?

Comments from submitters who chose oppose or strongly oppose - 182 people

The most common single theme to be mentioned in this group was concern the proposal would cause increased traffic congestion, with 47 people mentioning this theme in their comment.

Note that comments can mention more than one theme.



## Street-specific changes suggested by submitters



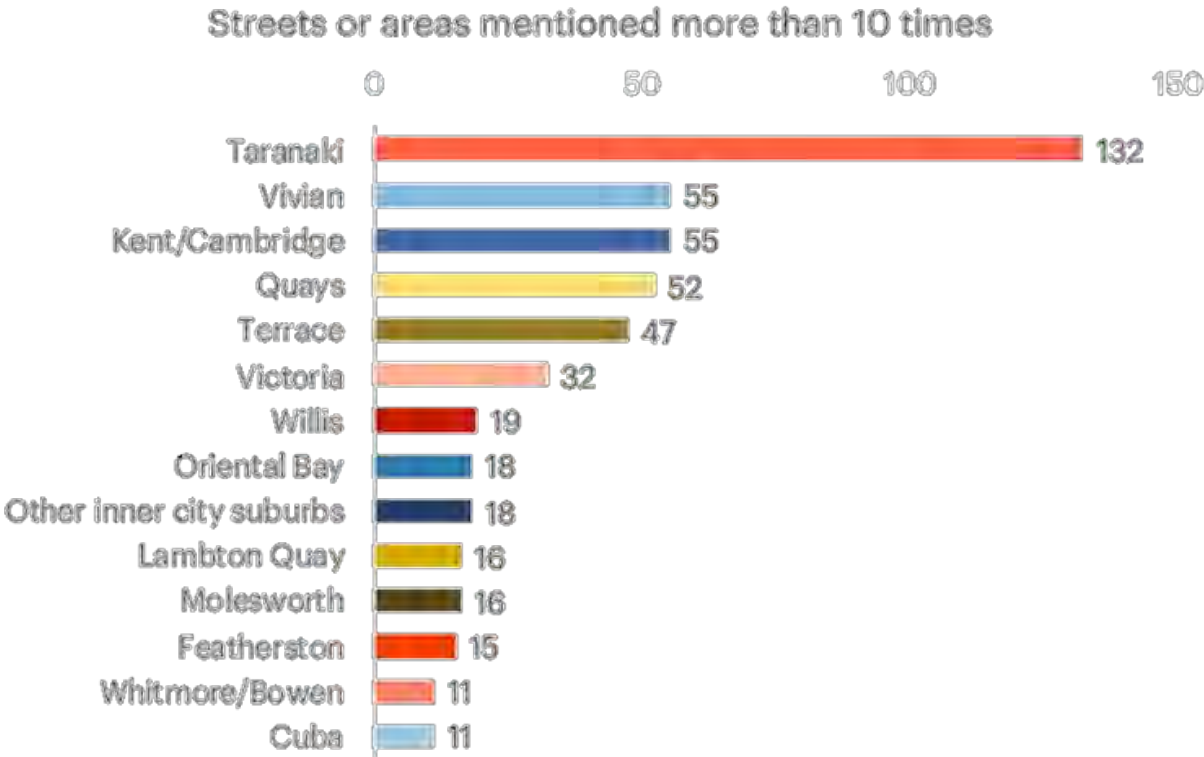
Central city safer speeds

# Frequently mentioned streets

All submitters

53% of submitters who suggested a change to the proposal mentioned a specific street or streets, and some of these streets were mentioned frequently.

The top six streets or areas mentioned were Taranaki Street, Vivian Street, Kent Terrace, Cambridge Terraces, The Waterfront Quays (Cable Street, Wakefield Street, Jervois Quay, Waterloo Quay), The Terrace, and Victoria Street.

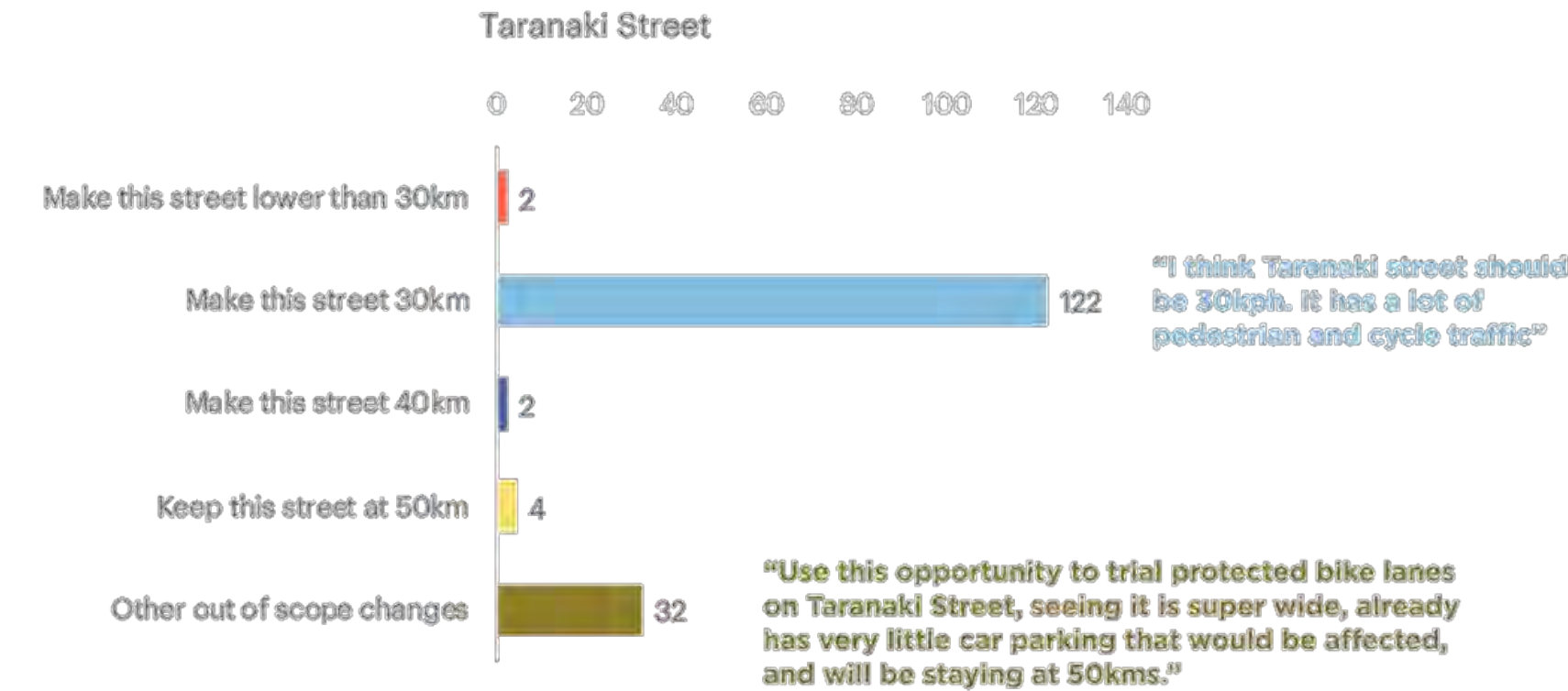


# Taranaki Street

132 (8%) of 1712 submitters talked about this street in their submission.

Of people who mentioned making any changes to Taranaki Street (132), 92% (122) said they wanted it to be made 30km.

Other out of scope changes included suggestions like building cycle lanes, improving pedestrian infrastructure, road surface upgrades, changing the flow of traffic etc.



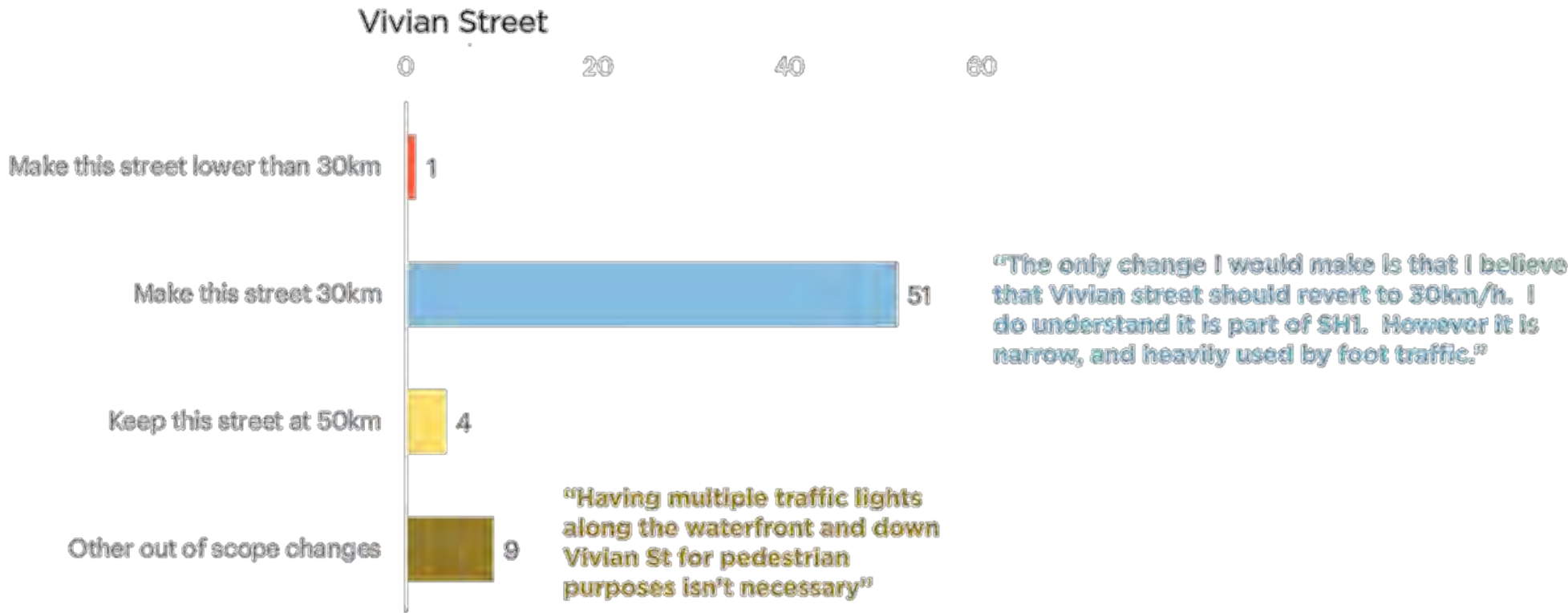
Central city safer speeds

Vivian Street

55 (3%) of 1712 submitters talked about this street in their submission.

Of people who mentioned making any changes to Vivian Street (55), 92% (51) said they wanted it to be made 30km.

Other out of scope changes included suggestions like building cycle lanes, improving pedestrian infrastructure, road surface upgrades, changing the flow of traffic etc.

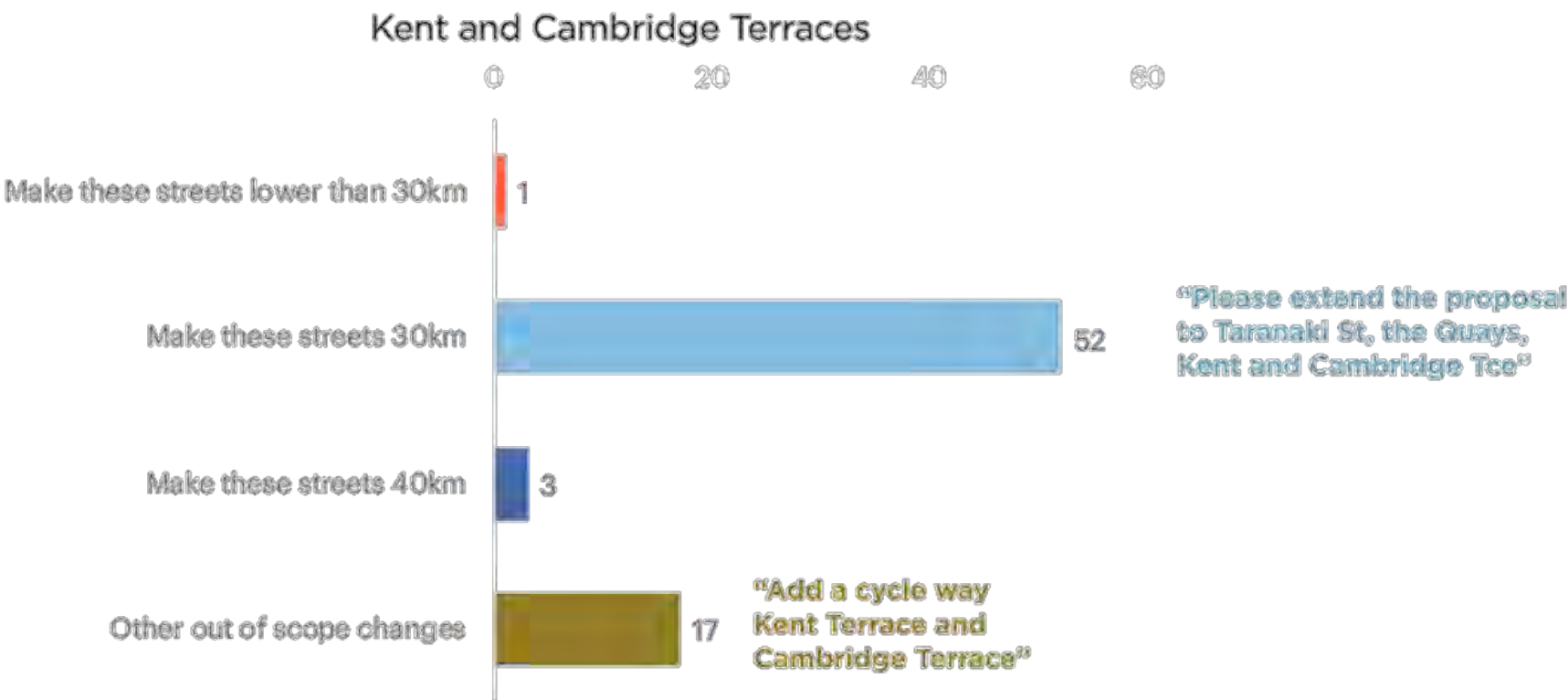


# Kent and Cambridge Terraces

55 (3%) of 1712 submitters talked about these streets in their submission.

Of people who mentioned making any changes to Kent and Cambridge Terraces (55), 94% (52) said they wanted these streets to be made 30km.

Other out of scope changes included suggestions like building cycle lanes, improving pedestrian infrastructure, road surface upgrades, changing the flow of traffic etc.



## Central city safer speeds

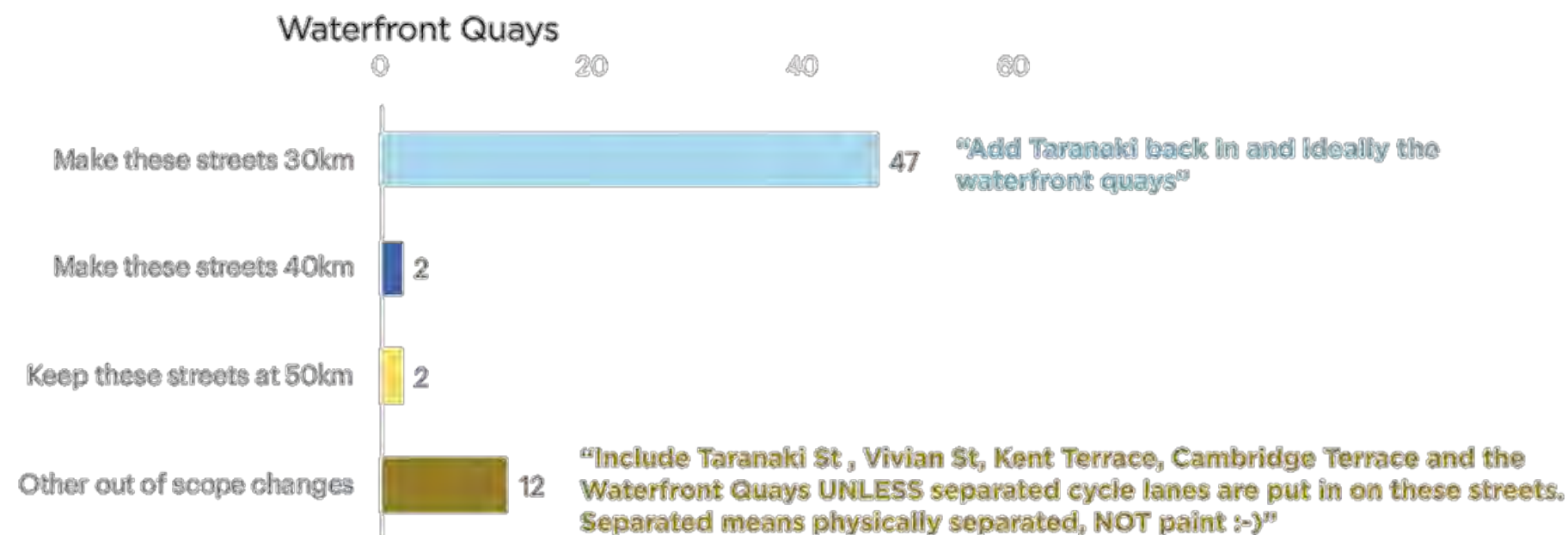
# The Waterfront Quays

52 (3%) of 1712 submitters talked about these streets in their submission.

The Waterfront Quays are Cable Street, Wakefield Street, Customhouse Quay, Jervois Quay, Waterloo Quay.

Of people who mentioned making any changes to the Waterfront Quays (52), 90% (47) said they wanted these streets to be made 30km.

Other out of scope changes included suggestions like building cycle lanes, improving pedestrian infrastructure, road surface upgrades, changing the flow of traffic etc.



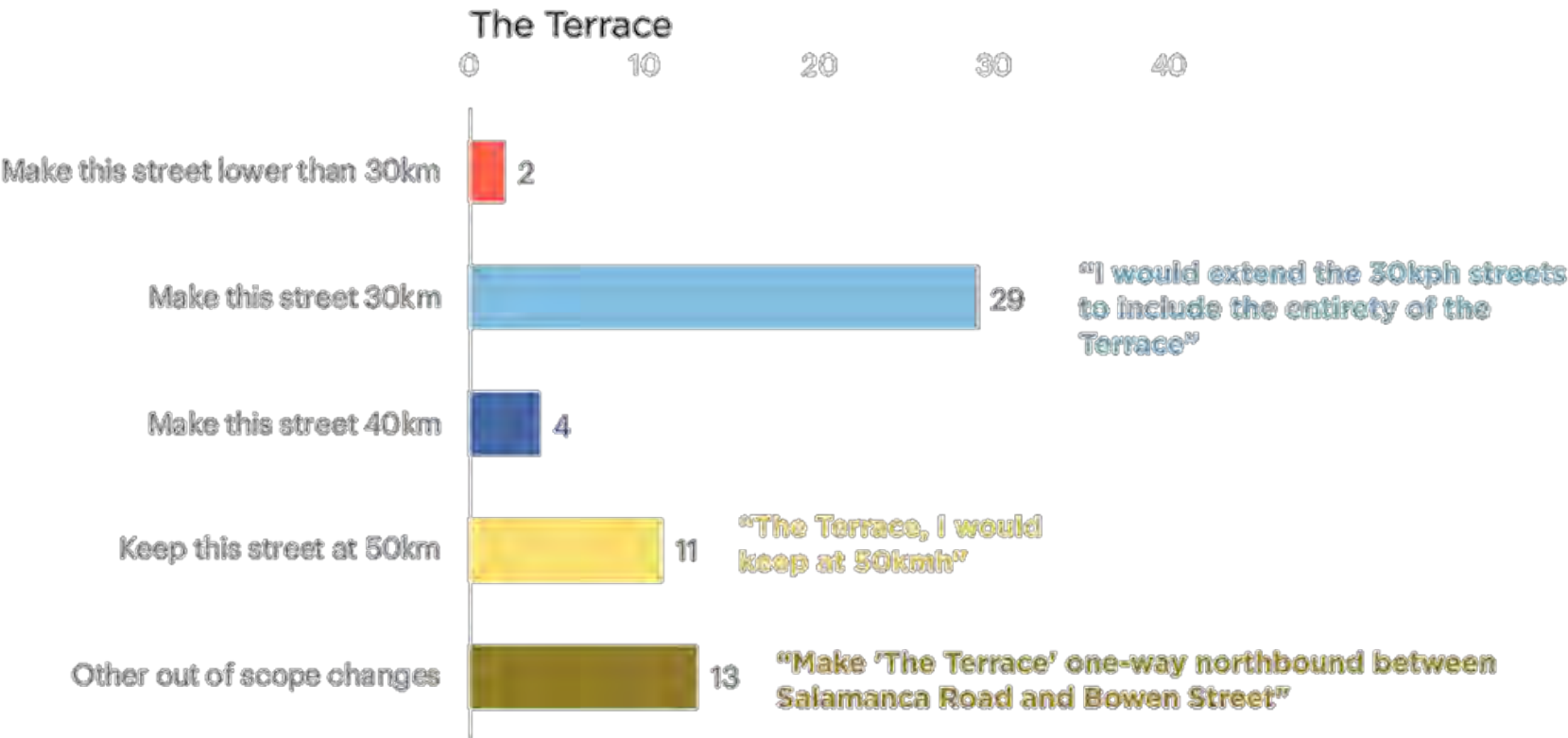


# The Terrace

47 (3%) of 1712 submitters talked about this street in their submission.

Of people who mentioned making any changes to The Terrace (47), 61% (29) said they wanted it to be made 30km.

Other out of scope changes included suggestions like building cycle lanes, improving pedestrian infrastructure, road surface upgrades, changing the flow of traffic etc.



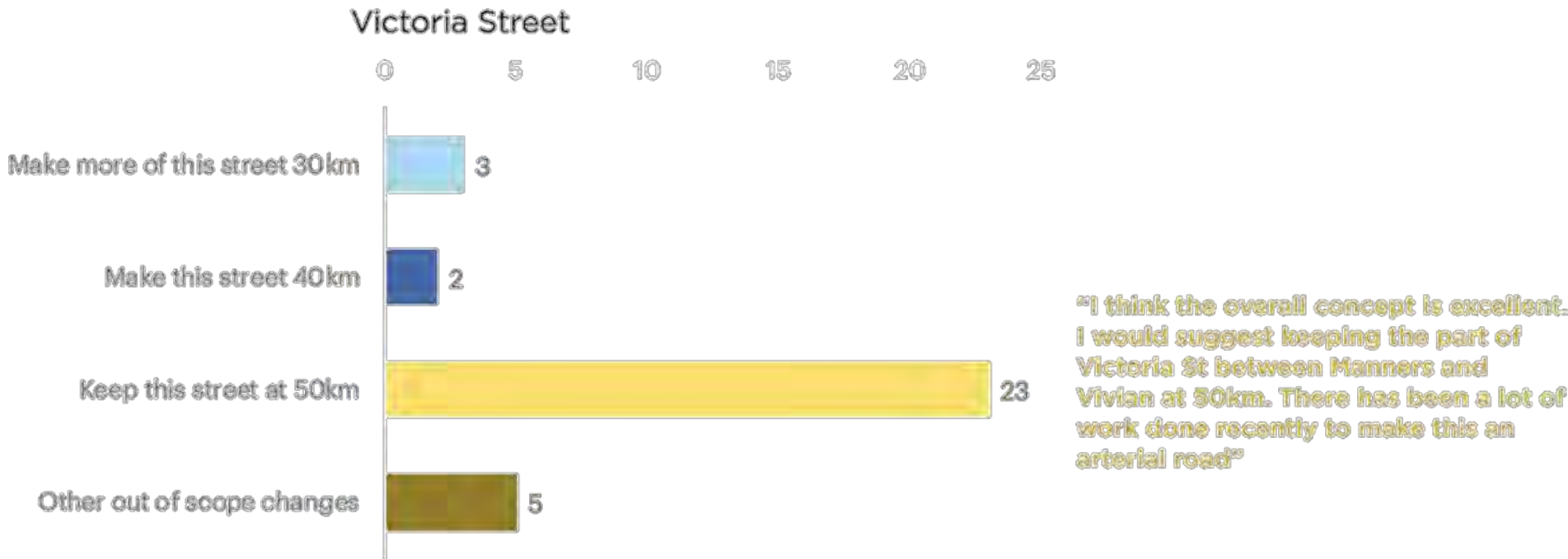
Central city safer speeds

Victoria Street

32 (2%) of 1712 submitters talked about this street in their submission.

Of people who mentioned making any changes to Victoria St (32), 71% (23) said they wanted it to be kept at 50km.

Other out of scope changes included suggestions like building cycle lanes, improving pedestrian infrastructure, road surface upgrades, changing the flow of traffic etc.



## General comments



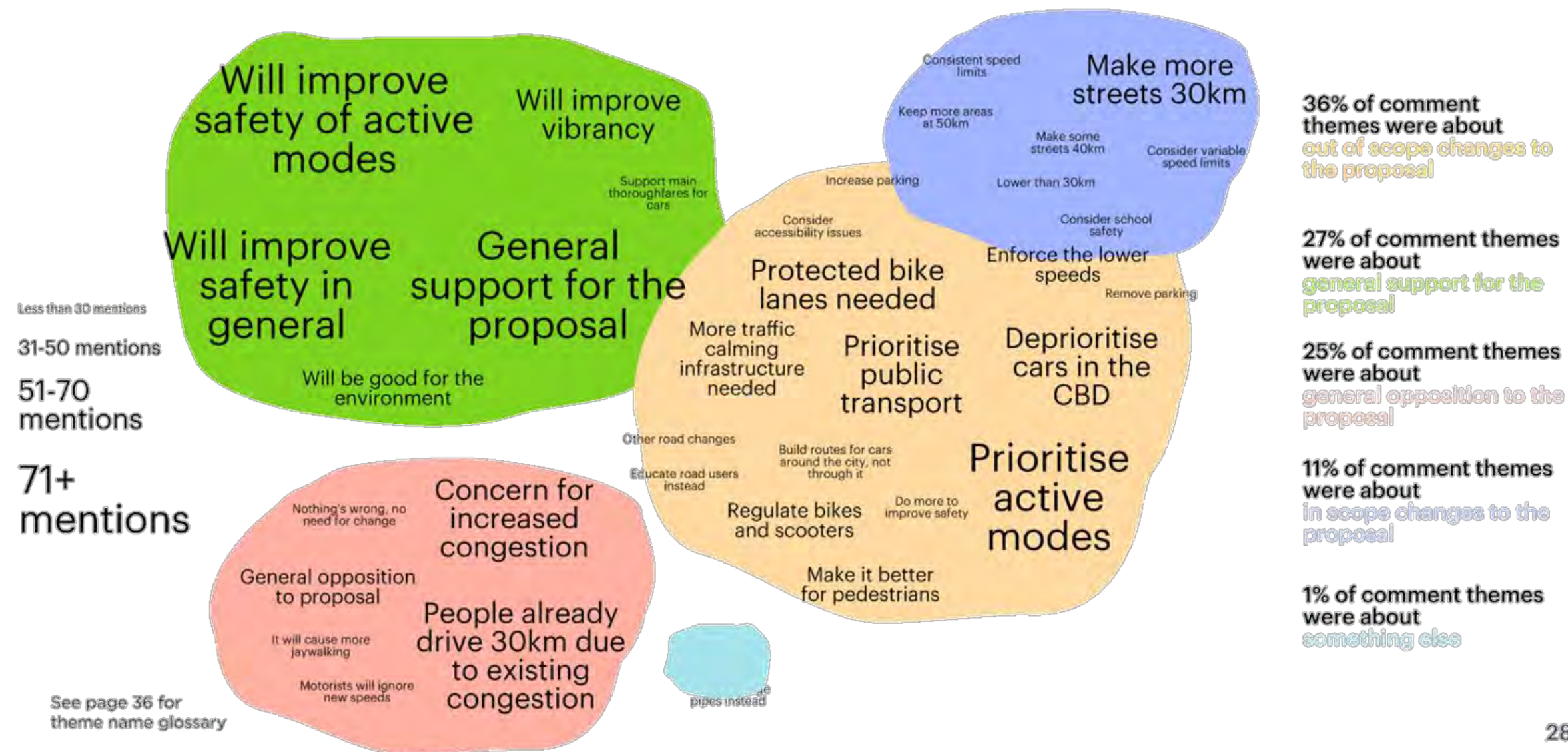
Central city safer speeds

# Would you like to make any other comments?

All submitters - 687 comments

The most common single theme to be mentioned in the final comments was “Will improve safety of active modes”, with 90 people mentioning this theme in their comment.

Note that comments can mention more than one theme.





Some examples of files people uploaded



### Ignoring the true cost of cars

[illegible]

**We love cars. Or do we?**

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Ministry of Transport

# Raising the Profile of Walking and Cycling in New Zealand

A GUIDE FOR DECISION-MAKERS

Central city safer speeds

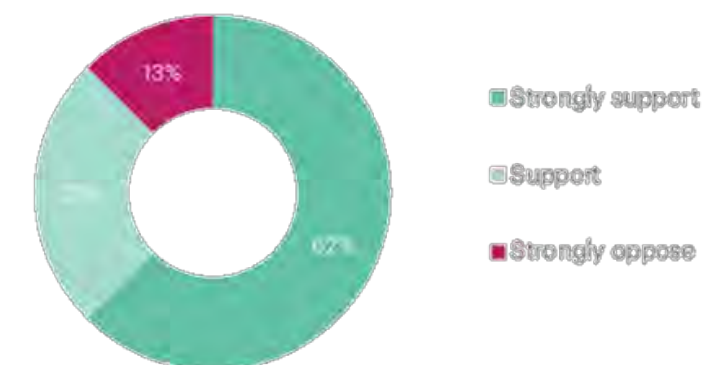
## Stakeholder group feedback summary

Organisations or businesses that gave feedback

We received feedback from the following 24 stakeholder groups:

Abletech	L2 Company Ltd
Architectural Centre	Living Streets Aotearoa
Bailey International	Millions of Mothers
CCS Disability Action Wellington	Mt Victoria Residents' Association
Centurion Computer Technology	NZ Centre for Sustainable Cities
Connect Wellington	PNP Cycling Club
Cycle Wellington	Public Health Association Wellington
Cycling Action Network Inc.	Starta Bread Kitchen & Shop
Doctors for Active, Safe Transport	AA Wellington
Energy Architecture	The Hannah Warehouse Body Corporate
Generation Zero	WCC Environmental reference group
Kakapo Kids Early Childhood Centre	Wellington City Bed and Breakfast Ltd

Of the 24 stakeholder groups who made a submission, **87% supported or strongly supported the proposal.**





## Changes to proposal

### Stakeholder groups

**Of groups or businesses who supported or strongly supported the proposal (21),** the changes most commonly mentioned were around extending the proposal to cover a wider area and/or more streets in the area.

- Some groups mentioned specific streets they wanted to be made 30km— mainly mentioning Taranaki Street, Vivian Street, Kent and Cambridge terraces, and the waterfront quays.
- Some groups also mentioned extending the 30km zone to other suburbs and residential areas in general.
- One group that supported the proposal (AA Wellington) wanted several streets to be kept at 50km, namely The Terrace, Bowen Street, and Victoria Street.

**Of groups or businesses who strongly opposed the proposal (3),** they were opposed because they wanted more streets in general to be kept at 50km, or because they didn't want any changes to the speed limits.

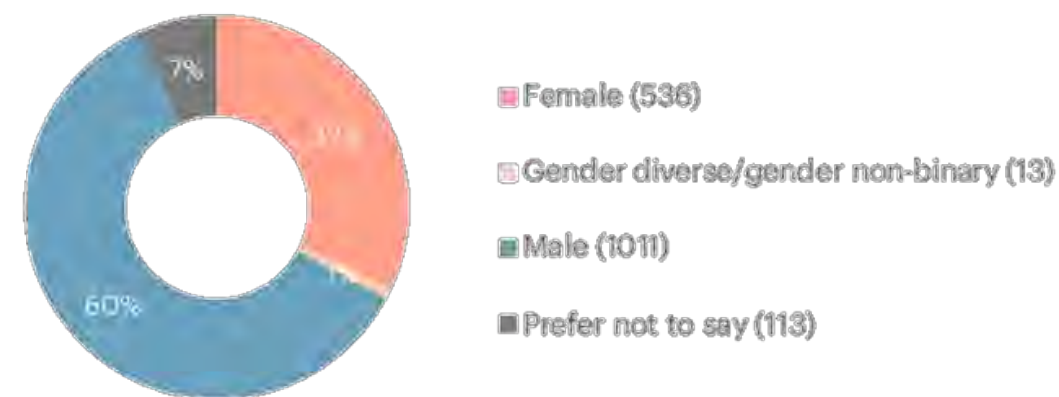
Who responded  
Statistics about individual submitters

## Gender

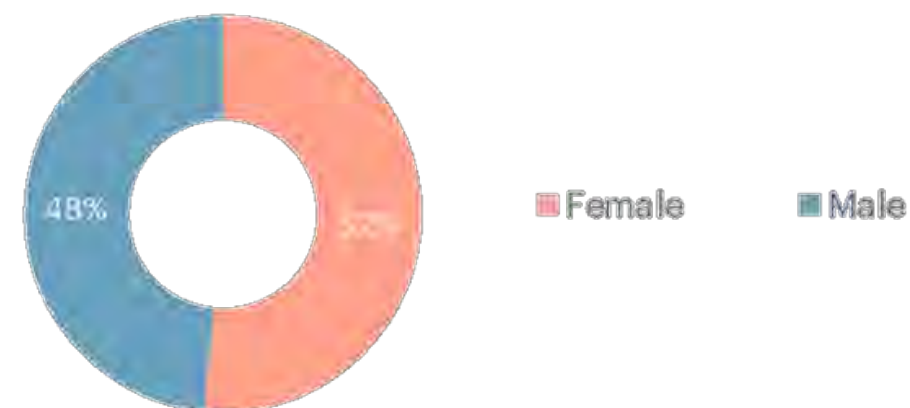
### Gender of individual submitters

**There were about double the number of male submitters as there were female submitters,** meaning women were underrepresented by about 20% in the submissions, compared to the gender balance of Wellington City.

Gender balance - submitters  
n=1673



Wellington City gender balance



Source: 2013, StatsNZ

## Central city safer speeds

# Age

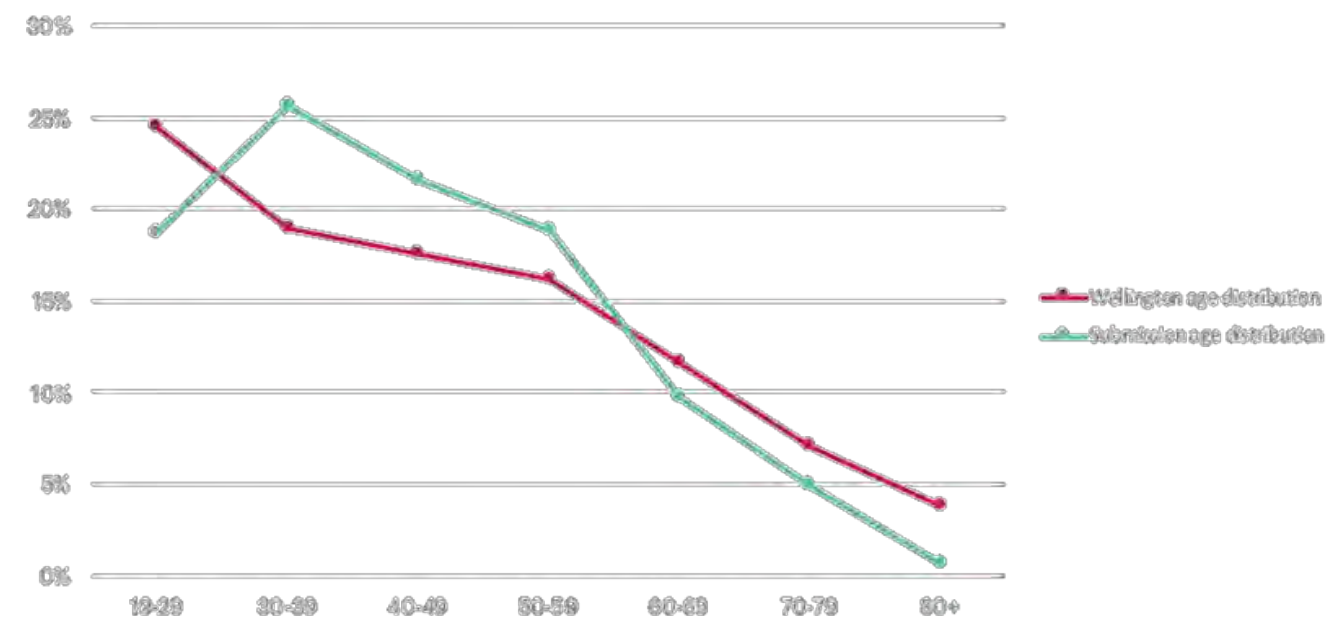
## Age of individual submitters

The largest single age group was 30-39.

The age of submitters skewed **slightly older** than the age of the general population of Wellington City.

People aged under 18 have been omitted from the age comparison graph.

Age distribution - submitters vs Wellington City population  
n submitters=1642



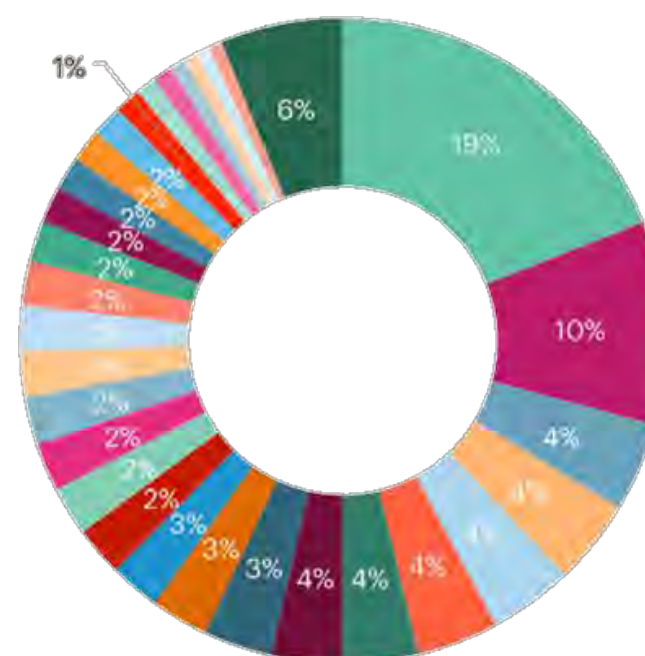
Source: 2013, StatsNZ

## Suburb

Where people are from

81% of submitters were from suburbs within Wellington City, but the largest single group of submitters were from places outside of Wellington City, e.g. Porirua or Hutt City.

Submitter suburbs  
n=1661



- Outside of Wellington (316)
- Te Aro (169)
- Mount Victoria (74)
- Karori (71)
- Newtown (70)
- Brooklyn (68)
- Island Bay (63)
- Thorndon (59)
- Mount Cook (57)
- Wellington Central (48)
- Kelburn (42)
- Aro Valley (41)
- Johnsonville (41)
- Hataitai (40)
- Wadestown (40)
- Miramar (38)
- Ngaio (38)
- Berhampore (37)
- Khandallah (34)
- Northland (30)
- Tawa (28)
- Churton Park (27)
- Oriental Bay (26)
- Newlands (22)
- Roseneath (17)
- Seatoun (16)
- Melrose (13)
- Kingston (12)
- Wilton (11)
- Strathmore Park (11)
- All other Wellington suburbs (102)



Central city safer speeds

## Advertising campaign summary



The goal of the campaign was to drive awareness of the consultation period and drive responses via the official channels (web or physical mail). Targeting was at those living, working, and leisuring in and around the Safer Speed Zone.

Overall, the Wellington City Council, Let's Get Wellington Moving – Safer Speeds campaign reached **200,000+** people across a mix of digital and offline media, who saw an advert on average **6** times.

Campaign performance is measured on a cost per '000 basis (CPM). Click through rates (CTR) and cost per clicks (CPC) cannot be measured against average channel benchmarks as the campaign was optimised for reach and awareness only.

- Facebook and Instagram delivered cost effective geo-targeting. Our overall CPM for Facebook was **\$4.25**. (Facebook industry average CPM = \$8).
- Digital Display delivered cost effective viewable impressions at an overall CPM of **\$4.33**. (Display average CPM = \$8).
- Google Search ensured we were there for those looking for more information and possibly prompted by comms elsewhere (print & offline). This channel delivered a CTR of **1.13%**. (Google Search CTR average = 1.5%).
- In the first two weeks of the campaign, we had Shout street posters throughout the Safer Speeds zone. These provided strong on-the-ground presence to support digital comms.
- We used print to ensure complete audience coverage, this included one ¼ page in the Dominion Post.

# Theme name explanations

Explanation and clarification of comment theme names

Ban private cars from the area	Requesting that no privately owned vehicles be allowed in an area/areas
Build routes for cars around the city, not through it	Expressing a need for routes/roads for cars that bypass the city centre
Concern for increased congestion	People concerned that decreasing the speed limit will increase traffic congestion in the city
Consider accessibility issues	Consider those with disability and accessibility needs in regards to these changes
Consider conflict of different modes	Consider the problems caused by different modes of transport sharing an area/areas
Consider school safety	Requesting increased safety precaution near school areas
Consider variable speed limits	Consider variable speed limits which allow traffic to flow faster during off-peak hours
Consistent speed limits	A request to keep speed limits simple and consistent to reduce confusion
Deprioritise cars in the CBD	Advocating for less priority given to cars in the central business district in order to give more priority to other modes of transport
Do more to improve safety	A request to do more in regards to the general safety of Wellingtonians on the road
Educate road users instead	There should a focus on educating drivers and all other modes of transport to behave correctly instead
Enforce the lower speeds	There needs to be enforcement of the new lower speed limits, not just a change in road signs
Fix the sewage pipes instead	People concerned that the council should be focusing on fixing Wellington sewage pipes instead
General opposition to proposal	Expressions of general opposition to the proposal , for example "Don't do it" "Terrible idea"
General support for the proposal	Expressions of general support of the proposal, for example "Do it" "Great idea"

Central city safer speeds

# Theme names continued

Explanation and clarification of comment theme names

Improve safety of active modes	A sentiment of the improvement of active mode safety in regard to the proposed speed changes
Increase parking	Requesting an increase in the amount of car parking
It will cause more jaywalking	People concerned that slower speeds will encourage pedestrians to jaywalk and act dangerously near roads
It won't improve safety	A general belief that this proposal will not make Wellington any safer
Keep more streets at 50km	A request for a street or streets to remain at 50km
Make it better for pedestrians	A request to make the streets safer and more pleasant for pedestrians
Make more streets 30km	A request to extend the amount of streets at 30kmh. This includes both in the CBD and outside
Make some streets 40km	A request for a street or streets to be set to 40kmh
Make some streets lower than 30km	People advocating for a street or streets to be lowered below 30km
More enforcement of existing traffic laws instead	A recommendation to focus on enforcing current road laws instead of making new ones
More traffic calming infrastructure needed	A concern that traffic calming measures (eg, planter boxes, murals etc) are needed to make motorists adhere to the 30km
Motorists will ignore new speed limit	A concern that motorists will ignore the new speed limits
Nothing's wrong, no need for change	A general belief that there is nothing wrong with Wellington's current layout or safety so there is no need for change
Other	Comments which are unrelated or uncommon and not of significant volume



# Theme names continued

## Explanation and clarification of comment theme names

Other road changes	A request for other niche road changes (eg; Mt Victoria tunnel changes, road condition upgrades, making streets one way, etc)
People already drive 30km due to existing congestion	A belief that drivers are already travelling at 30km per hour due to the congestion. This thought was expressed by people both for and against the proposal.
People who use active modes are responsible for their own safety	A belief that drivers aren't responsible for the safety of people walking or cycling, and safety problems for these groups are due to poor behaviour
Prioritise active modes	Advocating for the prioritisation of active modes of travel
Prioritise public transport	Advocating for the prioritisation of public transport (either as well as slower speeds, or instead of)
Protected bike lanes needed	People concerned that separated bike lanes are needed on some or all streets (either as well as slower speeds, or instead of)
Regulate bikes and scooters	The regulation of people's behaviour on bicycles and scooters is needed for the safety of cars and pedestrians
Remove parking	Advocating for the removal of on street parking to make room for pedestrian areas, bike lanes or more traffic lanes
Support main thoroughfares for cars	Support for the current vehicle thoroughfares in the city, as a necessity for efficient travel by car
Survey feedback	Feedback on the format or intention of the survey
Will be good for the environment	A belief that this proposal will have positive impacts on the environment
Will improve safety in general	A belief that this proposal will increase the safety of all road users
Will improve safety of active modes	A belief that this proposal will increase the safety of active modes
Will improve vibrancy	A belief that this proposal will make the city more vibrant, pleasant, and a better place to live/work/visit
Will reduce dangerous driving	A belief that this proposal will reduce the amount of dangerous driving







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## Executive summary

The central city safer speeds project is part of the Let's Get Wellington Moving (LGWM) early delivery programme. The priorities for the early delivery programme are making travel by bus to and through the central city faster and more reliable, and creating a better environment for people walking and on bikes.

Setting safer speed limits in the central city is an important first step. It will help create a more pleasant, liveable central city, and make a start on moving more people with fewer vehicles by encouraging more people to walk and bike instead of using private motor vehicles.

This case for change is presented in three parts:

- Safety and speed, which covers the background policy, context and evidence for change
- Liveability, which covers the economic, health and accessibility benefits to the city
- Central city, which defines the problem for the central area.

Road safety is a key focus area for the central and local government, as defined in the Government Policy Statement (GPS) 2018. The GPS calls for improvements to the top 10% of roads where further speed management would likely reduce deaths and serious injuries. Waka Kotahi NZ Transport Agency has developed a Speed Management Guide and accompanying tool to assist road controlling authorities (RCAs) to identify where to focus efforts. This tool identifies streets and roads in the central city as being in the top 10% of death and serious injury-saving network sections for Wellington City.

At a regional level, Wellington's Regional Land Transport Programme (2015) has a vision of delivering a safer system for all users of the regional transport network.

Wellington's central city is the economic and cultural heart of the region and has some of the highest pedestrian volumes in New Zealand. The speed that vehicles travel through Wellington has negative impacts on ambient noise, air quality, perception of safety and how people choose to move about the city.

The majority of residents in the central city already mainly get about on foot. With the predicted increase in people living in the central city area there is a need to make streets more pedestrian friendly and safer and easier for people on bikes – lowering the speed limits will help achieve this.

The central city area has experienced an average of seven deaths or serious injuries per year over the last decade. This trend is likely to continue with expected population and employment growth if we don't make some changes to our streets.

## **Part 1: Safety and speed**

### **1.1 Background**

#### **1.1.1 Let's Get Wellington Moving**

Let's Get Wellington Moving (LGWM) is a joint initiative between Wellington City Council, Greater Wellington Regional Council, and Waka Kotahi NZ Transport Agency (the Transport Agency).

LGWM seeks to develop an integrated transport system that supports the community's aspirations for how Wellington City will look, feel and function. Our vision is a great harbour city, accessible to all, with attractive places, shared streets, and efficient local and regional journeys.

#### **1.1.2 Early delivery workstream**

The early delivery workstream is tasked with developing and implementing the parts of the LGWM programme that can be progressed more quickly than the more complex components of the wider investment programme.

Our strategic approach is to move more people with fewer vehicles. This means providing attractive alternatives to individual car travel through better public transport, walking and cycling. The central city speed review project is one of the early delivery projects. Lower speeds can contribute to mode shift by making walking and cycling safer and more pleasant.

### **1.2 Policy context**

Road safety is a key focus area for central and local government, both in the shorter term through the 2015–18 National Land Transport Programme, and in the longer term. Central government recognises that managing speed on the road network is crucial to reducing deaths and serious injuries (DSIs) because the results of all crashes are strongly influenced by speed.

#### **1.2.1 National level**

Improving the safety of the transport network is a key priority in the Government Policy Statement (GPS) on Land Transport (2018). The GPS signals the need for a focus on safety to reduce deaths and serious injuries and recognises the role of safe and appropriate speeds in a safe land transport system.

In particular, the GPS 2018 supports investment to accelerate the implementation of the Speed Management Guide, and calls for improvements to the top 10% of roads where further speed management would likely reduce DSIs as quickly as possible. The Transport Agency has developed the Speed Management Guide, and accompanying tool to assist road controlling authorities (RCAs) to identify where best to concentrate efforts.

#### **1.2.2 Regional level**

At a regional level, Wellington's Regional Land Transport Programme (2015) has a vision of delivering a safer system for all users of the regional transport network. An ongoing reduction in serious and fatal crashes is sought with the long-term goal of a transport system free of fatalities. The programme also has a goal to reduce the number of cyclists and pedestrians killed and seriously injured by at least 50% over the next decade.

### 1.2.3 Safer Speeds Programme

The Safer Speeds Programme is the central government's approach to speed management under the Safer Journeys strategy. The Safer Speeds Programme includes the Speed Management Guide, which is intended to help road controlling authorities manage speed and increase safety on their networks.

Under the Land Transport Act 1998, the power to manage speed and set speed limits is given to RCAs such as Wellington City Council for local roads, and the Transport Agency for state highways. The Land Transport Rule: Setting of Speed Limits 2017 establishes procedures and requirements whereby RCAs may set enforceable speed limits on roads within their jurisdictions.

The Land Transport Rule formalises the approach to speed management in the Speed Management Guide. In particular, it:

- requires the Transport Agency to provide guidance on and information about speed management to RCAs
- requires RCAs to set speed limits that are, in the RCA's view, safe and appropriate
- encourages a consistent approach to speed management throughout New Zealand.

The Land Transport Rule sets out factors that RCAs must consider when reviewing and setting speed limits. When reviewing speed limits, RCAs must consider Transport Agency guidance, the function and use of the road, the crash risk for all road users, the characteristics of the road and surrounding land uses, traffic volume, any planned modification to the road, and the views of interested people and groups.

When proposing and setting speed limits, RCAs must consult with the community and other interested parties, take into account submissions received, set speed limits that are, in the RCAs view, safe and appropriate, and aim to achieve a mean operating speed less than 10% above the posted speed limit.

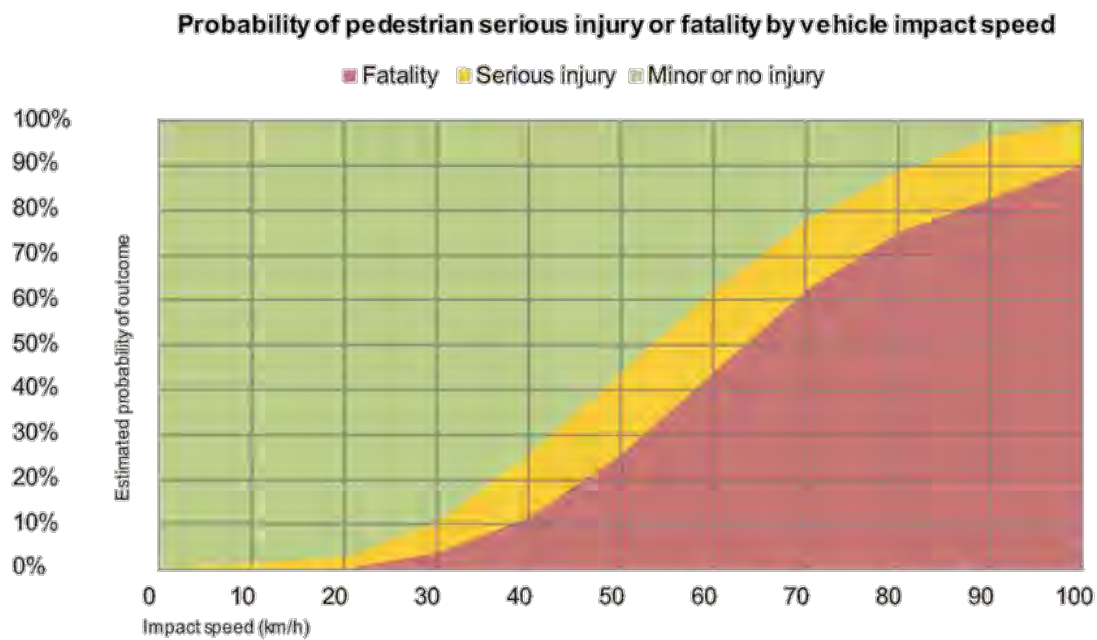
## 1.3 Evidence on safety and speed

RCAs can use a variety of environmental, social, and legal tools to reduce road injuries and fatalities. These tools can be used to reduce the likelihood of crashes between road users, reduce the likelihood that crashes will result in an injury or fatality, or both.

Several studies have demonstrated that speed is the single most important factor in the safety of a street, and is directly proportional to the risk of pedestrian or cyclist fatality in cases of conflict (Rosen & Sander, 2009, Tefft, 2013). Figure 1 shows that with a vehicle impact speed of 50km/h, more than half of pedestrians will die or be seriously injured, whereas at 30km/h only about one in 10 pedestrians will die or be seriously injured. Besides speed, the other main factor influencing risk of death is the age of the pedestrian involved; the young and old are much likely to be killed or seriously injured when hit by a vehicle (Kroyer, 2015).

Lower speeds also reduce the odds of crashes occurring because at lower speeds, drivers have more time to respond to and avoid collisions. Figure 2 shows vehicle stopping distances at different speeds, assuming an average driver in a car with good tyres and dry conditions. When travelling at 30km/h, an average car will need 32 metres to stop, whereas at 50km/h, an average car will need 63 metres to stop.

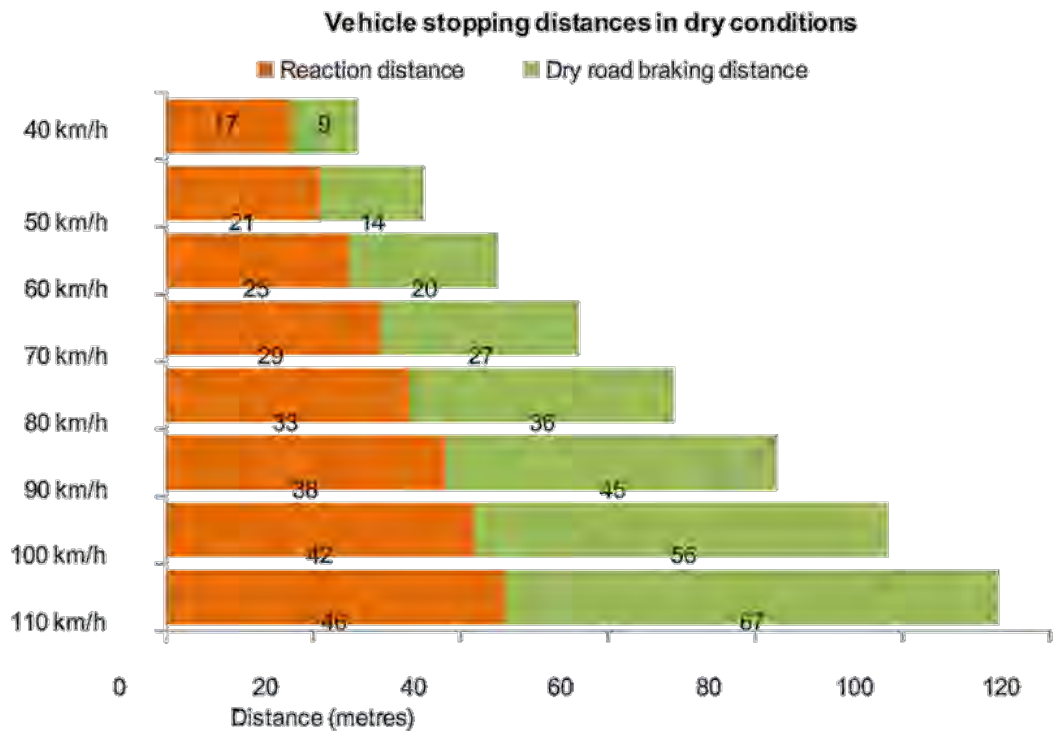
**Figure 1:** Estimated probability of pedestrian serious injury or fatality by vehicle impact speed



Source: Authors, using data from Tefft (2013)



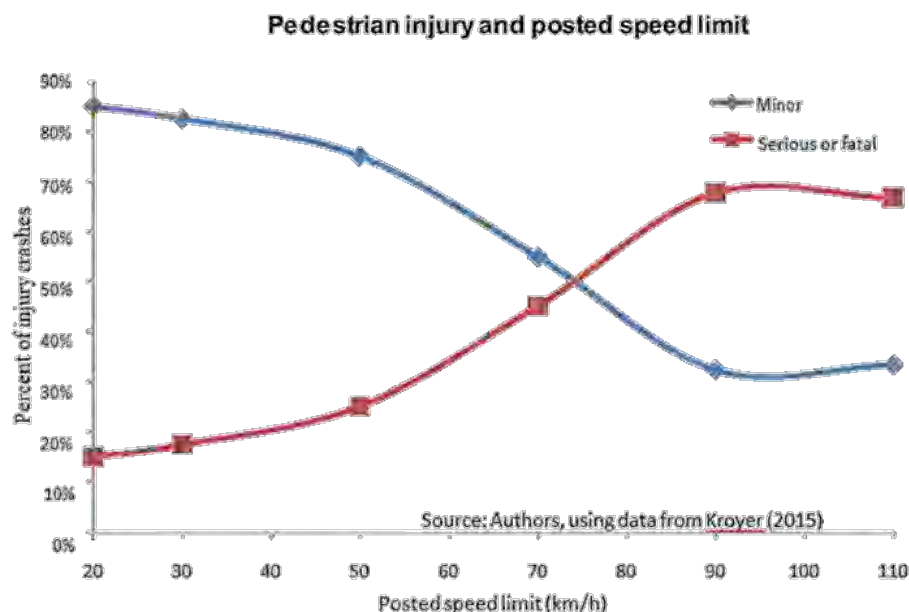
Figure 2: Vehicle stopping distances in dry conditions



Source: Queensland Government (2016)



Figure 3: Pedestrian injury and posted speed limit



Source: Authors, using data from Kroyer (2015)

While it is the key factor in determining pedestrian fatalities, RCAs cannot control crash impact speeds directly, but instead control operating speeds through speed limits, changes to the physical road environment, and speed enforcement measures. Therefore, it is advantageous to understand the relationship between posted speed limits and crash outcomes to estimate the potential impact of speed limit reductions on crash severity.

London introduced nearly 400 20mph (32km/h) zones between 1991 and 2007. Along with reduced speed limits, these zones include a variety of physical interventions which aren't within the scope of this project. The introduction of these 20mph zones was found to be effective in reducing traffic speeds to an average of 17mph, an average reduction of 9mph. The introduction of 20mph zones also reduced the number and severity of crashes. There was a 34% reduction in all injury crashes and a 38% reduction in DSIs, relative to adjacent areas with no change. Injury crashes reduced for all modes (pedestrians, cyclists, motorcyclists, and car occupants). The 20mph zones were particularly effective at reducing injuries among younger children.<sup>1</sup> London's experience demonstrates that introducing slow speed zones in areas with high pedestrian volumes can be an effective means of reducing harm.

There is also some evidence that lower speeds are correlated with reduced crash severity in a New Zealand context. Koorey (2011) examined the relationship between posted speed limits and crashes involving pedestrian and cyclists over five years (2005–2010). Crashes involving pedestrians and cyclists that occurred in an area with a speed limit of 50km/h had a lower proportion of DSIs, compared with crashes in areas with higher speed limits.

<sup>1</sup> Effect of 20mph traffic speed zones on road injuries in London, 1986-2006: controlled interrupted time series analysis. Grundy et al 2009.

### 1.4 Safer speeds in a Wellington context

Wellington City Council has introduced a number of safer speed areas to improve road safety. In 2008, the Council reduced speed limits in Newtown from 50km/h to 40km/h. In 2010, 40km/h zones were introduced along Oriental Parade and around the north end of the Miramar Peninsula. Between 2010 and 2016, 30km/h zones were introduced in 15 town centres across the city. A 30km/h speed limit was introduced on the Golden Mile in 2010.

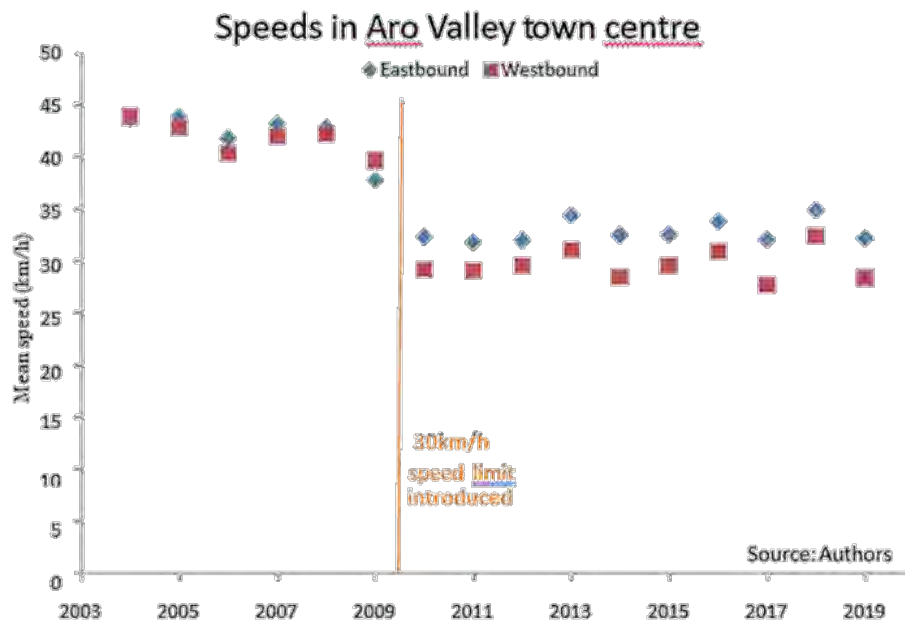
Figure 4: Reported injury crashes – 3 years before/after



Analysis has been done to assess the impact on safety of the 30km/h zones in town centres in Wellington.<sup>2</sup> For 10 town centres, injury crashes for three years before and three years after the 30km/h zones were compared against each other. The number of injury crashes reduced by 53% for the three years after the 30km/h zones were introduced, as compared to the three years before the intervention. For surrounding areas where speed limits were not reduced, injury crashes reduced by 3% over the same time period (Figure 4). A comparison of means suggests that the introduction of 30km/h speed zones allowed for a 38% reduction in injury crashes, equivalent to 1.7 crashes per site over a three-year period. This is equivalent to four injury crashes per year avoided across 10 town centres.

<sup>2</sup> Crash data has been extracted from the Crash Analysis System (CAS). Data can be viewed at <https://maphub.nzta.govt.nz/cas/>

Figure 5: Speeds in Aro Valley town centre

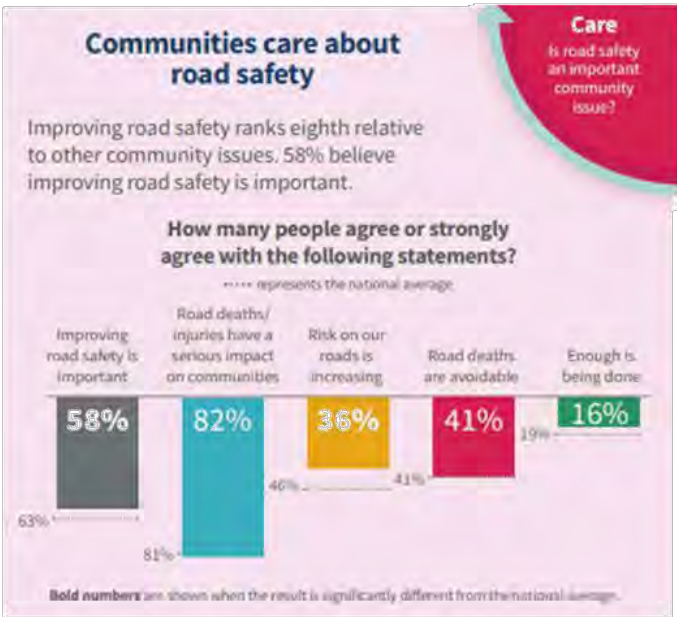


Part 2: Liveability

2.1 Wellingtonians’ attitudes to road safety

In 2017 the Transport Agency surveyed the Wellington community as part of its Better Conversations on Road Risk project.

Figure 6: Communities care about road safety



Source: NZTA, 2017  
Better conversations on road risk

People from Wellington have indicated they believe improving road safety is important and most don't believe enough is being done to address the causes of road safety problems. In the same survey only 18% of people in Wellington thought reducing the speeds would not be effective in supporting safer choices on the transport network.

Figure 7: Safer choices are not always supported



Source: NZTA, 2017  
Better conversations on road risk



Figure 8: Perceived road risks



Source: NZTA, 2017 Better conversations on road risk

People travelling too fast were identified as the second highest perceived road safety risk. Concern about the speed of other road users is also one of the top five barriers to people riding their bike more often (NZTA, Understanding attitudes and perceptions of cycling and walking, 2019).

## 2.2 Supporting a vibrant and accessible central city

Vehicle speeds affect city life in a number of ways. Noise, air quality, how the area looks and feels, and the perception of tranquility and safety all have an influence on where people choose to live, where street-facing businesses are established, how people move about, and where they relax and socialise.

### 2.2.1 Economic vibrancy

A lower-speed environment provides better conditions for outdoor dining, cafes, restaurants and shopping. This is primarily related to the noise and visual impact of moving traffic, but it also relates to people's ability to easily and safely cross a street to reach a shop or eatery. Recently introduced slow streets and shared streets in many cities, including Auckland, have seen retail activities flourish and pedestrian numbers increase. When conditions for walking and spending time in a street improve, businesses take note.

### 2.2.2 Noise and air quality

The positive impact of more people travelling with fewer vehicles on ambient noise and air quality has been documented by the European Federation for Transport and Environment. A 30km/h speed limit reduces noise on the street by three decibels, 10 cars travelling at 30km/h make approximately as much noise as five travelling at 50km/h. When the speed limit is changed from 50km/h to 30km/h carbon dioxide reduces by about 15%, nitrogen oxide reduces by about 40% and carbon monoxide reduces by about 45%. The only exception is hydrocarbons which rise about 4%.

### 2.2.3 Accessibility

A safer speed limit will help to make the central city more pleasant and appealing for everyone, especially for people walking and riding bikes – helping make a start with our strategic aim to move more people with fewer vehicles.

With lower speeds, people on bikes are more likely to be able to share the street with general traffic. With the current absence of dedicated cycling facilities in the central city, lowering speeds is a first step in increasing safety for people who already ride bikes, or would like to be able to make some trips by bike. A safer speed is a low cost way of reducing risk, and the perception of risk for cyclists, which will encourage more people to adopt this low carbon, healthy, congestion-friendly mode of transport.

Lower speeds also make walking an attractive option for more people, especially the elderly, parents with young children and people with mobility challenges. These people can take longer to cross the road and negotiate changes in levels, and may feel vulnerable alongside faster moving vehicles. Lower speeds give them a better chance of moving comfortably and safely in our central city.

Most central city residents already get to work, education, recreation and social opportunities on foot. As the city's population grows, more and more people will live and work in the central city, increasing the need for safer, pedestrian-friendly streets. Lower speeds are one way we can help create a more pedestrian-friendly central city.

The central city already has lower speed areas. Parts of Lambton Quay and Willis Street have been 30km/h since 2006. The rest of the Golden Mile – Lambton Quay north of Panama Street, Manners Street and Courtenay Place – became 30km/h in 2010. Extending our existing slow speed area to more of the central city is a logical next step in delivering our vision and supporting the city's growth.



## **Part 3: Central city**

### **3.1 The location**

The central city has a mix of residential, commercial, retail and education activities. It is the primary location of jobs in the city and wider region. It is a key regional hub for retail, entertainment, and food services. The central city has the fastest growing population of any part of the city. The population grew from 7000 residents in 1990 to 21,000 in 2013, and is expected to continue to grow substantially.

The central city is the heart of the region's transport network. State Highway 1 runs through the central city to the airport, and most of the region's bus routes stop in the area. Data from the 2013 Census shows over 80,000 people travel to the central city for work each day. Of these commuters, 45,000 people come from elsewhere in the city and 35,000 come from elsewhere in the region. People use a variety of modes to get to work; 14% walk, 3% cycle, 17% take a bus, 22% take a train, and 44% drive.

One of the central city's most attractive qualities is its compact form which encourages walking. The area has the highest concentration of pedestrians in New Zealand, with over 20,000 pedestrians per day on parts of the Golden Mile (Figure 9). These high pedestrian numbers reflect that walking is the main travel mode choice for short trips in the central city, and is the key mode to move between employment, retail, food and entertainment, and other activities in the area.

Central city residents have the lowest car ownership and car commuting rates in the city, with over 80% of residents walking to work and 43% of households choosing not to own a car. Walking is also critical for connections to the wider region; for example regional train passengers arrive at the edge of the central city and most walk to their destinations.

Wellington's central city has some of the highest pedestrian volumes in New Zealand and has experienced an average of seven pedestrian DSIs per year over the last decade. The area also poses risks for other users; on average, one cyclist and six vehicle occupants are killed or seriously injured each year. With expected population and employment growth, we can anticipate increasing conflicts between users, some of which will result in people being injured.

Figure 9: Pedestrian density in central city



Source: Let's Get Wellington Moving, 2017

Figure 10: Posted speed limits



Figure 10 shows the current speed limits in Wellington's central city. Most roads in the central city have a speed limit of 50km/h. State Highway 1 north of the Terrace Tunnel has a speed limit of 100km/h, Oriental Parade has a speed limit of 40km/h, and the Golden Mile and some surrounding streets have a speed limit of 30km/h.



### 3.2 Safety overview

Figure 11 shows estimated mean operating speeds on roads in the central city. It shows most roads in the central city have a mean operating speed of less than 35km/h. It is worth noting that these are average speeds over 24 hours. Off-peak operating speeds are likely to be higher in areas where peak speeds are influenced by congestion.

Roads that have higher mean operating speeds include:

- 55km/h or greater: Aotea Quay, SH1 north of Terrace Tunnel, SH1 Terrace Tunnel
- 40-44km/h: Karo Drive, Thorndon Quay
- 35-39km/h: Vivian Street, Jervois Quay, Murphy Street, Hobson Street, Bowen Street, Bolton Street, The Terrace, Kent Terrace, Waterloo Quay

**Figure 11:** Current mean operating speeds



Figure 12: Death and serious injury crash hot spots in Wellington's central city

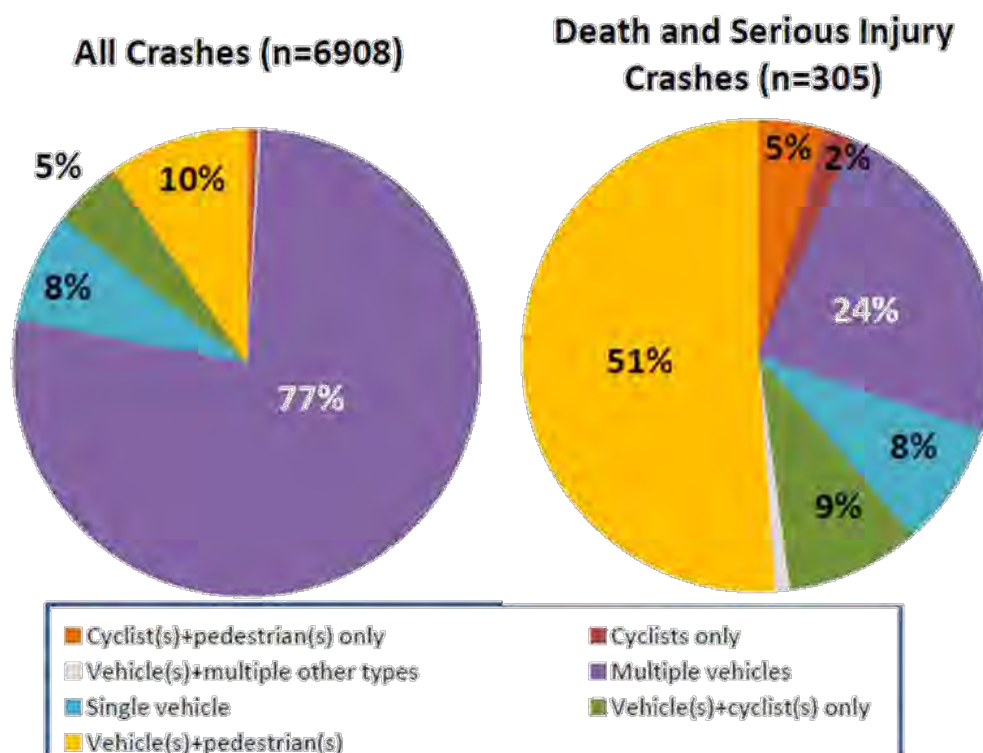


Figure 12 shows DSI crash hot spots in Wellington's central city, representing the 305 DSI crashes recorded from 2000 to 2017. It shows that DSI crashes tend to occur at intersections but are present on most streets across the CBD (less so at the Thorndon end of the CBD).



Figure 13 shows the distribution of all reported crashes for the central city from 2000 to 2017. There have been over 7000 recorded crashes in the central city during that period. Crashes involving single or multiple vehicles account for 85% of all crashes and crashes between motor vehicles and pedestrians or cyclists account for 15% of all crashes. Crashes between pedestrians and cyclists account for less than 1% of all crashes.

Figure 13: Distribution of reported crashes in the central city (2000 to 2017)

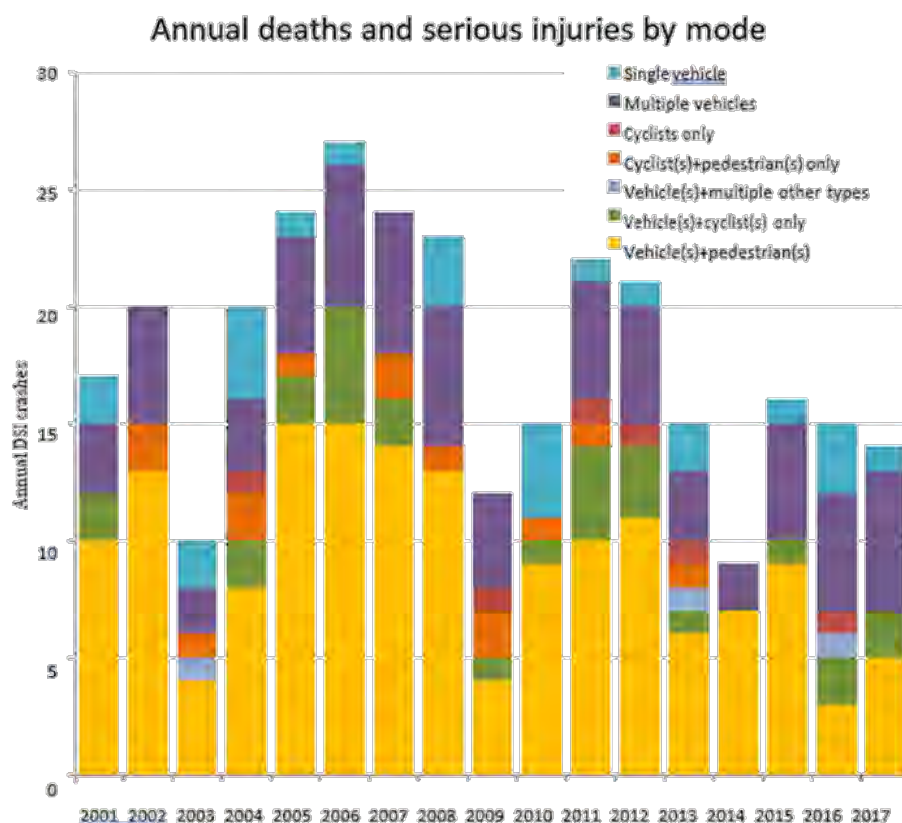


Source: Authors, using data from NZTA (2019)

Figure 13 also shows the distribution of crashes resulting in a DSI across modes for the central city. From 2000 to 2017, there have been over 300 recorded DSI crashes in the central city. The data shows that crashes involving pedestrians and people on bikes are much more likely to result in a DSI compared with crashes between motor vehicles. While only 15% of recorded crashes involve a pedestrian or cyclist, they account for over two thirds (67%) of all DSIs in the central city.

Figure 14 shows annual DSIs in the central city by mode. It shows that the annual number of DSIs has declined, driven by a decline in crashes between motor vehicles and pedestrians. Crashes between motor vehicles and pedestrians have declined from an average of 10 per year between 2001 and 2005 to an average of six per year between 2013 and 2017. Whilst this decline is an improvement, the risk to vulnerable road users remains high.

**Figure 14:** Central city annual deaths and serious injuries by mode



Source: Authors, using data from NZTA (2019)

### 3.3 Safe and appropriate speeds

Figure 15 shows streets in Wellington's central city where there would be a high benefit of further speed management, as assessed in September 2018 by the Speed Management Framework assessment tool. The highlighted road segments are in the top 10% of roads where further speed management would likely reduce DSIs. The assessment tool categorises roads into two intervention classifications; engineer up and challenging conversation.

The engineer up classification suggests investment to maintain the existing speed limit – no central area road segment fall in this category. The challenging conversation classification suggests a strong safety benefit associated with lowering the speed limit to align with the safe and appropriate speed. The name challenging conversation is used to describe this intervention category because operating speeds are typically considerably higher than the safe and appropriate speed. All identified road segments within Wellington City have a classification of challenging conversation, with the exception of Hutt Road.

**Figure 15:** High benefit speed management: The Top 10% DSI saving network sections



To 'ground truth' the Speed Management Framework assessment we conducted an investigation to determine the safe and appropriate speeds (SaAS) of the main streets in Wellington. In the table below we have focused on the main streets we are consulting to change the speed of. It shows the current speed and the indicated safe and appropriate speeds if there was nothing happening on or by these roads, other than moving vehicles. It doesn't take into account all the things we know happen near roads, like people walking, crossing or cycling.

Section name	Current speed limit (km/h)	Technical SaAS (km/h)
Boulcott Street	50	30
Bunny Street	50	40
Cuba Street one way	50	30
Cuba Street two way	50	40
Customhouse Quay slip	50	50
Dixon Street	50	50
Featherston Street	50	40
Ghuznee Street	50	30
Hunter Street	50	50
The Terrace	50	30
Tory Street north	50	50
Tory Street south	50	30
Victoria Street north	50	50
Victoria Street south	50	50
Wakefield Street	30	40
Whitmore Street	50	40
Willis Street one way	50	40
Willis Street two way	50	50



However the second table (below) does take into account the things that happen near these roads, like people walking, crossing or cycling. After incorporating these, the proposed safe and appropriate speeds reduced.

Section name	Current speed limit (km/h)	Proposed speed limit (km/h)
Boulcott Street	50	30
Bunny Street	50	30
Cuba Street one way	50	30
Cuba Street two way	50	30/40
Customhouse Quay slip	50	30
Dixon Street	50	30/50
Featherston Street	50	40
Ghuznee Street	50	30/40
Hunter Street	50	30/40
The Terrace	50	30
Tory Street north	50	30
Tory Street south	50	30/40
Victoria Street north	50	30/40
Victoria Street south	50	40/50
Wakefield Street	30	30
Whitmore Street	50	30/40
Willis Street one way	50	40/50
Willis Street two way	50	30

According to this assessment the proposed safe and appropriate speeds would be a mix of 30km/h, 40km/h and 50km/h limits. We consider that having three different speed limits within a small urban area would be confusing for drivers and is therefore undesirable. The high number of speed signs required (at each location where drivers go from one speed limit to another) would also add visual clutter for everyone and create additional obstacles on footpaths – this is particularly significant for people with mobility impairments, parents with prams, and in areas of high pedestrian volumes.

To make things simpler for drivers a simple two speed (30km/h and 50km/h) limit approach is proposed. The 30km/h limit is proposed to apply to local streets within the CBD and the 50km/h zone is proposed to apply to key arterial roads. Maintaining the 50km/h speed limit along key arterials will encourage drivers to choose these higher-ranking roads for through movements and to avoid rat-running along local streets.

Local streets tend to be where ground-level commercial activities are concentrated, including cafes, restaurants and shops. Reducing speeds will help reduce noise levels and improve air quality as well as improving the perception of tranquility and safety. These attributes help make ground-level commercial activities attractive and successful. Such commercial activities are what makes Wellington CBD a vibrant place where people want to be, and they contribute to the city's prosperity.



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## SAFER SPEEDS SUBCOMMITTEE

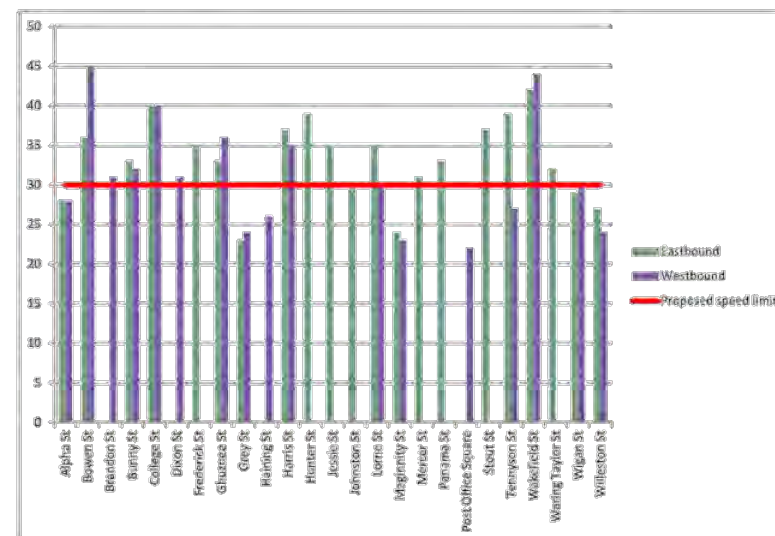
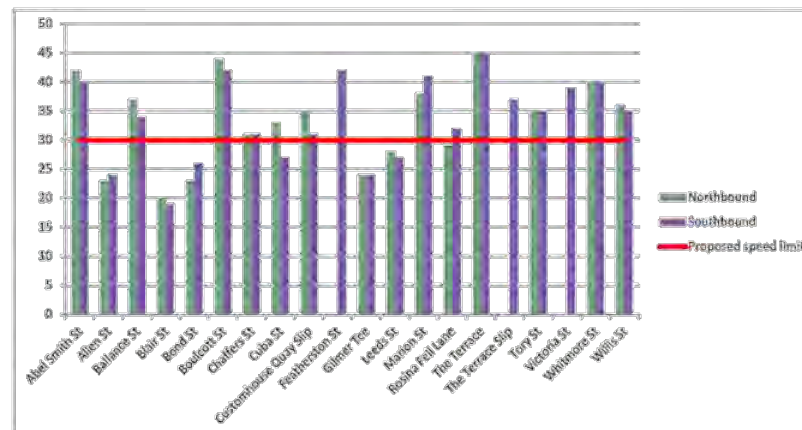
4 JUNE 2020

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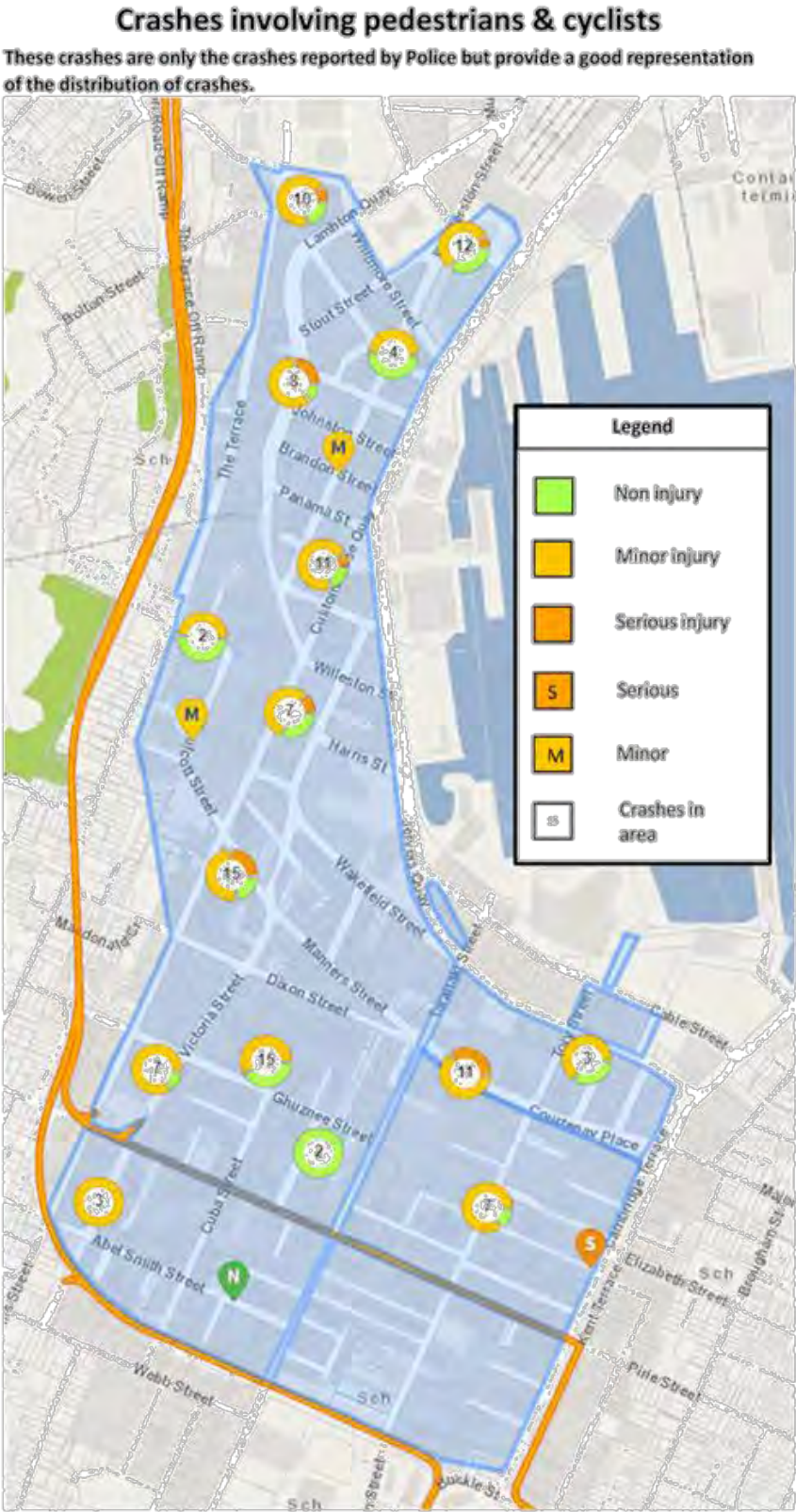
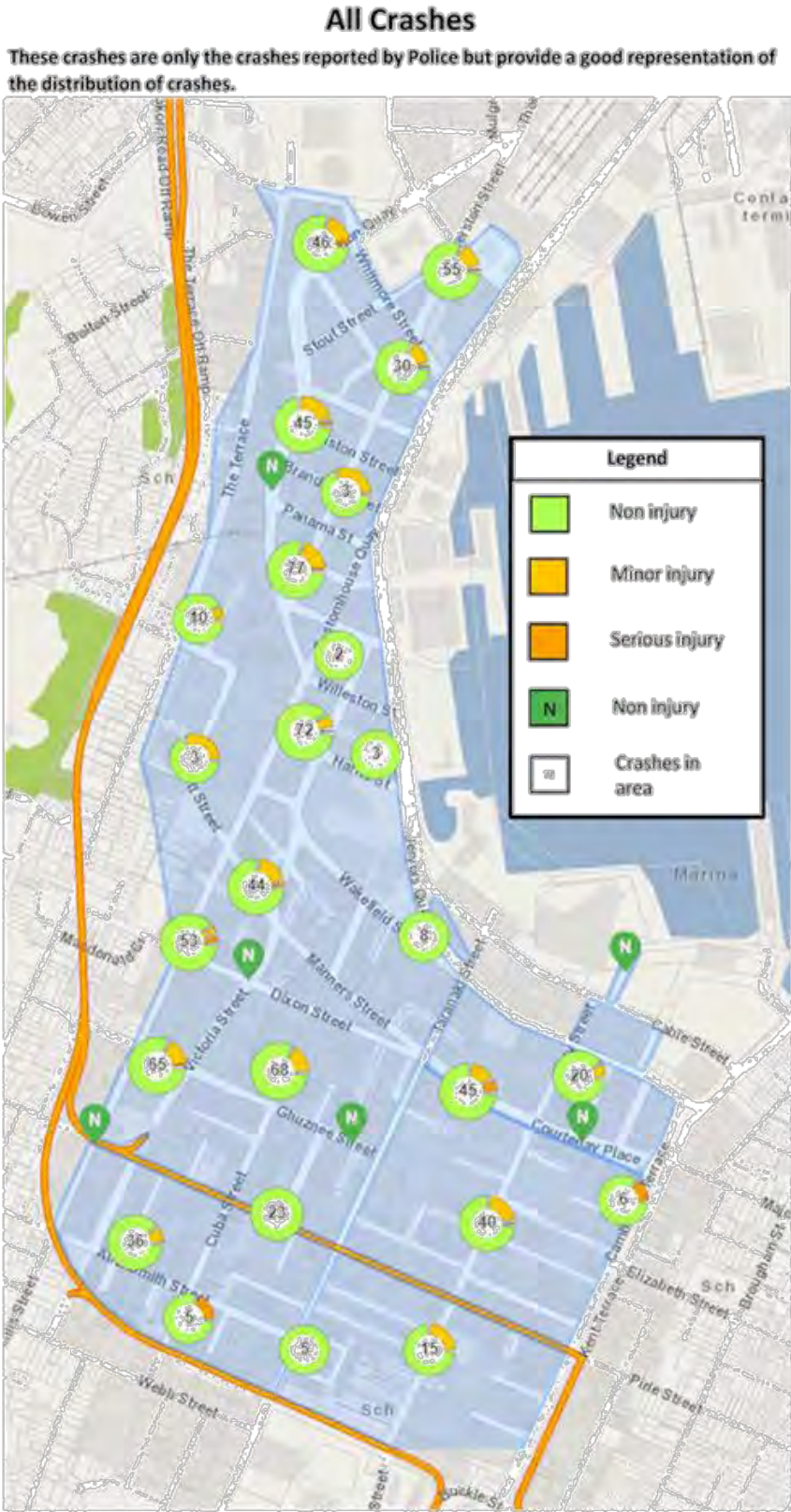
Me Heke Ki Pōneke

Street	Northbound	Southbound	≤30	>30	≤30	>30	≤30	>30	Proposed speed limit
Abel Smith St	42	40	0	42	0	0	40	0	30
Allen St	23	24	23	0	0	24	0	0	30
Ballance St	37	34	0	37	0	0	34	0	30
Blair St	20	19	20	0	0	19	0	0	30
Bond St	23	25	23	0	0	26	0	0	30
Boulcott St	44	42	0	44	0	0	42	0	30
Chaffers St	31	31	0	31	0	0	31	0	30
Cuba St	33	27	0	33	0	27	0	0	30
Customhouse Quay Slip	35	31	0	35	0	0	31	0	30
Featherston St		42	0	0	0	0	42	0	30
Gilmer Tce	24	24	0	0	0	24	0	0	30
Leeds St	28	27	28	0	0	27	0	0	30
Marion St	38	41	0	38	0	0	41	0	30
Rosina Fell Lane	29	32	29	0	0	0	32	0	30
The Terrace	45	45	0	45	0	0	45	0	30
The Terrace Slip		37	0	0	0	0	37	0	30
Tory St	35	35	0	35	0	0	35	0	30
Victoria St		39	0	0	0	0	39	0	30
Whitmore St	40	40	0	40	0	0	40	0	30
Willis St	36	35	0	36	0	0	35	0	30

Street	Eastbound	Westbound	Proposed speed limit						
Alpha St	28	28	28	0	0	28	0	0	30
Bowen St	36	45	0	36	0	0	45	0	30
Brandon St		31	0	0	0	0	31	0	30
Bunny St	33	32	0	33	0	0	32	0	30
College St	40	40	0	40	0	0	40	0	30
Dixon St		31	0	0	0	0	31	0	30
Frederick St	35		0	35	0	0	0	0	30
Ghuznee St	33	36	0	33	0	0	36	0	30
Grey St	23	24	23	0	0	24	0	0	30
Haining St		26	0	0	0	26	0	0	30
Harris St	37	35	0	37	0	0	35	0	30
Hunter St	39		0	39	0	0	0	0	30
Jessie St	35		0	35	0	0	0	0	30
Johnston St	30		0	0	30	0	0	0	30
Lorne St	35	30	0	35	0	0	0	30	30
Maginnity St	24	23	24	0	0	23	0	0	30
Mercer St	31		0	31	0	0	0	0	30
Panama St	33		0	33	0	0	0	0	30
Post Office Square		22	0	0	0	22	0	0	30
Stout St	37		0	37	0	0	0	0	30
Tennyson St	39	27	0	39	0	27	0	0	30
Wekefield St	42	44	0	42	0	0	44	0	30
Waring Taylor St	32		0	32	0	0	0	0	30
Wigan St	29	30	29	0	0	0	0	30	30
Williston St	27	24	27	0	0	24	0	0	30











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## **Let's Get Wellington Moving** **Safer Speeds**

Full report 1.4.20





## Campaign Summary

The goal of the campaign was to drive awareness of the consultation period and drive responses via the official channels (web or physical mail). Targeting was at those living, working, and leisuring in and around the Safer Speed Zone.

Overall, the Wellington City Council, Let's Get Wellington Moving – Safer Speeds campaign reached 200,000+ people across a mix of digital and offline media, who saw an advert on average 6 times.

*Campaign performance is measured on a cost per '000 basis (CPM). Click through rates (CTR) and cost per clicks (CPC) cannot be measured against average channel benchmarks as the campaign was optimised for reach and awareness only.*

Facebook and Instagram delivered cost effective geo-targeting. Our overall CPM for Facebook was **\$4.25**. (Facebook industry average CPM = \$8).

Digital Display delivered cost effective viewable impressions at an overall CPM of **\$4.33**. (Display average CPM = \$8).

Google Search ensured we were there for those looking for more information and possibly prompted by comms elsewhere (print & offline). This channel delivered a CTR of **1.13%**. (Google Search CTR average = 1.5%).

In the first two weeks of the campaign, we had Shout street posters throughout the Safer Speeds zone. These provided strong on-the-ground presence to support digital comms.

We used print to ensure complete audience coverage, this included one ¼ page in the Dominion Post.

# Final Media Plan



CHANNELS	DETAIL	PARTICULARS	COST PER INSERTION	QUANTITY	TOTAL INVESTMENT	2/Mar	9/Mar	16/Mar	23/Mar	30/Mar	6/Apr
<b>WIDER WELLINGTON AREA</b>						GET/IMP - OPEN					
PRESS	DOMINION POST	1/4 PAGE	\$1,007	1	\$1,007	3RD					
DIGITAL DISPLAY	WLG COMMUTERS - BEHAVIOUR AND WIDER REGION GEO TARGET	STATIC OR GIF - 300 X 250	\$800	2	\$1,600						
FACEBOOK/INSTAGRAM	WLG COMMUTERS - BEHAVIOUR AND WIDER REGION GEO TARGET	STATIC OR GIF	\$500	2	\$1,000						
SEARCH	KEYWORDS AROUND SAFER SPEEDS CONSULTATION - WIDER WELLINGTON GEO TARGET		\$200		\$800						
<b>SAFER SPEEDS ZONE ONLY</b>						GET/IMP - CLOSE					
OUTDOOR	SHOUT	5S			\$3,600						
DIGITAL DISPLAY	SAFER SPEEDS ZONE - WLG CENTRAL - WORK HERE / LIVE HERE / LEISURE HERE	STATIC OR GIF - 300 X 250	\$800	3	\$2,400						
FACEBOOK/INSTAGRAM	SAFER SPEEDS ZONE - WLG CENTRAL - WORK HERE / LIVE HERE / LEISURE HERE	STATIC OR GIF	\$800	3	\$2,400						
DIGITAL CAFÉ FEE - MEDIA PLANNING, BUYING, MANAGEMENT & REPORTING					\$1,492						
AOG LEVY @1.5%					\$22						
OVERALL MEDIA TOTAL (EXC GST)					\$13,952						

# Facebook Results



WCC - Let's Get Wellington Moving - Safer Speeds

*Click data for reference only given Reach optimisation*

Campaign name	Investment	Reach	Impressions	Frequency	CPM	Link clicks	CTR	CPC	Post engagement
Safer Speeds									
Reach optimised	\$3,400	203,227	798,604	3.93	\$4.25	427	0.05%	\$7.90	1,623

The Facebook campaign reached **203,227** people an average of **3.9** times over the four week campaign period.

Existing posts were lifted off the organic page and promoted out to target audience of Wellington commuters and people in the Safer Speeds zone.

Facebook delivered a low CPM of **\$4.25**, where the average CPM for Facebook is c. \$8.

In total, the ads received **427** clicks through to site and **1,623** post engagements (directly attributed to ads). This includes any likes, shares, comments, or clicks on the post.

The clickable link was included at the end of the post copy, as opposed to on the photo - which may explain the limited link clicks through to site from this channel.

# Google Results



## WCC - Let's Get Wellington Moving - Safer Speeds

*Click data for reference only given Reach optimisation*

Channel	Investment	Impressions	CPM	Link clicks	CTR	CPC
Google Display <i>Reach optimised</i>	\$2,400	1,571,640	\$4.33	1,595	0.10%	\$2.40
Google Search <i>Traffic optimised</i>	\$800	40,345		455	1.13%	\$1.77
	\$3,200	1,611,985	\$4.33	2,050	0.12%	\$1.56

Google Display and Google search delivered over **1.6 million** impressions at a low CPM of **\$4.33**. Average Google Display CPM is c. \$8.

The ads resulted in **2,050** link clicks, with the highest volume coming from the Google Display ads (**1,595**). Google Display ads were delivered on websites across the Google network including Stuff site & app, Trade Me, The Guardian, Newshub site & app, Metservice site & app, TVNZ, Realestate.

# Google Analytics – www.lgwm.nz



Source/Medium	Acquisition		Behaviour			
	Users	New Users	Sessions	Bounce Rate	Pages/Session	Avg. Session Duration
	4,378 (100.00%)	3,939 (90.00%)	6,751 (100.00%)	70.95% (Avg. Bn. Rate: 70.95%)	1.97 (Avg. Pgs. View: 1.97)	00:01:54 (Avg. Sess. Dur: 00:01:54)
1. (direct) / (none)	1,287 (29.40%)	1,206 (30.63%)	1,748 (25.90%)	67.22%	2.62	00:03:15
2. GoogleDisplay / SaferSpeeds	949 (21.68%)	939 (23.84%)	1,060 (15.70%)	91.23%	1.12	00:00:21
3. surveymonkey.com / referral	932 (21.30%)	15 (0.38%)	1,048 (15.53%)	78.64%	1.21	00:01:09
4. m.facebook.com / referral	591 (13.73%)	521 (13.23%)	627 (9.28%)	76.56%	1.36	00:00:42
5. google / organic	554 (12.65%)	379 (9.62%)	853 (12.63%)	45.60%	3.02	00:02:49
6. GoogleSearch / SaferSpeeds	339 (7.74%)	289 (7.34%)	398 (5.90%)	72.36%	2.06	00:01:11
7. facebook.com / referral	145 (3.31%)	119 (3.02%)	185 (2.74%)	66.49%	1.37	00:01:16
8. wellington.govt.nz / referral	120 (2.74%)	69 (1.75%)	160 (2.37%)	61.25%	2.01	00:01:45
9. linkedin.com / referral	68 (1.55%)	55 (1.40%)	70 (1.04%)	92.86%	1.14	00:00:08
10. t.co / referral	60 (1.37%)	49 (1.24%)	78 (1.16%)	71.79%	1.33	00:00:48
11. bing / organic	43 (0.98%)	37 (0.94%)	50 (0.74%)	68.00%	1.62	00:00:42
12. facebook.com / referral	40 (0.91%)	30 (0.76%)	44 (0.65%)	93.18%	1.07	00:00:02
13. can.org.nz / referral	29 (0.66%)	15 (0.38%)	37 (0.55%)	75.68%	1.27	00:02:03
14. Facebook / Comments	29 (0.66%)	28 (0.71%)	41 (0.61%)	60.98%	1.54	00:02:33
15. instagram.com / referral	28 (0.64%)	28 (0.71%)	29 (0.43%)	86.21%	1.24	00:00:24

Over the campaign period, **4,378** users were on site for an average of just under 2 minutes (**1 minute 54 seconds**) browsing an average of **2** pages per session.

Blue represents direct traffic whereby people are going into the website directly by typing the URL or searching on Google. Direct traffic was responsible for the highest volume of users (**1,287**) as well as the longest time spent on site (**3 minutes 15 seconds**).

Traffic driven directly from ads (in yellow) resulted in healthy time on site.

Those visiting via Facebook ads resulted in users spending **2 minutes and 33 seconds** on site. This ad was only up for a short time with a direct link on the ad. For majority of the campaign ads consisted of the link only being in the copy.

Green is categorised as Facebook referrals which were the organically boosted Facebook ads.



# Overall



Digital channels worked favourably as cost effective platforms and allowed for refined geo-location targeting. These channels also allowed the audience to find more information immediately.

By posting the ad organically onto the LGWM Facebook page and promoting out, we were able to ensure all comments and engagement were held in one place. However, having the link only available in the copy limited the traffic results.

In future campaigns, addition of radio can raise overall awareness amongst the wider Wellington region as well as add depth to the campaign, likely to catch commuters into Wellington at peak times (7am-9am & 4pm-6pm). Furthermore, optimisation for traffic can be more specific for future campaigns i.e Traffic (getting people to site) or video watches (conveying messaging).

# Facebook Ads



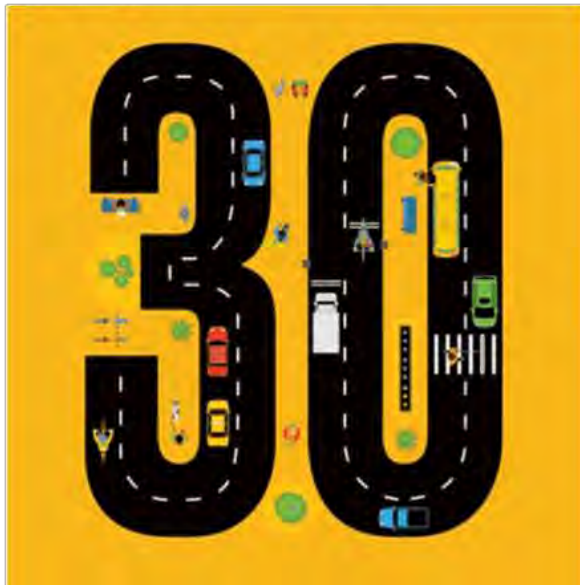
**Let's Get Wellington Moving**

Published by Laurence Hubbard (M) · 2 March at 15:54 · 🌐

We think lowering speed limits to 30km/h on most central city streets, while retaining a 50km/h limit on the main roads, reflects the multiple needs of everyone coming into the city.

This is your chance to have a say on the proposal before the Wellington City Council makes a final decision on the change.

[wgtn.govt.nz/safer-speeds](https://www.wgtn.govt.nz/safer-speeds)



**Let's Get Wellington Moving**

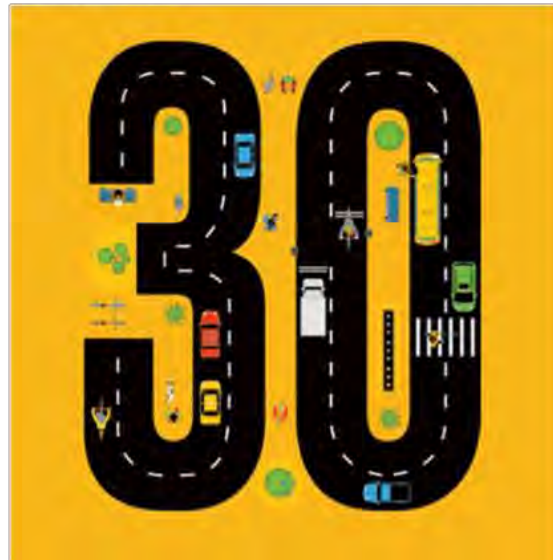
Published by Laurence Hubbard (M) · 4 March at 16:16 · 🌐

Consultation is now open on a proposal to lower speed limits on most central city streets to 30km/h.

We think setting lower speed limits on most central city streets, while retaining a 50km/h limit on the main roads, reflects the multiple needs of everyone who uses the central city.

What do you think? This is your chance to have a say on the proposal before the Wellington City Council makes a final decision on the change.

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**Let's Get Wellington Moving**

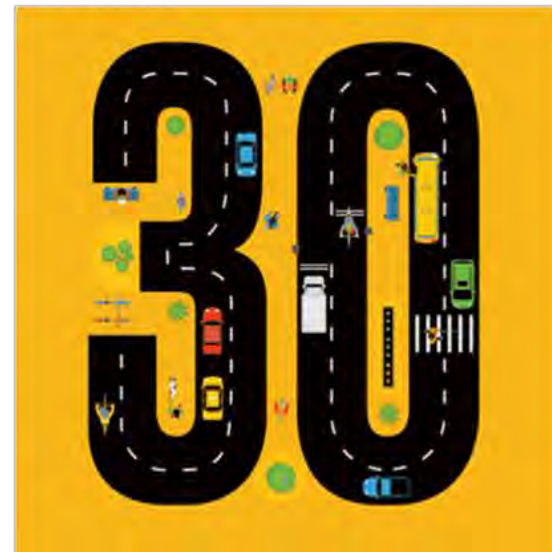
Written by The Digital Cafe (M) · 3 March at 15:58 · 🌐

Consultation is now open on a proposal to lower speed limits on most central city streets to 30km/h.

We think setting lower speed limits on most central city streets, while retaining a 50km/h limit on the main roads, reflects the multiple needs of everyone who uses the central city.

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Digital Display

