

# Neighbourhood accessibility plans

Operational policy



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# Introduction

The main purpose of this document is to provide Land Transport NZ staff with information to support neighbourhood accessibility planning projects. It will also be of use to external agencies wishing to learn more about neighbourhood accessibility planning.

The document has four main sections:

- Neighbourhood accessibility planning overview.
- Neighbourhood accessibility planning project delivery.
- Land Transport NZ assistance for neighbourhood accessibility planning.
- Appendices:
  - Outcomes of trial projects.
  - Linkages to other Land Transport NZ projects.

## Companion documents

- *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects.* Specifically targeted at local authorities, and provides detail on planning for and starting neighbourhood accessibility planning projects.
- *Neighbourhood accessibility planning: Guidelines for coordinators.* Provides information on how to carry out neighbourhood accessibility planning.

## The development of neighbourhood accessibility planning in New Zealand

Neighbourhood accessibility planning was first trialled in New Zealand under the name of 'Safer Routes.' In 2007, the activity name was changed to 'neighbourhood accessibility planning'. The development of the activity built on experience gained through the NZ Safe routes to school programme, travel planning, and urban renewal projects.

Trials were undertaken in:

- Papatoetoe, Manukau
- Nelson Central
- South Dunedin
- Malfroy Road and surrounds, Rotorua
- Rathgar Road and surrounds, Waitakere
- Greerton, Tauranga
- Fairfield, Hamilton
- South Invercargill.

Much of the information contained within this document and other neighbourhood accessibility planning guidelines has been provided by the local authorities involved in trial projects, or has been created as a result of questions or requests.

For more information on the outcomes of trial projects and the benefits of the neighbourhood accessibility planning process please refer to appendix 1.

# Neighbourhood accessibility planning overview

Neighbourhood accessibility planning utilises data collection and community consultation techniques to identify pedestrian, cycling, and shared mode users<sup>1</sup>, safety and access problems (including perceived barriers). The end product is a list of actions, specifically tailored to the neighbourhood's issues, which are prioritised and agreed to by the community. Actions could include new pedestrian and cycling facilities, promotional initiatives, education and enforcement campaigns, environmental improvements, policy changes or any other remedial actions that will improve or increase the use of active and shared forms of transport.

## Aim

Neighbourhood accessibility planning projects aim to give safe access to all ages of active and shared transport users in neighbourhood<sup>2</sup> areas.

## Objectives

The overall objective of neighbourhood accessibility planning is for local authorities and other relevant agencies to involve community groups in:

- identifying cyclist, pedestrian and shared mode user safety and access problems (including perceived barriers)
- developing and implementing strategies (based on engineering, including environmental improvement, education, encouragement and enforcement) to address identified problems.

## Underlying principles

The underlying principles of neighbourhood accessibility planning projects are that they:

- benefit all ages and abilities of cyclists, pedestrians and shared mode users
- are initiated in high-risk communities and/or in neighbourhoods that have strategic significance
- involve a balanced and integrated range of actions (engineering and environmental improvements are particularly important when road safety is an issue)
- involve and empower local communities.

## Process principles

Neighbourhood accessibility planning projects follow a well-established process. The main principles of this process are that they:

- bring together key stakeholders to collaborate in addressing safety and access issues
- rely on community participation in risk identification, development of solutions and implementation of solutions
- involve and engage all relevant local authority teams

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<sup>1</sup> The terms walking, pedestrian, cycling, active and shared modes covers a broad spectrum of transport users, including those using mobility scooters, wheelchairs, car pools and public transport.

<sup>2</sup> The term 'neighbourhood' is used to define any type of area and does not only apply to residential areas.

- are data and risk-analysis based
- develop and implement an integrated package of engineering/environmental improvements, enforcement, policy, encouragement and educational interventions that will address locally identified issues
- involve evaluation that ensures the measurement of all implementation outcomes.

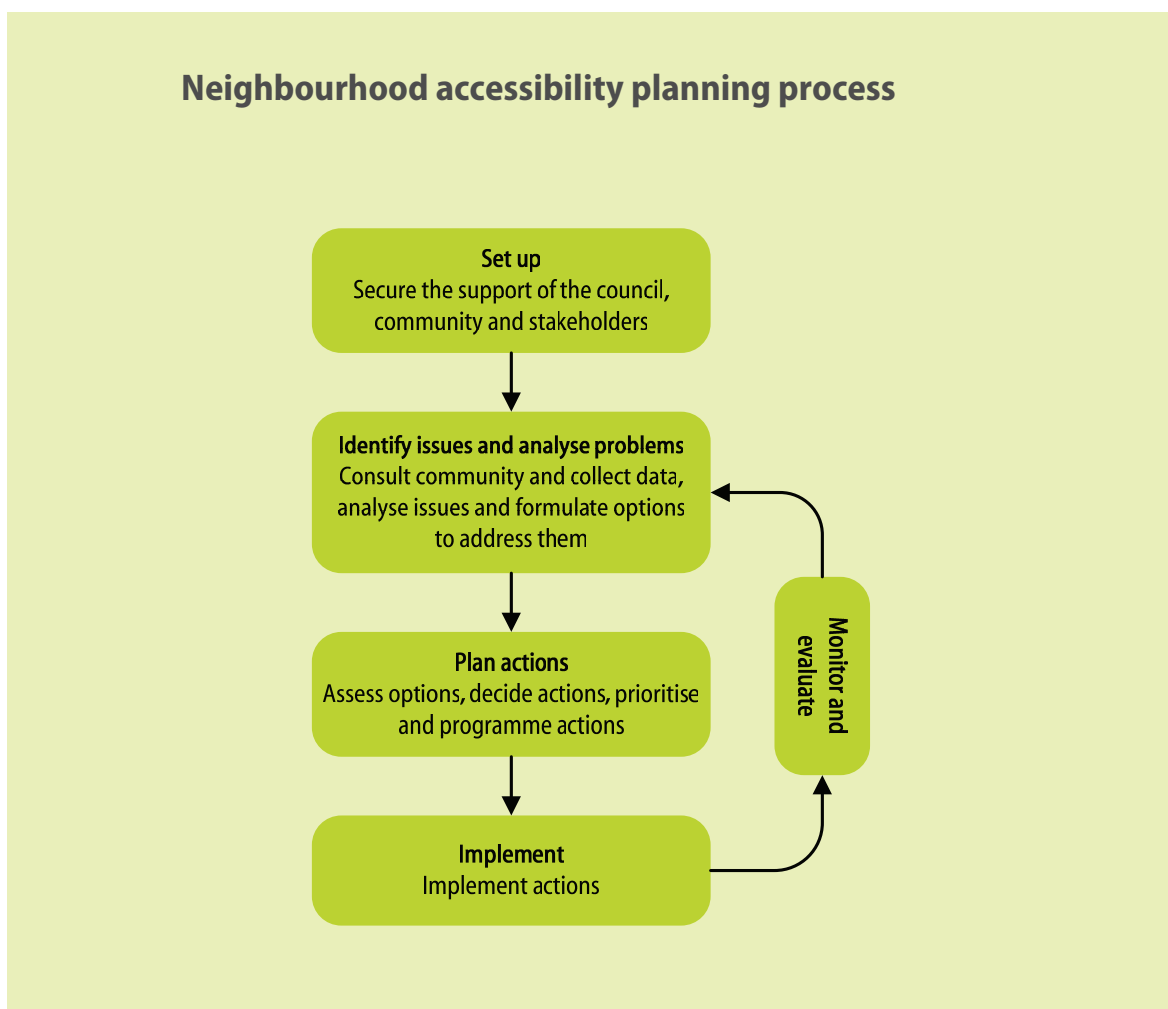
## Structure

There are two distinct phases to neighbourhood accessibility planning – investigation and implementation.

The main purpose of the planning phase is to identify a range of implementation initiatives. The investigation phase involves collecting information, consulting with the community, auditing the area, and getting agreement for an action plan.

The main purpose of the implementation phase is to implement the agreed actions that will improve the walking, cycling and shared mode user environment. All of the actions will be activities that can be carried out in their own right. As a whole, neighbourhood accessibility planning provides the opportunity to justify and coordinate a suite of initiatives in the neighbourhood. A list of implementation initiatives that could be part of a neighbourhood accessibility planning project is provided later in this section.

The following diagram shows the main components of a neighbourhood accessibility planning process.



*Neighbourhood accessibility planning: Guidelines for coordinators* contains a full version of the process diagram.

## Rationale

Neighbourhood accessibility plans involve more public and stakeholder engagement than a typical transport project. This engagement is for two main reasons:

- To create public awareness of the issues and generate public and council support for initiatives that might not have otherwise been a priority.
- To maximise project participation and collaboration from people and organisations with a stake in the project outcomes. (Walking and cycling are unique in that promotion of walking and cycling contributes to all the *New Zealand transport strategy* (NZTS) objectives. Many agencies are interested in increasing walking and cycling for a variety of reasons, such as reducing obesity, reducing carbon emissions and increasing options for the mobility disadvantaged.)

The project process also helps local authorities make linkages across internal teams and assists in the coordination of implementation in neighbourhood areas.

## Implementation outcomes

Implementation outcomes will depend on issues in the area. However local authorities should expect to:

- improve safety for pedestrians and cyclists
- improve the environment (including increased access provision) for pedestrians, cyclists and those accessing shared forms of transport
- increase the use of active and shared forms of transport in the area.

These outcomes will be achieved through a variety of different actions aimed at solving issues in the areas.

## Potential implementation initiatives

The following table lists some potential implementation initiatives that could be used in neighbourhood accessibility planning. The table does not include all the implementation initiatives that can be undertaken. Often initiatives can be new and quite innovative – this should be encouraged. (It should be noted that Land Transport NZ does not provide funding for all of these activities.)

Promotional	Policy
Biking and walking events	Alcohol, eg liquor ban bylaws
Carpooling	Bylaw changes
Cycle trains	Council controlled zoning
Cyclovia (eg restricted road access events on Sundays)	Commercial advertising and use of footpaths
Park and walk activities	Bus passenger shelters and seats
Personalised travel marketing	School uniform
School travel plans	Parking
Walking school buses	Street trading
Workplace travel plans	Dog control

Environmental/amenities	Engineering
Art work provision	Footpath maintenance
Beautification	Drop kerbs
Cycle parking	Road marking
Graffiti removal	Pedestrian crossings
Lighting	Intersection layout changes
Overhead cover provision	Traffic calming
Planting	Walkway upgrades
Seating	Cycleways/lanes
Signage	Traffic light phasing
Education	Enforcement
Cycle and pedestrian awareness	Dog control
Facility use	Crime
Intersections	Parking
Mobility scooter workshops	Red light running
Share the road campaign	Speed
Speed	Street trading and commercial use of footpaths

### What neighbourhood accessibility planning isn't

Neighbourhood accessibility planning is still in its infancy in New Zealand so it is worthwhile pointing out what neighbourhood accessibility planning is not.

- It is not the consultation or education phase of an already determined implementation initiative.
- It is not travel demand management or travel behaviour change. Please refer to the '[Linkages to other land transport projects' section \(page 11\)](#) for more information on the relationship between neighbourhood accessibility planning and travel planning.
- It does not seek to achieve one outcome using one implementation initiative. Projects should aim to achieve multiple outcomes using a range of different types of actions.

# Neighbourhood accessibility planning project delivery

## Advice on how to promote projects within local authorities

When promoting neighbourhood accessibility planning it may be useful for local authority staff to do the following:

- Ask the regional Land Transport NZ staff responsible for providing comments and advice on local and regional authority transport strategies if they would consider recommending the inclusion of neighbourhood accessibility plans in local authority strategies when they are reviewed.
- Discuss the project with stakeholders who belong to the local road safety action planning group and getting them to consider in their next meeting whether a neighbourhood accessibility plan is suitable for any neighbourhoods in their area.
- Build on relationships with local walking or cycling groups so that they become advocates for the project.
- Find a 'champion' for the project within council management or a councillor.

Prior to getting neighbourhood accessibility planning projects identified in local strategies, it will also be necessary to get agreement from councillors and local authority management. The *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* document provides advice on how to achieve this. To get agreement from councillors and local authority management, staff may want to structure discussions with regard to:

- the local authority's ethos, or way of working, and how the neighbourhood accessibility planning fits with it
- national and regional strategies – to give weight to starting the project
- how the project will contribute to existing and planned work<sup>3</sup>
- how the project will address issues in the neighbourhood area
- the integrated nature of the project and flexibility of the process
- the resources (monetary, advice, guidelines, etc) provided by Land Transport NZ and supporting organisations
- the process benefits of the project as well as the outcomes likely to be achieved
- the outcomes achieved by other local authorities who have implemented similar projects.

For information on possible Land Transport NZ funding provisions, refer to the community-focused activity section of the Land Transport NZ *Programme and funding manual*, and the community-focused land transport activities funding process 2007/08 handbooks.

## Prioritising and planning for multiple neighbourhood accessibility projects in a local authority

Local or regional authorities who want to implement a number of neighbourhood accessibility planning projects may need a way to prioritise these. The local authorities road safety action plan working group or one of the regional or local strategies may provide a good mechanism, but it is likely that some investigative work will be required to plan and prioritise the projects (see below). Land Transport NZ has recommended a methodology to undertake a

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<sup>3</sup> Project benefits are outlined in the appendices and in the *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* document.

prioritisation study. This is provided as an appendix in the *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* document. This methodology can be used to assist with seeking funding for a prioritisation study if necessary.

To select and prioritise these areas, territorial authority staff may wish to undertake a social analysis of the area. One of the best ways to do this is to use census area unit data (from Statistics NZ) in conjunction with transport statistics and compare neighbourhoods using the following variables:

- population
- employment
- household income
- deprivation index rating
- school decile
- school and university rolls
- car ownership per person
- passenger transport usage
- social cost of crashes
- traffic volume
- rate of crashes comparative to population or traffic volume
- walking and cycling counts.

### **Identifying target audience and location**

Projects are typically implemented in neighbourhoods where pedestrians and cyclists (including those accessing shared forms of transport) are at high risk of injury. Projects can also be implemented in strategically significant locations for example:

- in areas where it is advantageous to improve linkages to passenger transport or particular local amenities (planning documentation may refer transit-oriented development, activity centre upgrades, or town centre intensification/growth centres)
- in areas where local authorities aim to increase the numbers of pedestrians, cyclists or shared mode users and want to coordinate clustered travel planning projects
- in areas where there are perceived safety issues (road safety issues and/or personal security issues).

Generally projects are better suited to neighbourhoods in cities or larger town centres. In more populated areas it is easier to justify investing in walking, cycling and shared transport because the investment benefits more people. Particularly relevant to neighbourhood accessibility planning is that issues and the consequences of those issues are often concentrated into discrete areas. This does not mean the process is not suitable for small towns and rural areas, but that the planner may need to consider modifying the extent of the project to suit the area.

### **Targeting projects to road safety risk**

Neighbourhoods where pedestrians and cyclists (including those accessing shared modes) are at high risk of injury may have already been identified in walking and cycling strategies, safety strategies or in road safety action plans.

There are three levels of risk that help to define high-risk locations. Areas that:

- 1 have a higher than average number of crashes
- 2 have a higher than average number of crashes relative to the population or traffic volume (crash rate)
- 3 people avoid walking and cycling in, due to a perception that the area is not safe because of traffic or other features, and where this perception is not supported by crash statistics or other hard data (perceived risk).

At-risk communities can take many different forms and involve different groups and situations. Crash sites for pedestrians and cyclists are associated with, but not restricted to:

- areas where a high percentage of children walk or cycle (commonly lower socio-economic neighbourhoods)
- suburban centres
- areas where there are clusters of hospitality service businesses
- communities with elderly populations
- major principal roads such as arterial and collector roads.

Crash statistics from the crash analysis system (CAS) should be considered prior to deciding the location of the high-risk neighbourhoods<sup>4</sup>. It is often useful to consult Police and other community members to get a better picture of the safety issues in the area, and areas that are perceived to be risky.

## **Targeting projects based on other strategic considerations**

Neighbourhoods that warrant a focus on pedestrians and cyclists may have been identified through a range of territorial authority strategies, such as walking and cycling strategies, travel behaviour change strategies, sustainable transport strategies or safety strategies.

Local authorities may wish to carry out neighbourhood accessibility planning projects in strategic locations including:

- neighbourhoods that have high traffic volumes, as these types of areas are likely to have people that think there are access and safety issues
- neighbourhoods where there are social concerns that impact on whether people walk or cycle (eg crime, undesirable activity, speeding drivers, vandalism)
- public transport interchanges, stations or stops
- communities with a high percentage of residents that do not have access to a motor vehicle, eg mobility impaired or elderly populations, lower socioeconomic areas, or areas where a lot of young families live.

## **General considerations relevant to location choice**

They may also wish to consider:

- the type of roads in the area and traffic movement along these roads
- planned developments or road changes
- the level of interest from neighbourhood members
- stakeholder interest in the neighbourhood

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<sup>4</sup> Hospital and ACC data does not presently record the actual location of the injury – injuries are categorised in terms of a regional location (therefore the data is not useful when determining local sites). Some ambulance services do record the location of the accident, so this data may be able to be used as a supplement to CAS data.

- the level of commitment shown by key audiences (eg schools)
- the ‘workload’ of communities involved in projects currently underway
- traffic trends that may be biasing results (holiday or seasonal trends).

## Linkages to other Land Transport NZ projects

The planning phase of neighbourhood accessibility planning involves determining a range of actions for implementation in a neighbourhood. Many of the actions are also stand alone projects and Land Transport NZ promotes the applications of these projects in their own right.

Appendix 2 provides a list of the different Land Transport NZ projects that complement neighbourhood accessibility planning and why the activities are complementary. Information on external projects and other council-run projects is provided in the *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* and *Neighbourhood accessibility planning: Guidelines for coordinators*.

Travel behaviour change projects are one type of activity that can complement neighbourhood accessibility planning well. For example, if a new safe route to a train station is created, travel behaviour change activities could complement the new infrastructure. Travel behaviour change could include providing information to local residents about the new route and encouraging them to try the route and train by offering a free train ticket.

The following section specifically outlines how neighbourhood accessibility planning links to travel planning (a travel behaviour change activity). This information is specifically provided because the project processes are very similar and because of this it is important to plan the phasing of projects appropriately.

## Linkages to travel planning projects

There are two ways travel planning projects can be linked to neighbourhood accessibility planning – as a concurrent activity or as an implementation initiative. The following scenarios are provided to explain when and how these projects could be linked. Information is provided on a selection of scenarios, but it should be kept in mind when choosing areas that, areas with significant walking, cycling or shared mode access issues should be selected.

The following information is provided with the assumption that the key reason a travel planning project is being implemented is to increase walking, cycling and shared mode use. It is acknowledged that the travel planning focus on specific audiences (eg 5–10-year-old students at Kaikohe Primary School) increases the consultation response rate of the target group and therefore more detailed information is able to be obtained about area issues.

### Scenario 1

The neighbourhood has a significant number of pedestrian and cycling related crashes when compared with other areas. Little is known about who walks, cycles or uses shared transport.

*Recommendation:* Start a neighbourhood accessibility plan and consider carrying out travel planning projects as an implementation initiative.

*Explanation:* Infrastructural changes will be required in this area because of its safety record. Infrastructure approval and financing can take time, so it is best to start travel planning projects when the work has been approved or implemented. This will ensure that safety changes are made prior to promotional activities. If it is expected the travel planning audience will have suggestions to make to infrastructural changes, it may be possible to time the travel plan consultation with the design phase of the engineering work. But this level of coordination may be difficult to achieve and will depend on when the actual implementation is expected to take place.

## Scenario 2

The neighbourhood has low numbers of pedestrians and cyclists using the area. This is thought to be because the public find it difficult to get around the area and perceive it to be unsafe. Little is known about who currently walks, cycles or uses shared transport.

*Recommendation:* Start a neighbourhood accessibility plan and carry out travel planning as an implementation initiative.

*Explanation:* The planning phase of neighbourhood accessibility planning will determine what the issues are in the neighbourhood and the appropriate actions to address these issues. If there are safety and access issues in the area, engineering improvements can be initiated prior to the travel planning projects. The process will also enable the collection of demographic information on who walks, cycles and uses shared transport in the area and what is preventing people from walking, cycling or using shared transport. This will better help to target travel planning projects to the right audiences.

## Scenario 3

The neighbourhood has a significant number of pedestrian and cycling crashes and children are over-represented in these. A greater proportion of children do walk or cycle to school, but some are driven. Very few adults walk, cycle or use shared transport in the area.

*Recommendation:* Implement the neighbourhood accessibility planning project concurrently with school travel plans and start travel planning projects for older age groups as implementation initiatives.

*Explanation:* In this situation, school audiences and parents need to be a focus of any consultation. As school travel planning involves comprehensive consultation with schools, it is preferable, in this instance, to the general consultation that neighbourhood accessibility planning is able to achieve. Managing the expectations of the school community may be more difficult to achieve because involving the school at this stage will mean that they have to wait longer for any physical roading changes and, as a result, promotional actions will also be delayed. For this reason, and because adults are a lower risk group, it is advisable to delay any adult-targeted travel planning to the implementation phase of the neighbourhood accessibility plan.

## Scenario 4

General safety and access issues are present in the neighbourhood, but these are not believed to be significantly difficult to deal with. Low numbers of people over the age of 16, walk, cycle or use shared transport.

*Recommendation:* Implement the neighbourhood accessibility planning project concurrently with travel planning projects that specifically target people over the age of 16.

*Explanation:* If the safety and access issues in the neighbourhood are limited, it can be advantageous to run the projects together. This can mutually benefit the consultation components of each project and may help to minimise costs. In this scenario, it is clear that people over the age of 16 should be targeted to change their behaviour. Children in this scenario are currently walking and while there may be some safety concerns, these will be addressed through the neighbourhood accessibility plan.

## Scenario 5

The area has recently had a lot of engineering treatment and the area is generally perceived to be safe, but there are low numbers of people walking and using shared transport in the area.

*Recommendation:* Implement a range of stand-alone travel planning projects or, if coordination of clustered travel plans is required, neighbourhood accessibility planning and travel planning projects can be run concurrently.

*Explanation:* Because a significant amount of engineering work has already been completed, neighbourhood accessibility planning is probably not necessary. Neighbourhood accessibility planning can be carried out at the same time as travel planning if the project can help to coordinate other types of initiatives or a cluster of travel plans.

## Linkages to community-led projects

Land Transport NZ provides funding for community-led safety and sustainability activities through the community programmes funding category. These projects are typically educational or promotional in nature.

There are two types of community-led activities that can be funded:

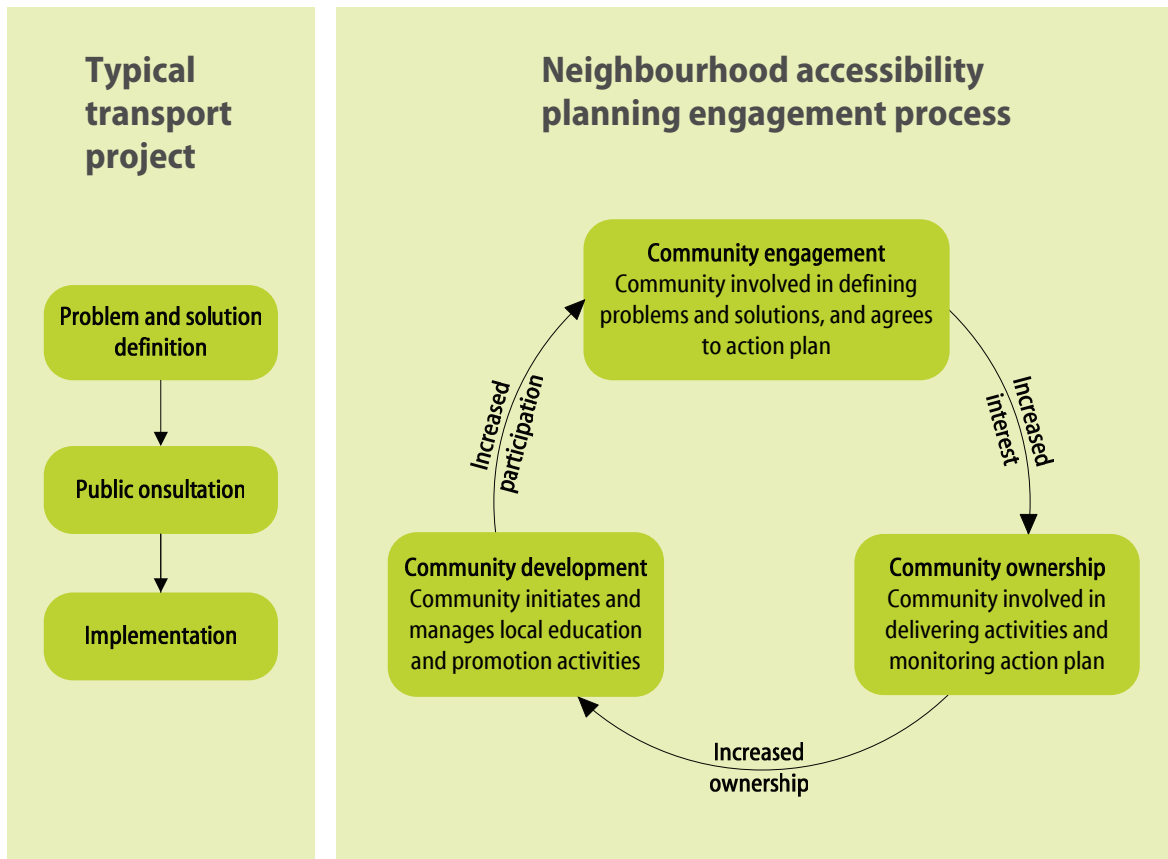
- projects that are generated from the community, and
- projects that are led by the community but are initiated to support wider projects, such as neighbourhood accessibility planning.

The former is likely to happen if a community group has ownership of community issues and are actively seeking to independently resolve these issues. The latter type of project will result from a local or regional authority successfully engaging with the community to create a situation where the community want to be actively involved in all aspects of the project (problem definition, solution development and implementation).

One of the principles of neighbourhood accessibility planning is that local authorities engage with neighbourhood residents and community groups to mutually work on project tasks. Such an in-depth level of engagement generates community interest in issues and aims to get the community to take ownership for some aspects of implementation. It is desirable (especially in terms of ensuring that project progress in the long term is sustained) that at the completion of the project a community group is able to self-manage and be engaged enough in community issues to run local education and promotion activities.

The types of community groups that could potentially be funded to implement educational or promotional activities could include special interest advocacy groups, residential associations, sports groups, church groups and transport management associations.

The following diagram illustrates the engagement process differences between typical transport projects and neighbourhood accessibility planning type projects.



## Partnerships

Good partnerships are pivotal to the success of projects. Partnerships will need to be established for each project at the local level. The *Guidelines for coordinators* document provides advice on the, 'who', 'what', 'when' and 'why' of partnering with agencies with a stake in the project.

## Maori, Pacific peoples and other ethnicities

If the neighbourhood chosen for a neighbourhood accessibility plan has significant groupings of Maori, Pacific Islanders or other ethnic groups, then it will be important to specifically plan how to engage with them. Land Transport NZ recommends that all community members be engaged with and consulted in a way that is most appropriate to their culture. Information on consultation techniques to use is provided in the *Guidelines for coordinators* document.

## Delivery

Neighbourhood accessibility planning should be led by local authorities. Appointing a coordinator with the appropriate skills to be responsible for implementing the process is vital to its success. Also, as all projects with safety or access issues will require some form of physical infrastructure, it is recommended that the project either be delivered by an engineering team, or have a very close relationship with the engineering team. This has been found to be pivotal in ensuring that the necessary infrastructure gets implemented. Engineering teams that have been fully involved in the project will be aware of the project, provide management support, commit time, trust and use data, and will put implementation initiatives on their work plans (eg minor improvement and maintenance schedules) or spend time justifying necessary implementation.

Two of the main principles of neighbourhood accessibility planning are that it engages communities and that it is collaborative. Therefore, it is important that successful projects should inspire the community and stakeholders to participate. Implementation will be coordinated within the local authority but the responsibility for implementation will be with many different local authority teams, external agencies and residents of the neighbourhood.

**Timing**

It is expected that projects will take up to two years from the appointment/employment of the coordinator through to the completion of the actions, with some proposed engineering/environmental actions scheduled for completion in future years. The timetable below has been designed with the expectation that councils will employ a coordinator in a minimum of a half-time position for a period of at least two years, to undertake one project.

An outcome evaluation can also be funded and is recommended. It is suggested this be planned in the action-planning phase but undertaken approximately one year after the completion of the engineering interventions.

*Estimated timeframe for a neighbourhood accessibility planning project*

Phase	Tasks	Total time	Coordinator time
Project start	Employment of a coordinator		
Phase 1: Investigation	Set-up phase	2 months	12 months
	Information collection	6 months	
	Reporting	2 months	
Phase 2: Implementation	Action planning	4 months	12 months +
	Design and implementation	10 months +	
Phase 3: Monitoring and evaluation	Evaluation		3 months (including reporting) – to be timed as is appropriate
			2 years + @ 20 hrs/wk
			On an as-needs basis

- The timeframes are based on some trial projects. Time input required from the coordinator and other project team members may vary at different stages in the development of the project.
- The time depends on the level of responsibility the coordinator has, the extent to which they are involved in other council projects, and the size of the neighbourhood selected. If their role will include reporting to committees, time contributions to other council projects or dealing with all community interaction within the project area (eg, responding to all public queries), then a full-time position should be considered.
- Extending the programme over long timeframes is considered risky as stakeholders can become disinterested and demotivated due to lack of visible progress.

## **Employing project coordinators**

A job description for project coordinators is provided as an appendix in the *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* document. Project coordinators need to be confident working with people and managing large meetings. They also need to be able to collect data, analyse data, write reports and project manage.

There are two distinct parts to neighbourhood accessibility planning: investigation and implementation, and both require different skills. Obtaining a suitably qualified person for the duration of the project may be difficult. Local authorities may consider using a person with consultation and information-collection skills for the investigation, then someone with campaign development, education or advertising skills for the implementation part of the project. A road safety coordinator could easily manage the educational, enforcement and promotional aspects of implementation. However, due to time commitments, an additional coordinator is recommended.

## **Project naming**

Neighbourhood accessibility planning is the name for a Land Transport NZ funded product. In all funding applications and reports to Land Transport NZ, a project should be referred to as a neighbourhood accessibility plan. However, the local authority is free to brand the project in any way it chooses. Land Transport NZ recommends projects are branded as appropriate to the issues in the local authority or neighbourhood area, as this is likely to assist with local identification and ownership of the project.

In all communication not targeted at the project neighbourhood (eg, conference presentations or higher-level communications with professional stakeholders), Land Transport NZ would like the project to be referred to by its project name, but also described as a Land Transport NZ-funded neighbourhood accessibility plan, or neighbourhood accessibility planning implementation initiative. If applied consistently, this will help avoid confusion and enhance the overall awareness of neighbourhood accessibility planning projects.

## **Evaluation**

Evaluation has been built into the neighbourhood accessibility planning process. The investigation stage, while collecting information and data to identify issues, is also used to:

- collect baseline data on what the community think of their area
- identify what the local demographics are in terms of who walks and cycles
- describe what the hard data is saying about safety and access in the area.

The reporting aspect of phase 1 of the project ensures that the methodology and results of the investigation are recorded.

However, because local authorities are implementation-oriented, it will be important for Land Transport NZ staff to ensure that post-evaluation is budgeted for in applications and that it is being done. In the short-term, evaluation will help Land Transport NZ and local authorities justify further expenditure on these types of projects, help improve the delivery of projects and increase the likelihood that outcome objectives are achieved or surpassed.

# Land Transport NZ assistance for neighbourhood accessibility planning

## Funding

Both the investigation and implementation phase of neighbourhood accessibility plans are part-funded by Land Transport NZ's National Land Transport Programme (NLTP). Other funding agencies may also provide funding to support the investigation, to complement the project or for implementation initiatives. More information on Land Transport NZ's funding allocation process can be found in the *Programme and funding manual* and associated guidelines and handbooks. More information on agencies with a possible interest in participating in neighbourhood accessibility planning can be found in the *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* document.

## Application requirements

Applications for NLTP funding should be made via Land Transport Programme online (LTP online). Local authority staff should be encouraged to discuss their proposed applications with regional staff and seek assistance early on.

If a neighbourhood accessibility planning project is under \$150,000, the project can be applied for with other community-focused activities in a 'block'.

If a neighbourhood accessibility planning project is more than \$150,000 then local authorities will be required to submit separate applications in LTP online. The LTP online application form has pre-populated fields containing information that is common to all neighbourhood accessibility plans. The system also provides information to help prompt local authorities to input the right information.

A secondary requirement for projects over \$150,000 is that a 'terms of reference' needs to be provided. This is because the investigation phase of a neighbourhood accessibility planning project is essentially a study, and therefore it is not possible to calculate a benefit/cost ratio. The terms of reference contain the expected method to undertake the study. Land Transport NZ provides a terms of reference template that territorial authorities can use. This should be included in LTP online as an attachment. This document is one of the appendices in the *Neighbourhood accessibility planning: Information for local authorities planning for or starting projects* document. Copies of the document can also be obtained from <http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning-terms-of-reference.html>.

## Planning for and packaging projects in neighbourhoods

Land Transport NZ encourages councils to 'package' directly related projects and to demonstrate this has been done through an integrated transport planning process. Appropriately phased and coordinated projects will reduce consultation repetition and duplication of funding applications and maximise the potential benefits for all projects.

In any given neighbourhood a variety of transport activity may be planned. Other non-transport activity that has an impact on transport may also be planned (eg town centre plans, parks improvements). While Land Transport NZ can only provide financial assistance for land transport activities, other activities can be included in council packages. Examples of packaged neighbourhood accessibility plan implementation initiatives are provided on pages 7–8 of this document. Examples of packaged transport initiatives are document below.

Planning for infrastructural investment at the conceptual stage of neighbourhood accessibility planning will assist with sustaining momentum throughout the project. It is well known that the time lag between the planning/investigation stages of projects and implementation is a particularly sensitive issue with community groups and residents. Time lags are not only inconvenient but they can compromise community satisfaction with council. They can also affect the extent to which the community will participate in educational and promotional activities or, worse still, affect the extent to which they 'buy into' educational and promotional messages. It is very important that projects are appropriately timed to fit with one another and that all implementation is planned in a coordinated way.

Land Transport NZ recommends that funds are reserved from either or both of the minor improvement and maintenance budgets<sup>5</sup> to finance some of the infrastructure identified as part of the neighbourhood accessibility plan. Money set aside from these budgets can fund any small improvements identified during the investigation stage. Alternatively, any significant pieces of pre-planned minor improvement or maintenance investment should be coordinated to follow the neighbourhood accessibility planning investigation phase. As part of prioritising minor improvements, we suggest that local authorities give priority to projects that are part of a package. Local authorities have found that quickly resolving a few issues in the neighbourhood greatly enhances community acceptance of the project and further community participation in the project.

All other infrastructural investment should also be planned so that its design and implementation starts as soon as possible following agreement of the activities by the community and council. Land Transport NZ's provisions for the funding of packages will help facilitate this.

For more information about packaging please see Land Transport NZ's *Programme and funding manual*.

Two examples of neighbourhood accessibility planning packages are provided below.

**Example 1**

<b>Year 1 – Studies/investigation</b>
Neighbourhood accessibility plan
Investigation stage of a local area traffic management study
<b>Year 2 and beyond – implementation – community-focused activities</b>
School travel plan
Workplace travel plans
Share the road projects
Speed campaigns
<b>Travel demand management activities</b>
Urban design and renewal
Car pooling

<sup>5</sup> Maintenance budgets are typically comprised of agreed work within a maintenance contract and unspecified work. Depending on the type of infrastructure planned, it is important to be aware that work can potentially fall within either group.

<b>Other infrastructure and facilities activities</b>
Traffic calming
Pedestrian crossings
Kerb ramps

### **Example 2**

<b>Year 1 – studies/investigation</b>
Neighbourhood accessibility plan
Two school travel plans
Four workplace travel plans
Parking study
Crash reduction study
<b>Year 2 and onwards – implementation – community-focused activities</b>
Share the road project
Intersection campaigns
Mobility scooter workshops
Advertising initiatives
<b>Other infrastructure and facilities activities</b>
Walkways and cycleways
Signing
Cycle parking facilities
Lighting improvements
Kerb ramps
\$150,000 + intersection improvement
Bus stop shelters and upgrades

### **Payment of coordinators**

Land Transport NZ is often asked about how much coordinators should be paid. Our advice when applying for projects prior to recruiting someone is that the salary range be based on similar positions in the local authority. The salary range should be roughly equivalent to the scale used for road safety coordinators, project managers and planners/senior planners within the authority.

Land Transport NZ offers financial assistance for payment of coordinators. More information on this can be found in the *Programme and funding manual* and associated guidelines and handbooks.

## **Land Transport advice and assistance**

Local authority staff requiring advice and assistance from Land Transport NZ should be encouraged to contact their local Land Transport NZ education advisor or engineer.

## **Training**

Training for neighbourhood accessibility plans is the same as other community-focused activities funded from Land Transport NZ's NLTP. Local authorities, when applying for funding, will need to factor in the cost of any training required into their bid applications.

## **Resources**

Resources have been developed to support the initiation and implementation of neighbourhood accessibility planning projects. The local authorities who were responsible for carrying out the trial projects have significantly contributed to the content of these guidelines. The guidelines are relatively detailed because the staff involved in managing the trial projects requested comprehensive guidelines. The extent to which this level of detail is required will vary between local authorities and staff members.

In addition, local authorities are not expected to follow the recommendations verbatim. In one local authority a tool, technique, template or way of doing things may have worked perfectly. In another area this may not be the case. However, Land Transport NZ does have an expectation that best practice will guide the way the project is developed and delivered.

The following resources directly support delivery of neighbourhood accessibility planning.

### ***Applications and starting projects***

#### ***Neighbourhood accessibility planning: Information for local authorities planning for or starting projects.***

Appendices include:

- benefits of neighbourhood accessibility planning projects and outcomes of trial projects
- relationships to government strategies
- linkages to Land Transport NZ projects and resources
- neighbourhood accessibility coordinator position description
- information on why walking and cycling is important
- neighbourhood accessibility planning terms of reference
- planning and prioritising projects methodology.

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning.html)

### ***Terms of reference template: Neighbourhood accessibility plan – investigation stage***

Template terms of reference for the investigation stage of a neighbourhood accessibility plan (to be used for projects over \$150,000)

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning-terms-of-reference.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning-terms-of-reference.html)

### ***Implementing neighbourhood accessibility planning projects***

#### ***Neighbourhood accessibility planning: Guidelines for coordinators***

Includes template resources.

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/neighbourhood-accessibility-planning.html)

#### ***Other related resources***

There are various other stand-alone resources that help to implement initiatives identified in a neighbourhood accessibility plan. Some of the key resources include:

##### **Share the road**

Guidance and examples on how to run campaigns related to speed, driveway safety, giving way and cycle courtesy

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/share-the-road/index.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/share-the-road/index.html)

##### ***School travel plan coordinator's guide***

[www.landtransport.govt.nz/sustainable-transport/guidelines/school-travel-plan.pdf](http://www.landtransport.govt.nz/sustainable-transport/guidelines/school-travel-plan.pdf)

##### ***Workplace travel plan coordinator's guide***

[www.landtransport.govt.nz/sustainable-transport/guidelines/workplace-travel-plan.pdf](http://www.landtransport.govt.nz/sustainable-transport/guidelines/workplace-travel-plan.pdf)

##### ***Cycle network and route planning guide***

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/cycle-network/index.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/cycle-network/index.html)

##### ***Pedestrian design guide***

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/)

##### ***Walking school bus resource kit***

[www.landtransport.govt.nz/travel/school/walking-school-buses/resource-kits.html](http://www.landtransport.govt.nz/travel/school/walking-school-buses/resource-kits.html)

# Appendix 1: Benefits of neighbourhood accessibility planning projects and outcomes of trial projects

## Introduction

The objectives of neighbourhood accessibility planning projects vary from area to area, depending on the issues in the neighbourhood, the concerns and interests of the community and the focus of the council.

## Benefits of using a neighbourhood accessibility planning approach

Neighbourhood accessibility planning process principles ensure that the process is sound enough to generate benefits. Listed below are a number of common benefits – as determined by those territorial authorities participating in the trial project.

- Collaborative work with the community facilitates:
  - 'buy-in' to the process
  - improved community/council relationships
  - increased councillor acceptance
  - increased likelihood of up take of education and promotional messages
  - increased likelihood that social marketing and education messages are sustained in the long term
  - increased potential for community and business investment
  - more opportunities for interagency collaboration.
- Data collection and information gathering ensures that:
  - data is readily available to justify projects to the public, councillors and stakeholders
  - data and consultation information collected can be used by other teams to support their complementary activities
  - data and information collected assists with prioritisation of actions
  - projects can be easily monitored and evaluated
  - information can be used to help justify new projects.
- Projects targeted at neighbourhoods rather than specific audiences will:
  - increase the likelihood that the whole community will take responsibility for their actions (this is relevant because it is important to involve the 'at-risk group' as well as other community members who may be contributing to the risk, or represent those that are creating the risk)
  - ensure actions can be coordinated for the benefit of the whole neighbourhood rather than just one group within the neighbourhood
  - help councillors and territorial authority staff justify the project based on the needs and desires of the whole neighbourhood
  - increase the potential for community group participation and resource provision
  - increase collaboration between projects and initiatives that are occurring within the area
  - involve a wider range of stakeholders who can bring resources and funding to the project.

## Outcomes of trial projects

<b>South Dunedin, Dunedin City Council</b> (initiated 2003/04)	
Stage of implementation (at June 2007)	Key outcomes/successes
Implementation completed (some engineering still to be completed). Evaluation pending.	<ul style="list-style-type: none"> <li>• Community investment in educational and promotional implementation.</li> <li>• Community buy-in.</li> <li>• Media interest.</li> <li>• Mayoral and councillor participation.</li> <li>• Won the 2006 NZ Community Safety and Injury Prevention Award for 'outstanding community safety and/or injury prevention'.</li> <li>• Silhouette advertising campaign.</li> <li>• Project launch day.</li> <li>• Share the footpath campaign.</li> <li>• Watch out for Bikes campaign.</li> <li>• Cycle hazard removal.</li> <li>• Intersection and crossing upgrades.</li> <li>• Drop kerbs and tactile paving.</li> <li>• Creation of five mobility routes.</li> <li>• Trial of six flashing 'school zone' signs.</li> <li>• Improved lighting.</li> </ul>

<b>Papatoetoe, Manukau City Council</b> (initiated 2003/04)	
Stage of implementation (at June 2007)	Key outcomes/successes
Implementation completed (some engineering still to be completed). Evaluation pending.	<ul style="list-style-type: none"> <li>• More support than normal for engineering investment from council and community boards and development of an asset management plan for walkways in Papatoetoe which has subsequently been adopted for other wards within Manukau city.</li> <li>• Inter-council team work integration.</li> <li>• School cycling and pedestrian one day education event.</li> <li>• Look out!! media campaign and speed enforcement.</li> <li>• Installation of pedestrian splitter islands at a number of locations throughout Papatoetoe.</li> <li>• Installation of signalised crossing to replace zebra crossing in Papatoetoe town centre.</li> <li>• Initiation of a school travel plan at Papatoetoe Intermediate.</li> </ul>

**Nelson City Centre, Nelson City Council** (initiated 2003/04)

Stage of implementation (at June 2007)	Key outcomes/successes
Implementation completed. Evaluation pending.	<ul style="list-style-type: none"><li>• Lighting upgrade.</li><li>• On-road and off-road cycle paths.</li><li>• Installation of a cycle parking facility.</li><li>• Three new speed tables to slow traffic.</li><li>• Cycle design course for all design engineers.</li><li>• Educational campaign on shared, slow zones and the use of various facilities within this zone.</li><li>• Education on the need to look for bikes when opening car doors and reversing cars.</li></ul>

**West End, Rotorua District Council** (initiated 2003/04)

Stage of implementation (at June 2007)	Key outcomes/successes
Engineering implementation initiated. And more education initiatives pending.	<ul style="list-style-type: none"><li>• Provision of shared cycling and walking facilities (Share with Care).</li><li>• Advanced cycle boxes.</li><li>• Bike racks.</li><li>• A raft of minor safety improvements.</li><li>• Aesthetic environment of area improved through rubbish collection and graffiti removal.</li><li>• Pedestrian education undertaken in primary schools, including setting up of Kids on Feet initiative to relieve congestion outside school.</li></ul>

**Rathgar Road and surrounds, Waitakere City Council** (initiated 2004/05)

Stage of implementation (at June 2007)	Key outcomes/successes
Action planning completed. Implementation initiated.	<ul style="list-style-type: none"><li>• Linkages with six school communities through coordination with the school travel plan programme.</li><li>• Community launch of action plan combining Safer Routes and school travel.</li><li>• Linkages to council's walking and cycling strategy and the implementation of planned on road cycle routes.</li><li>• Participation of two community board members on steering group and implementation working group.</li><li>• Community safety issues from consultation providing evidence for prioritisation of infrastructure work within transport assets.</li></ul>

	<ul style="list-style-type: none"> <li>• Linkages with other council teams.</li> <li>• Share the road campaign focusing on drivers giving cyclists space.</li> <li>• Mapping of safer cycle routes through a piloted curriculum resource for student cyclists.</li> <li>• Curriculum activities for senior geography students on solving local road safety issues: student won national awarded in the Massey University Environmental Planning project.</li> <li>• Community consultation on the feasibility of a single bus terminal for three colleges to help reduce traffic congestion and hazards for pedestrians.</li> <li>• Cycling buddy programme established in Intermediate school.</li> <li>• Walking school bus route established in primary school.</li> <li>• Piloting of a new classroom activity for monitoring traffic speed outside a school in conjunction with ACC's speed trailer.</li> <li>• Preschool education package on road safety for children starting school.</li> </ul>
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**Greerton, Tauranga City Council** (initiated 2004/05)

Stage of implementation (at June 2007)	Key outcomes/successes
Action planning completed. Implementation initiated.	<ul style="list-style-type: none"> <li>• Improved council – community relationship.</li> <li>• Initiated mobility scooter and power chair education workshops.</li> <li>• Relationship with police and their involvement in education initiatives.</li> <li>• Won the 2005 Road Safety Innovation Award for road safety education' for their kids on feet school walking promotion initiative.</li> <li>• Improved rubbish collection services to benefit pedestrians and cyclists.</li> <li>• Implementation of a cycle lane on Cameron Road from Chadwick Road to Barkes Corner.</li> <li>• Installation of bike racks in shopping centre and by library.</li> <li>• Improved bus service route for locals.</li> <li>• Bus shelters in appropriate places in Greerton.</li> <li>• Ongoing bi-weekly enforcement and appropriate behaviour encouragement outside schools managed by Police, council parking and transport staff.</li> <li>• Be Safe, Be Seen, Be Considerate education campaign.</li> </ul>

**Fairfield/Enderley/Chartwell, Hamilton City Council** (initiated 2005/06)

Stage of implementation (at June 2007)	Key outcomes/successes
Action planning completed. Implementation initiated.	<ul style="list-style-type: none"><li>• Data collection results and community input into the following projects:</li><li>• Heaphy Terrace upgrade</li><li>• Boundary Road three-laning</li><li>• Claudelands Park/Event Centre upgrade (specifically pedestrian access on Boundary Road)</li><li>• Bankwood Road/Clarkin Road cycleway project</li><li>• Fairfield park renewal</li><li>• Speed limits around Clarkin Road schools</li><li>• Traffic calming in several areas.</li><li>• Increased response/communication rates from communities that previously have not participated in council consultation.</li><li>• Enderley community school road safety training.</li><li>• Community event for pre-schoolers and caregivers.</li><li>• Secondary benefits of all project stakeholders being more engaged in other council projects both in the area and outside the project area.</li><li>• Establishment of a walking advocacy group and disability access reference group.</li></ul>

**South Invercargill, Invercargill City Council** (initiated 2005/06)

Stage of implementation (at June 2007)	Key outcomes/successes
Action planning underway.	<ul style="list-style-type: none"><li>• Obtained agreement from the rugby club to convert some land into a walk/cycle path.</li><li>• Established walking advocacy group.</li><li>• Established walking school bus.</li><li>• Facilitated creation of a mobility scooter/power chair association.</li><li>• Improved council team integration.</li></ul>

# Appendix 2: Linkages to other Land Transport NZ projects and resources

## **Walking and cycling resources**

*Contact:* Land Transport NZ, Policy and Planning, Networks team and Partnership and Programmes, Education team.

### ***Cycle network and route planning guidelines***

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/cycle-network/index.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/cycle-network/index.html)

*Description:* Provides information on how to plan and design for cycle networks and routes.

*Relationship to neighbourhood accessibility planning:* A complementary resource that will assist with planning and designing infrastructure for cycling.

### ***Pedestrian design guide***

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/)

*Description:* Provides information on how to plan and design for pedestrian networks and routes.

*Relationship to neighbourhood accessibility planning:* A complementary resource that will assist with planning and designing infrastructure for walking.

### ***Share the road toolkit***

[www.landtransport.govt.nz/road-user-safety/walking-and-cycling/share-the-road/index.html](http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/share-the-road/index.html)

*Description:* A resource that provides guidance and examples on how to run campaigns related to speed, driveway safety, giving way and cycle courtesy.

*Relationship to neighbourhood accessibility planning:* Share the road campaigns are a likely implementation initiative.

### ***Walking map toolbox for schools***

[www.bikewise.co.nz/Site/Walking\\_Maps/Schools.aspx](http://www.bikewise.co.nz/Site/Walking_Maps/Schools.aspx)

*Description:* A resource that can be used to develop maps of walking routes around schools.

*Relationship to neighbourhood accessibility planning:* A potential implementation initiative.

### ***Walking map toolbox for communities***

[www.bikewise.co.nz/Site/Walking\\_Maps/Communities.aspx](http://www.bikewise.co.nz/Site/Walking_Maps/Communities.aspx)

*Description:* A resource that can be used to develop maps of walking routes around communities.

*Relationship to neighbourhood accessibility planning:* A potential implementation initiative.

## **Land Transport NZ communications, marketing, advertising and education activities**

### ***National advertising programme***

*Description:* A scheduled programme of national advertising on road safety and sustainability topics.

*Relationship to neighbourhood accessibility planning:* Educational and promotional implementation initiatives should be co-ordinated, where possible, with the national advertising programme.

### ***RoadSense – Ata Haere strategy***

*Description:* An initiative that targets schools and teachers, offering professional development to increase their knowledge and ability to deliver road safety education to primary and intermediate school students.

*Relationship to neighbourhood accessibility planning:* Concurrent initiative. If schools in the neighbourhood accessibility planning area are running RoadSense, it will be necessary for the neighbourhood accessibility planning coordinator to keep the coordinating teacher up to date on project progress.

### ***Safe with Age***

*Description:* Targets the mature road user. It is a prescribed course aimed at providing strategies for coping with being a driver and pedestrian.

*Relationship to neighbourhood accessibility planning:* Course participation could be promoted to mature road users in neighbourhood accessibility planning areas, as an implementation initiative.

### ***Fatigue***

*Description:* A fatigue programme aimed at non-commercial drivers, with an emphasis on shift workers and extended-hour workers, to educate employers and employees on strategies to understand and the dangers of driving and working while fatigued.

*Relationship to neighbourhood accessibility planning:* Could be used as an implementation initiative if fatigued drivers are impacting on pedestrian and cycling injury rates.

## **Getting there – on foot, by cycle. Land Transport NZ-led implementation initiatives.**

*Contact:* Land Transport NZ, Policy and Planning, Networks team.

[www.transport.govt.nz/assets/NewPDFs/GettingThereA4.pdf](http://www.transport.govt.nz/assets/NewPDFs/GettingThereA4.pdf)

### ***Getting there information centre***

*Description:* Provides easy to access information resources and advice to support effective work for walking and cycling.

*Relationship to neighbourhood accessibility planning:* A resource for coordinators to use to access information on walking and cycling.

### ***Getting there workforce development action plan.***

*Description:* A stocktake and gap analysis of current training and professional development opportunities, with a view to providing appropriate actions to meet any identified needs.

*Relationship to neighbourhood accessibility planning:* May help to address some of the coordinator's training requirements.

### ***Walking and cycling model communities programme***

*Description:* Will provide a vehicle to demonstrate good practice for walking and cycling at the local level by developing up to four model/demonstration communities for walking and cycling.

*Relationship to neighbourhood accessibility planning:* Is likely to utilise neighbourhood accessibility planning methodology in planning and implementing the model communities. Significant investment over a four- to five-year period per community is likely to result in more infrastructure and innovation than normal neighbourhood accessibility planning projects are able to achieve.

### ***Road controlling authority benchmarking programme.***

*Description:* The provision of assessment tools to determine a local authority standard of performance in walking and cycling.

*Relationship to neighbourhood accessibility planning:* May help to justify need for neighbourhood accessibility planning or add to any evaluation done on the project.

### ***Strengthening user group networks programme.***

*Description:* Is designed to strengthen the capacity of pedestrian and cyclist user groups (advocacy groups).

*Relationship to neighbourhood accessibility planning:* Will increase local support for walking and cycling and may provide a group to work with.

### ***Long distance cycle network formative development project.***

*Description:* Investigation project into providing for long distance cycling.

*Relationship to neighbourhood accessibility planning:* Of little relevance to neighbourhood accessibility planning.

### ***Expansion of road user training and education.***

*Description:* Includes standardising New Zealand school cycle training, developing a national share the road social marketing programme, and investigating the need for a pedestrian training programme.

*Relationship to neighbourhood accessibility planning:*

- Cycle training: can be encouraged as a neighbourhood accessibility planning implementation initiative.
- National share the road campaign: will make the general community more aware of walking and cycling issues, and therefore may assist with getting community involvement in neighbourhood accessibility planning. The national campaigns and any locally developed share the road campaigns (implemented as neighbourhood accessibility planning implementation initiatives) will complement one another, and increase the likelihood of attitudinal and behavioural change.
- Pedestrian training: if a need is established and resources developed, it is likely that these will be able to be utilised by neighbourhood accessibility planning coordinators.

## **Travel behaviour change initiatives**

*Contact:* Land Transport NZ, Programmes and Partnerships, Education team.

[www.landtransport.govt.nz/sustainable-transport/travel-behaviour-change/index.html](http://www.landtransport.govt.nz/sustainable-transport/travel-behaviour-change/index.html)

Travel behaviour change is a broad category of activity. Travel planning forms one activity within this category. Travel planning and its relationship with neighbourhood accessibility planning is described on pages 12–14 of this document. There are many other types of travel behaviour change projects that could complement neighbourhood accessibility planning including:

- promotion of sustainable transport facilities through providing information campaigns on services and how to use services, and providing initial incentives (such as free tickets or discounts)
- information provision on the benefits of using sustainable modes
- cycle lessons
- provision of maps.

Some of the main travel behaviour change activities Land Transport NZ is currently involved in, are described below.

### ***Walking school buses.***

*Description:* An activity that children can participate in to get to and from school in supervised groups.

*Relationship to neighbourhood accessibility planning:* A potential implementation initiative.

### ***Walk to School Week.***

*Description:* A promotional week that encourages children to walk, to and from school.

*Relationship to neighbourhood accessibility planning:* A potential implementation initiative or an initiative to coordinate with.

### ***Bikewise Week/bike promotion week.***

*Description:* A promotional week that encourages people to cycle. The week includes a range of promotional activities such as bike to school, bike to work, a cycle challenge and a mayoral challenge.

*Relationship to neighbourhood accessibility planning:* A potential implementation initiative or an initiative to coordinate with.

## **Other relevant Land Transport NZ resources**

### ***Keeping mobile: How to use your mobility scooter or power chair safely.***

*Description:* A resource providing information on safe use of mobility scooters and power chairs.

*Relationship to neighbourhood accessibility planning:* Mobility scooter and power chair education is a potential implementation initiative.

### ***Factsheets – general audience***

Factsheet 1	<i>Cycles: Safety rules and equipment</i>	<a href="http://www.landtransport.govt.nz/factsheets/01.html">www.landtransport.govt.nz/factsheets/01.html</a>
Factsheet 33	<i>Speed: How to use speed limits safely</i>	<a href="http://www.landtransport.govt.nz/factsheets/33.html">www.landtransport.govt.nz/factsheets/33.html</a>
Factsheet 52	<i>Flush medians</i>	<a href="http://www.landtransport.govt.nz/factsheets/52.html">www.landtransport.govt.nz/factsheets/52.html</a>
Factsheet 22	<i>Bullbars</i>	<a href="http://www.landtransport.govt.nz/factsheets/22.html">www.landtransport.govt.nz/factsheets/22.html</a>

### ***Factsheets – school audience***

Factsheet 26	<i>Kea crossings: School crossing points</i>	<a href="http://www.landtransport.govt.nz/factsheets/26.html">www.landtransport.govt.nz/factsheets/26.html</a>
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### ***Brochures – school audience***

Published 1994 Reprinted 2000	<i>Starting out safely</i>	An A5, eight page brochure containing road safety information for parents and guardians of pre-schoolers. Includes advice on walking near traffic, safety when travelling, playing safely, safety in the country and other useful road safety information.
Published 2006	<i>Being roadsmart for school</i>	An eight page brochure containing information for parents and caregivers of primary and intermediate age children, on making better choices for their children about getting to school sustainably and teaching their children road safety skills.
Published 2001 Amended and reprinted 2006	<i>Safety and the school bus</i>	A brochure that gives safety tips and advice for parents of primary school children on how to catch the school bus.

*Land Transport NZ website – general audience*

Pedestrians	Where to walk when you are beside the road. How to cross the road safely. Looking after children.	<a href="http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/safety-ped.html">www.landtransport.govt.nz/road-user-safety/walking-and-cycling/safety-ped.html</a>
Cycles	Safe cycling checklist: clothing to be seen, seat height, handle bar grip and stability, checking brakes, intact pedals, checking the wheels. Lights and reflectors: what the legal requirements are, when you must use your lights, penalties for not meeting the requirements. Helmets: fitting a helmet properly, choosing the right helmet, penalties for not wearing one.	<a href="http://www.landtransport.govt.nz/road-user-safety/walking-and-cycling/safety-cyclists.html">www.landtransport.govt.nz/road-user-safety/walking-and-cycling/safety-cyclists.html</a>
Road code	New Zealand's road code for all road users.	<a href="http://www.landtransport.govt.nz/roadcode/index.html">www.landtransport.govt.nz/roadcode/index.html</a>