

# GOLDEN MILE

## Engagement summary report

June – August 2020



# Executive Summary

The Golden Mile, running along Lambton Quay, Willis Street, Manners Street and Courtenay Place, is Wellington's prime employment, shopping and entertainment destination.

It is the city's busiest pedestrian area and is the main bus corridor; with most of the city's core bus routes passing along all or part of the Golden Mile everyday. Over the next 30 years the population is forecast to grow by 15% and demand for travel to and from the city centre by public transport is expected to grow by between 35% and 50%.

## The Golden Mile Project

The Golden Mile project is part of the Let's Get Wellington Moving programme. The vision for the project is *"connecting people across the central city with a reliable public transport system that is in balance with an attractive pedestrian environment"*.

In November and December 2019 Let's Get Wellington Moving asked Wellingtonians what changes they wanted to see along the Golden Mile. Key feedback included removal of private motor vehicles (some or all of the time), buses to be given priority, more cycle lanes, a reduction in footpath crowding and closures of side streets.

[You can read the full November-December 2019 engagement feedback report here.](#)

From January to May 2020, three concepts were developed to address the problems identified for the development of the Golden Mile business case. This report summarises the feedback Wellingtonians provided on the concepts proposed between June and August 2020.

## The three concepts

The three concepts proposed aim to address the problems identified along the Golden Mile to differing degrees.

Across the three concepts, the level of change could be relatively small or could completely transform the road and footpath space.

1. "Streamline" takes some general traffic off the Golden Mile to help make buses more reliable and creates new space for pedestrians.
2. "Prioritise" goes further by removing all general traffic and allocating extra space for bus lanes and pedestrians.
3. "Transform" changes the road layout to increase pedestrian space (75% more), new bus lanes and, in some places, dedicated areas for people on bikes and scooters.

## What we asked

From June to August 2020 we asked Wellingtonians to let us know what that they liked or didn't like about each concept and why. We also asked people to tell us which concept they preferred for the different sections of the Golden Mile, as we understand that each street that makes up the Golden Mile is different, and a concept that might work for one street, may not for another.

We also wanted to know people's thoughts on providing spaces for people on bikes and scooters, allowing certain vehicles (such as taxis, delivery and maintenance vehicles) access to the Golden Mile and how they'd like to see the space at the end of closed side streets used.

The public engagement was promoted on Let's Get Wellington Moving's website and via social media, newsletters, radio and print media as well as direct mail drops. Key drivers for the engagement programme were to raise awareness of the concepts that we were been developed for the Golden Mile, and to encourage people to have their say on them.

Feedback on the concepts was received through an online survey, meetings, workshops with key interest groups, email, phone, social media and events. 19 groups and organisations responded with written individual feedback (with some representing a number of people / organisations), 1,571 people provided feedback online, 200 provided feedback via other communication channels and people also provided comments via social media.

# Executive Summary

## Why we asked

The feedback we received through this engagement, along with a range of technical assessments, will be used to help us assess the concepts and identify a preferred option when completing the business case. It will also help us understand how a preferred option could be improved, adjusted or staged.

## Summary of what people told us

Overall there was a strong desire and interest from the general community for significant change (in line with concepts two and three). People wanted to see increased community spaces and amenities that would encourage people to congregate and spend time in the city, as well as public transport being given priority over private motor vehicles. They also wanted to see dedicated cycling and scooting facilities, and service vehicle access at certain times of day/night.

Feedback from community groups and organisations expressed similar desires. Often preferring concept two or three, or a combination. These groups and organisations expressed interest in detailed design elements, like accessibility, and phasing changes to see progressive improvements over time.

Feedback from the majority of retail and hospitality businesses and the groups that represent them, along with transporters expressed either opposition to the concepts entirely or concerns over certain aspects of the concepts such as reducing parking, general vehicle and service vehicle access – saying these play a vital role in their operation and the relocation, reduction or removal of these facilities would negatively impact their business. The impacts and future uncertainties of Covid-19 heightened these concerns.

This was reiterated in their desire to keep service vehicles on the Golden Mile at all times, not create further open spaces (often saying the area was already too quiet) and had little preference for cycling and scooting facilities.

## What people liked

Overall people most commonly commented that they liked more space being provided for pedestrians, buses being given priority and removal of general traffic. People said that they liked the closure of sides streets noting that this will make it safer for people walking and on bikes and provide opportunity for the creation of people friendly spaces along the Golden Mile.

People also told us they liked the proposal to consolidate the number of bus stops, often acknowledging that these are currently quite close together and there would be benefits in spreading them out in order to allow buses to move quicker along the corridor. People also noted that any changes to bus stop locations needed further consideration particularly to ensure that the needs of those with limited mobility were catered for.

People were very supportive of having space available for cycling and other active modes along both Lambton Quay and Courtenay Place. Most felt it was very important these facilities were dedicated (e.g. separation), as it would be the safest option and therefore attract more users.

## What people disliked

As with what people liked there was also a wide range of feedback on what people didn't like about the concepts. Key concerns were raised around the removal of general traffic, car parking and loading zones along the corridor and the impact that these changes might have on businesses and concern around access for those with limited mobility.

Generally, people felt that access for service vehicles should be retained. People noted that on-street parking was important so shoppers could still drive into the city with ease rather than choosing to shop at a regional shopping mall instead.

# Executive Summary

## Feedback on service vehicle access

We specifically asked people to let us know their thoughts on allowing access for some service vehicles along the Golden Mile. The feedback received highlighted that there was significant desire for access for these vehicles to be retained at certain times of the day/night.

## Specific feedback on the concepts

In addition to the above, key comments for each of the concepts are outlined below.

- Concept one – The majority of people said they didn't like that it would not result in a significant change. A minority of people said they liked it as it was balanced, it retains some general traffic while giving some improvements at a reasonable cost and with least impact to business.
- Concept two – The majority of people commented that they liked the complete removal of traffic and it was a good step up from concept one. Whilst people liked the proposal of giving public transport priority, they did question if two bus lanes in each direction on Lambton Quay and Courtenay Place was the best way to do that, would this be safe for people crossing the road and is this the best allocation of space. Other people noted that they didn't want to see traffic removed as they felt this would have a negative economic impact. This was echoed in comments relating to the removal of car parking and loading zones.

- Concept three – This concept was preferred by the majority of feedback received. They said that they liked the significant increase in pedestrian space, along with the provision for cycling and scooters. As with concept two, people expressed concern that removal of general traffic, parking and loading zones may have a negative impact on businesses. Alternatively, others said they felt that the design, particularly closing side streets, would attract more people and result in economic benefits. As opposed to concept two, people also raised concerns that having only one bus lane in each direction would mean buses may not be able to overtake each other, particularly at bus stops, which would slow bus journeys down. People also raised that this concept had the highest costs, some noting that perhaps the move to this concept could be undertaken over time to manage costs and impacts.

# Next steps

The next step for the project is to undertake detailed assessments of the concepts and identify a preferred option. This option may be a combination of the concepts. Once the preferred option is identified, a more detailed design will be developed that will be shared with the community for feedback before it's implemented.

The feedback received on the three concepts has provided us with a range of key things to think about and to be investigated further as the project progresses. These have been split into two categories. The first being further information needed around the impacts and benefits of each concept. The second being several elements that need to be considered as the detailed design for the preferred option is developed as part of the Golden Mile business case.

## Further information requirements

The feedback highlighted that some people would like further information to better understand the reason for change and impacts / benefits of potential changes along the Golden Mile. This includes providing further information on:

- Bus reliability impacts
- Benefits for bus journeys
- Impacts of pedestrian crowding. Has this changed given Covid-19
- How the Golden Mile proposals integrate with Let's Get Wellington Moving's other projects
- Implications for businesses
- Chosen bus stop locations and capacity at each location
- Specific traffic impacts of the concepts on nearby streets
- Role of the Wellington City Council Strategic Cycling Network in relation to the Golden Mile
- How the concepts reduce GHG emissions from improving bus performance and encouraging the uptake of active modes.

We also note that some people and organisations have asked for the retention of the status quo (or doing nothing), to be considered when the concepts are further assessed.

## Detailed design investigations

The feedback has highlighted that people wanted more investigation into elements of the Golden Mile project:

- Phasing options for implementing the preferred option (e.g. all at once, phased in over time or only implement one section), including considering:
  - The efficient location and number of loading bays and taxis stands
  - The option of providing access for all or certain vehicle types (such as delivery or service vehicles) during different times of day
  - The impacts of construction activities on businesses and residents
- On-street car park access and arrangements if reduced
- Bus stop consolidation options and appropriate locations for bus stops
- Design of public spaces, including thinking about the quality, security and access points to these
- Type of provision for cyclists on Courtenay Place and Lambton Quay
- Provision for micro-mobility users
- Maintain and / or improve mobility access
- Courtenay Place's night-time requirements
- Use of smart technologies to help achieve the investment objectives and improving parking / loading bay enforcement.

We are talking to a number of respondents who have provided specific feedback about potential impacts to understand these in more detail. We are available to talk with others on the proposed concepts.

These conversations are important to ensure we fully understand their detailed design suggestions and further information requests.

# OVERALL FEEDBACK



# Thank you for your feedback



Between 24 June 2020 and 16 August 2020



We heard from nearly 2000 people



**19** groups and organisations and representative bodies



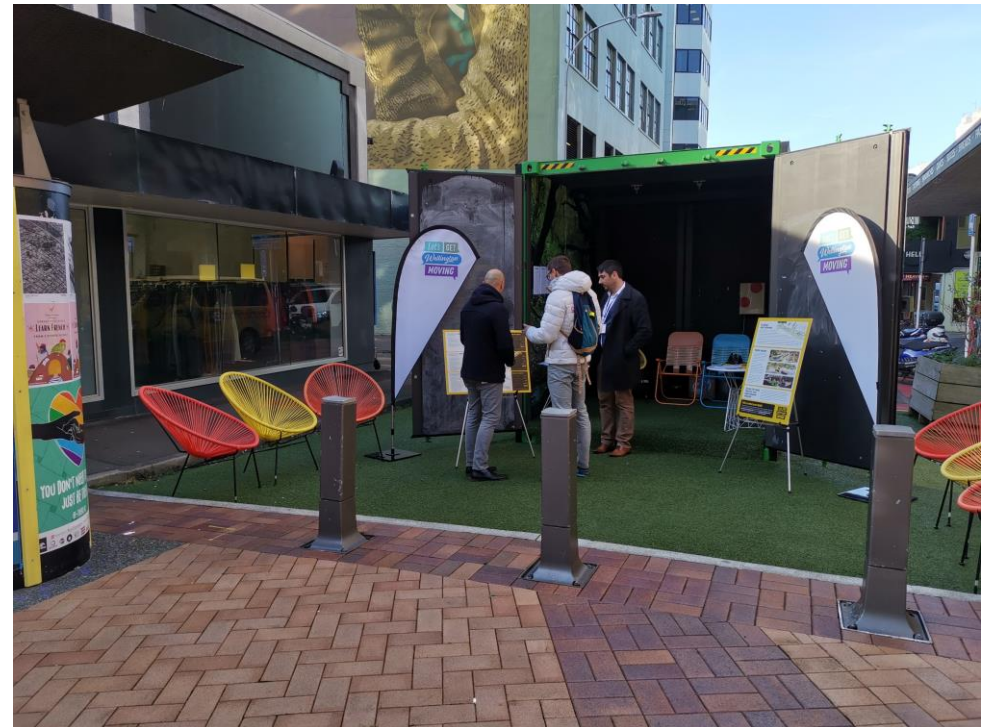
More than **200** people commented on social media



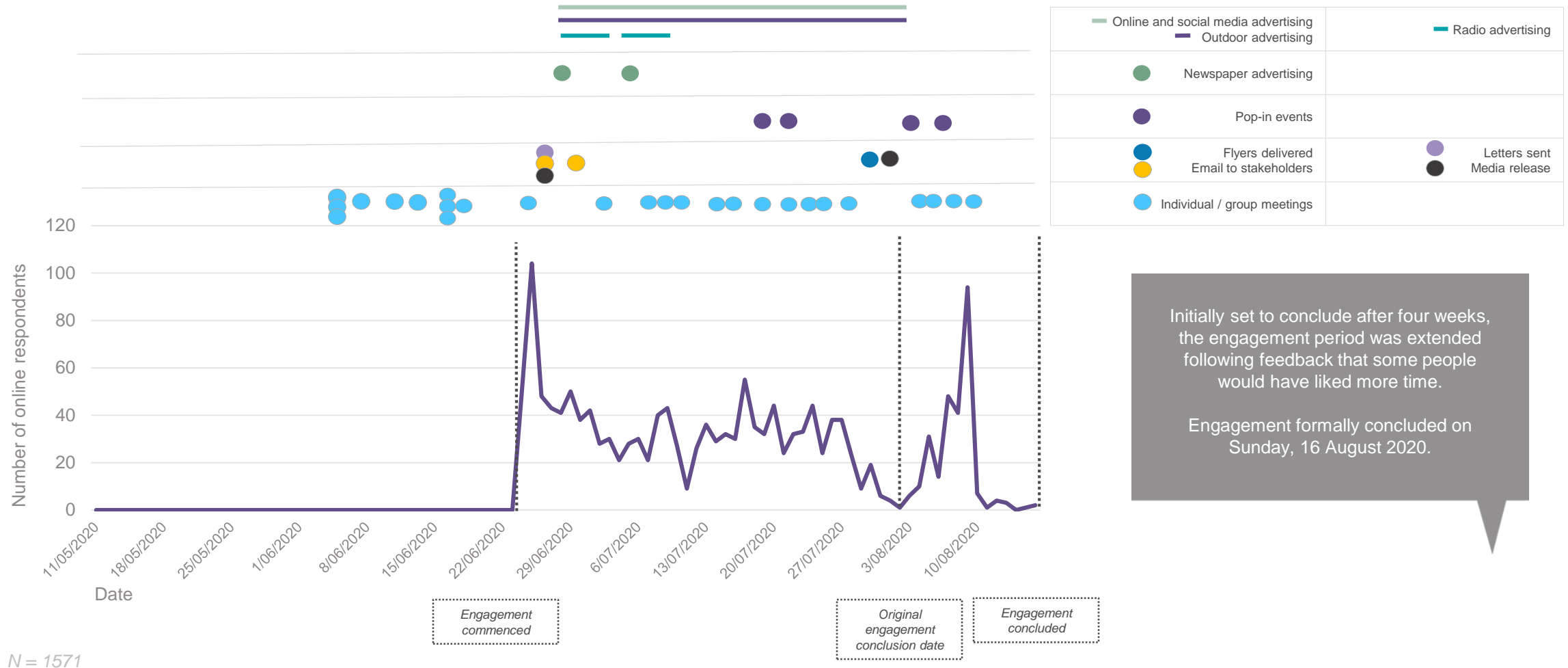
**1571** responded to the online survey



**200** people provided feedback via email, phone, pop-in events and meetings



# Engagement activities / online feedback





# ONLINE SURVEY FEEDBACK RECEIVED



# Concept one: Streamline

## Overview

Of the three concepts, concept one has the least changes and aims to streamline the corridor.

For this concept general traffic would still be able to drive down the Golden Mile, but only parts of it, and the ends of some side streets would be closed.

The bus stops would be consolidated to improve bus reliability and to increase space at and around bus stops, with no more than a five-minute walk to a bus stop for someone walking at an average speed.

This concept converts carparks to footpath, relocates loading zones and taxi parks to side streets, providing up to 30% more footpath space.

There would also be more space for people to sit, spend time, or access businesses by repurposing the ends of closed side streets.

As with all concepts, emergency services would still be able to access the Golden Mile at all times.

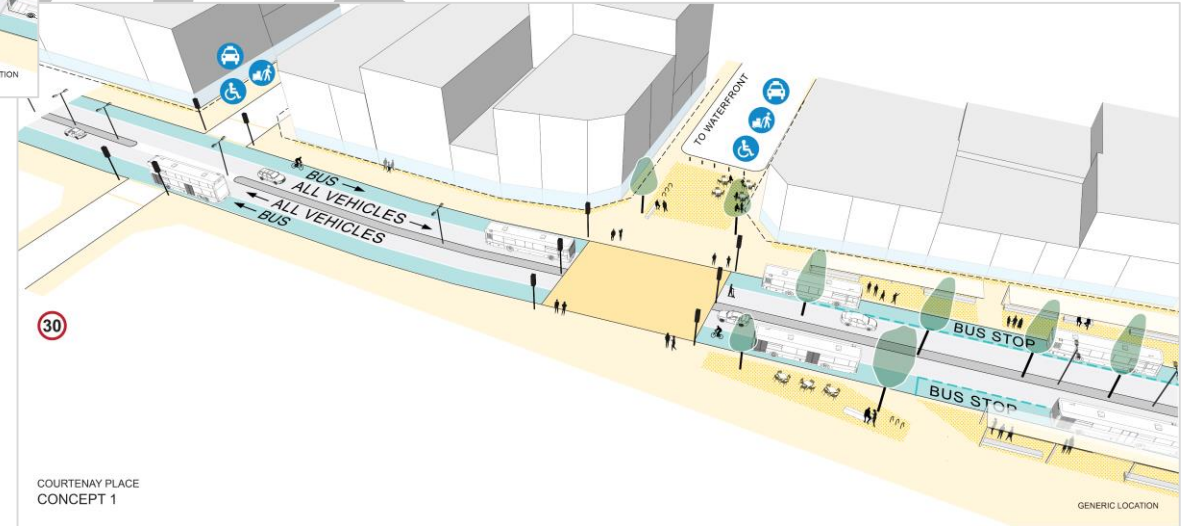
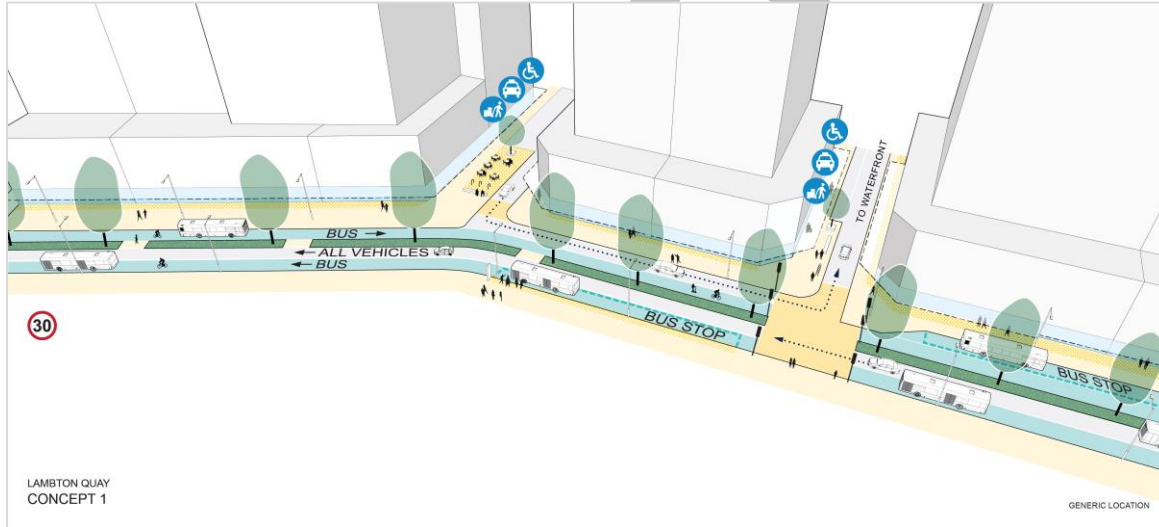
## Questions asked

What do you like about this concept? Why?

What don't you like about this concept? Why?



# Concept one: Streamline



# What do you like about concept one?

People most frequently commented that they liked the **pedestrian improvements** that this concept offered, as well as liking that the concept **reduces general traffic** and **closes some side streets**.

Many people commented that they liked the **consolidation of bus stops**, often acknowledging how close the bus stops currently are and the benefits of consolidating them. In addition, many commented that they liked the **prioritisation, increased reliability and speed of buses**.

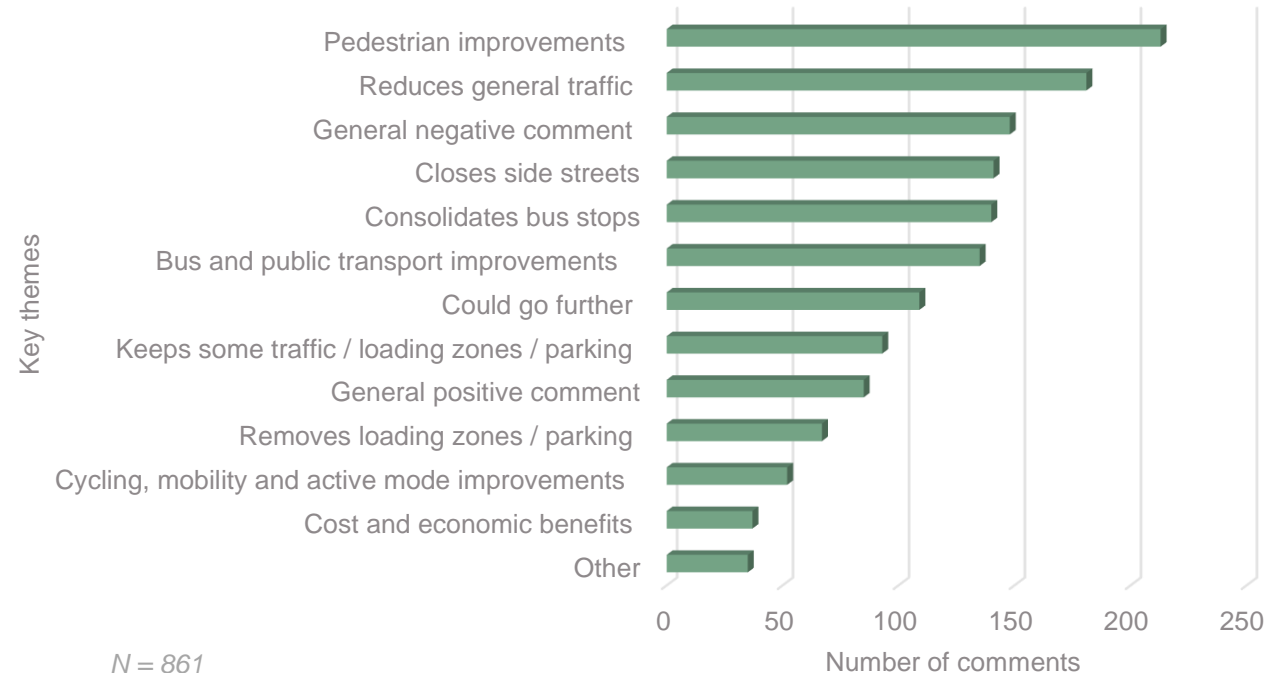
Those who commented that the **concept could go further** often said the concept was a minor improvement, a step in the right direction, or that they liked the concept, but it wasn't their preference overall because of its lack of significant change.

Comments relating to the **concept retaining some general traffic, car parking and loading zones** often said they liked that they would still be access some parts of the corridor, or that they felt that keeping some or all general traffic and parking was essential. Whilst others commented that they liked the removal of car parking and loading zones.

Other common comments included that liking the concept over the status quo, feeling the cost was reasonable and liking the potential for active mode improvements.

Rather than saying what they did like, some people made some general negative comments under this question. The majority of those who made negative comments on this concept said they didn't like much, or didn't like anything about the concept – generally this was due to the fact they wanted more change.

Key themes raised in comments



# What do you like about concept one?

*"I like the improvements (some bus travel time saving, and more pedestrian space) and the fact it's the lowest-cost option, with the lowest number of carparks removed."*

*"It is the bare minimum that should be implemented. Reducing private traffic is a minimal first step."*

*"I like that this keeps vehicular access which is vitally important for delivery and service vehicles to service Golden Mile businesses. This is also a vital tool for those with mobility issues to access Golden Mile businesses."*

*"More pedestrian spaces, faster bus trips in town."*

*"It's a marginal improvement on what it is currently."*

*"Appears to be the most sensible of the three options. Best use of ratepayer money. Will keep traffic flowing better than at present but still retains vehicle access and most car parks. Will encourage downtown retail shopping without closing off more streets than necessary."*

# What don't you like about concept one?

People that commented on what they didn't like, most commonly said they didn't like that it **only reduced some traffic**, and the **change wasn't significant enough**.

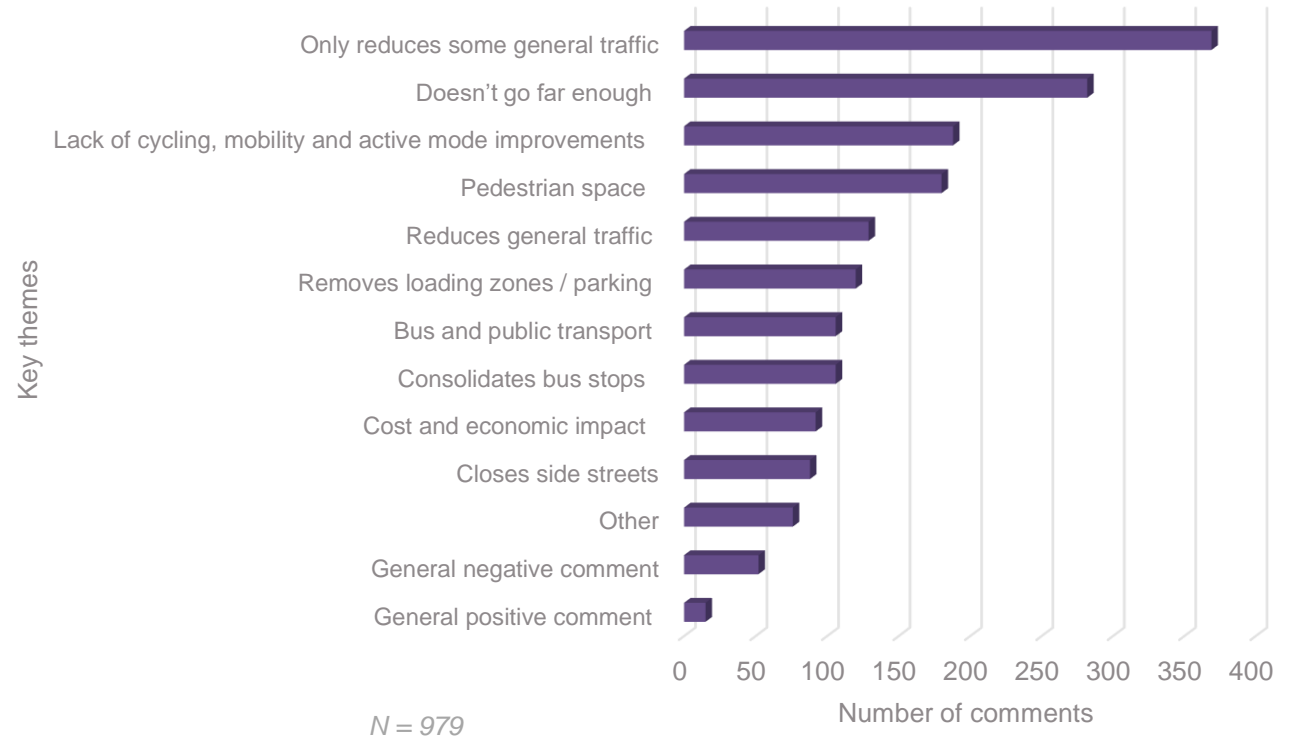
The **lack of cycling, mobility and active mode improvements** was something people commonly didn't like about this concept, along with amount of space allocated to pedestrians. Most often they said the concept **didn't offer enough pedestrian space**, while some said no further pedestrian space was needed.

Those who commented that they **didn't like the reduction in general traffic** often felt that concept would make the roads difficult to navigate and put **pressure on the wider network**. Whilst others felt vehicle access should remain. The most common reason people **disliked the removal of cark parking and loading zones** was because they felt they are essential to businesses and therefore would have a **negative economic impact**.

Comments relating to consolidating bus stops most often disliked that their **bus stop would be removed, or that the distance** between stops would be too great. Those that commented **on buses and public transport** often felt the concept **didn't prioritise these enough**.

The remainder of comments on what people disliked were often related to not wanting change in general, preferring the status quo and not feeling change is needed. Most of positive comments said there was nothing they didn't like.

Key themes raised in comments



# What don't you like about concept one?

*"Still too reliant on cars."*

*"It doesn't solve some of the fundamental problems in the area and would probably make car drivers frustrated."*

*"It's not gonna change that much. It's just gonna make it slightly more inconvenient for cars but it won't improve the situation for pedestrians or cyclists any really."*

*"I don't think this concept does enough to address the needs of public transportation or the creation of a pedestrian precinct. This is essentially what is already there."*

*"Please don't restrict my driving town; the streets are already too narrow with too many buses and bicycles. I want to be able to drive more freely by restricting bicycles from the CBD and one-way system and by reducing numbers of buses."*

*"It doesn't go nearly far enough. It lacks safe infrastructure for cyclists and micromobility, and general traffic will still interfere with public transport and active modes."*

# Concept two: Prioritise

## Overview

Concept two changes the road layout, by removing general traffic and closing the ends of most side streets.

There would be two bus lanes in each direction on Courtenay Place and on most of Lambton Quay, prioritising buses.

The bus stops would be further consolidated to improve bus reliability and to increase space at and around bus stops, with no more than a five-minute walk to a bus stop for someone walking at an average speed.

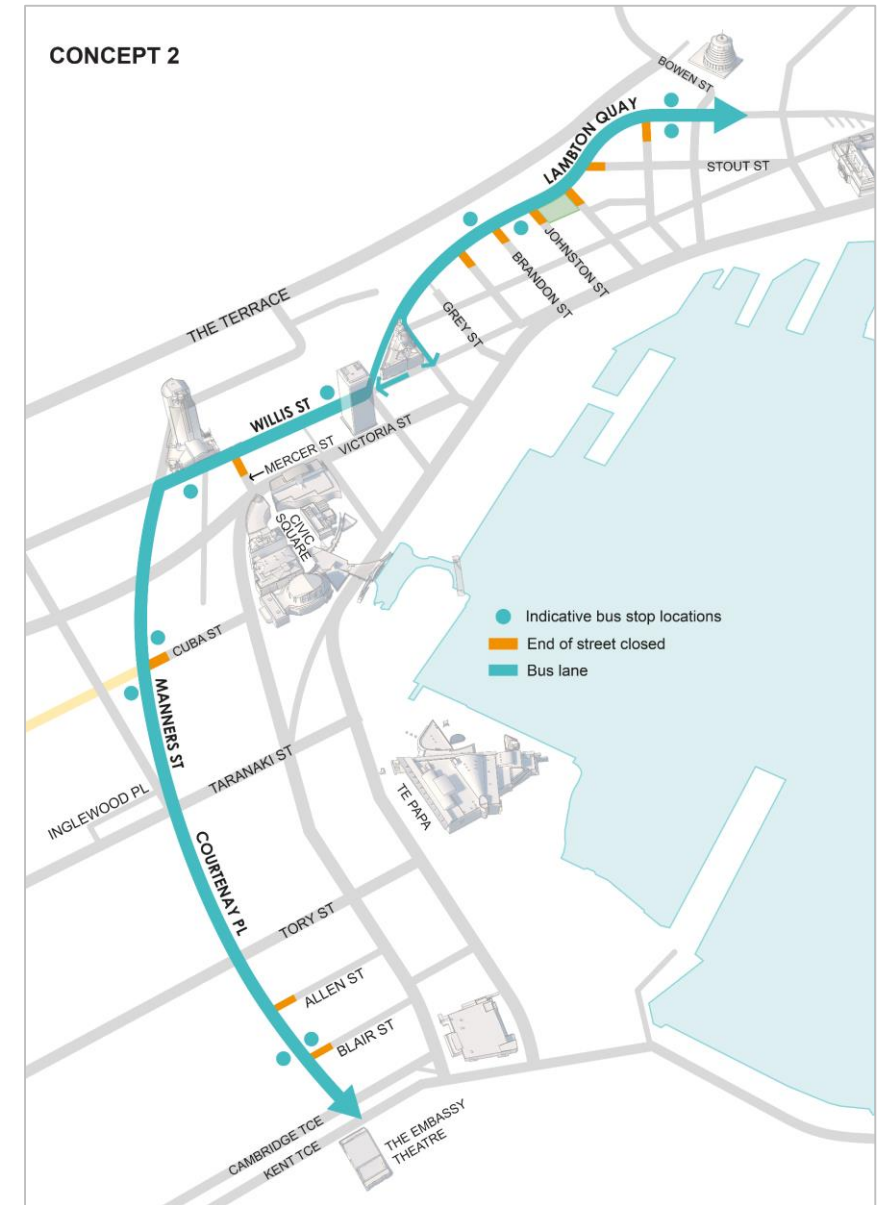
As with concept one, this proposal converts carparks to footpath, relocates loading zones and taxi parks to side streets, providing up to 30% more footpath space and there would be more space for people to sit, spend time, or access businesses by repurposing the ends of closed side streets.

As with all concepts, emergency services would still be able to access the Golden Mile at all times.

## Questions asked

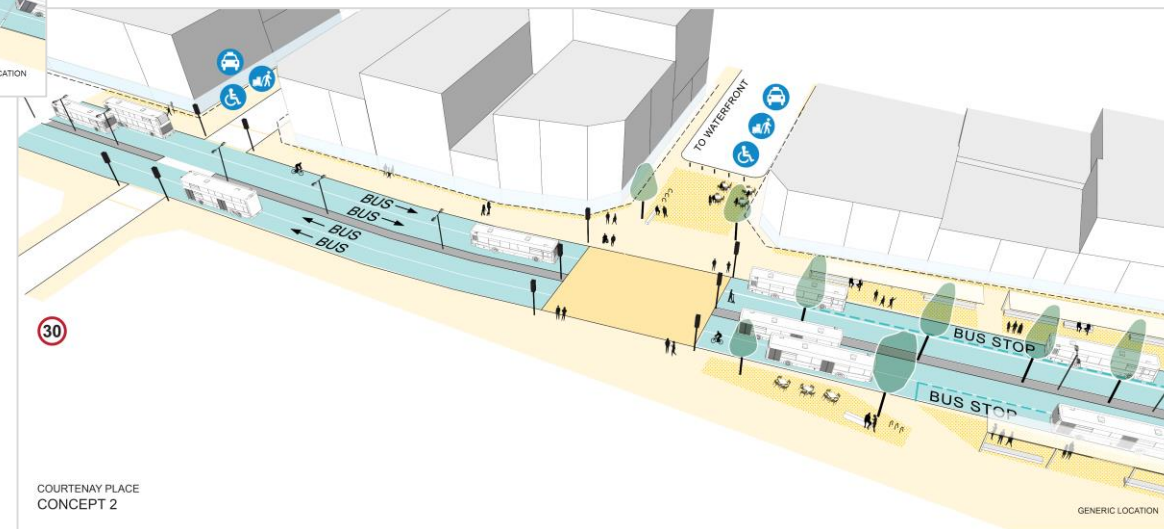
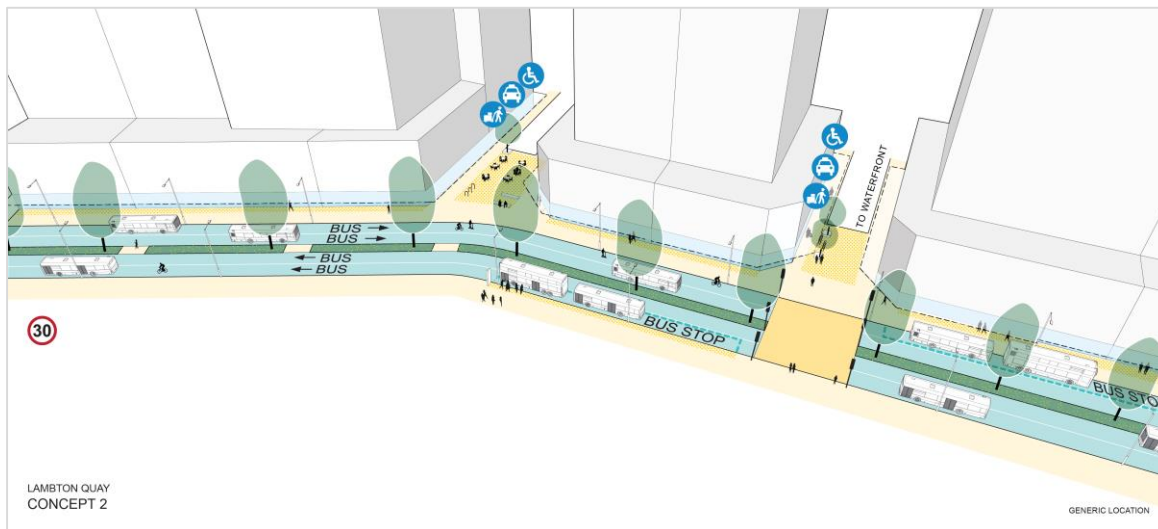
What do you like about this concept? Why?

What don't you like about this concept? Why?





# Concept two: Prioritise



# What do you like about concept two?

Those that commented on what they liked most commonly commented liking the **removal of general traffic**. This was echoed in comments regarding **pedestrian and bus improvements** associated with the removal of general traffic, consolidating bus stops, closing side streets and relocating loading zones and removing parking.

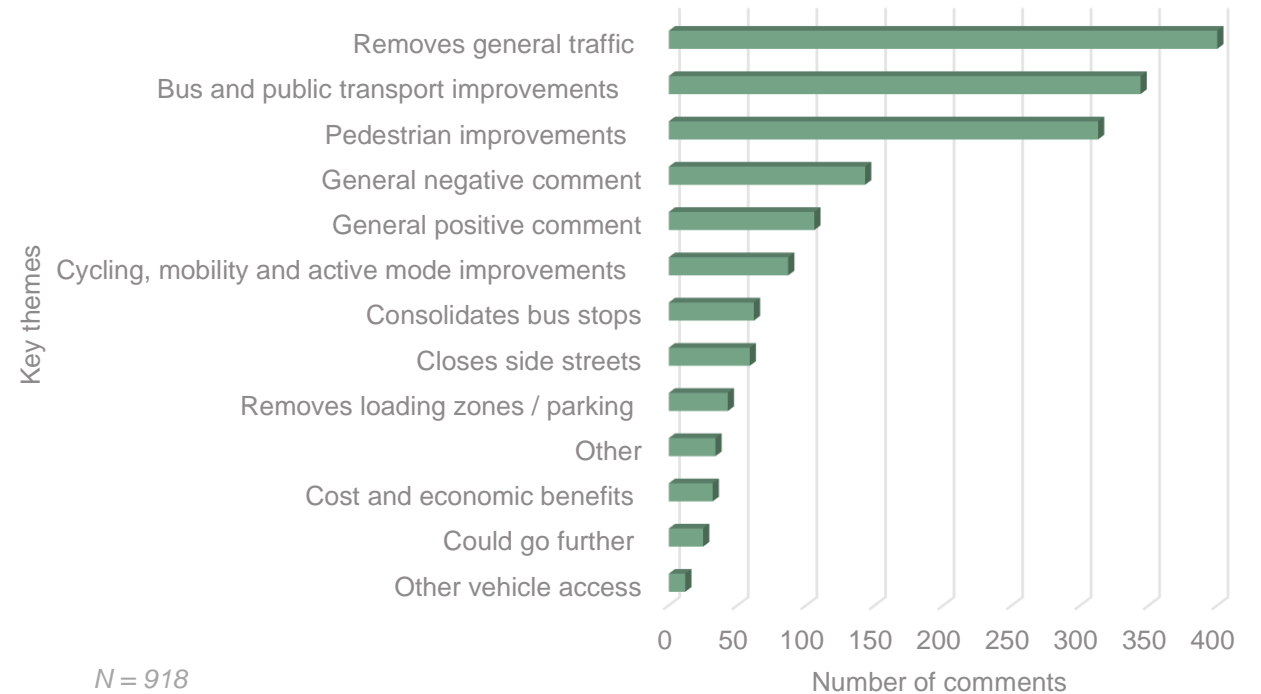
Those that made general negative comments did not like anything about the concept. Whereas those that made general positive comments often said the concept was **better than concept one**.

Comments relating to **cycling, mobility and active modes** often said they liked that these modes could be **prioritised** in the concept with the removal of general traffic and increased space.

Other common comments included feeling the allocation of space would **result in more spending in the city**.

Some expressed that while they liked the concept, it could go further. Others also expressed that they liked the concept, but would like to see some service vehicle access.

Key themes raised in comments



# What do you like about concept two?

*"This seems like the minimum level of change that should be undertaken. Prioritising walking instead of cars makes a lot of sense, especially when you can't drive very fast around these streets anyway."*

*"The best option. Less congestion, better flow, and reasonable cost."*

*"No private vehicles and general traffic on most of the Golden Mile. Wider footpaths and a more pedestrian 'feel' to the area. It will increase patronage of the retail in the area because it is pedestrians that shop not drivers."*

*"Fantastic, turns the area into something modern and carefree. Would be great for business and pedestrians and a wonderful place to visit and shop."*

*"It achieves more continuity of journey, and creates more opportunity for street life."*

*"Love the removal of cars and the prioritising of buses. Definitely prefer this to concept one. It feels like a step towards the future."*

# What don't you like about concept two?

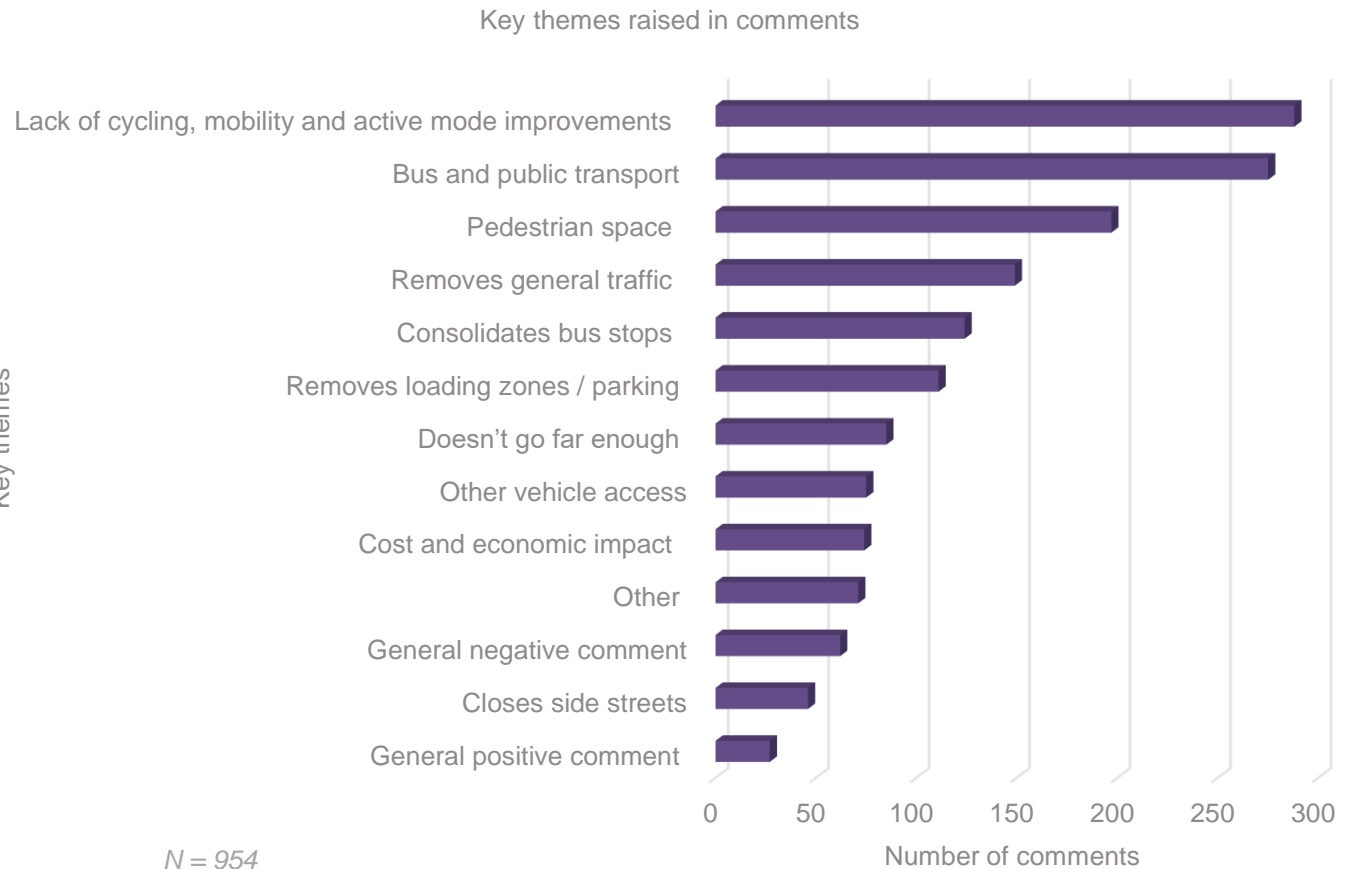
Most comments on what people didn't like about this concept were around the **lack of cycling and active mode facilities**, particularly that there is **no dedicated space** for them, often saying this **deters people from using them and they don't feel as safe**.

Of the comments relating to buses, people didn't like that the concept has **four bus lanes**, either because they felt it was **unnecessary, unsafe, or not the best allocation of space**. This was echoed in comments relating **pedestrian space**, which people **didn't feel there was enough** of in this concept.

The majority of comments relating to the removal of general traffic **didn't want to see traffic removed** and often felt this would have a **negative economic impact**. This was echoed in comments relating to the removal of car parking and loading zones.

Comments relating to consolidating bus stops most often disliked that their **bus stop would be removed or didn't feel the concept offered enough stops**. Those that commented **on buses and public transport** often felt the concept **didn't prioritise these enough**.

Other comments included that people didn't like that service vehicles wouldn't have access, that side streets would be closed and that mobility parking is important. Cost and economic impact comments often said they didn't want the change, therefore disliked the cost associated, or that it would have a negative economic impact.



# What don't you like about concept two?

*"Double bus lanes in each direction is unnecessary and makes the public space less attractive to be in. Would prefer priority was given to pedestrian space."*

*"Limiting cars, further reduced parking will kill the city."*

*"No cycling infrastructure on the route! Four bus lanes will mean this is a more dangerous environment for cyclists, and doesn't seem like it will offer a significant improvement in bus times."*

*"There may end up being a lot of space allocated for buses that isn't used regularly and is therefore wasted."*

*"Too boring. Still very mechanically focused. Does not emphasise Lambton Quay having any personality; and says that the CBDs only purpose is access in / out by bus."*

*"Better, but concerned it still does not re-allocate enough space to separate e-scooters from pedestrians."*

# Concept three: Transform

## Overview

Concept three is the most significant change, transforming the road layout.

As with concept two, general traffic would be removed. All side streets close and there would be one bus lane in each direction (likely buses will stop in the lane to pick people up) and the additional lane changed into a footpath.

Bus stops would also be consolidated to improve bus reliability and to increase space at and around bus stops, with no more than a five-minute walk to a bus stop for someone walking at an average speed.

This proposal converts the extra lane and carparks to footpath and relocates loading zones and taxi parks to side streets, providing up to 75% more footpath, some of this space could be used for people biking and on scooters. There will also be more space for people to sit, spend time, or access businesses by repurposing the ends of closed side streets.

This concept could also include a dedicated or shared space for bikes and scooters on some parts of the Golden Mile.

As with all concepts, emergency services would still be able to access the Golden Mile at all times.

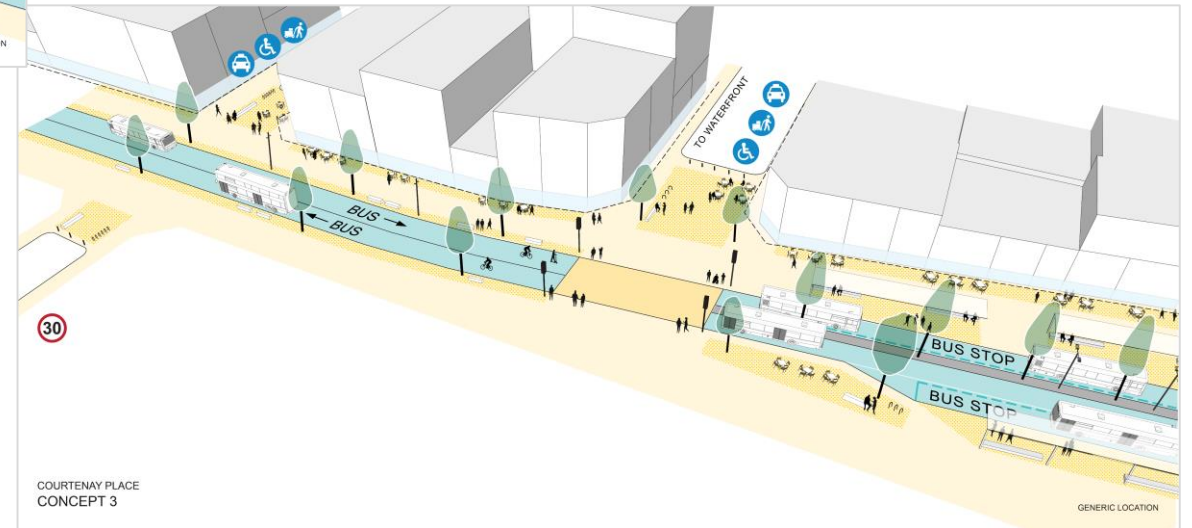
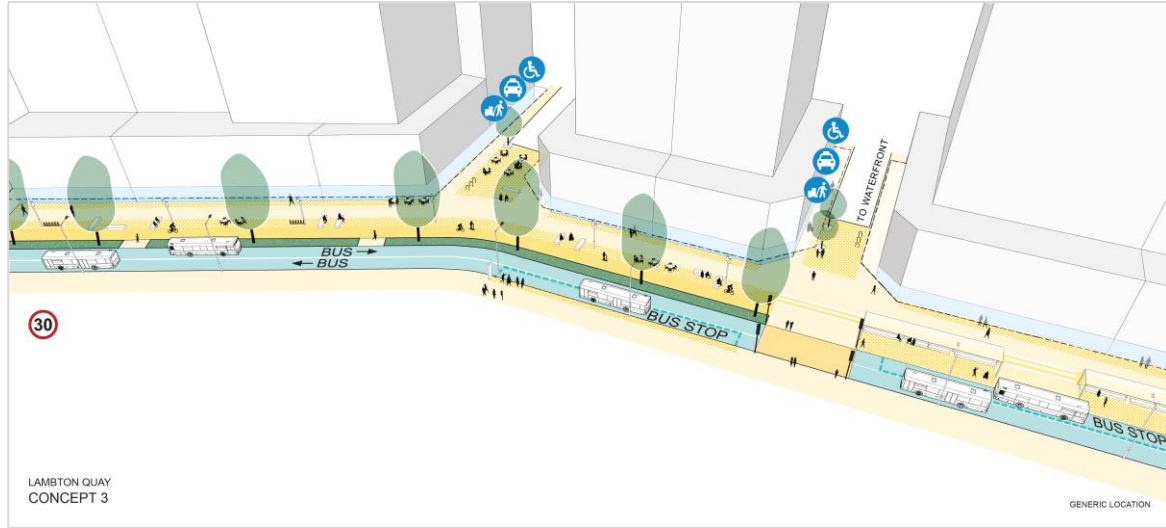
## Questions asked

What do you like about this concept? Why?

What don't you like about this concept? Why?



# Concept three: Transform



# What do you like about concept three?

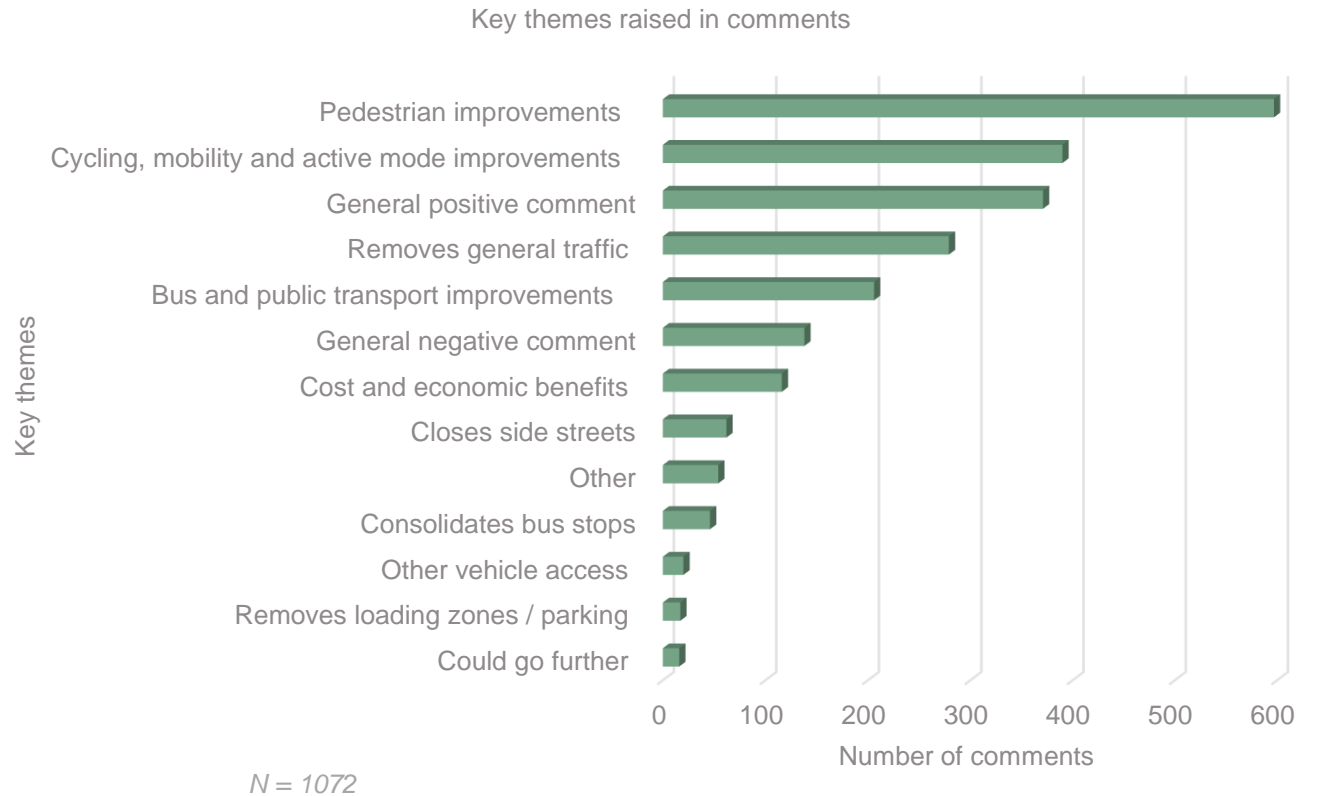
People commonly commented that they **liked the pedestrian prioritisation and space** in concept three, along with the **provisions for cycling, mobility and active modes**. People also liked the removal of general traffic. This was echoed in comments relating **to bus and public transport prioritisation**.

The majority of the general positive comments said that they **liked everything** about the concept, often commenting that the concept offers a **significant level of change**.

Of the general negative comments, most said they **didn't like anything about the concept**.

Comments relating to the cost and economic benefits often said they felt the **cost was a positive investment** and that the design, including closed side streets, would attract more people and result in **economic benefits**.

Other comments included liking the benefits of consolidated bus stops, car parking and loading zone, feeling the concept was **future-proof** and would have positive **environmental impacts**.





# What do you like about concept three?

*"This is absolutely by far the best concept. Cycle ways and extended pedestrian spaces are important for growing the character/flow/aesthetics/sustainability of the city centre."*

*"This would be a game-changer for Wellington and would transform our beautiful city into the modern metropolis we all know it can be."*

*"A fantastic bold vision for the 21st century that encourages people to get out of their cars and attract them to the Golden Mile to congregate and spend money."*

*"This would turn the Golden Mile into the centre of cultural activities rather than shopping at the Lambton Quay end and late-night drinking at the Courtenay Place end."*

*"This concept is fantastic as it finds a balance between walking, cycling and bus transit. If implemented, it will strengthen the Golden Mile as the high street of Wellington and create a much better public space."*

*"The character of the city would flourish."*

*"I like the single bus lanes in each direction, much safer."*

# What don't you like about concept three?

Many people who commented that they didn't like that the concept **didn't provide a dedicated and separated space for cycling** and active modes, or that there **wasn't provision for this along the entire corridor**. This survey question was positioned before the questions around whether people wanted provision for dedicated cycling facilities on parts of the Golden Mile under concept three.

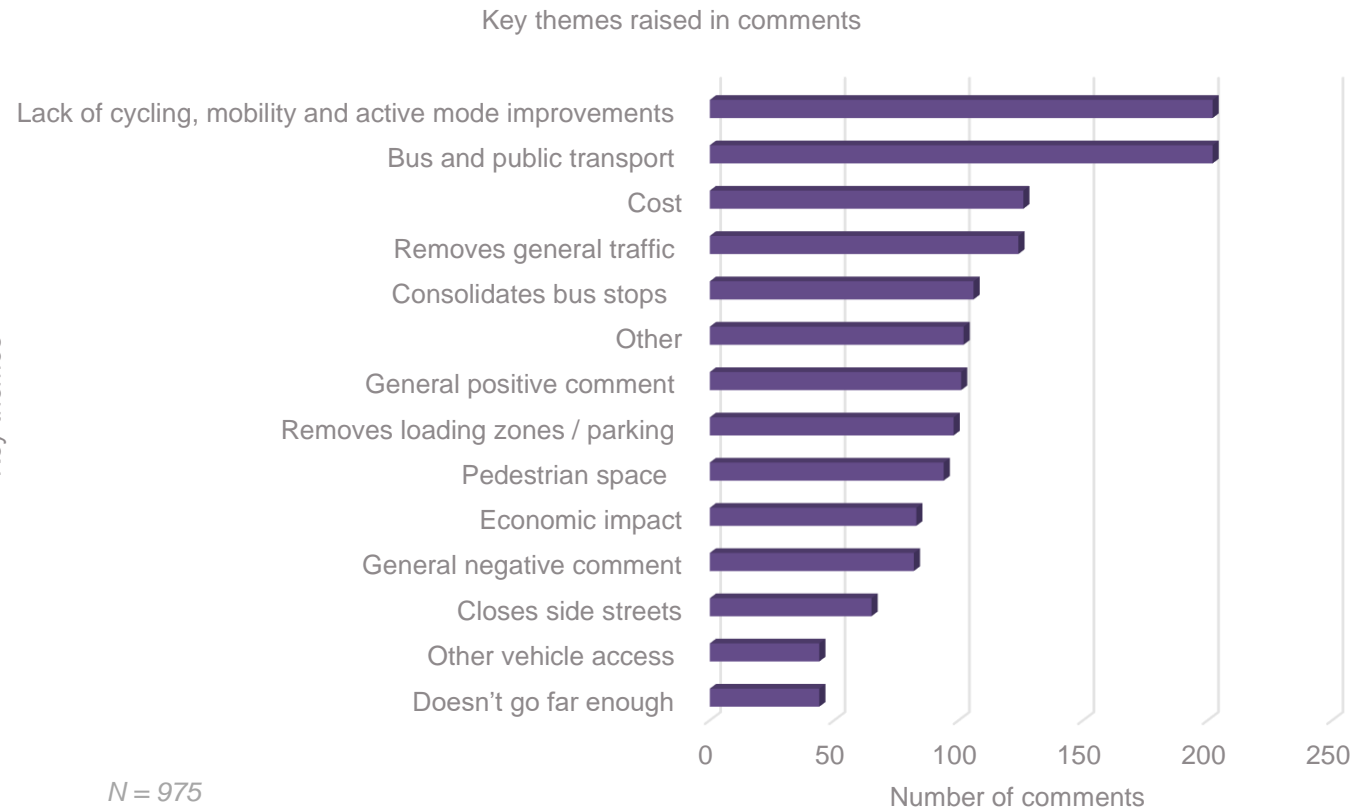
Of the comments relating buses, people didn't like that the concept **doesn't prioritise buses as much**, often commenting concern that this concept would mean **buses could not overtake** each other, particularly at bus stops.

Those that commented on the **cost**, either didn't like it and didn't want to see it progress, often saying the **money could be spent better elsewhere** while others said they **didn't like the cost, but felt it was worth it**.

Similarly to concept two, majority of comments relating to the removal of general traffic **didn't want to see traffic removed** and often felt this would have a **negative economic impact**. This was echoed in comments relating to the removal of car parking and loading zones. Comments relating to consolidating bus stops most often disliked that their **bus stop would be removed or didn't feel the concept offered enough stops**

The other comments covered a wide range of topics, including **design suggestions** to improve the concept and the desire for **light rail**. The majority of general positive comments said there wasn't anything they didn't like about the concept.

Comments on **pedestrian space either said they didn't feel pedestrians needed the space or that they needed more**. Comments relating the economic impacts said they felt the concept would have a **negative economic impact**, driving shoppers away from the city.



# What don't you like about concept three?

*"Its completely insane. You may as well burn the city down."*

*"This has gone too far. It will kill the city. People will go to other suburbs/cities where there are large shopping malls with parking."*

*"Plenty of room to make space for safe cycling, seems like a huge wasted opportunity not to do so."*

*"Obviously the cost, but this is likely worth it to create such an environment."*

*"It is quite expensive, but hopefully more investment means a better and more complete results, plus more jobs in the meantime."*

*"Not enabling buses to pass each other is not great."*

# Cycling and scooters

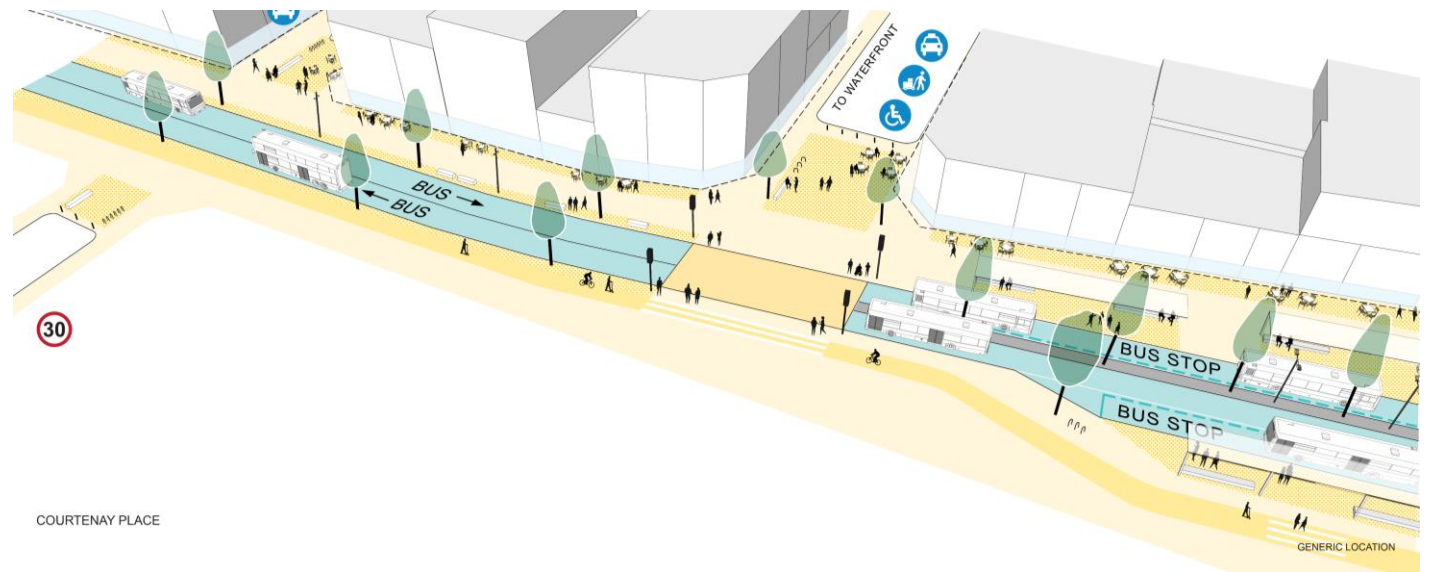
By reducing the number of cars pulling into, or out of, the Golden Mile from side streets and removing parking, all of the concepts will make it safer for people on bikes. Concept three could enable more shared space for people on bikes and scooters on parts of the Golden Mile.

Courtenay Place is part of Wellington's central city cycling network so we've looked at how we could create a dedicated or shared space here. There could also be opportunities to create more space for people on bikes on Lambton Quay. [The wider Let's Get Wellington Moving programme will consider how best to provide a dedicated cycling network in other parts of the central city.](#)

## Questions asked

What do you think about having a dedicated or shared space for people on bikes and scooters on Courtenay Place?

While we can't fit dedicated cycle lanes on all of the Golden Mile, would you like to see cycling facilities on Lambton Quay, north of Panama Street? If so, what type of cycling facility would you like it to be? On-road, shared or separated?



# Cycling and scooters – Courtenay Place

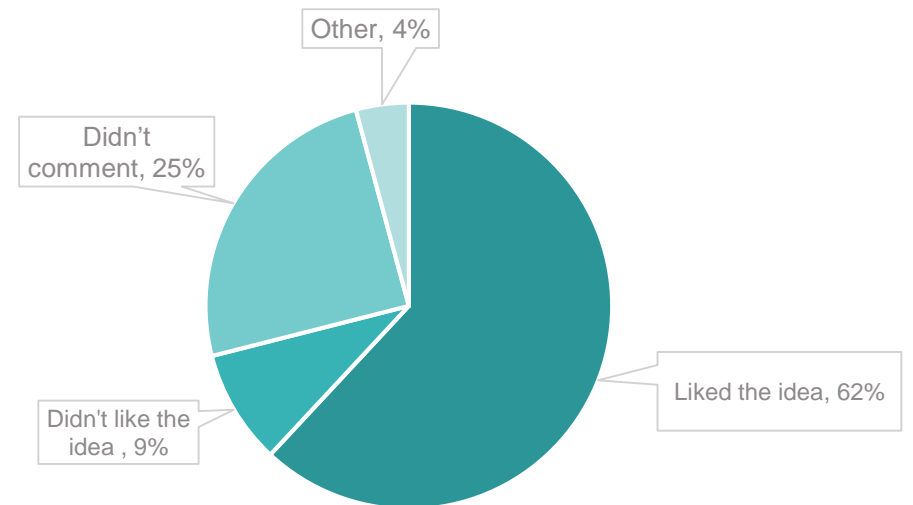
When asked what people thought about having dedicated or shared space for people on bikes or scooters on Courtenay Place, the majority of people (62%) indicated they liked the idea and it was something they wanted, often commenting it would create a safe environment.

A small portion of commenters (9%) did not want to see dedicated or shared space facilities on Courtenay Place often raising safety concerns or saying they didn't feel these modes of transport should have priority.

Of the 4% that made other comments, majority raised safety concerns.



What do you think about having a dedicated or shared space for people on bikes and scooters on Courtenay Place?



N = 1571

# Cycling and scooters – Lambton Quay

Of those who commented, 56% of people said they wanted to see cycling facilities on Lambton Quay, north of Panama Street, while 10% said they didn't.

When asked what type of facility they wanted this to be, 74% said they wanted to see a separated cycling facility. Of those, commonly people commented on the **safety and accessibility**. Where possible, people would like physical separators such as barriers or kerb included into the design to avoid any conflict between vehicles on the road, active mode users and pedestrians.

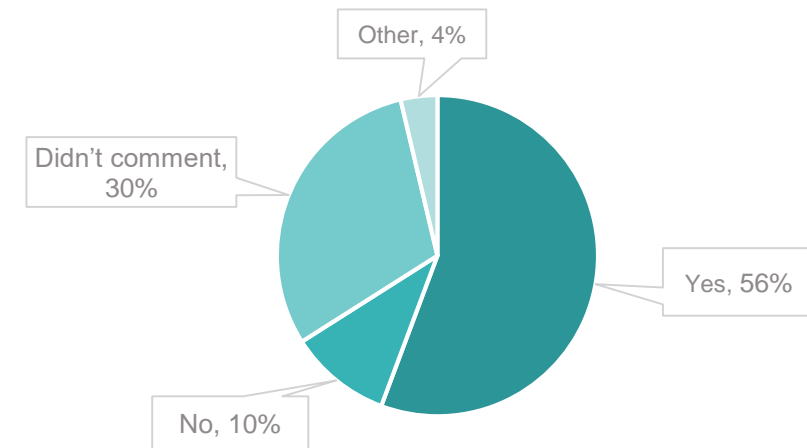
People also frequently commented on the importance **of integrating new active mode facilities with the existing network** to create a well connected and continuous facility. Often saying this would encourage active mode uptake and to allow for faster and safer journeys.

People that preferred on-road facilities (10%) commented that it would be safer to do so once private vehicle use is restricted on Lambton Quay.

People that preferred a shared facility (8%) commented that this would create a communal space consistent with the shared space around the waterfront.

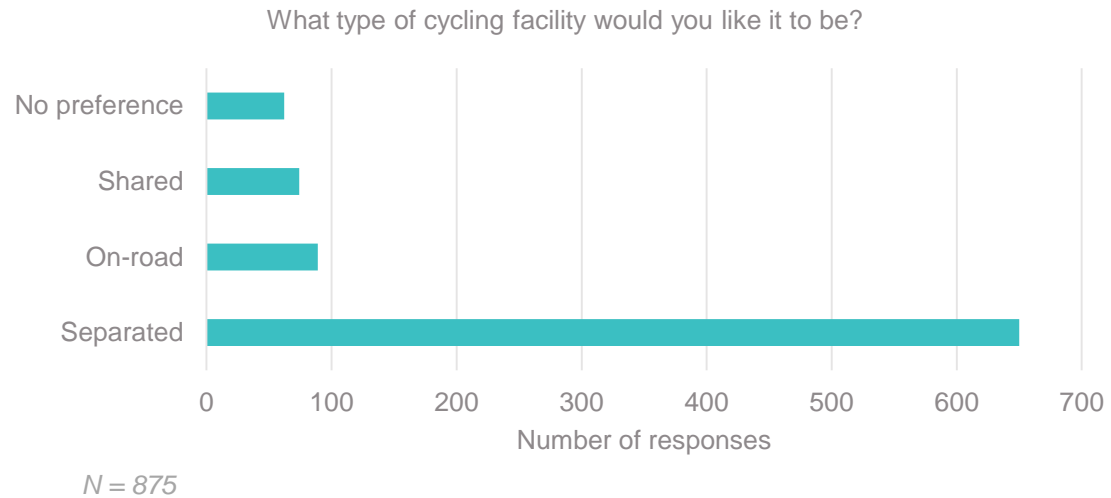
People would like to see the inclusion of other active mode facilities such as secure bike parking, designated parking for e-scooters and e-bikes as well as drinking fountains.

Would you like to see cycling facilities on Lambton Quay, north of Panama Street?



N = 1571

# Cycling and scooters – Lambton Quay



*“Separated please. On-road is dangerous for cyclists and shared is dangerous for pedestrians.”*

*“No. cyclists have enough space.”*

*“Separated without a doubt. That will be the safest and most attractive option for riders.”*

*“I don’t personally use this street but would probably do so if there was a separated facility.”*

# Other vehicle access

Where general traffic is removed from the Golden Mile we could allow certain vehicles (such as taxis, delivery and maintenance vehicles) access to the Golden Mile outside of the busiest times of day.

## Questions asked

Do you think access should be provided for these vehicles?

If yes, what hours do you think these vehicles should have access to the Golden Mile?

- Hours outside of 7-10am and 4-7pm
- Only between 7pm and 7am
- On weekends only
- Other

Any additional comments? (We'd really like to know what these changes would mean for you.)





# Other vehicle access

Many respondents felt **access should be maintained** for service vehicles on the Golden Mile to cater for businesses and goods deliveries. People commented that they felt services such as taxis and ride share services being moved to side streets would improve the flow traffic.

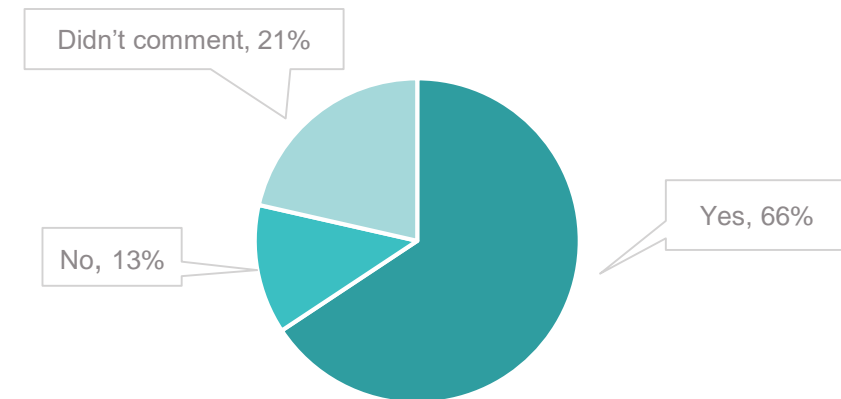
Generally, people said service vehicles should be **restricted during peak hours** when congestion in the city is at a peak and there is higher numbers of pedestrians. Around 25% of people said access should be between the hours 7pm-7am and 24% said access should be outside of the 7-10am and 4-7pm.

People also commonly commented on **maintaining access for people with disabilities or people with limited mobility** including disabled parking spaces and pick/up and drop off points.

A small portion commented that they did not want any service vehicle access to the Golden Mile. Of those, most commonly people commented that this would have an impact on the pedestrianised spaces presented in the concepts.

Of the other comments many expressed that change was **not necessary** either because they didn't feel there is a need to enforce restrictions, or because they felt it would have negative impacts on businesses.

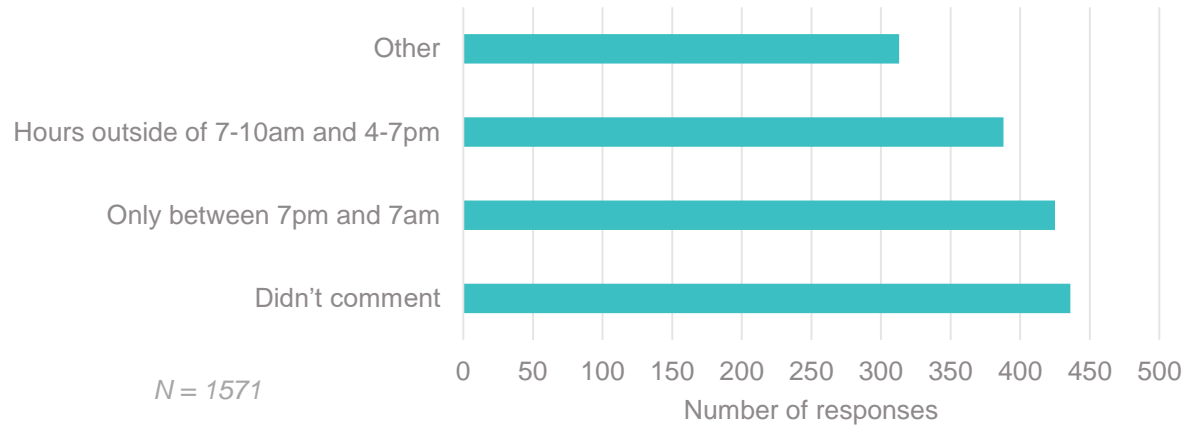
Do you think access should be provided for these vehicles?



N = 1571

# Other vehicle access

What hours do you think these vehicles should have access to the Golden Mile?



*"Access at all times.  
Business need to be able to  
operate."*

*"Ridiculous. Seriously, how  
are sales reps supposed to  
do their jobs with any of  
these changes."*

*"Don't think there should be  
taxis. They are not critical.  
They can drop people on a  
side street."*

*"Delivery and maintenance  
vehicles only. Not taxis."*

*"Yes, but taxis only for  
access of people with  
disabilities."*

*"For deliveries at night  
might be acceptable,  
otherwise, not at all."*

# Public spaces

All of the concepts propose closing some side streets along the Golden Mile. We don't yet know how these streets might be used if they are closed, but we wanted to know what type of things people do and don't like. We could use some of this space to create more places for people to walk, sit, spend time or access businesses.

We already have some great examples across our city showing us how these streets could look.



## Questions asked

What do you like about the design of these streets?

What don't you like about the design of these streets?

# Side streets: What do you like?

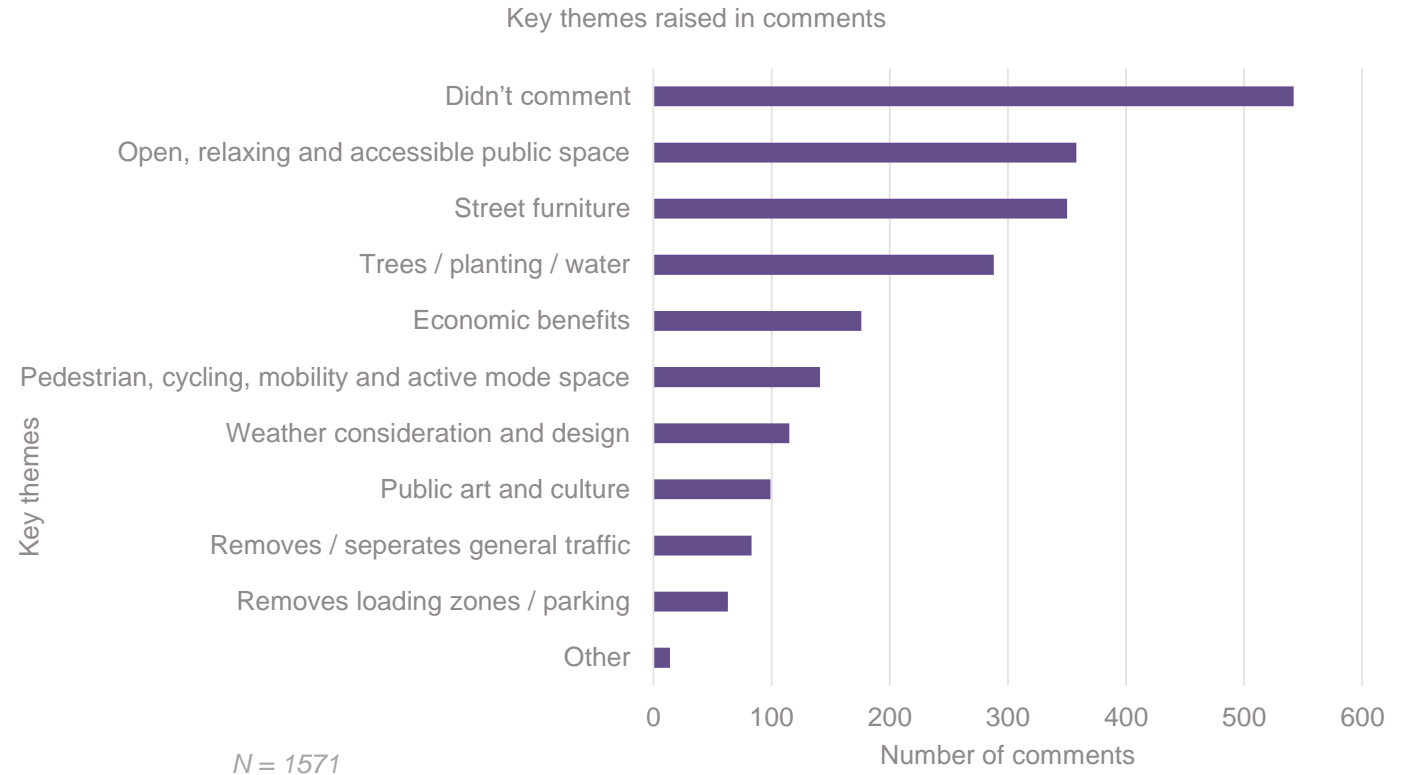
When asked what people like about the designs of some of the city's current side streets, the majority of people that commented liked designs that provide a **variety** of different public spaces that are **open and accessible**.

A high portion of commenters liked designs that provide **street furniture**, including seating and tables, often saying that by having places to stop and take a break makes it more attractive and accessible.

Many commented that they liked the inclusion of **trees and greenery** in these spaces, saying the inclusion of trees and planting adds **character** to the area.

Some comments said they felt that by increasing the public space and areas for pedestrians it will have a **positive commercial impact** for the Golden Mile. Often commenting that it will improve the consumer experience and **provide outdoor seating for cafes**. Other comments suggested these spaces could be designed to allow for **pop-up events such as food trucks, music and festival spaces**.

People also commented that **they like the amount of space dedicated to pedestrians, cyclist and mobility users**.



# Side streets: What do you like?

*"Plant some real grass!"*

*"Encourages community."*

*"Creating places to stop as well as just a thoroughfare, the inclusion of vegetation, and public art."*

*"I like the use of Astroturf and planting!"*

*"Encourage relaxation and a community feel."*

*"Love it. Little places for street vendors. Love the seating. Plant great shade trees."*

*"Easier access to shops and services."*

*"Have movable furniture. Have green spaces."*

# Side Streets: What don't you like

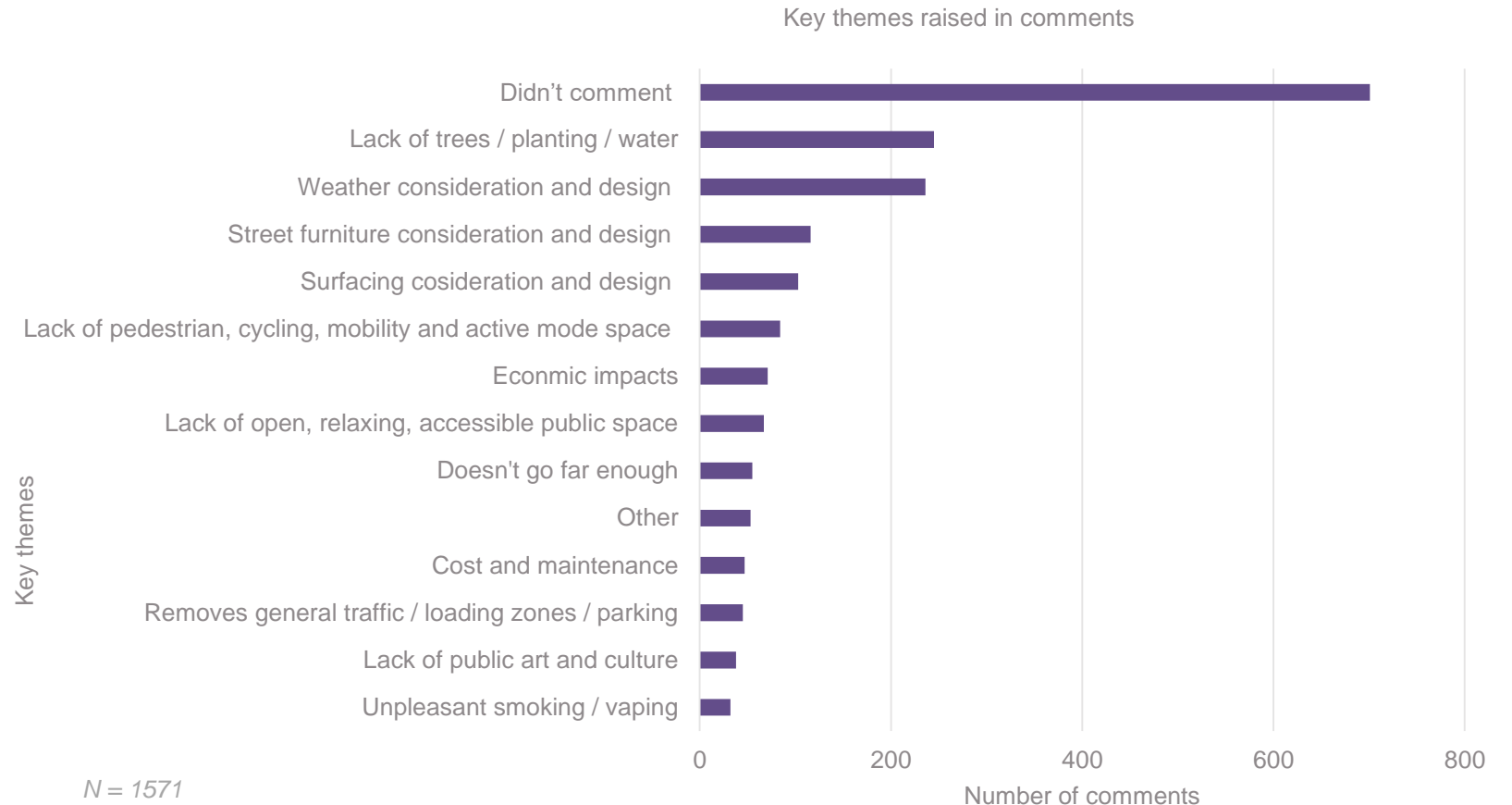
When asked what people didn't like about the designs of some of the city's current side streets, majority felt they lacked **trees, greenery and water**.

People commented that it is important to include **weather protection** from sun, rain and wind in the designs. Of those, commonly people commented that Wellington's weather is unpredictable and we need to design spaces that can be used all year round.

People also commented that they wanted **street furniture** that caters for a wide range of users needs, is practical and comfortable.

Commonly, people felt the **current surfacing in Wellington is slippery and unsafe**, suggesting the materials and design of surfaces be considered carefully. They also felt the spaces lacked openness for pedestrians, mobility and active modes.

Other comments included concerns for negative economic impacts, feeling the designs could be more creative, concerns around the cost and maintenance of the spaces and disliking that the spaces are often used for smoking and vaping.



# Side Streets: What don't you like

*"Nothing, because all they do is stop free flow traffic and limit parking spaces."*

*"Need lots of trees, planters, seats."*

*"I don't like the idea of closing off streets."*

*"No – I would rather have a road for cars."*

*"Surface needs to be safe in weather."*

*"Needs a bit of shaded areas options. Needs better "no smoking" enforcement."*

*"Remove smokers, Clean air please."*

*"Parking parking parking. If I come into town I look for a park not somewhere to sit"*

# What concept do you like best?

The Golden Mile is made up of four distinct sections, Courtenay Place, Manners Street, Willis Street and Lambton Quay. Each section is unique with their own culture, shape, size, look, feel and purpose. What people want for Lambton Quay, may not be the same as what they want for Courtenay Place.

## Questions asked

### Lambton Quay

What concept do you like best?

- Concept one
- Concept two
- Concept three

Why do you like this concept for Lambton Quay?

What would you change about this concept for Lambton Quay?

### Courtenay Place

What concept do you like best?

- Concept one
- Concept two
- Concept three

Why do you like this concept for Courtenay Place?

What would you change about this concept for Courtenay Place?

### Manners Street

Why do you like about these concepts for Manners Street?

What would you change about these concepts for Manners Street?

### Willis Street

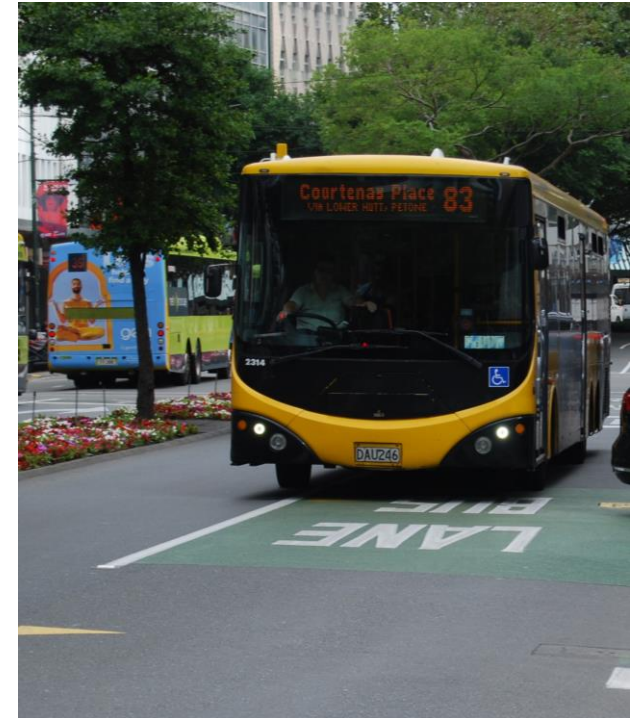
What concept do you like best?

- Concept one
- Concept two
- Concept three

Why do you like this concept for Willis Street?

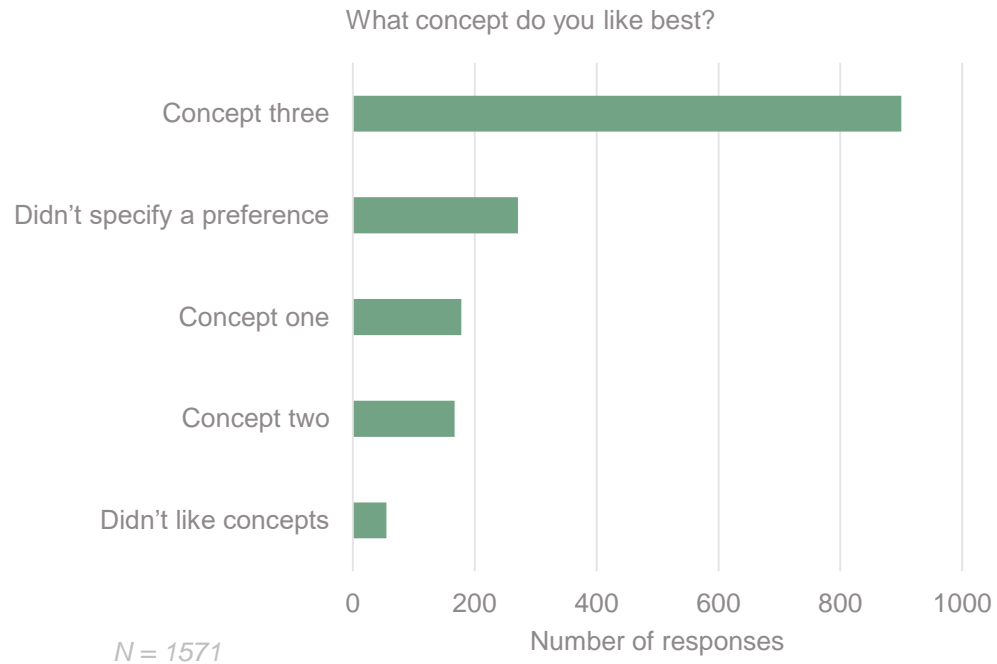
What would you change about this concept for Willis Street?

Is there anything else you would like to tell us?





# Concept preference: Courtenay Place



What do you like about this concept for Courtenay Place?

*"Concept three will bring Courtenay Place to life at all times of day and night."*

*"Less private cars and more space for people and nature!"*

*"Some ability retained to drive privately."*

*"Maximises non-vehicular human space while ensuring good public transport flow."*

# Manners Street

Proposed changes to Manners Street are the same across all three concepts. There would be no general traffic in either direction, a single bus lane in each way and one bus stop in each direction, improving bus travel time and reliability. There would be more space for people to walk and spend time where traffic access to lower Cuba Street would be closed.

When asked what people **liked** about the concept for Manner Streets, the most common comments said they liked the **removal of general traffic, bus and pedestrian improvements and the closure of lower Cuba Street.**

People often said that Manners Street could benefit from improvements to **create a nicer environment**, particularly for shoppers. People felt Manners Street needed greenery and provision for cycling and scooters.

Majority of those that commented on what they didn't like about the concept for Manners Street often felt the **atmosphere would not be improved**, the change **wouldn't be significant**, they felt change was **not necessary**, or didn't like the concepts.

*"I like getting rid of cars from lower Cuba Street."*

*"Manners Street needs a bit of a makeover I think."*

*"Less hunks of metal flying toward pedestrians is a good thing."*

*"Restricting access to lower Cuba."*

*"Can't see anything that can particularly be liked or changed."*

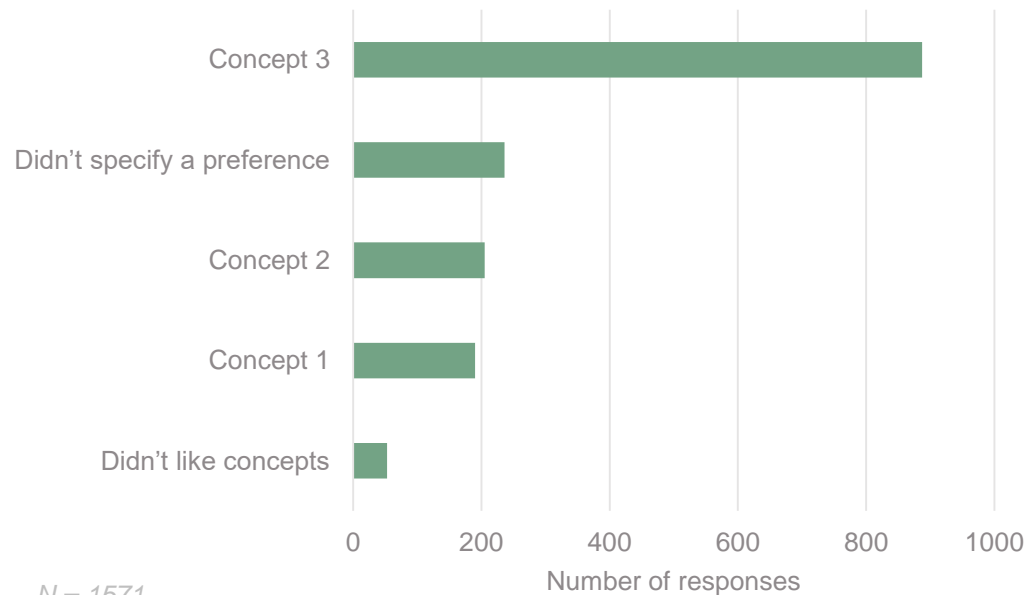
*"Manners Street needs to be pedestrian only."*

*"More should be done to keep pedestrians in this area. E.g. coffee cart hubs."*

*"Bring back Manners Mall."*

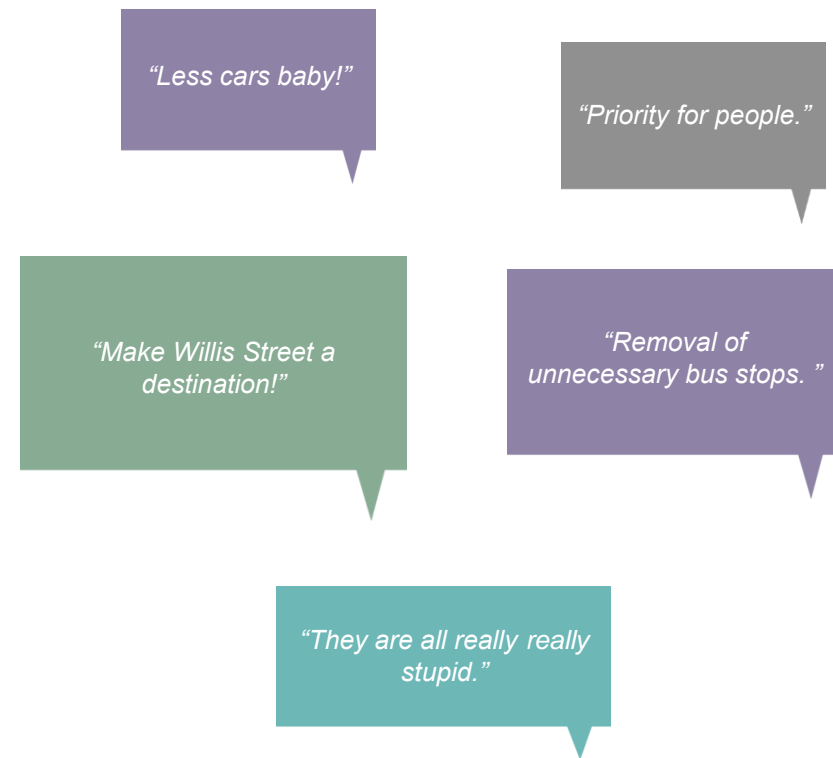
# Concept preference: Willis Street

What concept do you like best?



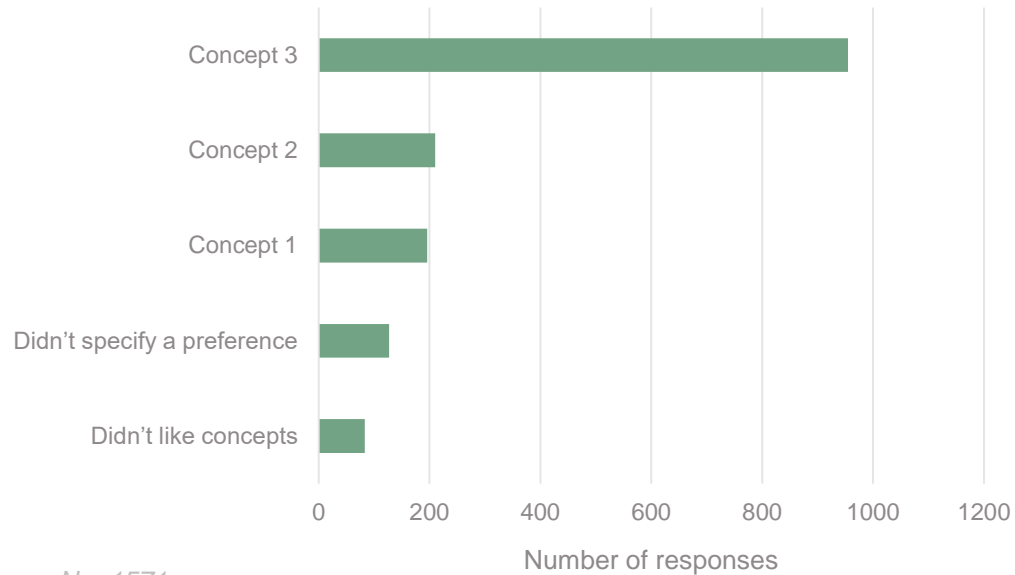
N = 1571

What do you like about this concept for Willis Street?



# Concept preference: Lambton Quay

What concept do you like best?



N = 1571

What do you like about this concept for Lambton Quay?

*"It's critical that Lambton Quay is closed to cars and prefer the single bus lane option."*

*"Less invasive and doesn't inhibit vehicle use and parking to the same degree."*

*"Good urban design, creating better spaces for public life and reclaiming the city from the car."*

*"Creates a much nicer environment to live in."*

# Online feedback from people that live with a disability

One hundred respondents specified that they live with a **disability**, an average of 60% of these respondents indicated a desire for significant change and liked the idea of removing general traffic. Those that indicated they didn't like change either didn't feel there are any issues to address or didn't like the removal of general traffic.

*"The real problem is already a severe lack of parking, why remove 100s of parks more."*

*"Just ban cars."*

*"Let's make Wellington better for active and public transport."*

*"Please take a balanced approach."*

*"Great to see so much thought has gone into this, as a pedestrian, cyclist and car user."*

*"This is very discriminatory against those who need to use car to access central Wellington."*

*"your plans shut off the whole shopping area from the less mobile."*

*"Please hurry up and get traffic off the Golden Mile and Cuba Street."*

# Online feedback from businesses / organisations

In the **online survey**, we asked people what their relationship to the Golden Mile was. This is a summary of key themes from those that specified they owned or operated a business.

Four respondents indicated they **owned or operated a service vehicle business**. Of these, three did not like the concepts due to the impact they would have on their operations. Three indicated they'd like access the Golden Mile 24/7.

44 respondents indicated their feedback was on behalf of a **business**. Across each street, on average around 32% percent preferred concept three, 25% preferred concept one and 16% preferred concept two. Of these, respondents generally liked the proposed changes commonly commenting that they liked that the concepts reduced or removed vehicles.

On average around 8% of these respondents said they didn't like any of the concepts because of the removal of general traffic, car parking and relocation of loading zones.

Two respondents indicated they **were bus operators**. Of these two respondents, one indicated a preference for concept two saying it would be the safest option for pedestrians and public transport operators, and the other indicated a preference for concept three. Both respondents indicated a preference for service vehicle access within restricted hours.

Six respondents indicated they represented a **community group** or organisation. All of these respondents indicated a preference for concept three and for dedicated cycling facilities. Four of the respondents had a preference for service vehicle access between 7pm and 7am.



# ONLINE SURVEY DEMOGRAPHIC INFORMATION



# How do you usually travel to the Golden Mile?



28% walk



26% take public transport



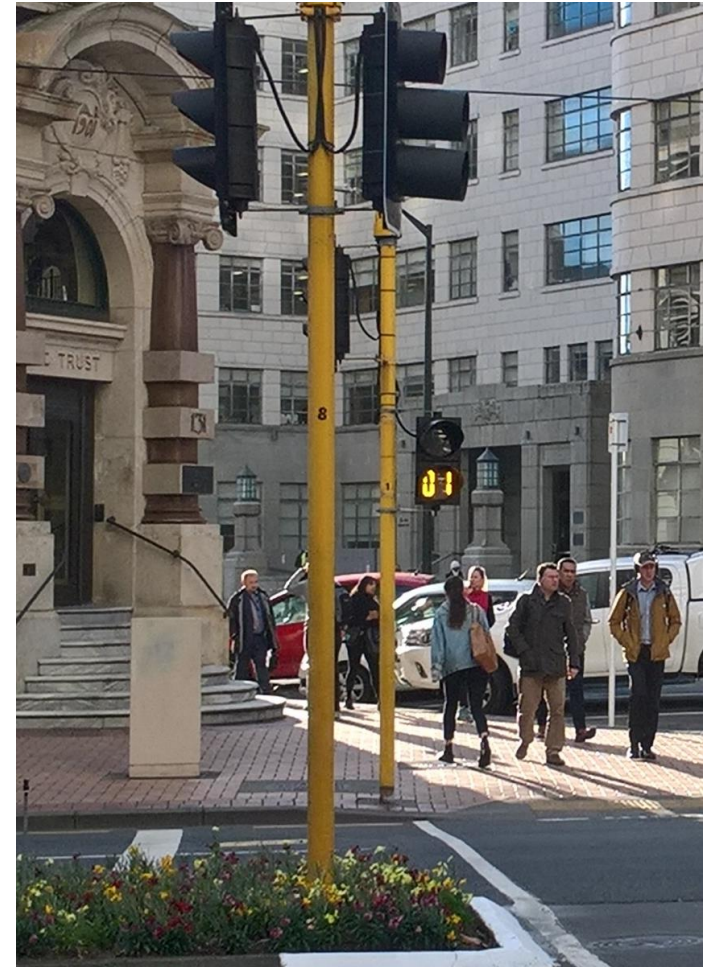
15% cycle



14% drive

Around 14% of people didn't specify how they usually travel to the Golden Mile. 1% use other active modes and under 1% used motor bikes or scooters, don't travel to the Golden Mile or used other forms of transport. Many that commented used multiple modes, like public transport during the week, and cars on the weekends.

*N = 1571*





# How do you usually get around the Golden Mile?



68% walk



7% cycle



4% take public transport



4% drive

Around 13% of people didn't specify how they usually travel to the Golden Mile. 1% use other active modes and under 1% said they don't use the Golden Mile, or they use other forms of transport.

*N = 1571*

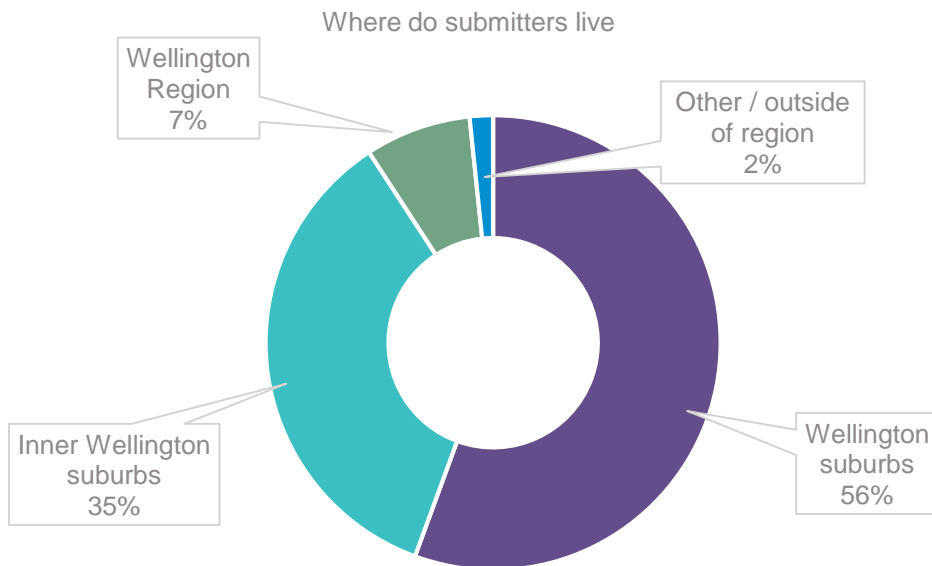


# Where do you live?

The majority (**56%**) of submitters that specified where they live, came from **Wellington suburbs**. Of those, many came from Karori, Brooklyn, Kelburn and Hataitai, sequentially.

Of all submitters **35%** came from **inner city suburbs**, with the majority being in Te Aro.

Of those that came from the wider **Wellington Region**, most came from Lower Hutt and Porirua.



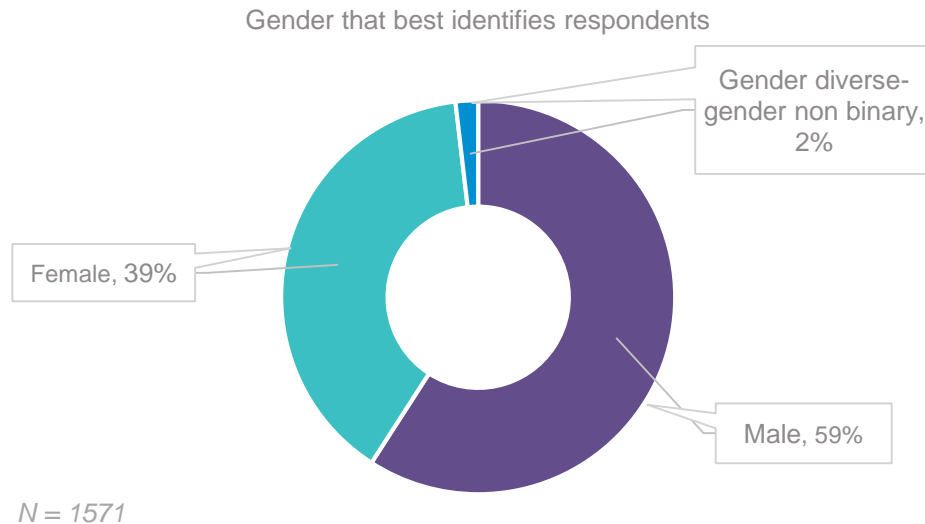
N = 1567

Inner Wellington suburbs		Crofton Downs	15
Te Aro	160	Kilbirnie	15
Mount Cook	46	Vogel Town	11
Mount Victoria	85	Highbury	10
Newtown	93	Kingston	9
Oriental Bay	11	Strathmore Park	9
Aro Valley	57	Paparangi	8
Thorndon	47	Maupuia	7
Wellington Central	53	Melrose	7
Wellington Region		Southgate	7
Porirua	19	Broadmeadows	6
Wairarapa	4	Woodridge	4
Kāpiti Coast	13	Pipitea	4
Lower Hutt	65	Kaiwharawhara	3
Upper Hutt	17	Karaka Bays	3
Wellington suburbs		Mornington	3
Karori	82	Ōwhiro Bay	3
Brooklyn	77	Rongotai	3
Kelburn	60	Breaker Bay	2
Hataitai	59	Houghton Bay	2
Island Bay	57	Ōhāriu	2
Khandallah	49	Glenside	1
Northland	46	Happy Valley	1
Berhampore	41	Ngauranga	1
Miramar	38	Roseneath	20
Wadestown	37	Seatoun	20
Ngaio	30	Wilton	19
Johnsonville	26	Newlands	18
Lyllall Bay	16	Other - outside the Wellington region	26
Churton Park	15		
Tawa	25		

# Gender and age

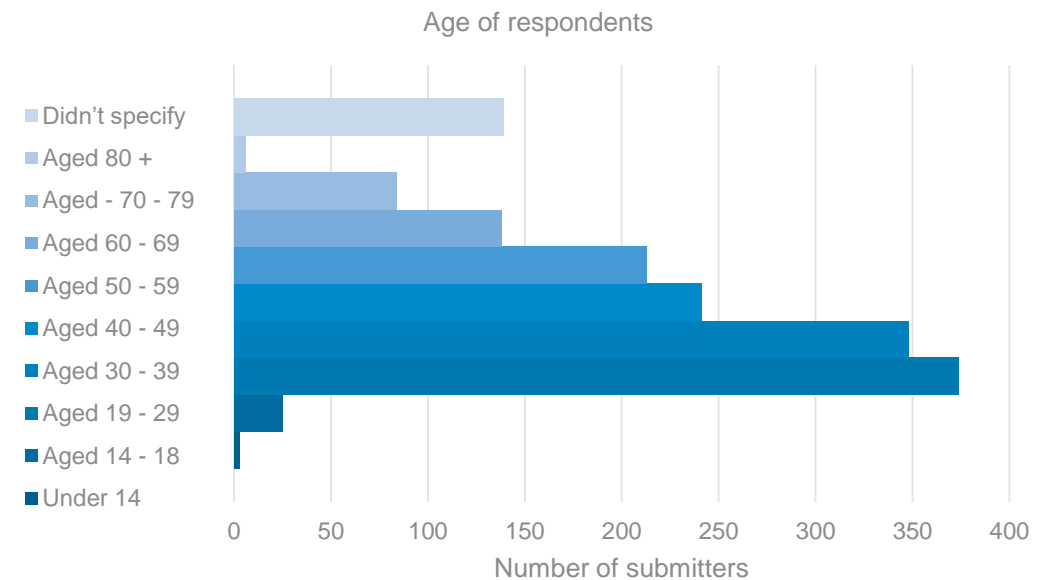
Of those that specified their gender, around 59% identified as male, 39% as female and close to 2% as gender diverse or non binary.

This shows **women may have been underrepresented** in respondents, in comparison to the Wellington Region gender balance of around 49% men and 51% woman\*.



Of those that specified their age, the largest single group to respond were between the ages of **19 and 29**, closely followed by those aged **30 to 39**. These age groups combined formed around **50% of submitters** who specified their age. This figure falls slightly shorter than **the 57% of the Wellington Region** population being between the ages of 20 and 39. \*

Those aged **over 60 may have been underrepresented**, forming around 15% of respondents who specified their age, given they represent around 39% of the population\*. Similarly, around 31% of respondents were between **40 and 59**, though this age group forms around 53% of the population.\*



N = 1432

\*Source: Stats NZ – 2018 census

# FEEDBACK RECEIVED VIA OTHER CHANNELS



# Other feedback

Two hundred people responded with feedback through emails, phone calls, pop-in events and meetings.

Though feedback received by other channels didn't explicitly answer the same questions as feedback received online, most commonly, people expressed that they **liked**:

- Providing more space for, and prioritising pedestrians
- Prioritising buses, cycling and faster active modes
- Having a single bus lane in each direction
- Separated cycleways
- Removing general traffic / car parking to encourage public transport use and reduce carbon emissions
- Closing side streets and creating usable spaces.

Other common comments were to consider inclusivity in design, particularly with bus stop locations, mobility park locations, surfaces, closed side street spaces and mana whenua involvement. People also wanted to see change happen soon.

Those that commented on what they **disliked or raised concerns**, most commonly said :

- Removing loading zones, car parking and general traffic would have a negative impact on businesses
- More car parking is needed
- Changes shouldn't be made with evolving Covid-19 and impacts
- Money could be spent better elsewhere
- Concerns over accessibility
- Concerns over practicality for trades workers, particularly to meet their health and safety requirements
- Concerns over practicality of side street designs, particularly turning allowance.

This feedback commonly came from retail and hospitality businesses.

# Other feedback

*"Supportive of Concept 2 as prioritises PT and walking, though less expensive at a time when there's bigger projects to focus on, like water infrastructure."*

*"My overall vision for Wellington city centre in a place for gathering and exchanging."*

*"Remove all vehicles."*

*"We want our streets to remain open to traffic."*

*"No. leave us alone."*

*"I support dramatically increasing space for pedestrians on the Golden Mile to improve the liveability of our inner city."*

*"I prefer option three. Sometimes I walk, sometimes I cycle, sometimes I take the bus. Option three makes all three options better for me. I'd strongly recommend integrating cycling into the route if you can. E-bikes and scooters are just getting more and more popular, and it is a 30 year plan after all."*

*"I am not impressed with any of the options. It would open up the roads to be a race track for buses - they are bad enough presently."*

*"Bring back free parking on the weekends."*

# Feedback on social media

Throughout the engagement period, posts on the Let's Get Wellington Moving Facebook page received nearly **400 comments**. Much of these were conversation and debate amongst the community. Of the comments that were related to the project, most were around the **removal of general traffic and car parking**, with strong preferences both ways. Those indicated a preference for retaining general traffic and parks, felt **car parks were essential**.

Commonly, people commented on effects on **local business** and retail, particularly post Covid and that money could be better **spent elsewhere**, like on water infrastructure.

*"No private cars has worked in other cities."*

*"No to the three options. Yes to cars."*

*"Need free parking in the weekend local business are struggling."*

*"If the city is already so close to death radical change is needed."*

*"I hope you're giving consideration to service vehicles in all these scenarios."*

*"Private motor vehicles have had their day."*

# Group and organisation feedback

Nineteen groups and organisations shared formal written feedback. Of those that specified preference for a particular concept, most indicated that there were elements of the concepts that they would change. Likewise, those that didn't specify a preference indicated there were further design elements to be considered. Seventeen of the nineteen gave us permission to publish their details and submissions. You can find their full submissions here <https://lgwm.nz/our-plan/our-projects/golden-mile/submissions>

Connect Wellington

Regional Public Health

Living Streets Aotearoa

Inner City Wellington

Generation Zero

Blind Citizens NZ

CCS Disability Action

Te Aro Rawhiti Neighbourhood Action Group

Victoria University of Wellington Students Association

Property Council New Zealand

Wellington Chamber of Commerce

Mt Victoria Residents Association

Retail NZ

SOS Courtenay Place

Road Transport Forum NZ

New Zealand Automobile Association Inc.

Johnsonville Community Association



# Group and organisation feedback

## General summary

A general and brief summary of the views of the feedback provided by the seventeen groups and organisations that gave us permission to publish.

**Connect Wellington** - Connect Wellington is strongly in favour of removing private motor vehicle access from all stretches of the Golden Mile (Concept 2-3) as this allows more space, better connectivity and a better experience for people using and moving along the Golden Mile. We also strongly oppose Concept 1. A variation on Concept 3 appears to be the best option. We have serious concerns however about the current bus stop removals in Option 3 as this will reduce accessibility. Changes made to the Golden Mile must support and encourage a high quality urban environment throughout the city. We urge designers of public spaces to recognise that Wellington is a maritime rather than a Mediterranean climate.

**Regional Public Health** - Regional Public Health (RPH) supports the move towards quicker and more reliable bus journeys and a better walking and cycling environment which would be implemented in concept three. RPH supports this concept because of the opportunities to increase physical activity and active transport, as well as the benefits to the environment. RPH supports the Golden Mile closing access to cars/trucks between 7am and 6pm. RPH recommends that there is a dedicated space for cycling and scooters on Courtenay Place. RPH supports the inclusion of the 'Healthy Streets indicators' to the design of the Golden Mile. Without effective engagement with the disability community, elderly, and those who are less advantaged, there is risk that the Golden Mile decisions may have unintended consequences that may exacerbate inequities. RPH recommends that Lets Get Wellington Moving ensures these communities are supported to participate in co-design to ensure a fit for purpose development of the Golden Mile.

**Living Streets Aotearoa** - Of the three options Living Streets Aotearoa favours option 3 with elements from option 2 as well. We support trial options where feasible and staging of improvements if this proves easier for implementation. We strongly support the Golden Mile as the key public transport spine route and the main central city walking route. Any option approved must improve the current situation and support increased use of both walking and bus use. Living Streets supports removal of general traffic along the Golden Mile. We support removal of these vehicles with a clear understanding of where the preferred or best routes for these vehicles are. Private vehicle use around the Golden Mile should support access to it, but not travel along it.

**Inner City Wellington** - We want our Golden Mile to continue to be attractive to non-residents but their issues and perspective should not outweigh that of those who live here. Along with physical safety in walking our streets, we are particularly concerned about the lack of green space and public amenities in this area. ICW strongly submits that WCC should plan for what is now our city's largest suburb to be able to meet WHO guidelines. We are also concerned that planning takes into account the needs for improved Resilience in our central city.

**Generation Zero** - Option Three along the entire Golden Mile is the best option, especially when viewed in the context of other LGWM projects. We support trial options where feasible and implementation in stages. Creating public space for pedestrians should be the priority for the Golden Mile redevelopment. We support the closure of side streets to traffic along the Golden Mile (excluding Taranaki St). Remove all parking and private vehicles from the Golden Mile. A single lane each way for buses along the entire Golden Mile. We support segregated cycle/scoot lanes on Lambton Quay and Courtney PI that properly integrate with a coherent strategic cycle network. Co-designing public space with mana whenua.

# Group and organisation feedback

## General summary

A general and brief summary of the views of the feedback provided by groups and organisations.

**Blind Citizens NZ** - Support option 3 with some elements from option 2 as well. Support the trial of options where possible with staging of improvements to ensure we are getting it right and do not have to go back and retrofit especially around areas that relate to accessibility. The removal of general traffic along the Golden Mile certainly would improve the journey times along the Golden Mile. However, an exception might be taxis with passengers as not all people are able to use buses. Support inclusion of separated lanes for them if space is permissible, without compromising space for public transport and pedestrians. However any changes must however support those who are not able to walk long distances, or who can only use a car due to health or disability and therefore access parking and drop off points must be in every side street nearest to the Golden Mile.

**CCS Disability Action** - CCS Disability Action favours option 3 with elements from option 2 as well. We support trial options, where feasible, and staging of improvements if this proves easier for implementation, but not at the expense of prolonged or repeated disruption. The improvement of the Golden Mile for bus travel and pedestrian use must have a Universal Design focus and provide an Accessible Journey for all people. We support removal of these vehicles with a clear understanding of where the best routes for these vehicles are.

**Te Aro Rawhiti Neighbourhood Action Group** – While there are multiple issues with concept 3, we are most concerned with pedestrianizing the end of Tory Street either side of Courtenay Place, as this will cut off Tory Street and in turn cause the unintended consequences. Both concepts 1 and 2 will likely also result in a noticeable reduction in accessibility. While we have significant concerns with all options, concept 1 causes the least harm to the neighbourhood. We implore the LGWM and WCC to consider amending concept 1 to allow vehicles to turn into and from Courtenay Place.

**Property Council New Zealand** - The Property Council in principle supports the concepts around the Golden Mile however we believe further research, planning and design should be done to ensure the CBD properly integrates pedestrian life with both public and private transport options. The Golden Mile is a key route in a dense inner-city network, and the proposals will fundamentally change traffic flow and place greater pressure on car park availability and congestion elsewhere in the city. Wellingtonians must understand how the proposals will impact the rest of the city before committing up to \$80 million for the project.

# Group and organisation feedback

## General summary

A general and brief summary of the views of the feedback provided by groups and organisations.

**Wellington Chamber of Commerce** - The Wellington Chamber of Commerce – on behalf of the more than 1,200 businesses and 50,000 employees it represents – does not support the Golden Mile proposals presented by Let's Get Wellington Moving. Of the 336 businesses we recently surveyed, an overwhelming 90 per cent of businesses located on, and around, the Golden Mile believe the changes will negatively impact patronage, limit access, or make no positive difference. None of the options have contemplated impacts on access and traffic flow. Removing loading zone availability will debilitate businesses operations. Nearby car parks are critical for patronage. The message is clear - businesses feel that decision-makers are making business worse in the city, not better. The Chamber supports positive change for the city. Before going any further, Let's Get Wellington Moving has a duty to prove how these proposals will benefit businesses on, and around, the Golden Mile.

**Mt Victoria Residents Association** - We're pleased to see that each concept reduces and repurposes space currently allocated to carparking and private car movements, in order to support active modes of transport and "spaces for people to walk, sit and spend time" – the Golden Mile is not purely a commercial space. The commercial nature of the Golden Mile remains high in our thinking, however. We need to retain the amenities and services that the Golden Mile currently provides, and we see that for business to thrive, people must be encouraged and supported to visit and linger in the area. We've had feedback from Courtenay Place business owners, who are resistant to any of the proposals because they rightly observe that all proposed options will reduce car traffic through Courtenay Place – the implication being that there will be less business overall. We look forward to much much more detail.

**Retail NZ** – Our membership accounts for two-thirds of total domestic retail spending. A large proportion of our members have stores in Wellington and many with stores along the Golden Mile. We have consulted with these members in preparing this submission. We are concerned that the proposals are not business driven or supported by businesses in the area, and that the proposals are designed to create high-speed bus route through a significant retail area, without adequately considering the needs of business. In preparing this submission we heard from a number of small independent retailers that these proposals will seriously threaten, or force the closure of, their business. It will be extremely damaging to retail in Wellington City to make sweeping changes while it is struggling to recover from the economic and social shocks of the Covid-19 pandemic.

**SOS Courtenay Place** - SOS Courtenay Place is an unincorporated group of Courtenay Place business owners, stakeholders and property owners who have formed to oppose 'Let's Get Wellington Moving' proposals (all three options) proposed. The group numbers approximately 50 but is growing due to wider engagement. Opposed is exclusion of motor vehicles, road closure and moving of goods service vehicles to non-proximate positions, removal of vital bus stops and other related proposals with adverse outcomes for businesses.

# Group and organisation feedback

## General summary

A general and brief summary of the views of the feedback provided by groups and organisations:

**Road Transport Forum** - Within the scope of this response to the engagement report, RTF will be commenting on the apparent lack of consideration for commercial traffic for goods delivery and the prohibition on accessibility of truck traffic proposed for the Golden Mile. We believe the notion of banning trucks and delivery traffic solely to provide opportunity to facilitate the movement of pedestrians and cyclists is not viable. Our concern is heightened by the proposition that retail products and the distribution of goods are expected to be delivered from delivery vehicles parked some distance from where the goods need to be delivered. The concept of the Golden Mile initiative is predicated on enhancing public spaces, leading to greater foot and cycling traffic by improving the attractiveness of the road thoroughfare. This is a lofty aspiration but totally ignores the potential for significant economic impacts on commerce within the same zone.

**New Zealand Automobile Association Inc** – The District Council represents over 200,000 members. At this early stage we do not have a firm view on supporting any particular option, but we do support improvements to reduce bus delays by limiting access to parts of the Golden Mile and consolidating bus stops. This support is conditional on access being available to couriers, freight deliveries, construction, Uber and taxi drivers either after hours, outside of peak hours or close by on side streets. We agree that a trial of a particular concept would be useful in assessing if a concept works in practice. We support the early implementation of Option 1 and parts of Option 2 with the understanding that the remainder of option 2 could be constructed at a later date as funds are available. We have concerns about closing off access to Lambton Quay from the side streets. If these are closed off a turning circle would need to be provided at each end which would result in a significant loss of car parks.

**Johnsonville Community Association** – Bus Priority and improved bus capacity must be the overall priority but this is only required at peak. Off peak other modes and uses, especially those with professional drivers, should be supported. Side Streets should not be blocked. Taxis should have ranks on side streets. Could permit motorcycle access and motorcycle parking along parts of the Golden Mile.

**Victoria University of Wellington Students Association** – Victoria University of Wellington Students' Association (VUWSA) advocate for and represent the 22,000 students of Te Herenga Waka - Victoria University of Wellington. Students experience the city in a unique way which requires the balancing pedestrianisation and public transport. For the reasons outlined in our full submission, for the most part we support Concept 2 as it maximises the time saved on bus travel, and best meets the needs of students to manage their time, prioritising their safety, comfort and enjoyment, while also ensuring that Wellington moves towards becoming a more climate resilient and sustainable city. VUWSA supports Concept 3 for Courtenay Place as it offers the most space to pedestrians and thereby ensuring better city safety, particularly at night. We support the proposals in both Concept 2 and Concept 3 in removing 100-200 carparks, as we believe these spaces could be better used to create green spaces. VUWSA recommends moving forward with Concept 2 generally, but with elements of further pedestrianisation as shown in Concept 3 for Courtenay Place

# CAMPAIGN SUMMARY



# Engagement activities

The objective of the engagement was to create an awareness of the project and the proposed concepts and encourage people to share their views on the concepts.

A wide range of channels were used to let people know about the project:

- Print and digital posters throughout Central Wellington
- Letters posted to 10,000 owners and occupiers on and directly off the Golden Mile
- Radio advertising
- Brochures hand delivered to ground floor businesses along the Golden Mile
- Newspaper advertising
- Emails and e-newsletters
- Online advertising
- Media releases
- Social media, including Facebook and Instagram.

The team were available to speak to and answer questions throughout the engagement period **via phone, email and social media**. There was also **five pop-in events** at different locations along the Golden Mile, a **webinar** and **one-on-one or group meetings** were held.



Want to spend more time on the Golden Mile? Tell us how you'd rather do it.



A few months back we asked for your thoughts on making Wellington's Golden Mile a more liveable space that's easy to get around. Now it's time to take the next step.

We've combined everyone's ideas into three general concepts and we want to hear your favourites. You may well prefer one for Courtenay Place and a different one for Lambton Quay. That's fine. The main thing is to let us know how you'd like to see your city.

To see how the different options will look and to have your say about them, visit [lgwm.nz/GoldenMile](http://lgwm.nz/GoldenMile)



Tell us the direction you'd like the Golden Mile to take.



You've told us some of the changes you'd like to see to make Wellington's Golden Mile more liveable. As a result, we've drawn up three different proposals. "Streamline" takes some general traffic off the Mile while making buses more reliable. "Prioritise" goes further by fully prioritising buses and pedestrians. "Transform" changes the road layout to create wider pedestrian spaces, bus-only lanes and in some places dedicated areas for people on bikes.

There's obviously lots more to understand and explore and we'd like you to have your say about it. You can see the proposals in detail and add your feedback on [LGWM.nz/GoldenMile](http://LGWM.nz/GoldenMile)



# Reach of advertising

Overall, this campaign **reached more than 200,000 people** through across a mix of digital and offline media, seeing an advert **an average of 2.5 times each**.

## Golden Mile campaign performance

Campaign performance is measured on a cost per thousand (CPM) and click through rate (CTR) basis.

- Facebook and Instagram delivered cost effective geo-targeting and allowed us to send specific messaging to the relevant areas. Our overall CPM for Facebook was strong at \$3.87. (Facebook industry average CPM = \$8).
- Digital Display delivered cost effective viewable impressions at an overall CPM of \$3.12. (Display average CPM = \$8).
- Google Search ensured we were there for those looking for more information and possibly prompted by comms elsewhere (print and offline). Here we achieved a great CTR of 8.55%. (Google Search CTR average = 1.5%).
- Google Video delivered over 119,000 views at a low CPM of \$5.43. (Google Video average CPM = \$15).
- A range of outdoor options were used across the campaign including Street Posters, Digital Adshels and VMO Office. These all provided strong on-the-ground presence as well as the ability to target the specific zones by site.

We used print and radio to ensure complete audience coverage, which included two weekly ¼ pages in Wednesday's Dominion Post, and two weeks on mainstream radio channels.



# WORD INDEX



# Theme descriptions

While a vast range of feedback, comments, suggestions and questions were received through this engagement this report outlined the key themes only. The below word index gives a brief description of the terms used to describe key themes and what they often indicated.

Theme	Comments that indicated they:
General positive comment	Made a generally positive comment such as 'I like this concept'
General negative comment	Made a generally positive comment such as 'I don't like this concept'
Keeps some traffic / loading zones / parking	Liked that the concept kept some general traffic, loading zones and car parking
Pedestrian improvements	Liked that the concept could offer pedestrian improvements such as increased space and safety
Bus and public transport improvements	Liked that the concept could offer bus and public transport improvements such as priority, reliability and time
Cost and economic benefits	Liked that the concept could offer cost and economic benefits such as value for money and increased spending
Reduces general traffic	Liked that the concept reduced general traffic
Cycling, mobility and active mode improvements	Liked that the concept could offer cycling, mobility and active mode improvements such as increased space, ease of access and safety
Could go further	Liked the concept but indicated further improvements could be made
Consolidates bus stops	Liked or disliked that the concept would consolidate bus stops, feeling it would have positive or negative impacts
Removes general traffic	Liked or disliked that the concept would remove general traffic, feeling it would have positive or negative impacts
Closes side streets	Liked or disliked that the concept would close some or all side streets, feeling it would have positive or negative impacts
Other vehicle access	Liked or disliked that the concept could remove vehicles such as taxis and couriers, feeling it would have positive or negative impacts
Removes loading zones / parking	Liked or disliked that the concept would remove car parking and relocate loading zones, feeling it would have positive or negative impacts
Only reduces from general traffic	Disliked that the concept only reduced general traffic access
Lack of cycling, mobility and active mode improvements	Disliked that the concept didn't offer cycling, mobility and active mode improvements, such as space, priority and safety.
Pedestrian space	Disliked that the concept increased pedestrian space, or disliked that it didn't offer more
Bus and public transport	Disliked that the concept increased bus and public transport priority or space, or disliked that it didn't offer more
Cost and economic impact	Disliked the cost of the concept and felt it would have a negative economic impact
Cost	Disliked the cost of the concept
Economic impact	Felt the concept would have a negative economic impact, such as people not being able to access businesses to spend money

# Theme descriptions

Theme	Comments that indicated they:
Doesn't go far enough	Felt the design wasn't transformational or creative enough
Open, relaxing and accessible public space	Felt side street designs either considered weather well or need consider weather further
Street furniture	Liked side street designs that had furniture
Trees / planting / water	Liked natural elements in side streets designs such as trees, plants and water
Economic benefits	Felt side street designs that offered economic benefits
Pedestrian, cycling, mobility and active mode space	Liked side street designs that offered space, facilities, accessibility or safety for pedestrians, cycling, mobility and active modes
Public art and culture	Liked side street designs that offered art and cultural elements
Removes / separates general traffic	Liked side street designs that removed general traffic and separated it from the space
Weather consideration and design	Felt side street designs either considered weather or need consider weather
Lack of trees / Planting / water	Felt the side street designs lacked natural elements such as trees, plants and water
Street furniture consideration and design	Felt the side street designs lacked furniture, or the furniture was not a good design or practical for use
Surfacing consideration and design	Felt the side street designs lacked consideration of the design and materials of surfacing
Lack of pedestrian, cycling, mobility and active mode space	Felt the side street designs lacked space, accessibility or safety for pedestrians, cycling and active modes
Lack of open, relaxing, accessible space	Felt the side street designs lacked space that is open, relaxing and accessible
Cost and maintenance	Disliked the cost associated with the side streets designs and felt they were costly or difficult to maintain
Lack of public art and culture	Felt the side street designs lacked public art and cultural elements
Unpleasant smoking / vaping	Disliked that the side streets were used by smokers and vapers