



Wadestown Connections

Consultation summary

28 May - 24 June 2024



627

submissions
received

Absolutely Positively
Wellington City Council

Me Heke Ki Pōneke

Introduction

The purpose of this document is to summarise community feedback received about proposed changes in Wadestown. The proposed street changes aim to improve the experience for people riding bikes and taking the bus, improve safety and access for vehicles, and manage on-street parking.

The large amounts of information from the community have been presented in themes and graphs to give Councillors, officers, stakeholders, and the community a sense of the feedback. We've summarised all data and information provided to us during the consultation period. Unlike research, no representative adjustments or sampling has been done based on demographics; instead, we present all information and provide transparency about who provided feedback.

As part of decisions made in June 2021 on the Long-term Plan 2021–2031, Councillors agreed to invest in a safe, connected bike network for the city. Paneke Pōneke is the plan for how the network will be developed and changes made quickly – to make things safer and easier for more people of all ages and abilities to bike (or scoot), and to reduce transport emissions as part of Te Atakura, the city's climate action plan. The Wadestown bike connection will complete the safer bike route from Crofton Downs, Wilton and Wadestown to the city.

Streets in the area are often narrow and winding with limited visibility, and more parked cars than safe space available. Many commuters also park in the Wadestown area.

In response to community feedback, and to prevent streets in Wadestown grinding to a halt, the proposal included important changes to parking that will prioritise residents and short-stay visitors and improve safety and access.

Consultation summary

This consultation is the latest phase of ongoing work with stakeholders and the community. Over 190 pieces of feedback informed the proposals that went out for consultation. The community has had opportunities to engage with the project online, through in-person meetings, and at drop-in sessions.

The community was consulted on the traffic resolution between 28 May and 24 June 2024. We sought feedback about all the proposed changes for the area, including extending the 30km/h zone on Wadestown Road. We had 627 submissions from individuals and organisations on the proposed changes.

Feedback from submitters showed a range of views. The submitters were mainly local, with 70% living in the suburb of Wadestown. Overall, 35% of submitters strongly supported or supported the proposed street changes and 58% either opposed or strongly opposed.

Regarding extending the 30km/h zone on Wadestown Road, there was more support with 51% strongly supporting or supporting the safer speeds proposed, 13% neutral on the idea, and 34% either opposed or strongly opposed.

When asked about the importance of these types of changes, general sentiment from the submitters was lower than similar consultations. Only 43% of submitters believed that it is very important or important to rebalance our existing street space to make it safer and easier for people to walk, ride, scoot, or use public transport. 46% believed it was very important or important to manage on-street parking, where there is high demand for parking but limited street space.

During the consultation period, a brochure containing misinformation was dropped to homes in the wider Wadestown area. The information shared false costs of the project and incorrect information about why the Council was proposing the changes. It's unclear when and how widely the misinformation was distributed, or the impact it may have had on submissions. The project team was made aware of the brochure on 20 June. Over half of the submissions were received after 20 June.

We received a lot of detailed feedback about the changes described in the proposal. This feedback, and how the project team has responded, is available in a separate document.

How many responses did we get?

627

submissions were made
by individuals, schools,
or organisations

This report predominately summarises answers to the questions in the feedback form. Submissions received by email are considered by the project team, themed, and presented to Councillors however we do not infer the level of support or opposition to avoid any risk of misinterpretation.

Duplicate submissions

Every submission we receive is considered genuine in the first instance. If someone has submitted more than once, we may:

- combine submissions when the reason for submitting more than once is to add information to a previous submission
- keep the last submission submitted, removing the first; this is done when information in the submission has changed or is different from one submission to the next
- remove a submission where submissions are obviously in bad faith, such as multiple submissions under false names and/or malformed email addresses.

No matter how a submission is received during the consultation period (online, email or paper form), once duplicates have been removed, submissions are considered by the project team, analysed for the consultation summary report, and presented to Councillors. Five duplicate submissions were identified, combined or removed. One abusive bad faith submission was removed.

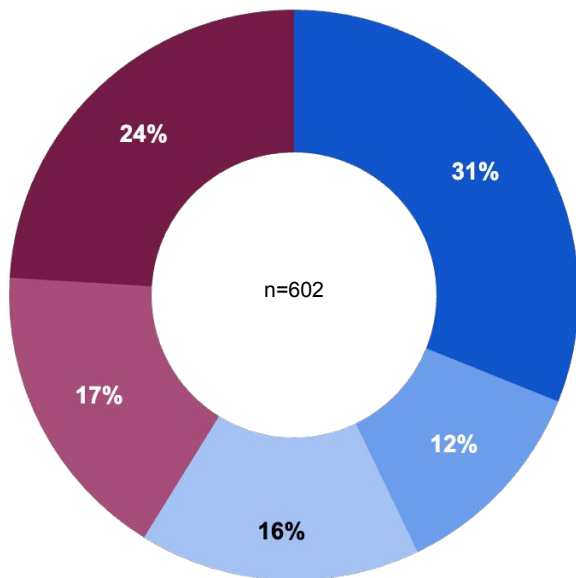


What we heard

How important is it to make changes?

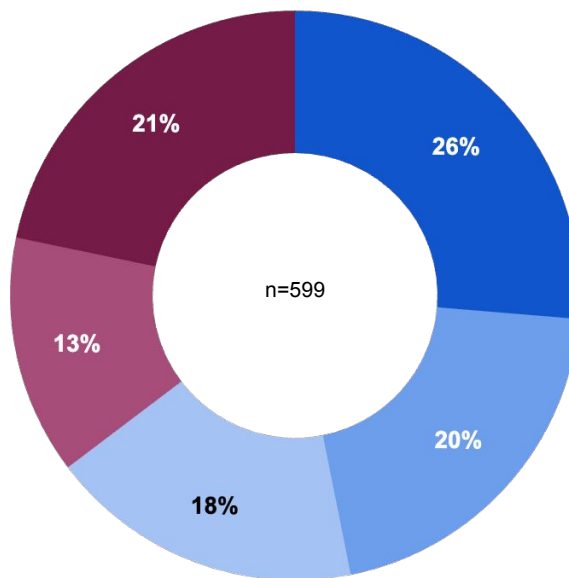
How important is it to change our existing street space to make it **safer and easier** for people to walk, ride, scoot, or use public transport?

31%
of respondents think it is very important to make it safer and easier



How important is it to manage on-street parking, where there is **high demand for parking but limited street space**?

26%
of respondents think it is very important to manage parking

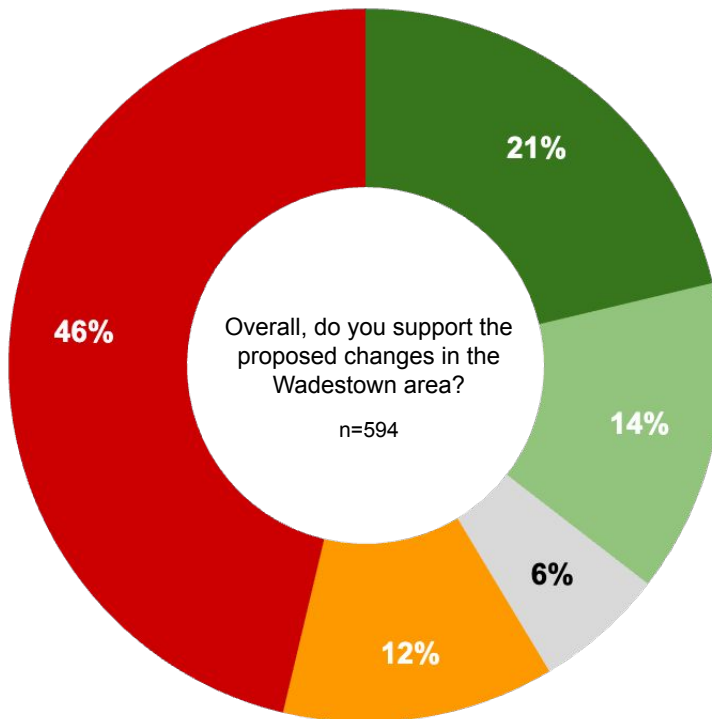


- Very important
- Important
- Moderate importance
- Low importance
- Not important
- Don't know

Overall level of support for proposal TR56-24 from all respondents



58%
of submissions were
**opposed or strongly
opposed** to the
overall changes



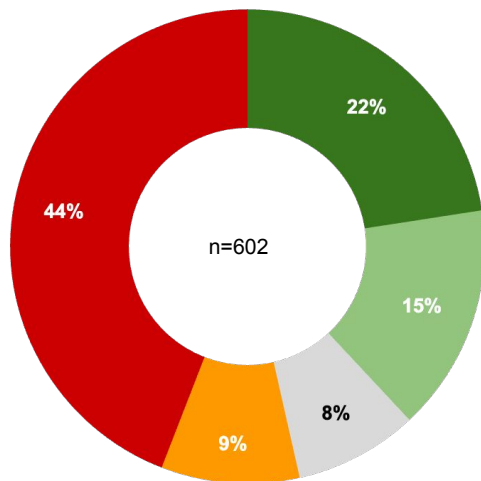
A further look at levels of support
shows it is made up of:

- **support** from people who mainly use a bicycle
- **opposition** from people who live in the Wadestown area
- **strong opposition** from people who live in homes with more than two vehicles.

Overall support for different aspects of the proposal

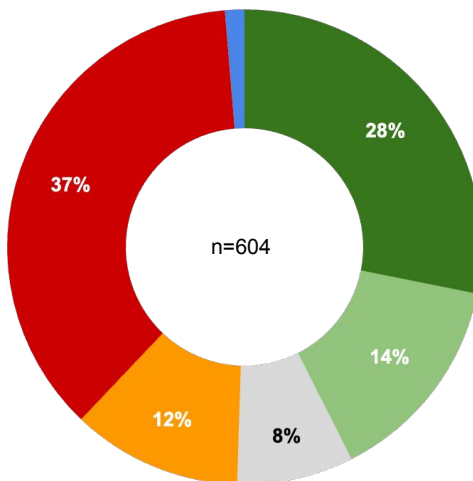


Do you support installing a **P120 (permit holders exempt) parking scheme** in Wadestown?



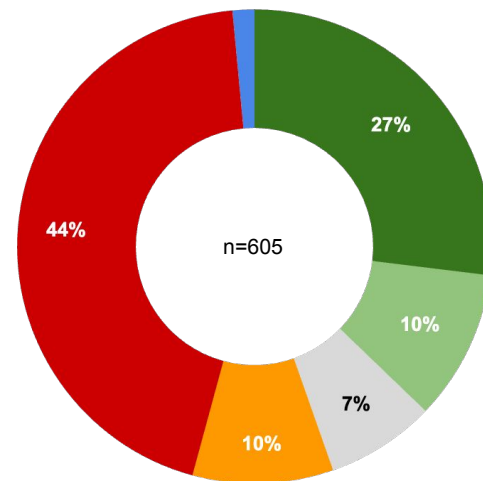
53% of respondents oppose or strongly oppose introducing the P120 parking scheme

Do you support the proposal to install **no stopping lines** on several streets in Wadestown?



49% of respondents oppose or strongly oppose installing no stopping lines

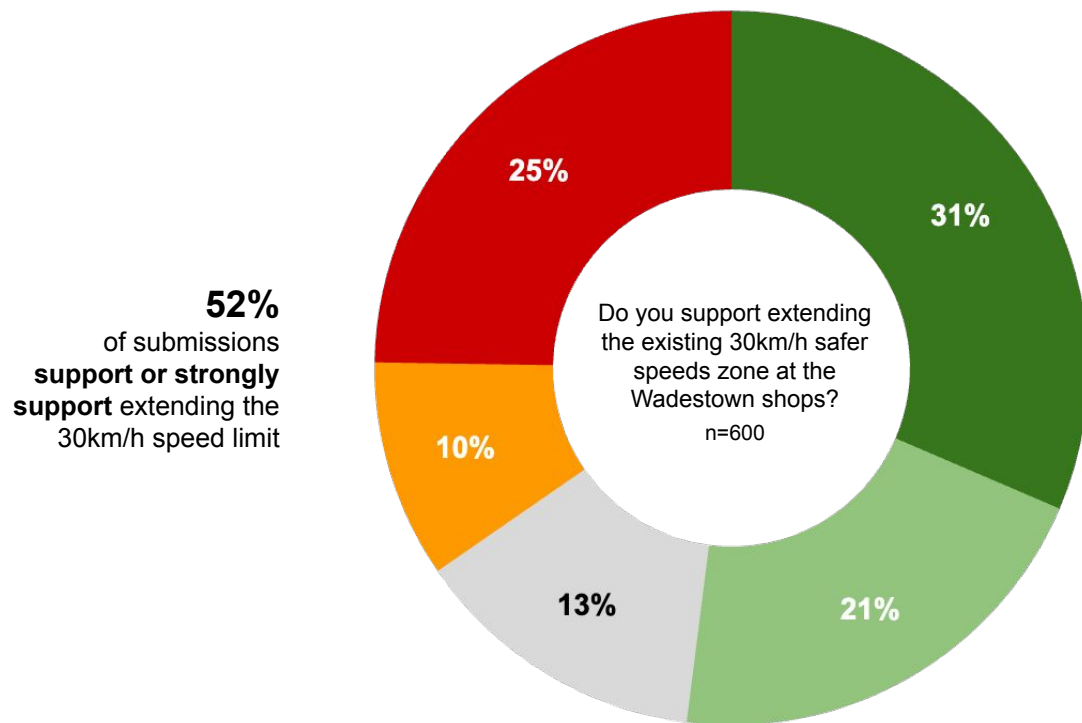
Do you support changes for **people on bikes** on Blackbridge Road and Wadestown Road?



54% of respondents oppose or strongly oppose installing changes for people on bikes

Overall support for extending the existing 30km/h speed limit

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





Overall themes

Overall themes from all respondents

Themes from everyone who gave feedback are proportionally represented below. The larger the box, the more frequently the theme appeared. Themes mentioned fewer than 15 times are not shown.

Concern/opposed themes Suggestions Supportive themes



Unpacking what we heard:

- **Concern about impact on residents**

The most frequent themes: **Concern about car park removal** and **concern about displacement** are closely related. Respondents fear that the parking scheme in combination with car park removal will displace vehicles parked on one street to another. Residents worry that having to park further from their homes will reduce vehicle security, increase insurance costs, and result in more vulnerable people having to walk longer distances. Many respondents commented that car park removal would add stress to their daily lives (e.g. managing family activities, affect socialising and everyday life (renovations, deliveries, visitors) and result in a drop in house value).

- **The parking scheme is not necessary**

There is an overall sentiment that the parking scheme will provide no benefit for the majority of residents, but will create more parking competition and increase costs. This is captured in opposed themes such as: **WCC should focus on other things, I don't believe there is a parking issue, opposition to parking scheme, the scheme won't solve the parking issue.**

- **The cost is not worth it**

This sentiment comes through generally, and in particular in the theme: **opposition to cycle lane**. Many respondents mention only a small number of people would use it as well as commenting that the road is too narrow to safely accommodate a cycle lane (**concern about impact on safety**).

- **The cost of the resident permit is unfair**

This sentiment is often connected to the feeling that something that was free will not be free any longer and that this unnecessarily adds to the already high cost of living in Wellington: **permit cost is prohibitive, purpose of scheme is revenue gathering for WCC.**

- **Frustration with WCC**

This is captured in the themes: **Criticism of WCC engagement process and decision making, general opposition** and **lack of clear rationale or data to support changes**. The sentiment suggests WCC does not listen to the needs of the local community but instead pushes solutions based on ideology and a one size fits all approach.

- **General support**

Positive sentiment generally captured in the themes: **changes will improve safety** for all road users and improve the parking situation in Wadestown, **support for cycling infrastructure** and **design doesn't go far enough** - suggesting that additional safety measures to those proposed are needed.

Sample comments from respondents who strongly support or support the overall changes

"I cycle this route everyday into the City and find the road between Blackbridge Rd and the Wadestown Shops is the most dangerous due to a number of factors including sunstrike during the main morning commute, people parking on both sides of the road making it difficult for cars to pass cyclists safely and people speeding. **Any measures to improve the safety of this area would be greatly appreciated.**"

*Resident of Crofton Downs,
uses e-bike as main way to travel through or around Wadestown*

"It's sad to see that people would rather prioritise the ability to park their private vehicle right outside their house on public land over the **ability of someone getting home safely.**"

*Resident of Wadestown
uses e-bike as main way to travel through or around Wadestown*

"My main plea is that you do an **evaluation** in (say) six months' time and see how residents are faring. Compared to other parking and traffic management changes I've been involved in (and in 40 years living in Wellington, that's a fair few), this feels like it has a very high level of uncertainty about how people will respond behaviourally and what it will mean for residents."

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown

"We are one of the only houses on our street where we have to park on the road, (tiny old garage) with no off street parking. We support the changes, and **other residents** who live on our street who do not (they have made it known via social media) have the luxury of multiple off street parks, therefore they **are blissfully unaware that on some days parking can be a big issue.**"

Resident of Upper Watts Street, Wadestown, uses car/van as main way to travel through or around Wadestown

Sample comments from respondents who strongly oppose or oppose the overall changes

"If you are going to introduce the P120 parks then the exemptions are necessary, but I don't think they go far enough. I think that **every single person that lives in the zone should be able to get an exemption permit**. Without that, this change will just make things way worse for everyone that doesn't get a permit, and that number will just increase every year as more people move in and demand increases. [...]"

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown and lives in a one car household

This won't stop people from parking near the bus stop, **it will just extend the problem to a bigger area**. The only way to actually solve that problem is to **have more bus routes so more people live closer to the bus stop**."

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown and lives in a one car household

"[...] the **overall cost to households** - fiscally and in terms of parking utility - seems to me **very large in relation to the problem**. That is, the plans seem a disproportionate use of council and household funds when faced with the water pipes crisis and cost of living issues. The plan needs to be reassessed fully."

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown

"The **proposed changes** for Hanover Street **are at odds with the Council's statement** that "the proposed parking scheme will make it easier for residents with no off-street parking, to park closer to home"."

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown and lives in a two car household, parks on the street

Sample comments from respondents who strongly oppose or oppose the overall changes

“[...] It would have been better to **leave the roads as they were and slow the legal speed down** a bit, so everyone could get where they need to go safely. Yes, people would have grizzled about that for a bit, but they would have got over it.”

Resident of Wadestown, lives in a two car household and parks one on the street and one in a garage

“Whatever changes are implemented, it would be great if council would commit to a **review process in 6 months** to see if the changes proposed have actually had the expected impacts, with a view to making some adjustments based on feedback.”

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown and lives in a two car household, parks on the street

“[...] It is unclear what the proposed alternative is for such commuters (get a job outside Wellington?). It is also unclear what residents are supposed to do if council decide not to give them the parks they need and how families are meant to lead a normal family life if that happens (e.g 2 working parents, weekend sports in locations not supported by public transport). It seems the **solution should be to provide better options rather than making life difficult for people** for little or no practical benefit.”

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown and lives in a two car household, parks on the street



Different types of feedback

Type of feedback we received

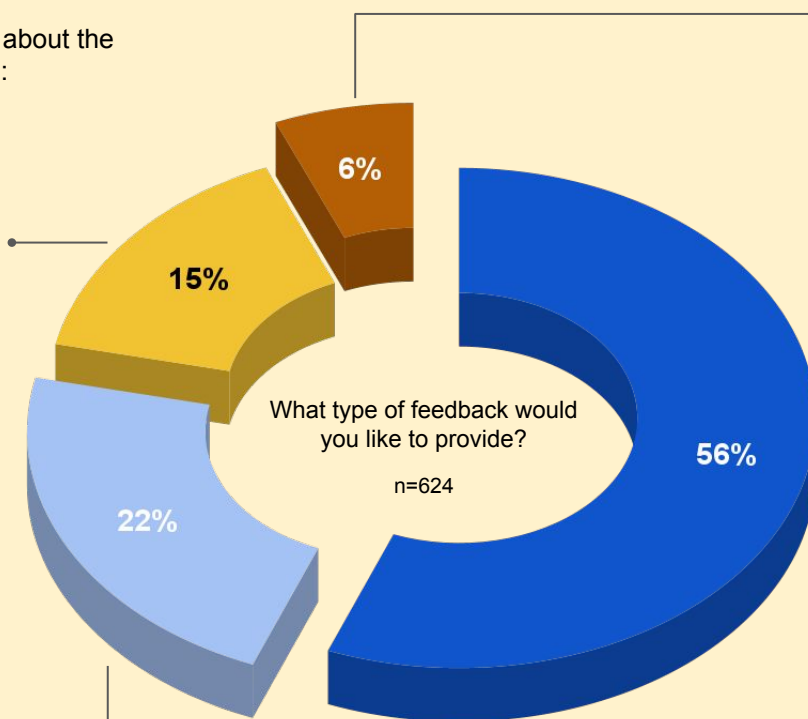
People were able to provide feedback about the proposal in a number of different ways:

Detailed feedback on just parking changes

15% of respondents provided detailed feedback on just the proposed parking changes. 86% of these people live in Wadestown

Detailed feedback on all parts

22% of respondents provided detailed feedback on all parts of the proposed changes. 81% of these people live in Wadestown



Detailed feedback on just bikes and buses changes

6% of respondents provided detailed feedback on just the proposed changes for bikes and buses. 65% of these people live in Wadestown

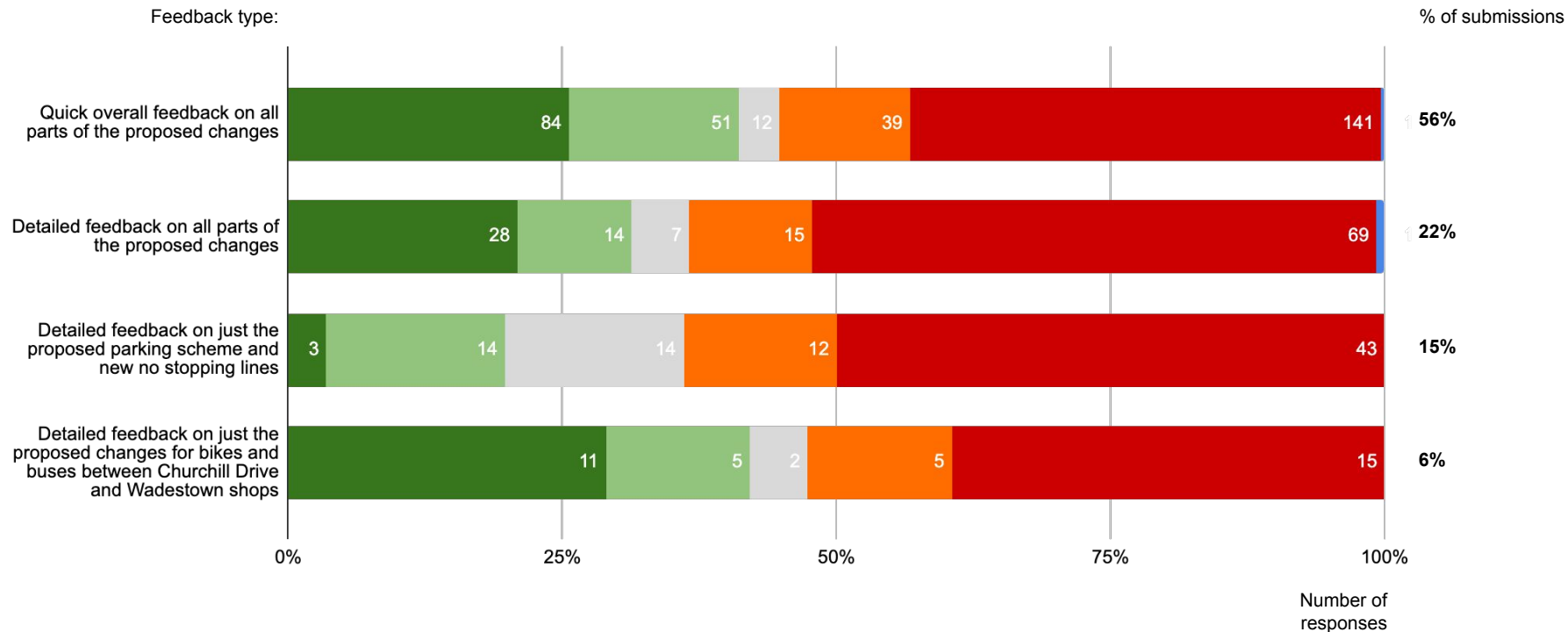
Quick overall

56% of respondents provided quick overall feedback on all parts of the proposed changes. 62% of these people live in Wadestown

Overall support by type of feedback provided

n=586

Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know





Detailed feedback on the proposed parking scheme and new no stopping lines

**(provided by the 37% of respondents who
chose to provide detailed feedback)**

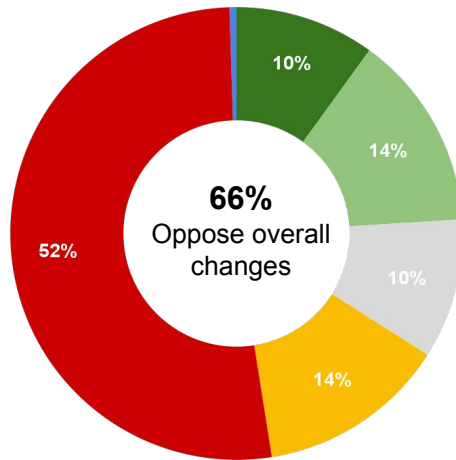
Support for the overall proposed changes by vehicle usage

n=220

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

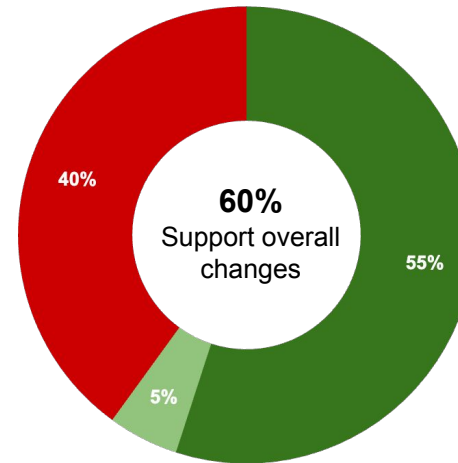
91%

of respondents own or use a vehicle,
and park it, in the Wadestown area
(200 responses)



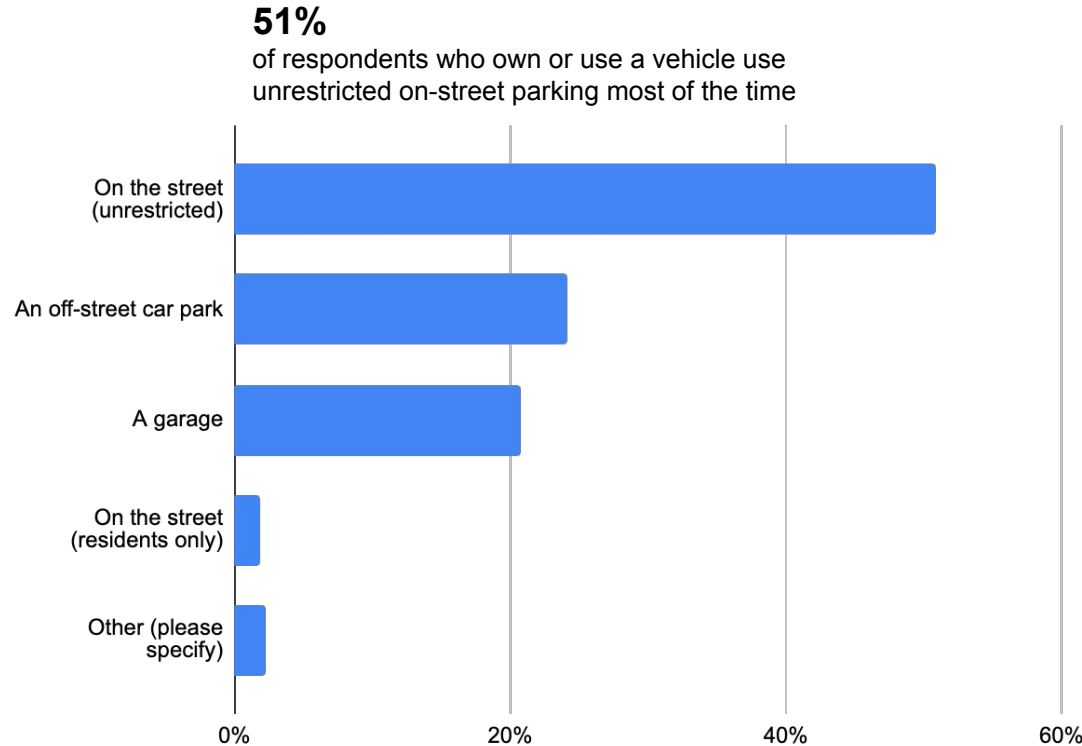
9%

do not own or use a vehicle,
and park it, in the Wadestown area
(20 responses)

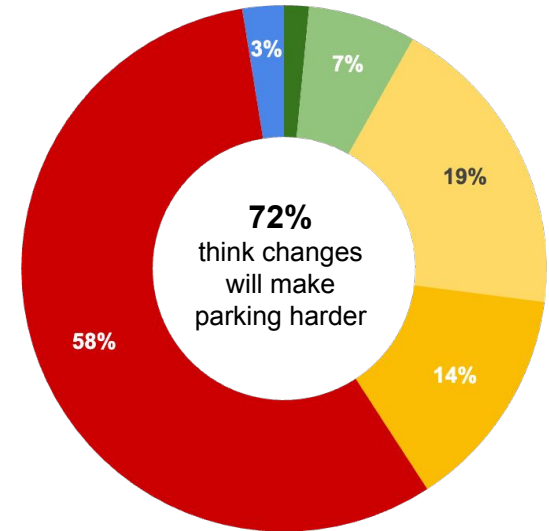


Access to parking and impact of proposed changes

n=188



72%
of respondents who own or use a vehicle think the proposed changes will make it harder for them to find a park

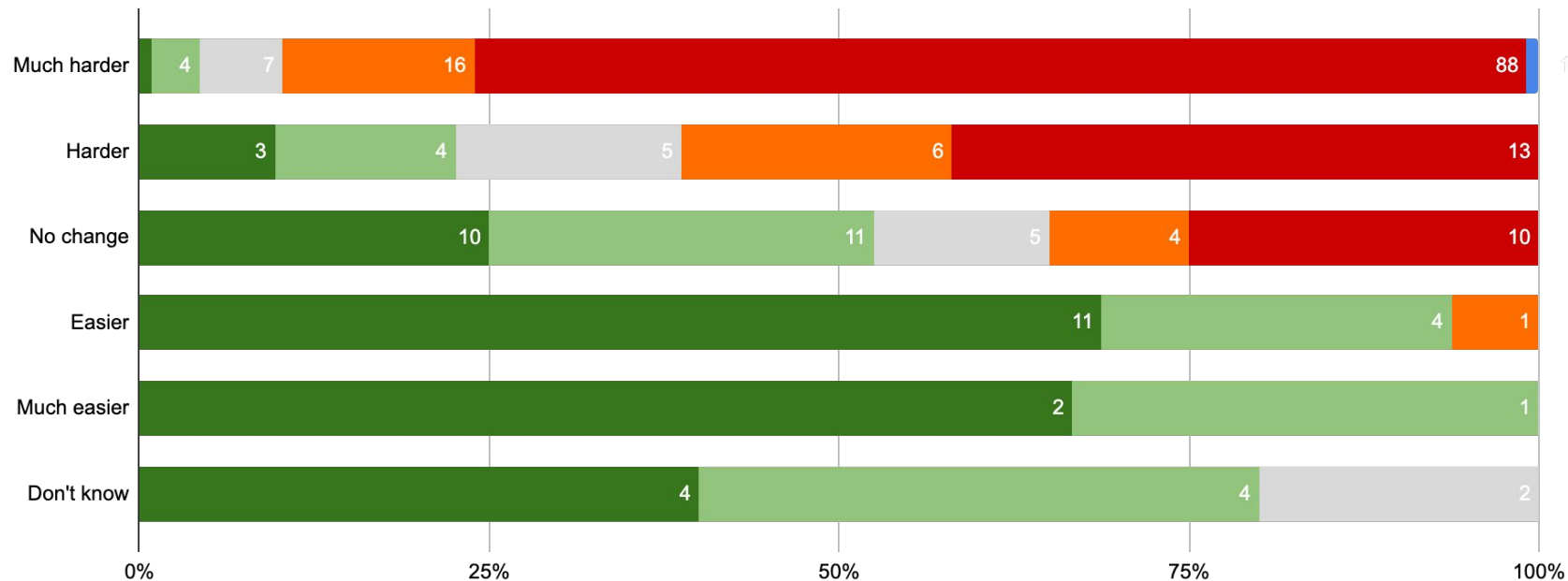


Level of support strongly correlates to impact on access to car parking

n=217

Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know

Thinking about where you currently park, what impact do you think the changes will have on your ability to find a car park?



What impact?

"We live in zone D but regularly park in zone C - we won't be able to do that now. Parking restrictions should be in ALL of Wadestown or NONE."

Resident of Wadestown, two cars, uses a garage

"Because it is **removing more than half the cars** on our street and many car parks on the neighbouring street (Wadestown Road). Our street is already completely full of cars - so often we **can't park near our house.**"

*Resident of Wadestown,
three cars, uses on-street parking*

"[...] The reality will be that **people will pay \$200 a year to not even guarantee a park within 10+ minutes walk of their house.** This feels more like a convenient revenue collecting exercise rather than a proposal that plans to make Wadestown residents' lives easier."

*Resident of Wadestown,
two cars, uses on-street parking*

Why do you think the changes to the streets would make it **much harder** for you to find a car park in Wadestown?

"Because there are **not enough restrictions** being placed on lower Barnard St and Sar St."

*Resident of Wadestown,
two cars, uses on-street parking*

"My young family and i [have] lots of friends in wadestown and often **stay for longer than two hours**"

"We have three young adult children living back at home due to the cost of rent crisis in Wellington. They all work in trades and **require a car to travel to multiple sites during the day.** We won't be allocated enough permits and so will have a real problem parking in the area. [...]"

Resident of Wadestown, uses on- and off-street parking

"We have car parks, but the **impact on friends and family as visitors, tradespeople, guests staying overnight etc. will be disastrous** for this location. The parking map shows no on street parking within 300 metres of my home, and that is short term and likely to be sparse."

Resident of Wadestown, two cars, uses on- and off-street parking

People who use a car support the scheme applying in specific locations

~25% of respondents who use a vehicle

Comments indicate that individuals who use a car in Wadestown **and** support the scheme (~25%) do so for two main reasons.

1. They are not affected because they have sufficient off-street car parks or live outside the parking zone.
2. The proposed changes resolve a specific issue they experience on their street or near their house.

“Although it will not personally affect us, I have concerns for friends who will lose parking near their house [...] I know there are people opposing the P120 scheme so **please consider their reasons or streets separately**. Our street will greatly benefit.”

“I think the P120 needs to go further. My interpretation of the map is that **Barnard St** would not be P120 however we have **large numbers of non residents parking on the streets both in the week and at weekends** particularly the half closest to the Harbour. At times my family has to park 20 minutes away. With food shopping and 100+ steps by the time you get to our section this is incredibly challenging sometimes. This will be exacerbated by introducing P120 parking in adjacent areas. ”

“We live on **Lower Watt Street** and have constant **problems with commuters and people dumping their cars**. We also have neighbors with 6 cars per household which is unrealistic living so close to the city. ”

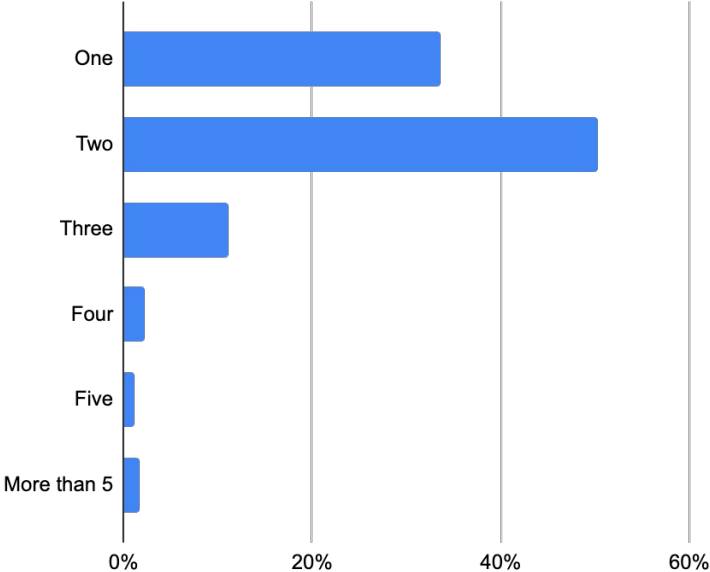
Number of vehicles owned by people in their home or business

n=181

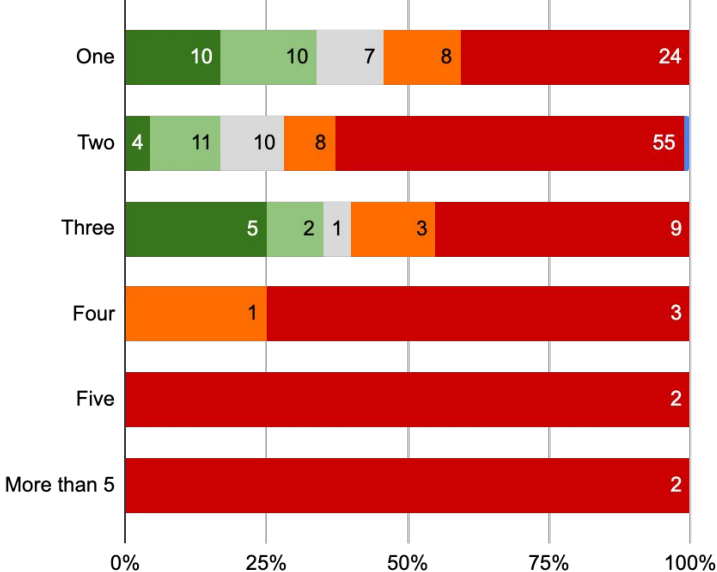
- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- Don't know

66%

of respondents who use a vehicle have **two or more** vehicles owned by people in their home or business

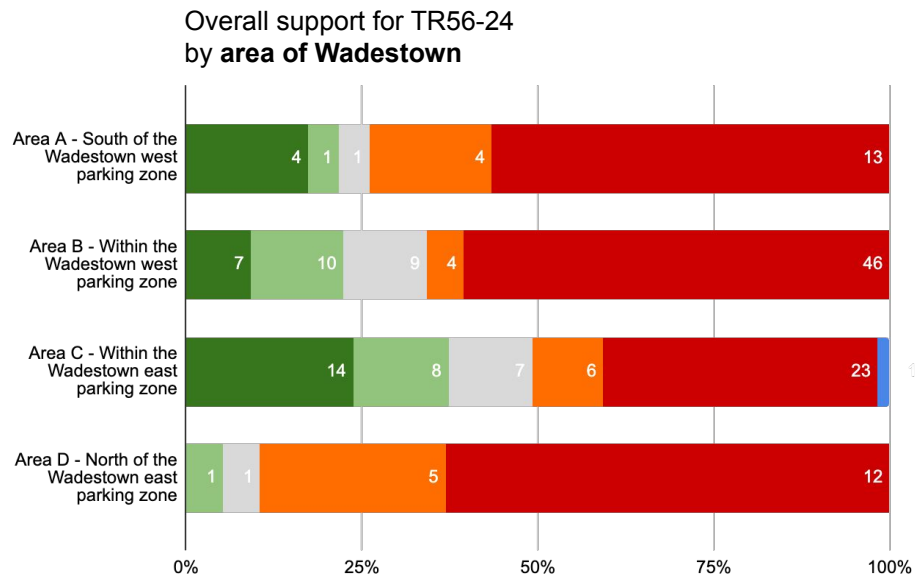


Overall support **by number of vehicles** owned by people

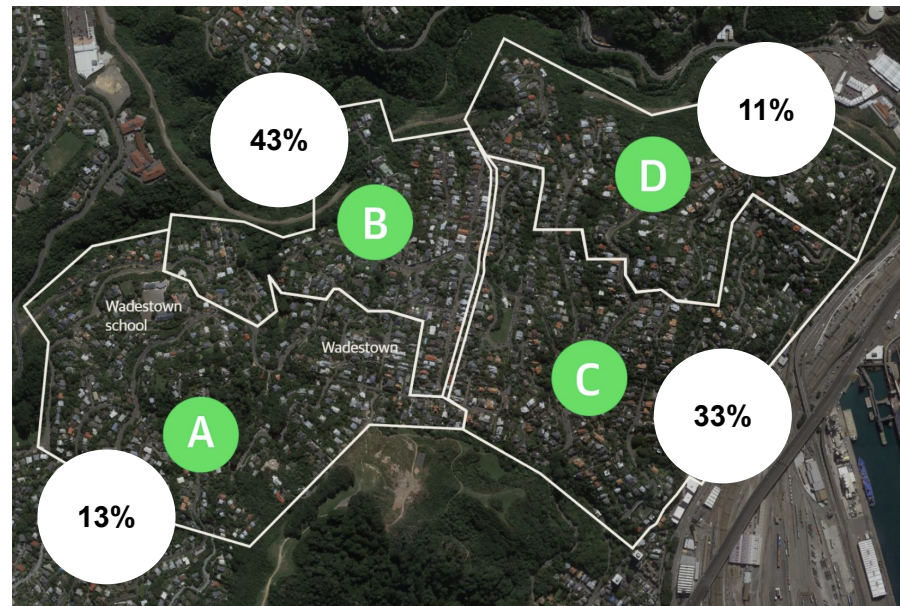


Level of support for overall changes by area of Wadestown

n=177



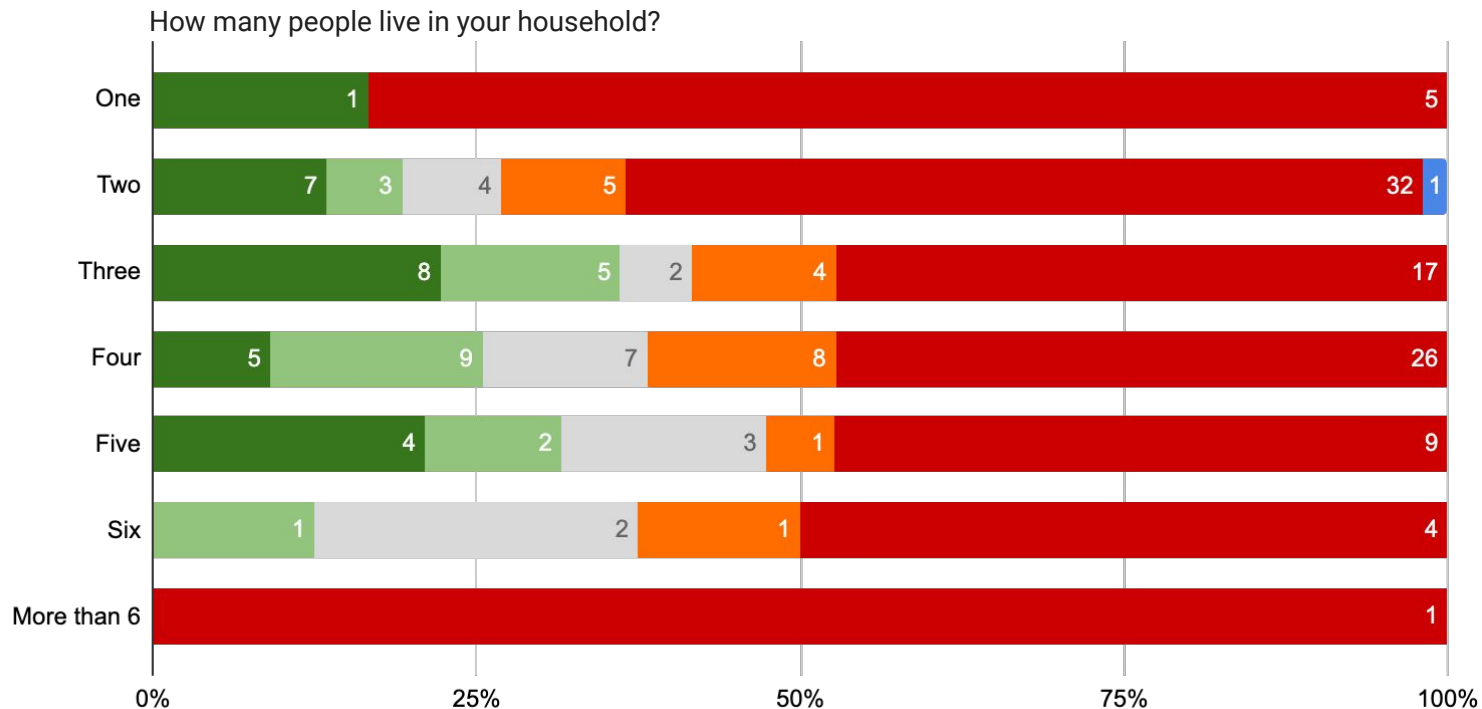
Proportion of detailed responses from each area



Level of support for overall changes by number of people in household

n=177

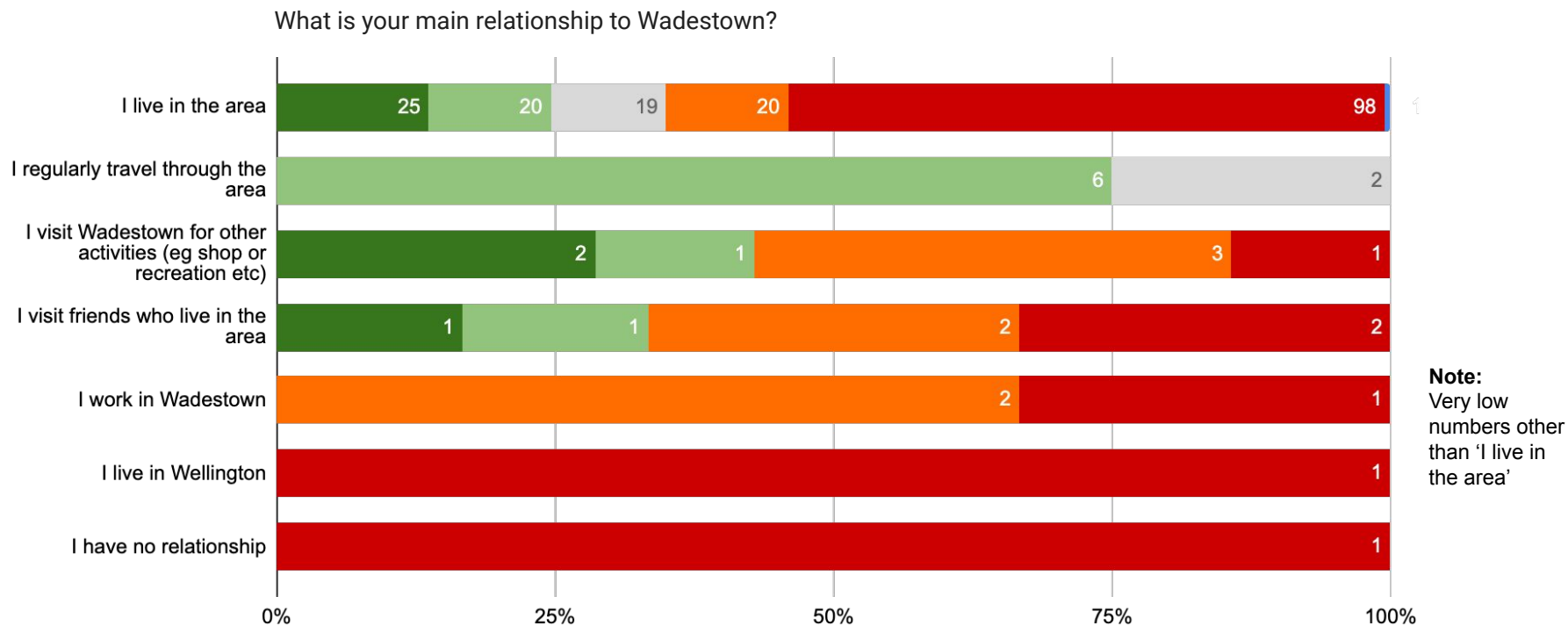
Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know



Level of support for overall changes by relationship to Wadestown

n=209

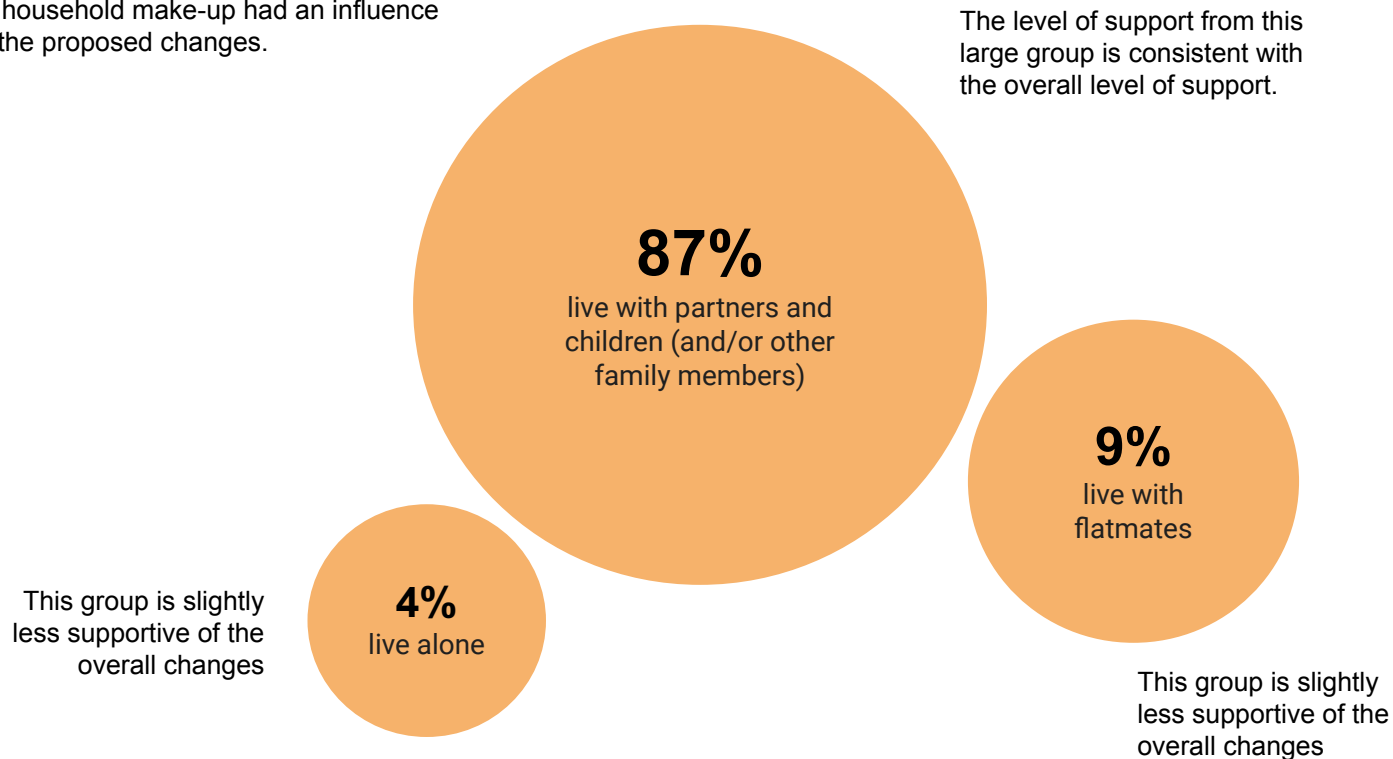
Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know



Household make-up

The survey asked 'Who lives at your usual address?' to determine if household make-up had an influence on support for the proposed changes.

n=177





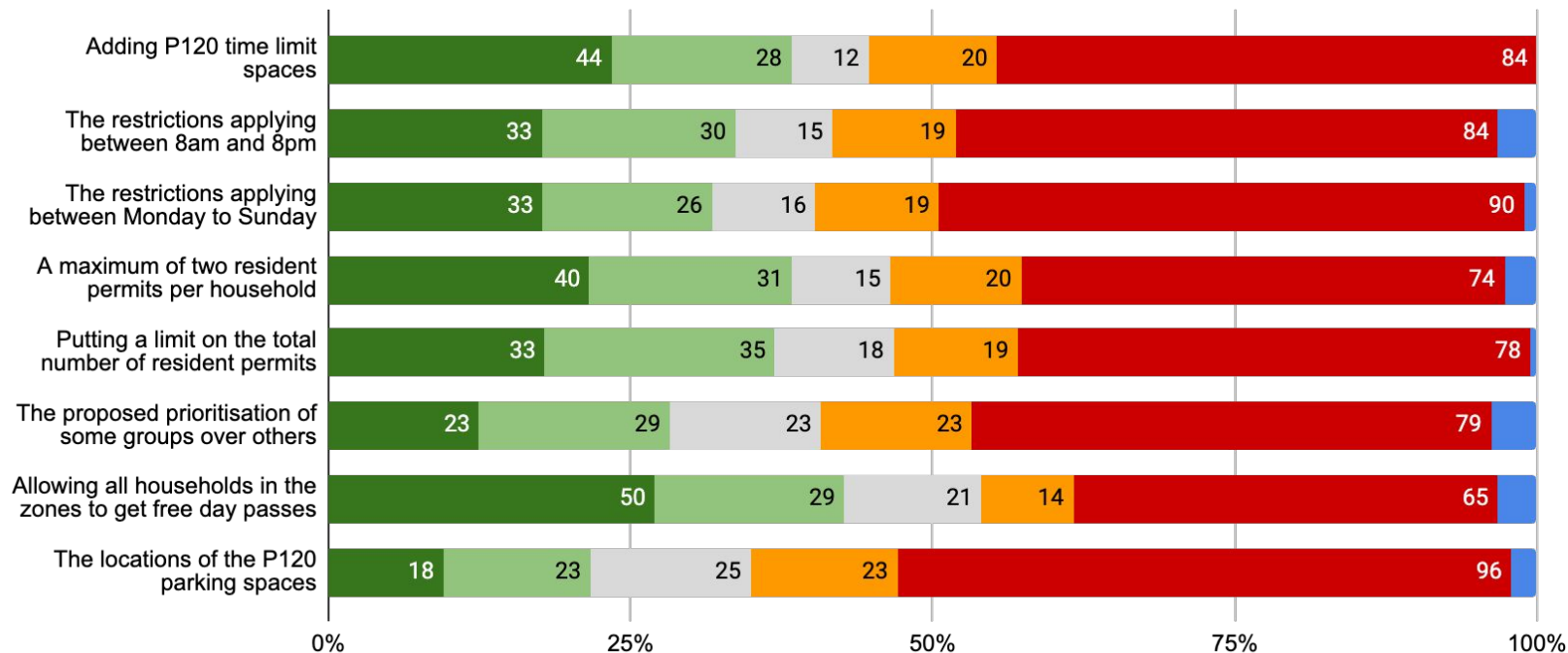
Detailed feedback about parking scheme restrictions and permit eligibility

**(provided by the 37% of respondents who
chose to provide detailed feedback)**

Detailed feedback about parking scheme restrictions and permit eligibility

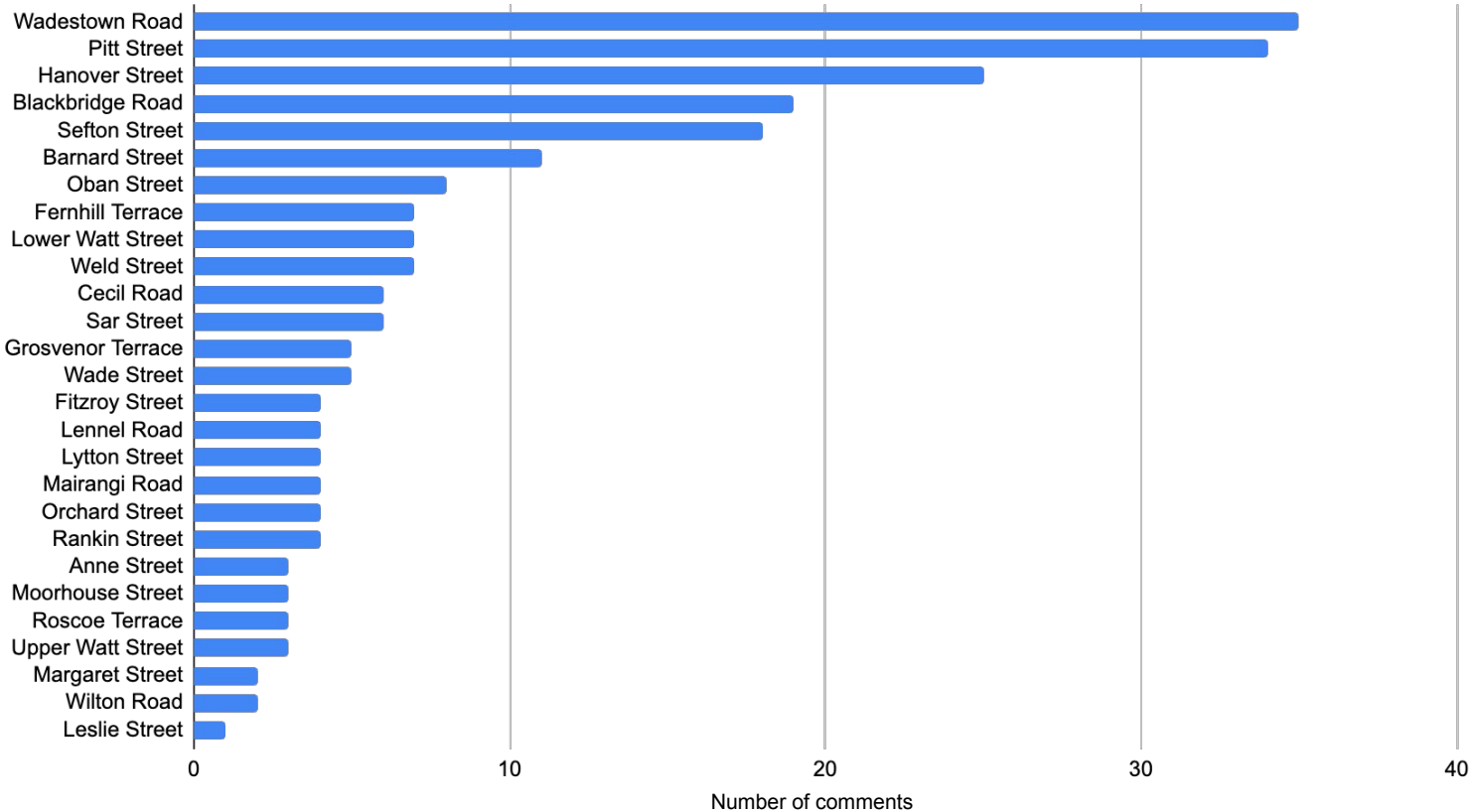
n=188

Strongly support
 Support
 Neutral
 Oppose
 Strongly oppose
 Don't know



The specific streets that received the most comments in relation to the parking scheme

Which street would you like to provide feedback on?

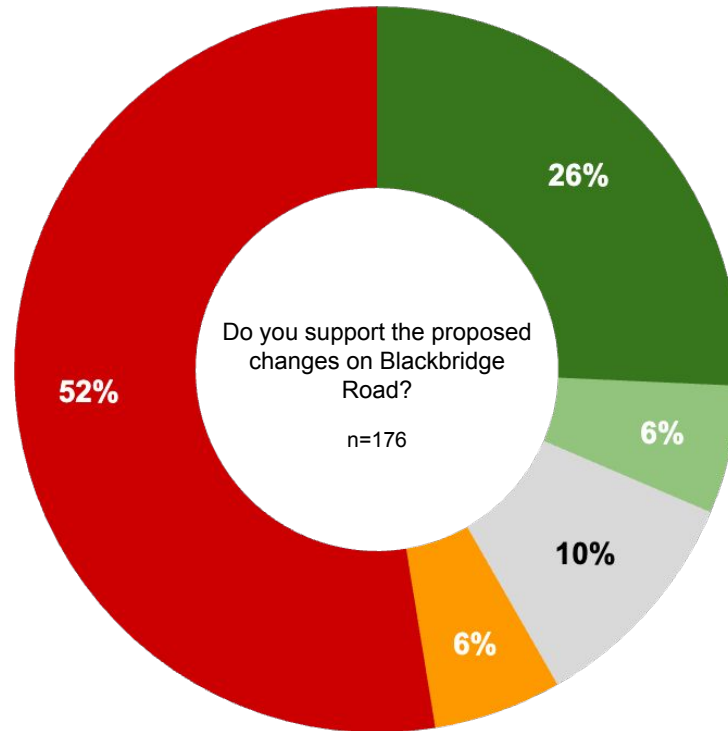




Bus and bike route improvements.

Support for the proposed changes on Blackbridge Road

58%
of submissions were
**opposed or strongly
opposed** to the
Blackbridge Road
changes



Sample comments Blackbridge Road

Top 4 themes: Opposition to cycle lane, Concern about car park removal, Changes will improve safety, Support for cycling infrastructure

"We sometimes ride e-bikes from Weld Street to Crofton Downs to get groceries and Mitre10 (with a small child on the back just like in your picture) and it's a really lovely route. However we are nervous biking on some sections of the route and avoid busy times as a result. **Having the new bike lanes will increase how often we bike to Crofton Downs for supplies rather than driving our car. [...]**"

Resident of Wadestown, uses e-bike as main way to travel through or around Wadestown

"[...] I live at 26 Blackbridge Road & run a construction business based out of our property. We have one off street park but have 2 currently on the street for business purposes. We load up materials & tools daily and potentially not being able to park close by is going to make things very difficult for us. I currently employ 5 staff but if the proposed changes go ahead I **may need to consider downsizing the company** and let go a couple of my employees as the current way we operate is not going to work given the parking that will be available. [...]"

Resident of Wadestown and lives on this street, uses car/van as main way to travel through or around Wadestown

"You show a painted cycleway, but based on what appears elsewhere in Wellington, the actual bike path will have **physical poles or similar**. Can I remind you that **this piece of road is part [...] of strategic significance**, i.e. when the earthquake & tsunami hit & if they flood or destroy the Wellington Urban Motorway, this road leading to Churchill Dr will be just about the only viable route in & out of Wellington. Blocking such a road is madness. [...]"

Resident of Wadestown, uses walking as main way to travel through or around Wadestown and lives in the area

"Currently, I see very few cyclists coming up Blackbridge Road. I presume one of the intents of the proposal is to encourage more to use it. However, **I do not believe that it is a strong commuter route to the city**. Cyclists who live north of Wadestown will mostly use Ngaio Gorge, which now has cycle lanes, or continue on down Churchill Drive through Wilton to the city. [...]"

Resident of Wadestown and lives on this street, uses walking as main way to travel through or around Wadestown

"Removing car parking on the uphill side of Blackbridge Road is extremely dangerous as it only leaves a limited number of parks for residents on the downhill side, with no footpath. **Having to navigate getting a child out of the car, groceries, dogs with no footpath means being in the middle of traffic on the road. [...]**"

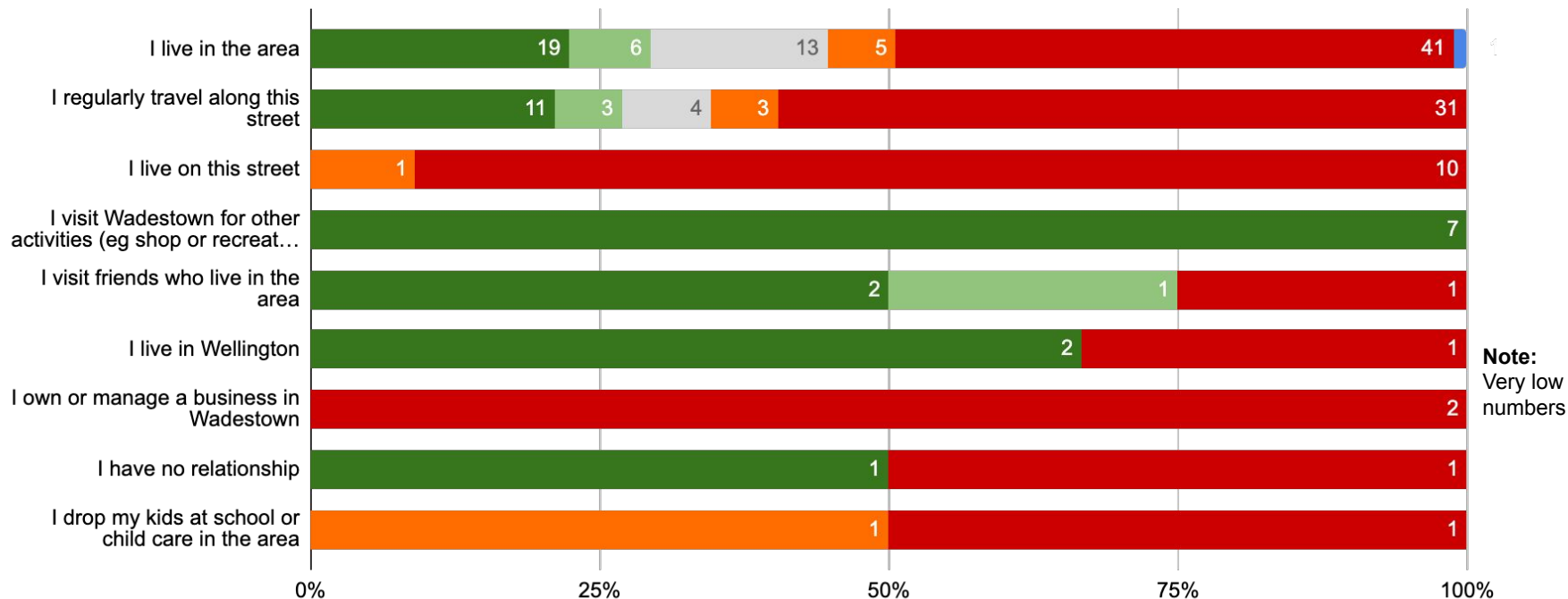
Resident of Wadestown and lives on this street, uses car/van as main way to travel through or around Wadestown

Level of support for changes to Blackbridge Road by relationship

n=168

Strongly support
 Support
 Neutral
 Oppose
 Strongly oppose
 Don't know

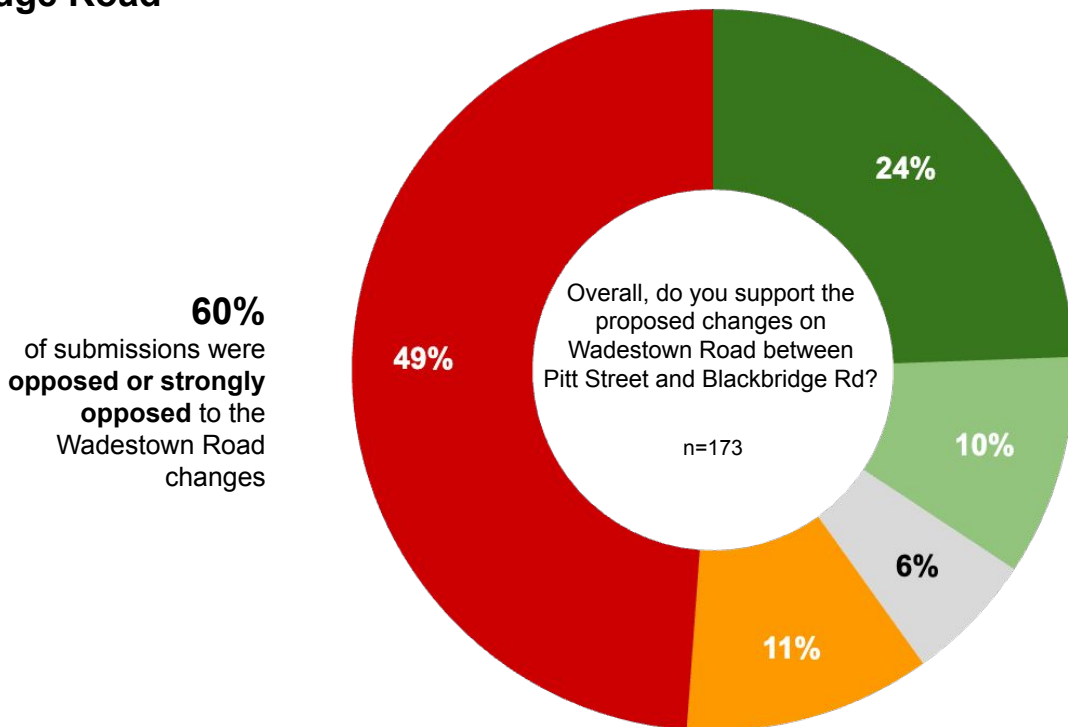
What is your main relationship to Blackbridge Road?



Note:
Very low numbers

Support for the proposed changes to Wadestown Road: Pitt Street to Blackbridge Road

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



Sample comments Wadestown Road

Top 4 themes: Opposition to cycle lane, Concern about car park removal, Concerns about impact on safety, Support for cycling infrastructure

“Very supportive of these changes. I think the **30kmh zone should be extended** to the intersection with Moorehouse Rd as turning out of that street after visiting the library is bloody terrifying, and people REALLY put their foot down coming downhill too even if the sightlines are better. The library area/village green is part of the main village area & the 30kmh zone should reflect that.”

Resident of Wadestown, lives in the area and uses walking as main way to travel through or around Wadestown

“**Removal of parking** in the area of Wadestown Road / Weld Street is going to **significantly impact picking up children from the Wadestown side school**. A large number of children walk to the bus stop in this area to be picked up. [...] Wadestown is a steep spread out suburb and it is unrealistic to expect 5 year olds after a busy day at school to walk home to areas on the edge of wadestown. [...]”

Resident of Wadestown, drops kids at school or child care in the area, uses car/van as main way to travel through or around Wadestown

“The reduction in parking on Wadestown Road will worsen the availability of parking for residents in the whole area. [...] I **tried living in Wadestown without a car for more than a year and it was impossibly difficult due to steepness of the hill and poor bus service**. Making life more difficult for everyone who owns a car (which is almost all residents) is not the solution.”

Resident of Wadestown, uses car/van as main way to travel through or around Wadestown

“If the **30kmph zone** is to be extended, it **should actually be policed**, or a speed camera installed! I see too many people drive through this zone at up to 45kmph or so. With zero consequences people will have no motivation to change their behaviour.”

Resident of Wadestown and lives in the area, uses car/van as main way to travel through or around Wadestown

“[...] My observation as a resident who has walked to work along this route at different times over 26 years is that there has never been more than two or three cyclists who use the route at all regularly. [...] **These changes couldn't possibly meet cost-benefit analysis on current numbers**, but I haven't seen any projected increased numbers of cyclists that this could apply to in the future.[...]”

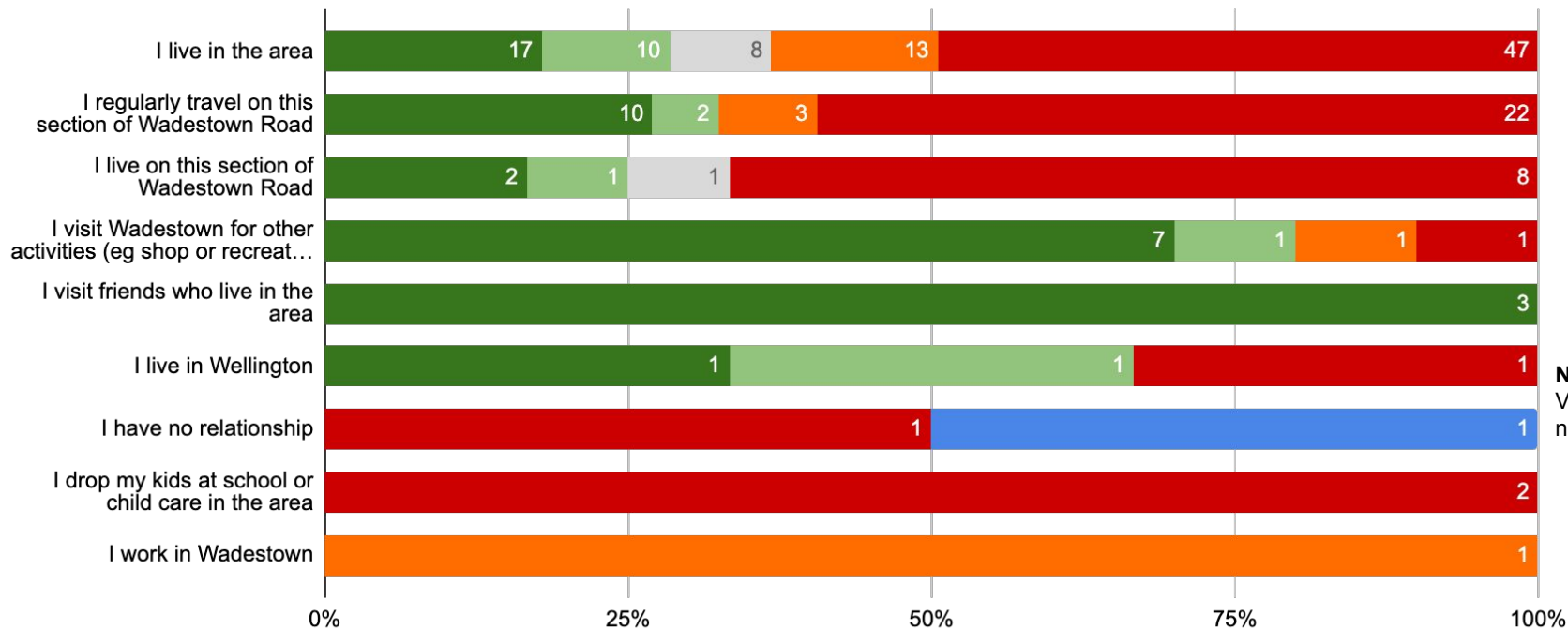
Resident of Wadestown, lives on this section of Wadestown Road, uses car/van as main way to travel through or around Wadestown

Level of support for changes to Wadestown Road by relationship

n=166

Strongly support
 Support
 Neutral
 Oppose
 Strongly oppose
 Don't know

What is your main relationship to this section of Wadestown Road?



Note:
Very low numbers

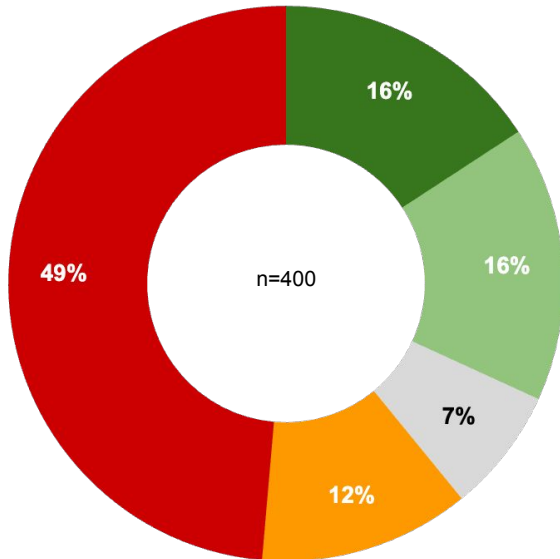


Different levels of support for the overall proposed changes

Respondents who live in Wadestown are more likely to oppose the overall proposal

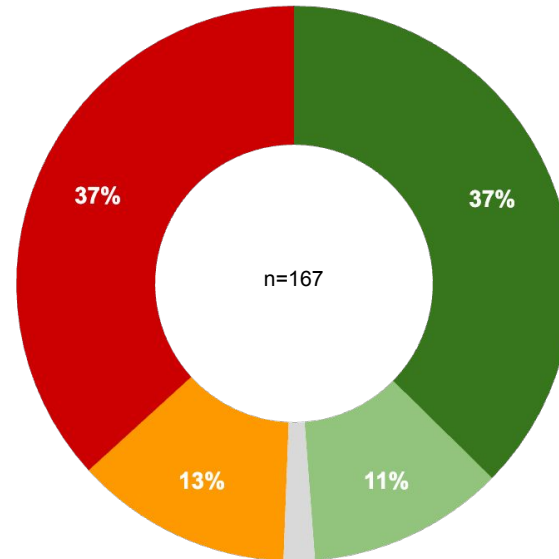
- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- Don't know

Live in Wadestown



61% oppose
61% of submissions from respondents who live **in** Wadestown oppose or strongly oppose the proposal

Do not live in Wadestown



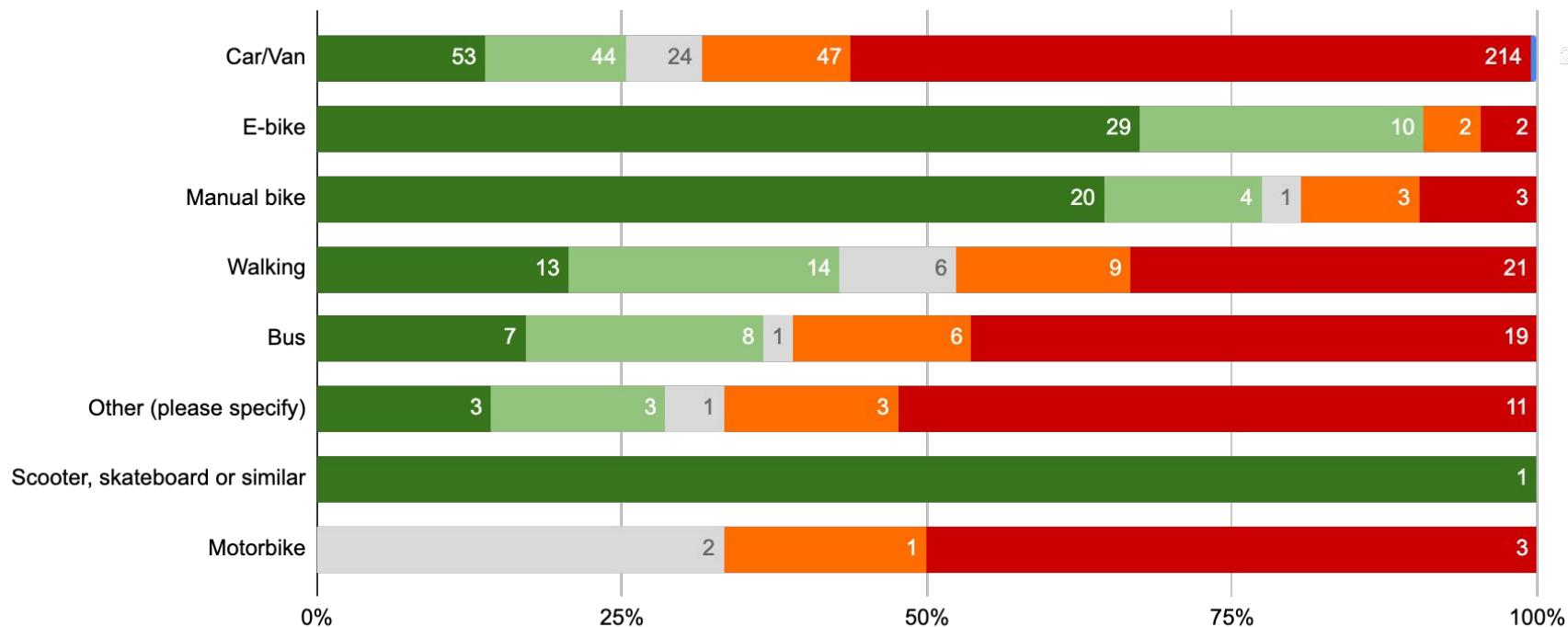
50% oppose
50% of submissions from respondents who live **outside** Wadestown oppose or strongly oppose the proposal

Overall level of support for the proposal by mode

n=590

Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know

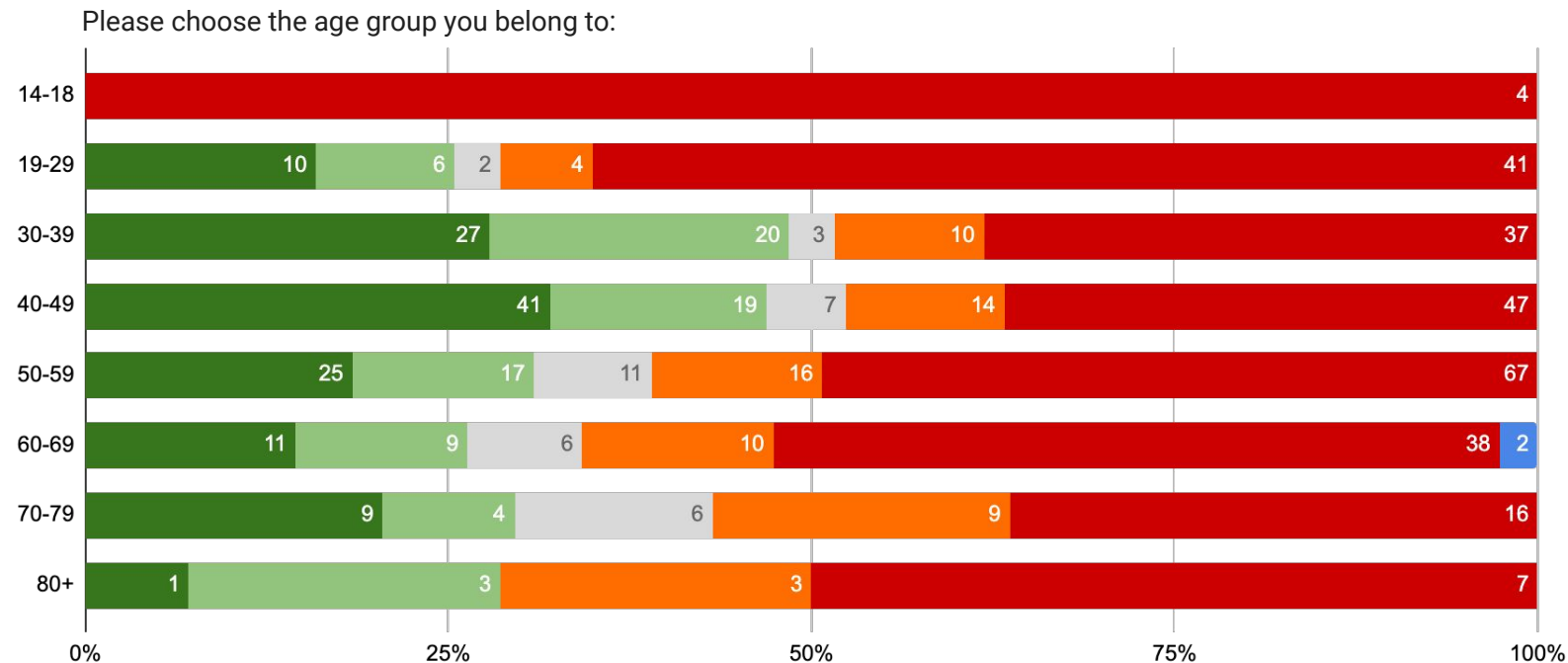
What is the main way you travel through or around Wadestown?



Overall level of support for the proposal by age

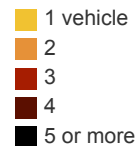
n=562

Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know

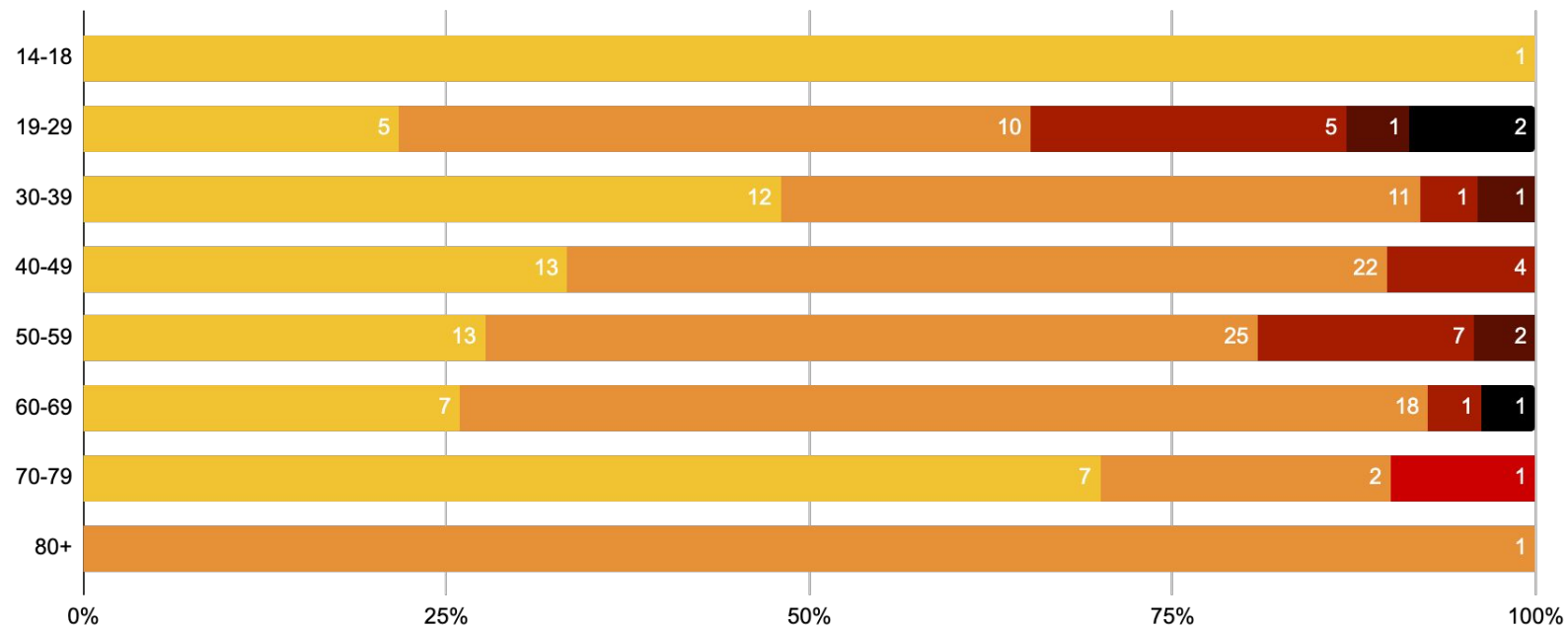


Number of vehicles in homes by age

n=173



Respondents aged 19-29 are most likely to live in homes with two or more vehicles

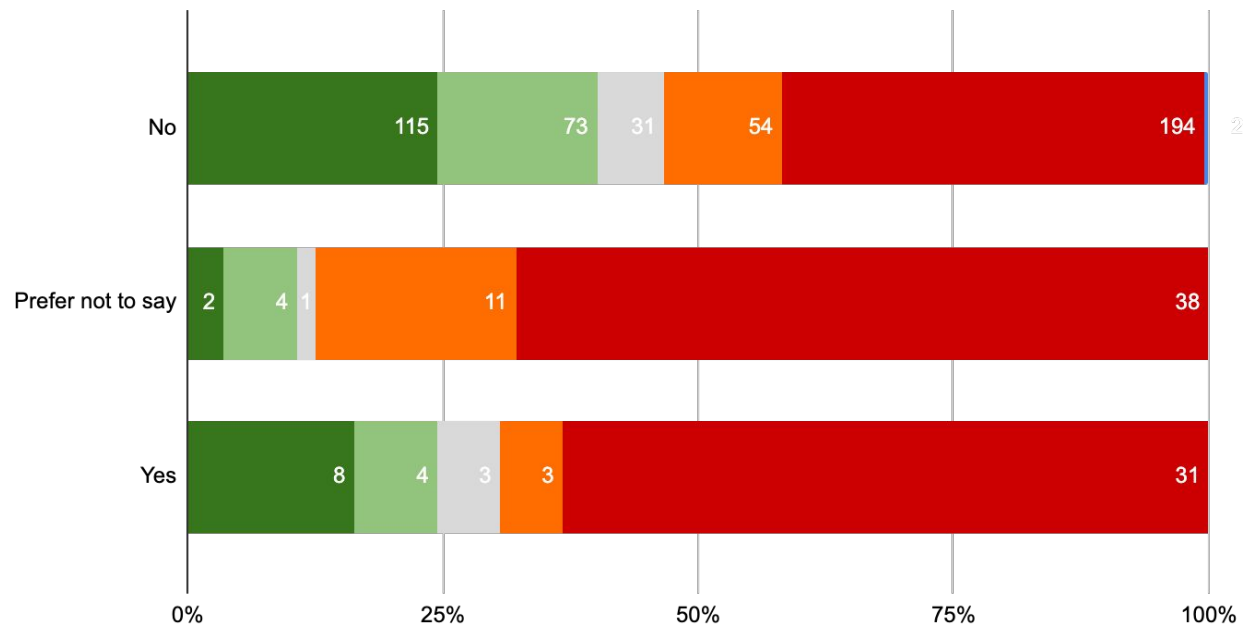


Overall level of support for the proposal by accessibility issues

n=574

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

Do you live with disability or accessibility issues?

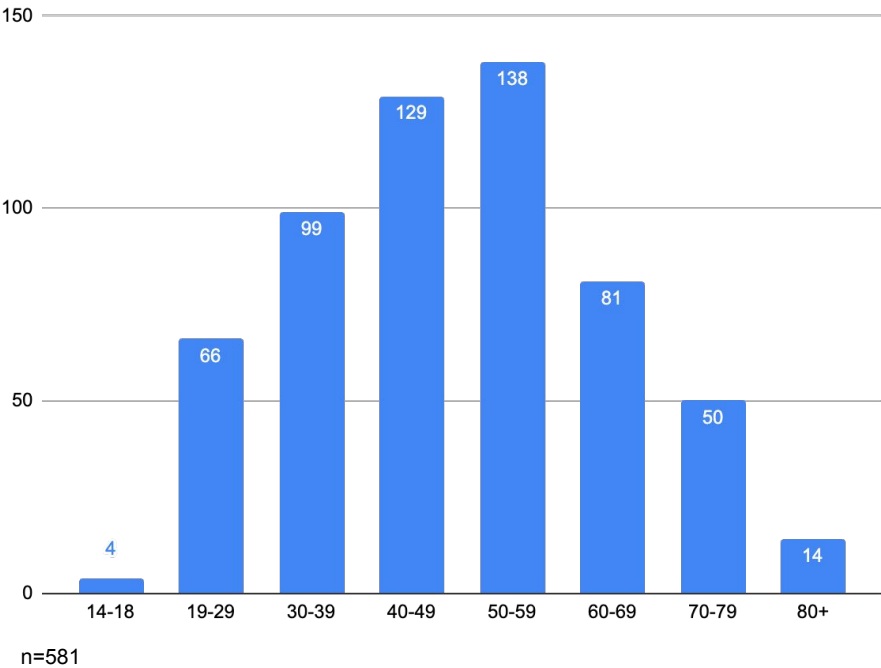




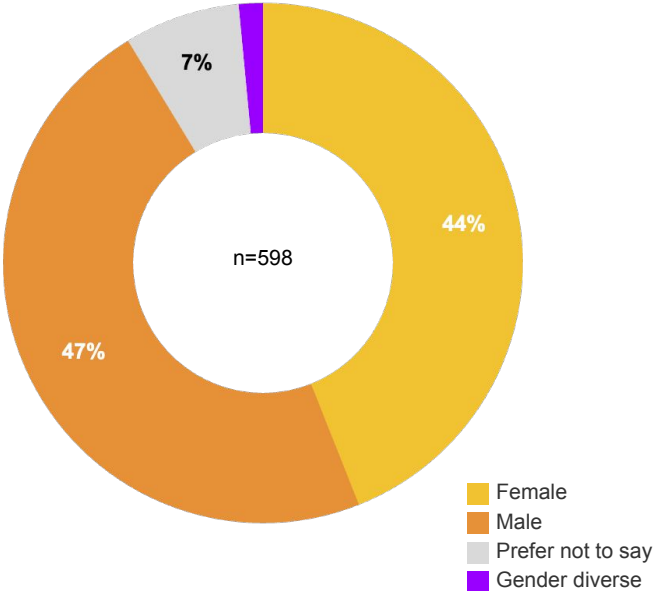
Who we heard from

Who we heard from

Age



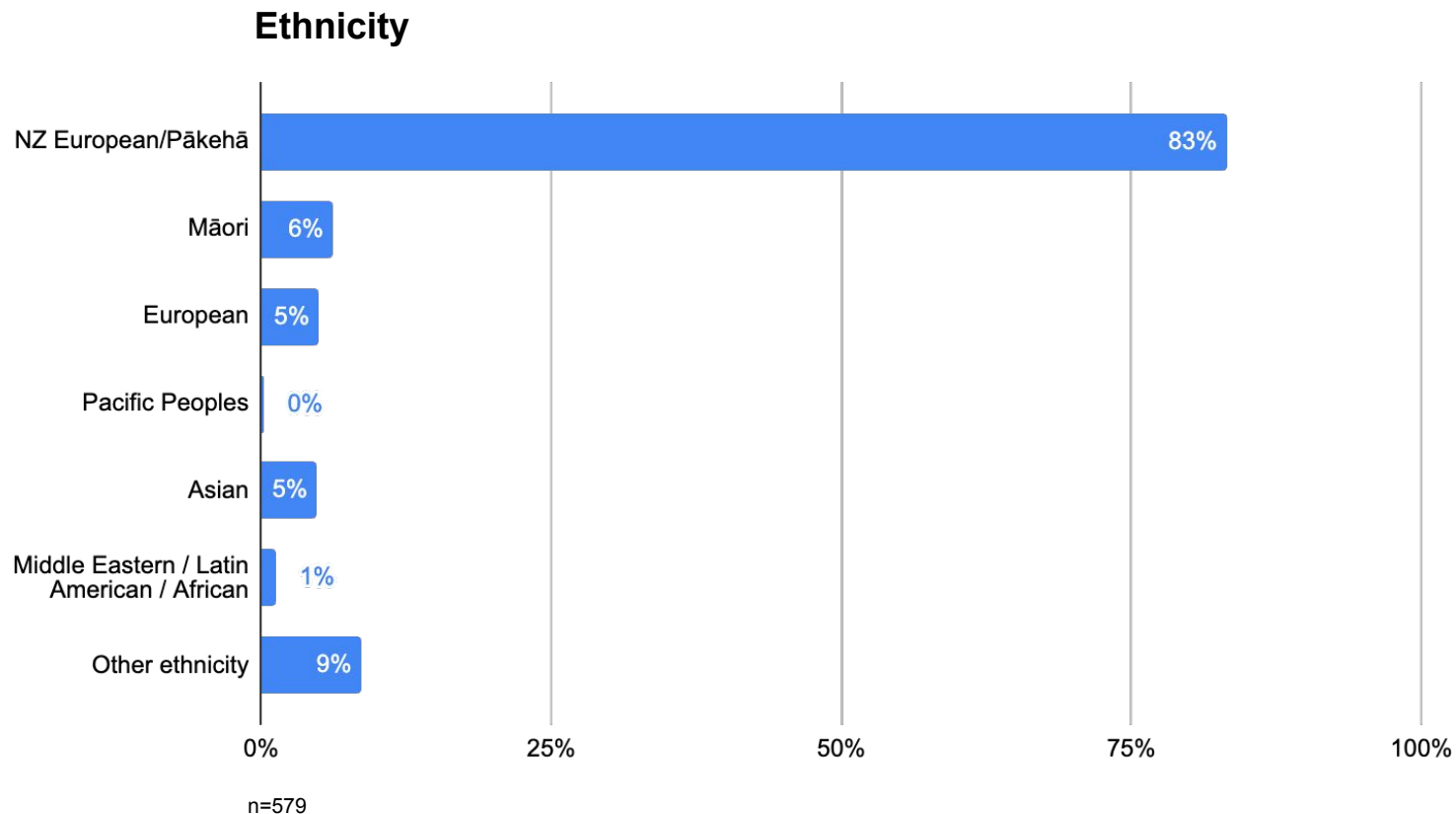
Gender



Who we heard from

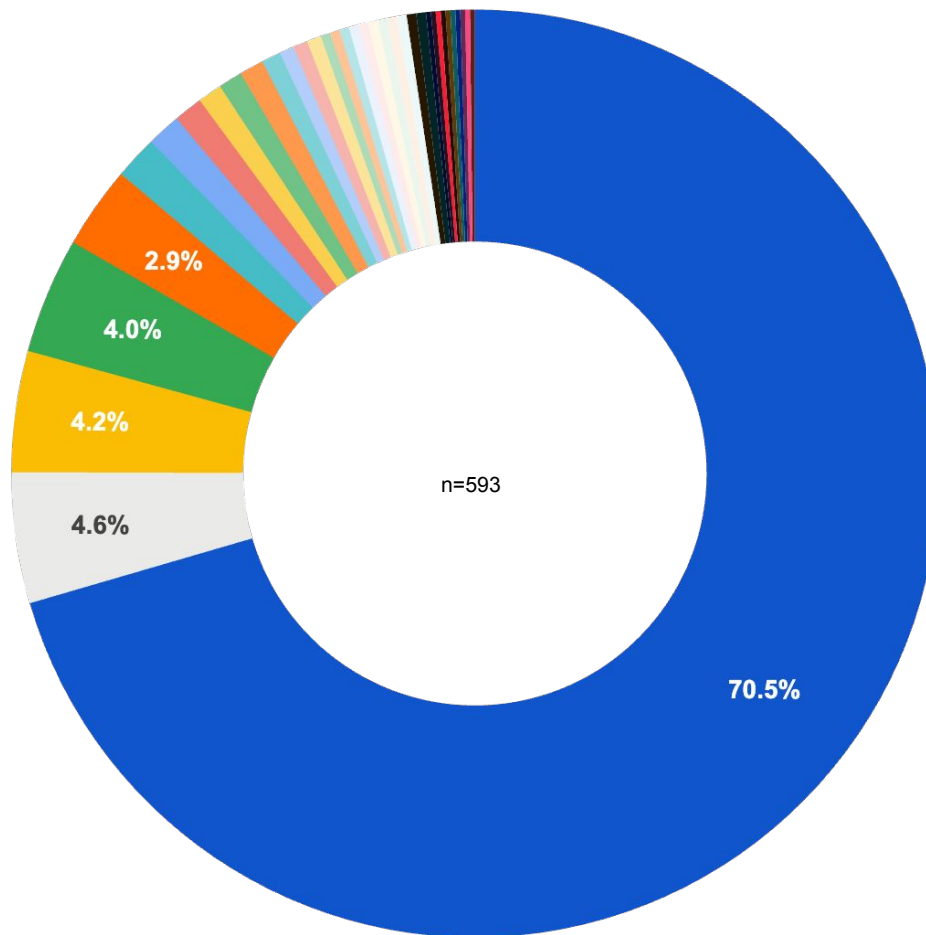
Note:

Respondents could select more than one option so the total exceeds 100%



Suburb

**70.5% of all
respondents live
in Wadestown**



- Wadestown
- Other
- Karori
- Wilton
- Crofton Downs
- Newtown
- Ngaio
- Khandallah
- Northland
- Island Bay
- Brooklyn
- Te Aro
- Wellington Central
- Vogeltown
- Thorndon
- Tawa
- Strathmore Park
- Newlands
- Mount Cook
- Melrose
- Kilbirnie
- Kelburn
- Johnsonville

Organisations we heard from

- A J Ross Residential Ltd - TA Supreme Residential Construction
- Cancer Society Wellington Division
- Wadestown Medical Practice
- NZ Final Drives
- Cycle Wellington
- Digital Inclusion Alliance Aotearoa

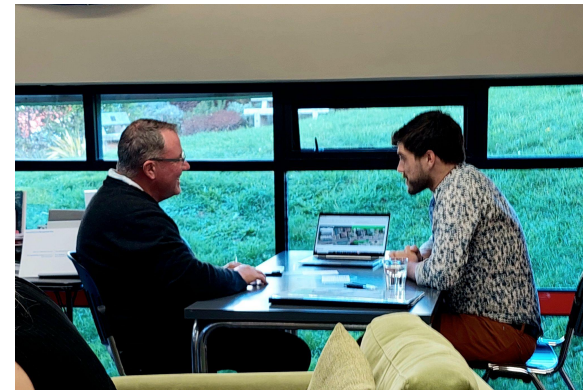


Other engagement activity

Community drop-in sessions

We hosted two drop-in sessions in the Wadestown Library during the consultation period. Drop-ins ran between 2-3 hours and there was a steady flow of people during these times. Over the consultation period we spoke to over 50 people who came to discuss the proposal with the project team.

Each drop-in had a large overview map of the project area, the technical drawings for those interested in detail, tablets and laptops for people to view the interactive map or make a submission if they wanted to. Flyers were available to take away with a link for further reading on our website before making a submission.



Promotion and advertising

The promotion and advertising campaign for the consultation on the Wadestown bike and bus improvements and parking changes had a mix of generic and targeted placement, messages, and images. The campaign aimed to let people know about the planned changes for the bus/bike route, and parking changes, and where to provide feedback if they wanted to make a submission.

The consultation was promoted through media, email, radio advertising, newspaper advertising (The Post), billstickers, Adshels, and a variety of digital channels, including Stuff, Google Display Network, Google Search, and Metservice. Promotion activities performed higher than industry average across the board.

As well as a media release and news stories, the Council's social media channels were used to promote the consultation, including Facebook, LinkedIn, Twitter, and Instagram. The campaign performed well above or at average across all channels. We also used our official Council social media accounts to share the consultation to relevant community social pages.





Appendix A:

Theme descriptions

Themes

The consultation asked the community to provide feedback on a number of different aspects of the scheme, as well as the overall proposal. This resulted in a large number of themes, all of which are listed on the following pages with a definition of each.

The list is ordered from the most frequently mentioned theme across all questions and comments, to the least.

Theme descriptions (1/9)

Theme	Description
Concern about car park removal	Comment expressing concern about the impacts of removing parking availability.
Opposition to cycle lanes	Comment expressing sentiment that the cycle lane proposed infrastructure is not required and would only add to the narrowness of the street.
I don't believe there is a parking issue	Comment suggesting that there is no parking issue where the respondent lives and/or this scheme creates a parking issue instead.
Concern about displacement	Comment expressing concern that the scheme will move vehicles parked on one street to another. Displacement of residents' cars also caused concern for vehicle security and safety for vulnerable road users having to walk longer distances to their destinations.
Permit cost is prohibitive	Comment indicates that the annual permit cost is too high and/or unfair, particularly during a 'cost of living crisis' and unfair/stressful for ratepayers.
The scheme will make life more stressful	Comment suggesting the scheme will introduce stress and/or hardship into people's lives, including families and older people, creating conflict and competition between car users in the community and decreasing house values.

Theme descriptions (2/9)

Theme	Description
Design doesn't go far enough	Comment suggesting that additional safety measures are needed like speed enforcements, restrictions should be increased etc.
Changes will improve safety	Comment expressing that the proposed changes will see an improvement to safety in the area.
The scheme won't solve the parking issue	Comment expressing critique that the proposed scheme will not solve the current parking issue and/or will instead contribute to it. The scheme details are perceived to be counterproductive to the objectives (e.g. making it easier for residents without off-street parking to park closer to their homes).
Changes will make parking harder	Comment suggesting the scheme will make parking in the area harder.
WCC should focus on other things	Comment suggesting that the Council should prioritise other issues like leaking pipes, keeping rates lower etc.
Concerns about impact to traffic safety	Comment expressing concern that the proposed changes will make traffic less safe.
Opposition to parking scheme	Comment stating general opposition to the parking scheme.
Lack of clear rationale or data to support changes	Comment suggesting there is not enough evidence, or enough of a problem, to implement the changes.

Theme descriptions (3/9)

Theme	Description
Leave it as it is	Comment suggesting that the existing situation is better than the proposed changes.
Criticism of WCC engagement process and decision making	Comment indicating frustration about not being heard or seen, and/or suggesting that the Council will make changes regardless, and frustration about Council decisions.
Support for cycling infrastructure	Comment suggesting the design improves the current cycle lane infrastructure and/or the overall network.
Expand restricted P120 parking	Comment suggesting there should be more P120 limited parking allocated in certain locations, and less unrestricted.
Purpose of scheme is revenue gathering for WCC	Comment suggesting that the main purpose of the scheme is to gather more revenue for the Council.
General opposition	Comment stating general opposition to the changes.
General support	Comment stating general support for the scheme.
Support for parking scheme	Comment stating support for the proposed parking scheme and/or parking changes around the shops.

Theme descriptions (4/9)

Theme	Description
Changes will make it harder for visitors and trades people	Comment suggesting the scheme will make it harder for visitors and trades people working in the area.
Revise the boundaries of the scheme	Comment includes queries/suggestions around specific locations and why they have/haven't been included. Also includes requests to extend permit zones.
Support for removing car parking	Comment expressing support for removing more car parks within the scheme zones to increase safety and/or allowing more space for other amenities such as cycle lane or bike parking.
Parking should be free for residents	Comment suggesting it is unfair that residents have to pay for parking despite already paying rates.
Fix public transport first	Comment suggesting public transport needs to be improved before implementing the changes - including park and ride options.
Include residents only parks in scheme	Comment suggesting that more resident only parks would be a better solution (rather than P120 with residents exempt).
Increase protection around cycle lane	Comment suggesting the Council do more to increase protection of people on bikes and/or do more to separate bikes from vehicles.

Theme descriptions (5/9)

Theme	Description
Review when restrictions apply	Comment suggests that the Council consider changing an aspect of the restrictions (eg P180, 8am-8pm, days of the week).
Concern about impact on and/or access to businesses	Comment indicating concern that the scheme will make it harder for some businesses to operate, harder to access some businesses, and harder for employees to find car parks (including ECEs and businesses run from home etc).
Opposition to no stopping lines	Comment stating general opposition for no stopping lines. This is often directed to a specific location and not opposed to no stopping lines in general.
Redesign eligibility criteria	Comment suggesting the proposed scheme and eligibility criteria is complicated, does not reflect the needs of the community, does not consider needs of groups like teachers and businesses, and is unfair on residents with no off-street parking.
Support for no stopping lines	Comment stating support for the proposed no stopping lines.
Changes support using active and/or public transport	Comment suggesting that the proposed scheme will encourage people to use active and/or public transport.
Implement a testing phase/monitor the changes	Comment suggesting a testing phase before implementing the changes and/or to monitor the changes to prompt quick actions from the Council.

Theme descriptions (6/9)

Theme	Description
Extend 30km/h zone further	Comment suggesting that the 30km/h zone should be extended further than proposed.
Support for prioritising residents over commuters	Comment stating support for prioritising residents over commuters.
Scheme will require enforcement	Comment which suggests that to ensure the scheme works, enforcement will be needed.
Support for extending the 30km/h zone	Comment stating support for the proposed extension of the 30km/h zone.
Existing off-street parking is not fit for purpose	Comment suggesting that some old garages or driveways are too small, so should not be considered off-street parking.
The scheme is complicated	Comment suggesting the scheme is too complicated or complex.
Scheme restrictions and/or costs should be greater	Comment which suggests greater costs or increased restrictions eg reduce household limit to one, cost of permit should be greater.
General criticism of WCC	Comment expressing general critique of Wellington City Council and/or abusive comment including concern about removal of minimum parking requirements.

Theme descriptions (8/9)

Theme	Description
Changes will make it easier for visitors and trades people	Comment suggesting the scheme will make it easier for visitors and trades people working in the area.
Visitor pass costs are prohibitive	Comment suggesting that visitor pass costs are too high.
Changes will improve the parking situation	Comment suggesting that the proposed changes will improve the current parking situation.
Concern about where medical centre patients will park	Comment expressing concern about the impact on medical centre patients.
Use alternate route for cycle lane	Comment suggesting the Council looks at an alternative route for the cycle lane such as parks and golf course.
Make visitor pass numbers equal for all households	Comment suggesting that the number of visitor passes should be the same for all households (regardless of access to off-street parking).
Supports reduction of reliance on motor vehicles	Comment suggesting the scheme might encourage people to get rid of their private vehicles.
Concern about the visitor pass process	Comment suggesting that the visitor passes create too much bureaucracy, could be difficult to use, and perceived as an invasion of privacy.

Theme descriptions (9/9)

Theme	Description
Limiting permits based on house is unfair	Comment suggests that there are lots of reasons why a house might require more than two permits (for example, 'flats' or for different reasons such as 'mobile carers').
Expand number of unrestricted parks	Comment suggesting there should be more unrestricted parking allocated, and less P120.
Charge the commuters, not the residents	Comment suggesting instead of charging residents for a parking permit, commuters should be charged.