

Trafinz Safety Leadership - Highly Commended

Way Safer Transport network for Ōtautahi Christchurch - Christchurch City Council

Ōtautahi Christchurch has one of the highest intersection risk ratings of any city in New Zealand which means active transport users, such as people who cycle, walk, scooter or motorcycle are at more risk of death or serious injury when a crash happens. Council is taking a holistic approach to road safety and looking at all parts of the system.

They have created a community engagement process with Christchurch communities, to easily and consistently communicate why we're making improvements to the transport network, to seek their feedback on proposed changes, and to identify areas where they would like to see change.

Who better to ask than the people using the transport network to get to and from schools, work and their home? By framing messaging around 'why' they're making changes, they're using positive language that resonates and is meaningful, and does not alienate audiences.

With safe journeys around schools as a priority, they have taken an innovative approach to engagement by asking school children for their feedback on our proposals that impact them. They take iPads, designs, and have face to face discussions about their experience and what they can do to make their school journey safer. They get to hear different perspectives, with students raising concerns around including vehicles not stopping when they're trying to use a crossing outside of their school and drivers on their mobile phones or driving too fast and not seeing them. This feedback is incorporated into final designs.

Another game-changer for the public consultation process has been investing in more interactive feedback collection tools. For city-wide speed consultations they use Social Pinpoint – a map based, online tool that allows residents to see proposed changes on both a city-wide network and street-by-street level. Residents can drop comments in areas that affect them, which can be a more approachable way to collect feedback than formal submissions.

For Safe Speed Neighbourhoods, over 25,000 residents viewed the map, and 2,000 comments were made.

The relationship between speed and trauma is well established and managing speed is a key focus of the Council's road safety programme. they are aware that this is often a politically contentious topic, but they are continuously overcoming this barrier with positive community engagement and marketing.



Gemma Dioni, Christchurch City Council and Rohan O'Neill Stevens, Trafinz President