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Regional Signage Project Update

Recommendation

That the Board:

- i. acknowledges receipt of this update paper.

Executive summary

Directional and place signage across the Auckland region is inconsistent following the amalgamation of the previous council structures. AT leads this project as it is the CCO with the largest investment and engagement with customers for signage of all types.

Stage 1 of the project focuses on strategy and guideline development to ensure an appropriate and effective system can be implemented to serve the needs of pedestrians, cyclists, motorists and public transport users.

This will be a world first combined signage rollout across all four modes, hence elements from other cities are being applied where appropriate to ensure the system is fit for purpose for Auckland's unique requirements.

Once the system has been confirmed, protocols and a comprehensive set of guidelines will be issued to ensure consistency across the region. Implementation will be as budgets allow and associated with existing and future new capital works, renewals and maintenance programmes.

Strategic context

The goals of the project are three-fold:

- I. to optimize the experience of the area for all Aucklanders
- II. to enable easier and more efficient wayfinding for both Aucklanders and visitors
- III. to develop a cross-agency approach that delivers efficiencies and greater impact.

Through achieving these goals, the project will contribute towards making Auckland the world's most liveable city.

From a regional perspective, one holistic regional signage system contributes towards achieving goals set out in the Auckland Plan.

The project contributes towards AT meeting its obligations under the following:

- AT SOI, Focus 1: Transform Aucklanders' everyday travel experience
- Integrated Transport Programme (ITP) intermediate goal of 'increased customer satisfaction with transport infrastructure and services'

The project will be one of the most visible examples of the city's amalgamation of local government services.

Update

Final work into identifying the prototype signage was completed with Journey Testing of research groups in late November/early December around the Wynyard and New Lynn precincts. This

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involved temporary signage positioned to direct users through a series of tasks. It proved positive and in addition to the user group, well over 100 members of the public (locals and international visitors) offered unsolicited feedback on the signs during the testing.

Late 2014 saw the installation of prototype signage along the Dominion Road Safe Cycle Route. Refer to attached visuals. This raised media visibility of the project and a more customer-friendly name 'Regional Signage' replaced the Wayfinding moniker.

Two project managers will liaise with existing regional road corridor maintenance contractors to work through costings and logistics towards development of prototype signage for trialling in Wynyard, Northcote Shopping Centre and New Lynn in Q1/Q2 2015.

Presentations continue to selected stakeholder groups. Local Board engagement is being managed through AT's Local Board liaison team with presentations as requested. Public feedback will be solicited during the prototype testing.

Issues

Funding – CCI funded \$600k for the initial project testing and resource. Additional budget will need to be allocated to finance a more comprehensive level of stakeholder engagement and an international peer review.

Public debate/media scrutiny – over the holiday period public debate ensued over the Dominion Road Safe Cycle Route prototype signage that included street blades. It is expected that once further prototypes are installed, there will be further public discussion as street blades have already proven to be a contentious issue. With this in mind, ensuring there are opportunities for feedback is vital to demonstrating that AT is listening to its customers.

Next steps

Thoughtfull Design, the external design agency that managed the first stage of research and developed the strategy for the precinct testing, will provide two volumes (Research and Design Strategy) by the end of February. These will form the basis of the remaining precinct prototypes.

A communications plan for engagement is currently in development while key stakeholder presentations and opportunities for feedback are ongoing.




The final stage will see inclusion of the strategy in ATCOP and a progressive rollout of the system by the appropriate entities in a repair and upgrade budgetted environment.

Attachments

Number	Description
1	Visuals

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Document ownership

Submitted by	Maree Cotter Customer Design Manager	
Recommended by	Mike Loftus General Manager Marketing & Customer Experience	
Approved for submission	David Warburton Chief Executive	

Glossary

Acronym	Description
AT	Auckland Transport
CCI	City Centre Integration

Grafton Gully Cycleway



Dominion Safe Cycle Route

