

Memo

9 September 2016

To: Parks, Recreation and Sport Committee
From: Mace Ward, General Manager – Parks, Sports and Recreation
Bryce Pomfrett, Principal Advisor – Parks, Sports and Recreation

Subject: Auckland’s Local Paths (Greenways) Update

The Parks, Recreation and Sport Committee considered a report in April 2016 that included an approach to implement greenways on parks and open space to contribute to achieving a connected Auckland through active transport. This memo updates progress made since April in implementing this approach.

Auckland Paths identity

Marketing agency Colenso BBDO has provided support as a strategic partner to establish an identity for Auckland’s active transport network (including greenways). The brief of this work is to design an identity for greenways and get people using them.

Research of Aucklanders shows current and potential active transport users primarily desire a network that offers them choice in how they use it (e.g. for recreation, fitness, getting to work or shops), is safe, and is a logical and easy to follow trip. A key recommendation of the Colenso BBDO work is that all active transport elements (walking and cycling) should be presented as a connected network. With the strategic oversight of the Greenways Leadership Group an “Auckland Paths” identity is being developed as the overarching way to describe active transport opportunities. Benefits of this approach are considered to be:

- to foster a shared vision and ‘ownership’ by all stakeholders towards the collective opportunity of a connected Auckland through active transport
- that a common identity supports digital communication across Auckland that helps active transport users get around the city
- to support promotion of local paths (greenways) as part of an overall network in discussions with funders such as the NZTA and their investment through the Urban Cycleways Programme
- to reinforce that walking and cycling is best delivered through one network bringing together planning, programming and investment between all agencies responsible
- to continue to empower local boards to find solutions with local communities while also adopting common user experience
- to provide the platform for other outcomes such as ecosystem improvements, linkage to play spaces, reflection of Māori identity, artwork and volunteering to be achieved
- to support one family of partners (corporate, public and individuals) who can be more easily brought together under one identity to broaden the funding base to deliver a connected active Auckland
- to support a more integrated communications approach and a broader focus for partnerships where the integrity of the individual parts of the network could be maintained (express paths, local paths and trails) however a single view how they connect, are funded and promoted can be achieved.

The whole circle diagram on the next page defines the spectrum of path types. Under this framework what were known as greenways are now referred to as local paths. Users (at the centre) would rarely see the term local path, as the local would refer to a place identifier. For example, the Tāmaki Path in Tāmaki. Express paths focus on faster cross-town (primarily cyclist) routes, whereas local paths provide a local connectivity emphasis. Trails refer to bush walks, and more rural walking and cycling experiences.

Local boards have been informally updated of this recommendation in August. Adoption of a local paths identity for local board plans is at the discretion of each local board, as such it is being introduced overtime. In the last two months both the Māngere-Ōtāhuhu and Ōrākei Local Boards have adopted local paths plans for their areas.

Auckland Paths Launch

A rolling launch of an Auckland Paths concept is planned from March 2017. Overall arrangements for this are in development, however, will include a local activation focus.

Mana Whenua engagement

The Auckland Paths concept is a working concept that is proposed to be engaged, firstly with the mana whenua forum to ensure opportunities to enhance Auckland's Māori identity are developed and able to be realised through this concept.

Local Paths (Greenways) Design Guide

As updated in April consistent guidance to inform the design and construction of path projects in the form of a design guide was being worked on. This design guide has now been finalised and is available to inform future local path projects in both the street, or parks and open space environment.

Positioning Local Paths in Auckland's Walking and Cycling Network

