### Waiheke Local Board

**OPEN MINUTE ITEM ATTACHMENTS**

<table>
<thead>
<tr>
<th>ITEM</th>
<th>TABLE OF CONTENTS</th>
<th>PAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>9.1</td>
<td>Public Forum - Denis Powell - Local Parks</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. 27 May 20 Waiheke Local Board Meeting - Item 9.2 Public Forum - Denis Powell - Submission and other material</td>
<td>3</td>
</tr>
<tr>
<td>9.2</td>
<td>Public Forum - Kate Hastings - The Esplanade and Double Decker Tourist Buses</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. 27 May 2020 Waiheke Local Board Meeting - Item 9.3 Public Forum - Kate Hastings - Email</td>
<td>13</td>
</tr>
<tr>
<td>9.3</td>
<td>Public Forum - Christina Hyde - Grant Application - Visitor Economy Marketing Plan</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. 27 May 20 Waiheke Local Board Meeting - item 9.4 Public Forum - Christina Hyde - Presentation</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>B. 27 May 20 Waiheke Local Board Meeting - item 9.4 Public Forum - Christina Hyde - Advertisement</td>
<td>25</td>
</tr>
<tr>
<td>9.7</td>
<td>Public Forum - Simon Maxwell Edwards - Improving Comprehension of Economic Benefits of Ferry Regulation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>A. 27 May 2020 Waiheke Local Board Meeting - Item 9.5 Public Forum - Simon Maxwell Edwards - Presentation</td>
<td>43</td>
</tr>
<tr>
<td>17</td>
<td>Auckland Transport Report - May 2020</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** The attachments contained within this document are for consideration and should not be construed as Council policy unless and until adopted. Should Councillors require further information relating to any reports, please contact the relevant manager, Chairperson or Deputy Chairperson.
Submission Waiheke Local Board Virtual Meeting Wednesday 27th, 5:15 PM May 2020

Carbon/Climate Change

Atmospheric carbon levels are leaping. We can’t afford more years like this

**Tue 11 Jun 2019 17.11 BST**

The effect is already discernible in the atmosphere. Last week, the Scripps Institution of Oceanography reported that carbon dioxide levels in the air [leapt this year by the second highest amount in their records](https://www.scrippsinstitute.edu/oci/newsroom/news/2019/06/01/50yearsofco2), to **414.8 parts per million**, at the famous observatory in Mauna Loa where CO2 has been measured continuously since 1958.

We cannot afford many more years like this. Every year of high emissions adds to the stock of carbon in the air, bringing us [closer](https://www.scrippsinstitute.edu/oci/newsroom/news/2019/06/01/50yearsofco2) to the 450ppm of carbon dioxide that scientists warn could tip us into catastrophe. The [IPCC’s stark warnings](https://www.ipcc.ch/report/ar5/) last year showed how dangerous a rise of 1.5°C would be, and on current terms we are headed for an even bigger rise.


**Large areas of London to be made car-free as lockdown eased**

Large areas of London are to be closed to cars and vans to allow people to walk and cycle safely as the coronavirus lockdown is eased, [Sadiq Khan](https://www.sadikkhan.org.uk/) has announced.

In one of the biggest car-free initiatives of any city in the world, the capital’s mayor announced on Friday that main streets between London Bridge and Shoreditch, Euston and Waterloo, and Old Street and Holborn, will be limited to buses, pedestrians and cyclists.

Officials said they were working with boroughs to implement similar restrictions on the minor roads they manage within the area. Cars and lorries may also be banned from Waterloo Bridge and London Bridge.

Experts say it is crucial to encourage walking and cycling as people return to work because physical distancing is impossible on crowded transport and a surge in car use would cause gridlock and an increase in air pollution.

[Sadiq Khan](https://www.sadikkhan.org.uk/) said Covid-19 posed “the biggest challenge to London’s public transport network in Transport for London’s history”.

**Khan said** Covid-19 posed “the biggest challenge to London’s public transport network in Transport for London’s history”.

**Item 9.1**
Work on the road closures will begin immediately and officials say it should be completed within six weeks.

As part of the plans to limit car use, Khan has also reintroduced the congestion charge, which will go up from £11.50 to £15, and Ultra Low Emission Zone and Low Emission Zone. To support NHS staff, the congestion charge reimbursement scheme is being extended and will also be open to care home workers.

https://www.theguardian.com/uk-news/2020/may/15/large-areas-of-london-to-be-made-car-free-as-lockdown-eased?utm_term=RWRpdG9yaWFsX0dyZWVuTGlnaHQtMjAwNTIw&utm_source=esp&utm_medium=Email&CMP=greenlight_email&utm_campaign=GreenLight

‘A new normal’: how coronavirus will transform transport in Britain’s cities

The dominance of the car is being seriously challenged for the first time in decades, say experts

“We are going to have a new normal coming out of this,” said London’s walking and cycling commissioner the morning after Johnson’s address to the nation. “Things are going to change whether we like it or not.”

The equation is clear to city leaders around the world. The coronavirus crisis means that packed public transport systems cannot run at full capacity. If people turn to private cars en masse it will lead to gridlock, economic meltdown as deliveries get snarled up and a rise in dangerous air pollution – the last thing needed in the midst of a respiratory disease pandemic.

“The only way London is going to operate in terms of our capacity on our roads and capacity on our public transport is to move wherever possible to cycling and walking,” said Norman. “It is good for our health, it is good for our mental health and it is good for the environment.”

Economics: Roosevelt’s New Deal

Roosevelt’s New Deal offered hope in desperate times. We can do the same now

Eric Rauchway  Wed 20 May 2020 12.25 BST

Economic busts generally foster market consolidation, as bigger operators weather a storm that swamps smaller enterprises. These effects have an inequitable impact, hurting the poor far more than the rich, demonstrating the cruel effects of inept or inactive governments. For all the glamour that the economy is in peril, what remains of democracy is in far greater danger of perishing from this new depression without some form of new New Deal.

The United States tried denial as its first response to the Great Depression of the early 20th century. In 1929, President Herbert Hoover said: “Any lack of confidence in the economic future or the basic strength of business in the United States is foolish.” When his scolding failed, Hoover insisted that government could do nothing to alleviate the crisis. “Economic depression cannot be cured by legislative action or executive pronouncement,” he said.

Soaring unemployment finally provoked political action. Hoover allowed a federal public works programme that provided, he noted with satisfaction, sustenance to some 700,000 Americans and their families; at the time, about seven million remained unemployed. Hoover ran for re-election in 1932, claiming his policies had ended the depression and urging voters to be grateful to him: “Let’s be thankful for the presence in Washington of a Republican administration.” He pledged a balanced budget, higher tariffs and tighter monetary policy. Unpersuaded, voters chose Franklin D Roosevelt.

Roosevelt promised public works and jobs, labour rights, and a transition to more sustainable practices of production. He acknowledged that he, too, would like a balanced budget – once the nation had spent the necessary amount to end the depression. He espoused “the philosophy of social justice”, rejecting “trickle down” prosperity and preferring instead to “make the average of mankind comfortable and secure [so] their prosperity will rise upward, just as yeast rises up”.

Eventually the Roosevelt administration decided to hire workers itself, on projects of all kinds in all states and territories. Mandating eight-hour days and 40-hour weeks, calibrating wages to assure a decent standard of living, and barring child labour, the public works programmes set national expectations for working conditions. Racial discrimination on the works was prohibited first by rule and then by law; the public works programmes gave black Americans unprecedented economic opportunities, even in an age of continued segregation.
 Mostly, the workers were builders. They installed or improved more than half a million miles of roads. They built schools, parks, libraries, post offices, seaports and airports; bridges and hydroelectric dams; stadiums and theatres and — humble but vital — sidewalks. They brought power — electrical, to be sure, but with it political and symbolic — to people and parts of the country that never had it before.

The depression had brought self-government into global disrepute. The apparent incapacity or unwillingness of elected officials eroded faith in representative government and emboldened dictators. Roosevelt wanted the New Deal public works programmes to prove that democracy worked, and for everyone. Recovery could not begin anywhere unless it began everywhere: “interdependence is the watchword of this age”.

Perhaps no part of the New Deal reflected this commitment so well as the programmes for artists, musicians, and writers — cheap, compared to construction, but without them the construction would have had less meaning. The New Deal was the biggest peacetime expression of national purpose in American history. New Deal art reflected this notion. Writers and artists documented the memories of formerly enslaved people, the music of rural folks and the lives of workers in factory and field, and by making art out of them acknowledged their importance. This version of democracy, built on the interdependence of a variety of peoples, became Roosevelt’s vision for the United Nations.

We can learn, too, from New Dealers’ commitment to providing people not only with a social safety net but with jobs to lift them out of unemployment. We might also take as a model the New Deal programme of public works that modernised the economy and adapted it to the world that was then new; advocates for a global “green new deal” have long contended that we need a new infrastructure to prepare ourselves for a more sustainable way of life.

We might also learn from the New Deal’s deficiencies. We should be bold, going bigger sooner and erring on the side of too much rather than too little, and uncompromising in seeking equity. And we should remember that the purpose of a jobs programme is not only to provide economic stimulus, but also the dignity of work at a decent wage under good conditions to all who can do it, and moreover to remind us that, should enough of us choose it, we can prove that democracy works.

• Eric Rauchway is distinguished professor of history at the University of California, Davis. He is the author of Winter War: Hoover, Roosevelt, and the First Clash Over the New Deal (2018) and The Money Makers: How Roosevelt and Keynes Ended the Depression, Defeated Fascism, and Secured a Prosperous Peace
Schedule 4: Significant Ecological Areas – Marine Schedule

101 Okahuiti Bay. A sheltered inlet, while enclosed by road, this area is one of the few places on Waiheke Island where an ecotone from mangrove forest through freshwater wetlands to terrestrial forest exist. The coastal forest contains pohutukawa, taraire, matai and kowhai. SEA-M1 p75

157 Putiki Bay A complex of saline wetlands grading from mangroves to saltmarsh and in places into freshwater wetland. The coastal edge of the estuary is fringed by pohutukawa. Banded rail are present in the estuary. SEA-M2 p76

Key to abbreviations: SEA-M: Significant Ecological Area–Marine

SEA- M1: Areas which, due to their physical form, scale or inherent values, are considered to be the most vulnerable to any adverse effects of inappropriate subdivision, use and development.

SEAM2: Areas are of regional, national or international I significance which do not warrant a SEA M1 identification as they are generally more robust
Speaking notes:

Waiheke Local Board Business Meeting Wednesday 27th May, 5:15 PM

Submission from Denis Powell.

Preface:
All future engagements between the Board and myself rely on the Board having read and understood the evidence and readings I have provided in those previous submissions to the Business meetings refer:
March 25th and April 22nd submissions to the Board.

Local Parks, Job Creation and High Value Tourism, fire hazards/Cycle Safety.
The Politics of Trust.

1. Roadside brush build up/Treescape/ build up in Wilma Road during lockdown/Fire Hazards/drought

2. Need for cameras in bike hot spots/police enforcement of the 1.5 metre passing rule for cars.

3. Evidence in support, how other jurisdictions are dealing with their ‘new normals’

4. ‘Missing bits’ and ‘Schedule 4’ and ‘Guardian: salt marshes are the unsung heroes saving our coastlines’


Classification of Parks, or is that Reserves, or Estuaries or Bays? What are we speaking about and whose language are we asked to adopt, and for which purposes?
Catchment model - the Marine Coastal Area. Integrated coastal margins vs. specific surveyed lots, identifiable by title.

How language morphs, through the years. Loss of cultural heritage, natural character, biodiversity
Loss of cultural settlement patterns within the Hauraki Gulf/ Loss of Green Belts.

Is there a buck in all this? Old money or new?
From: Kate Hastings <katehastings8@gmail.com>
Sent: Thursday, April 30, 2020 3:20 PM
To: Robin Tucker (Waiheke Local Board) <robin.tucker@aucklandcouncil.govt.nz>
Subject: Moving on …

Hi Robin

Hopefully all going ok for you during lockdown and level 3! Strange times.

It occurred to me during lockdown that there are a couple of ‘things’ which could be revisited now that we have had the experience of lockdown - which for many of us was not all bad. Waiheke as we remember it from 20 years ago!

1. The Esplanade

I often walk here and especially so during the last month while the weather was so lovely and the island so quiet. It made me realise that the decision to leave it open to motorised traffic was a mistake (in my view). It has been scenically vandalised with the amount of signage and man made structures (traffic calmer etc) along the route. Of course, it would need to be available for emergencies but on a daily basis it would be very special to be accessible only by walkers, cyclists and horses. There could be bollards at each end which could be removed when required. Time to get rid of a lot of the ugly signage and unnecessary wooden barriers. This stretch of road is used by children riding to school, mothers pushing pushchairs, many walkers and runners etc. The dust in the summer is hideous and the vehicles simply ruin the pleasure of using that short strip of metal road.

2. Double Decker tourist buses

Now that the tourist market has taken such a pounding this MUST be the time to revisit the suitability of the double decker buses. Now, more than ever, local businesses need support and having visitors boarding a bus at the wharf and being driven to pre-decided locations seems totally unfair. Especially more so when the revenue is likely enjoyed by Stagecoach, a Scottish company. As visitors for the foreseeable future are potentially Kiwis then maybe it is time to encourage more environmentally friendly tourism which supports local businesses - kayak hire, bike hire, paddle board hire, vineyard visits, local cinema, local shopping, cafe and restaurant visits, walkways and more. It also would offer more opportunity for local drivers plus the local buses offer a very good service - and hopefully they will all be electric before long. This is our opportunity to use the crisis!

Time to start heavily promoting Waiheke as the ‘Pacific island alternative’ and get things moving for everyone. Not sure who should be driving this but sooner the better and the Board may need to be involved. In fact we also badly need to install loads more recycling bins on the street as presently we are seeing a huge amount of recyclable waste going to landfill simple because we don’t offer the option.

I see that you have a meeting in 27 May and happy to come and talk to these but imagine that you have a lot on. Should I send these to the administrator?

All the best and take care.

Kate Hastings
Onorea
Waiheke Island Tourism Forum
Christina Hyde, Chair

Presentation to Waiheke Local Board
May 26, 2020

AGENDA

• Opening comments
  – 2019
  – Membership growth

• Campaign
  – Purpose
  – Working Group
  – Objectives
  – Budget, timing
  – Creative
  – To Date
  – Looking Forward
  – Conclusion
Waiheke Island Tourism Campaign

PURPOSE

- There are over 200 tourism businesses on Waiheke Island that rely directly on tourist trade. The tourism sector provides direct employment on the island for a significant number of the island's residents, feeds important revenue through to the rest of Waiheke's economy, and is probably the biggest contributor to minimising unemployment in these turbulent times.

- By collaborating on a collective campaign, Waiheke's tourism businesses will speak in a cohesive voice. Funding from key stakeholders can be combined to create a louder voice. By working together, all stakeholders will benefit from higher cut-through, higher awareness and higher response.

This campaign must provide an overarching message that embraces Waiheke's tourism sectors as well as providing tools to enable each business to market itself within the campaign platform.
Working Group

- **Christina Hyde**, Waiheke Island Motel and Onetangi Beach Apartments, Chair of the Waiheke Island Tourism Forum, background in corporate marketing, branding and advertising in AU and NZ
- **Kelly Addis**, Waiheke Island Motel and Onetangi Beach Apartments, strategist in advertising for 20 years, and owned a leading advertising agency in Melbourne for 10 years
- **Andrea Rongonui**, Wharetana Beach Retreat, background in marketing media, is on the Waiheke Tourism Forum Committee, and is a co-owner of Go Media
- **Daniela de Bruyn**, Waiheke Wine Growers Association, is on the Waiheke Tourism Forum Committee, has a background in PR and marketing, and has worked extensively in consumer experience and consumer psychology
- **Gavin Oliver**, Managing Director of ECOZIP
- **Andrew Glenn**, marketing and branding, writer, co-founder of Oyster Inn
- **Damon Howard-Smith**, Found Restaurant, Surfdale, member of the Waiheke Hospitality Association
- **John O’Toole**, Nudge Partners, a seasoned marketing professional, passionate about brand and innovation driven growth, consulting with Fullers, driving their digital growth strategy.
- **Zac Watson**, Product Development Manager, ATEED’s representative on the Waiheke Island Tourism Forum Committee, and is ATEED’s main point of contact for Waiheke tourism.
- **Stuart Odgen**, Fullers360 GM for Marketing and Products
Waiheke Island Tourism Campaign

OBJECTIVES

- To capitalize on the border shutdowns and position Waiheke as the number one domestic holiday destination for Aucklanders
- To create a campaign with longevity, that builds strength over the years
- To promote Waiheke’s greatest strength – its environment
- To encourage Aucklanders to book a multi-night stay on Waiheke Island
- To encourage visitors to spend at the Island’s restaurants, vineyards, tours, shops and activities.

*To get more people to come, to stay longer, and to spend more.*
Waiheke Island Tourism Campaign

BUDGET

• Confirmed Funding: $8k from WITF, $20k Fullers, $5k ECOZIP, Mediaworks Advertising Fund
• To Be Confirmed: $30k Local Board, $70k ATEED, $5k Fullers (Spring)
• To Be Discussed: Further funding from WITF funds, member levy, contributions from other leading WITF members.

TIMING

• Phase One: May, June, July
• Phase Two: Spring/Summer
Creativity
TO DATE

- Brand developed, Brand guidelines written
- Brand launched on 10 major digital billboards in Auckland CBD for 2 weeks
- Website in progress
- PR confirmed – Viva, Seven Sharp, Coast Radio, Travel insert in Herald, etc.
- Ready to go with Search, Facebook, Instagram, radio, outdoor executions
LOOKING FORWARD

- Launch waiheke.world website, including member winter packages and tourist info
- Promotion June 19-20
- School holidays July
- Media: Execute, measure, refine, Phase Two Spring/Summer
- AGM (end of June)
  - Discuss and agree future Role of Forum
    - Sustainability (economic, environmental, social, cultural)
    - Marketing
    - Inform – funnel for TIA, TNZ, ATEED, Local Board, Employment NZ, new members, member activities, events.
    - Lobby eg work visas
    - Educate – members, tourists
  - Form sub-committees e.g. Sustainability, Cultural Heritage project, digital/social, annual PR plan, Lobbying, Waiheke Summer Festival (inc America’s Cup), Arts and Culture (working with Linda and Art Gallery team)
  - Determine budgets for next 12 months
CONCLUSION

• A refreshed, reenergised, refocused Forum, keen to work with Local Board and local bodies on projects that benefit Waiheke’s environment, its residents, and its businesses.
• $30,000 funding requested to support local businesses and employment
• All ATEED funding currently frozen until July
• ATEED campaign not yet launched, no guarantee it will even mention Waiheke (previously instructed not to promote Waiheke)
• Tourism New Zealand’s campaign “Do something new, New Zealand” does not specifically include Waiheke
• Huge amount of PR by Queenstown and Rotorua mayors, no mention of Auckland tourism struggling by Phil Goff
• Local campaigns also already launched for Taupo, Akaroa, Whanganui, Hamner Springs, Marlborough, Waikato, Mt Ruapehu, Wairarapa, Northland. Campaigns underway for most other tourist regions in Auckland. We can do it better, if we have the funding.
• 8 Wage subsidy extension finishes in August. We can neither wait for nor rely on any boost to Waiheke from ATEED campaign (still to be launched) or Tourism New Zealand domestic campaign. We must take our future into our own hands.
Waiheke Brand Radio.

Responding to Kelly’s great idea and brief about cutting through the clutter and non-stop noise of heavy retail radio ads, here are two possible calm, gentle radio campaigns to position Waiheke.
Waiheke brand radio 1.

30 seconds.

“Beach Yoga”


Instructor: “Okay, Down Dog. Bend at the waist, keeping your head in line with your shoulders... and breathe”

SFX: She inhales, holds the breath, then slowly exhalles.

Instructor: “Now, keeping one hand on the sand... find your balance and raise your other arm, then gently bring the ice cream to your lips.”


PVO: “10 tranquil beaches within 10 minutes. Find your happy place. Waiheke. A world apart, not a world away.

Visit Waihekeworld.co.nz”
Attachment B

Waiheke brand radio 2.
30 seconds.
“Nature walk.”


Teacher: “Okay. Now close your eyes. Deep breath in and hold it.”

SFX: She inhales, holds the breath, then speaks as she exhales.

Teacher: “Then slowly breathe out.”


Teacher: “Now, keeping your eyes closed. Centre yourself and listen.”


Teacher: “Now, let yourself go.”

SFX: Whur of Zip Line. Scream trailing off into the distance.


Visit Waihekeworld.co.nz”
Waiheke brand radio 2.
30 seconds
“Meditation”

SFX: Meditation music. Gong.

Guru: “Okay, Cross your legs and rest your hands on your knees, like so... Close your eyes, relax your head and shoulders and centre.”

SFX: Meditation music.

Guru: “Now, Ujji breathing. Deep breath in...”

SFX: She inhales, holds the breath, then spunks as she exhales. ...then out.”

Guru: “Deep breath in...”

...then out. Good.”

SFX: Meditation music.

Guru: “Now, Fish and Chips In...”

PVO: “Over 100 great restaurants and wineries. Food for the soul. Waiheke. A world apart, not a world away.

Visit Waihekeworld.co.nz”
Campaign 2.
Waiheke brand radio 2.

30 seconds.

"Clean air."


Woman: (Inhales deeply, then exhales)

"Smell that."

Pause.

Waves gently lapping on a shore, cry of gulls. Birdsong.

Guy: "What?"

Woman: "Nothing. (Sighs) No traffic fumes, no pollution. Just a salt breeze."

Pause.

Waves gently lapping on a shore, cry of gulls, Birdsong.

SFX: Guy farts.

Woman: "Oh for———!

Guy: "Chuckles."

PVO: "10 tranquil beaches within 10 minutes. Find some fresh air. Waiheke. A world apart, not a world away.

Visit Waiheke-world.co.nz"
Waiheke brand radio 1.
30 seconds.
"Breathe of fresh air"

      Close up flapping of clothes.

Git: "Woowa-Woowa! Woowa-Woowa-Woohh..."

SFX: Engine sound throttles back. Lapping of water.

Tannoy: "Ladies and Gentlemen, boys and girls, and dogs.
          We will shortly be arriving at Waiheke Island.
          Please ensure that you toss your cares and woes overboard.
          Thank you and have a nice stay."

PVO: "Even the ferry ride is a breath of fresh air.
      Waiheke. A world apart, not a world away.

Visit Waiheke World.co.nz"
Waiheke brand radio 3.

30 seconds.
“Nature”

SFX: Crackling of leaves and twigs beneath footfalls. (Sound stops) Birdsong.

Woman: “Listen.”

SFX: Tui calling. Faint buzz of insects.

Guy: “It’s a Tui.”

Guy: “Yes. No, I mean nothing - No traffic, no sirens, no building work. Just nature.”

Pause. Birdsong.


Guy: “And the Eco-Zip.”

PVO: “13 Nature Trails criss-cross the island. Find some peace.”
Waiheke: A world apart, not a world away.

Visit Waihekeworld.co.nz”
T hey’re itching to be buried in sand.

10 pristine beaches within 10 minutes. Plenty to sink your toes into ➔ Waikewworld.co.nz
COASTAL DISTANCING.

10 pristine beaches within 30 minutes. Find your own space. Waihekeisland.nz
COASTAL DISTANCING.

10 pristine beaches within 10 minutes. Find your own space. - WaihekeWorld.co.nz
EVEN THE FERRY RIDE IS A BREATH OF FRESH AIR.

35 glorious minutes to blow all your cares away. Waihekeworld.co.nz
Attachment B

JUST FAR ENOUGH
FROM THE MADDING CROWD.

Your get away from it all is just 35 minutes ferry glide to Waihekeworld.co.nz
Attachment B

Item 9.3

These are the kind of tweets you need right now.

13 protected Nature Trails criss-cross the island. Find your sanctuary. waiheke.world
Improving the Waiheke community’s comprehension & language on

Bottleneck monopoly infrastructure operators

Solving the biggest barrier to preserving Tourism jobs on Waiheke

Saving 2500 jobs on Waiheke

Bryan Inn
Contents

- What is the problem
- Why are monopoly infrastructure assets regulated
- Why is the history of the Waiheke Ferry unregulated
- Why does the language need to change
- What has the company done to preserve its monopoly
- What is the damage to the community been as a consequence of the monopoly
- Why has the ferry regulation matter gone to a AAA+ priority now
- What can be done immediately
- Why will the board need to pay for its own model and get one done immediately
- Why is the board in control when it has its own model and own IP
- What does the board need to know immediately to be in control
- Why does the board deserve the management accounts of the ferry
- What does the letter to the minister look like
- What to expect from Fullers , how to ignore fullers management , and how to proceed directly to the regulator
- What does success look like
What is the problem

- A ferry ride which should be $17 is actually $46
- A monopoly rent (excessive profitability) is gouged from the community
- Pre Covid it was international tourists who paid too much
- Post covid the monopoly rent will create severe unemployment as Waiheke gets squashed by other cheaper destinations for Aucklanders to spend their money at
- Normally this service would be regulated, because it isn't, ridiculous gouging fares are being charged
- IF FULLERS are not making excessive profits? – why aren't their management accounts communicated to the board?
- It's a legal science in dealing with monopolists, Waiheke Board needs to upgrade its information, skills & language to properly work in the public interest to resolve this problem
- Monopolists, lubricate, confusion, distraction and outright lies – our board needs to ignore Fullers PR and deal directly with lawyers, economists, and regulators to resolve its position
- This is an approximately $225m problem, its estimated 3000 jobs are impacted by tourism on the island
- Between 2012 and 2010 the Ferry costs increased from $28 round trip to $46, this was during a period where its marginal costs reduced (as a consequence of Scale)
Why are monopoly infrastructure assets regulated

- Infrastructure assets, are normally regulated, to too stop monopolists taking the mickey
- Waiheke = was an anomaly caused by shark style lobbying and using confusion,
- AT has failed to publish any data on the run as a consequence of higher priority problems
- There is no room for 2\textsuperscript{nd} operators (because they would only behave like a duopoly)
- There is very very weak competition law in NZ enabling competitors to be destroyed by time table abuse
- Explore was using competition on waiheke as a lever in a commercial dispute in the Bay of Islands, the technique Fullers used to exit Explore, is illegal in many countries (called timetable abuse), but its not illegal in NZ.
- Only a fool would try and compete with Fullers, Fullers use the competition possibility as a sleaze to prevent regulation
- Infrastructure assets have different pricing depending on service levels
  - Increased frequency increased pricing
  - Full Ferrys are lower operating costs
Why does the language of the local board need to change

OLD

• Fullers company

• Concession card specials

• We are in negotiations with Fullers management

• Fullers aren’t making any money

• Fuller are a private company, we don’t need to give you accounts

• WE are working very hard to service the community

• We are getting concessions from Fullers, we have a good relationship with them

NEW

• “Bottle neck Monopoly Infrastructure Operator”

• Monopoly rents (excessive profitability) paid to owners

• We the local Waiheke board are ignoring Fullers management, we are in direct discussions with AT regulatory team

• In God we trust every one else we want their management accounts

• Fullers receive approx. $8m a year from AT for other routes, your govt subsidised and you use NETWORK EFFECTS with these other services

• Your workers are fabulous, your owners are screwing a community from post covid recovery jobs

• WE are ignoring fullers management on matters pertaining to pricing, we are perusing URGENT regulation, and will expose the errors of AT and the council in protecting waiheke community from a ravenous monopolist
What has the company done to preserve its monopoly

- Confuse the local board
- Lied about receiving ratepayers money (benefits network effects)
- Failed to deliver any revenue numbers, passenger trip numbers and related data
- Failed to deliver management accounts
- Failed to publicly discuss difference between frequency and cost
- Confused the council and AT with Wharf investment lies
- Argue about, coffee, queues, & safety to confuse and defuse regulatory momentum
Why has the ferry regulation matter gone to a AAA+ priority now

- NZ has lost NZD $20 billion tourism industry which was approx. 7% of GDP; this will turbo charge the loss of approx. 300,000 Kiwi Jobs
- Monopoly rents from excessive ferry charges were largely paid by international tourists and wealthy commuters
- Local Aucklanders acknowledge Waiheke is “too Expensive” for day trips
- Local tourism needs to be supported to preserve the 2500 jobs it has on the island
- NZ taxpayers are currently subsiding one of NZ’s most profitable monopolies, Waiheke climate change activists are subsidising private jet travel
- There is no innovation, unique technology or service component of a Ferry service, its basic DNA hasn’t changed in 100 years- there is nothing but commodity based ferry leases
- Clever accounting structures hide the true level of profitability
- Lobbyist such as Sir Bob Harvey camouflage the company, and Sir Bob – “doesn’t have accesss to the management accounts”
Why will the board need to pay for its own model and get one done immediately

- Without the Board’s own financial model and without intellectual engagement by the local board in the main drivers of the model, the board will be treated like children, by AT, Auckland council, the Mayor’s office, and Fullers

- Waiting for AT, OR relying on AT drivers, (such as ferry costs), will delay, confuse and postpone regulation

- The board of Waiheke – MUST LEAD, a their OWN financial model is totally in their gambit, without increased financial literacy of the ferry, inevitably the board will be forced to resign during the next election cycle

- An initial $50k consulting with a branded infrastructure modelling consultant starts the journey, and puts the board in control,

- Its outrageous and egregious the board has no visibility of
  - Total number of trips
  - Tourism profiles
  - Commuter v sports v social v retail trips
  - Comprehension of Ferry Lease costs
  - Basic OPEX & CAPEX number
What does the letter to the minister look like

- Crisis is so bad the board probably has missed the leadership position of the letter to Hon Phil Twyford, its directly from Tourism operators
- Upgrading, language, urgency & Job focus will move priorities
- With the complexity and size of AT pre covid job crisis, Waiheke was buried in triva
- Waiheke Ferry is currently related to 1% of NZ’s unemployment numbers 2500
- The Letter to the Minister does not discuss the weather
What to expect from Fullers, - how to ignore Fullers management, and how to proceed directly to the regulator

- “You bastards I am getting my Wall Street lawyers to frigging do you”
- Possible violence from owners son
- Crap shoot from some creditable lobbyist “Sir Bob Harvey, Michelle Boag, Nicky Kaye etc
- Confusion about “concession card”
- Specials, new pricing, ungraded queues, coffee,
- Ketchup with cheese toasties
- The Fullers Foundation set up for the LPBQ community on Waiheke
- Free Swimming pool
- Degradation of service
- Threats
- Failed service in negotiations period
- $1m donation to Labour
- $1m donation for National
- $1m donation to Greens
- $10m donation to Advance NZ
What does success look like

- Urgent Waiheke Board’s own financial model being published in draft within 3 mths (means leadership) – it’s a success if it conflicts with AT model
- Urgent AT model being published in 5 mths
- Minister sets date for regulatory hearing
- Minister ignores AT and focus on jobs
- Local board commissions “3rd party Economists economic benefits report of ferry regulation and infrastructure deficit on Waiheke island” by end of year
- Pricing on ferry’s reduced before summer
- Ferry Regulated before next election cycle
- Local board take well deserved credit for saving 2500 jobs and improving every household’s income on island by $1000
Your feedback on
Matiatia traffic layout

Total submissions = 324

Public feedback report – Matiatia traffic layout trial
Contents

Summary ........................................................................................................................................... 1
  Overview of feedback ...................................................................................................................... 1
  Next steps ....................................................................................................................................... 2

Background ...................................................................................................................................... 3
  Project overview ............................................................................................................................. 3
  Project details ................................................................................................................................. 3
  Map of the trial layout at Matiatia ................................................................................................. 4

Consultation ..................................................................................................................................... 5
  Activities to raise awareness .......................................................................................................... 5
  Giving feedback .............................................................................................................................. 5
  What we asked you ........................................................................................................................ 5

Your feedback .................................................................................................................................. 7
  Overview ........................................................................................................................................ 7
  Which of the following best describes you? .................................................................................. 7
  What is the main form of transport to & from Matiatia? ............................................................. 8
  Which of the following option best describes your experience with the traffic layout currently being trialled at Matiatia? ................................................................................................................. 9
  Can you please explain why you answered the above as you did? ........................................... 10
  In your opinion, how can we further improve your experience with the traffic layout at Matiatia? ...................................................................................................................................................................................................................... 13
  In your opinion, how can we make the ferry traffic layout at Matiatia safer? .............................. 15
  Are there any other comments you would like to make about the traffic layout currently being trialled at Matiatia .................................................................................................................................................................................................................. 17

Design suggestions in feedback and AT responses ...................................................................... 19

Attachment 1: Trial layout ............................................................................................................... 23

Attachment 2: Feedback form ........................................................................................................... 24
Summary

We at Auckland Transport have a responsibility to provide a safe and orderly environment for all Aucklanders – however they choose to travel.

Together with the Waiheke Local Board, we have been trialling a new way to manage traffic at Matiatia Ferry Terminal over the busy summer season to help reduce congestion and improve safety for everyone who uses the area.

This consultation was carried out to help understand the community’s experience with the trial and how we can continue improving the traffic layout at Matiatia.

We sought public feedback from Tuesday 17 March 2020 until Wednesday 22 April 2020 and received 324 submissions.

Overview of feedback

Which of the following options best describes your experience with the traffic layout currently being trialled at Matiatia?

All submissions replied to this question

- 55.5% were very dissatisfied with the trial layout
- 27% were dissatisfied with the trial layout
- 5.5% were neither satisfied or dissatisfied with the trial layout
- 8% were satisfied with the trial layout
- 4% were very satisfied with the trial layout

Public feedback report - Matiatia traffic layout
Can you please explain why you answered the above (previous question) as you did?

<table>
<thead>
<tr>
<th>Reason</th>
<th>Votes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concerned about loss of parking spaces, not enough parking for cars &amp; condition of parking</td>
<td>125</td>
</tr>
<tr>
<td>Confusion around trial (including parking &amp; bus zones) &amp; taxi zones too far away. Let them back in the keyhole</td>
<td>84</td>
</tr>
<tr>
<td>Trial layout gives priority to Fullers &amp; tourists over residents, taxi providers &amp; local traders</td>
<td>68</td>
</tr>
<tr>
<td>Pick up &amp; drop off is difficult especially for elderly &amp; disabled</td>
<td>32</td>
</tr>
<tr>
<td>Do not regard any safety &amp; congestion improvement in trial layout/It was better before</td>
<td>26</td>
</tr>
<tr>
<td>It’s dangerous crossing the carpark with all the orange barricades and traffic in the car park</td>
<td>21</td>
</tr>
<tr>
<td>Not safe or fair having double-deckers at keyhole</td>
<td>14</td>
</tr>
<tr>
<td>No need for extra/overflow bus parking</td>
<td>11</td>
</tr>
<tr>
<td>Trial layout makes Matiatia safer</td>
<td>10</td>
</tr>
</tbody>
</table>

316 submissions replied to this question

Next steps

We are very grateful to everyone who took the time to share their feedback on their experience with the trial layout at Matiatia. We will now share the consultation feedback with the Waiheke Local Board and work with them to determine what should happen next.

It is important to us that we take account of the feedback that has been received. We will now take some time to assess the trial layout in light of public feedback.

As soon as a decision has been reached, we will publish the trial outcome on our website and update this report with responses to the issues and questions raised as part of the consultation. If you provided your contact details when you provided feedback, we will contact you to let you know when the report has been published and final decisions have been made.
Background

Project overview

Matiatia is the gateway to Waiheke Island and is the major transport interchange on the island with over 20 ferry services arriving daily. Peak travel affects the ferry services from mid-December to late February when visitor numbers swell. The island’s popularity has surged over the past few years and now it has over a million visitors per year.

The demand for transport increases over summer and this results in congestion at Matiatia due to the demand for buses, pre-booked tours and taxis. The increased amount of traffic makes it unsafe for all those using the area.

The keyhole area has been problematic for many years. Auckland Transport has worked with the Waiheke Local Board and the Waiheke Transport Forum to look for a temporary solution.

The trial aims to improve safety and relieve congestion at Matiatia during the peak summer season. It began on 8 December 2019 and was due to finish on 13 April 2020. However, due to the circumstances around COVID-19 and the level four restrictions that have been in place, Auckland Transport with the support of the Waiheke Local Board have made the decision to extend the trial period until 31 May 2020.

Project details

The trial changes were made to create more room for buses to manoeuvre and make the area safer for pedestrians and taxi passengers so that they are no longer forced to navigate around moving vehicles. The trial includes the following changes:

- Space available to public buses has been increased so we can optimise the new network timetable. Three buses are able to utilise the space.

- Only buses are able to operate out of the seaward keyhole area. This helps to reduce congestion and increase safety, as buses are now able to safely manoeuvre through this area. The seaward keyhole area also includes a space for mobility drop-off and 2 loading zones. The original drop-off zone remains.

- A larger public pick-up zone has been built within the lower car park. The previous drop-off zone remains.

- Pre-booked taxis/shuttles/tours have been removed from the seaward keyhole area and a dedicated P15 area has been created in the lower carpark.

- Tour buses now depart from the keyhole, as they did previously. Their space has been allocated across from the ferry terminal. Tour guides from the Waiheke Hop-On Hop-off Explorer bus now meet their passengers and walk them over to their departure point opposite the public bus area.
Objectives of trial layout

Make pedestrians safer

We have created a dedicated taxi/shuttle stand in the car park. This new area was created to reduce congestion in the keyhole but also to ensure taxi passengers use the footpath instead of having to walk in between buses and cross the road in front of moving vehicles.

Create more space for buses

We set out to make it safer and easier for buses to manoeuvre by providing them sole access past the turnaround. We have ensured the previous drop off point remains the same.
Consultation

We consulted on the Matiatia summer traffic trial from Tuesday 17 March 2020 until Wednesday 22 April 2020 and received 324 submissions.

Activities to raise awareness

To let people know about the opportunity to provide feedback, we:

- Sent 4835 brochures to properties on Waiheke.
- Ran five adverts in the Gulf News (19th and 26th March, 2nd, 9th and 16th April).
- Put up posters and signage around the ferry terminal along with brochures and a ballot box for completed forms.
- Social media posts on AT’s accounts.
- Ran a social media advertising campaign targeted at Waiheke residents.
- Sent a media release to the Gulf News.
- Set up a project webpage and online feedback form on the AT webpage.

We had planned a significant amount of ambassador engagement which would have seen AT representatives handing out brochures and feedback forms to ferry passengers at the Matiatia and downtown ferry terminals. However, due to Covid-19 and the restrictions under alert levels three and four, face-to-face engagement was unable to take place.

As a result of Covid-19, the consultation period was extended from 7 April to 21 April in order to give people more time to provide feedback.

Giving feedback

People could provide feedback via:

- The online survey
- Returning the hardcopy feedback form via Freepost
- Calling AT on (09) 355 3553

What we asked you

We asked:

➢ What opinion best describes your experience with the traffic layout currently being trialled at Matiatia?
Can you please explain why you answered this question above as you did?
In your opinion, how can we further improve your experience with the traffic layout in Matiatia?
In your opinion, how can we make the ferry traffic layout at Matiatia safer?
Are there any other comments you would like to make about the traffic layout currently being trialled at Matiatia?
Your feedback

Overview

We received 324 submissions.

Which of the following best describes you?

- Full-time Waiheke Resident: 284
- Commuter to Auckland (for work or study): 64
- Taxi/tour operator: 19
- Part-time Waiheke Resident: 16
- Other (please state below): 16
- Commuter from Auckland: 6
- Visitor: 2

Submissions may have included more than one theme:

- 88% of submissions indicated they were full-time Waiheke residents.
- 20% of submissions were also commuters to Auckland for work or study.
What is the main form of transport to & from Matiatia?

- Driving: 245
- Public Bus: 82
- Taxi: 38
- Cycling: 21
- Other (please state below): 21
- Walking: 14

Submissions may have included more than one theme:

- 76% of submissions described driving as one of the main forms of transport to and from Matiatia.
- 25% of submissions also described public bus as one of the main forms of transport to and from Matiatia.
Which of the following option best describes your experience with the traffic layout currently being trialled at Matiatia?

All submissions replied to this question

- 55.5% were very dissatisfied with the trial layout
- 27% were dissatisfied with the trial layout
- 5.5% were neither satisfied or dissatisfied with the trial layout
- 8% were satisfied with the trial layout
- 4% were very satisfied with the trial layout
Can you please explain why you answered the above as you did?

| Concerned about loss of parking spaces, not enough parking for cars & condition of parking | 125 |
| Confusion around trial (including parking & bus zones) & taxi zones too far away. Let them back in the keyhole | 84 |
| Trial layout gives priority to Fullers & tourists over residents, taxi providers & local traders | 68 |
| Pick up & drop off is difficult especially for elderly & disabled | 32 |
| Do not regard any safety & congestion improvement in trial layout/It was better before | 26 |
| It’s dangerous crossing the car park with all the orange barricades and traffic in the car parks | 21 |
| Not safe or fair having double-deckers at keyhole | 14 |
| No need for extra/overflow bus parking | 11 |
| Trial layout makes Matiatia safer | 10 |

316 submissions replied to this question

The key themes

Can you please explain why you answered the question ‘what best describes your experience with the traffic layout currently being trialed’ as you did?

- Concerned about loss of parking spaces, not enough parking for cars & condition of parking - (125 submissions)

“*I'm dissatisfied from the point of view of a person who lives nowhere near a bus-Stop. You have continually taken away car parks. It becomes a nightmare when I need to go into town. Also, if when arriving back from a trip with two suitcases, why do I have to trudge all the way to a taxi stand lugging everything. I can only imagine how a young mother feels when trudging along to the car park with kids and luggage in tow especially in winter when it's raining. As it stands, if I want to go into Auckland for any reason, I must be down at the car park no later than 7.45am just to get a car park even if I have an appointment later in the day. Because of the recent changes I dread going in to Auckland now.*”
Confusion around trial (including parking & bus zones) & taxi zones too far away. Let them back in the keyhole) – (84 submissions)

“The taxis should be close up to the terminal! The people who use taxis are likely unable to walk as far as they now have, to get to the taxi due to aspects such as age and lots of luggage. So now they have, to walk far?? Ridiculous and shows the lack of care for their customers.”

‘Traffic still chaos in the keyhole, pedestrians everywhere, leaving the carparks pedestrians crossing traffic and not looking. Gridlock with taxis and buses and cars all trying to pull out across oncoming traffic at the same time. Pedestrians not knowing where to go when they get off ferry and crossing the car parks in and out of the parked cars, it will be even worse as winter comes and it is dark’.

Trial layout gives priority to Fullers & tourists over residents, taxi providers & local traders – (68 submissions)

“Prioritising big business, like Stagecoach over local transport providers is appalling. Enabling Fullers double decker buses to capture tourist trade and damage island roads is not supporting the island environment or economy.”

Pick up & drop off is difficult especially for elderly & disabled (32 submissions)

“The main issue for me is pick up and drop off. Removing ease to get people quickly. It knotted up with people trying to get out of the car park, it felt less safe. Less easy.”

Do not regard any safety & congestion improvement in trial layout (it was better before (26 submissions)

“As a resident of the island, this has only made things worse. The number of free carparks have, gone down, and getting to a taxi on the multiple occasions that I needed to has, been problematic and involved MORE dangerous walking around moving vehicles compared to the original setup.”

“It works better how it was previously”

It’s dangerous crossing the carparks with all the orange barricades and traffic in the car parks (21 submissions)

“Still dangerous for pedestrians with the walkway crossing the carparks.”

“The pedestrian access to the taxi area was still haphazard and dangerous with cars moving in and out of that area.”

Public feedback report - Matiatia traffic layout
Not safe or fair having double-deckers at keyhole (14 submissions)

“The double decker buses need to be moved out of the keyhole. They’re dangerous, take up too much room and only cater to tourists.”

“The double-decker buses and tourist transport should not be permitted in the keyhole area, as these prioritise tourists; rather the needs of residents to access taxis should be met in the keyhole area.”

No need for extra/overflow bus parking (11 submissions)

“The bus carpark was never used, we all have multiple photos to show this.”

“Removing parking in exchange for bus parking which is never utilised”

“Extra bus parking was always empty”

Trial layout makes Matiatia safer (10 submissions)

“Like the fact it’s safer for everyone as previously people walking in front of moving buses and cars.”

“The arrangements made the keyhole area a much safer and more convenient space for pedestrian movement on several fronts. It is a start to assessing how Matiatia can be a more attractive and safer transport hub.”

“The layout after operators getting used to is much safer and orderly.”
In your opinion, how can we further improve your experience with the traffic layout at Matiatia?

- Provide more safe car parking including secure parking including free parking or $6 parking (91 submissions)
  
  "Reinstate the additional car parking spaces and take the bus parking away. Also, seal the gravel in the free parking area up the hill for two-day parking."

- Leave Matiatia as it was (64 submissions)

  "Put it back to the way it was, a transport hub for people who live on the island."

  "It worked perfectly well prior to this latest change. Everybody local new how to work the previous layout for the benefit of all."

- Consider taxis - let them back into keyhole or nearer the terminal (56 submissions)

  "Let the taxis back in the keyhole and give the locals back their car park"

  "Return the taxis to their original parking area. Extend the parking area for buses and taxis beyond the current bus parking area. Having so many people walking through the car park was dangerous."
Item 17

- **Improve Matiatia for locals rather than for the Fullers & tourists (33 submissions)**
  
  "That Fullers double decker and tour buses were able to use the seaward area of the keyhole but not other tour operators has created an non-competitive environment for other tour operators. Fullers as an overseas owned company already has an almost monopoly in getting to the island they do not need to have an unfair advantage over local operators."

- **Stop double-deckers/large buses including from the keyhole (31 submissions)**
  
  "Get the double-deckers out of the keyhole, put taxis back in the keyhole, re-instate the parking spaces in the front car park."
  
  "For a start get some of those huge double decker buses out of the area. Most of the time they're half empty. Get the taxi stand to be in closer proximity to the ferry terminal."

- **Provide more mobility parking including pick up and drop off parks which is policed (26 submissions)**
  
  "More pickup area needed as the 30 min area is often full of shuttles etc. Many use the drop off parks for picking up, especially when no supervisor around."
  
  "Make an appropriate place to pick up and drop off the elderly and disabled."

- **Improve walkway and signage (14 submissions)**
  
  "Covered walkways to the carpark area, safe and even footpaths with safe pedestrian crossing. A legal and dry, health and safety approved area at the taxi rank. Nothing is legal AT. Where is your health and safety officer, nothing is legal AT."
  
  "Improve the walkway and signage directing arriving visitors to the new taxi stand."
In your opinion, how can we make the ferry traffic layout at Matiatia safer?

<table>
<thead>
<tr>
<th>Proposal</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create pedestrian crossings to get across the road,</td>
<td>53</td>
</tr>
<tr>
<td>dedicated pathways and lighting</td>
<td></td>
</tr>
<tr>
<td>Leave Matiatia as it was</td>
<td>46</td>
</tr>
<tr>
<td>Stop double decker or large buses including from the</td>
<td>39</td>
</tr>
<tr>
<td>Keyhole</td>
<td></td>
</tr>
<tr>
<td>Provide more safe car-parks including free spaces</td>
<td>33</td>
</tr>
<tr>
<td>Take the taxis out of the lower car park and back to the</td>
<td>26</td>
</tr>
<tr>
<td>front of the terminal - too far to walk under trial layout</td>
<td></td>
</tr>
<tr>
<td>Monitor mobility &amp; drop-off &amp; pick-up zones</td>
<td>22</td>
</tr>
<tr>
<td>Improve signage</td>
<td>11</td>
</tr>
<tr>
<td>Add speed reduction measures</td>
<td>10</td>
</tr>
<tr>
<td>Create a clear path for cycling to bike parking</td>
<td>4</td>
</tr>
<tr>
<td>Stop double parking &amp; dangerous parking</td>
<td>4</td>
</tr>
</tbody>
</table>

288 submissions replied to this question

The key themes

In your opinion, how can we make the ferry layout at Matiatia safer?

- Create pedestrian crossings to get across the road, dedicated pathways and lighting (53 submissions)
  
  "Pedestrian crossings and making sure it’s clear where everything is and where every individual should go. Also put lights up the top of the gravel drive way. People will get hurt."

  "An actual pedestrian crossing at entrance before key hole"

  "Pedestrian walkway beside road to car parks as currently forced to walk through car park and taxi zone. Too much going on and people in a hurry and no safe path. Cars park in boat ramp area and then push through pedestrians with nothing to stop them. Have seen many near accidents."

- Leave Matiatia as it was (46 submissions)
  
  "Yes, the keyhole is congested, but that never changed. In fact, the double decker buses added to it. So, leave it."

  "It will be safe and has been safe for many years go back to previous arrangements"
Stop double decker or large buses including from the Keyhole (39 submissions)

“No double-decker buses in keyhole”

“For a start get the double decker buses out of there or at least reduce the numbers. They lumber along so slowly & blocking anything from view and frustrating motorists.”

Provide more, safe car-parks including free spaces (33 submissions)

“Provide more parking, there is a lot of grass area can they not extend that area more?”

“Increase the available parking spaces available”

Take the taxis out of the lower car park and back to the front of the terminal - too far to walk under trial layout (26 submissions)

“Allow taxis back in the keyhole. More parking spaces on the seaside of the road so there is, less people crossing.”

“It would be safer for Taxis to be allowed back in the key hole.”

Monitor mobility & drop-off & pick-up zones (22 submissions)

“A traffic officer, during summer months and peak hours can make things smoother, making sure no one is taking advantage of drop off/pick up areas and taking care of elderly/ disable customers whose pick up/drop off should prioritised.”

“The current trial has made this worse! So many people thinking parts were a crossing and utter confusion. It comes back to monitoring the drop off and pick-up”

Improve signage (11 submissions)

“Better paths with full cover the whole way and signage.”

“Better signage and information directing travelers on where to go, maybe even a pedestrian crossing somewhere.”

Add speed reduction measures (10 submissions)

“Slow down sign as many cars are driving fast to enter the car park especially to the nearest to the wharf.”

“A lower speed limit for all traffic below the Owhanee carpark.”

“Speed humps approaching the wharf for the late comers speeding”

“Make the area 20KPH”
Are there any other comments you would like to make about the traffic layout currently being trialled at Matiatia?

<table>
<thead>
<tr>
<th>Theme</th>
<th>Submissions</th>
</tr>
</thead>
<tbody>
<tr>
<td>General negative feedback on the trial layout</td>
<td>53</td>
</tr>
<tr>
<td>Concerned about lack of Parking - Matiatia needs more free/$6 &amp; safe parking</td>
<td>48</td>
</tr>
<tr>
<td>Benefits tourists &amp; outside operators including fullers rather than locals</td>
<td>45</td>
</tr>
<tr>
<td>Matiatia was better before - leave it how it was</td>
<td>29</td>
</tr>
<tr>
<td>AT needs to listen to the Waiheke community on this trial layout</td>
<td>24</td>
</tr>
<tr>
<td>Trial layout disadvantages taxi-drivers - let them back in the keyhole</td>
<td>12</td>
</tr>
<tr>
<td>Improve signage, sheltering &amp; lighting</td>
<td>9</td>
</tr>
<tr>
<td>Currently it is more congested &amp; dangerous</td>
<td>4</td>
</tr>
<tr>
<td>Not enough monitored pick up &amp; drop off and mobility parking</td>
<td>4</td>
</tr>
</tbody>
</table>

252 submissions replied to this question

The key themes

Are there any other comments you would like to make about the traffic layout currently being trialled at Matiatia?

- General negative feedback on the trial layout (53 submissions)
  "It’s prohibitive to actually going into town with young kids never mind the ferry charges you are stopping people living"
  "It doesn’t work"

- Concerned about lack of parking – Matiatia needs more, free/$6 & safe parking (48 submissions)
  "Parking was difficult before the current layout. Now it is impossible. If you arrive after 8am it is impossible to find a space. There are not enough spaces for commuters let alone those traveling into Auckland later in the day."
  "Make all car parks $6, seal them all and paint marks on each one. Make it clear, where people can and cannot park. The spaces near the car hire buildings for example are a mess, no one really knows if you can park there. But what you should really do is build a 2 or 3 level car park down there."
Item 17

- Trial layout benefits tourists and outside operators including Fullers rather than locals (45 Submissions)
  
  "The layout being trialled doesn't work for anyone except Fullers. Commuters, island residents visiting hospital, taxi and charter services are all disadvantaged using the false pretence of safety."

  "Fullers hop on hop off commercial operations seem to get priority over other smaller commercial operators. This is inequitable and unfair and may be the source of much of the ire of small tourist businesses."

- Matiatia was better before - leave it how it was (29 submissions)

  "It's a disaster and does not work for anyone except Fullers. Taxi drivers are losing business and income, locals are disadvantaged and visitors to the island are confused. There was nothing wrong with the previous layout so it should be reinstated."

- AT needs to listen to the Waiheke community on this trial layout (24 submissions)

  "You need to listen to the Waiheke Community. We are the ones that use this area daily. You did not listen and just come in and spend our hard-earned money on a trial that we told you wouldn't work."

  "It just does not function efficiently for every day Waihekiens. We are the ones who have to deal with Matiatia all year round. Not just summer."

- Trial layout disadvantages taxi-drivers - let them back in the keyhole (12 submissions)

  "Taxi drivers are losing business and income, locals are disadvantaged and visitors to the island are confused. There was nothing wrong with the previous layout so it should be reinstated."

  "The smaller tour buses and taxis had a hard time being based out of the car park"

- Improve signage, sheltering & lighting (9 submissions)

  "The signage is SO poor. Please stop using taxi and shuttle on signs - neither exist in law any more. Your wardens have no P code to ticket a taxi left unattended."

  "Signage needs to be clearer for the public."
Design suggestions in feedback and AT responses

Submitters suggested a wide range of changes to the trial layout. We have collated and responded to all design suggestions identified in the feedback, organised by the following:

<table>
<thead>
<tr>
<th>Design suggestion in feedback</th>
<th>AT response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reserve land</td>
<td></td>
</tr>
<tr>
<td>The land set aside as Māori reserve land has not been excluded. In fact, you have redeveloped it for short term parking and a taxi stand. Why?</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Taxi Issues</td>
<td></td>
</tr>
<tr>
<td>The local taxi drivers who rely on their summer income to survive the winter and still provide their services were adversely affected while fullers took a vast majority of their customers as the visitors could find them.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Having to walk all the way to the carpark for a taxi is ridiculous.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>It’s an absolute, shambles getting to a taxi for a disabled person.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Parking</td>
<td></td>
</tr>
<tr>
<td>Losing all the spaces for the bus parking means if you arrive later that 9 you can’t park.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Parking for commuters is already at a premium and now you’ve taken out a large number of parks for the taxi rank.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Dangerous when trying to drop off and pick up kids!</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Far too many parks taken away when there were never enough to start with. Promised extra parks never materialised.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Design suggestion in feedback</td>
<td>AT response</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>I appreciated that locals could still drop off and pick up from the ferry (I strongly lobby for that to remain) and that the disabled were slightly increased, disabled need to be able to drop off in front of the building too, they need to be protected as much as possible in adverse weather.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>I have elderly parents and a new born, with the taxis being moved to the location in the lower car park there is less space closer to the ferries.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>You look all parking away not enough mobility parking</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>It's dangerous crossing the carpark with all the orange barricades and traffic in the car parks</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
</tbody>
</table>

**Local Community**

<table>
<thead>
<tr>
<th>Design suggestion in feedback</th>
<th>AT response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Locals really penalised. Only the double-deckers Win. It's like AT is supporting Fullers all the way at the expense of locals.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>The way it has been laid out benefits no one apart from Fullers</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
</tbody>
</table>

**Pedestrian Crossings**

<table>
<thead>
<tr>
<th>Design suggestion in feedback</th>
<th>AT response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pedestrian crossing over exit drive from carpark. Pedestrian crossing at entrance to keyhole for crossing to P2 and/or walking up road</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>A pedestrian crossing at entrance of key hole and another pedestrian crossing in the key hole. So people getting taxis especially the elderly and disabled can get at taxi</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Have a pedestrian crossing for children near the bins - my kids have to, cross that keyhole to catch a school bus.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Let's have designated pedestrian crossing areas</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
</tbody>
</table>

**Confusion around trial**

<table>
<thead>
<tr>
<th>Design suggestion in feedback</th>
<th>AT response</th>
</tr>
</thead>
<tbody>
<tr>
<td>The taxi -ramp in the middle of the car park causes both congestion and confusion. There is no logical flow</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
</tbody>
</table>

Stop double-deckers/ large buses including from the Keyhole
<table>
<thead>
<tr>
<th>Design suggestion in feedback</th>
<th>AT response</th>
</tr>
</thead>
<tbody>
<tr>
<td>Get rid of double decker buses altogether. They are dangerous and not in keeping with the island we are keeling to the tourist industry.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>The double-decker buses and tourist transport should not be permitted in the keyhole area, as these prioritise tourists; rather the needs of residents to access taxis should be met in the keyhole area.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Provide better paths &amp; signage for safety</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Provide better paths with full cover the whole way and signage.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Leave Matiatia as it was</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Put it back the way it was but restrict areas close to the terminal to cars and public transport. Put private tour groups and buses in a separate area.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Change it back to what it was before, but with more mobility car parks</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Simply revert to the existing situation before the trial commenced. Most Islanders could not see a problem, nor a need for change.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>You need to listen to the Waiheke Community. We are the ones that use this area daily. You did not listen and just come in and spend our hard-earned money on a trial that we told you wouldn't work.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>I certainly hope it's not costing us to have that area rebuilt. What a waste of time and money. I didn't see any AT people surveying the carnage either.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Do not regard any safety &amp; congestion improvement in trial layout</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Do not regard any safety &amp; congestion improvement in trial layout/leave it as it was</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Unenforced laws, dangerous, overcrowded, corrupt</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td>Traffic still chaos in the keyhole, pedestrians everywhere, leaving the carpark pedestrians crossing traffic and not looking. Gridlock with taxis and buses and cars all trying to pull out across oncoming traffic at the same time. Pedestrians not knowing where to go when they get off ferry and crossing the car parks in and out of the parked cars, it will be even worse as winter comes and it is dark.</td>
<td>[AT to provide a response once a final decision has been made on the trial]</td>
</tr>
<tr>
<td><strong>Speed reduction measures</strong></td>
<td></td>
</tr>
<tr>
<td>Design suggestion in feedback</td>
<td>AT response</td>
</tr>
<tr>
<td>---------------------------------------------------------------------------------------------</td>
<td>-----------------------------------------------------------------------------</td>
</tr>
<tr>
<td>Suggest speed humps approaching the wharf for the late comers speeding</td>
<td>(AT to provide a response once a final decision has been made on the trial)</td>
</tr>
</tbody>
</table>
Attachment 1: Trial layout
Attachment 2: Feedback form

Feedback form

Please take the time to complete this feedback form and return it to us by Tuesday 7 April 2020. You can fax the form back to us or alternatively, you can provide feedback online at AT.govt.nz/haveyoursay. If you need assistance completing this form or have further questions, please contact us on (9) 351 5553.

If you require more space to provide feedback, you can access additional pages or provide feedback online.

We at Auckland Transport have a responsibility to provide a safe and orderly environment for all Aucklanders - however they choose to travel.

Auckland Transport is currently trialling a new traffic layout at Matiatia with the aim of improving pedestrian safety and reducing traffic congestion. The questions below are to help us understand your experience with the new traffic layout at Matiatia.

1. Which of the following options best describes your experience with the traffic layout currently being trialled at Matiatia?
   - Very Disappointed
   - Disappointed
   - Neutral
   - Satisfied
   - Very Satisfied

   * Can you please explain why you answered the above as you did?

2. In your opinion, how can we further improve your experience with the traffic layout at Matiatia?

3. In your opinion, how can we make the traffic layout at Matiatia safer?

4. Are there any other comments you would like to make about the traffic layout currently being trialled at Matiatia?

---

Public feedback is open until Tuesday 7 April 2020

Have your say...

on the traffic layout currently being trialled at Matiatia.

Give your feedback by Tuesday 7 April 2020

Public feedback report - Matiatia traffic layout