



The Future of Auckland's City Centre – The Importance of Travel Demand Management

Agenda

1 The City Centre Masterplan

2 Implications of A4E

3 Travel Demand Management

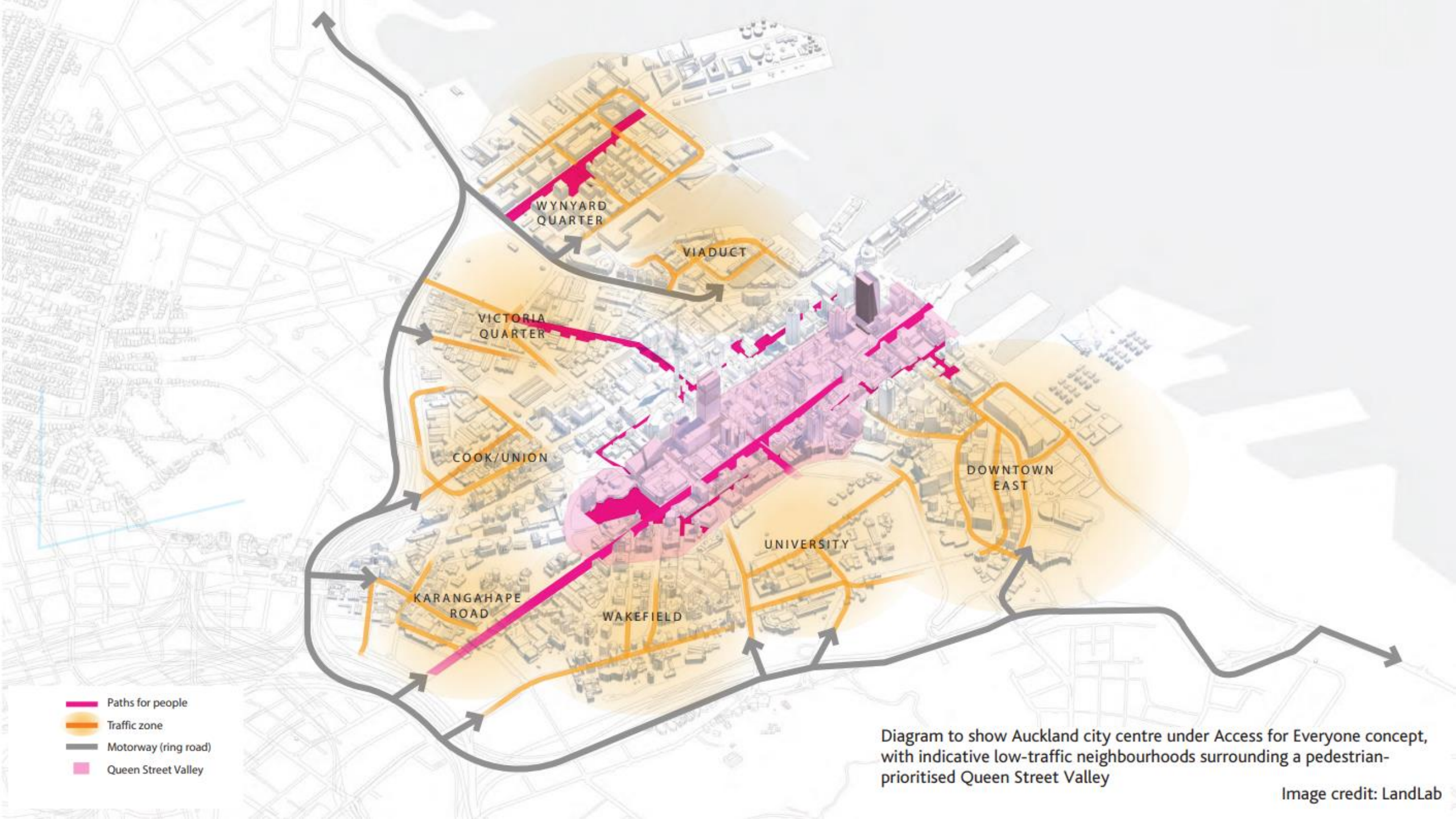
4 City Centre TDM

5 Queen Street Trial

6 Next Steps

1

The City
Centre
Masterplan



- Paths for people
- Traffic zone
- Motorway (ring road)
- Queen Street Valley

Diagram to show Auckland city centre under Access for Everyone concept, with indicative low-traffic neighbourhoods surrounding a pedestrian-prioritised Queen Street Valley

2

Implications of Access for Everyone

More people travel by public transport to the city centre than by private vehicle, however...

Network changes are required to prevent gridlock under A4E:

- PT and active mode capacity improvements
- New on/off ramps on the State Highway network
- Increased State Highway capacity between the motorway and Tamaki Drive



3

Travel
Demand
Management



4

City Centre
TDM Plan

A TDM Plan for the City Centre

- COVID-19 has had an ongoing impact on travel patterns
- TDM is key to enabling the vision of the CCMP and A4E
- Plan is adaptable to reflect emerging travel patterns





TDM Actions for the City Centre

- Encourage use of PT and active modes during disruptive events
- Consolidate freight and delivery movements through the city centre
- Make more efficient use of the kerbzone
- Data-led messaging
- Journey planner improvements
- Improve understanding of cumulative impacts of projects

5

Queen Street
Trial



LANE
AHEAD

GRAND WINDSOR

DINGWALL

STOP
BUS
STOPS



Co-Design Process

- Adapted Queen St emergency measures
- Monitoring of footfall, space usage, bus access, loading and servicing and general sentiment
- Adopt lessons learnt from the emergency measures

6

Next Steps



Image: Auckland Council



Thank you

