

From Policy to Practice: Embedding Resilience in Speed Management



Safe Speeds and the Journey of Change

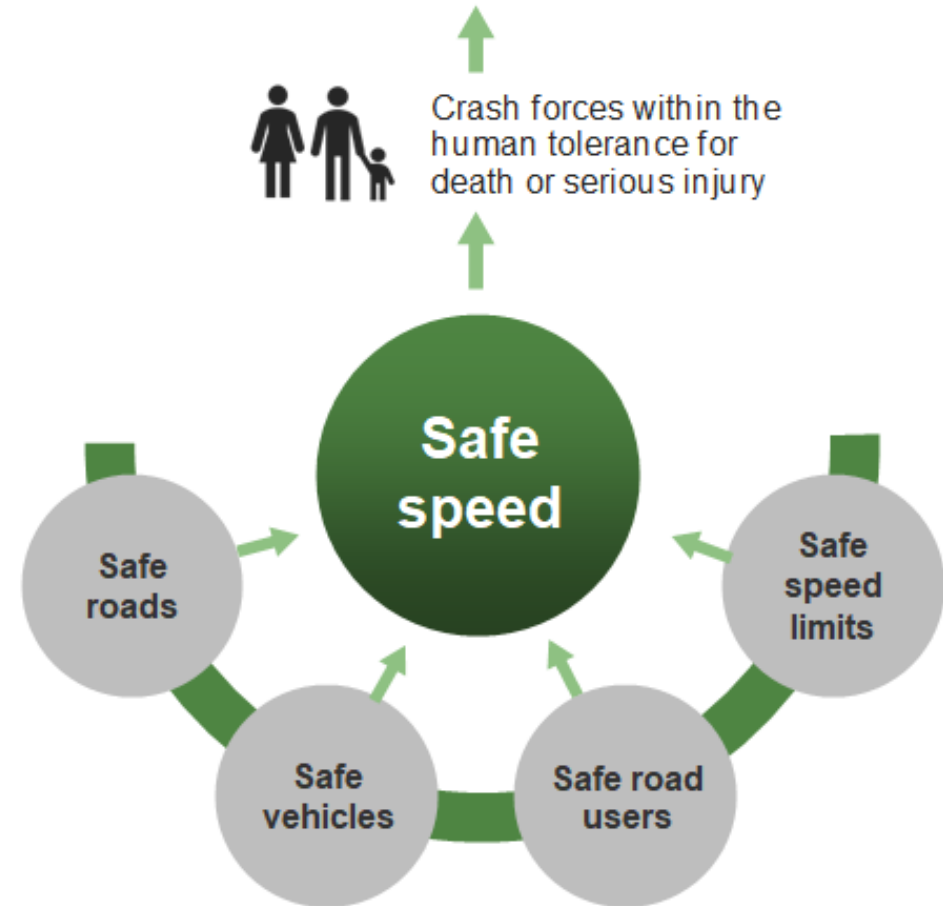


Speed in the Safe System

- Speed is at the core of a safe road system
- Speed is the primary risk factor in crashes, as it influences both crash likelihood and severity of crash outcome
- Addressing speed is the single most critical thing we can do to reduce road trauma

A safe road transport system

Zero road deaths and serious injuries



What have we Learned?



Incremental Change is Better than No Change

Implementation options:

- Specific areas vs whole network
- Staggered reductions e.g. 50-40-30
- Targeted risks or road types



Support Safe Speeds with Design

When to use design:

- Safe speed and vehicle speed mismatches
- High volumes of vehicles or active modes
- For speeds below speed limit

Opportunities:

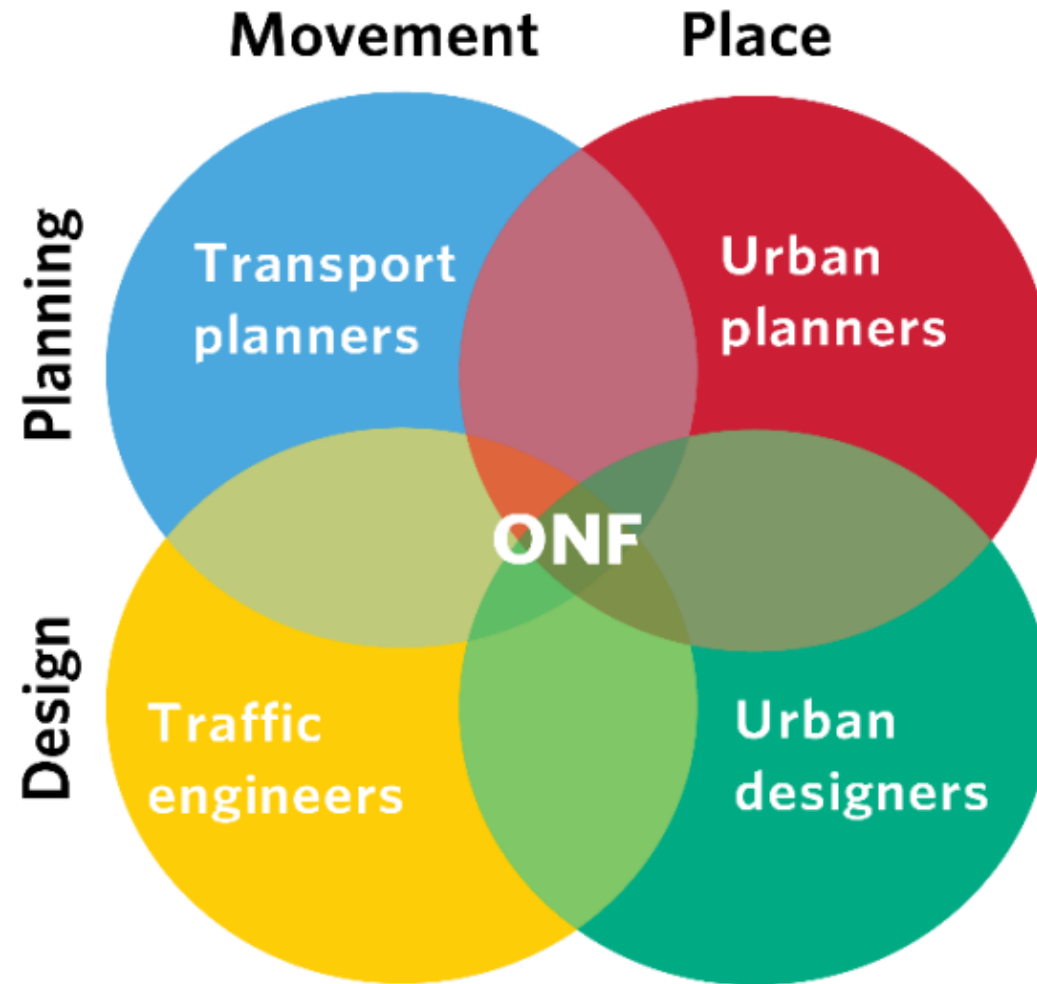
- Efficient redistribution of space
- Lower cost designs & materials
- Demonstration projects



Source: Dale Harris

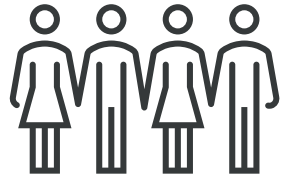
Movement & Place

Figure 1 - Collaboration between practitioners

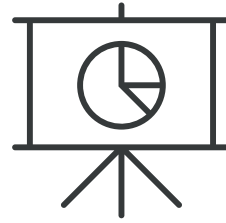


Source: NZTA Waka Kotahi, 2021

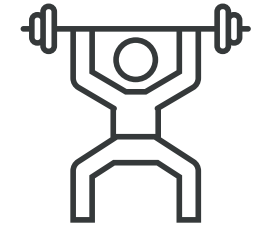
Why Invest in Speed Communications?



Speed change is social



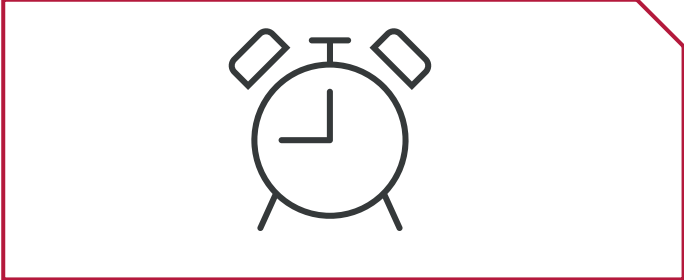
Understanding builds support



Engagement strengthens decisions

Comms investment = Strategic asset not a compliance step

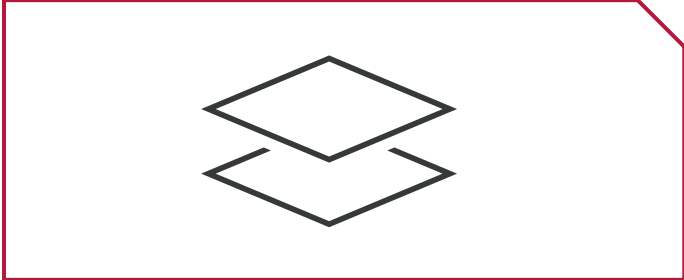
Don't Underestimate Planning and Investment



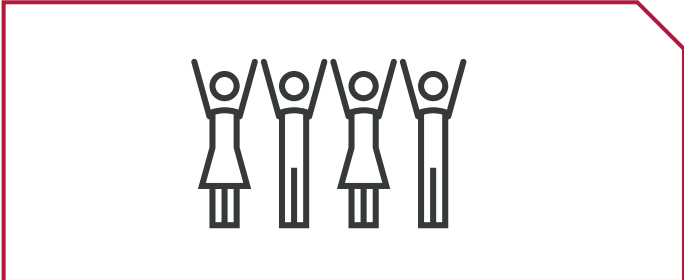
Early engagement with key stakeholders



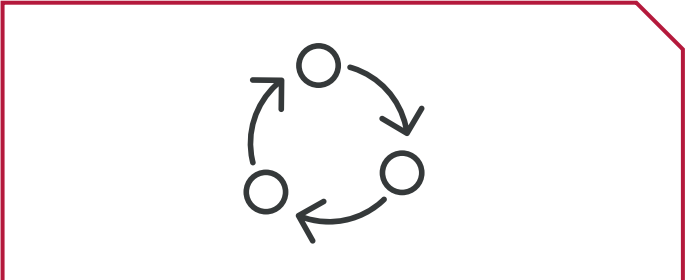
Onboarding champions and aligning with road safety partners



Layered communication channels & engagement tactics



Cultural and community partnerships



Feedback loops & trust signals

Starting Early

Know who your stakeholders are

Identify who will be affected, how, and what information and support they will need

Engage early with key stakeholders

Early conversations will

- Shape shared goals and expectations
- Surface risks and concerns
- Build readiness



Onboard Your Champions and Trusted Messengers



Communities listen to people they trust



Health professionals, iwi partners, schools can amplify messages



Reach audiences who may not engage with formal channels



Conversation shifts from 'the agency says' to 'our community believes'



Communicate the Core Purpose and Benefits - Far North District Council Case Study

Introduction

The Far North District Council plans to lower speed limits around schools, marae, downtown, and on both urban and rural roads within the Russell-Kororāreka catchment area.

We want to set speed limits that better acknowledge the local conditions and surrounding environment.

Changing the speed limits makes our roads and communities safer for everyone, whether travelling by car, bicycle, or on foot.

The speed limits have been set based on risk profiles for each road. In the urban areas speed limits are proposed to be reduced to 30 km/h to create a safer environment for pedestrians and cyclists. Kent Street and The Strand in downtown Russell-Kororāreka are proposed to be 10km/h.

Most rural road speed limits are proposed to be 60 km/h and with some set at 80 km/h depending on the road conditions.

The Russell-Kororāreka catchment includes the communities of Russell, Ōkiato, Rāwhiti, Waikare, and Kāretu.

Why are we doing this?

We have received numerous community requests to investigate speed limit changes in the Russell-Kororāreka catchment area. In the past five years, there have been 34 crashes resulting in injuries, with 10 of those leading to death or serious injury. This, combined with a significant increase in walkers and cyclists using these routes, highlights the need for safer speed limits.

Regardless of the cause of a crash, higher speeds significantly increase the risk of injury or death. Lowering speed limits can make a substantial difference in reducing the severity of crashes, particularly for vulnerable road users like cyclists and pedestrians.

Share the Positive Impacts As Soon As Possible

Auckland Transport: Speed Programme 2021

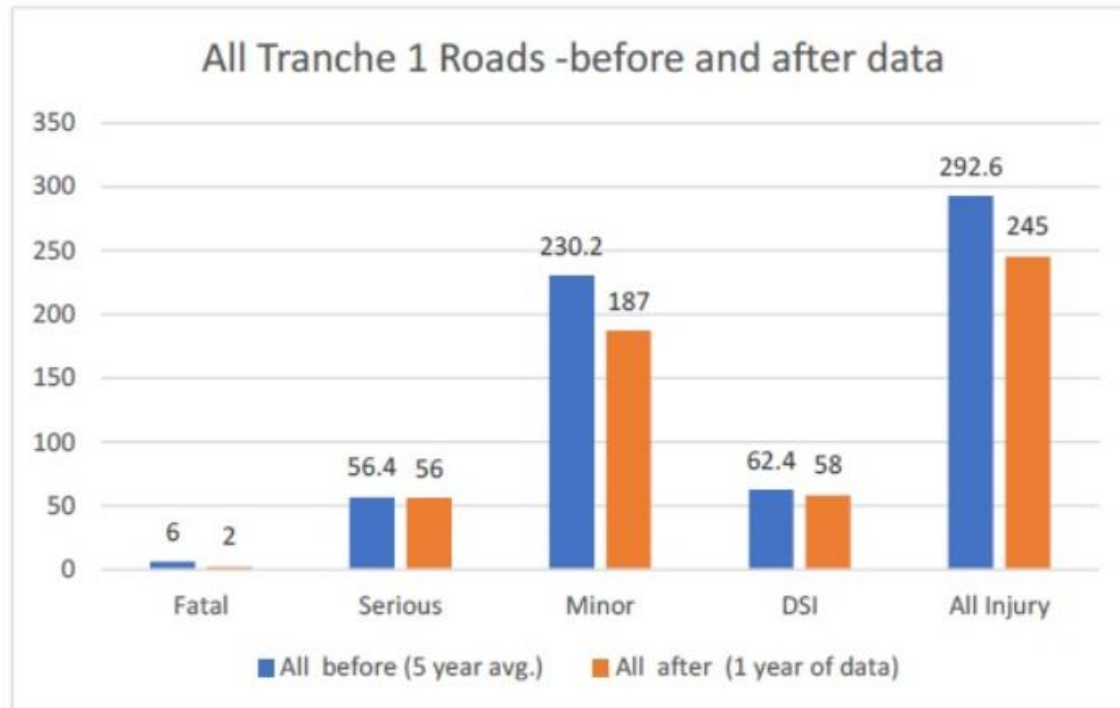
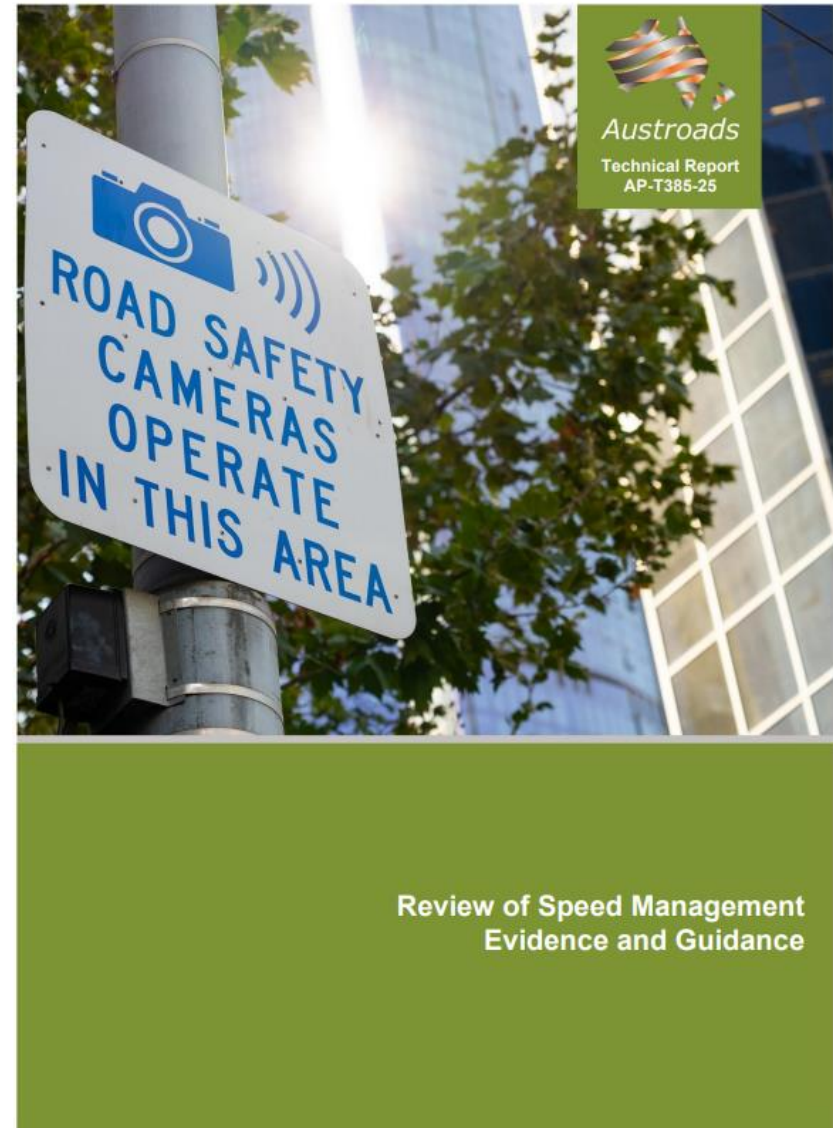


Figure 1: All Tranche 1 Roads – before and after data

“The monitoring and evaluation work done highlights that roads treated by the first phase of speeds programme (approximately 10 per cent of the Auckland Transport network) are now much safer.”

Austrroads Review of Speed Management Evidence and Guidance 2025



Questions

Anna Bray Sharpin

Principal Transportation Planner
Anna.braysharpin@abley.com

Cath Jacobs

Associate Director, Communications
and Engagement
cath.jacobs@abley.com

Auckland

Level 1/70 Shortland Street
Auckland 1010
Aotearoa New Zealand

Wellington

Level 2/57 Willis Street
Wellington 6011
Aotearoa New Zealand

Christchurch

Level 1/137 Victoria Street
PO Box 36446, Merivale
Christchurch 8146
Aotearoa New Zealand

hello@abley.com

+64 3 377 4703

abley.com