



People power: the path to low carbon transport  
18 -19 March 2024  
Tākina Convention Centre  
Te Whanganui-a-Tara Wellington

## The Tactical Approach—Design Innovation on the Pathway to Permanence.

A tactical approach—as opposed to “classic” design work—fosters quick interventions on the streets through community involvement, continuous testing and adapting. Typically, this is done with a physical toolkit, tailored to the project needs. Alongside this, community engagement and activation encourage ownership and identity. Using these strategies, iterations can be continuously integrated to inform the ultimate permanent solution.

The successful opening of two Wellington transitional projects—“Newtown to City” and “Botanic Garden ki Paekākā to City”—presented a critical milestone for “Pāneke Pōneke”, connecting 166km of safe cycling infrastructure. The “look & feel toolkit” allowed the designers and WCC to establish core principles, successfully combining history with a user-centric approach. To aid overall user experience, consideration was given to safety, wayfinding, and branding. Additionally, local placemaking allows for activation—formal and informal. A parallel example building on these principles is Timaru CityTown, where the heart of Timaru is being reimaged and regenerated as part of a 10-year masterplan—brand identity, tactical interventions, and place activation are also critical to this process.

The acclaimed “Brooklyn Hill Cycle Lane” trial established clearly defined measurable outcomes that could be assessed throughout the intervention. Community champions helped to pave the way for positive engagement. Trial upgrades meant greater use and ownership by the public. A successful WCC-organised event marked and celebrated the official launch of the trial in June 2021. This process has proven successful—the clear mandate allows upgrades into the permanent version of the project to proceed, backed by the community.

This presentation will follow a journey through Isthmus’ projects—varying in scale and context across the motu, to promote all modes of safe and accessible transport. We will touch on the following themes:

- Behaviour change,
- Hearts and minds: culture change,
- Innovation design and delivery,
- Taking communities on the journey.



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