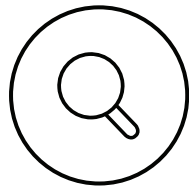


# Central Hawke's Bay District Council.

Waipawa – Streets for People.  
Benchmark Report.

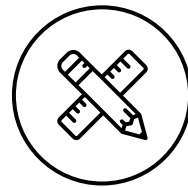


# Contents.



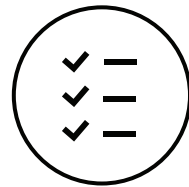
PAGE 3

## Objective.



PAGE 4

## Methodology.



PAGE 5

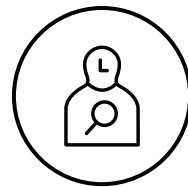
## Findings.

- General themes & Student Workshop summary
- Benchmark scores
- FOLKL Vision: Benchmark Behaviour and Speed.



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## Summary.



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## Appendix.

- Participant Demographics



# Objective.

As part of Waka Kotahi's Streets for People fund, Central Hawke's Bay District Council (CHBDC) have been awarded support to make improvements to Waipawa's main street. The aim is to make the area a safer, healthier and more people-friendly place for the community.

**The program of work is split into five focus areas which seek to address the following:**

**1** Traffic calming interventions into Waipawa

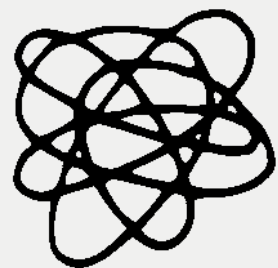
**2** Improved walking and cycling connections across State Highway 2

**3** Improved walking and cycling connections at key intersections

**4** Improved access to Madge Hunter Park and Centennial Memorial Swimming Pool

**5** Testing cycling options on State Highway

This is the first monitoring and evaluation report which seeks to provide a pre-change benchmark for the area. Information from this report will support co-design initiatives and enable CHBDC to understand the impact of changes to the area.

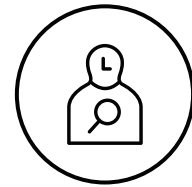


To enable community involvement, a 'citizen assessment' programme has been initiated as part of the engagement and evaluation process. This gathers regular feedback pre and post-change to understand the impact of interventions and provide supporting information for the co-design groups.

A seven-point scale for benchmarking has been utilised with open-ended feedback against the assessment criteria to contextualise participant scores.

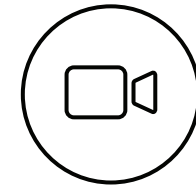
**140** completed citizen assessments were recorded for this benchmark phase using the techniques below.

Video cameras were set up to monitor changes in vehicle and pedestrian behaviour, intersection use, and traffic volumes.



## Citizen Assessment:

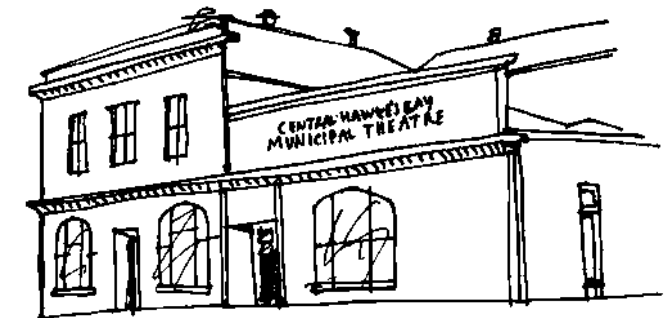
- **Walking workshop, October 20 2022.**  
One walking group from Waipawa Primary School (9 students), with survey filled out at the end of the session.
- **Survey, September 11 - October 24 2022.**  
Shared via Facebook and sponsored posts, outdoor media and in-person at Waipawa Primary School.



## FOLKL VISION:

Four sites were chosen to gather video data, two focussed on understanding behaviour and two for monitoring motor vehicles speeds.

1. **Behaviour** - corner of Ruataniwha Street and SH2  
03/11/2022 - 09/11/2022  
from 6am to 8pm
2. **Behaviour** - corner of Victoria Street and SH2  
26/10/2022 - 31/10/2022  
from 6am to 8pm
3. **Speed** - Outside Espresso Loco - 25/10/2022  
from 5am to 8:30pm
4. **Speed** - Outside Waipawa Pool facing SH2 - 25/10/2022  
from 5am to 8:30pm



FOLKL collated all information and carried out the analysis, identifying key themes and weighted scores. All FOLKL research is conducted in accordance with the Research Association New Zealand Code of Practice. Survey data is not a representative sample and any interpretation of the results should consider this.



# General survey themes and Student Workshop summary.

---



# Respondents appreciated Waipawa's main street for its quaint character and 'small-town feel'.

1

Waipawa's character was seen to be created by the friendliness of shop owners and the long-standing heritage buildings, including the museum, clocktower and shop facades.



2

These historical features were enhanced by the beauty of the gardens, hanging flowers, blossom trees and eclectic range of shops and cafes which were seen to make the town more vibrant.



3

The compact shopping area allowed people to get around quickly on foot. It was felt the generous parking on both sides of Waipawa's main street also helped to provide easy access to the library and necessities such as the petrol station, grocery store and pharmacy.



4

Although the shopping area is compact, people felt the wide pavements made the shopping area feel open and allowed space for pedestrian improvements.



**Sound bites.**  
Positive perceptions.

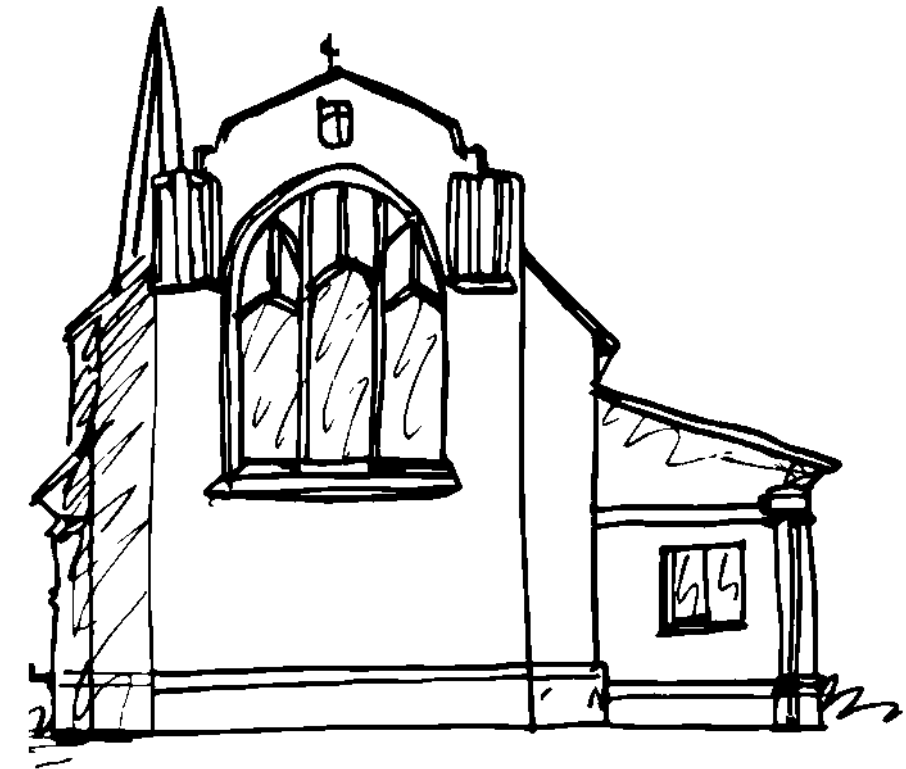
**“The old-style vibe that is really set off by the Museum/old Bank building.”**

“Cleanliness of the street and flower hangings along the shop pavement brightens up the little town.”

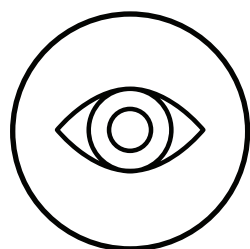
**“Shop fronts that have preserved their historical facade.”**

“The flat footpaths, I ride a mobility scooter daily.”

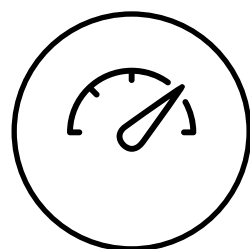
**“Some attractive features like the giant pot and it has a feeling of openness because it is not built out with shops on the eastern side.”**



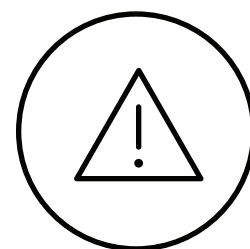
# Respondents generally believed there to be poor pedestrian protection on Waipawa's main street and this was the key cause for people having a negative experience in the area.



Pedestrian crossings were generally seen as ineffective due to poor visibility and drivers who did not slow down or stop. There was particular concern for children, elderly and disabled people between Ruataniwha and Victoria Streets and people felt that two crossings were insufficient for a main thoroughfare. Some people mentioned experiences that felt like a 'close call', often in reference to the poor design of the Ruataniwha Street intersection.



The perceived high speed of traffic, heavy vehicle access and congestion from people trying to park or enter from side streets contributed significantly to feelings of unease among drivers, pedestrians and cyclists. This also resulted in noise, pollution, and road damage such as potholes. People often felt their attention on the road was divided as there was too much going on.



Some people described the area as untidy and tired due to the visibility of the car yard and 'neglected' buildings.





## Sound bites. Negative perceptions.

**"It looks like no one cares about it or the buildings in it. Traffic is too fast through town. Incredibly unsafe Main Street due to traffic."**

**"Trying to gain access from side streets is very dangerous, especially when cycling."**

**"How fast people drive through and how when you're at the crossings people still don't stop for you."**

**"Crossing by the coffee shop. The speed people drive at."**

**"No one (including police) stop at the zebra crossing!!!"**

**"The pedestrian crossings. People popping out hoping trucks will stop on a dime & the lack of visibility as a driver coming through at 5.30pm on a wet winters evening or just on dusk."**

**"Traffic a bit chaotic sometimes. Needs a crossing from car park to library. People often cross here."**

**"Crossing options! Trying to navigate the corner across from BP is a nightmare especially with a child."**

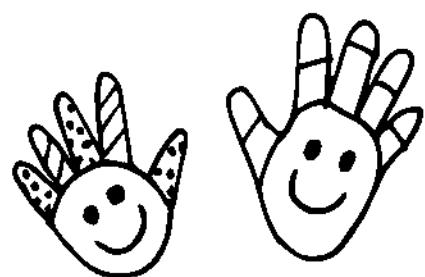
**"It's difficult to see pedestrians wanting to cross the crossing due to steel frames and plants. This was improved a little a few years back but it is still not good. Vision for motorists must be completely clear of obstructions."**

**"The lack of visibility at Pedestrian Crossing at the shops, so hard to see people waiting or stepping onto crossing at times."**

**"How difficult it is to pull into traffic coming off a side road or from a carpark."**

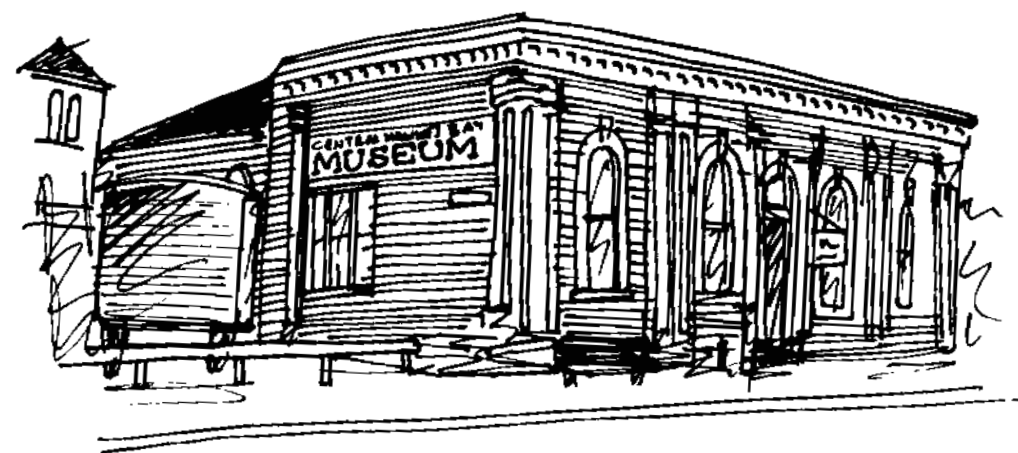
# Suggested changes included measures to reduce vehicle speed, improve crossing points and infrastructure to increase vibrancy.

In-line with the general survey findings, the most requested changes were for the reduction of speed. Suggestions included speed bumps, enforcement measures such as speed cameras, and lowering the speed limit to 30 km/ph.



Alongside this, respondents wanted to see improvements such as signalised pedestrian crossings, and raised crossings, and the addition of another crossing zone, specifically near the library. More immediate suggestions included better lighting and the removal of parking spaces nearest to the crossings, as they currently obstruct drivers' view of pedestrians waiting to cross.

Larger infrastructural suggestions included the introduction of a bypass to remove heavy vehicles from the main street area, as well as the a roundabout at the Ruataniwha Street intersection and to a lesser extent, the Victoria Street intersection.



Although respondents thought there was sufficient parking, they wanted to see clearer signage to indicate this, particularly for the rear car park. There were suggestions for angled parking along the main street to help ease congestion. People also wanted to see disability parking and time-limited parking, specifically, outside the pharmacy.

People wanted to see revitalisation of the main street area through added seating, outdoor dining and lighting.



## Sound bites.

**“I would like to see raised and paved crossings in three places (similar to that in the main street of Taradale).”**

**“Slowing the traffic down - the temporary speed bumps that were put in place when Four Square burnt down made a huge improvement on safety and traffic speeds.”**

**“A permanently lowered speed limit, and a permanent speed camera to enforce it. If practical, an underpass or overpass at a crossing.”**

**“There should be narrowing of the roads in several places to form physical restrictions.”**

**“Decent lights above the clock tower crossing, maybe a way to make it obvious to our kids of the sneaky driveways by the Four Square and butchery so they are prompted to look for cars.”**

**“More vision space around the pedestrian crossing (restrict nearby parked vehicles) and better lighting.”**

**“Reminder sign outside BP garage that vehicles exiting Ruataniwha St have right of way.”**



# Waipawa Primary School. Workshop Summary.

## Students feel there is a lack of comfortable areas to spend time and relax after school.

The students frequently mentioned the northern end of the street, which is home to a bakery and the 'tucker box' dairy as their favourite area. This area is where the students go after school to spend time and to hang out with their friends. Students often sit on the gravel to eat their snacks and talk as there was not seating. Students mentioned that there was a lack of comfortable places to relax and socialise and felt the nearby skate park or playground did not offer this.

## Students associated speeding vehicles and noise with a negative experience in the area.

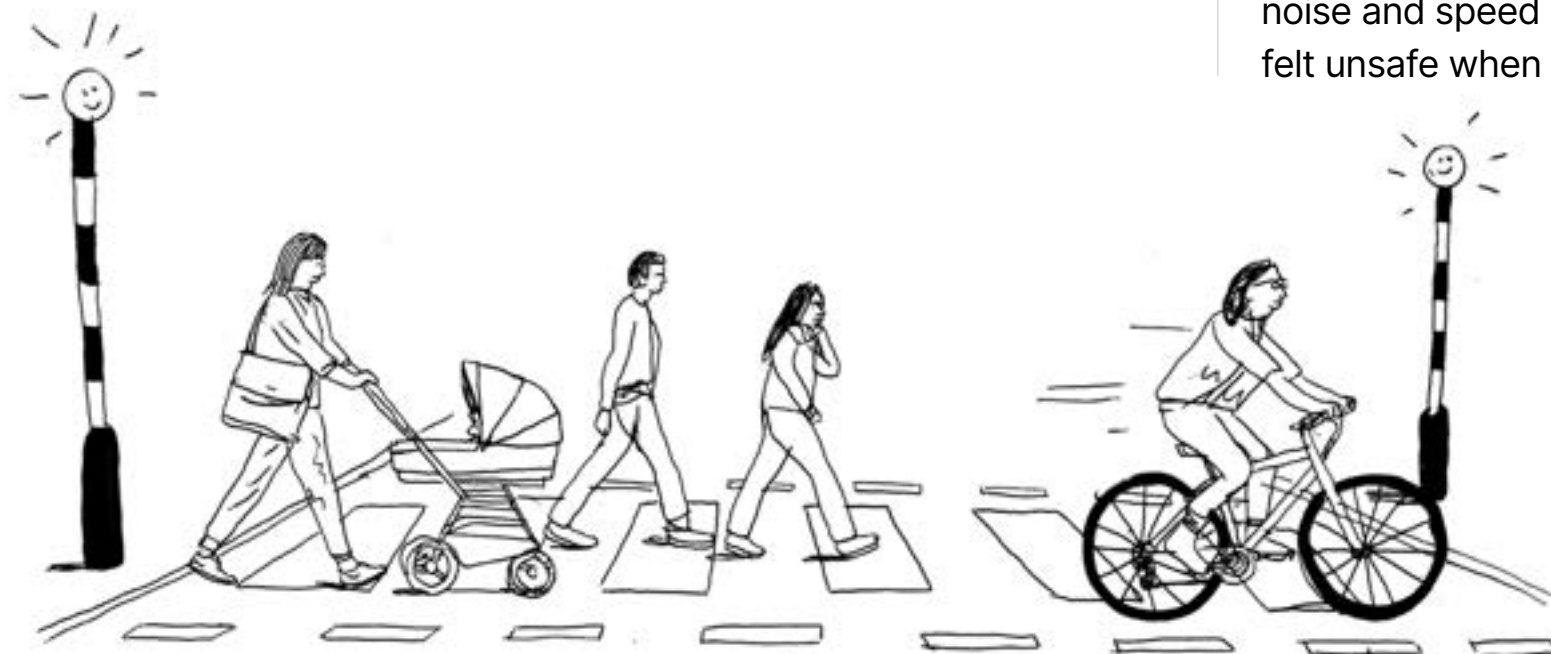
Speeding vehicles, the noise and rubbish were mentioned by the students as their least favourite aspects of the area. During the walking workshop students placed their hands over their ears as trucks passed and were visibly apprehensive at formal crossings which further validated their survey responses.

## Traffic calming infrastructure will be appreciated by students.

When the students were asked about the changes they would like to see the most prevalent ideas were speed bumps and more pedestrian crossings. The students frequently discussed the fast speeds of vehicles and the near misses they had witnessed or been involved in.

## Students have adapted to their surroundings which has driven a high tolerance for unsafe events.

Just over half of the students said they felt 'very safe' or 'safe' in the area, with the remainder feeling 'somewhat safe' or neutral. Some students explained they were used to the area and didn't know what a safer area would look like. During the walking workshop, many students were uncomfortable with the noise and speed of vehicles, saying they felt unsafe when walking in the area.





# Benchmark scores.

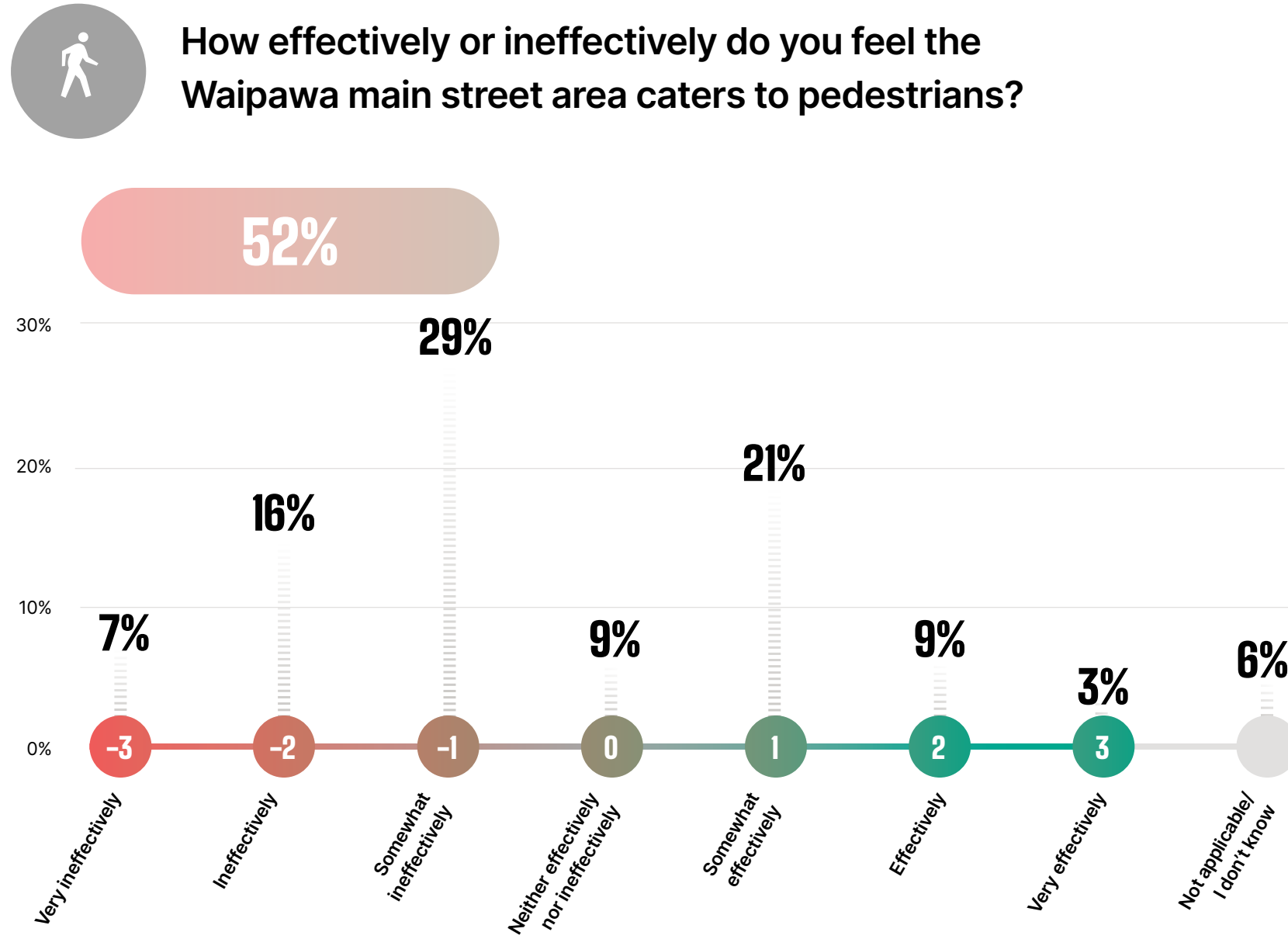
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F O L K L

FOLKL: PROPRIETARY AND CONFIDENTIAL

# Pedestrian access on Waipawa's main street was described as ineffective and unsafe.



## Open-ended themes:

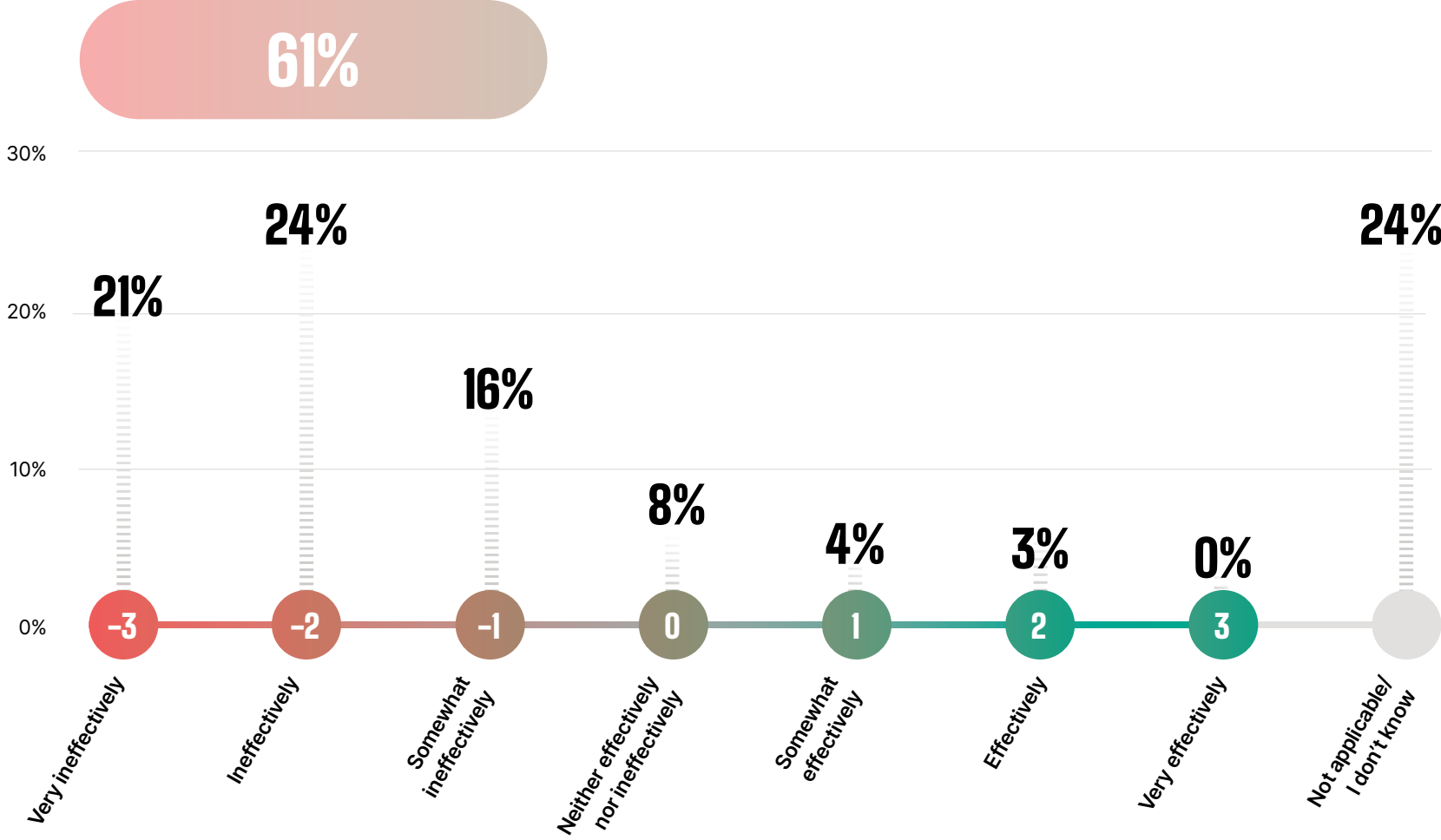
- People felt that the limited number of pedestrian crossings on the main street were insufficient.
- The two existing pedestrian crossings were considered ineffective and unsafe due to the speed of traffic. This made it difficult for vehicles to slow down, and drivers could not clearly see waiting pedestrians due to obstructions and poorly marked crossings.



# 61% of respondents thought Waipawa's main street area ineffectively catered to cyclists and was seen as unpredictable and unsafe.



How effectively or ineffectively do you feel the Waipawa main street area caters to cyclists?



### Open-ended themes:

- People consider cycling in Waipawa's main street area to be dangerous as the road is narrow and damaged with potholes. There is no safe cycleway free from opening car doors and traffic.
- The introduction of designated cycleway infrastructure on the main street and the bridge would help to reduce concerns for the safety of cyclists.

Only **7%**

of respondents thought Waipawa's main street effectively catered to cyclists.

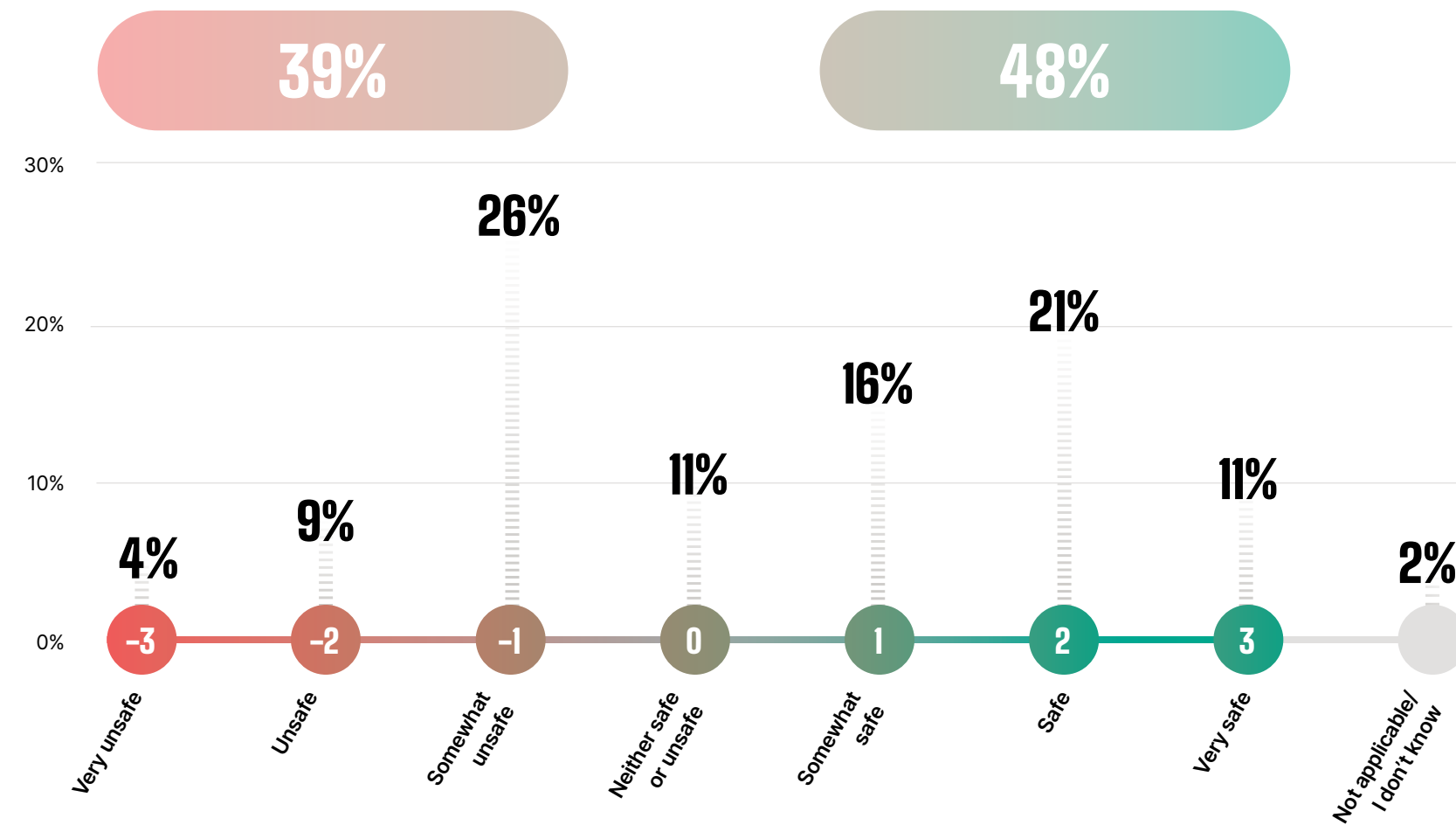


Source: FOLKL Research, Benchmark survey n140

# The speed of traffic through Waipawa's main street was the key contributor to feeling unsafe.

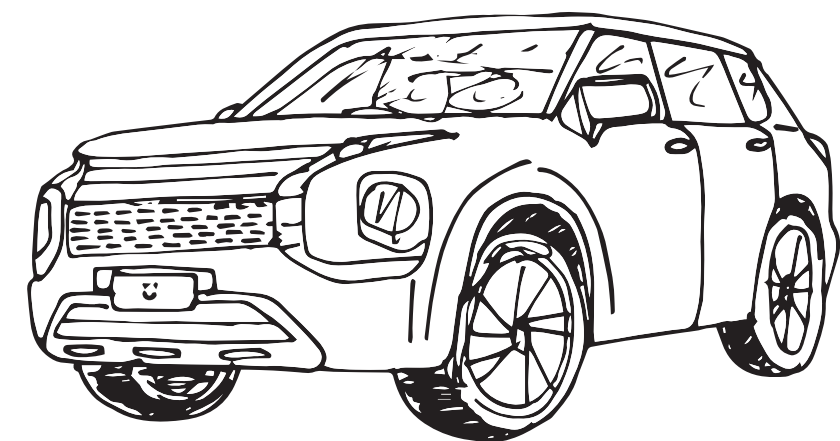


How safe or unsafe do you feel in the Waipawa main street area?



## Open-ended themes:

- Pedestrians specified they felt safe on the footpath but not when trying to cross the road.
- Motorists felt unsafe when trying to enter the main street.
- The majority of those who felt safe stated they were not often crossing the road.

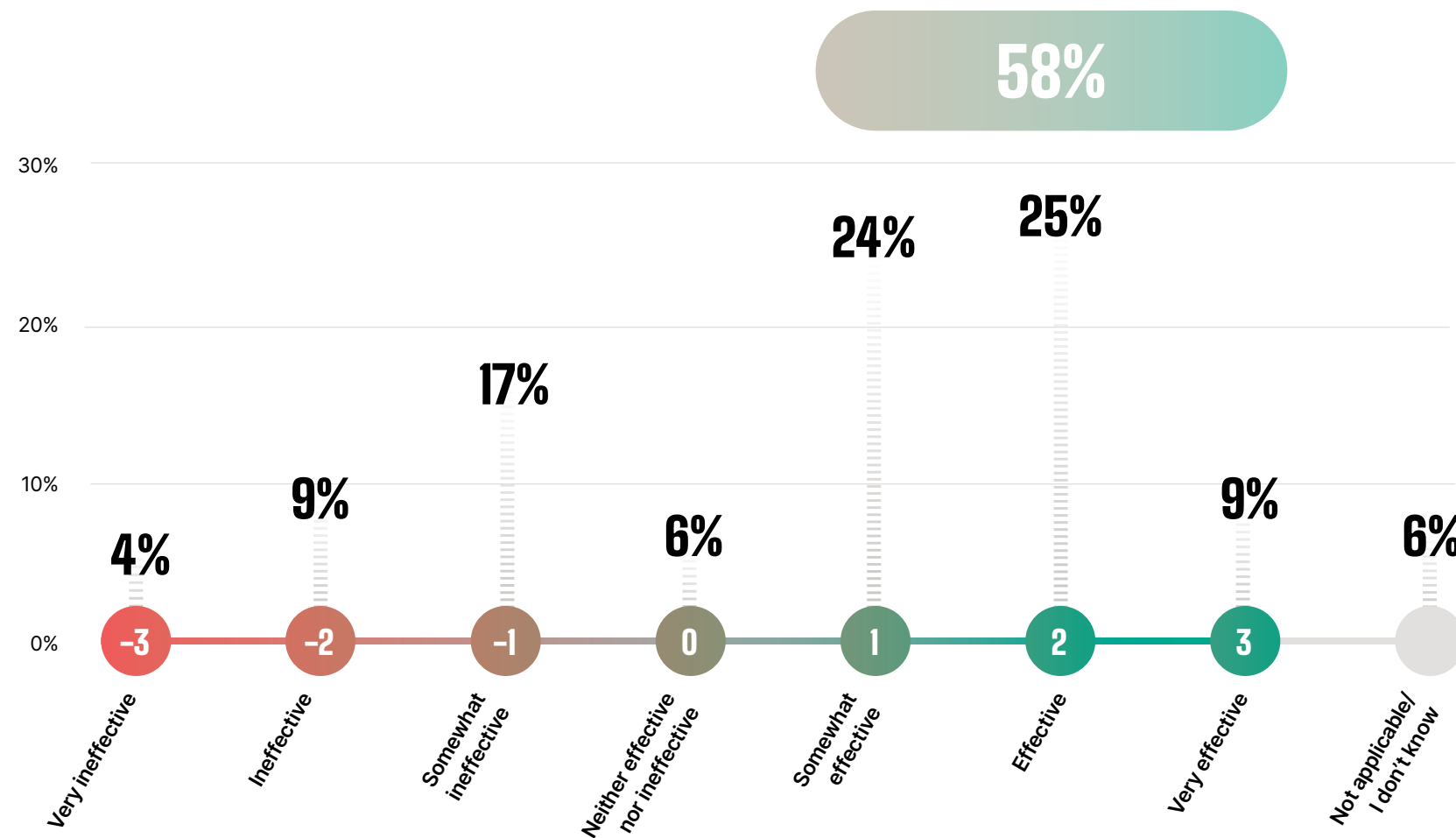




# Suggestions to improve parking experiences in Waipawa's main street area included time limited parking, angled parking and clearer signage.



How effective or ineffective do you feel the parking is in the Waipawa main street area?



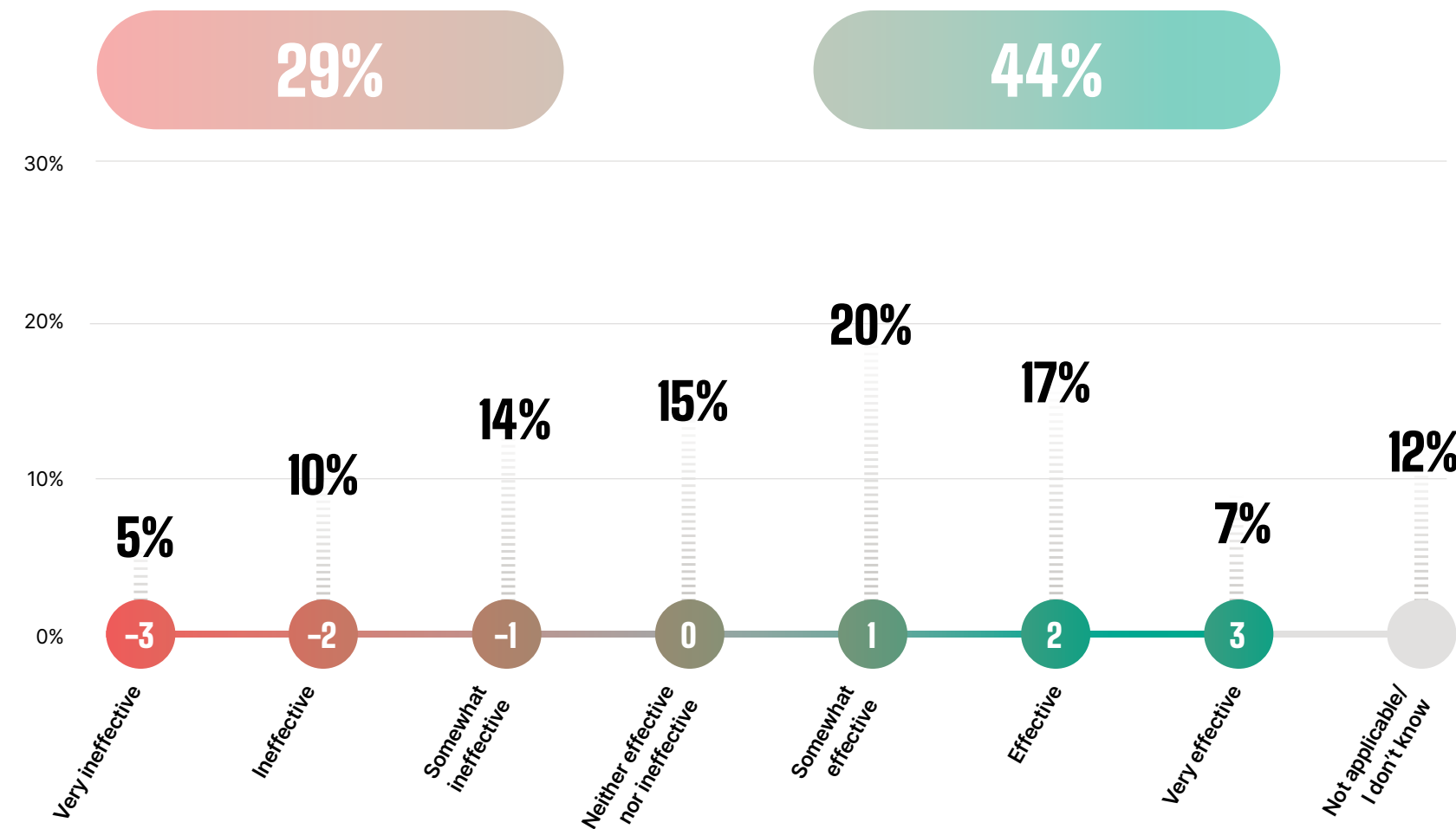
## Open-ended themes:

- People's views on parking was divided with some feeling there was an adequate amount of parking in the main street area, while others felt there were not enough.
- Parallel parking along the main street was seen as an ineffective use of space.
- People thought time limited parking along the main street would increase their chances of finding a convenient car park.
- It was thought angled parking would make people feel more comfortable to park in traffic and would also provide more parking spaces.
- People thought parking areas needed clearer signage, particularly for the rear car park.

# Increasing public art and representation of local history and Māori culture will help to enhance Waipawa's unique character.



How effectively or ineffectively do you feel the cultural features (i.e. art, heritage etc.) are showcased in the Waipawa main street area?



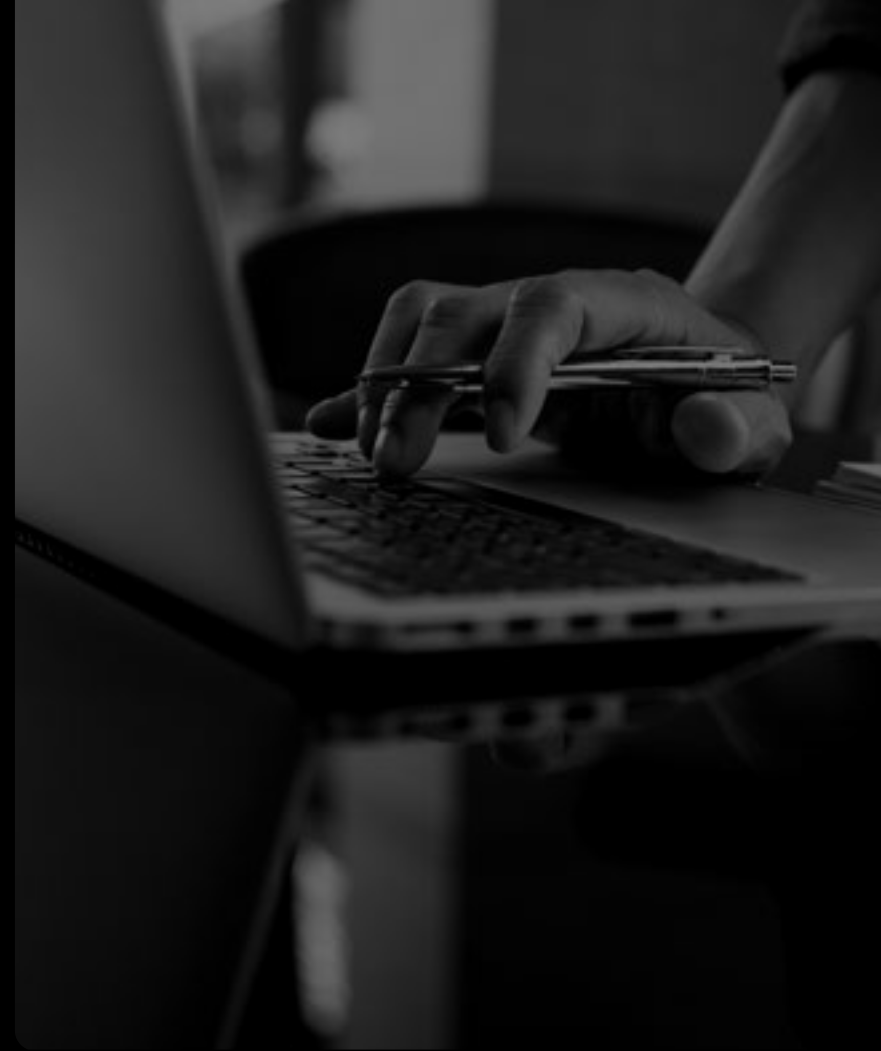
## Open-ended themes:

- People appreciated the Museum and the temporary murals at the Four Square construction site, however, the Museum was not viewed as a draw-card for locals.
- Although people understood Waipawa was multi-cultural, they thought there was a lack of representation of Māori culture.
- It was mentioned that the unique aspects of Waipawa were not always showcased effectively, for example, its history as Aotearoa's oldest inland community.
- It was felt that Increasing art and developing the identity of Waipawa to better represent the community would help to increase the town's vibrancy and showcase the culture of the area.



# FOLKL Vision – Benchmark Behaviour and Speed.

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F O L K L

FOLKL: PROPRIETARY AND CONFIDENTIAL

# Motor vehicle speed. Espresso Loco site.

Motor vehicles travelling south (entering Waipawa) travelled on average 7 km/h faster than motor vehicles travelling north.

Motor vehicles travelling north	4,323
Motor vehicles travelling south	4,546
<b>Total motor vehicles</b>	<b>8,869</b>

## Instances of motor vehicle travelling over the posted 50 km/h speed limit:

KM/H	North Bound	South Bound
100+	0	0
90-99.9	0	0
80-80.9	0	2
70-79.9	2	33
60-69.9	62	574
50-59.9	1,093	2,699



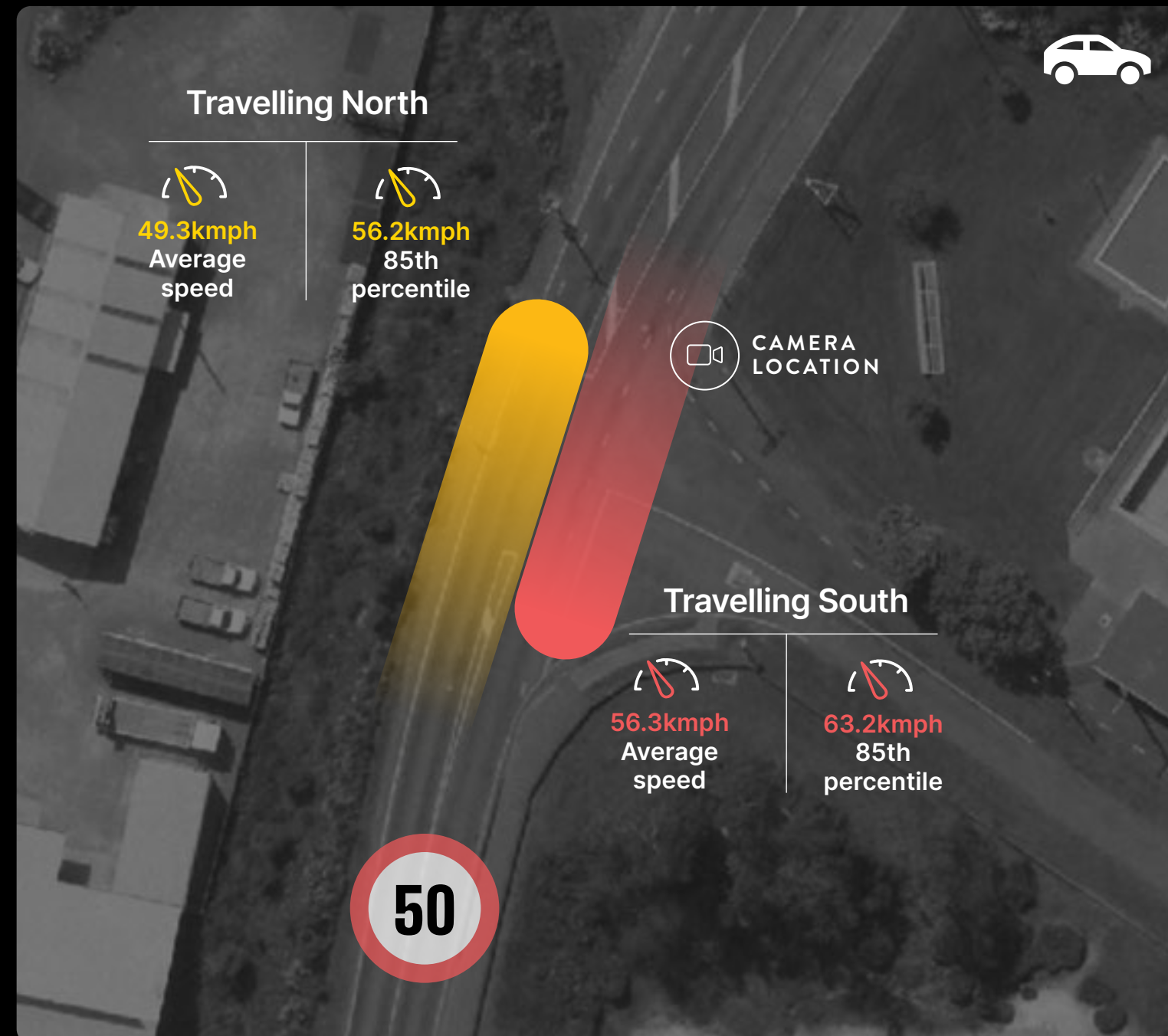
# Motor vehicle speed. Waipawa swimming pool site.

Motor vehicles travelling south (leaving Waipawa) travelled on average 7 km/h faster than motor vehicles travelling north.

Motor vehicles travelling north	4,933
Motor vehicles travelling south	5,109
<b>Total motor vehicles</b>	<b>10,042</b>

## Instances of motor vehicle travelling over the posted 50 km/h speed limit:

KM/H	North Bound	South Bound
100+	0	1
90-99.9	0	0
80-80.9	1	8
70-79.9	23	107
60-69.9	301	1,412
50-59.9	2,019	2,834



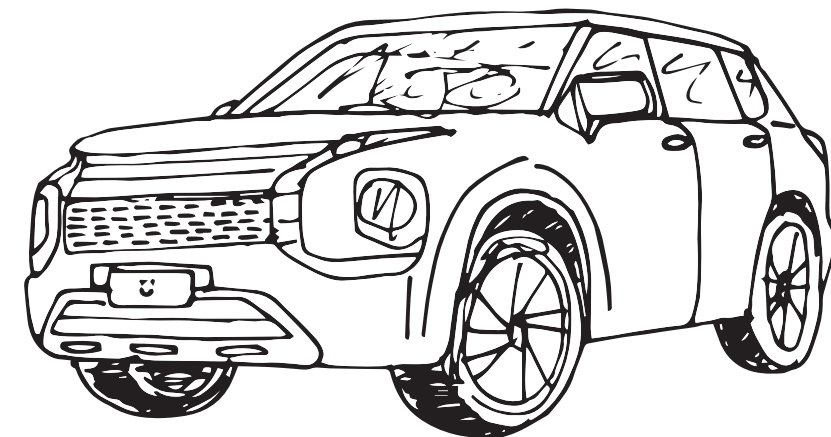
FOLKL: PROPRIETARY AND CONFIDENTIAL

# SH2 and Ruataniwha Street.

This table shows the average daily traffic recorded by classification at this intersection between 6:00am and 8:00pm over the 7 day period.



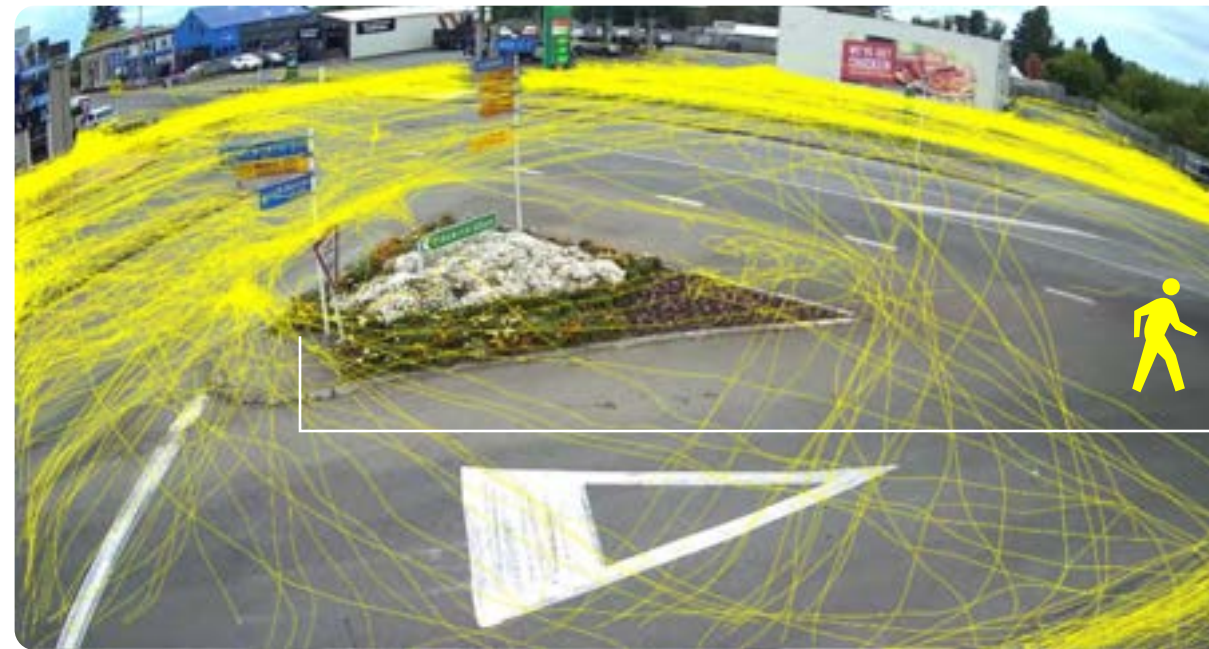
Average Daily Traffic (recorded between 6:00am and 8:00pm)			
Time frame/Classification	Pedestrian	Cyclist	Motor Vehicle
All days (7)	750	102	14,499
Weekdays (5)	810	93	15,517
Weekend days (2)	603	123	11,953



Source: FOLKL Research Filming took place between 03 and 11 November 2022 between 6 am and 8 pm. There were roadworks occurring at this site, with road closures between 7:30am - 4:00pm on Friday 04/11 and 10:00am and 12:00pm on Tuesdays 08/11

# SH2 and Ruataniwha Street. Pedestrian behaviour.

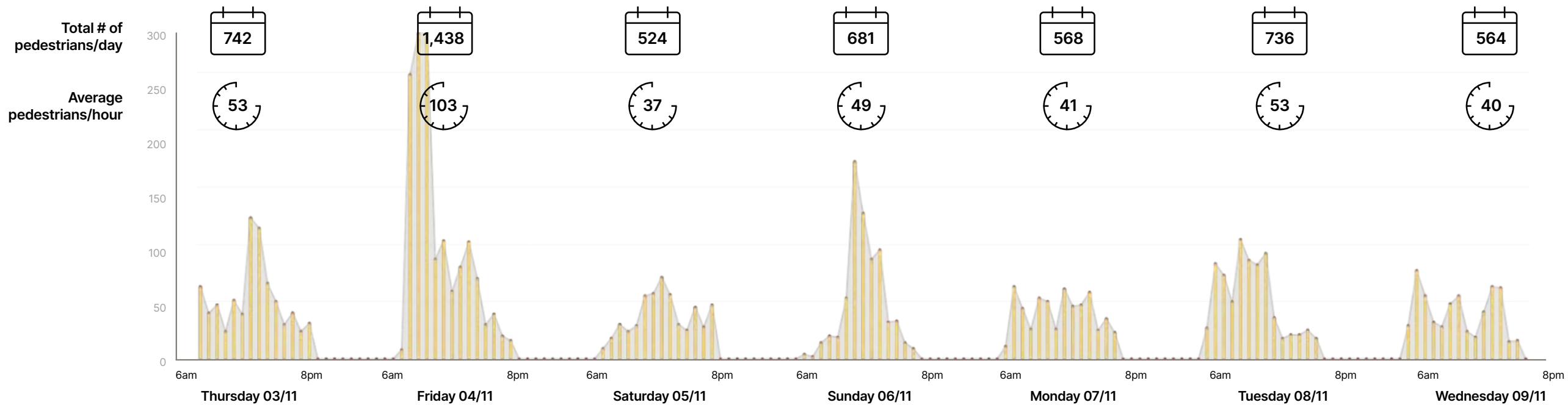
There are examples of pedestrians crossing Ruataniwha Street using the small triangle island section as a guide. Removing the anomaly of Tuesday, pedestrian numbers were relatively consistent, ranging only 30% between the lowest count, Saturday, and highest count, Thursday.



**Trajectories of all pedestrians in area.**

Some of the trajectories in this space are from road workers in the area on Tuesday and Friday.

## Distribution of all pedestrians in area.

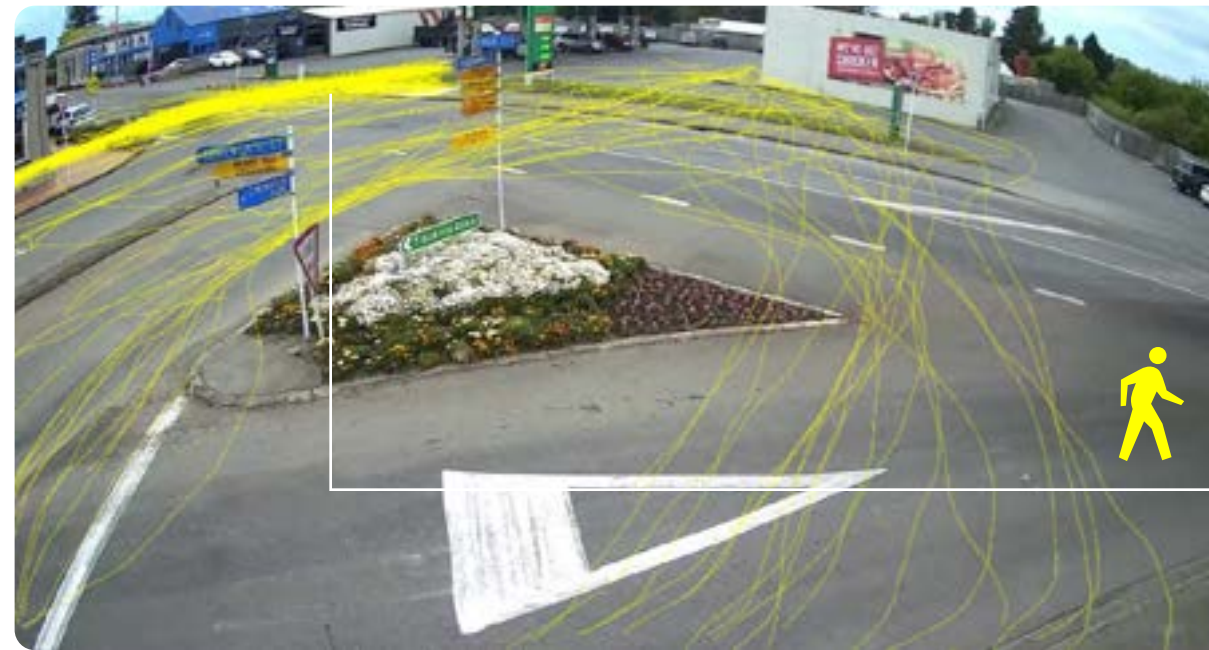


Source: FOLKL Research Filming took place between 03 and 11 November 2022 between 6 am and 8 pm. There were roadworks occurring at this site, with road closures between 7:30am - 4:00pm on Friday 04/11 and 10:00am and 12:00pm on Tuesdays 08/11

# SH2 and Ruataniwha Street. Pedestrian behaviour.

Over the 7 days, there were 167 instances of pedestrians crossing the street in this area, despite the lack of pedestrian friendly infrastructure. The vast majority of these crossings were to access the BP service station.

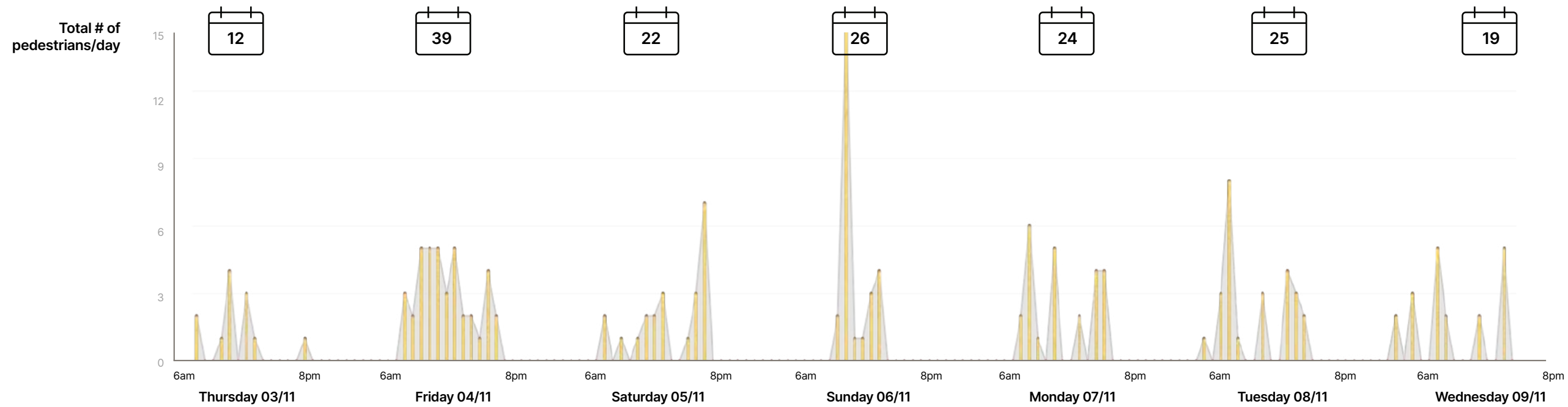
At this site the average daily pedestrians crossing SH2 is **24.**



Trajectories of pedestrians crossing SH2 only.

The majority of pedestrians cross from/to the footpath on Ruataniwha Street.

## Distribution of pedestrians crossing SH2 only.



Source: FOLKL Research Filming took place between 03 and 11 November 2022 between 6 am and 8 pm. There were roadworks occurring at this site, with road closures between 7:30am - 4:00pm on Friday 04/11 and 10:00am and 12:00pm on Tuesdays 08/11



# SH2 and Ruataniwha Street. Cyclist behaviour.

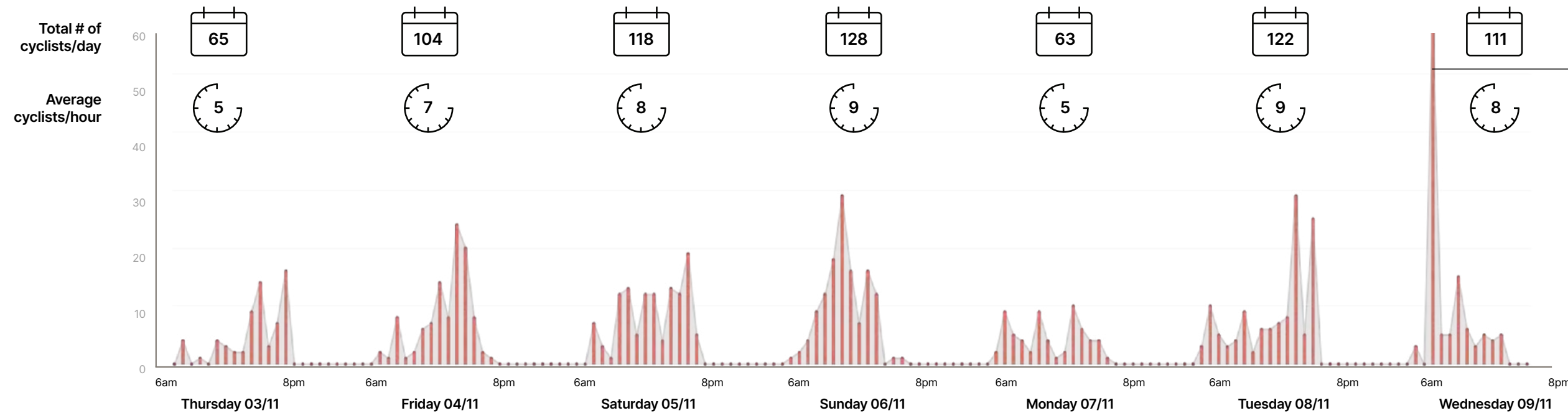
Cyclists numbers were relatively consistent, with 5 of 7 days counting more than 100 cyclists, with a greater number in the afternoon (apart from the outlier of Wednesday which included a cycle race).

Trajectory lines show that the footpath is utilised by cyclists, which may indicate that cyclists don't feel safe on the road.



Trajectories of all cyclists in area.

## Distribution of cyclists crossing SH2 only.



Large spike was due to cycle event turning right from Ruataniwha to SH2.

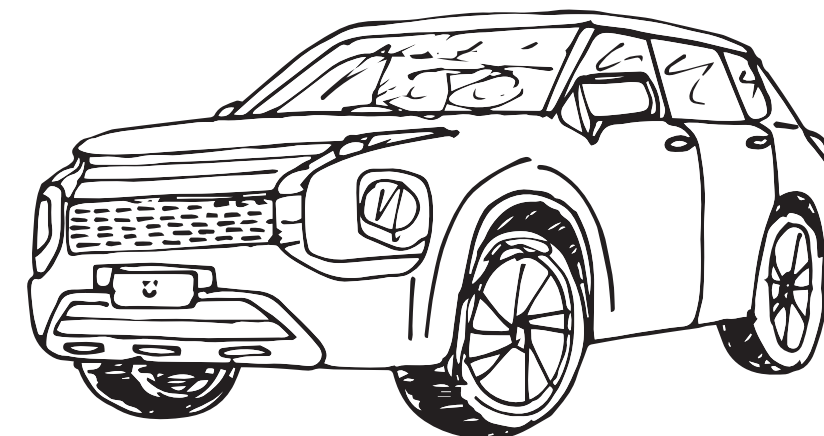
Source: FOLKL Research Filming took place between 26 and 31 October 2022 between 6 am and 8 pm.

# SH2, Victoria Street and Waverley Street.

This table shows the average daily traffic recorded by classification at this intersection between 6:00am and 8:00pm over the 7 day period.

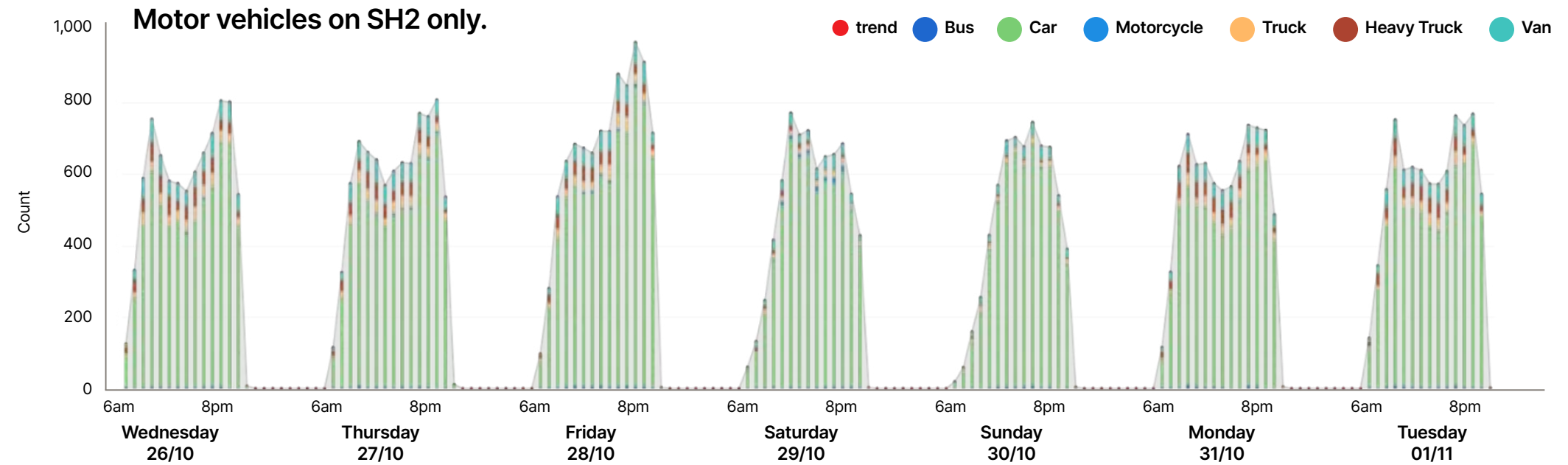


Average Daily Traffic (recorded between 6:00am and 8:00pm)			
Time frame/Classification	Pedestrian	Cyclist	Motor Vehicle
All days (7)	383	54	12,228
Weekdays (5)	463	51	13,336
Weekend days (2)	184	162	9,458



# Victoria Street and SH2. Motor Vehicle Distribution.

The distribution of motor vehicles leaving or arriving Victoria Street shows a distinct AM and PM peak coinciding with school pick up and drop off times when compared to the more steady distribution of motor vehicles using SH2 only.

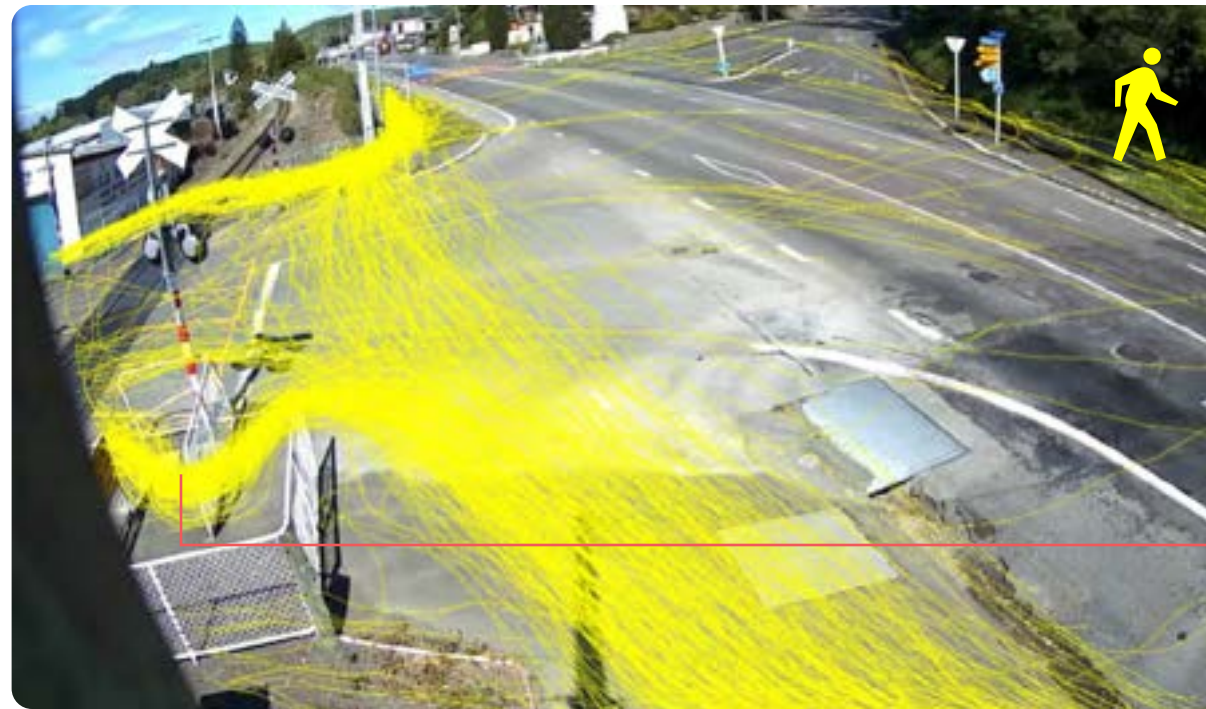


Source: FOLKL Research Filming took place between 26 and 31 October 2022 between 6 am and 8 pm.

# Victoria Street and SH2. Pedestrian Behaviour.

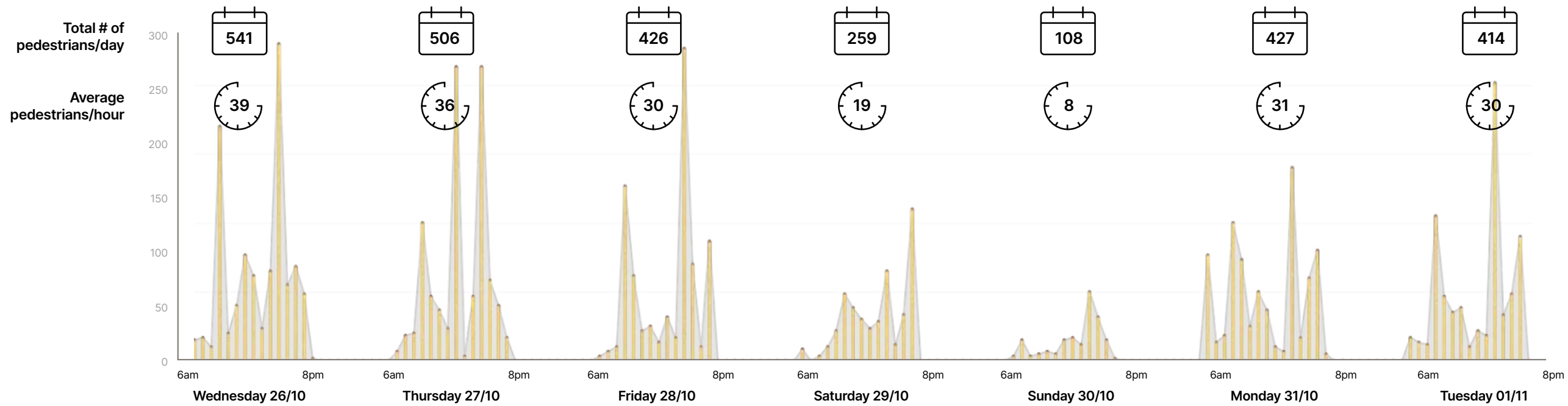
Weekday distribution of pedestrians has an AM peak of 8 - 9 am, and a PM peak between 3 - 4pm, coinciding with the school start and finish times.

Weekend days experience significantly reduced pedestrian numbers. This points to a heavy use of the area by students at Waipawa Primary School.



**78%**

When entering or exiting Victoria Street on the Northern side, 78% of pedestrians utilise the maze.



Source: FOLKL Research Filming took place between 26 and 31 October 2022 between 6 am and 8 pm.

# Victoria Street and SH2. Cyclist Behaviour.

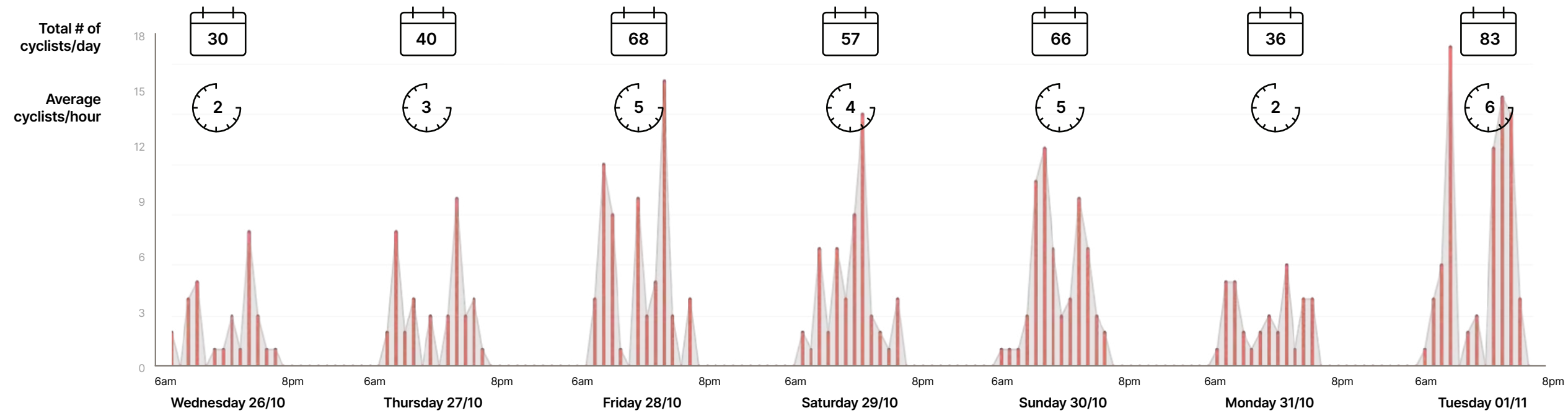
Due to the low base number there isn't a defined AM and PM peak as there was with pedestrians.

Trajectory lines show that the footpath is well utilised by cyclists, especially by those arriving or departing from Victoria Street.



**63%**

When entering or exiting Victoria Street on the Northern side, 63% of cyclists utilise the maze.



Source: FOLKL Research Filming took place between 26 and 31 October 2022 between 6 am and 8 pm.

# Summary

The community appreciates the character of Waipawa's main street and the convenience of a compact shopping area. The main cause for negative experiences in the area is a feeling of a lack of pedestrian priority primarily due to unsafe crossing points and speeding vehicles.

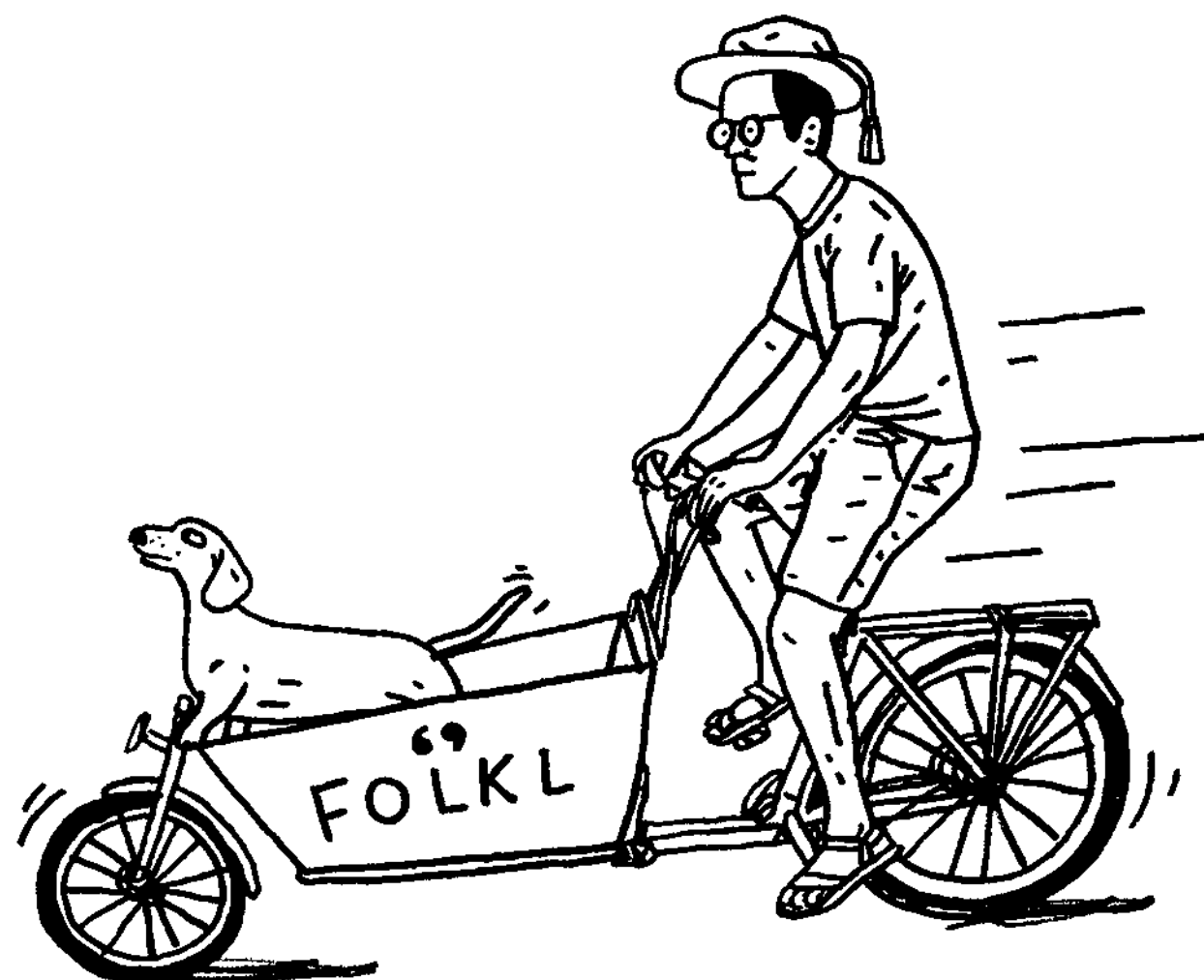
People would like to see traffic calming initiatives in place and safer crossing points. Alongside this people would like to see infrastructure to help revitalise the area and make it feel more people friendly such as lighting, seating and outdoor dining.

Initiatives which help to further develop and showcase Waipawa's identity through art and cultural features are desired and infrastructure to enable accessibility, reduce speeds and increase cyclist and pedestrian safety will be appreciated by the community.

The data gathered by video observation provides a valuable benchmark to compare how behaviour and speeds may change once treatments have been made.



**Ngā mihi**  
Thank you.





# Appendix.



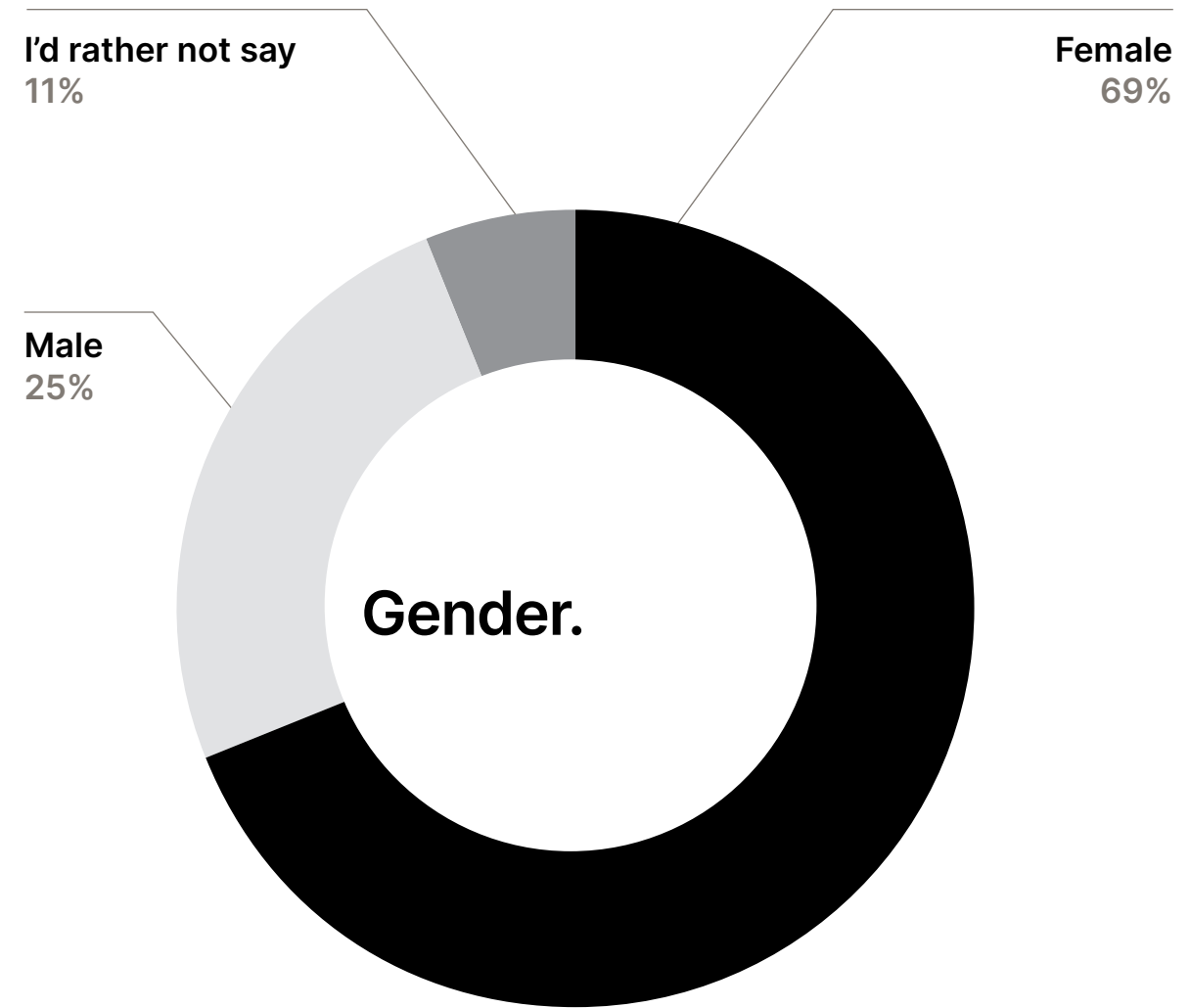
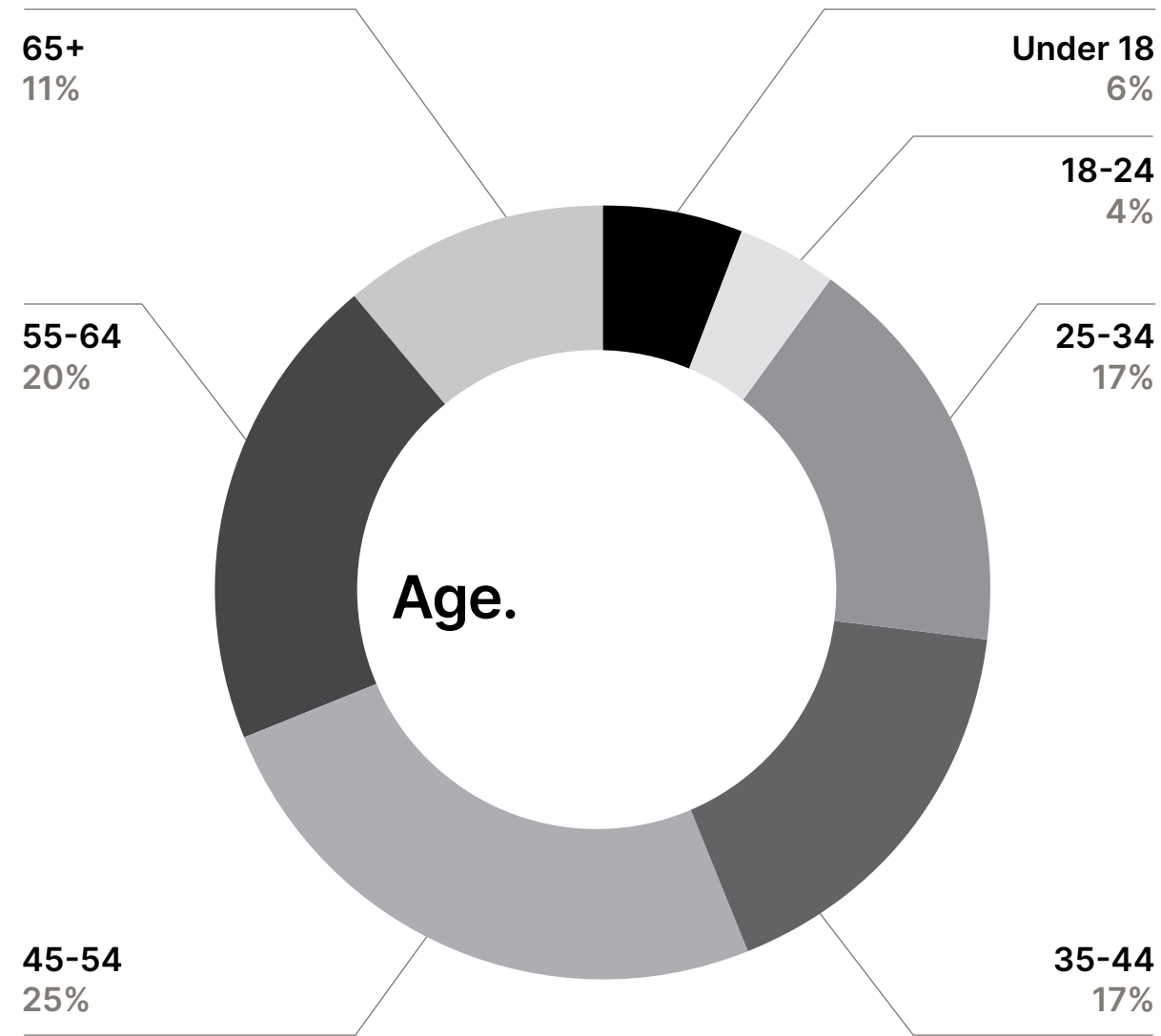
FOLKL



FOLKL: PROPRIETARY AND CONFIDENTIAL



# Participant Demographics.



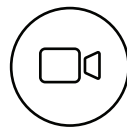
FOLKL: PROPRIETARY AND CONFIDENTIAL

# FOLKL Vision.

FOLKL Vision is a proprietary traffic analysis tool which combines digital processing with manual coding to produce a robust understanding of how people use space. The purpose of FOLKL Vision is to provide an indication of use rather than completely accurate traffic counts.

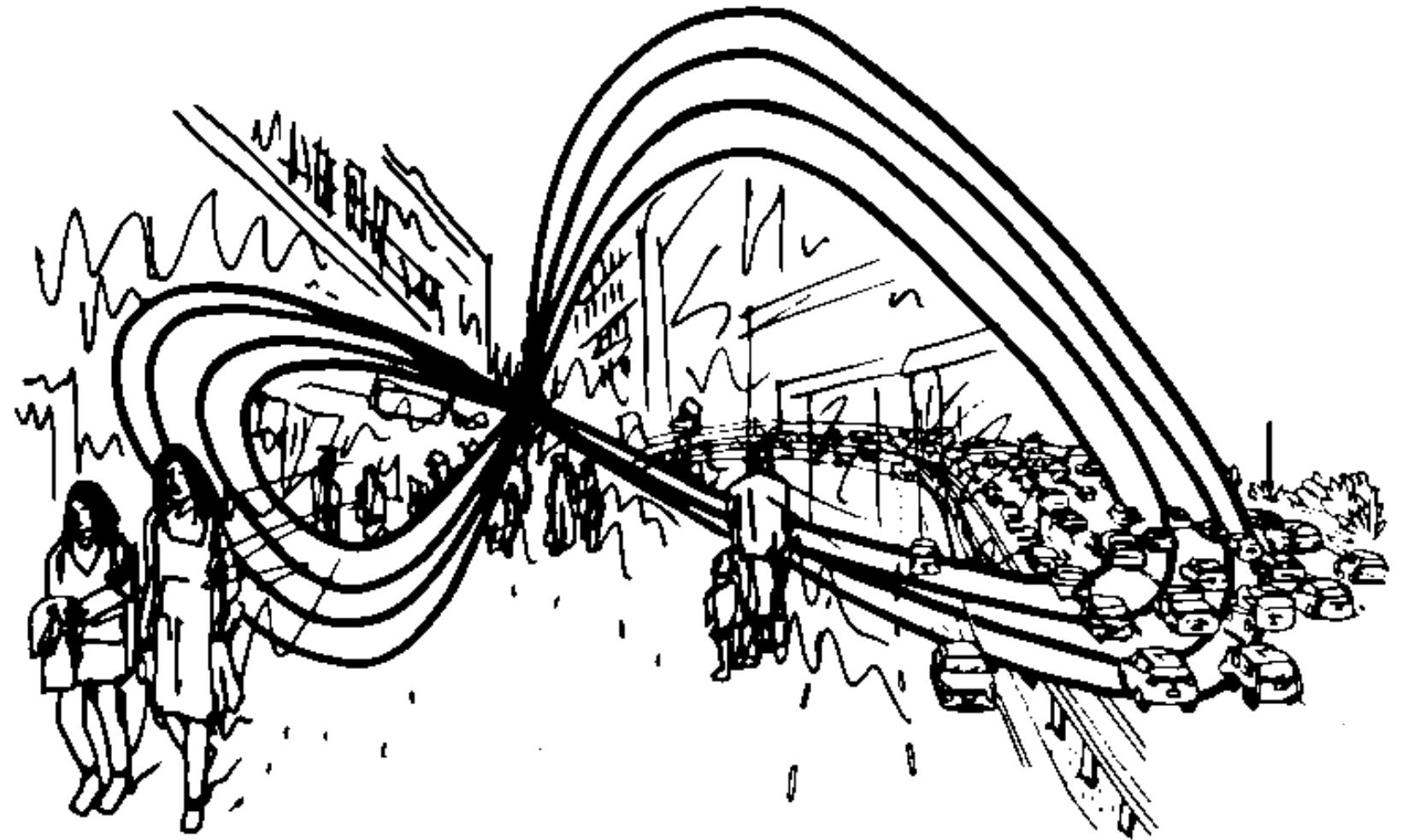
The accuracy of digital processing traffic counts ranges from 95% - 100%. Speed calculation is 90% - 100%, and is dependent on precision distance of measurement. Manual coding is used to inform digital processing strategy and determine margin of error within the sample.

For this project 15 minute windows of video observation footage were selected at random. Each traffic count determined through digital processing were cross-checked with manual counts. This spot check process encompassed each of the 7 days, every intersection or crossing point, and each classification. The result was an accuracy level at the Ruataniwha Street/SH2 site of 98.1%, and at the Victoria Street/SH2 site of 96.1%.



Accuracy level of

**96.1%**



# Speeding motor vehicles by classification.



## Motor vehicles travelling above 60km/h by classification South Site

Classification / Direction	Northbound	Southbound	Proportion of Total Motor Vehicle Traffic
Bus	0.3%	0.7%	0.7%
Car	78.8%	79.3%	80.8%
Truck	8.9%	11.0%	11.8%
Motorcycle	0.3%	0.5%	0.3%
Van	11.7%	8.5%	6.4%



## Motor vehicles travelling above 60km/h by classification North Site

Classification / Direction	Northbound	Southbound	Proportion of Total Motor Vehicle Traffic
Bus	0.0%	0.7%	0.7%
Car	85.9%	79.3%	84.9%
Truck	7.8%	11.0%	7.8%
Motorcycle	0.0%	0.5%	0.4%
Van	6.3%	8.5%	6.2%



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