

25 January 2024

Dave Body

Kia ora Dave,

The information you requested - CAS-829945-W6L4D8

Thank you for the request for information received dated 6 December 2023 regarding the Queen Street Essential Vehicle Area.

The council group team are continuing to work collaboratively to deliver the City Centre Masterplan vision, for the Wai Horotiu Queen Street Valley to be a people-focused place and a low emissions area. The construction work on the street is now complete and project information can be found here: [Progress AKL : Wai Horotiu Queen Street Project](#).

The Essential Vehicle Area (EVA) has been introduced to help direct discretionary traffic away from Queen Street, while still supporting goods and services delivery. We ran a comprehensive education marketing campaign from the end of June 2022 to inform users of the upcoming changes for the EVA and explain that alternative routes are available.

The Parking Compliance team actively monitored the use of the EVA lane. The ongoing monitoring indicated that the number of non-compliant vehicles were significantly higher than first anticipated. As a result, a decision was made to introduce additional signage and increase our marketing efforts to encourage discretionary vehicle users to take alternative routes. We also wanted to ensure that non-compliant users have had the opportunity to receive a warning letter, prior to live infringements being issued.

The education campaign from the end of June 2022, prior to the start of the warning period included the below:

- An educational video (<https://www.youtube.com/watch?v=Zane-BdrONo>). The educational video has a sign language version and can also be viewed at www.at.govt.nz/betterwaydriving, which has been used in all outgoing marketing and communication campaigns.
- QR code on coffee cup lids at 12 local coffee places in the city centre
- 40 static and digital street furniture panels were installed in the area around the EVA lane.
- Flyers were produced and distributed around the city centre, including to event venues and Heart of the City
- Variable Messaging Signs (VMS) placed on the SH16 alerted motorists to the change. Google Maps are providing alternative routes to drivers on their mapping tools.

A second phase of the marketing campaign ran from 27 July 2022 with radio advertising, Timesaver Traffic messaging and targeted social media.

Additional signage and marketing, was put in place from 13 August 2022 and included:

- A large advance direction sign was installed on Queen Street on the northbound approach to Mayoral Drive. This will direct traffic to appropriate routes using Mayoral Drive.
- Half page ad ran in the NZ Herald

On 6 September 2022, a mobile variable message sign (VMS, electronic sign) was placed at either approach to the EVA. It was left in place until 7 October 2022.

The EVA enforcement started on 5 July 2022, with a planned warning period of 6 weeks (no live infringements were issued during this warning period to first time offending vehicles in this lane), that only finished on 19 March 2023. During this period a vehicle that travelled incorrectly in this lane for the first time received a warning. However, if the same vehicle travelled through this lane again for a second, third etc time, it received a live infringement.

Live enforcement (issuing of live infringements) commenced on 20 March 2023. After this date no more warning notices were issued for an offence committed in the EVA lane.

It is unreasonable to expect AT to reach every single person across the entire Auckland region (to include irregular users of these lanes).

For the period 5 July 2022 to 5 March 2023, 102 966 warnings were issued.

For the period 5 July 2022-30 November 2023 80 890 live infringements have been issued.

The fee value attached to the offence Unauthorised use of Special Vehicle Lane is \$150.

Please find attached reports attached (Appendices A-C) to the signage installed for this restriction. The signage and markings in place meet all the legal requirements.

Should you believe that we have not dealt with your request appropriately, you are able to make a complaint to the Office of the Ombudsman in accordance with section 27(3) of the LGOIMA Act and seek an investigation and review regarding this matter.

Yours sincerely



John Strawbridge
Group Manager, Parking Services & Compliance