

Speed Management: Practicality vs Perception

*Presented by Charlotte French
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My Background

- Speed Management assessments and implementation
- Urban and rural settings.
- Local and national road networks in areas including:

Auckland (AT)

Canterbury (NZTA)

Otago/Southland (NZTA)

Marlborough (NZTA)

Wellington CBD (WCC)

Dunedin (DCC)

**Is 100kmh too fast? Landmark report wants
70kmh open road speed limit**

**Auckland speed limit cut to cost ratepayers
\$24m**

Nick Truebridge · 13:31, Feb 27 2019

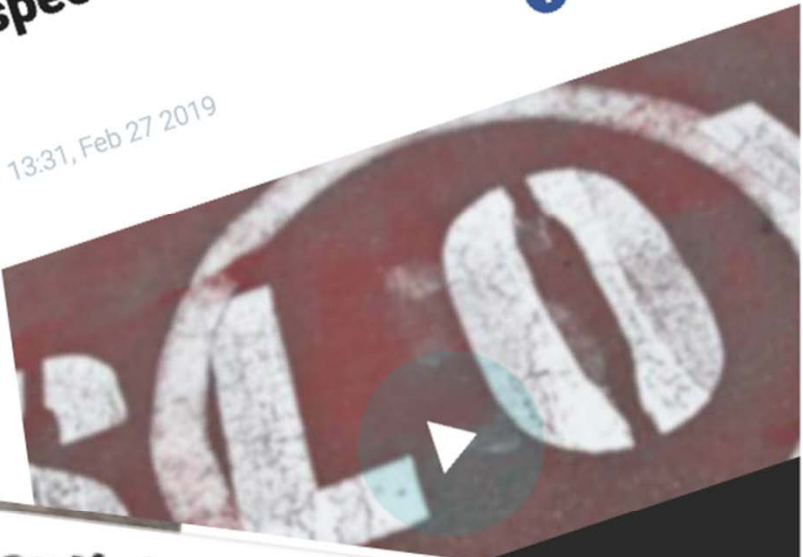
**NZTA moot 80kmh speed limit from Nelson to
Blenheim**

Tim Newman · 16:09, Oct 11 2019

**Potential speed limit drop will cast
further adrift, says mayor**

**... road out of town: speed review set
to cut limits on Wellington's main highways**

VIRGINIA FALLON AND JOEL MAXWELL · 19:26, Mar 02 2018



15 fatal
in 2020 due to speed



Source: NZTA CAS March 2020



Practicality

Perception

Law Road (Dunedin) – 60km/h

**High risk + Self Explaining
= Easy Win**



Auckland CBD



State Highway 1 (Canterbury)

**High risk + High Volume
+ Non Self Explaining = ???**



PRACTICALITY

The Problem – Kiwi’s mentality to “go fast”

“We must plan with the people, not just for the people”



PERCEPTION

**If the story the road is telling is
perceived to be inconsistent**

It will not be believed





100

State Highway 7 (Canterbury)



State Highway 7 (Canterbury)



State Highway 7 (Canterbury)

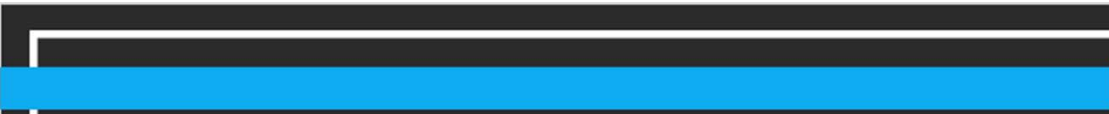


State Highway 7 (Canterbury)



?

State Highway 7 (Canterbury)



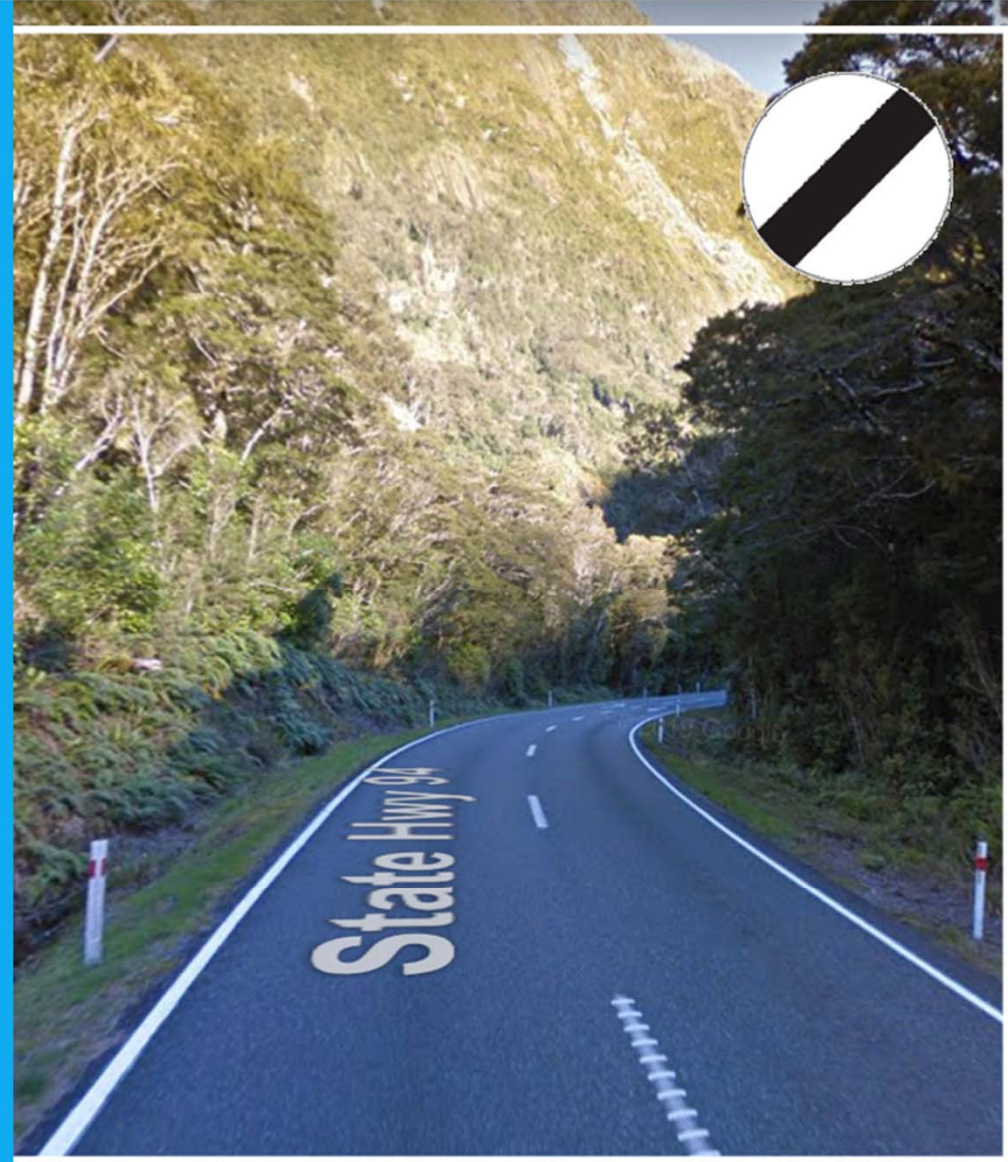
The **design** of the road is what demands the drivers to **react**.



High Risk = Low speed



Low Risk = High speed





Temporary Traffic Management



Temporary Traffic Management

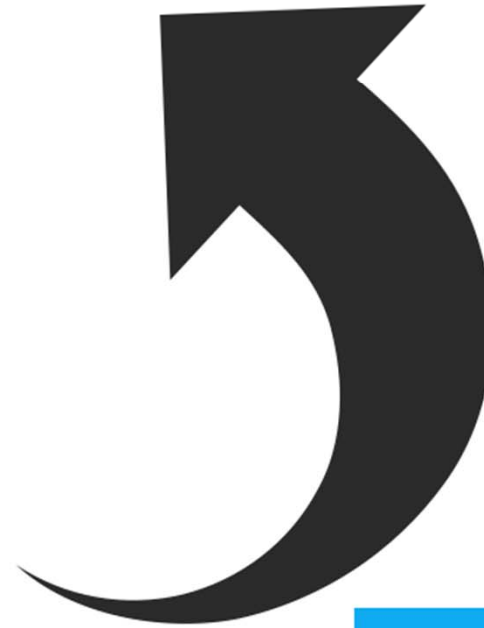


Practicality

Perception



Practicality



Perception

Where to now?

- More than just putting up signs – not an afterthought
- Consider all users and maintain this consistency nationwide
- Start thinking bigger and tell the correct story

Thank you for listening

Any questions?

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