

## **Implementation: proposed strategies**

### **Goal: reducing traffic volume/congestion/car journeys to school**

- Enhancing public transport: review of current services and fares; providing a single and shared bus terminal; circular bus route for local primary children.
- Improving parking areas: developing a drop-off and pick-up scheme and a traffic flow system; adding signage as a school zone (student art work).
- Implementing safe crossings: two kea crossings; redesign some existing crossings and provide extra supervision.
- Promote car pooling scheme.
- Develop a 'Share the Road' resource aimed at drivers for the safety of cyclists.
- Promote the provision of existing cycle paths, the proposed cycle network for the area and cycle education programmes.
- Promote new train services to families in relevant areas (Catholic colleges) and ensure the new Tracks for Trains resource is implemented in schools.

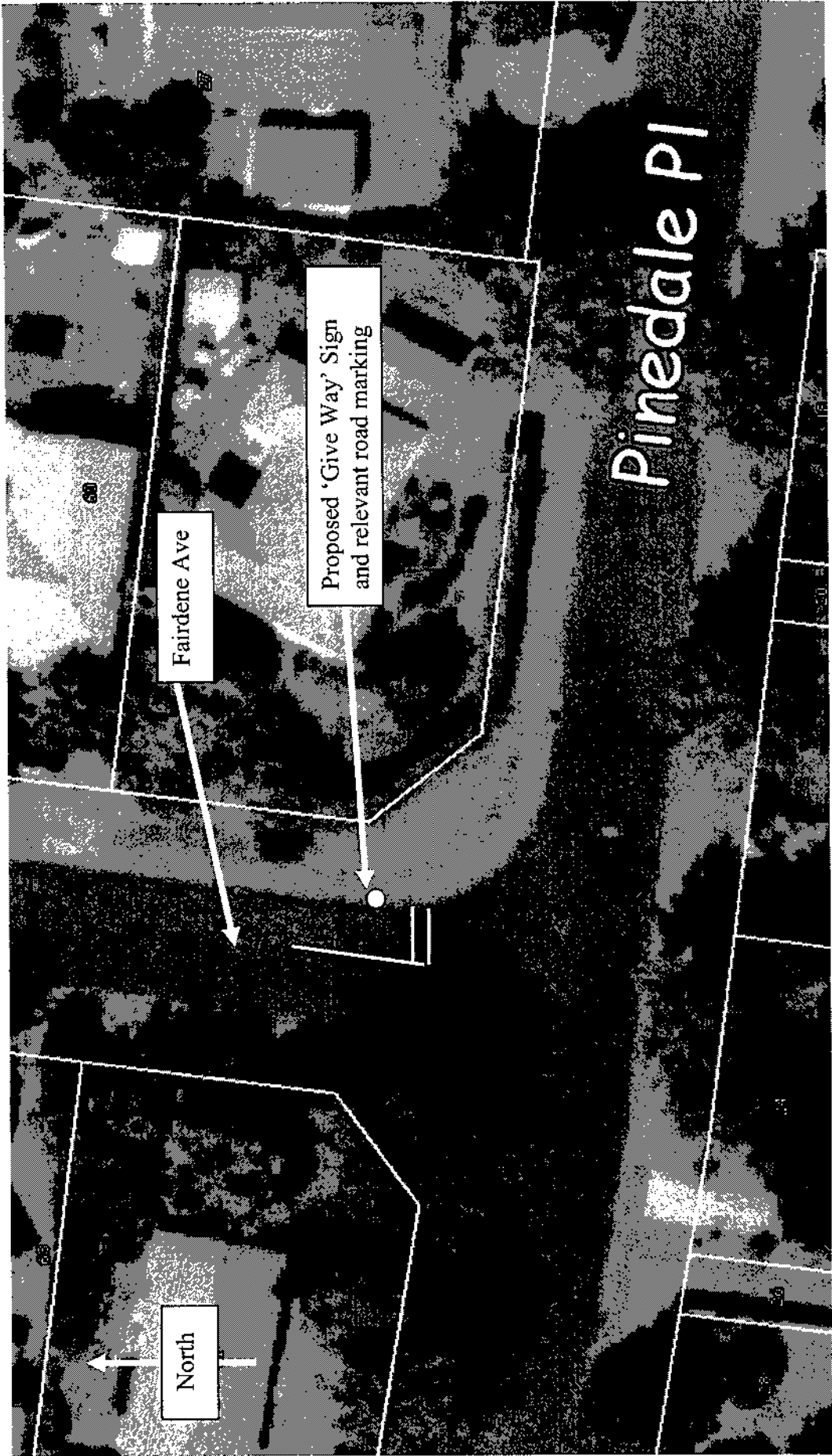
### **Goal: creating safe routes**

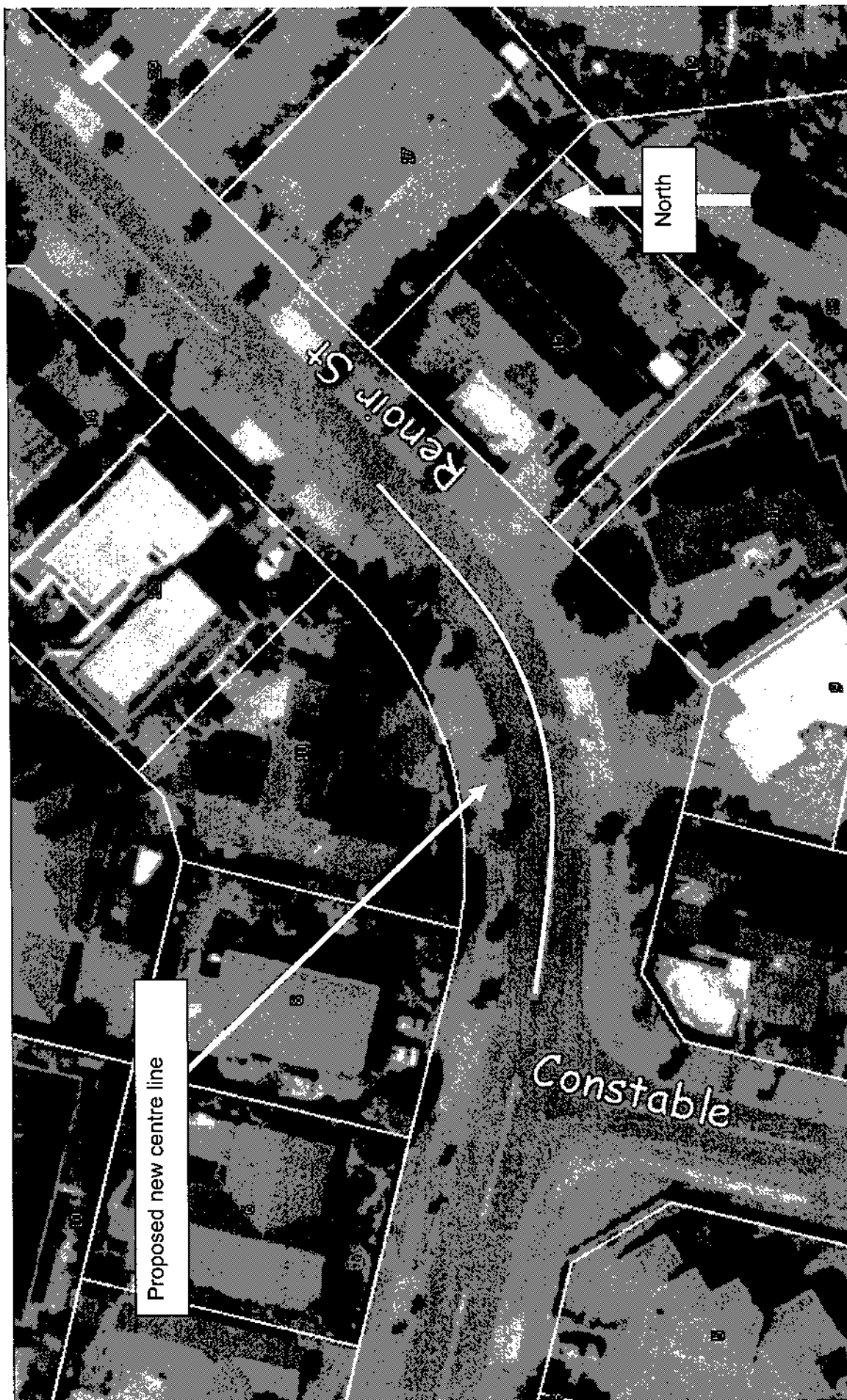
- Promotion of off-road walking routes including revitalization of existing walkways; student competition on designing safe walking routes to school; undertaking regular walking audits; improve perception of personal safety and security in these areas.
- Increase Walking School Bus routes and ensure their sustainability.
- Undertake a shared project with Safe Waitakere on the prevention of injuries at driveway entrances and in driveways.
- Undertake a speed reduction campaign for Pomaria Road.

### **Outcomes.**

- Increase bus travel. (ARTA subsidised route starting 2006)
- Reduction of car congestion in area (Norval, Fairdene, Edward Avenues).
- Increase number of students walking to and from school using new crossings and new WSB routes.
- Reduction of pedestrian and cycle injuries in the area.
- Reduction of car trips to school.
- Uptake of car pooling practices.
- Increase number of cyclists with the introduction of new cycle facilities and routes.
- Reduction of car speed in the area.







## MASSEY SOCIAL COHESION SURVEY ANALYSIS

### *About the Massey and Ranui Social Cohesion Surveys*

In 2001 there were 10,587 people (3201 households) living in what's commonly referred to as Massey West – that is the area bounded by the motorway and Don Buck Road, up to the Westgate Town Centre. The Massey Social Cohesion Survey was a phone survey undertaken for Council by Centre for Social and Health Outcomes Research and Evaluation (SHORE) from Sept-Nov 2004. Phone interviews were completed with 443 residents aged 16 years plus from randomly generated landline phone numbers. Interviews generally lasted for 15 minutes. No face to face interviews were undertaken at this time<sup>1</sup>.

A similar survey was also undertaken in Ranui at the same time. This Ranui work followed up on baseline data gathered in 2001 for the Ranui Action Project. The 2004 Ranui Survey however included both households with a landline phone and households without a landline phone. Respondents in the latter group were identified by door knocking, with recruiters passing over households known to have landlines. Recruiters carried cellphones and the selected respondents in the households without landline phones were interviewed by cellphone. This strategy enabled all survey respondents to be interviewed by the SHORE Computer Assisted Telephone Interview (CATI) system.

Comparative Massey/Ranui results are noted in the Report, and if known<sup>2</sup>, statistically significant changes in Ranui between 2001 and 2004 are indicated. Unfortunately, there is no analysed national dataset on which to make more broader comparisons. With this in mind, it should also be noted that while both Ranui and Massey are both lower-middle socio economic communities, both have quite a different urban form, geography and levels of local community facilities, networks and support structures.

### EXECUTIVE SUMMARY OF FINDINGS

- A wide range of community or neighbourhood meeting spaces were identified. Schools were the most commonly named place, followed by the Massey Leisure Centre and Massey Community House, shops, churches and sports/social clubs.
- Only 1/3 of Massey West residents could name a Massey event held in the last year and around 70% of respondents had not attended any local events in the last six months.
- Perceptions of community were strong, with 85% of people strongly agreeing/agreeing that Massey is a good place to bring up children and a good location to buy a home.
- Perceptions of crime and safety in Massey were generally the same or slightly higher than those in Ranui.
- In Massey West, those groups with the strongest sense of community were Pacific people, younger people and those households with children under 16. Those groups with the weakest sense of community were those aged 65+, European/Pakeha and households without children under 16.
- Perceptions of social cohesion appeared similar between Massey and Ranui. In Massey around 84% of respondents felt that if there was a problem with neighbours they could deal with it and ¾ of people said they trusted their neighbours. However, only half of respondents considered Massey a close knit community. Around ¾ of people felt that people they didn't know would greet them and 61% felt that people of different backgrounds did talk to each other.
- Those groups with the strongest sense of social cohesion were those working part time, those aged 16-19 and Pacific peoples. Those groups with the lowest

<sup>1</sup> From the 2001 Census it appears that somewhere between 4-11% of households in the area do not have access to a phone.

<sup>2</sup> Data and observations are taken from Centre for Social and Health Outcomes Research and Evaluation (SHORE); "A Report on the Findings of the Ranui Social Cohesion Surveys 2001 and 2004".

sense of social cohesion were those not working, those aged 65+, Pakeha and Asian ethnic groups, renters and those who have lived in Massey for 2 years or less.

- Around 60% of respondents felt they could have no impact or only a small impact on making their neighbourhood/community a better place to live. Similar to the social cohesion results above, those who felt they had the least influence tended to be much older, Pakeha, living in rental accommodation or had lived in Massey for 2 years or less.
- In terms of sense of belonging, around ¾ of respondents felt like they belonged in Massey, that friendships in Massey meant a lot to them and that if they needed advice they could go to someone in Massey. Those with the strongest sense of belonging were likely to be those working part time, aged 40-64 years, of Pacific ethnicity, female, a home owner, have lived in Massey for ten years or more, and be a household with children under 16. Those who had the weakest sense of belonging were those in full time employment, aged 65+ years, Pakeha, male, boarding with others, have lived in Massey for 2 years or less and have no children under 16 in their house.
- Just over half of respondents agreed/strongly agreed that young people were valued in Massey. Forty percent felt that there was not much going on for young people in Massey, however compared to other groups, students and those aged 16-19 felt strongly that there were things for young people to do in Massey. The opposing view was had for those aged 20-24 years however.
- Around 20% of survey respondents said they visited neighbours in their home often/all the time. Those who visited neighbours homes all the time were aged 16-19 years. Visiting rates were also generally higher for those working part time, those with children under 16 in their household, those aged 30-39 or living in Massey for a longer time. Phone contact rates were higher, with 37% of respondents using the phone all the time/often to keep in touch with Massey locals. Frequent phone users tended to be younger, female, Maori, households with children, those living at home with their parents or living in Massey for more than ten years.
- Generally speaking, there was less optimism about the future in Massey than in Ranui. Just under half of respondents felt that Massey would be a better place to live in a year's time. Those who felt they were less able to have an impact on their local neighbourhood or community tended to be not working, aged 25-29 or 65+, Pakeha, female, in rental accommodation or have lived in Massey for two years or less.
- Hobby or recreational skills were the most common new skills acquired locally in Massey over the past 12 months.
- Similar to Ranui, just over ¾ of Massey West respondents said they belonged to a group or organisation. Group membership was highest for sports clubs, followed by churches, with attendance at both generally weekly.
- Around 90% of residents agreed/strongly agreed that Massey was a good place to live. Those with the strongest agreement tended to be working part time, aged 20-29, Pacific or "other" ethnic origin, female or have lived in Massey for more than 10 years. However, the vast majority felt that outsiders would not share their views, with only 32% thinking that non-Massey residents would think Massey was a good place to live.