

## **SAFE WAITAKERE - PROJECT BRIEFS**

### **Community Action on Youth and Drugs- CAYAD**

CAYAD activity is focused on the prevention of drug related harm.

The goal of CAYAD is to improve the health and wellbeing of the population by minimising harm caused by illicit and other drug use, to both individuals and the community, and increasing community ownership and capacity to address these health issues.

CAYAD Objectives:

- To work in partnership with a range of community stakeholders and agencies to promote effective policies and practices to reduce harm associated with the use of illicit and other drugs by youth
- To increase informed community discussion and debate about issues related to youth drug use, and increase community capacity to positively address these issues.
- To promote positive family/whanau responses to substances that threatens the well being of youth, their families and communities
- To reduce supply of drugs to young people
- To develop local capacity in areas such as education, employment and recreation to support young people and provide them with better life opportunities

### **Safe Waitakere Alcohol Project- SWAP**

The purpose of SWAP is to support and promote Council's Strategic objectives and those expressed in the Safe Waitakere Alcohol Project contract with the Ministry of Health, to achieve:

- Strong community leadership on alcohol-related issues.
- Advocacy and partnership management on behalf of Council and the residents of the City.
- Development and facilitation of an Advisory Group and participation of relevant government organisations and community groups in alcohol issues.
- To manage a specific portfolio of projects which significantly advance objectives in relation to reducing the level and likelihood of alcohol related harm amongst the residents of Waitakere City (based on the contractual outputs) and, where appropriate, the Auckland region (when regional activity is the most effective way to make an impact for Waitakere City).

### **Safe Waitakere Injury Prevention Project- SWIP**

The goal of SWIP is to reduce the incidence and severity of injury in Waitakere City.

SWIP Objective:

- To realise the vision of a Safe injury free Waitakere, by encouraging a positive safety culture and creating a safe environment.

This will be achieved by facilitating, encouraging and promoting activities that are consistent with the objectives and actions set out in the New Zealand Injury Prevention Strategy (June 2003), namely:

**A1**

- Raise awareness and commitment to injury prevention.
- Strengthen injury prevention capacity and capability.
- Design and develop safe environments, systems and products.
- Maintain and enhance the legislative and policy framework supporting injury prevention.
- Integrate injury prevention activity through collaboration and co-ordination.
- Advance injury prevention knowledge and information.
- Develop and implement effective injury prevention interventions.
- Ensure appropriate resource levels for injury prevention.
- Develop, implement and monitor national injury prevention strategies for priority areas.
- Foster leadership in injury prevention.

### **Crime Prevention Project**

This project is a partnership with key government and community agencies that have a focus on crime prevention and community safety. Crime issues are identified and prioritised and appropriate strategies and activities implemented. There is a strong focus on 'situational' crime prevention – including CPTED (crime prevention through environmental design).

Crime Prevention Objectives:

- Implement and review a Crime Prevention Strategy for Waitakere City together with key Government and community partners and stakeholders (Current strategy due for renewal 2007).
- Coordinate Crime Prevention Reference Group and convene Council/Police City Safety Liaison Group.
- Provide quality advice and specialist expertise to Council.
- Represent Council on local, district and regional planning groups.
- Coordinate implementation of Car Safe Project (vehicle crime reduction project).
- Coordinate implementation of Project Respect (alcohol related violence project).
- Coordinate Street Safe Glen Eden CPTED review utilising CPU/MOJ contestable funding.
- Review current Council/Police Memorandum of Understanding.

### **Family Violence**

The family violence project is funded entirely by council and is the newest role within the Safe Waitakere Team. The position was created in August 2006 for an initial 2 year term.

The purpose of this role is to work across the Waitakere community to support and promote the prevention of family violence in the city.

Key focus areas:

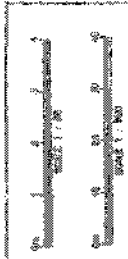
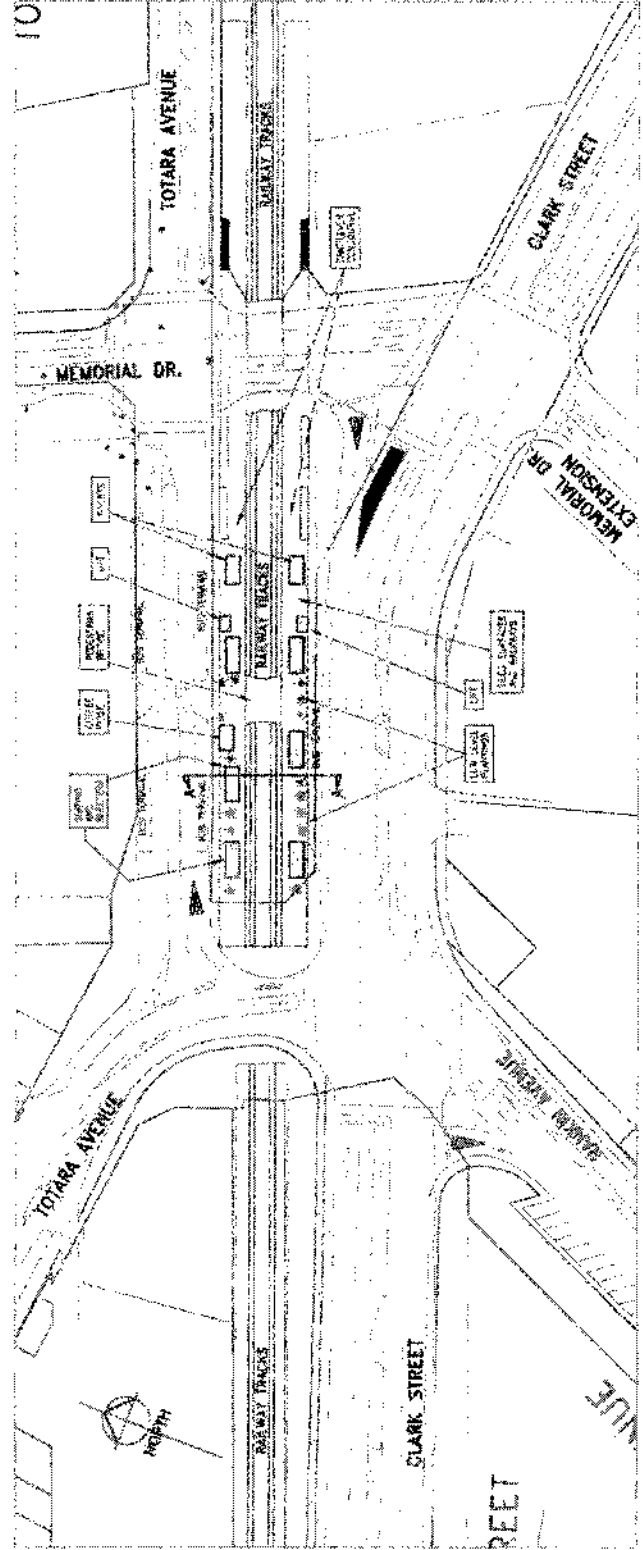
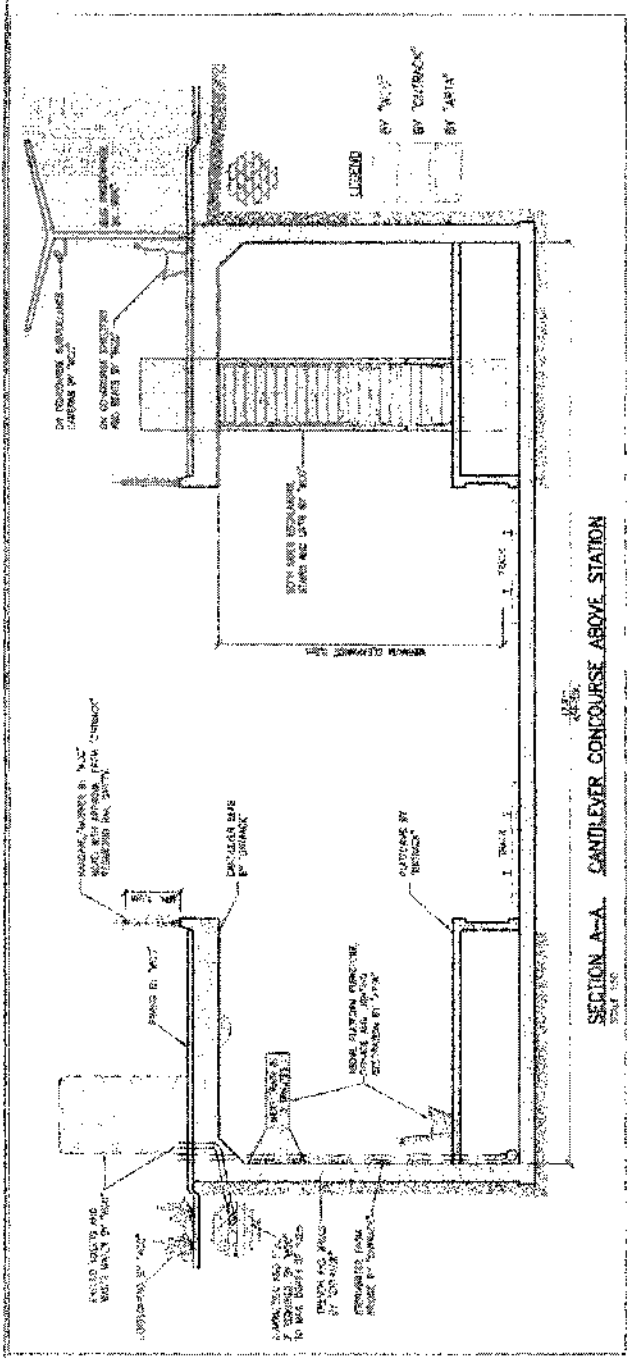
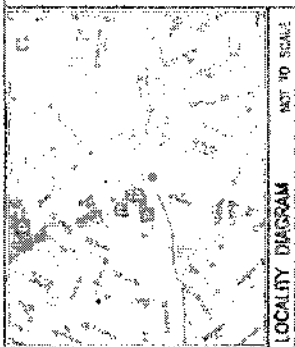
- Network closely with all relevant individuals, groups and agencies involved with family violence prevention in Waitakere, to support and enhance their work in family violence prevention wherever possible.
- Act as a conduit between Council and those agencies, and advocate within council for family violence related issues as appropriate.
- Support family violence prevention processes aimed at supporting families "at risk" of family violence.

**A2**

- Develop strong relationships with existing partners and develop new partnerships where relevant with regards to family violence prevention.
- Promote and disseminate good practise in relation to family violence prevention.
- Leverage City Council resources to support and secure central Government funding for community initiatives aimed at reducing the incidence of family violence in Waitakere.
- Ensure Maori and Pacific family violence prevention needs are addressed.
- Identify, promote & develop priority activity required to progress family violence prevention within Waitakere.

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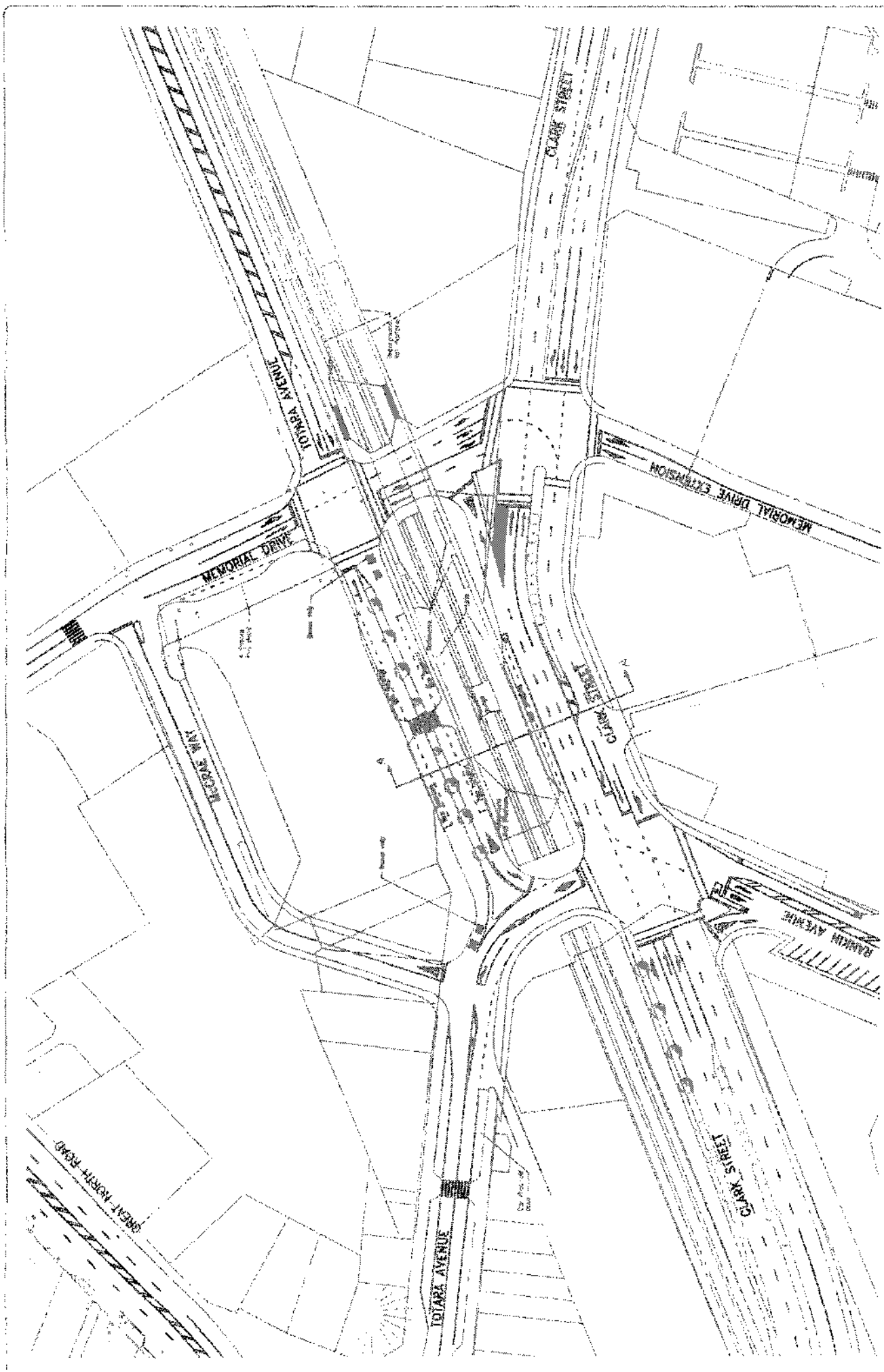
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WAIKARE CITY COUNCIL  
NEW LYNN INTEGRATED TRANSPORT CENTRE  
STATION CONCOURS CONCEPT  
PLAN AND TYPICAL SECTION

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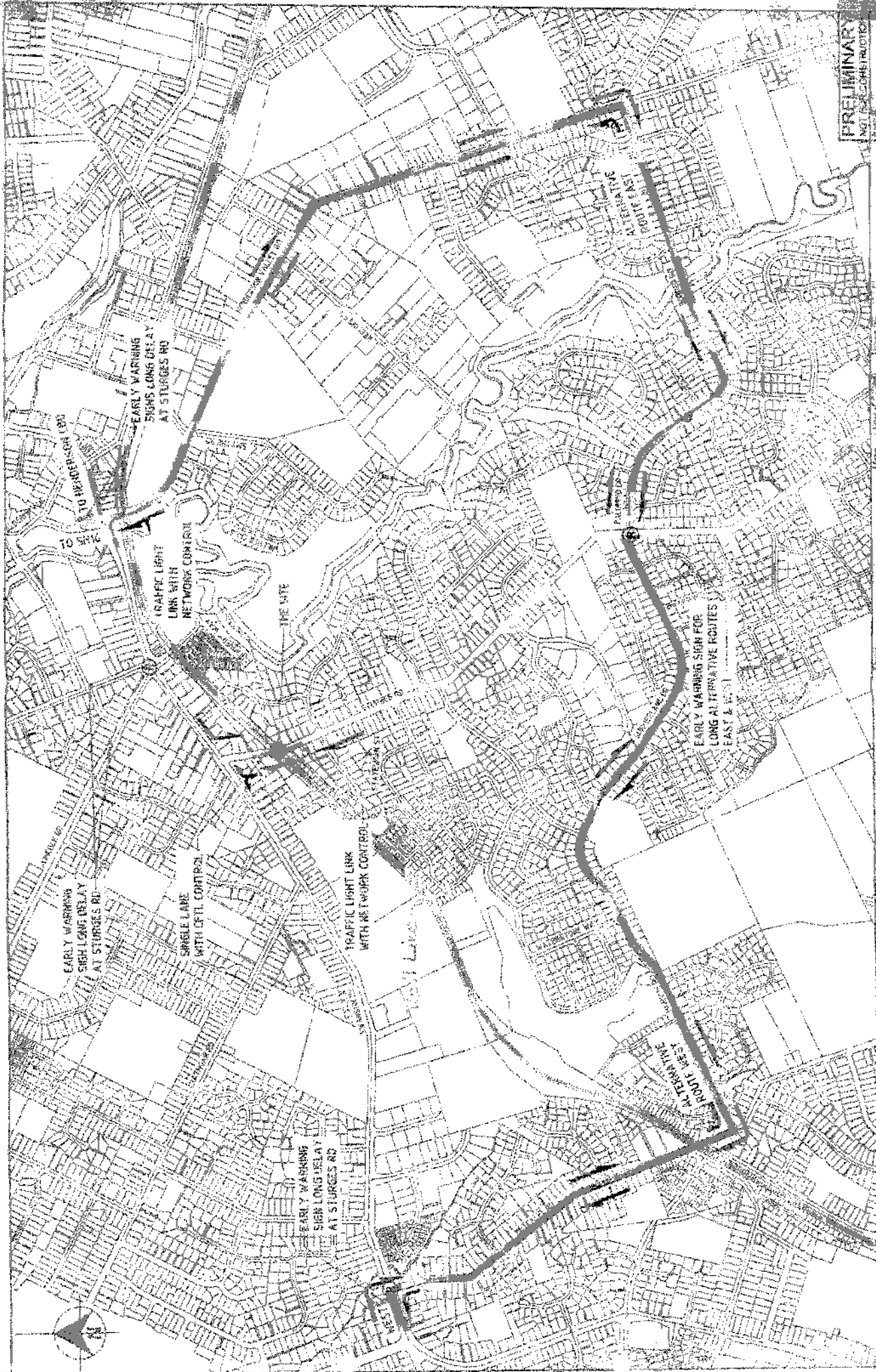
**WAIKAKERE CITY COUNCIL**

**NEW LYNN INTEGRATED TRANSPORT CENTRE**  
 BUS / RAIL INTERCHANGE HUB  
 PROPOSED SCHEME CONCEPT PLAN

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PROJECT NO. 11/11/11  
 DRAWING NO. F03  
 SHEET NO. 11

A7



**PRELIMINARY**  
 NOT FOR CONSTRUCTION

TRAFFIC MANAGEMENT PLAN  
 OPTION 3

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STURGES ROAD  
 REPLACEMENT BRIDGE



**Connell Wagner**  
 ENGINEERS ARCHITECTS  
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 Berkeley, CA 94704  
 Tel: 415.863.1100  
 Fax: 415.863.1101  
 www.connellwagner.com

DATE: 11/11/10  
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**Project Title: Sturges Road Bridge Improvements  
Communication Plan**

**Client: Councillor Penny Hulse, Chair of the City Development  
Committee (Tel. 021 273 4663)**

Initiated by	Approved by	Job Closed by	Date
Joe Schady	Hussam Abdul-Rassol	Dai Bindoff	13 February
SIGNATURE	SIGNATURE	SIGNATURE	

Please note that work will not commence until:

1. the approval of the appropriate Manager has been obtained; and
2. all information requirements (as listed below) have been provided.

**PROJECT NAME & DETAILS**

Waitakere City Council is publicly notifying and consulting with a group of residents in the streets affected by the Sturges Road bridge widening. The project is designed to meet city-wide and regional transport objectives by:

- widening the Sturges Road Bridge – to accommodate double tracking and providing for electrification

Waitakere City Council is pursuing the development of rail as one of its strategic platforms for the development of town centres. The rail corridor is located alongside a number of the City's key strategic growth centres and as such, is ideally located to help promote growth. The Council is working closely with the Auckland Regional Transport Authority and Auckland Regional Transport Network Ltd on the development of the rail corridor. This includes double tracking the western line to Swanson, new station platforms, upgraded shelters, lighting and security cameras. The Council is working towards the development of park and ride facilities at the Sturges Road station.

**BACKGROUND**

The Council needs to consult on this matter under the RMA. The existing road rail over bridge at Sturges Road, Henderson was built around 1940 by New Zealand Railways to permit vehicle traffic to pass over the single rail track to new housing developments. The present condition of this bridge is poor with severe Alkali Silicate Reaction producing extensive cracking with the long term safety and life of this structure being limited. New Zealand Railways Corporation (ONTRACK) has posted a load limit on the bridge in an attempt to ensure vehicle and rail safety. ONTRACK intends to commence with double tracking of stage 4 of the Western Line from Mt Lebanon Lane to Swanson Station. The existing piers of bridge 58 are aligned in such a way that it is not possible to achieve double tracking without undertaking major structural changes. Accordingly, a decision has been made by ONTRACK and council to demolish the old. The existing piers of bridge 58 are aligned bridge and to rebuild a new wider and an integrated transport bridge in its place. It is envisaged that the new bridge will be completed by end of 07.

**ALL**

## AIM & PURPOSE OF PROJECT

To ensure the wider community surrounding Sturges Road overbridge - particularly Henderson residents - understand the implications of the project and its timetable.

## COMMUNICATION OBJECTIVES

Key communication objective is that target audiences feel they are aware of the implications of the Sturges Road Bridge widening and know how to get more information or make their views known.

The awareness campaign objective will be to substantially increase the number of residents and ratepayers in Waitakere who are aware of the Henderson Integrated Transport projects, and therefore have an informed understanding of its benefits and implications, and feel they've been consulted with.

### Definition

Consulted with means that they have received information from the council and other informed agencies associated with the council (e.g. the contractor, etc), and have had the opportunity to have questions answered and their opinions made known. It means that their opinions will be read or heard by the Council and pertinent points taken into account on their merits.

It does not mean that the Council will – or will not – act on those opinions.

## TARGET MARKET/AUDIENCE / STAKEHOLDERS

### Key targets include:

Primary target audience is residents in and within a 5km radius of Sturges Road overbridge, and other neighbouring residential areas of Henderson.

A secondary target audience is commuters that might use the bridge to get into Henderson regularly.

## STAKEHOLDER ROLES

The key goal is to inform stakeholders (i.e. the commuting business sector, families with school children and residents near the area).

## Communication/Consultation Team:

Janet Hannan, Dai Bindoff, Angela Penteado

## KEY MESSAGE

*We plan to improve the Sturges Road Bridge, which will improve traffic flows in and around Henderson and will provide an integrated link between Swanson and Sturges Road.*

*Waitakere City's vision is for public transport and communications systems that provide fast, effective services, and for city travel facilitated by integrated, environmentally responsible, and innovative design, with a focus on meeting the essential needs of all, for access, communication, and safety. Replacing the Sturges Road Bridge will provide an integrated link between Swanson and Sturges Development maintaining the safety of pedestrians, vehicles, cyclists and trains*

## COMMUNICATION MIX

**May/Jul/Sep**

**Display Advertising**

Run a 10 x 3 ad, run of paper, three times. Auckland and Western Leader, Create fresh imagery around map/photos as supplied, showing possible diversions

**Jun/Jul**

**Editorial**

**Story in Waitakere City News**

General letter to all affected residents to be sent in March. Insert map on separate flyer or on back of letter, showing public transport alternatives and alternate routes. Establish scope of area to be mail dropped, and then work with regular suppliers to ensure communication gets to residents 1-2 months from construction starting.

**Jul/Aug (near start of construction)** A special letter to residents adjacent to the works to be sent as the construction starts

Budget for adverts in the press and inserts in the Waitakere News. Map required too.

**Tasks: Personalised D/Mail**

Personalised D/Mail to key stakeholders – Project Manager and Consultation representative to create personalised letters to the neighbouring residents explaining the construction process and the end benefits. Public Affairs team is to work with Project Manager on posting out at agreed intervals.

**Timeline**

By late Feb, confirm deadlines for ads and letters, and budget for communication task list, as above.