The RDC transport strategy is to:

» Provide infrastructure that supports a range of travel and transport options; and

» Manage travel demand by integrating land use and transport planning and policies.

The capital projects shown support a programme of safety, cycling, roading, CBD and walking initiatives. Refer to page 25 for details.
The Rotorua District Long-Term Council Community Plan (LTCCP) Vision is to provide excellence in leadership and sustainable community services that improve quality of life for residents and ensure a world-class experience for visitors.

This strategy provides direction and a framework for transportation planning that is consistent with national and regional transport objectives, including those set out in the New Zealand Transport Strategy (NZTS), Land Transport Management Act (LTMA) and Regional Land Transport Strategy (RLTS).

Rotorua District Council is committed to achieving an integrated transport system, and implementing and monitoring policies and actions identified in this document.
INTRODUCTION

The strategy:
» Links together Rotorua’s transport and other relevant policies and strategies, and describes how they fit into national and regional transport goals, including:
  • Bike Rotorua – Rotorua Cycling Strategy
  • Road Safety Strategy
  • Rotorua Urban Transportation Study (RUTS)
  • Transport Demand Management Strategy
  • Passenger Transport Strategy
  • Central Business District Link Strategy
  • Walking Strategy
» Maps out how RDC will complete, monitor and maintain this strategy.

This strategy contributes to the LTMA and NZTS aim of achieving an integrated, safe, responsive, and sustainable land transport system, through meeting the Government’s objectives for transport as contained in the NZTS.
Regional and national objectives are included at the end of this document.


<table>
<thead>
<tr>
<th>Transport Objective</th>
<th>Activities</th>
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<tbody>
<tr>
<td>Assisting economic development</td>
<td>» Maintaining efficient links around the district, to the CBD and to and from other regions</td>
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<td></td>
<td>» Reducing road upgrade costs by managing demand for road capacity</td>
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<td></td>
<td>» Reducing costs associated with road crashes</td>
</tr>
<tr>
<td>Assisting safety and personal security</td>
<td>» Improving infrastructure</td>
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<tr>
<td></td>
<td>» Targeted education and enforcement</td>
</tr>
<tr>
<td>Improving access and mobility</td>
<td>» Improving infrastructure, upgrading roads</td>
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<tr>
<td></td>
<td>» Walking and cycling networks</td>
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<tr>
<td></td>
<td>» Supporting passenger transport</td>
</tr>
<tr>
<td>Protecting and promoting public health</td>
<td>» Encouraging walking and cycling (modal shift)</td>
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<tr>
<td></td>
<td>» Reducing exposure to traffic noise</td>
</tr>
<tr>
<td></td>
<td>» Managing congestion to reduce atmospheric discharges</td>
</tr>
<tr>
<td>Ensuring environmental sustainability</td>
<td>» Encouraging alternative modes including public transport, reducing adverse effects of vehicle emissions</td>
</tr>
<tr>
<td></td>
<td>» Managing effects of the road network on lakes and waterways</td>
</tr>
</tbody>
</table>
Rotorua district has a population of around 67,000 people, growing at 0.38% per annum. Rotorua city has a population of around 52,000 people. The district is one of New Zealand’s most popular tourist destinations, with attractions including geothermal features and 16 lakes.

Population Density (Rotorua City)

Rotorua’s population growth to 2021 is forecast at 0.38% pa. Traffic growth is about 2.5%, and the number of urban dwellings increases by about 230 per annum.

The median income is lower than NZ average, so private transport is less widely available.

The average age is lower than the NZ average, however the proportion of elderly people is growing, and therefore are more likely to rely on passenger transport.

Rotorua’s shape, size and demographic make-up means that the car is likely to remain the dominant mode of transport.

Passenger transport is provided through bus and taxi services. Local bus routes were recently reviewed and re-directed, doubling patronage numbers.

Inter-regional and tourist transport services operate from the tourist centre and are closely linked with the tourism industry.

Walking and cycling tracks are provided throughout Rotorua. These continue to be developed by Rotorua District Council.

By 2011, total tourist visits are expected to increase 20%, and tourist expenditure is expected to increase 40% to $617M.

Tourism was estimated to have directly and indirectly provided 6000-6500 full-time equivalent jobs or 25% of the total workforce for the year ending March 2003.

Freight into and out of Rotorua is mainly transported by road.

Forestry freight is a major contributor to freight movement, from the Kaingaroa forest nearby.

A number of heavy transport operators use Rotorua city as a central transport hub.

The port of Tauranga is a major destination for freight out of Rotorua.
Rotorua’s Road Safety Strategy 2004–2009 aims to reduce the incidence and severity of crashes in the district and to:

» Achieve a level of safety associated with Land Transport in the Rotorua District that is in accordance with national objectives.

» Better or equal the level of safety in similar regions throughout New Zealand.

Rotorua’s level of road safety in relation to national trends and similar regions is comparatively good. However, there are five areas that stand out as areas of concern:

» Speed
» Alcohol
» Intersections
» Education (poor judgement)
» Maori (Maori crashes over-represented)

Rotorua’s road safety goals are:

» A district where infrastructure is maintained and enhanced for the health and safety of the community and the environment.

» A district with a strong ‘community spirit’ where all residents are proud to belong and are able to feel safe.

33 people died on Rotorua District roads between 2000 and 2004.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
</tr>
</thead>
</table>
| Speed     | Change attitudes and reduce rural speeds to be consistent with the road environment | » Risk-targeted patrol planning with Police enforcement  
» Education programmes, media strategies, safety management systems |
| Alcohol   | Change attitudes and reduce offending and crashes                         | » Peer support programmes  
» Repeat offender programmes, Marae-based programmes  
» Last Drink survey data evaluation and bar staff training |
| Intersections | Reduce intersection crashes                                            | » Enforcement  
» Educational pamphlets  
» Safety Management System  
» Controlling intersections  
» Direct media strategy |
| Education | Change attitudes and behaviour and reduce crashes                         | » Training and monitoring for school programmes  
» Safety Management system procedures  
» Community capacity to deliver safety programmes  
» Sponsor training for presenters  
» Reuben the Bear |
| Maori     | Work with Maori community to reduce over-representation of Maori in crashes. | » Coordinate activities  
» Maori language training material  
» Driver training opportunities |
The number of people who cycle to work or school in Rotorua is declining. Major contributing factors include growth of motor traffic and lack of a safe cycling environment. Recreational mountain biking continues to be popular in Rotorua’s surrounding forests.

Bike Rotorua is based on the four E’s; engineering, education, encouragement and enforcement. It recommends a cycleway network, engineering standards for network development, and action plans for implementing and monitoring the strategy.

Specific targets:
» Double the number of school-aged children who cycle to school.
» Those who mountain-bike in the forest bike to the area, not drive.
» Reduction in cycle crash figures as listed in Land Transport NZ issues reports for the district.

**Proposed Rotorua Cycling Network**

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Network Connectivity</td>
<td>» Construction and completion of cycle routes, rather than jigsaw infrastructure.</td>
<td>» Finding alternative routes</td>
</tr>
<tr>
<td></td>
<td>» Greater interaction and use of parks and walking tracks.</td>
<td>» Linking service roads</td>
</tr>
<tr>
<td>Reallocating Road Space</td>
<td>» All road projects consider cyclists</td>
<td>» Narrowing traffic and parking</td>
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<tr>
<td></td>
<td></td>
<td>» Sealing shoulders</td>
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<td></td>
<td></td>
<td>» Indenting car parking</td>
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<td></td>
<td></td>
<td>» Road widening</td>
</tr>
</tbody>
</table>

Bike Rotorua is a comprehensive cycling strategy for Rotorua that aims to result in:
» Community environments and transport systems that support cycling.
» More people in Rotorua choosing to cycle, more often.
» Improved safety for cyclists.
» Meeting the needs of national strategies and legislation.
The draft Demand Management Plan for Bay of Plenty was released in October 2005. It aims to implement travel demand management through strategy actions in the following areas:

» Public transport
» Civic infrastructure
» Walking and cycling
» Travel behaviour change
» Transport network functionality and land use planning
» Monitoring of demand management effectiveness

The draft Demand Management Plan for Bay of Plenty was released in October 2005. It aims to implement travel demand management through strategy actions in the following areas:

» Public transport
» Civic infrastructure
» Walking and cycling
» Travel behaviour change
» Transport network functionality and land use planning
» Monitoring of demand management effectiveness

RDC provides people with options for travel other than the car.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mode choice</td>
<td>» Provide people with options for travel.</td>
<td>» Providing and maintaining high-quality infrastructure.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>» Providing and maintaining cycle and walking facilities, and monitoring their use.</td>
</tr>
<tr>
<td>Demand management</td>
<td>» Reduce demand for road capacity.</td>
<td>» Marketing cycle routes.</td>
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<tr>
<td></td>
<td></td>
<td>» Travel plan assessments.</td>
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<tr>
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<td></td>
<td>» CBD parking review.</td>
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<tr>
<td></td>
<td></td>
<td>» Information and education strategy.</td>
</tr>
</tbody>
</table>

Rotorua’s demand management strategy is to:

» Provide people with options for travel other than constructing more road capacity.

» Reduce demand for road capacity, providing a more sustainable approach.

Rotorua plans to implement transport demand initiatives for infrastructure, passenger transport, all modes of travel and education. A strategy document is planned for 2006/2007.
Passenger transport services in Rotorua are the responsibility of EBOP. RDC is responsible for the infrastructure that supports these services. Passenger transport exists in Rotorua in the form of local and inter-regional bus services and taxi services. There are 10 local bus routes around the city. Rail services (inter-regional, Geyserland Express) were discontinued in 2002. Tourist operators also provide bus and shuttle services. Patronage for local bus services has recently doubled following service improvements. RDC plan to continue to provide high quality infrastructure to support EBOP’s passenger transport service.

RDC provides infrastructure to support EBOP’s bus services.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Infrastructure</td>
<td>» Support passenger transport services.</td>
<td>» Provide and maintain infrastructure such as bus shelters, stops and transport terminals.</td>
</tr>
<tr>
<td>Growth</td>
<td>» Encourage growth in the use of passenger transport.</td>
<td>» Transport demand management initiatives (eg. District Growth Strategies, parking policy information and education).</td>
</tr>
</tbody>
</table>

Rotorua’s Passenger Transport Strategy is to:
» Continue to provide infrastructure to support passenger transport services provided by Environment Bay of Plenty
» Encourage growth in the use of passenger transport through transport demand management initiatives including:
» Parking policy
» Information and education
The Rotorua Urban Transportation Study (RUTS) was completed in 2003. The study recommended road upgrades and planning policy changes to ensure that the Rotorua community has effective ways to manage the impact of roads and traffic on adjacent land uses and road users.

If there are no improvements to the road network, then by 2016 areas of severe congestion include parts of major arterials including Lake Road, Ngongotaha Road, Fairy Springs Road, SH5 and Te Ngae Road. Most major intersections would also be severely congested with extensive queuing and delay.

RDC have planned road improvement projects up to 2021 that will cater for most expected traffic growth, at the locations shown below.

### Topic Objective Future Activities

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
</tr>
</thead>
</table>
| Planning Changes       | Manage the impact of road on land uses and road users | Now  
  » Amend the district plan.  
  » Designate roads and land for upgrades.  
  Next  
  » Adopt a 5-level road hierarchy.  
  » Manage environmental effects of activities, implement an Environmental Effects Area.  
  Future  
  » Review hierarchy and designation requirements every 5 years. |
Rotorua’s CBD strategy is to integrate related strategies and infrastructure (including transport infrastructure) to achieve the Vision of the RDC Retail Strategy:

“To grow Rotorua’s retail economy, making Rotorua a leading shopping, dining and leisure destination”.

Rotorua’s CBD underwent redevelopment in the 1990’s. This redevelopment focussed on infrastructure enhancement with integration through from the central mall to the lake front, including government gardens. It created a similar “look & feel” environment though continuity of infrastructure features such as paving and kerb colours.

Rotorua has a retail strategy that focuses on the CBD. Rotorua will carry out a CBD study in 2006 that will identify the practical action steps required towards achieving the physical CBD vision described above, building on the redevelopment that occurred in the 1990’s.

Related strategies and infrastructure which will be linked include:

» Traffic model
» Travel demand management
» Passenger transport
» Security
» Cycling
» Retail strategy
» Events centre
» Victoria Street expressway
» Lakefront development

Linking transport infrastructure and initiatives to Rotorua’s CBD will contribute to Rotorua’s ‘Bright Economy’ economic aim of adding value to the economy, by helping to encourage tourism and retailing.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
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</thead>
<tbody>
<tr>
<td>Access</td>
<td>Ease of access into and around the CBD.</td>
<td>› Improve and maintain transport links for all modes to and around the CBD.</td>
</tr>
<tr>
<td>Tourism</td>
<td>Take advantage of high visitor numbers.</td>
<td>› Improve and maintain transport links between the CBD and tourist activities.</td>
</tr>
<tr>
<td>Infrastructure</td>
<td>Enhance and maintain the vitality, vibrancy and safety of the CBD. Connect the ‘ends’ of CBD to make it an activity node and destination.</td>
<td>› Improve infrastructure (roads, walking/cycle routes, transport centre etc). › Integrate strategies and infrastructure › Considering urban design and Crime Prevention Through Environmental Design (CPTED) in CBD initiatives and infrastructure improvements.</td>
</tr>
<tr>
<td>Partnering</td>
<td>Develop and foster a partnership between the public and private sector.</td>
<td>› Seek stakeholder input to influence CBD initiatives.</td>
</tr>
</tbody>
</table>
There are footpaths on every street in the urban area.

The Rotorua District Recreation Strategy aims to promote active people and healthy communities. The footpath network includes several hundred kilometres of footpaths, concrete, asphalt and cobblestone. There is at least one footpath on one side of every street in Rotorua’s urban area. RDC are adding a second footpath to streets where demand is high enough.

2001 census data showed that the proportion of journeys to work made by walking or jogging in the Rotorua District is less than New Zealand as a whole. From 2000 – 2004 there were 91 crashes involving pedestrians in the Rotorua District, 70 of which resulted in injury.

The strategy, like the existing cycle strategy, is focused on engineering, education, encouragement and enforcement. Rotorua is developing a specific walking network around the city, connecting specific nodes such as the lake front, the CBD, events centres, transport centres and tourist centres.

<table>
<thead>
<tr>
<th>Topic</th>
<th>Objective</th>
<th>Future Activities</th>
</tr>
</thead>
</table>
| Safety      | Reduce the number of crashes related to pedestrian movements.             | » Construct and complete walking routes and improve safety and security, amenity and lighting.  
|             |                                                                           | » Ensure all future road projects consider pedestrians.                             |
| Mode Use    | Increase the number of people choosing to walk into the CBD and around the city | » Encouraging walking initiatives such as walking school buses etc.                
|             |                                                                           | » Adding and improving pedestrian facilities.                                       |

RDC is committed to:

» Encouraging more people to choose walking as a transport mode

» Improving safety

» Meeting national and regional strategic and legislative needs

» Maintaining a partnership with CCS (Crippled Children Society) by holding regular meetings and discussions to identify issues and potential improvements.
<table>
<thead>
<tr>
<th>Key Result Areas (Targets)</th>
<th>Short-Term (1 to 3 years)</th>
<th>Medium-Term (3 to 10 years)</th>
<th>Long-term (2016+)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Safety</strong></td>
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<tr>
<td></td>
<td>Delivery of annual road safety educational programmes. Contribution to few road crashes.</td>
<td>Minor safety improvements within RDC budget. Liaise and negotiate annually for safety resources for the district from the crown. Deliver local and participate in regional road safety education projects.</td>
<td>Minor safety improvements within RDC budget. Liaise and negotiate annually for safety resource for the district from the crown. Deliver local and participate in regional road safety education projects.</td>
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<tr>
<td><strong>Cycling</strong></td>
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<td></td>
<td>More people cycling, more often.</td>
<td>Continue to develop cycle network though the district. CBD to Eastern suburbs route CBD to Ngongotaha cycle route</td>
<td>Continue to develop cycle network though the district. CBD to Eastern suburbs route CBD to Ngongotaha cycle route</td>
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<tr>
<td><strong>Passenger Transport</strong></td>
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<td></td>
<td>Growth in passenger transport use. Provide and maintain high quality infrastructure that supports the passenger transport.</td>
<td>Provide and maintain high quality infrastructure that supports the passenger transport.</td>
<td>Provide and maintain high quality infrastructure that supports the passenger transport.</td>
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<tr>
<td><strong>Road Transport</strong></td>
<td>Compliance with discharge standards. Maintenance and management of delegated highways. Ride quality above average for NZ.</td>
<td>Rural seal extension programme Urban street improvements and upgrades of rural communities Maori roadlines programme and Marae entranceways programme Renewal programmes for all Assets Maintenance programmes for all Assets</td>
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<tr>
<td><strong>Capital projects (Local Roads)</strong></td>
<td>Contribution to economic growth. Minimise travel delay and congestion.</td>
<td>Malfray/Ranolf Street Roundabout Ti Street Deviation Lake Road 4-Laning Victoria Street Expressway</td>
<td>Ranolf Street 4 – Laning Old Taupo/Malfray Roads Intersection Victoria Street Expressway</td>
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<tr>
<td><strong>Transport &amp; the CBD</strong></td>
<td>The Rotorua CBD study is currently underway. The resulting strategy will include an action plan specifying activities to be completed.</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Walking</strong></td>
<td>Provide footpaths to all urban streets.</td>
<td>Footpath improvements.</td>
<td>Footpath improvements.</td>
</tr>
</tbody>
</table>
REGIONAL CONTEXT

Rotorua’s Transport Strategy is consistent with national and regional strategies

REGIONAL LAND TRANSPORT STRATEGY
The Bay of Plenty Regional Land Transport Strategy (RLTS) has the following vision:
“...an integrated, safe, sustainable land transport system that meets the current and developing needs of the people of a vibrant and growing region.”
The region’s needs as defined in the RLTS are:
» Safety
» Efficiency
» Environmental sustainability, and
» Accessibility

REGIONAL PASSENGER TRANSPORT PLAN
The Passenger Transport Plan for the Bay of Plenty identifies passenger transport that Environment Bay of Plenty will support. It considers the benefits of passenger transport including:
» Mobility for the transport disadvantaged
» Roading and parking benefits
» Safety benefits
» Environmental benefits

DEMAND MANAGEMENT PLAN FOR BAY OF PLENTY - DRAFT
This plan integrates different TDM initiatives to maximise the benefits of demand management for the BOP region. It identifies a Rotorua CBD access package, Rotorua-Tauranga linkage package and a strategic regional walking-cycling-wheeled pedestrian package. The packages include provisions for:
» Public transport services
» Walking, cycling
» Infrastructure improvements
» Education, travel plan assessments
» Parking, rail
NZTS

The Vision of the NZTS is:
By 2010 New Zealand will have an affordable, integrated, safe, responsive and sustainable transport system and its four underlying principles, which are:
- Sustainability
- Integration
- Safety and
- Responsiveness

The Government’s objectives for transport, as contained in the NZTS, are:
- Assisting economic development
- Assisting safety and personal security
- Improving access and mobility
- Protecting and promoting public health
- Ensuring environmental sustainability

ROAD SAFETY TO 2010

The goal of Road Safety to 2010 is "...to reduce the number of road deaths per year to no more than 300 and hospitalisations to no more than 4,500 by 2010".

In the last five full calendar years (2000-2004) there were 33 fatalities in the Rotorua District.

LAND TRANSPORT MANAGEMENT ACT (LTMA)

The purpose of this Act is to contribute to the NZTS aim of achieving an integrated, safe, responsive, and sustainable land transport system.

The LTMA approach emphasises:
- Integration of funding and management
- Social and environmental responsibility
- Broader focuses for land transport agencies.
- Improved planning and investment.

NATIONAL STATE HIGHWAY STRATEGY

Transit NZ’s principal statutory objective is: “To operate a safe and efficient highway system.”

Their goals for the state highway system are:
- To provide and operate a safe highway system
- To provide and operate an efficient state highway system
- To provide a quality service to road users
- To allow local community activities within the road corridor, where appropriate
- To avoid, remedy and mitigate, adverse effects of roads and road use on the environment.

TRANSIT NEW ZEALAND OBJECTIVES

The LTMA specifies that the objective of Transit NZ is to operate the State highway system in a way that contributes to an integrated, safe, responsive, and sustainable land transport system.

GETTING THERE – ON FOOT, BY CYCLE

Getting there – on foot, by cycle is a strategy to advance walking and cycling in New Zealand transport. The strategy has a vision for: “A New Zealand where people from all sectors of the community walk and cycle for transport and enjoyment”.

The strategy’s goals are:
- Community environments and transport systems that support walking and cycling
- More people choosing to walk and cycle, more often
- Improved safety for pedestrians and cyclists.

NATIONAL ENERGY EFFICIENCY AND CONSERVATION STRATEGY (NEECS)

The six goals of the NEECS are to:
- Reduce CO2 emissions
- Reduce local environmental impacts
- Improve economic productivity
- Promote industry development
- Improve economic resilience
- Improve health and welfare.
For further information please contact:

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Private Bag 3029
Rotorua
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Fax: (07) 346-3143
Email: mail@rdc.govt.nz
Web: www.rdc.govt.nz