

The 3rd year celebration of the Speed Limit of 40 km/h on Ponsonby Road

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September 2012 is the 3rd anniversary of Ponsonby Road speed reduced 40 kp/h.

September 22nd is a Market Day on Ponsonby Road

This is a Road Safety awareness raising campaign based on those two facts

Auckland City Harbour News

www.aucklandnow.co.nz

Wednesday, August 22, 2012

YOUR PLACE, YOUR PAPER



Timely reminder: Walking advocate Andy Smith is using the third anniversary of Ponsonby Rd's change to a lower speed limit to remind people that 40 is the new 50 on the inner city street. Photo: JASON OXEN

Limit saving lives

By EMMA WHITTAKER

A LOWER speed limit on Ponsonby Rd is proving its worth as the third anniversary of the change to a 40kmh maximum approaches.

The limit was reduced from 50kmh on September 1, 2009 after years of campaigning fuelled by the high number of pedestrian injuries and two deaths on the road.

It started in 2004 with a Walk Auckland survey which showed that more than two-thirds of road users wanted traffic to slow down.

The average speed along the road was then only

Third anniversary celebrations include:

- Hamish Keith will cut the 40kmh zone birthday cake on the corner of Franklin Rd and Ponsonby Rd at noon on September 1.
- Mr Keith was behind a petition that ultimately saw the speed limit changed. The public are invited to have a slice of cake and

land Transport this month show the slower pace is saving lives and money.

Ponsonby Rd continues to

take advantage of other giveaways on the day

- Throughout September there will be electronic speed signs on Ponsonby Rd, and Living Streets Aotearoa will be rewarding people at random for travelling within the speed limit. There are great vouchers to be won so watch your speed

per cent across the same period.

This has cut the social cost of the collisions from \$5.20

- The street will be filled with bicycles when Tweed Riders and Frocks On Bikes hit the road between noon and 2pm on September 15
- Auckland's first bike corral will be open on September 15 in front of the Landreth cafe, 272 Ponsonby Rd, to provide a place to park bicycles safely and easily.

on the paint for putting 40 on the road – it might have been a few hundred thousand, but it wasn't as much

celebrations to raise awareness and reward those who are following the speed limit.

"We want to normalise 40kmh and hopefully people who are doing over this feel like they don't belong in the Ponsonby community," he says.

Mr Smith says the 2 survey of Ponsonby Rd will be repeated later this year.

The Albert-Eden Local Board has approached Auckland Council to see if it is possible for residential streets to have lower speed limits while main arterial routes remain high.

The concept is called 'hazardous' and has been implemented in many cities overseas.

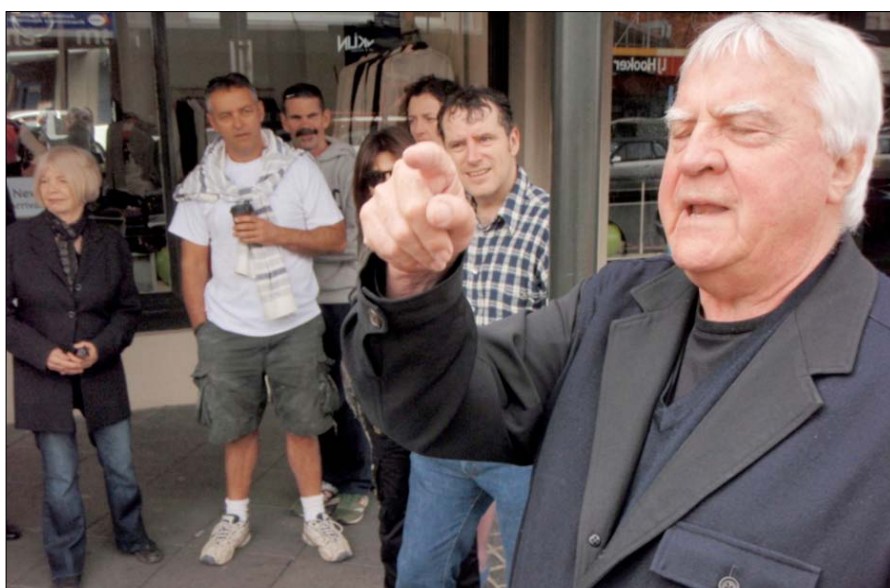
Birthday cake cutting

On September 1st at noon members from Ponsonby Business Association, Waitemata Local Board, Auckland Transport and Walk Auckland gathered to launch the month of awareness.

Hamish Keith who organised the petition cut the cake and opened the month with a request for safer crossing points on the road.

"The refuges are dangerous and I don't want to end up with a flat mate."

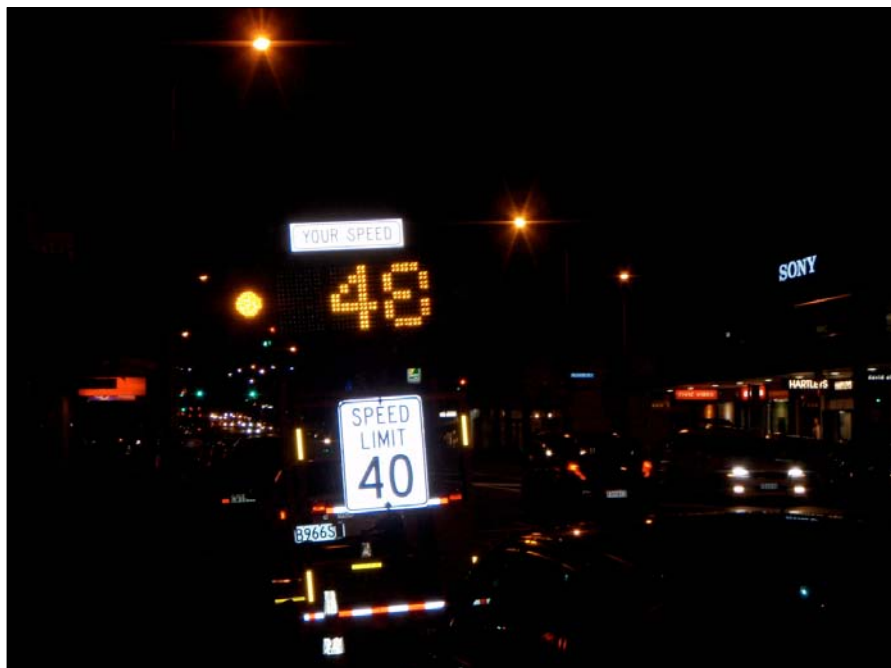
We handed out cake to the passersby and gave them a bumper sticker if they promised to drive below 40km/h and stick it on their vehicle.



The 'Your Speed' radar feedback trailer

With the support of Auckland Transport and RTL we hired a radar speed feedback trailer for a month. Each week we moved it to different place on Ponsonby Road. The machine was set to display the speed it detected and also flash when that was over 40km/h.

This machine has had the effect of slowing traffic on Ponsonby Road.



40 Ponsonby bumper sticker

The back of vehicle sticker was developed from the San Diego Pace Car community action. When you drive at 40km/h the sticker tells the driver behind you that you are driving at 40km/h and the reason why.

This was handed out to all shopkeepers on Ponsonby Road and at the Market Day to those who would stick it on their cars.

A flyer was attached to the sticker explaining the month and on the back was a pledge that a person not doing 40km/h, would sign and place on their fridge to remind them of their promise.



Park(ing) day, September 21st

This Friday in the month was International Parking Day (www.parkingday.org) where people turn carparks into public parks. This we did outside Landreth @ Co Café. They will soon have a bike parking corral on that space so it was a test run for them.



Market day

The Ponsonby Road Market day was on September 22nd. Walk Auckland and Auckland Transport each had stands at different venues along the road. This was also World Car Free Day (www.worldcarfree.net/wcfd). Both stands had the same message.



The tweed run

This cycle ride brought 52 tweed clad cyclists onto Ponsonby Road. The event was organised via Facebook and was the 2nd ride in the Tweeds Auckland history.



Tweed Run Auckland

Public Event · By The Second Hand Bike Shop

Sunday, September 23, 2012 11:00am until 3:30pm

To help celebrate 3 whole years of the 40KPH speed limit on Ponsonby Road, We decided it's about time for the second ever Auckland Tweed Run. The Tweed ride is on Sunday September 16 starting at 11am from T Whites Bikes in Symonds st. There will be a Champagne brunch with scones, jam and cream. A few Nextbike rental bicycles will be available for free. The ride route is going through K road, Grey Lynn/ williamson ave, John St through to 3 Lamps and down Ponsonby arriving back at T Whites for a prize giving.

DATE IS NOW FOLLOWING SUNDAY 23RD SEPT due to bad weather on the 16th



The Second Hand Bike Shop
132 Symonds Street, Auckland, New Zeala...
[View Map · Get Directions](#)

Going (93)

- Andy Smith (Host)
- Josca Craig Smith (Invited You)
- Glenn Welch
- Louise Evans
- Suzanne Kendrick
- Jesse Chalmers

Posts [View Declines \(1 unread\)](#)



Random acts of kindness

Ponsonby Road businesses Landreth, Blake St, Santos and Bravista donated gift and free coffee vouchers. These were handed out to drivers at the traffic lights if they had been travelling at 40 km/h or knew the speed limit on the road.



Sponsors and cost

The month-long project was funded by Auckland Transport, RTL Roadsigns, Walk Auckland and the Ponsonby Business Association. The entire cost of this project was \$4,200.