



Brooklyn Connections

Consultation summary
13 July - 3 August 2026



669

submissions
received

Absolutely Positively
Wellington City Council
Me Heke Ki Pōneke

Introduction

The purpose of this report is to summarise community feedback received on the proposed cycle, pedestrian and public transport improvements associated with the Brooklyn Connections project.

In late June, Wellington City Council adopted the 2026-2027 Annual Plan which included the decision to proceed and conduct a second consultation on the Brooklyn Connections project.

Proposed improvements to the route were originally consulted on 2023, which Council approved at the time. Following funding changes, however, the Brooklyn Connections project was redesigned to focus on the most important safety and accessibility improvements while reducing costs. This consultation asked for community feedback on the redesigned proposals.

Project purpose

- Deliver permanent biking, walking and bus improvements between Brooklyn and the city centre, replacing the existing transitional cycle lane infrastructure with a safer and more accessible transport corridor for all users.

Overview of proposed changes

- Making the existing Brooklyn Road cycleway permanent
- Installing permanent cycleway separators
- Improving bus stop design and accessibility
- Adding a painted buffered cycleway
- Removal of 37 on-street parking spaces, partially offset by additional parking on Helen Street, resulting in a net gain of 18 parking spaces.

Community input, including perspectives, alternative ideas, impacts and concerns, was sought on the proposal. A variety of engagement methods were used to provide opportunities for community members and stakeholders interested in or affected by the proposal to participate in the consultation (see page 34).

Feedback is considered alongside technical, operational and strategic information to inform recommendations to elected members. Information and responses from the community have been presented in themes and graphs to give Councillors, officers, stakeholders, and the community a sense of the feedback. We've summarised all data and information provided to us during the consultation period.

Consultation summary

The Brooklyn Connections consultation ran from 13 July - 3 August 2026 and received 669 submissions from individuals, local businesses, community groups and organisations.

Overall support: Of the 634 respondents who answered the overall support question, **59% supported or strongly supported** the proposal, while **38% opposed or strongly opposed it**.

Supporting feedback: Improvements to cycling connections, the overall cycling experience, and safety for all road users were dominant themes in supporting feedback. Support for changes that reduce reliance on private vehicles was complemented by support for improvements to pedestrian safety and amenity, and bus access and operation. Further design and safety suggestions were also made.

Opposing feedback: Predominant opposing themes were that council should focus on other priorities and that the case for change was not strong enough. There were also concerns about the removal of on-street parking, particularly near businesses and medical centres, and the potential impacts this could have on accessibility for residents, patients, and visitors.

Who we heard from:

- By relationship to area, the largest three groups were residents (50%), people who travel through the area (16%) and visitors (14%). Within each of these groups, 60% or more supported or strongly supported the project.
- Support was high among the 53% of respondents who normally bike/e-bike, bus or walk/run in the area: 86% of bike users, 67% of bus users, and 62% of walkers/runners.
- 38% of respondents normally travel through the area by car, van or ute. Of these, 56% opposed or strongly opposed the proposal while 41% showed support.
- Business owners/managers or workers in the area comprised 4% of respondents (21 people) and showed strong opposition to the project.
- 66% of all respondents felt it is important or very important to change our existing street space to make it safer and easier for people to walk, ride and take the bus.

In summary: The consultation showed majority support for the proposed Brooklyn Connections improvements, while also highlighting concerns and desired improvements.

How many responses did we get?

669 submissions were made by individuals or organisations

Concurrent consultations: The Brooklyn Connections consultation was held jointly with the Bunny Street connection consultation. Cross-promotion allowed consultations to reach a wider audience and made it easy for people to submit on both projects. Out of a total of 1180 submissions across the joint consultations, 669 related to Brooklyn Connections.

Submissions channels and analysis: During the consultation, submissions are received via the online survey, paper survey, email or the call centre. All submissions are considered by the project team, analysed and themed for the consultation summary report, and presented to Councillors.

This report predominately summarises answers to the questions in the feedback form (online and on paper). To avoid risk of misinterpretation, we do not infer support or opposition from free-form email and phone submissions.

Duplicate submissions: Every submission we receive is considered genuine in the first instance. If someone has submitted more than once, we may:

- combine submissions when the reason for submitting more than once is to add information to a previous submission
- keep the last submission submitted, removing the first; this is done when information in the submission has changed or is different from one submission to the next
- remove a submission where submissions are obviously in bad faith, such as multiple submissions under false names and/or malformed email addresses.

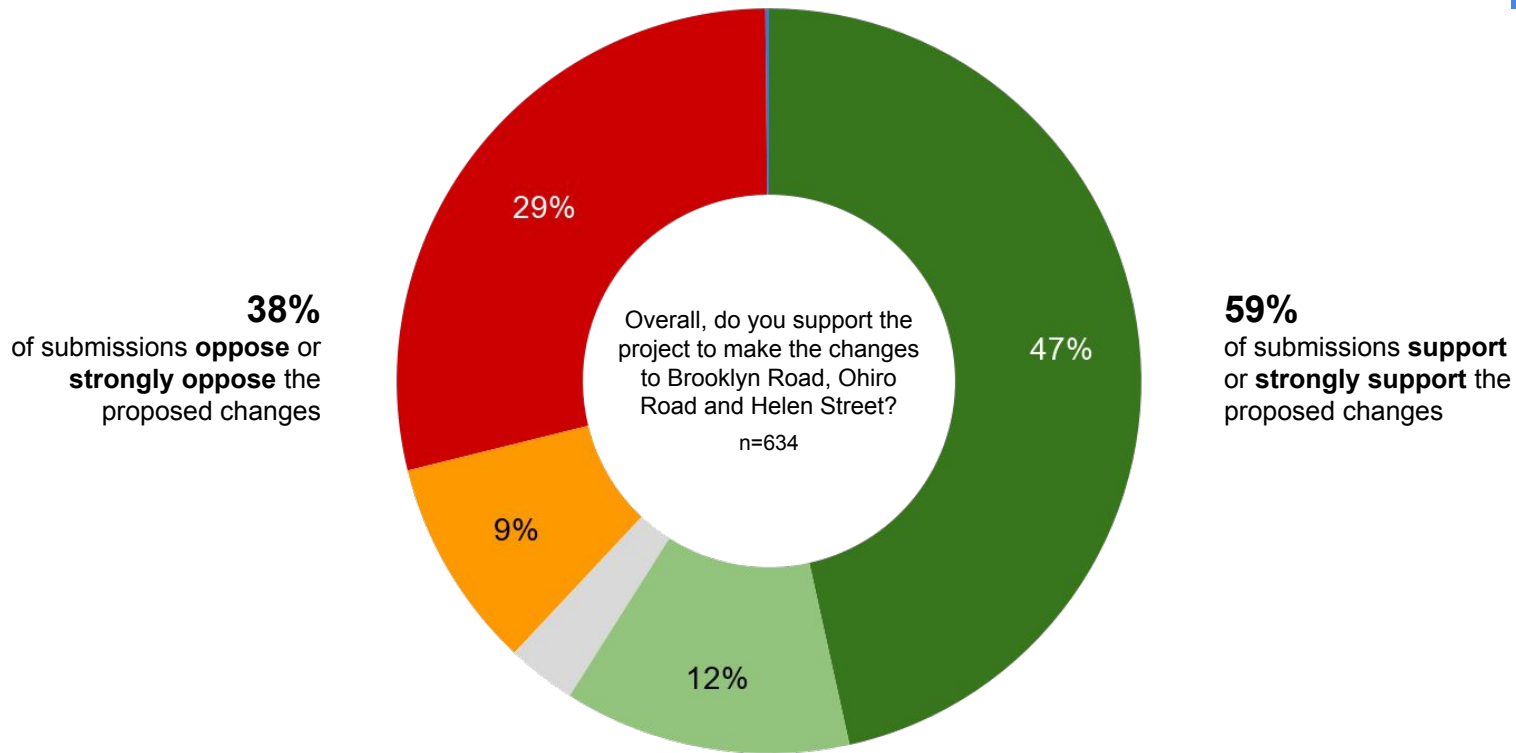
Across the joint consultation, where people could submit on one or both projects, we received 886 submissions for either Brooklyn project or 'both' projects. Some genuine duplicate submissions were identified then removed or merged, reducing the number of total submissions by 4. An additional 213 suspicious submissions for Brooklyn were removed, taking the total submissions received to 669.



What we heard

Overall level of support for proposal TR 67-26 from all respondents

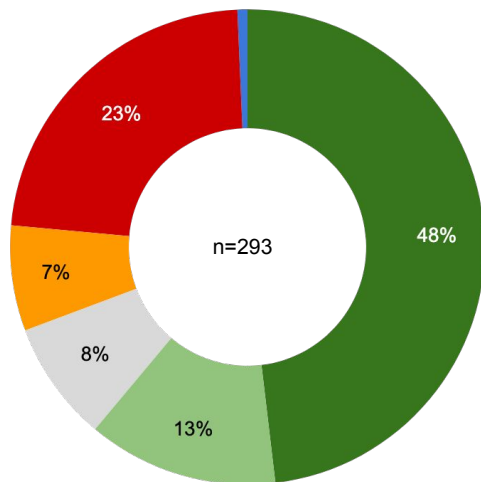
- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- Don't know



Overall support for different aspects of the proposal

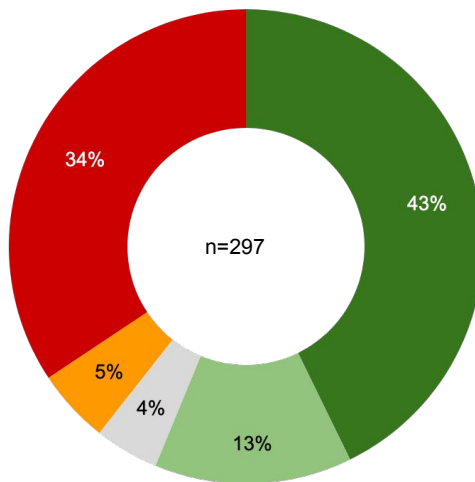


Do you support the upgrade of the existing cycleway and bus stop on **Brooklyn Road**?



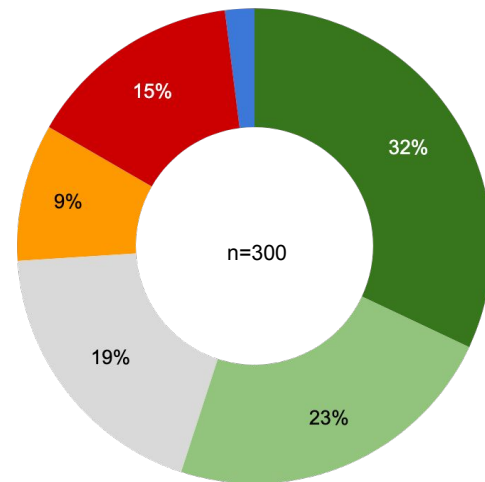
61% of respondents **support or strongly support** the proposed changes on Brooklyn Road

Do you support the proposed changes on **Ohiro Road**?



56% of respondents **support or strongly support** the proposed changes on Ohiro Road

Do you support the increase in car parks on **Helen Street** by changing from parallel to angle car parks?



55% of respondents **support or strongly support** the proposed changes on Helen Street

Overall themes from all respondents

■ Oppose
 ■ Support
 ■ Concern
 ■ Suggestion

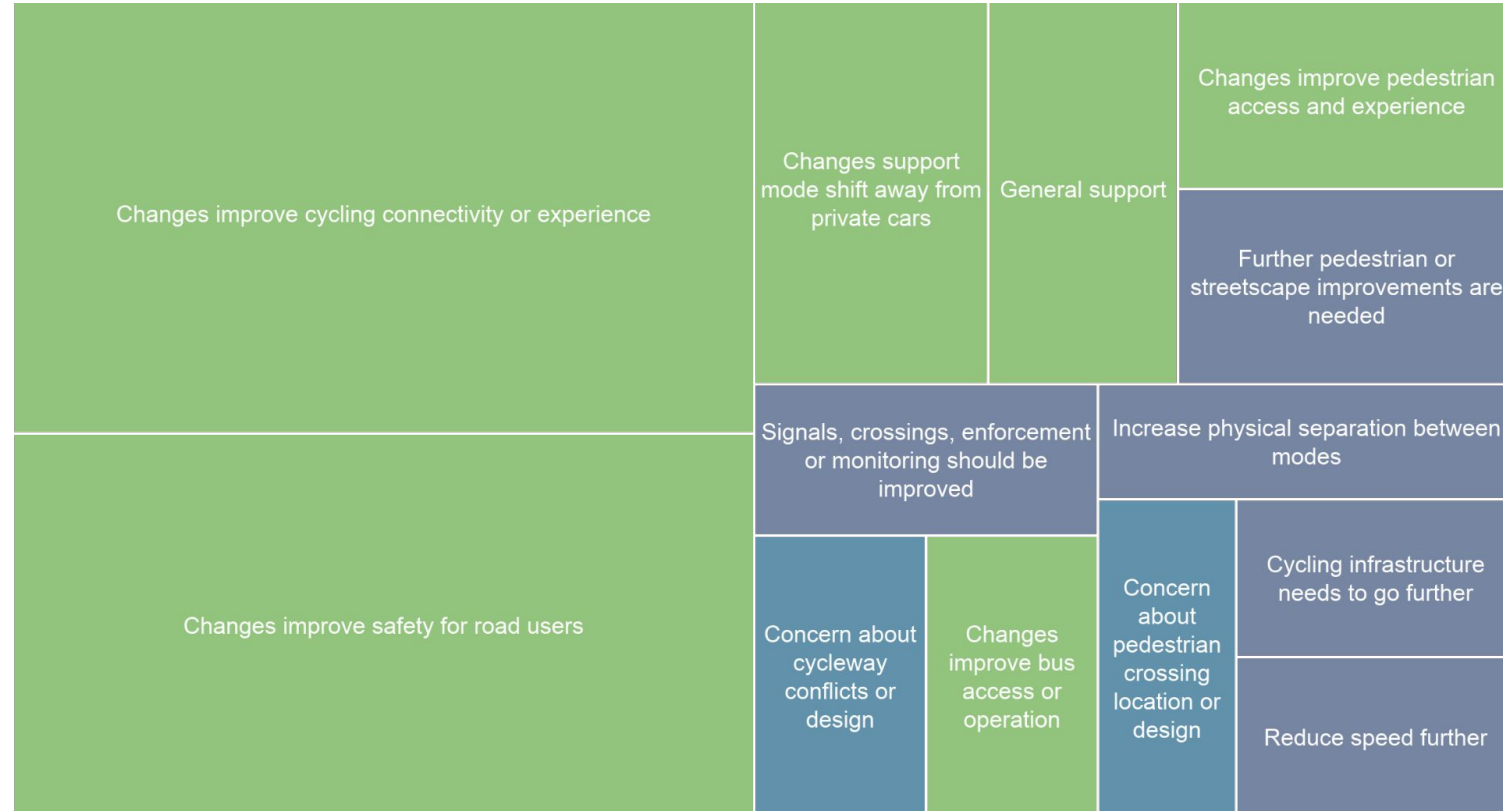
Themes from everyone who gave feedback are proportionally represented below. The larger the box, the more frequently the theme appeared. Themes mentioned **fewer than 10 times are not shown**.



Overall themes from all respondents who support or strongly support the proposal overall

Themes from everyone who gave feedback are proportionally represented below. The larger the box, the more frequently the theme appeared. Themes mentioned **fewer than 10 times are not shown**.

Support Concern Suggestion



Unpacking what we heard: Support

- **Creating a more continuous and connected cycling route**

Supporters welcomed a more continuous protected route between the city, Brooklyn Road, Ohiro Road and Brooklyn village, reducing gaps and pinch points. Some wanted improvements extended further and remaining conflicts around intersections (e.g. right turning vehicles on Ohiro Road failing to give way to downhill cyclists), bus stops and transitions addressed: ***Changes improve cycling connectivity or experience, Cycling infrastructure needs to go further, Concern about cycleway conflicts or design.***

- **The changes improve safety for road users**

Concrete separators were seen as safer, more durable and more predictable for cyclists and motorists. Some wanted physical separation between cyclists and motorists extended further: ***Changes improve safety for road users, Increase physical separation between modes.***

- **Making walking and cycling practical for a wider range of people**

Safer infrastructure created by the proposed changes was seen as making active travel more accessible to children, families and less-confident cyclists: ***Changes support mode shift away from private cars.***

- **Improved pedestrian safety and crossing opportunities**

Pedestrian improvements, including the proposed Ohiro Road crossing, were supported for improving access to schools, parks, bus stops and shops. Some wanted better-located crossings, improved visibility, clearer markings and stronger safety treatments, particularly on Ohiro Road, as well as better enforcement of cycle-lane parking restrictions: ***Changes improve pedestrian access and experience, Concern about pedestrian crossing location or design, Further pedestrian or streetscape improvements are needed, Signals, crossings, enforcement or monitoring should be improved.***

- **Improve bus efficiency without compromising access**

Bus-stop rationalisation was supported as simpler and more efficient, while relocated stops should remain well connected to safe pedestrian crossings: ***Changes improve bus access or operation.***

- **Slow traffic further to improve safety**

Respondents wanted lower speeds around Ohiro Road, crossings and intersections through measures such as wider 30 km/h areas, raised crossings and other traffic calming: ***Reduce speed further.***

Sample comments from respondents who strongly support or support the overall changes

"Please get on with it. It's been on and off the discussion table. In that time **there have been many near misses for cyclists**. Cycle accidents have serious impacts on people's lives. Parking changes are minor inconveniences. These changes are in line with WCC's strategic goals."

Resident of Brooklyn, uses manual bike/e-bike as main mode of transport through the area

"It's about time the transitional design was made permanent, and extended to the Brooklyn shops. **Damage to the plastic kerbs and posts indicates how important concrete separators are**. They protect people on bikes and scooters from motor vehicles."

Resident of Newtown Khandallah, normally uses a manual bike/e-bike to travel through the area

"I cycle from Owhiro into the city and have been taking this route for 20 years. **I didn't realise how much I would appreciate a cycle path until it was installed**. It is much less stressful and enjoyable!

As a driver of the same route I also appreciate the separation meaning I worry less about needing to navigate past cyclists."

Resident of Owhiro Bay, normally travels through the area in a car/van/ute

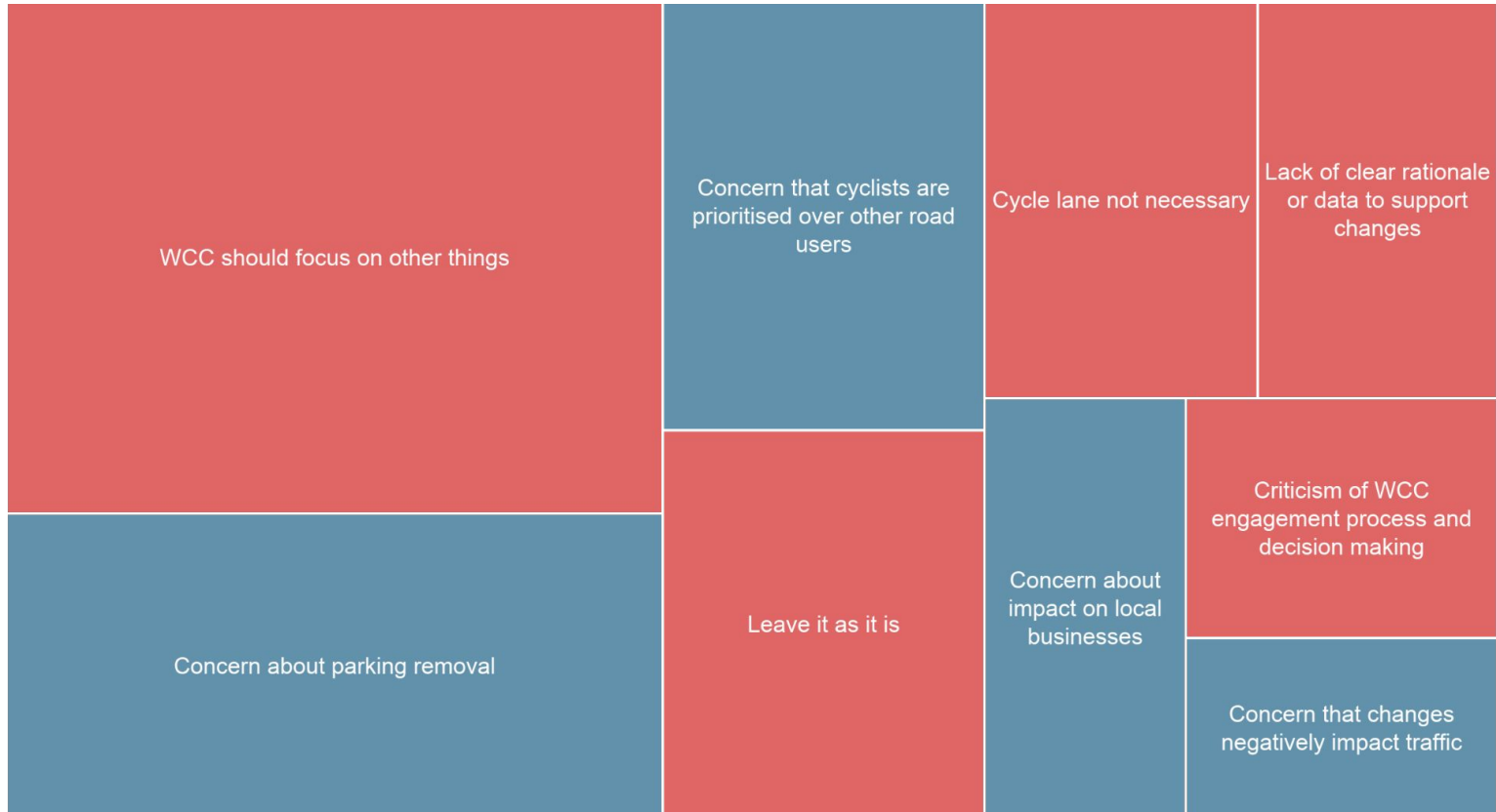
"I'll miss bus stop 6719, but broadly support all the cycling and pedestrian improvements. **Great to have an official pedestrian crossing installed, and more permanent cycling separators — a lot of the current ones have been run over**. Please ensure you sort the drain by the Washington Avenue intersection, which always overflows since the cycleway changes."

Resident of Brooklyn, normally walks, uses the bus, or drives through the area

Overall themes from all respondents who oppose or strongly oppose the proposal overall

Themes from everyone who gave feedback are proportionally represented below. The larger the box, the more frequently the theme appeared. Themes mentioned **fewer than 10 times are not shown**.

■ Oppose ■ Concern



Unpacking what we heard: Oppose

- **The case for change is not considered strong enough**

The themes ***WCC should focus on other things, Leave it as it is*** and ***Lack of clear rationale or data to support changes*** reflect views that the current layout generally works and there is insufficient evidence to justify major changes. Some respondents cited low cycling numbers or preferred maintaining the existing trial rather than expanding it: ***Cycle lane not necessary***. While others wanted Council to prioritise core infrastructure and affordability.

- **Parking loss seen as reducing access and hurting local businesses**

Respondents were concerned about parking loss, particularly on Ohiro Road, and felt Helen Street spaces would not adequately replace parking close to homes, businesses, medical centres and the pharmacy. They highlighted impacts on people needing nearby vehicle access and potential effects on local businesses: ***Concern about parking removal, Concern about impact on local businesses***.

- **Cyclists seen as prioritised over other road users**

Respondents felt cycleway investment and road-space changes disproportionately benefit cyclists at the expense of motorists, bus users, pedestrians, residents and people with limited mobility: ***Concern that cyclists are prioritised over other road users***.

- **Council decision-making seen as predetermined**

Respondents felt consultation had little influence, with local feedback ignored and decisions already made. Some also questioned survey design and whether organised groups could distort results, or were frustrated that the project was not coordinated with recent roadworks to avoid repeated disruption in the same area: ***Criticism of WCC engagement process and decision making***.

- **Concern that the changes will worsen traffic flow and road capacity**

Respondents were concerned about narrowing road space, removing the former ability for vehicles to pass slower traffic, and accommodating buses, trucks and other heavy vehicles on a busy route to the southern suburbs and landfill. Some expected increased congestion, slower bus journeys and traffic displacement into surrounding streets and intersections: ***Concern that changes negatively impact traffic***.

Sample comments from respondents who strongly oppose or oppose the overall changes

"I see the sense in the Brooklyn road cycle lanes as it removes cyclists from the live lane of traffic giving better flow to large and small vehicles which use this very busy road, but **since the Ohiro road traffic is very stop/start I can see no danger to cyclists from there on and a great deal of inconvenience to ratepayer residents!**"

Resident of Brooklyn, normally travels by bus through the area

"[...] please have mercy on the elderly, disabled, families with children, and others who for whatever reason can't bike or walk everywhere. The **impact of removing so many parking spaces has a disproportionate impact on these groups** that outweighs the benefit of a relatively short section of bike lane. If they or their carers cannot park close to the village, they are excluded from all the village offers including essential services. The proposed **new parks on Helen Street** have serious issues, most importantly that they are **not accessible for these same groups**. [...] Go ahead with the uphill changes but please don't make the changes in the village area."

Resident of Brooklyn, normally walks/runs through the area

"keep it as it is! this an unnecessary waste of money. the current one has not been maintained, and people don't use it because it is **always full of debris**. what you are doing will not make anyone use it more."

Resident of Newlands who works in the area, normally travels through the area in a car/van

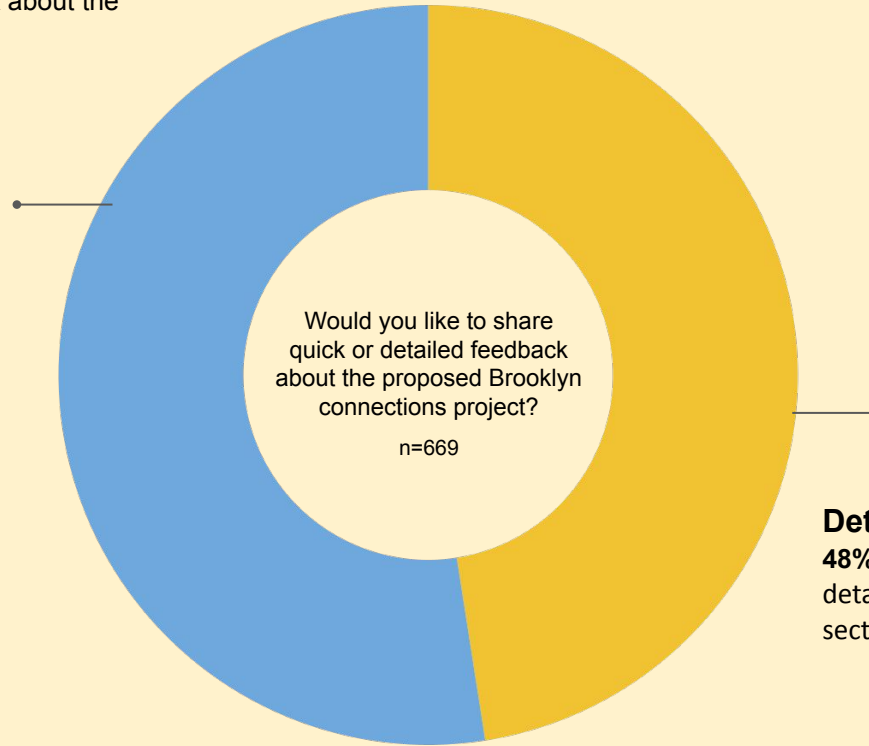
"[...] Removing carpark spaces outside a MEDICAL CENTRE on Ohiro road is not only ludicrous, but it is actually cruel. There are **elderly and disabled people who need medical care and need to visit medical centres**. Those carpark spaces are the only option for those who can only walk short distances to actually get to those medical centres. [...] You'll be pushing those who use the on-street carparking elsewhere, **creating more congestion and pressure for residents living in the area**. [...]."

Resident of Southgate who travels through the area to get somewhere else, normally by bus or in a car/van

Type of feedback we received

People were able to provide feedback about the proposal in two ways:

Quick feedback
52% of respondents provided quick feedback on the proposed changes overall



Detailed
48% of respondents provided detailed feedback on the different sections of the proposal

Section one: Brooklyn Road Changes - Main reasons for support / strong support

- **Improved safety and protection for people cycling.**

Supporters commonly saw the changes as providing a safer, more protected route, particularly by reducing the potential for vehicles to encroach into the cycle lane and improving protection on the steeper sections of Brooklyn Road.

- **Making the temporary cycleway permanent and more durable.** Respondents supported replacing ageing or easily damaged temporary plastic separators with more permanent concrete infrastructure that would provide more reliable separation and require less ongoing replacement.

- **Safer treatment of intersections, bus stops and other conflict points.** Supporters valued measures that improve visibility and alert drivers to cyclists around Bidwill Street, Washington Avenue, bus stops, steps and other locations where different users interact. Some supported the proposal while suggesting additional markings, lighting or visibility improvements.

- **Reallocating road and parking space to improve cycling safety.** Some respondents supported removing parking where parked vehicles create a risk of dooring, vehicles pulling out unexpectedly, or insufficient space for a protected cycling route.

“When this cycle way was installed, it **allowed us to bike down to the fireworks with our young daughter** and bike home again, something that we would not of been able to do when this road was a two lane speed track up hill. We love this cycle way and use it often.”

Resident of Brooklyn, normally travels by car/van/ute through the area

“This is a no brainer. Being the oldest cycling route using temporary **materials** in Wellington, they **have exceeded their intended lifespan**, do not provide proper long term amenity for all road users. The **concrete separators provides more certain separation** for all road users, and will cost WCC less over the assets lifespan.”

Resident of Island Bay, visits their GP in Brooklyn, normally travels by manual bike/e-bike through the area

Section one: Brooklyn Road Changes - Main reasons for opposition / strong opposition

- **Concern about congestion and reduced traffic flow.**

Opponents worried that narrowing or reallocating road space would restrict vehicle movement and increase congestion, particularly for uphill traffic.

- **The existing cycleway is considered adequate or the upgrade unnecessary.** Several respondents argued that the current arrangement already works sufficiently well and questioned the need to spend money or make further changes, or that the cyclist numbers are too low to justify the expense.

- **Loss of on-street parking.** Respondents were concerned about the proposed removal of the parking spaces, particularly the effect on nearby residents.

- **Concern that shortening bus stop 6716 will make bus operations and congestion worse.** Opponents feared buses would have difficulty pulling fully into a shorter stop, potentially blocking the traffic lane and creating delays and safety problems.

- **Concern about the bus-stop island and pedestrian interactions.** Some respondents questioned whether the Bidwill Street bus-stop island is necessary or raised concerns about interactions between pedestrians, bus passengers and cyclists around the stop.

- **Objections to particular design treatments, especially concrete separators or insufficient protection.** Some opponents regarded concrete separators as hazardous, particularly for people with limited mobility.

“People that live in the houses opposite will **no longer have somewhere to park**. Shortening the bus stop will **cause the bus to not pull in properly** which sometimes happens already. This will then **impede other traffic behind the bus** and make the roading system worse off.”

Resident of Island Bay, normally travels by car/van/ute through the area

“The existing cycleway seems to work fine for the low amount of cycle traffic - **why does it need to be upgraded at this time?**”

Resident of Brooklyn, normally walks/runs through the area

Section two: Ohiro Road Changes - Main reasons for support / strong support

- **Improved safety for people cycling, particularly on a narrow section used by trucks and double-decker buses.** Respondents described the existing road as intimidating and believed dedicated cycle space would reduce close passes and serious conflicts.
- **Reduced conflict between cyclists and parked vehicles.** Removing parking was seen as reducing risks from opening car doors, vehicles pulling out and cyclists having to move into the general traffic lane to get around parked cars.
- **A more continuous and useful cycle connection.** Respondents valued closing the existing gap between the cycle route and Brooklyn town centre, making the route easier and more attractive for commuting and everyday cycling.
- **Safer pedestrian crossing of Ohiro Road.** The proposed zebra crossing was described by some as long overdue, particularly because of traffic speeds, large vehicles and the distance between existing controlled crossing points.
- **More road space and fewer conflicts for buses, trucks and other vehicles.** Some supporters considered parking to make Ohiro Road dangerously narrow.

- **More road space and fewer conflicts for buses, trucks and other vehicles.** Some supporters considered parking to make Ohiro Road dangerously narrow.
- **Bus-stop consolidation is seen as sensible.** Supporters liked reducing the number of closely spaced stops, with some expecting this to improve traffic flow and safety.

“2 bus stops at Cleveland Street and Bretby crescent **are too close** to one other, doesn't change walking time vs bus.”

Resident of Mornington, normally travelling by manual/e-bike through the area

“Chances of cars pulling out or dooring you before you get to the downhill past central park are high. You have to ‘take the lane’ if you want to avoid biking into parked cars, which slows down traffic behind you and some motorists will then pull dangerous maneuvers to overtake.”

Resident of Kingston, normally travels by car/van/ute through the area

Section two: Ohiro Road Changes - Main reasons for opposition / strong opposition

- **Loss of convenient parking for medical and pharmacy access.** This was the strongest recurring concern, particularly for older or disabled people, parents with young children, people who are unwell and others who need to park close to the medical centres and pharmacy.
- **Impacts on residents, businesses, visitors and tradespeople.** Respondents said households without off-street parking would lose convenient access and that tradespeople, deliveries and visitors would be harder to accommodate.
- **The proposed zebra crossing outside 143 Ohiro Road is considered poorly located or unsafe.** Respondents cited limited sight lines, its proximity to a bend or crest and the fact that many bus passengers cross further south near Tanera Crescent. Several wanted the crossing closer to the bus stops, around 159–168 Ohiro Road.
- **Cycle lanes on both sides are considered unnecessary or disproportionate by some.** Some respondents questioned the need for a downhill lane or two lanes given perceived cycling volumes, particularly when this requires permanent parking removal.
- **Concern that the layout could create new traffic and safety conflicts.** Reduced road width and interactions involving buses, trucks, opposing traffic, cyclists and vehicles turning at Tanera Crescent or queuing near the traffic lights were named as concern.
- **Preference for a less permanent compromise.** Peak-hour clearways, time-limited parking or retaining some parking outside busy periods were suggested.

“What happens to the elderly, disabled, parents with young children who need to get to the medical centres on Ohiro Road, the chemist and Brooklyn shops with the removal of all the parking spaces? Helen Street is fine for the able bodied but it's a fairly steep uphill walk...”

Resident of Brooklyn, normally walks/runs through the area

“The current refuge outside 143 Ohiro should stay as it is the main path people take when going up and down the hill... a **zebra crossing in this location is effectively blind to both uphill and downhill users.**”

Resident of Brooklyn, normally walks/runs through the area

Section three: Helen Street Changes - Main reasons for support / strong support

- **Makes efficient use of Helen Street's unusually wide road space.** Several respondents felt the street is wide enough to accommodate angled parking comfortably and that converting some of the excess road width to parking is a sensible use of the available space.
- **Helps compensate for parking removed elsewhere, particularly on Ohiro Road.** Are recurring reason for support was that the additional Helen Street spaces provide at least some replacement for parking being lost elsewhere as part of the wider project.
- **Maintains parking access for nearby residents and other users.** Supporters highlighted the importance of having alternative parking available for households without off-street parking and for people needing access to surrounding area.
- **Could help reduce vehicle speeds on Helen Street.** Some respondents considered the road excessively wide at present and thought angled parking, by visually and physically narrowing the carriageway, could encourage slower driving.
- **Provides a pragmatic compromise within the wider project. Some respondents saw the additional parking as a reasonable balance between the cycleway and other transport changes and the need to retain adequate parking provision.**

"Helen St needs more parks anyhow, as lots of residents don't have carparks. people are even putting cones out to hold there parks for themselves which is creating local friction amongst residents. [...]."

Resident of Brooklyn, normally travels by car/van/ute through the area

"This makes good sense and **excellent use of the width of Helen Street,** which is one of the widest streets in Brooklyn."

Resident of Brooklyn, normally walks/runs through the area

Section three: Helen Street Changes - Main reasons for opposition / strong opposition

- **Angled parking could create reversing and manoeuvring safety risks.** Several respondents were concerned about vehicles reversing from angled spaces into through traffic, particularly on a relatively busy or steep street.
- **Existing turning and visibility problems could be made worse.** Concerns were raised about the Helen Street/Tanera Crescent area and nearby intersections, with respondents worried that additional parking and traffic movements would make already difficult turning conditions less safe.
- **Road humps or speed-control measures were considered problematic.** Several opponents specifically objected to proposed road humps, citing vehicle damage, motorcycle safety and drainage.
- **Helen Street parking may not be a practical substitute for removed parking.** Respondents mentioned the longer, steep or exposed walk, including concerns about walking at night and access to shops, medical services and other destinations.
- **The proposal could increase traffic or reduce pedestrian safety and amenity on Helen Street.** Some respondents did not want additional cars or parking attracted to the street and were concerned that narrowing the currently wide road could create new conflicts for pedestrians and vehicles entering or leaving properties.

“Speed bumps will move water into garages on the road. Angle parking on south side requires backing into a blind corner on the tanera crescent end-THIS IS UNSAFE. The angle of the lines means having to go completely onto the wrong side to get in or out of them. Put the angle parking at the Tanera crescent side on the north side for safety and/or move it to the south side halfway up”

Resident of Brooklyn

“This proposal completely changes the character of Helen Street. The number of parks will be further encouragement for out - of - Brooklyn drivers to park and ride/walk from Brooklyn to the city. [...]”

Resident of Brooklyn, normally walks and drives through the area

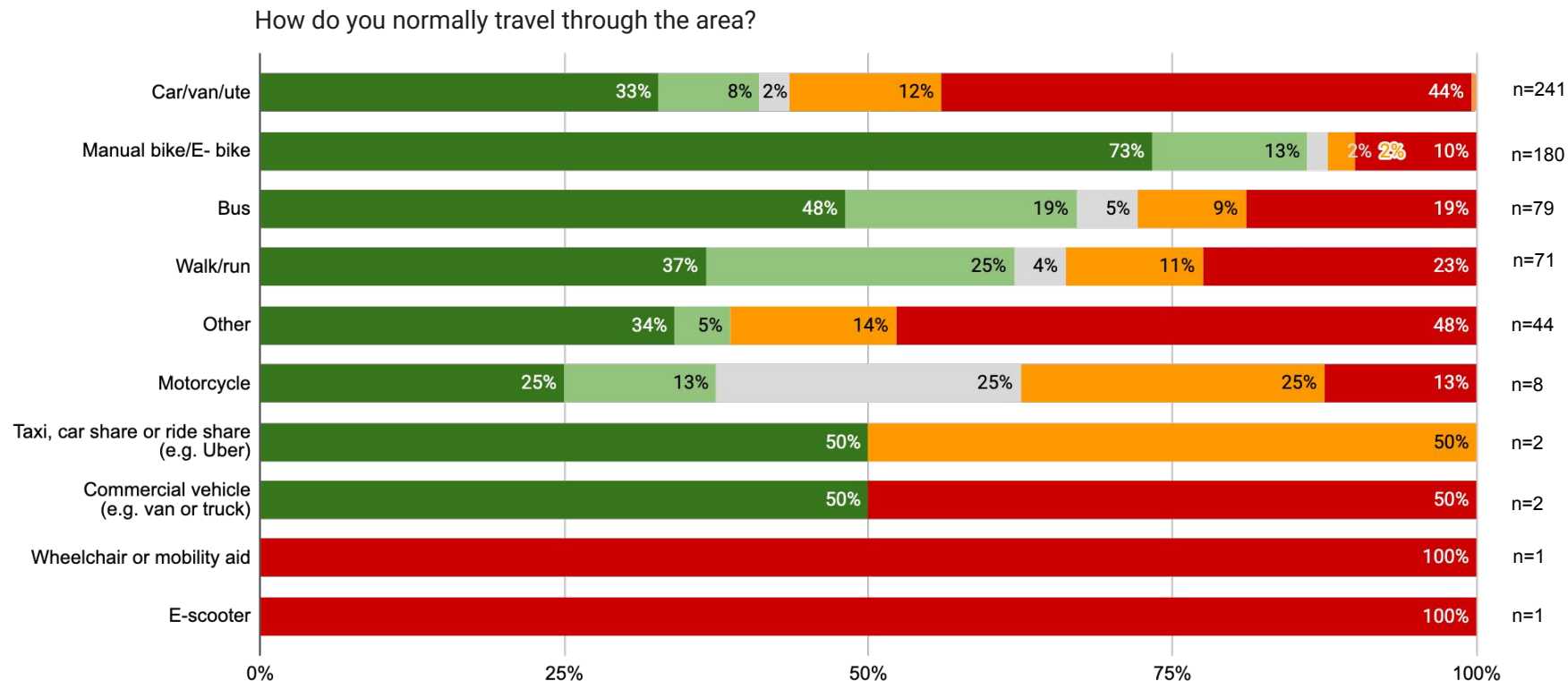


Different levels of support for the overall proposed changes

Overall level of support for the proposal by mode

n=629

Strongly support
Support
Neutral
Oppose
Strongly oppose
Don't know

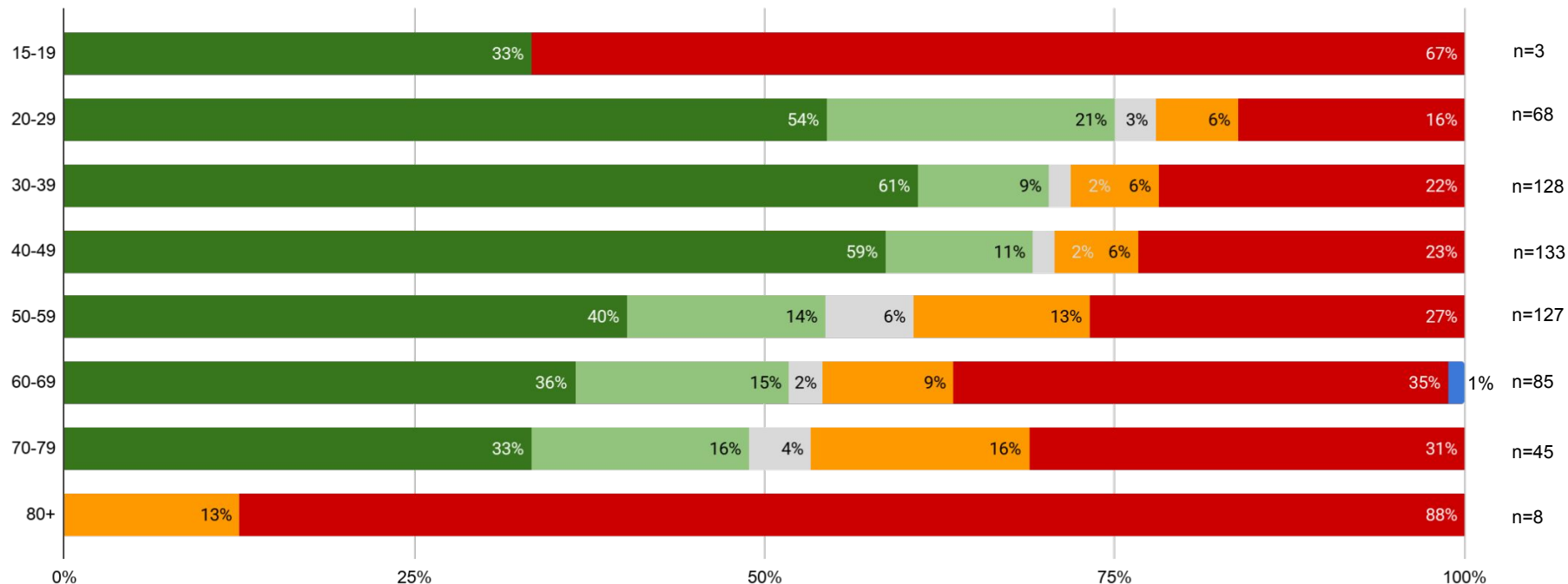


Overall level of support for the proposal by age

n=597

- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- Don't know

Please choose the age group you belong to

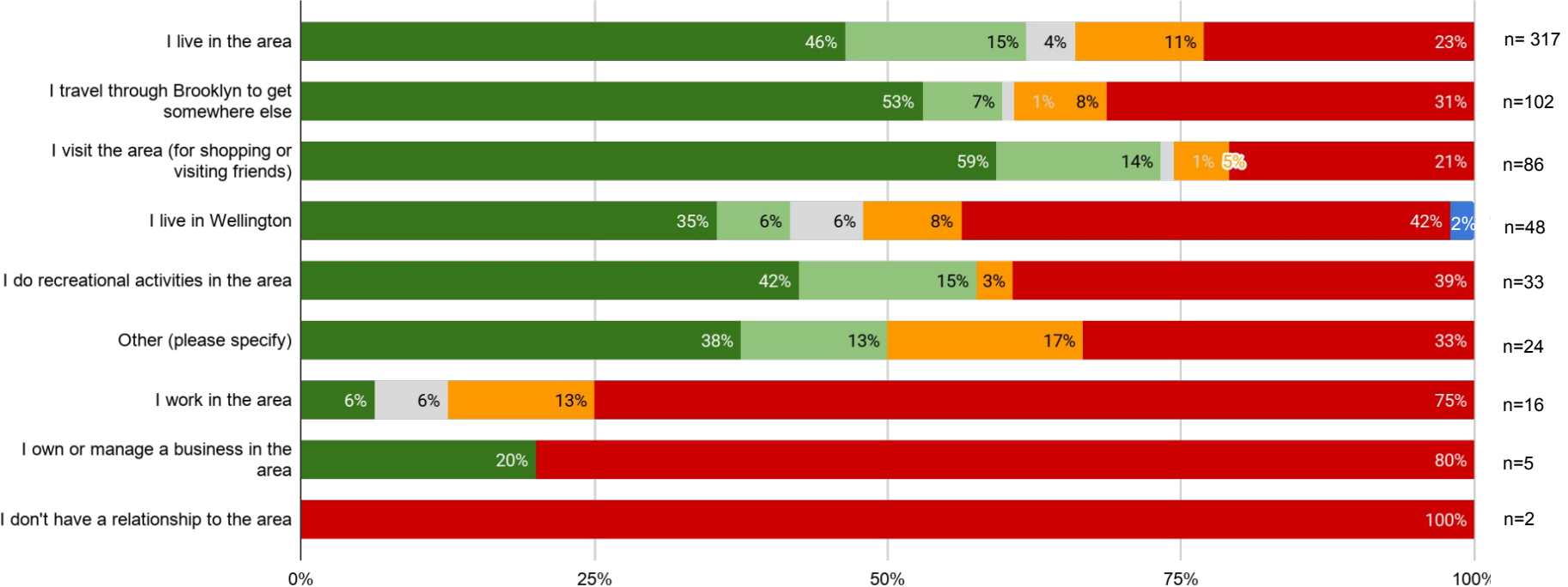


Overall support for the proposal, by relationship to Brooklyn

n=633

- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- Don't know

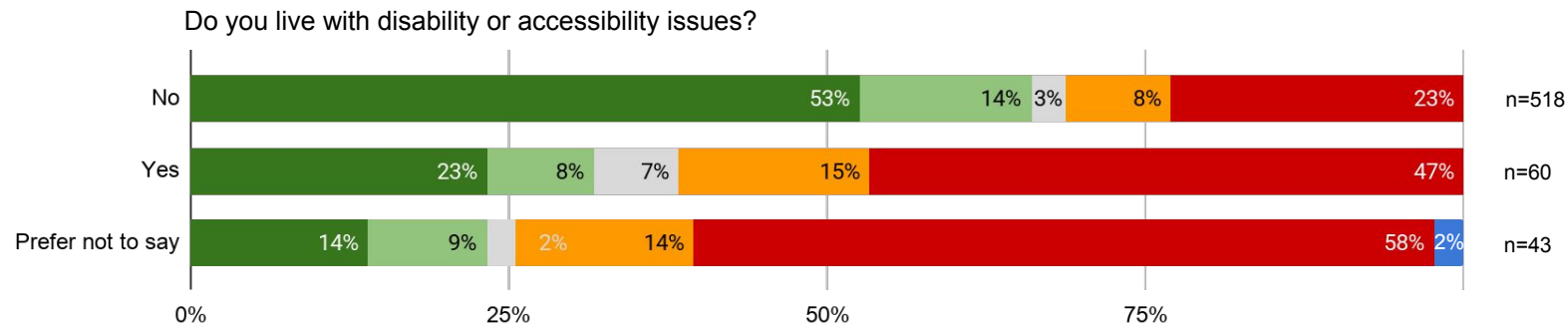
What is your main relationship to Brooklyn?



Overall level of support for the proposal by accessibility issues

n=621

- Strongly support
- Support
- Neutral
- Oppose
- Strongly oppose
- Don't know

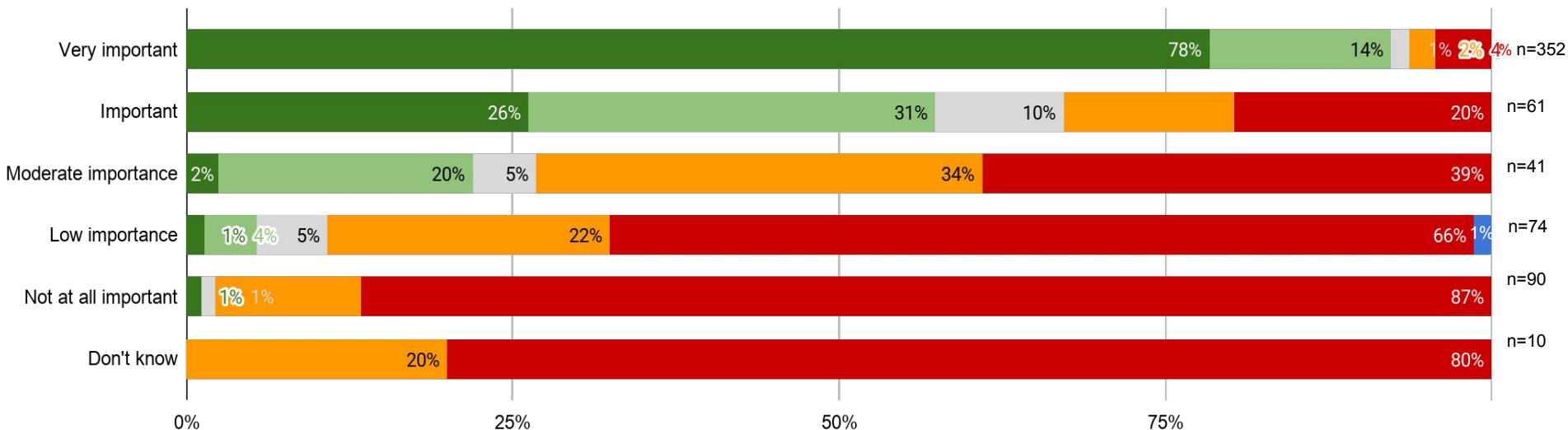


Overall level of support for the proposal by importance to change our existing street space to make it safer and easier for people to walk, ride and take the bus



n=627

How important is it to you to change our existing street space to make it safer and easier for people to walk, ride and take the bus?

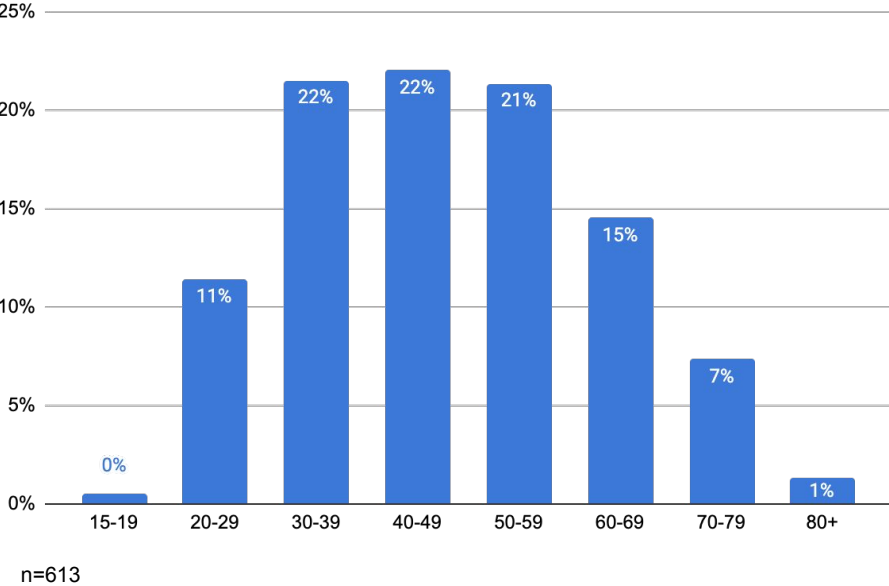




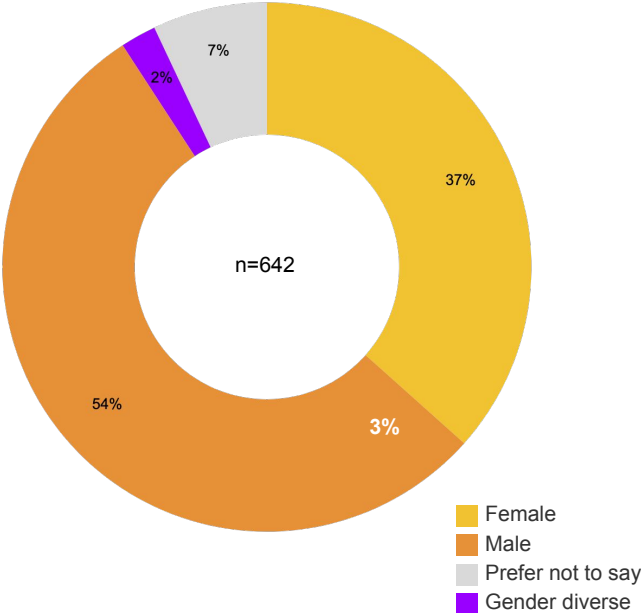
Who we heard from

Who we heard from

Age



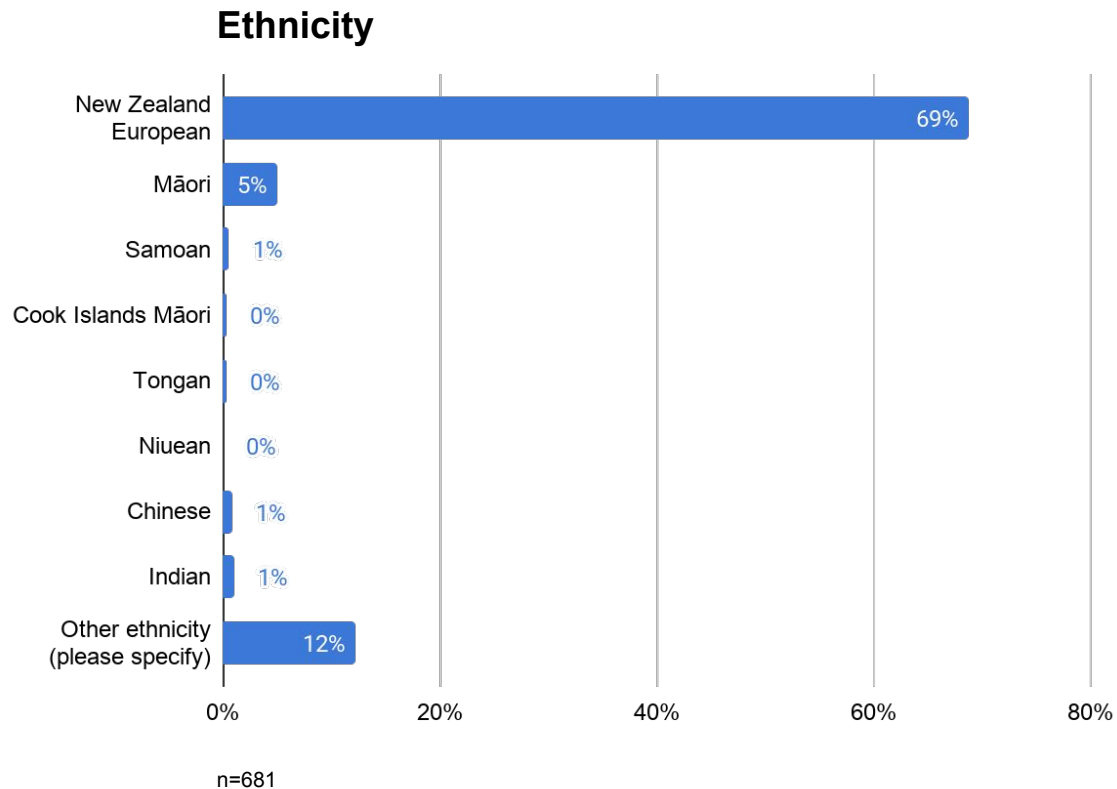
Gender



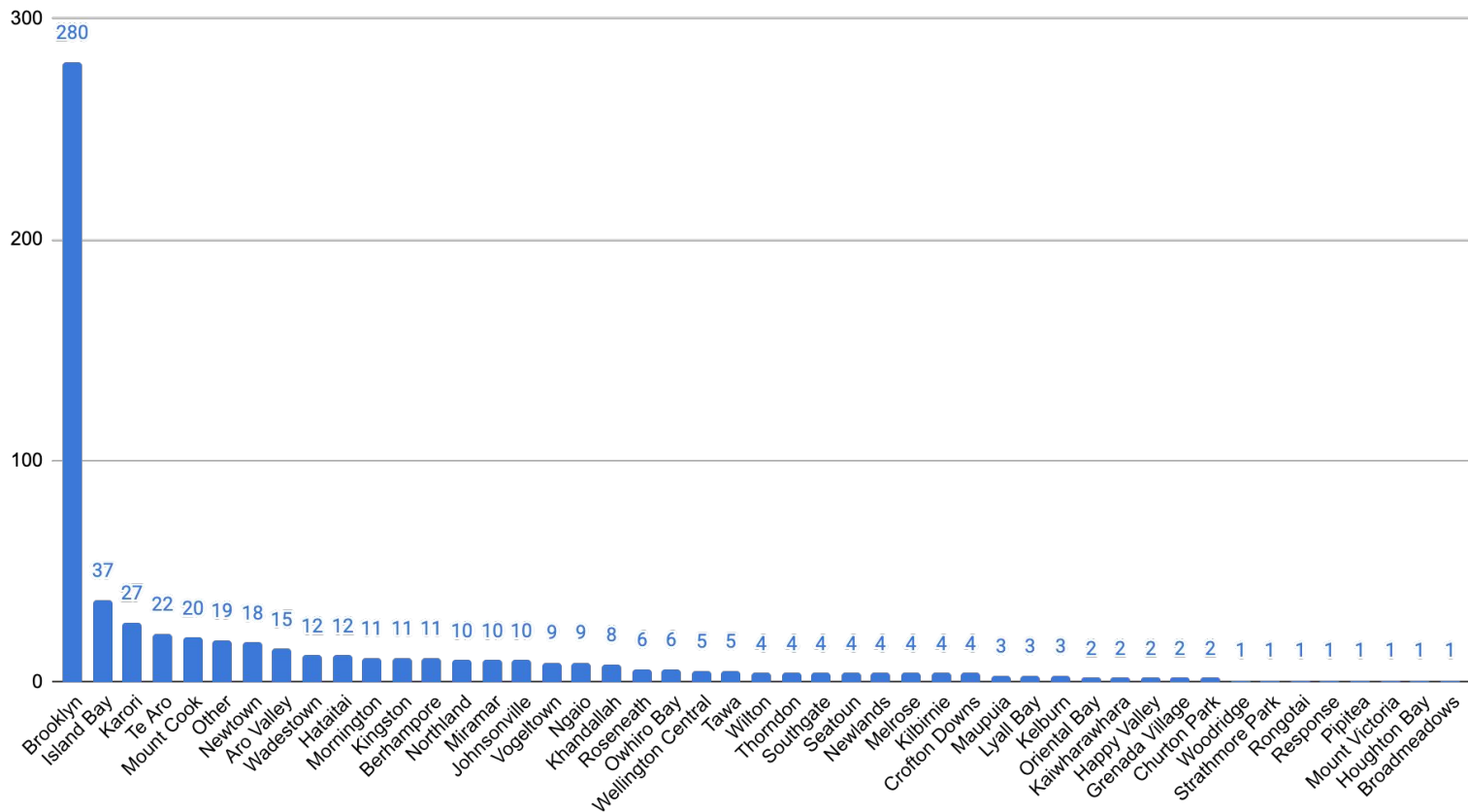
Who we heard from

Note:

Respondents could select more than one option so the total exceeds 100%



Location of submitters



n=632

Organisations we heard from

- Wellington District Council of the New Zealand Automobile Association (AA)
- Cycle Wellington
- NZ Heavy Haulage Association Inc
- Greater Brooklyn Residents Association
- Tennis Capital Coast (INC.)
- Living Streets Aotearoa Wellington
- Fire and Emergency New Zealand
- Brooklyn Exploratory Mission Venture (2 Todman Sreet)
- Transporting New Zealand



Other engagement activity

Community and stakeholder engagement

A range of engagement activities were undertaken during the consultation period.

Public drop-in sessions

- Two drop-in sessions were held:
 - Brooklyn Community Centre - Saturday 25 July, 11am-2pm
 - 2 Todman Street Thrift Shop - Tuesday 28 July, 5-7pm
- More than 60 people discussed the proposal with the project team.
- Feedback was accepted via paper forms, email and an online survey.
- Staff were available to assist with submissions.

Stakeholder engagement

- Targeted discussions were held with community groups, local businesses and central government agencies. These included:
 - NZ Heavy Haulage Association Inc
 - Tennis Capital Coast (INC.)
 - Fire and Emergency New Zealand
 - Transporting New Zealand



Community presentation

- Presentation and Q&A session delivered to a senior citizen community group at the Brooklyn Community Centre.

Targeted communications

- Email and letter drop to impacted and potentially impacted stakeholders.
- Consultation information shared through social housing providers to help reach tenants.

Promotion and advertising

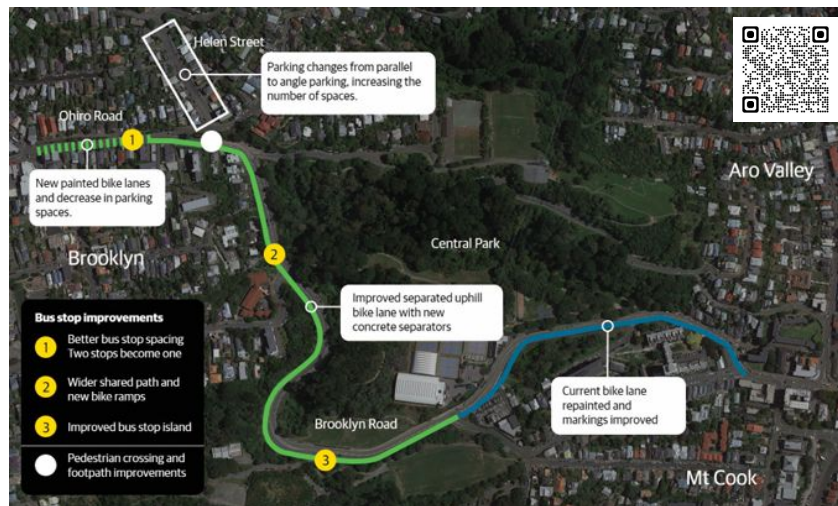
The promotional campaign for the Brooklyn Connections' consultation had a mix of generic and targeted placement, messaging and images.

The campaign aimed to let people know about the planned changes for the bus/bike route, pedestrian and parking changes, and where to provide feedback if they wanted to make a submission. The consultation was promoted through:

- Media
- Council social media channels
- E-newsletters to project subscribers and Let's Talk subscribers
- Public letter drop in surrounding streets
- Emails to previous submitters
- Public notice in The Post
- Dedicated project page on www.wellington.govt.nz

Social media promotion combined organic Facebook posts and paid Meta advertising. With a \$300 budget, the paid ad reached 24,787 people with 62,060 impressions, 1,005 link clicks, and a high click-through rate of 1.63%, indicating strong engagement.

WCC Facebook posts garnered 12,510 viewers and 23,158 views. Sentiment analysis showed overall negative comments concerning cycle ways, with the social media team encouraging feedback through official channels.



Proposed changes in Brooklyn

Public Notice of Consultation

Wellington City Council is seeking feedback on an updated proposal for the Brooklyn Connections project.

The project aims to improve safety and accessibility along the Brooklyn Road and Ohio Road route for people walking, cycling, using public transport and driving.

Since the project was consulted on and approved in 2023, changes to available funding have resulted in a revised proposal being developed. The updated proposal seeks to retain many of the benefits of the original design while reducing cost and disruption.

Transport Projects Ngā Ara Huarahi Waka

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Wellington City Council
We Heke Ki Te Haka

Project update

Kia ora

In 2023, Wellington City Council consulted on a proposal to improve safety and accessibility along the Brooklyn Road and Ohio Road route.

Since then, the funding environment has changed significantly. Anticipated NZTA co-funding was not provided and Council's funding for the bike network programme was reduced. As a result, the design for the area has been reviewed and refined to focus



Appendix A:

Theme descriptions

Themes

The consultation asked the community to provide feedback on a number of different aspects of the scheme, as well as the overall proposal. This resulted in a large number of themes, all of which are listed on the following pages with a definition of each.

The list is ordered from the most frequently mentioned theme across all questions and comments, to the least.

Theme descriptions (1/5)

Theme	Description
Changes improve cycling connectivity or experience	Comment expressing support for a proposed cycling component or stating that the proposal will improve cycling continuity, comfort, directness, accessibility, permanence, or ease of use.
WCC should focus on other things	Comment stating that WCC should not spend money on this project, that it is poor value or unaffordable, or that Council should prioritise other work.
Changes improve safety for road users	Comment expressing support for a proposed change or component because it will improve safety, reduce risk, or provide a safer arrangement for one or more road users.
Concern about parking removal	Comment concerned about the removal, reduction, availability, displacement, or replacement of general parking on Brooklyn Road or Ohiro Road.
Concern that cyclists are prioritised over other road users	Comment stating that the proposal gives disproportionate priority or street space to cyclists at the expense of pedestrians, drivers, bus users, businesses, or other users.
Leave it as it is	Comment clearly preferring the current trial or street arrangement or saying the existing layout works adequately.

Theme descriptions (2/5)

Theme	Description
Cycle lane not necessary	Comment stating that a proposed Brooklyn Road or Ohiro Road cycle lane is unnecessary or that adequate cycling provision already exists.
Concern about cycleway conflicts or design	Comment concerned that the proposed cycleway design will create conflicts, visibility problems, difficult transitions, or an uncomfortable or unsafe riding environment.
Changes support mode shift away from private cars	Comment stating that the proposal will support active transport, reduce reliance on private cars, broaden transport choice, or reduce transport emissions.
Further pedestrian or streetscape improvements are needed	Comment asking for additional pedestrian, accessibility, amenity, drainage, lighting, footpath, or streetscape improvements beyond the proposed design.
Lack of clear rationale or data to support changes	Comment questioning the evidence, need, rationale, usage, expected benefits, costs, or factual basis for the proposal.
Changes improve parking availability	Comment expressing support for the proposed Helen Street parking changes or stating that the changes will provide useful additional parking or help offset parking removed elsewhere.

Theme descriptions (3/5)

Theme	Description
Concern about pedestrian crossing location or design	Comment concerned about the location, type, visibility, priority, or safety of a proposed pedestrian crossing.
Concern about impact on local businesses	Comment concerned that the proposal will negatively affect shops or other local businesses.
Changes improve pedestrian access and experience	Comment expressing support for a proposed pedestrian component or stating that the proposal will improve walking access, convenience, accessibility, directness, legibility, or pedestrian experience.
Changes improve bus access or operation	Comment expressing support for a proposed bus-stop component or stating that the proposal will improve bus access, visibility, spacing, safety, convenience, or operation.
Criticism of WCC engagement process and decision making	Comment criticising the consultation process, survey design, engagement, transparency, mandate, or how WCC is making the decision.
General support	Comment expressing support for a Brooklyn Connections section or the overall project without identifying a specific supported component, benefit, or outcome.

Theme descriptions (4/5)

Theme	Description
Concern about bus stop access or operation	Comment concerned about the removal, relocation, shortening, accessibility, spacing, or operation of a proposed bus stop.
Signals, crossings, enforcement or monitoring should be improved	Comment proposing signals, signs, give-way controls, enforcement, education, or monitoring to manage how the streets operate.
Increase physical separation between modes	Comment suggesting greater physical or controlled separation between cyclists, pedestrians, buses, and motor vehicles.
Cycling infrastructure needs to go further	Comment asking for cycling improvements beyond the scope or extent of the proposed Brooklyn Connections design.
Concern that changes negatively impact traffic	Comment concerned that the proposal will worsen traffic flow, congestion, queuing, delay, bottlenecks, fuel use, or emissions caused by slower traffic.
Concern about heavy vehicle impacts	Comment concerned about the safety, noise, emissions, debris, road damage, or traffic effects of trucks, buses, or other heavy vehicles using Brooklyn Road or Ohio Road.

Theme descriptions (5/5)

Theme	Description
Reduce speed further	Comment proposing additional measures to reduce vehicle speeds.
Concern about parking removal near the medical centre or pharmacy	Comment concerned that removing Ohiro Road parking will reduce access to the medical centre, pharmacy, or other essential health services.
Alternative cycleway route or alignment	Comment proposing a different route, side, position, length, or alignment for a proposed cycleway.