



Communications Briefing

The purpose of this document is to provide a clear strategic view of the goals and intent of the AFC for 2018/19

AFC's vision, mission and role

The Auckland Forecasting Centre (AFC) is a partnership between Auckland Council, the NZ Transport Agency and Auckland Transport, established in 2014. Combining transport modelling resources into a single operational unit under integrated governance, the AFC's mission is to provide one source of truth forecasting, supporting confident investment.

The Auckland Forecasting Centre operates as a Centre of Excellence providing data, analysis and advice around growth impacts, travel demand and traffic forecasting.

We also provide decision support for the future mobility and infrastructure needs of Auckland as it continues to grow, and offer a wider range of support to organisations requiring transport and traffic modelling information, as well as those relying on land use and travel forecasting.

The Centre is aligned to the University of Auckland and University College London, participating in research and development to ensure work delivered conforms to international best practice.

INTENT

Proactive and purposeful communications focused on customers' needs, that raise awareness of AFC's expertise and capabilities so that the role AFC plays in transport planning is understood

OBJECTIVES

AFC is engaged early in projects, network changes and land use options

The role AFC plays in developing 'one source of the truth' is valued



Communications themes

- One source of the truth: We use consistent inputs and assumptions across all modelling levels, regional to detailed
- Excellence in transport forecasting: We use robust, evidence based analysis and transport models
- Key decision support: We provide objective resources and advice that helps decision makers validate choices that support the vision for Auckland

AFC Strategic and work priorities

Over the period 2018/19 we will:

- Fully utilise the 2016 update to the strategic models (ASP, MSM, MPT, DTA)
- Incorporate 2018 census data into the land use model and strategic models
- Develop and implement a simple regional walking and cycling model
- Work with the AT/NTZA Transport Partnering Group to develop a new modelling structure that can accommodate future transport possibilities (that can be implemented in 3-5 years)
- Major project support: Auckland Transport Alignment Project 2, Additional Waitemata Harbour Crossing, Mass Transit, Auckland Plan land use, Pricing, Supporting Growth