

29 June 2023

He tohu huarahi Māori bilingual traffic signs programme  
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### He tohu huarahi Māori bilingual traffic signs programme consultation

Kia ora koutou

The Kapiti Coast District Council welcomes this opportunity to comment on the He tohu huarahi Māori bilingual traffic signs programme, and the proposed amendments to the Land Transport Rule: Traffic Control Devices (Bilingual Signs), that would provide for traffic signage to be bilingualised.

#### General Comment:

Council would like to express its unreserved support for the programme. With traffic signage required to be exactly as specified in the TCD Rule Schedule 1, to date there has been little opportunity for Council to meet our community's aspirations to reflect the district's full cultural history more strongly, through its destination and other traffic advisory signage.

Through its partnership with the district's three iwi, Ngāti Toa Rangatira, Te Ātiawa ki Whakarongotai and Ngāti Raukawa ki te Tonga (through Ngā Hapū o Ōtaki), Council is fully supportive of the partnership's vision for Te Reo in Kāpiti: *Kia āhei noa te tangata ki te kōrero Māori, ki te kōrero Pākehā, kāore he māharahara ki tāna e kōwhiri ai, e tū ai tātou hei hāpori reorua pakari tonu* (That people feel comfortable in the use of Te Reo Māori and English – supporting the notion of a bilingual community).

To date within our district, Council has an agreement with Ngā Hapū o Ōtaki of Ngāti Raukawa, to support the township of Ōtaki and surrounding area becoming recognised officially as a bilingual town as part of the Te Tari Taiwhenua Bilingual Towns and Cities Aotearoa Project. To this end, as and where possible, Council has implemented bilingual signage.

Through this and other initiatives, Council is weaving Te Reo Māori through our Council communication channels. Staff are engaged in, and supportive of, Te Wiki o Te Reo Māori, Mahuru Māori, and Council is progressing plans to whakamana Te Reo Māori in Council open spaces, seeking opportunities to bilingualise Council signage.

The official inclusion of Te Reo into road signage will facilitate Council's ability to further extend this work as opportunity arises to replace existing and instal new bilingual signage.

**Technical comment:**

Council agrees with the factors that have been used to identify which families of signs (and signs within those families) that provide the optimal opportunity to support the revitalisation of Te Reo Māori.

With the design principles, within Proposals 4 and 5 and with respect to language differentiation, Council is unsure whether the Series change for the lettering best supports the immediacy required of these advisory signs, particularly in the high-speed environment of the motorway/expressway signage. The colour differentiator exemplified by signs R1-5.3 and A41-1.1, as an additional factor, would appear to work better.

In conclusion, Council sees this initiative to bilingualise our traffic signage as an important and necessary step to progressing the Crown's vision: *Kia māhorahora te reo* – everywhere, everyway, for everyone, every day; and supporting local implementation of our district's Te Reo vision.

Council contact for this submission is Chris Worth, Principal Policy Advisor / Te Kaitohutohu Kaupapa Here Matua. ([chris.worth@kapiticoast.govt.nz](mailto:chris.worth@kapiticoast.govt.nz); 021 254 1326 / 04 296 5512).

Yours sincerely

A handwritten signature in black ink, appearing to read 'Darren Edwards', with a stylized flourish at the end.

Darren Edwards  
**Chief Executive**  
**Te Tumuaki Rangatira**