



Report 05.678
Date 30 November 2005
File TP/03/06/04

Committee Regional Land Transport
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Regional Travel Demand Management Strategy

1. Purpose

To provide the Committee with an analysis of the submissions received, provided as attachment 1, and to adopt the amended Regional Travel Demand Management (TDM) Strategy provided as attachment 3.

2. Significance of the decision

The matters for decision in this report **do not** trigger the significance policy of the Council or otherwise trigger section 76(3)(b) of the Local Government Act 2002.

3. Background

The draft Regional Travel Demand Management Strategy was released for public consultation on 5 September 2005. The Strategy sets out a vision, objectives and outcomes for travel demand management in our region. It also includes a range of initiatives which seek to increase transportation system efficiency, improve and influence travel choices, and reduce the need to travel.

Submissions closed on 7 October 2005. The feedback from the consultation process has been used to recommend some further revisions to the strategy. Once adopted, the Regional TDM Strategy will be included as a chapter of the draft Regional Land Transport Strategy (RLTS) to meet our obligations under the Land Transport Management Act 2003.

4. Comment

4.1 Submissions received

Thirty-one submissions were received regarding the draft Regional Travel Demand Management Strategy. A large proportion of these were through the feedback form on the Council's website. Approximately one-third of submitters indicated a wish to be heard in support of their submissions. Around half of submissions were received from individuals. The remainder of

submissions were received from community groups, tertiary institutes, special interest groups and Government bodies.

A meeting of the RLTC was held on 23 November to oral submissions. Nine submitters spoke in support of their submission on the Regional TDM Strategy at the meeting. The key matters arising from the hearings for the RLTC to consider were set out and circulated in a memo from the RLTC Chairperson dated 28 November 2005.

The feedback received through the submissions is generally supportive of the proposed strategy and suggests constructive improvements. Key policies proposed such as travel planning initiatives, traffic management initiatives, integration with land use, the need to study road pricing more closely, financial support for travel demand management measures, are all supported. Indeed a theme in many submissions was that the strategy should go further faster.

A full analysis of the key issues from the submissions is provided as **attachment 1**. A summary of submissions is **attachment 2**.

4.2 Recommended changes to the Regional Travel Demand Management Strategy

Given the general support for the vision, objectives, outcomes and actions, the Strategy is not considered to require significant revision. The following changes are included in the Strategy document (**attachment 3**):

- A new outcome ‘improved integration between passenger transport and other transport modes’ has been added.
- The wording of the outcome ‘reduced traffic demand, while maintaining accessibility’ has been amended to ‘limit car traffic growth particularly at peak times, while maintaining accessibility’.
- The explanation of integrated land use and transportation has been expanded under *Travel Demand Management methods* and within the action tables.
- The Strategy text has been amended in several places to consistently use the description ‘Integrated Land Use and Transportation’.
- Reference to traffic calming measures as a potential travel demand management tool has been added under the *Traffic Management Tools* section of the Strategy.
- Discussion about rising oil prices and its potential impacts in relation to the Strategy has been added under the *Framing Demand Management Issues* section.

4.3 Matters for consideration during development of the RLTS

- It is important to ensure adequate investment is allocated for travel demand management, passenger transport, walking and cycling to achieve

maximum health benefits. This is considered in the Strategic Options feedback report also on this agenda.

- Consider increased investment to further enhance the region’s passenger transport system. This is being considered as part of the development of the Regional Passenger Transport Plan (RPTP).
- Consider whether passenger transport mode share should be maintained or improved. This is being considered as part of the development of the RPTP.
- Consider the passenger transport needs of the elderly, disabled, and people in lower socio-economic areas are addressed. This is being considered as part of the development of the RPTP.

5. Communication

The key details of the adopted Strategy will be communicated by:

- Media release
- GWRC website (strategy available as pdf)
- Letter to all submitters on the draft Strategy.

6. Recommendations

That the Committee:

1. **Receives** the report.
2. **Notes** the amendments to the Strategy.
3. **Adopts** the amended Regional Travel Demand Management Strategy provided in **attachment 3**.

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Attachment 1: Analysis of submissions

Attachment 2: Summary of submissions

Attachment 3: Regional Travel Demand Management Strategy