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Committee Regional Land Transport
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Implementation

Travel Demand Management Programme Update

1. Purpose

To update the committee on projects and work implementing the Travel Demand Management Strategy.

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 Transport Strategy Implementation Department of Greater Wellington contributes to the development and implementation of the Regional Land Transport Strategy (RLTS) and subsidiary strategies by identifying and delivering projects and work programs throughout the region that focus on increasing sustainable transport opportunities. The Department is responsible for the development and implementation of transport actions through the regional Travel Demand Management, Cycling, Pedestrian and Road Safety strategies that seek to bring about sustainable transport outcomes for the region. Outcomes include promoting a mode shift away from single occupancy vehicle use through the delivery and monitoring of a regional travel plan programme, awareness campaign and other projects which focus on increasing safe and sustainable transport options such as public transport, walking, cycling, ridesharing and teleworking. In addition, the department advocates for and facilitates the provision for greater integration of regional transport activities and land use planning decisions.

4. Travel Demand Management (TDM)

“TDM seeks to modify travel decisions so that more desirable transport, social, economic and environmental objectives can be achieved, and the adverse impacts of travel can be reduced” (MoT, 2005). TDM is a key part of the

Regional Land Transport Strategy. The current work programme is based on the TDM Strategy which was adopted by the RLTS in December 2005.

GW's role in TDM involves three key outcome areas:

- Building communities which support sustainable transport choices
- Providing transport choices which support sustainable communities
- Managing and monitoring travel demand and travel behaviour change.

The aim is to begin a culture shift in the Wellington region towards a more sustainable transport system, where a range of travel choices are actively supported and promoted.

One of the ways the Strategy Implementation Department intends to achieve this end is through the development and delivery of *Greater Wellington's Travel Plan Programme*. The regionally focused and managed programme serves to contribute to regional and national goals by providing and supporting accessible and sustainable transport choices in addition to providing:

- A standardised methodology of delivery
- Monitoring and reporting the benefits achieved through each initiative.

Greater Wellington's Travel Plan Programme aims to provide choices for travel to work or study, sustainable options for work and study related travel, and a better understanding of the real costs and benefits of different travel choices.

Travel Plans involve a process of working with schools, workplaces, communities and individuals to better understand current travel choices, and to find ways to make sustainable transport choices more attractive.

A Travel Plan is....

“A package of measures that aim to reduce the number of car journeys and provide people with greater travel choice.”

Behaviour change is the long term goal.

5. Activities to Date

5.1 School Travel Plans (STP's)

Meetings have been held with most local authorities:

- To outline the aims of Greater Wellington's School Travel Plans (STPs)
- Confirm and clarify council's support for the programmes
- Identify schools to approach initially for STPs.

The importance of working with territorial authorities in the first instance cannot be understated. Without effective relationships with territorial authorities, Greater Wellington's effectiveness in promoting sustainable active transport to schools is depleted. Through LTNZ, territorial authorities can apply for infrastructure funding if it is identified as a need in a school travel plan.

Porirua City Council identified seven schools as good candidates for STP's. Titahi Bay School was the first school to sign up to Greater Wellington's Travel Plans for Schools programme. Discussions continue with the six other schools.

Upper Hutt City Council identified eight schools as good candidates for STP's. Criteria for selection included those with noted congestion issues, those with catchments areas within walking distance of the school and those involved in linked programmes such as Roadsense and Bikewise.

GW has had discussions with three of those schools and Maoribank School has agreed to undertake a travel plan in Term One 2007. Encouragingly, Upper Hutt City Council stated that they would eventually like all schools in their area to have travel plans.

Wellington City Council are currently delivering a "Safer Routes to School" programme that is in many ways similar to the Greater Wellington's Travel Plans for Schools programme. WCC have requested support from GW to review and evaluate the schools who have completed the Safer Routes to schools programme.

The analysis would include:

- measuring current use of active modes of travel to school,
- further promotion of active modes if required.

Masterton District Council and the Wairarapa Road Safety Council have confirmed their involvement in the school travel plan programme for the 2007/08 financial year and have applied to Land Transport NZ for funding to support this initiative.

Carterton and South Wairarapa District Councils also work with the team at Wairarapa Road Safety Council and discussions will continue as to how best to apply the programme in their areas.

Kapiti Coast District Council also has funding from Land Transport NZ for school travel plans. GW is working with their consultant to develop travel plans at Kenakena School, Paraparaumu Beach School and Paraparaumu College. Greater Wellington is sharing survey tools, guidelines and templates to facilitate the implementation of these plans.

5.2 Active Transport in Schools

Many agencies in the region from different disciplines are currently involved in the area of active transport in schools. These include road safety co-ordinators from local authorities, police education officers, Land Transport NZ staff, personnel from Educating NZ who have had the contract to deliver road safety messages to schools for the past several years, staff from Health Sponsorship Council, walking school bus co-ordinators, regional public health staff and SPARC staff and their programme providers who deliver the active schools messages. In order to reinforce the common objectives these agencies share, GW hosted a meeting in late October providing the various agencies an opportunity to share the key focus of their programme, their funding sources and their target age groups within schools.

For example, Sport Wellington through SPARC funding, employ several active school facilitators whose mission is broadly to encourage “more people to be more active more often.” These people work closely with schools and have capacity to be on site at walk to school promotions and even to initiate discussions about walking school buses with parents.

Another example are regional public health staff who support active transport to schools through their Health Promoting Schools programme, drawing in additional resources from Sunsmart and the Heart Foundation.

It is hoped that these agencies will meet regularly, providing an ongoing opportunity for collaboration on active transport in schools initiatives. Keeping in touch with providers of programmes whose objectives align with school travel plans will create synergies across the region and enable is to deliver a more cost effective programme.

5.3 Feet First

Feet First is a Greater Wellington and Land Transport New Zealand initiative to celebrate Walk to School Week from 5 to 9 March 2007. During this week a Walk to School Day will be held on Wednesday 7 March. The Feet First promotion continues until the end of Term One with Walk to School Wednesdays. As a springboard for promoting active transport in schools, it is an initiative that can be undertaken as schools prepare to be involved in the travel plan process. Ideally, schools will promote walking to school as an option every day.

Greater Wellington is working with LTNZ on the design of resources. Information packs and resources will be sent out to schools in Term One. Students will be encouraged to walk to school (at least 10 minutes of the way), with a caregiver, a buddy or on a Walking School Bus. Alternative options can be agreed for schools where there are school buses operating and students who cycle to school will be encouraged to keep this up. Each participating school will receive resources for the week such as flyers, posters, stickers and progress cards and will have the chance to win prizes.

Invitations to participate in Feet First 2007 were sent out, by Greater Wellington, to 68 schools. As of 1 December 2006, 33 schools (9,000 students) have registered to take part.

5.4 Workplace Travel Plans (WTP's)

Greater Wellington is beginning work with numerous organisations to assist them with developing travel plans within their own organisations including Transit New Zealand, Ministry of Health, Housing New Zealand, Ministry of Fisheries, Wellington City Council and Greater Wellington. It is also hoped that we can encourage and assist all territorial authorities in the region to undertake travel plans within their own territorial authorities over the next year.

Greater Wellington has just officially begun its first Greater Wellington Travel Plan Programme partnership with Victoria University. Greater Wellington believes this to be a significant project that will have benefits to not only the university but also to its students, staff and prospective students and to the community as a whole

The key drivers for a Travel Plan for Victoria University are a need to:

- Manage staff and student parking on each of the campuses fairly, efficiently and in a cost-effective way;
- Improve the service level for students by providing greater transport choices;
- Help with staff recruitment;
- Improve the transport-related environmental performance of the university.

The university, with assistance from Greater Wellington, has secured Opus Consulting to project manage the first phases of the travel plan process.

Another significant travel plan Greater Wellington provided assistance with since 2005 is the Capital and Coast District Health Board Travel Plan. C&CDHB is leading the way as the largest employer in New Zealand so far to have prepared and adopted a travel plan, and is the country's first District Health Board to do so. It is hoped to get other regional health boards moving with travel plans in the near future.

The Govt3, consisting of forty seven key central government agencies, wish to have travel plans implemented in all of their regional and national offices. Many are beginning this process with the assistance of Greater Wellington and ARTA through our complimentary programmes along with funding assistance from LTNZ.

The Strategy Implementation Department will role out Greater Wellington's Travel Plans for Workplaces Programme in the new-year according to the programme business plan schedule.

5.5 Sustainable Business Network

Greater Wellington hosted the Wellington Sustainable Business Network meeting in the latter part of November. A workshop for members was planned with a focus on sustainable transport practices for businesses and was part of a series for businesses involved in the Get Sustainable Challenge. The Get Sustainable Challenge was designed to support businesses to make changes to their practice and become more sustainable. As part of the transport focus, there were speakers from GreenFleet, Stagecoach, Opus Consulting, who talked about Waitakere City Council's workplace travel plan, and David Pettengell from INVO, a local businessman who featured on TV1 as someone who is currently walking the talk in promoting sustainable transport in his business. As an example of one of the initiatives at INVO, staff who walk 2 kilometres or more on their journey to and from work receive a contribution towards the cost of footwear of \$100 annually and two days leave credits. Staff who cycle to work for 100 days per year are offered a \$300 contribution towards bicycle costs or assistance to purchase a bike and two days leave credits. Employees keep a diary of how they travelled.

6. Community Projects

6.1 Lower Hutt Short Trips Project

6.1.1 Background

The Short Trips project has been developed by Greater Wellington in partnership with the Sustainability Trust and Hutt City Council, with funding assistance from the Sustainable Management Fund of the Ministry for the Environment.

The aim of the project is to reduce kilometres travelled in cars during short trips and bring other benefits to project participants.

6.1.2 Objectives

The project aims to engage a number of community groups in Lower Hutt in voluntary behaviour change to reduce vehicle kilometres travelled for short trips. The project will be monitored and evaluated using odometer surveys for participants and for a control group. Appropriate resources will be offered to support participants in achieving behaviour change goals they have identified for themselves.

6.1.3 Training for project delivery

Training for the project team took place for a week at the end of October provided by a consultant with extensive expertise in the area of household travel behaviour changes. The training involved developing methodology and defining parameters around the project as well as training project staff in having conversations about voluntary behaviour change. This was a crucial step in the project development as appropriate conversations are designed to help project participants develop travel solutions for themselves. Diagnostic

testing of tools was undertaken including the project name, an odometer survey and personalised journey planner. Intervention and control groups were identified and approached. The first survey was undertaken with the Lower Hutt Assembly of God Church congregation on Sunday November 19. The survey will be repeated after church over the following two Sundays by the participants. Victory Christian Centre was selected as a control group.

7. Communication

Communicating the work associated with implementing the Travel Demand Management Strategy is on-going.

8. Recommendations

That the Committee:

1. *Receives the report.*
2. *Notes the content of the report.*

Report prepared by:

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