

## Travel Demand Management Strategy Activities

### Action Status (March 2007)

Action Title	No. Action	Target	Performance Measure	Lead Agency	Partner Agencies	Overall Progress	Comments
Integrated Network Management Plan	1.1	Develop & implement an integrated network management plan to maintain an agreed LoS on the strategic road network. Plan to include ATMS, Ramp Metering, ATIS & HOV lanes	Plan developed by end of 2006/07 Regional Plan in Place by 2006/07	Plan is developed & reported to RLTC	Transit NZ TAs GWRC Policy & Strategy	5%	Development of ATMS & VMS plans underway
Transit New Zealand TDM Strategy	2.1	Develop & implement a travel demand management action plan for the regional state highway network, consistent with this strategy & Transit NZ's TDM Strategy	Plan implemented by 2007/08	Plan implemented	Transit NZ GWRC Policy & Strategy TAs	5%	Transit NZ has a draft one page policy that is currently waiting for board consideration. The full TDM strategy for Transit NZ is being scoped as part of the wider TDM Transport Sector Strategic Directions Document 2006/07. The scoping exercise is expected to be complete this financial year.
Awareness Campaign	3.1	Develop & implement a campaign to raise public awareness of the full costs of their travel & mode choice decisions, including the environmental, social & economic costs	Campaign commences in 2006/07	Campaign implemented	GWRC Transport Strategy LTNZ Transit NZ Implementation	36%	Preliminary stages of action include writing series of related articles to appear in 'Elements' publication, the first of these featured in Sep 2006 edition. Web page development in preliminary stages with anticipated internet communication early in 2007. Capacity building in the region included hosting TDM specialist Todd Litman.
Integrated Land Use and Transportation	4.1	Support & advocate for integrated land use & transportation planning which reduces traffic demand, generates sustainable travel options & reduces the need to travel (including district plans, the Regional Policy Statement (RPS) & Wellington Regional Strategy (WRS).	Improved planning documents which facilitate increased urban densification, infill around transport nodes, localised job opportunities, facilities & services	Submissions made to reviews	GWRC Transport Strategy TAs Transit NZ Development	76%	GW continues with submissions & monitors progress in development proposals & plans with a focus on advocating on the issue of integrated land use & transport. GW is actively involved with the RPS review & WRS with a focus on encouraging TAs to consider transport in their LTCCP & development proposals.
Integrated Land Use and Transportation	4.2	Encourage sensitive location & design of new transport infrastructure in relation to existing land use & communities to minimise adverse effects.	As above	Number of councils formally signed up to the NZ Urban Design Protocol	GWRC Transport Strategy TA's Transit NZ Ministry for the Environment	44%	GW has become a signatory to the NZ Urban Design Protocol, confirming the Council's commitment to promoting the integration of land use development, urban design & transport. GW's NZ Urban Design Protocol Action Plan is currently being prepared. It will include sustainable transport planning actions. Also a commitment under the WRS for all councils in the region to sign up to the Protocol & develop & implement a regional action plan.
Travel Plans	5.1	Develop & implement a travel plan programme to encourage the uptake of business, school & community travel plans & associated travel behaviour change initiatives such as ridesharing, teleworking, flexible work hours, walking school buses, etc.	Number of businesses, schools and community groups with travel plan in place by 2010 (to be determined as plan developed)	Number of travel plans in operation	GWRC Transport Strategy TAs Schools NZ Police Central government agencies Other workplaces	100%	GW's Travel Plan Programme is delivered by the Transport Strategy Implementation Department which was established in May 2006. Department consists of: Sustainable Transport Leader, School Travel Plan Coordinator, Sustainable Transport Planner (Workplaces) & Active Transport Coordinator. GW's Travel Plan Programme launched with first school in November 2006 & first workplace December 2006. Targets for 2006/07: 4 School & 4 Workplace Travel Plans. Team currently working with 5 school communities in region to advance school travel plans & 6 organisations committed to implementing workplace travel plans including TAs & central government agencies.
Travel Plans	5.2	Develop & implement a Workplace Travel Plan for organisation's offices	All agencies to have operating travel plan in place by 2006/07	Number of plans in operation	GWRC	68%	GW Executive Management Team (EMT) committed to implementation of a Travel Plan for the Council in mid-Sep 2006. EMT committed to championing the travel plan by allocating a staff resource to take on the role of travel plan coordinator & resourcing staff time for the travel plan working group. A Travel Plan Working Group has been established consisting of staff from each division from within the Council. The Travel Plan Project scope & Communications plan will be developed late 2006/ early 2007 with commencement of the data collection & research phase including staff travel surveys to be undertaken in February 2007.
	5.2	As above	As above	As above	KCDC GWRC Transport Strategy Implementation	5%	Senior management approved development of a Staff Travel Plan although no formal funding has yet been investigated. Employee Commuter Survey was conducted late 2005. Current actions include: inclusion of 4 bicycles & 3 hybrid vehicles on fleet, an intranet-based RideShare programme, revision of the Vehicle User Policy to allow staff to carpool, ability to work from home using the Citrix system & planning for more bicycle storage at the main council building.

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	5.2 As above	As above	As above	PCC	GWRC Transport Strategy Implementation	0%	No formal internal travel plan is being developed in 2006/07. Measures to encourage employees to reduce car use include provision of enclosed cycle storage, flexible work arrangements (to encourage off-peak travel & working from home).
	5.2 As above	As above	As above	WCC	GWRC Transport Strategy Implementation	15%	It was anticipated that WCC would work with GWRC as part of pilot group to test tools being developed by GWRC. WCC has a series of measures in place & anticipates formalising these by a Travel Plan beginning late 2006/07.
	5.2 As above	As above	As above	HCC	GWRC Transport Strategy Implementation	0%	Awaiting work place travel plan guidance documents from GWRC before investigation can begin.
	5.2 As above	As above	As above	UHCC	GWRC Transport Strategy Implementation	5%	Staff resources are limited & only once School Travel Plans have progressed satisfactorily will we be able to look at our own workplace.
	5.2 As above	As above	As above	SWDC	GWRC Transport Strategy Implementation	0%	SWDC has quite a large area and no public transport to suit to office hours. A few staff members use bicycles sometimes but generally cars are the only means of transport used.
	5.2 As above	As above	As above	CDC	GWRC Transport Strategy Implementation	0%	Council has completed a vehicle use policy for council work vehicles. There is currently no provision for a workplace travel plan. Due to lack of public transport & distances travelled most staff use individual cars. Some staff living locally use bicycles.
	5.2 As above	As above	As above	MDC	GWRC Transport Strategy Implementation	0%	Anticipate development of Travel Plan will have regard for management of pool car fleet & will encourage use of facilities already in place by those staff that might elect to walk, run or cycle to work.
	5.2 As above	As above	As above	Transit NZ	GWRC Transport Strategy Implementation	5%	Transit has completed a travel plan survey & data analysis is underway. Next stage in this programme is to write a travel plan document for each Transit office & implement the action plan.
	5.2 As above	As above	As above	EECA	GWRC Transport Strategy Implementation	76%	EECA's travel plan was adopted late in 2004 & identified a range of actions to help support sustainable travel choices, around 70% of which have been completed. Follow up travel survey was conducted June 2006, showing a continual improvement in staff transport choices. A lack of staff resource continues to be a key challenge for the travel plan. Staff travel within working hours & the impacts of tele/video-conferencing has not been re-surveyed, however anecdotal evidence suggests a reduction in travel due to the latter.
	5.2 As above	As above	As above	Ministry of Transport (MoT)	GWRC Transport Strategy Implementation	44%	MOT completed a staff survey in August 2006 & is now developing a travel plan.
	5.2 As above	As above	As above	Regional Public Health (RPH)	GWRC Transport Strategy Implementation	5%	RPH & HVDHB has been in initial contact GWRC setting up a project.
	5.2 As above	As above	As above	Land Transport NZ	GWRC Transport Strategy Implementation	84%	Land Transport NZ Wellington Regional office will be looking to start the surveying part of their travel plan later in 2006/07. Land Transport NZ National office have undertaken staff surveys, developed a travel report & draft action plan. It is anticipated that the travel plan will be completed by the end of the calendar year & launched in Feb 2007 (due to many staff being away on holiday in Jan). Land Transport NZ will then look to develop travel plans for all of Land Transport NZ's regional offices throughout NZ during the next calendar year.
Perception Survey	6.1 Undertake surveys to determine regional perceptions of issues related to TDM	2-yearly	Survey completed & results reported in RLTS Annual Monitoring Report (AMR)	GWRC Transport Strategy Development		100%	Survey undertaken June/July 2006 with results reported in AMR September 2006. Next survey 2008.

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Road Pricing	7.1	Advocacy to central government for the introduction of legislation allowing for road pricing of existing routes	Legislation introduced in the medium term	Advocacy undertaken	RLTC	5%	Submission made to MoT regarding the Auckland Road Pricing Study. Advocated for enabling legislation through this submission. Agreed to participate with Auckland Pricing Study Part 2.
Road Pricing	7.2	Undertake further investigations into appropriate road pricing scheme for the greater Wellington region which will define the concepts developed to date, review the social, equity, economic and environmental impacts of road pricing in more detail, & identify the system administration & technological issues, including a robust risk assessment.	Study completed & reported to RLTC by end 2005/06	Study completed	GWRC Policy & Strategy	100%	Study completed March 2007. Study will be reported to RLTC in due course.
Regional Participation at National Level	8.1	Actively participate where appropriate, in national level programmes/ strategy development that have regionally significant impacts upon Travel Demand Management such as the Travel Behaviour Change Advisory Group	Every opportunity to participate taken	Participation in policy development opportunities	GWRC Transport Transit NZ Strategy Implementation	100%	GWRC continues to participate at the national level through representation on the Travel Behaviour Change Advisory Group, Govt3 Transport Team & by liaising with Transit NZ national & regional TDM staff.
National Rideshare Program	9.1	Develop a national rideshare tool	Introduction of scheme as soon as possible	Scheme developed	Land Transport NZ	0%	Land Transport NZ is unlikely to consider the development of such a system before 2007/08 due to the Land Transport Programme development requirements of the LTMA. Further, wider public access to such a tool will depend upon required rule changes to allow for their existence.
National Rideshare Program	9.2	Actively support national level programmes that seek to develop & implement a national rideshare programme	Every opportunity to support taken	Participation in national rideshare programme development opportunities	GWRC Transport Strategy Implementation	100%	GWRC actively supports & participates in discussions with Land Transport NZ & other stakeholders such as the Travel Behaviour Change Advisory Group on development of a national rideshare program. ARTA trialing rideshare software; GWRC investigating trial of rideshare software in the 2007/08 financial year through the travel plan programme with staff of C&CDHB & GW both involved in the programme.
Other Actions	10.1	Capital & Coast District Health Board Staff Travel Plan			GWRC Transport Strategy Implementation	84%	The C&CDHB staff travel plan is progressing with ongoing implementation actions & planned activities & actions budgeted for the 2007/08 financial year. Preparation of the patient & visitor component of the travel plan is complete & expected to be approved by C&CDHB in April 2007.
Other Actions	10.2	Short Trip Reduction in the Wellington Region - Sustainable Management Fund Project			GWRC Transport Strategy Implementation	84%	The project is using a Community Based Social Marketing approach using pre-defined tools, incentives & messages to prompt voluntary behaviour change for short trips currently being taken by car within the Lower Hutt community. Project to be completed by 30 June 2007 with final report & findings submitted to Ministry for the Environment's Sustainable Management Fund.
Other Actions	10.3	Feet First Walk to School Week			Land Transport NZ (Lead) GWRC Transport Strategy Implementation (Co-ordinator)	92%	Feet First is an initiative to celebrate Walk to School Week from 5-9 March 2007 featuring a Walk to School Day held Wednesday 7 March & Walking Wednesdays each week until 4 April 2007. 1,200 students, representing 45 schools throughout the Wellington region registered to participate. Schools had good community support & promoted active travel modes well with some achieving > 90% participation (students walking). The event gained national & local media coverage. Land Transport NZ aims to build on the success by promoting Feet First nationally in 2008 & GW will promote walking to school by Wellington region school children all year as a regular activity.