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Committee Regional Transport Committee
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Implementation

Travel Demand Management (Behaviour Change) Progress Review

1. Purpose

To provide the Committee with progress and information on the Travel Demand Management (TDM) programmes and activities of the Transport Strategy Implementation Department as well as those of Greater Wellington's partner agencies and stakeholders. These activities and programmes seek to deliver, encourage and support the uptake of and awareness around sustainable transport opportunities in the region.

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 was formed in mid-2006 in order to contribute to the implementation of the Regional Land Transport Strategy (RLTS). In particular, it was tasked with developing and leading on travel behaviour change programmes and measures set out within the Regional Travel Demand Management Strategy adopted in late 2005. In a broader sense, the work of the department seeks to bring about sustainable transport outcomes for the region through an integrated approach of actions and programmes through the Regional Travel Demand Management Plan and complementary Regional Cycling and Walking Plans.

Travel behaviour change is one of a collection of travel demand management measures used to contribute to optimising the existing transport network, encouraging active and sustainable transport choices and reducing the demand for travel, particularly by single occupancy vehicle.

4. Progress Highlights

Sustainable transport programmes and initiatives continue to develop throughout the region. Significant momentum was achieved through the 07/08 and 08/09 years. This report sets out general highlights to date for school and workplace travel plans, community and household based initiatives, travel awareness and active transport initiatives. The report in **Attachment 1** provides greater detail on this progress over the last three years.

4.1 School Travel Plans

The Wellington Region's School Travel Plan programme is managed in partnership by Greater Wellington Regional Council (GW), Carterton District Council (CDC), Hutt City Council (HCC), Kapiti Coast District Council (KCDC), Masterton District Council (MDC), Porirua City Council (PCC), South Wairarapa District Council (SWDC), Upper Hutt City Council (UHCC), Wairarapa Road Safety Council, Wellington City Council (WCC) and the New Zealand Transport Agency (NZTA).

To date 24 schools throughout the region are enrolled in the programme with over 7,900 primary and secondary students and their parents exposed to and developing or implementing sustainable travel to school initiatives. This figure surpasses the programme's 2006 Business Plan target of engaging 16 schools in school travel plans by June 2009. Due to the commitment and support of Territorial Authorities (TAs) and others it is expected that the 2016 target of 90 (35%) regional schools will be surpassed by June 2013.

Five of these 24 schools have been in the programme long enough to have undertaken follow-up surveys. These surveys showed an overall 17% increase in the number of trips walked to school. Overall, there was a corresponding decrease in mode share related to travelling to school in the family car from 65% to 62%. This decrease in mode share by family car represents a 5% decrease in the actual number of trips travelled to school by family car within these 5 schools.

Progressing changes in children's travel behaviour relies on many partners. In addition to working with TAs, collaboration with health and physical activity agencies already working with schools is an important component of the programme. 15 of the 24 schools involved in the school travel plan programme are currently committed to health or environmental programmes delivered by other agencies. These programmes often include physical activity and/or transport components which are complementary to the school travel plan programme.

4.2 Workplace Travel Plans

To date, 12 organisations in the region, constituting 12,000 employees and 20,000 tertiary students, are involved in developing and implementing sustainable travel practices for the staff commute to work and business travel through travel plans. The programme's 2006 Business Plan targeted engaging

12 organisations (4,200 employees) in workplace travel plans by June 2009 and 37 organisations (12,950 employees) by 2016.

Analysis from 6 organisations (representing over 5,000 employees) that have undertaken follow-up surveys shows collectively an overall 2.3% decrease in driving alone to work and a 1.6% decrease in driving with passengers (most often children). Overall, these organisations achieved a 3.9% decrease in driving to work. Individual achievements that were most impressive were Hutt City Council achieving an 11% and NIWA a 7% decrease in driving to work alone. Results also showed an overall 3.3% increase in sustainable modes of transport such as commute by train, walking and cycling. A slight increase in working from home was also evident within the 6 organisations.

Assuming the survey respondents from the 6 organisations are representative of the total population of these workplaces, this decrease equates to 2,000 less car trips to work each week, and 96,000 less each year. At the average vehicle trip length to work in the region of 7.9km, this equates to an annual saving of 800,000 vehicle kilometres travelled. Based on the typical fuel efficiency of the vehicle fleet, this is a 200 tonne CO2 reduction per year.

4.3 Complementary workplace Initiatives

A number of successful initiatives and programmes have been launched in order to further assist organisations with putting into place effective workplace travel measures, whether they are doing so as part of a workplace travel plan or not.

A free public transport trial was offered to all workplace travel plan businesses and other partner organisations. The purpose of the initiative was to encourage people that didn't currently take public transport but rather drove to work to try public transport as a means of commuting to work. A survey of participants one month later showed that 43% of participants reported they had used public transport in the past 7 days. Of those that had, two-thirds had done so for 3 or more days and said they drove less to work as a result of using public transport.

The launch of a regional carpool programme (Let's Carpool) in May 2009 was a significant initiative to contribute to decreasing single occupancy vehicle commute travel in the region. The first comprehensive, region-wide carpool matching website of its kind in the country encourages and supports employers to set up workplace based carpool schemes. The programme, developed in cooperation with the New Zealand Transport Authority and TAs is available to every business and individual in the region.

In the first 7 weeks of the launch of Let's Carpool almost 500 individuals and 24 businesses had registered with the programme. These businesses represent an additional 3,000 employees to those already part of the workplace travel plan programme. Approximately 350 of the almost 500 registrants had at least one carpool match opportunity. As the number of registrants grow, so to do the match opportunities available to people. Three organisations, Ontrack, Dulux and Hutt City Council have also signed up to offer an emergency ride home to their staff through the programme.

4.4 Community and Household-based Initiatives

Sustainable travel awareness promotion has included having a presence at events and festivals, targeting the region's business and local government leaders as well as new settlers to the region. Such promotion is an important component in raising awareness and changing behaviours.

A successful example of the region's leaders demonstrating leadership and commitment to sustainable travel modes and maximising our transport network was most evident in events to mark World Car Free Day in 2007 and 2008. In 2007, business and local government leaders from 30 organisations around the region left their cars at home for the day, taking trains, buses and ferries and walking and cycling to work. In 2008, over 40 organisations including mayors of local councils participated in the event.

Participation and support at events such as World Environment Day, Climate Day of Action, Creek Fest and Walk2Work Day provided the opportunity to promote awareness around the various travel options and alternatives available in the region. This included promoting the school and workplace travel plan programmes and other well supported programmes such as Feet First.

GW supported several individual and household-based travel behaviour change projects piloted in the Wellington region over the past several years. The projects undertaken thus far in Lower Hutt and Wellington City provided an indication that some behaviour change is possible, at least in the short-term, by providing information, encouragement and incentives through personalised travel support. More research however is required in this area in terms of long term behaviour change and associated benefits to the transport network in relation to the cost of undertaking these initiatives.

4.5 Active Transport - Cycling and Walking Initiatives

Development of a web-based cycling and walking journey planner is a significant step forward in terms providing valuable information to facilitate and encourage cycling and walking in the region for commutes and short trips.

The journey planner, to be launched later this year, has been developed in co-operation with TAs and will provide detailed printable itineraries, time/distance measurements and maps to requested destinations. The planner features include elevation over selected journeys, and amenities such as bike racks, drinking fountains, toilets and points of interest such as parks, museums and public transport nodes, the day's weather, and a calorie counter.

Greater Wellington piloted the new NZTA Cyclist Skills Training Guidelines with 93 students from two schools involved in the school travel plan programme. GW partnered with trained programme trainers and liaised with TAs and New Zealand Police Education Officers (PEOs). GW was one of five councils across the country that participated in piloting the guidelines developed as part of a commitment to New Zealand's 'Getting There – On foot, by cycle' strategy. The value in this type of cycle skills training is a

complement to the school travel plan programme and getting more kids to school by active mode in general.

5. Conclusion

In summary, a great deal of momentum has been gained in the area of behaviour change travel demand management measures in the region in a relatively short period of time. In large part, this progress has been due to valuable partnerships and collaborative work between GW, TAs, NZTA schools, and businesses and other key agencies and groups. These partnerships and collaborative projects will be even more critical if we are to effectively contribute to regional and national sustainable transport outcomes.

Influencing and encouraging children, their families and schools to adopt more active and sustainable modes for the school journey through school travel plans and other awareness and active travel activities is where large gains can be made in terms of creating a culture shift towards active, healthy and safe communities. In order to sustain and grow this activity, it is important for national support, continued regional coordination and the continued commitment and support of TA partners in supporting and resourcing this activity at the local level.

Further, programmes like the carpool programme, upcoming cycling and walking journey planner, the workplace travel plan programme and continued awareness around the various travel options and alternatives provide tangible tools and information essential in providing choice and facilitating the uptake of modes of travel other than by single occupancy vehicle. This applies to whether for the work commute, business travel and short trips to access services and facilities.

The current government focus of land transport funding is on increasing economic productivity and growth through investment in transport infrastructure and services. The initiatives highlighted in this report do not work in isolation but rather in tandem with good investments in improving the quality and choice of for all modes of travel.

6. Communications

The Transport Strategy Department will continue to promote sustainable transport programmes and initiatives through an ongoing travel awareness programme and at every opportunity available.

The progress review will be provided to NZTA, the TAs and other partner agencies and organisations.

7. Recommendations

That the Committee:

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

Report prepared by:

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**Attachment 1: Travel Demand Management (Behaviour Change) Progress Review
2006-2009**