

Report 11.470
Date 9 September 2011
File ST/01/02/01

Committee Regional Transport Committee
Author Jill M. Beck, Manager Sustainable Transport

Sustainable Transport Annual Achievement Report

1. Purpose

To provide the Committee with progress on the region's sustainable transport programmes and activities.

2. The decision-making process and significance

The matter requiring decision in this report has been considered by officers against the requirements of Part 6 of the Local Government Act 2002 (the Act).

2.1 Significance of the decision

No decision is being sought in this report.

This report is provided to inform the Committee on progress of existing programmes of walking, cycling, travel demand management and road safety under the Regional Land Transport Strategy's Implementation Plans.

3. Highlights

Momentum continued in the area of travel demand management and road user safety programmes and initiatives in the region through the 2010-11 year. The success and high profile of many of the programmes is the result of the collaborative partnerships forged between Greater Wellington (GW), the Territorial Authorities (TAs), schools, businesses and other key agencies and groups.

This report sets out the general highlights and updates of GW's sustainable transport programmes in 2010/11. **Attachment 1** and **Attachment 2** provide detail on the achievements and progress of each of these programmes and initiatives over the year.

3.1 School travel plan programme

To date 51 schools throughout the region are enrolled in the programme with over 17,000 primary and secondary students and their parents exposed to and developing or implementing safe and sustainable travel to school initiatives.

Evaluation of regional school travel data earlier in 2011 for schools in the programme (see **Attachment 2**) showed a steady decrease in the percentage of trips to school by car. There has been a comparable increase in the percentage of trips to school across the region by active modes, particularly by younger children and those living within 5 km of their school. This, along with parent survey data, suggests that parents are becoming increasingly aware of their options for safe and active travel to school.

Many initiatives undertaken by schools in the travel plan programme are only possible because of the commitment and partnerships between the TA school travel plan coordinators, road safety coordinators, Police Education Officers, teachers, parents and school community. Actions include cycle skills training, school speed zone reductions, parking restrictions, parent patrolled crossings and “valet” systems, student-lead motorist speed monitoring and data use in maths lessons and a walking school bus “graduation”.

The second annual Movin’March in 2011 saw 38 regional schools registered to take part in this safe and active travel week, an increase of over 10% from 2010. This year’s Movin’March promotion focused on getting active and being safe on the way to school.

Schools received a resource booklet, safety messages for child pedestrians, promoted by Melissa Moon, safe cycling tips promoted by Robyn Wong and ideas for celebrating the week. TA school travel plan coordinators or road safety coordinators provided other resources as required. Local bike shops across the region supported Movin’March by providing free safety assessments for children's bicycles and helmets.

A competition was offered to school staff to encourage them to be role models for their students. Teachers from seven schools signed up to take part in the challenge to walk, cycle, bus or carpool to the school during Movin’March week. Staff at Kapanui School in Waikanae lead the way by choosing to change their travel choices for the entire month of March.

3.2 Workplace and business travel toolkit

By June 2011, the regional carpool programme, Let’s Carpool, had 1870 registrants. 515 workplace organisations from around the region were registered on the site. An evaluation of the programme in 2010 concluded that the programme had been successful in increasing vehicle occupancy in the region and later that year the programme won the NZ Traffic Institute’s Sustainable Transport Leadership Award for its outstanding performance and contribution towards sustainability in transport.

The success of the programme resulted in interest from other areas of the country. In June 2011, GW entered into a partnership with Greater Christchurch's Urban Development Strategy Group to expand Let's Carpool to the Canterbury region. More recently, we partnered with Palmerston North City Council to extend Let's Carpool to the entire Horizons region which includes parts of Manawatu, Horowhenua, Tararua, Ruapehu and Rangatikei as well as Palmerston North city itself. This latest collaboration will not only facilitate carpooling for regular commute trips between the greater Wellington and Horizons regions, but will also result in cost-savings on marketing and promotion of Let's Carpool.

3.3 Active transport - cycling and walking

Greater Wellington collaborated with Cycling Advocates' Network, GoWellington and Valley Flyer to deliver bus drivers/cyclists awareness workshops. The workshops, attended by both cyclists and bus drivers, allow participants the opportunity to view the road from a very different perspective; drivers go for a bicycle ride and cyclists try their hand at driving a bus. The feedback from both cyclists and bus drivers has been positive and there is continued demand for more workshops.

Following the launch of the new Matangi trains, GW worked with cycling advocacy networks to develop a new policy for bikes on trains. The new policy included some restrictions on the carriage of bicycles during peak periods. GW followed this with a campaign to promote the use of folding bikes on the trains, providing discount vouchers for the purchase of folding bikes valid until the end of 2011. The campaign has been overwhelmingly popular with more bikes sold than vouchers redeemed to date.

3.4 Road safety

GW began facilitating quarterly Regional Road Safety Coordinator's Planning Forums attended by local Road Safety Coordinators, NZ Police, ACC and NZTA. The forums provide an opportunity to share upcoming plans and better coordinate joint campaigns across the region.

As a part of the regional motorcycle safety campaign driven by ACC and NZTA, GW developed a motorcycle safety web page on the Regional Council's website. This is an appropriate fit with our safer speeds web pages and complements our walking safety and 'Stars Stand Out at Night' campaigns.

GW collaborated with Wellington City Council, skilled trainers from the Cycling Advocates Network and NZ Police to train and up-skill members of the Tawa community to deliver cyclist skills in local schools.

Following the closure of Muri station, staff coordinated a meeting between Porirua City Council, Pukerua Bay Residents Association and Greater Wellington to discuss and collate options for providing safe pedestrian access for those walking to Pukerua Bay Station through the Muri Road Reserve. To date, collaboration between Porirua City Council and GW resulted in building a boardwalk over a drainage channel in the reserve. KiwiRail has agreed to fence off access to the reserve (from the adjacent rail tracks).

Once this work is complete, GW will coordinate the laying of a smooth crushed lime surface over the coarse gravel in the rail corridor providing local residents a comfortable and safe access from Muri to Pukerua Bay Station.

3.5 Travel awareness programme

Between January and May 2011 2,660 targeted households were provided a welcome pack including information on the various transport options and tools available in the region; the walking and cycling journey planner, public transport, carpooling and car sharing. Almost half of these households also received a complimentary return ticket, for either Go Wellington, Valley Flyer or Mana bus services. A smaller number received a pre-paid Snapper card.

Preliminary evaluation of the campaign shows positive results. In August 658 postal surveys were mailed to all recipients of the information packs during the month of May and all recipients of the pre- paid Snapper card to date.

More than half of the recipients of the complimentary bus ticket or Snapper card had indicated they had used them. Of those who had not yet used their ticket or Snapper card, 68% planned to use it within the next month. 72% of the respondents found the pack contents useful or very useful, whether they received a free ticket/ Snapper card or not. 48% indicated they had visited Metlink website and 26%, the Greater Wellington website. Additional feedback included thank you emails to Fran Wilde and the following comment, *“Thank you very much for the welcome pack- I now use the bus without a worry and enjoy the benefits of my Snapper card- Awesome!”*

4. Recommendations

That the Regional Transport Committee:

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

Report prepared by:

Report approved by:

Jill M. Beck
Manager, Sustainable
Transport

Jane Davis
General Manager, Strategy &
Community Engagement

Attachment 1: Sustainable Transport Annual Achievement Report

Attachment 2: School Travel Plan Programme: Regional Analysis Report 2006-2010