

Report 2016.14
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Committee Sustainable Transport
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Sustainable Transport Annual Report

1. Purpose

To report on the regional sustainable transport programmes and activities undertaken during 2014/15.

2. Background

Greater Wellington Regional Council (GWRC) reports its sustainable transport initiatives to the Sustainable Transport Committee and the Regional Transport Committee on a regular basis and also provides an annual report summarising the achievements each year. The activities contribute to the strategic outcomes of the Wellington Regional Land Transport Plan, which in turn contribute to the objectives of the Government Policy Statement (GPS) on land transport and the national Safer Journeys' Strategy. The sustainable transport programme is co-funded by the New Zealand Transport Agency and GWRC.

The key focus for the programme is three-fold: congestion relief during the peak traffic periods, improving travel time variability and contributing to improvements in regional road safety. The programme aims to optimise the considerable investment in physical transport infrastructure by helping reduce the demand for travel wherever possible, making a range of transport choices appealing to people, as well as integrating active modes with public transport.

Providing a suite of regional programmes reduces duplication across the region's councils and there is less pressure on individual local councils to deliver similar campaigns to reach their sustainable transport objectives. These programmes are monitored and evaluated for their effectiveness.

This report sets out some highlights from the report and any updates of GWRC's sustainable transport programmes in 2014/15. Attachment 1 provides the full report on these programmes and initiatives over the year.

3. Highlights

Sustainable transport programmes and initiatives were rolled out throughout the region in the 2014/15 year and achieved its performance targets. The success and high profile of many of the programmes is the result of collaborative partnerships between GWRC, the territorial authorities (TAs), the New Zealand Transport Agency (NZTA), schools, businesses and other key agencies and groups.

3.1 School travel plan programme

The Regional School Travel Plan Programme provides a whole system approach to improving road safety and road user behaviour for the journey to school. Four new schools joined the School Travel Plan programme by June of this year with a total of 78 schools (reaching over 23,000 children) now participating. Kapiti Coast District Council, Wellington City Council, Hutt City Council, Upper Hutt City Council, Porirua City Council and the Wairarapa Road Safety Council (in partnership with GWRC) are all working with the regional programme to support schools in their area.

Comparing pooled data over time there has been a significant decrease in the percentage of trips to school across the region by car, and a significant increase in the percentage of trips by active modes. The percentage of car trips decreased from 62% in 2006-2009 to 56% in 2010-2013, whereas active mode trips (including walk, cycle, scooter and skateboard) increased from 32% to 40% over the same period. This represents an 80% increase.

Movin'March 2014 was the Wellington region's sixth annual active travel week for schools. This year 50 schools with over 14,000 children registered to participate. This year's Movin'March promotion focused on getting active and being safe on the way to school as a community.

3.2 Workplace and business travel

3.2.1 Active a2b

Active a2b promotes active mode commuting with an aim to help reduce congestion at peak travel times. It was delivered for a sixth year with support from health partners the Cancer Society, Compass Primary Health Care Network and Regional Public Health. While congestion-related outcomes were still the primary aim of Active a2b, the partnered programme included nutrition and smoking cessation information in addition to focusing on walking and cycling for transport to work.

In 2015 there was a significant increase in the number of employees from workplaces participating; 146 in 2015 compared with the 75 workplaces which participated in the previous year's programme.

The target group are those people that drive alone to work three or more times a week. These are the "Plus" group and they receive personalised support with motivation and goal setting. In 2015 there were 301 people in the 'Plus' group.

There were increases for active modes in this group from 3% to 15% for walking and from 1% to 10% for cycling. Car trips for the Active a2b Plus group decreased significantly from 91% to 67%. Both of these results are improvements on the results from 2014.

3.2.2 Let's Carpool

From 8-14 June 2015, the third national Kiwi Carpool Week was run. National support from Z-Energy assisted in promoting the campaign. Targeted marketing was directed at Riverstone Terraces this year because of the limited public transportation options available. Other promotions included banners, billboards, human-powered billboards, on-line advertising and Facebook campaign, newspaper and radio advertising, and newsletters. The Wellington Transport Operating Centre (TOC) ran the message "Kiwi Carpool Week" on their Variable Messaging signs (VMS) during the week.

There were 84 new Let's Carpool registrations from the greater Wellington region, bringing the regional total to 3,410. During a similar four week period in 2014, there were 67 new registrants.

3.2.3 Spring to the Street

Spring to the Street is GWRC's three-week sustainable transport challenge which happens in the lead up to daylight saving. In September 2014, 2,014 individuals (131 teams) took part, representing 56 workplaces from around the Wellington region. This was a small decrease on the previous year in terms of participation, however more workplaces took part this year (56 compared with 52 in 2013).

After participating in Spring to the Street, there was a 30% decrease in participant drive alone travel. This was matched by increases in public transport use (both for bus and train/ferry). There was a 10% increase in cycling trips to work following the challenge.

3.3 Active transport - cycling and walking

In order to improve the integration of active modes with public transport a campaign to promote and normalise the use of folding bicycles in combination with public transport continued with a promotion of a 'how-to' video placed on YouTube.

Four bus driver/cyclist workshops were held this year and included Mana-Newlands Coach drivers for the first time. Injury crashes in the four-year period since the workshops began in 2010 have more than halved compared with the previous four year period. This is despite a significant increase in cycling in the region.

A new website promoting cycling in Wairarapa was launched in February 2015 called WaiBike (www.wairapabike.org.nz). Its aim is to provide an online resource for all things cycling in the Wairarapa and encourage Wairarapa residents to cycle more regularly for short trips.

3.4 Road safety

A pedestrian campaign using a safety video entitled 'A Two-Way Street' was first started in 2011 in collaboration with the NZ Police and the victim of a pedestrian-vehicle crash. The campaign depicts actual CCTV camera footage of the crash, and the key messages are 'Look Both Ways' before crossing the street and 'Safe Speeds Save Lives'. This year a short version of the video was produced to play prior to YouTube videos. The short version had been viewed on YouTube over 6,000 times in just two months.

The Pedal Ready regional cycle skills training programme continued to be highly valued by schools and workplaces across the region. Bookings for the spring and summer months were full. Introduction to Cycling and Grade 1 training was delivered to 3,513 children, and Grade 2 training (on road) to 550 children. Instructor training was provided to 31 people and 566 adults received cycle skills training. The total number of people receiving training was 4,629, which is 1,600 more than the previous year.

GWRC provided support to NZTA's Highways and Network Operations team by hosting a contractor in the Sustainable Transport department to undertake a series of regional road safety campaigns. Four areas of concern were identified as the focus of the campaigns. These were intersections, young drivers, motorcyclists and cyclists.

3.5 Travel awareness

New Movers packs were sent out to residents relocating within the region and new residents coming into the region. Data is supplied by NZ Post and packs include information on walking, cycling, carpooling and public transport, as well as complimentary return tickets for their local bus service. Feedback from residents shows this is highly valued.

Information about the range of transport options available to people was sent to i-Sites and libraries and workplaces for distribution to new staff. Over 10,000 brochures were distributed at university orientation days, festivals and events across the region.

Staff worked with Victoria University to develop a Personalised Journey Planning project targeting staff with parking permits at the university, or on the waiting list for them. They were phoned and informed about other transport alternatives. The university saw this as highly valuable and are keen to continue to work with the team on similar projects.

4. Summary

The success of many of these programmes has been sustained this year. However, changes have been made to the work programme of the Sustainable Transport department for the 2015-2018 period. These will be reported to this Committee later this year in line with the outcomes identified through a new monitoring and evaluation framework.

5. Communication

The report will be presented to the Regional Transport Committee when it meets in March.

6. The decision-making process and significance

No decision is being sought in this report as this is updating the Committee on the work of the Sustainable Transport department.

6.1 Engagement

There is no requirement for engagement relating to this report.

7. Recommendations

That the Committee

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

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Attachment 1: Sustainable Transport Achievements Report 2014-15