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Committee Regional Land Transport
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Draft Regional Travel Demand Management Strategy

1. Purpose

To present to the Committee the redrafted Regional Travel Demand Management Strategy (**attachment 1**) for consideration and approval to release the draft for public consultation.

2. Significance of the decision

The matters in this report do not trigger the Council's significance policy or section 76(3) (b) of the Local Government Act 2002.

3. Background

The draft Regional Travel Demand Management Strategy has been developed with a technical group comprised of representatives from Greater Wellington Regional Council, the region's territorial authorities, Transit New Zealand (Wellington Region and National Office), Land Transport New Zealand (Wellington Region and National Office), the Ministry of Transport, The Energy Efficiency and Conservation Authority and Regional Public Health.

The draft strategy was presented to the RLTC meeting on 31 May 2005, where the Committee identified four key points for further work. These were:

- Clarification of the strategy funding
- Identification of the benefits of TDM
- More emphasis on road pricing
- Need for strategy to be explained in 'plain English'.

The redrafted strategy is now referred back to the Committee.

4. The strategy

The vision of the draft Regional Travel Demand Management Strategy is *“to use Travel Demand Management initiatives in achieving sustainable outcomes for the greater Wellington land transport system”*.

The purpose of the draft Travel Demand Management Strategy is to signal key regional intentions for travel demand management and set out a blueprint for improving regional travel efficiency.

The outcomes sought from the draft strategy are (in no particular order):

- reduced traffic demand, whilst maintaining accessibility
- improved journey to work mode share
- reduced greenhouse gas emissions
- reduced fuel consumption
- reduced road congestion
- increased vehicle occupancy
- increased resident satisfaction
- more efficient land use
- no adverse impact on economic activity.

The draft Travel Demand Management Strategy frames demand management issues from a regional perspective and identifies key objectives and actions that are:

- directly aimed at resolving regional issues
- achievable at regional and local levels; and
- measurable, to enable an adaptive and ongoing strategy for demand management.

The objectives for the draft Travel Demand Management Strategy (in no particular order) are:

- ensure the most efficient use of existing transport infrastructure and services
- increase public awareness of Travel Demand Management and individual travel choices
- encourage integrated land use and transport planning that seeks to maximise transport efficiency
- encourage proactive advocacy that facilitates coordination among lead agencies.

Travel demand is influenced by a number of agencies at local, regional and national levels. The Travel Demand Management Strategy seeks to continue enhancing the proactive and interactive best practice culture which exists among agencies in the greater Wellington region. It does so by clarifying the roles of these agencies in the action programme in working toward the vision, objectives and outcomes.

5. Indicators and targets

To meet the obligations set out in Section 175(2) of the Land Transport Management Act 2003, the Regional Land Transport Strategy must *include a demand management strategy that has targets and timetables appropriate for the region.*

The system wide indicators table on page 32 of the strategy document sets out a number of ‘desired outcomes’, which take account of National Energy Efficiency and Conservation Strategy and seek to achieve improvements to indicators in line with Kyoto Protocol targets at a regional level. The table also sets out less ambitious ‘targets’ which seek to hold the line at the 2001 base levels. Meeting these targets will still be challenging and in some cases will require an improvement in the strategy’s indicators of more than 15% compared with the 2016 forecasts.

The action programme then sets out specific TDM interventions with associated timetables and targets in the action tables on pages 35-37 of the strategy. We expect to see positive outcomes over all indicators as a result of successful implementation of the interventions detailed in the action programme.

6. Response to RLTC input

Further work was completed on the draft strategy in response to the key points raised by the RLTC Committee on 31 May 2005.

The redrafted document includes the following:

- Strategy funding: a new section of the strategy has been developed to set out Greater Wellington’s funding expectations for the strategy and how TDM funding sits within the wider transport investment envelope.
- Benefits of TDM: a new section has been developed which provides an overview of the potential benefits of TDM programmes such as health benefits, travel time savings, travel cost savings, reduced road congestion, improved air quality, and a more efficient transport network.

The Wellington Transport Model (WTM) was used to test the effects of TDM on the regional transport network, by modelling the year 2016 with reductions in car commuting trips during the peak period. This found that a 5% reduction in car trips to/from the Wellington CBD during peak periods would produce an annual benefit of around \$4.6M.

- Road pricing: a new section titled ‘TDM Methods’ has been developed. This discusses both pricing and non-pricing TDM methods, and provides some explanation on what is meant by the term ‘road pricing’. This section outlines the investigations carried out to date on road pricing for the greater Wellington region and what the next steps are to pave the way for its introduction in our region. It is proposed that this strategy authorises the further work and investigation into road pricing for our region, but that consideration of the specific options forms a separate process at a later stage.
- Strategy language: a TDM consultation guide has been developed to provide a ‘plain English’ summary of the key messages in the strategy (**attachment 2**). It is proposed that the guide be titled ‘Smart Travel’ to obtain more public interest and therefore facilitate more meaningful

feedback from the public consultation process. This consultation guide will be sent out to all stakeholders with a copy of the main strategy document, in addition to being available to members of the public.

7. Timeframe

Draft strategy released pending approval by the Committee	29 August 2005
Submissions close	7 October 2005
Submissions analysed	November 2005
Revised strategy received and considered by the Committee for adoption	8 December 2005

8. Communications

The strategy will be communicated to the public for consultation via:

- media release
- public notice
- news article in GWRC publication *Elements*
- GWRC website (strategy available as pdf)
- mail out to RLTC technical group and organisations listed in the Land Transport Act (1998).

9. Recommendations

That the Committee:

1. *Receives the draft Regional Travel Demand Management Strategy*
2. *Agrees that the draft Regional Travel Demand Management Strategy signals the desired direction for regional travel demand management interventions for the purpose of consultation*
3. *Agrees that the draft outcomes and targets are appropriate for the purpose of consultation*
4. *Releases the draft Regional Travel Demand Management Strategy for consultation.*

Report prepared by:

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Attachment 1: Draft Regional TDM Strategy August 2005

Attachment 2: Smart Travel - TDM Consultation Guide